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The Architectural

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May 1948

40 STORES

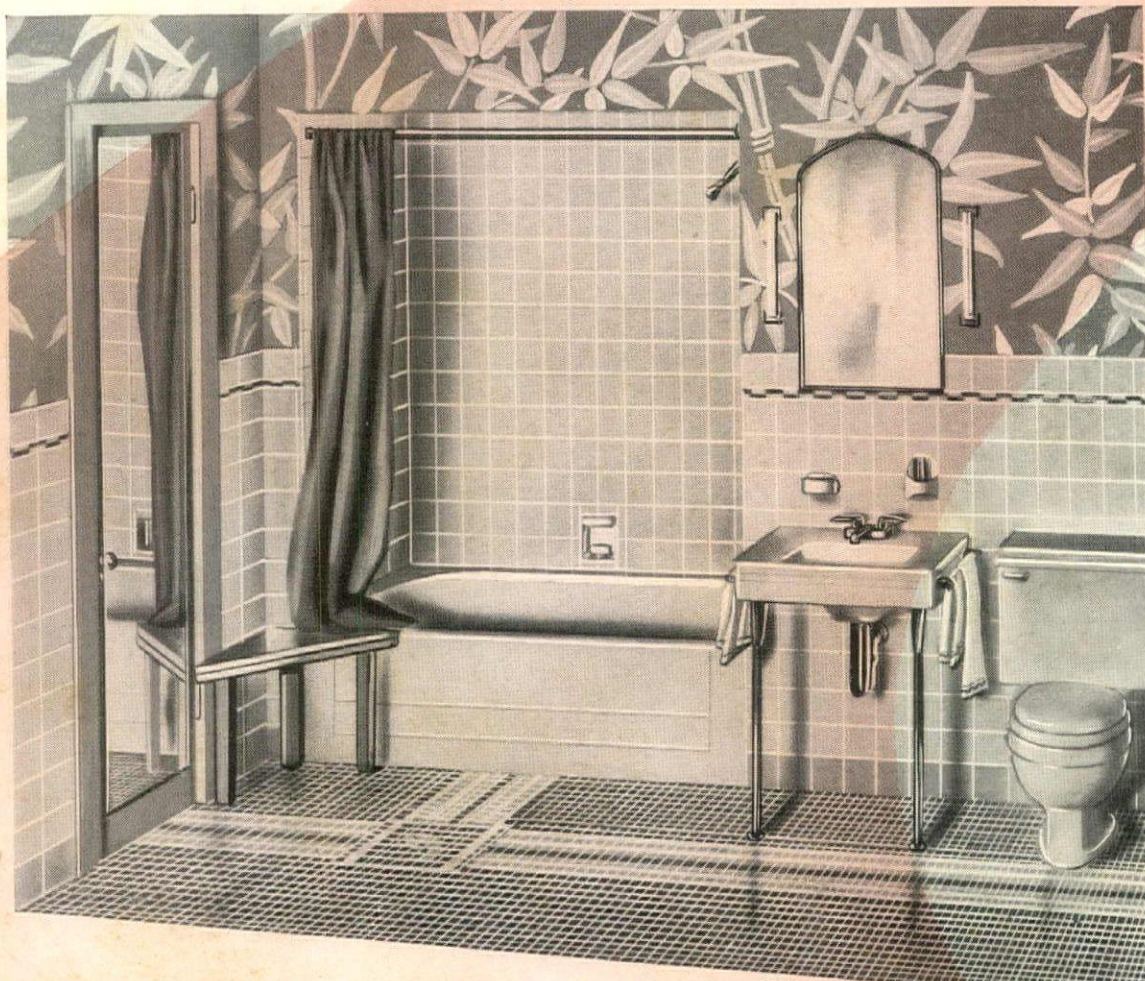


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The Architectural

# FORUM

MAGAZINE OF BUILDING

MAY 1948

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6. Department Store, Pasadena, Calif., Wurdeman & Becket, Architects; 7. Department Store, San Francisco, Calif., Timothy L. Pflueger, Architect; 8. Department Store, Los Angeles, Calif., Albert C. Martin & Associates, Marx, Flint & Schonne, Associated Architects; 9. Department Store, Houston, Texas, Peter Copeland, Alfred C. Finn, Associate Architect; 10. Department Store, Fort Lauderdale, Fla., Eleanor LeMaire, Designer, E. L. Robertson, Associate Architect.

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Published by TIME Incorporated

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The Architectural FORUM

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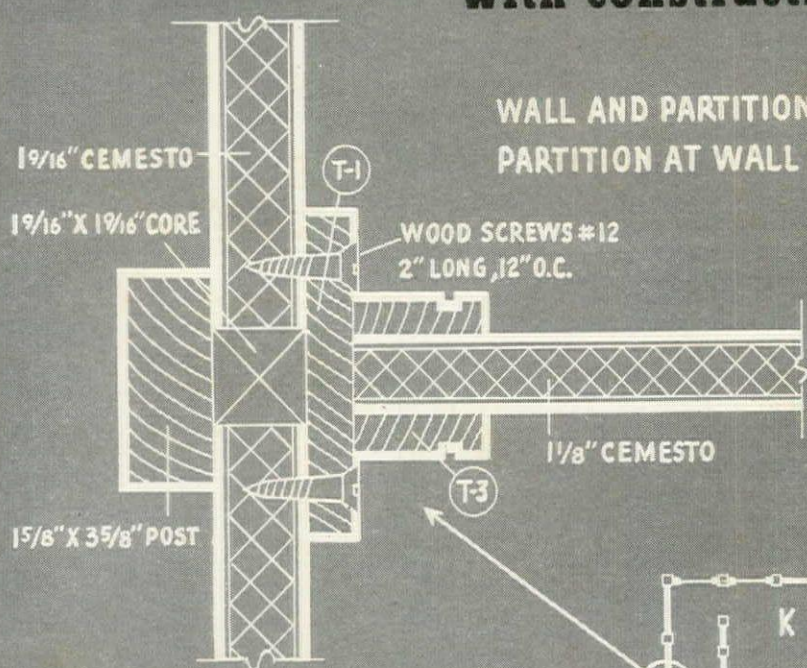
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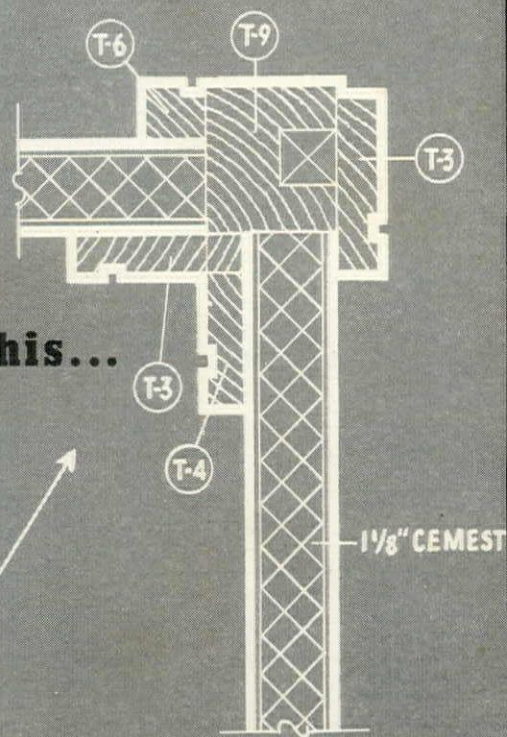
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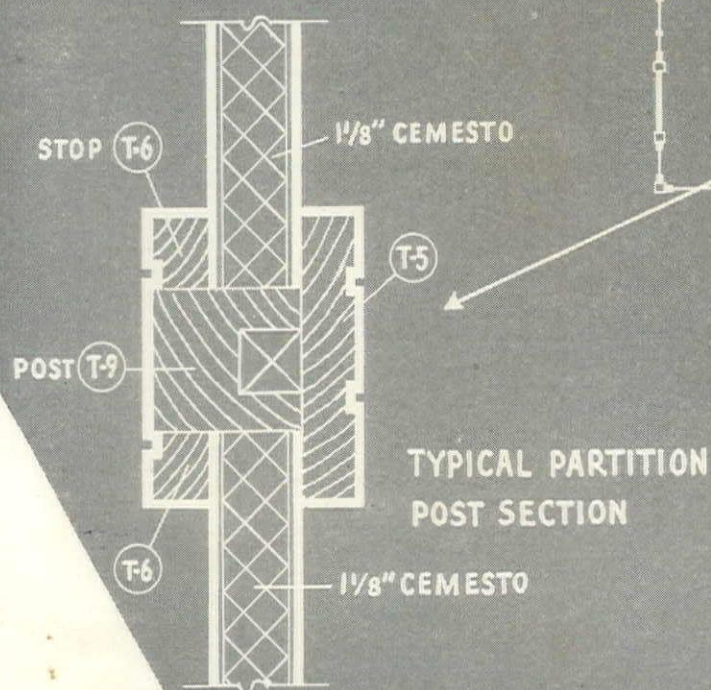
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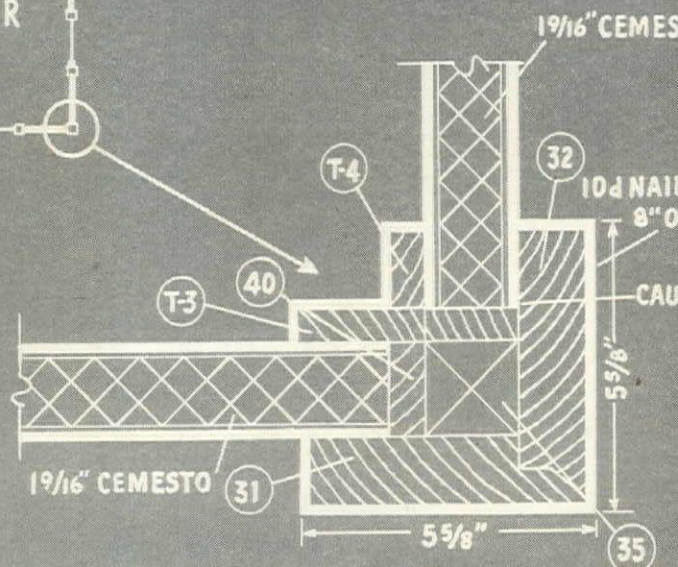
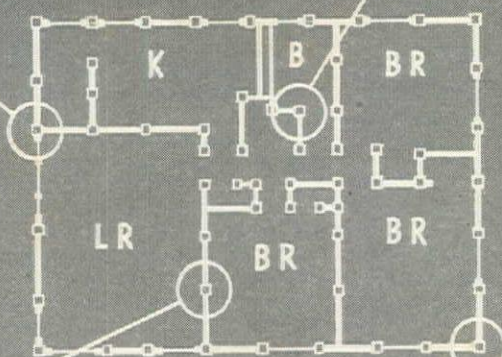
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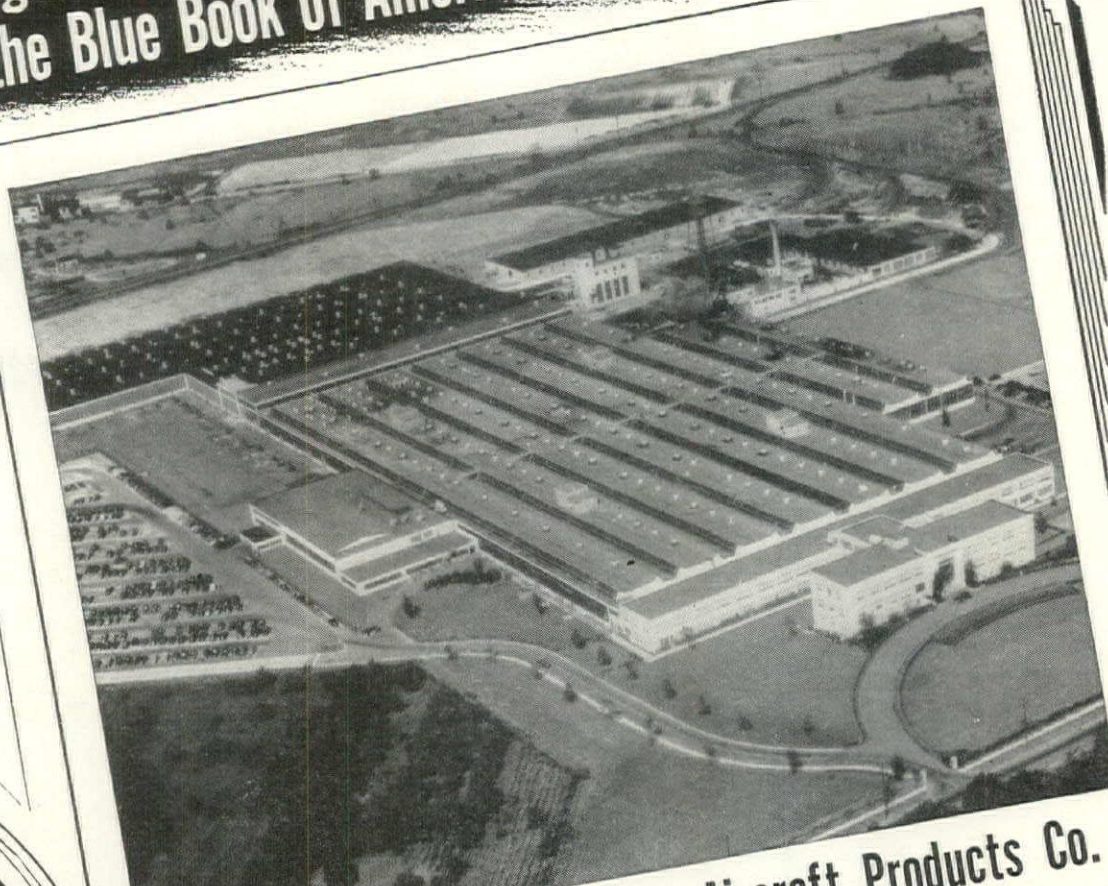
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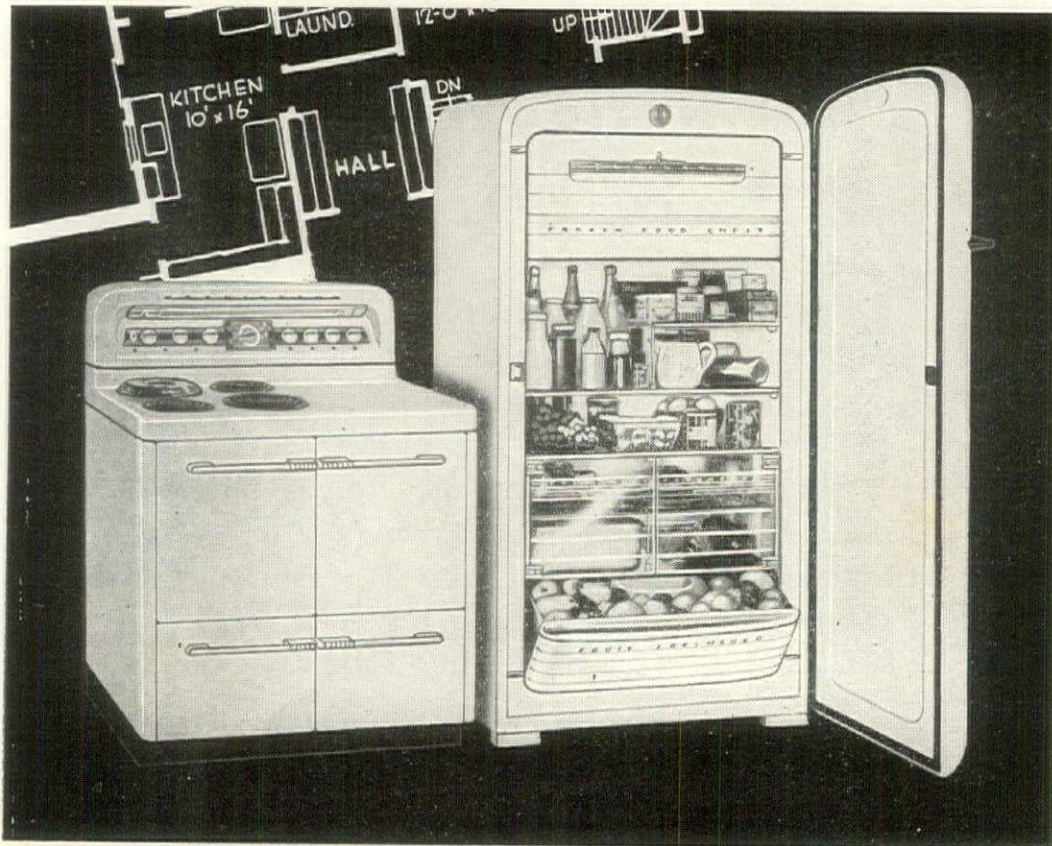
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For further information, write Kelvinator Division, Nash-Kelvinator Corporation, Detroit 32, Michigan.



# NEWS

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have time to pass p. 9

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**BUILDING MONTH.** This spring the ancient thump of the builder's hammer and the whine of the builder's saw was louder than ever before up and down the U. S. March house-building starts had jumped to 67,000 — as compared to 58,500 last year. F. W. Dodge said that, by dollar value, nonresidential building in the first quarter of the year was 42 per cent above last year's pace. Although a political row in Congress threatened to shut off housebuilding money and many a builder was hesitating on new starts, most other signs pointed to an increased volume of building in both residential and non-residential categories. The biggest reason: Building's customers, both for houses and all other kinds of construction, were no longer waiting for prices to drop off. The plain fact was that ERP and national defense spending would, if anything, make prices move in just the opposite direction.

The strange gray boom that was neither the black of war nor the white of peace meant, among other things, continued high level employment, fat pay envelopes and no fall-off in the demand for consumer goods. And all of this meant building: houses in lower-price ranges to serve the part of the market not yet served, housing for military personnel to speed up recruitment (Representative Bates said that "tens of thousands whose enlistments are running out will not sign up again unless their housing facilities are improved"), stores for the new residential neighborhoods and for the downtown merchants now moving into a normally competitive market (see pp. 93-94). The government's industrial mobilization plans meant both remodeling of old war plants and the building of new ones.

Income tax reduction would unleash an estimated \$5 billion for new investment; much of this would find an outlet in building new capital facilities, while further tax incentives might be enacted by Congress to draw some of it into much-needed rental housing.

There was no doubt that Building's market was firmer than ever before. And there was no doubt of the industry's capacity to produce right up to the new demands of the market—unless defense needs drained away essential materials. Loss of steel production in the coal strike lengthened the shadow of steel allocation—but Big Steel's price cut would help Building to hold its own price line, already bumped up by the freight rate increases. Big new steel buyers loomed in the U. S. market as President Truman proposed a \$500 million loan to aid Latin America in industrialization.

The first national defense program to step on private building may be the stockpiling now being gingerly carried on by the Munitions Board. The Board has been accumulating reserves of strategic materials that have to be imported. So far the Board has been diffident about competing with business, and has refrained from buying items that play a big role in the domestic economy. Copper is one of these and an important factor in building. From now on Board policy will be tougher; it will start brisk buying of copper and any other essential items. Its new stockpiling purse will be three times bigger than the one it had this year. Against these material worries stood the report of the producers, backed by Commerce Department surveys: production of practically all building materials is at a record high.

## WASHINGTON

### HOUSES ARE POLITICS

**Private housebuilding credit blocked as Congress fights over T-E-W bill.**

Despite such distractions as the opening ballgame of the season and Senator Taft's withdrawal to Ohio for his contest with Stassen in the delegates' primary, the T-E-W comprehensive housing bill, as amended and updated by Senator Flanders, passed the Senate last month (see summary, page 11). But it did so only after bitter and lengthy debate on the Senate floor and the giddiest legislative acrobatics seen for many a month. The opposition to the bill, which was spearheaded by Senator Cain (Rep., Wash.), did not give up even after it had passed the Senate, but tried to geld the main bill by proposing another to renew FHA's Title VI for one more year (this is accomplished by Title I of the main bill).

Taft, Ellender, Wagner and other bipartisan backers of the bill have tried since 1945 to get it through Congress. Time after time, it has surmounted slugging opposition in the Senate—only to be bottled up in Jesse P. Wolcott's House Banking Committee. This time Wolcott had promised to get some kind of housing bill on the House floor before Congress adjourns.

Strategy from the beginning had been to give the bill something for almost everybody and so bring out the most votes. To sweeten the bill's controversial proposal for 500,000 units of public housing over the next five years, one of the new amendments called for renewing FHA's Title VI, the financing instrument now used by the bulk of the private house building industry. The House had earlier passed a separate bill to renew Title VI for a year. The Taft-Flanders-Tobey group wanted to get a 30 to 60 day emergency Title VI extension through the Senate, contending that this would tide things over while the House acted on the main bill. But when their proposal came up on the Senate floor at month's end, Senator Cain drove for an amendment to renew Title VI for a year. T-E-W backers believed such separate action would cut down the steam back of their bill and opposed it. While the Senate slugged this out, Title VI, which expired on April 30, was allowed to lapse completely. The 30 to 60 day extension was likely to prevail in the Senate, but would

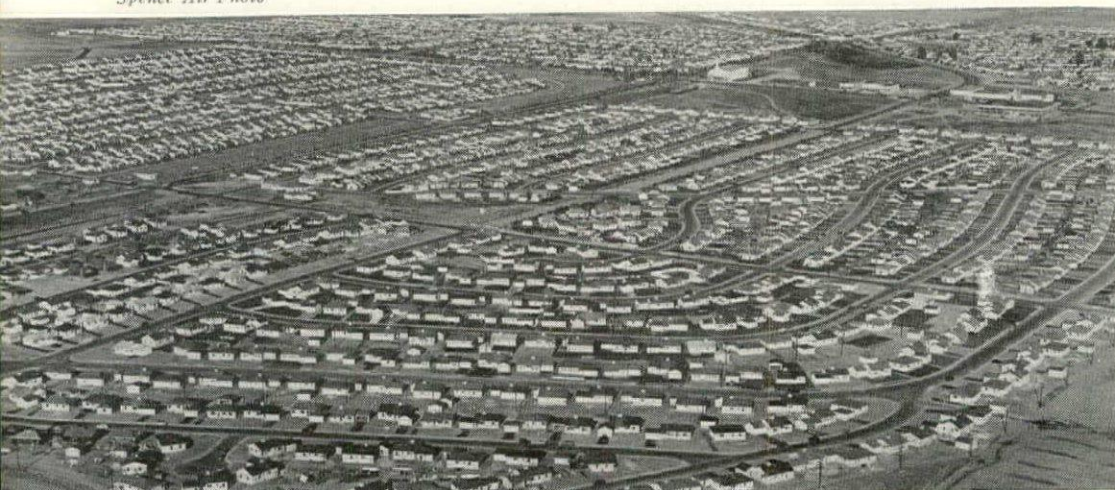


require additional action in the House.

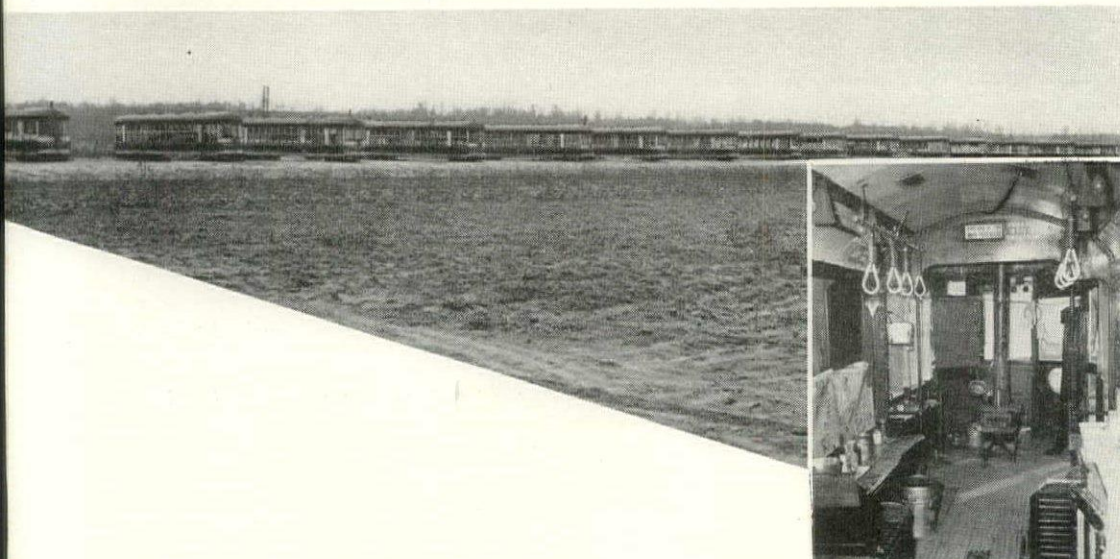
Opposition to the T-E-W bill comes from three main directions: 1) the powerful building lobby in Washington, through which the individual trade groups representing housebuilders, realtors, savings and loan men and material producers all work in concert to defeat legislation they believe threatening to their interests; 2) Dewey and Stassen friends in Congress who do not want to see presidential aspirant Taft get credit for a big housing bill; 3) conservative Congressmen, largely from rural and small town constituencies, who have never been faced with urban slums and have never been convinced that government expenditure for housing is necessary.

Opposition to the bill certainly does not break down along party lines. President Truman called all the Senate Democrats to the White House and asked for a real drive for the bill. But when Senator Cain proposed an amendment to cut out the public housing section and a roll call vote was taken, more Republicans than Democrats voted to keep public housing in the bill. Among them: Vandenberg, Ball, White, Bridges, Ives, Ferguson, Brooks, (a friend of the *Chicago Tribune*, which has often denounced public housing as "socialistic" but is backing the bill's co-author, Taft).

Spence Air Photo



**IS PUBLIC HOUSING NEEDED?** Thousand-unit developments like the Kaiser-Burns development (above) show that private enterprise is doing its part. But the line of old street cars in the Alabama cotton field fitted up as houses for field workers (below) is one sample of how many American families lack a decent house. Sign still hanging above kitchen reads, "This end of car for white passengers only." Senator Taft says that "Half the families in the U. S. cannot afford to buy new houses of the cheapest type." But he thinks public housing should never amount to more than 10 per cent of total residential volume.



In the end, it would depend upon the House, and chiefly upon rotund, imper-turbable Chairman Wolcott, who voted for the original USHA Act in 1937. Wolcott is distrustful of public housing zealots and has already hinted at some compromises he would like to see made if any more public housing is voted. He thinks that eligibility ought to be limited to welfare families, instead of Taft's rule of the "lowest income families regularly employed." He also thinks that funds should be distributed by the states and maybe allocated on a matching federal-state-municipal basis, like public road allocations. He is particularly anxious not to do anything that may interrupt the private building industry in its present production rate of one million units a year. He has promised that everybody will have a chance to speak his mind on the bill at the House Banking Committee hearings which started the first week in May. He also plans to bring the bill on the House floor under an "open rule," which means that amendments can be freely offered from the floor.

All this means that the bill may be defeated, if by nothing else, by the timetable. At least three weeks of hearings will be required, another week to write the House version of the bill, another week to get it

on the floor. This means that the House bill cannot likely come up for a vote before mid-June. The Republican National Convention opens June 21, and Congress hopes to adjourn before the end of June. Differences between the two Houses are so great that a conference committee would have to rewrite the legislation completely before adjournment—or quietly let it die once more.

## PREFABRICATION

### BIG CAPITAL

**Lustron is the only one to raise it, but is it big enough?**

When workers started rolling some \$15 million worth of heavy machinery into the Lustron plant at Columbus last month, the rumble of the big steel presses echoed far beyond the vast empty acreage of this war-time aircraft plant. To some it sounded like the first convincing rumble of the long-promised, long-coming industrial revolution in housing.

Lustron's Carl Strandlund was shooting at 4,000 enameled steel houses a month. Unlike other gamblers in this hazardous but fantastically promising field, he was not starting small and hoping to get bigger. By engineering imagination, by an already established record of extraordinary industrial achievement (he ran the Oliver Farm Equipment Co. from \$25 to \$125 million a year), by a slugging kind of personal drive that refused to acknowledge a licking—this engineer-inventor had assembled the biggest chips yet staked on the industrialized house. And he was shoving them all in.

The great body of theory accumulated by several decades of technical and economic thinking about the factory-built house points to at least one over-riding assumption: the initial stake must be terrifically high. To connect with the economies inherent in industrial production, a factory house operation must start on a scale undreamed of when Henry Ford ordered his first wheels from the bicycle makers. The first Fords may have cost three times as much as a horse and carriage, but there were a number of buyers who thought they were three times better. Not even the most enthusiastic proponents of the factory-built house see anything on the horizon that can be claimed three times better than the product of the big operative housebuilder, who has set up mass-production on the building site and introduced many factory-assembled parts (see p. 16). Furthermore—and this is crucial—the factory-built house must immediately undercut the operative housebuilder's price to grab a market big enough to sustain production.

Although by now many have demonstrated\* to their dismay that the initial capital required to float a factory house is enormous, nobody has yet found out exactly how enormous this may be. Whether it will



turn out to be somewhere near the roughly \$18 million so far staked on Lustron or something closer to \$80 million is a question that the next six months will answer.

There were already signs that Lustron, only prefabricated firm to qualify for a really sizable RFC loan (\$15½ million) under the short-lived Veterans Emergency Housing Program, needed still more. Although RFC denied it had been asked, Washington buzzed last month with the report that Lustron wanted RFC to advance another \$5½ million. Reason: it had been obliged to pay premium prices to get immediate delivery on plant equipment. But RFC claimed its authority to make such loans had expired—bypassing the question of protecting its original investment.

Lustron could expect to get some additional production financing from banks with the help of government loan insurance under FHA's new Sec. 609 (Title VI). But before this financing instrument could start functioning, Strandlund would have to solve the giant problem of creating a dealer organization capable of moving 4,000 houses a month onto foundations. Hope is that the big operative builders will be interested. To supply dealers with display models, an interim production program of 100 units is under way—with all parts subcontracted to other fabricators.

Although Lustron's structural system has not yet been finally approved by FHA's technical division, FHA engineers and others were enthusiastic about it. (Some 200 engineers and designers are now at work in the Lustron plant on details of the single model, to be offered in four colors.) A much bigger uncertainty is the attitude FHA may take on the dealer purchase contracts which have to be offered as collateral for 609-insured loans. So far, FHA has been both dilatory and super-cautious in passing on these middlemen. General Homes of Columbus, which spent several million on an aluminum house, blamed FHA for its appearance last month on the auction-block.

Steel might turn out to be a bigger problem than financing. Lustron was spending \$100,000 a month for double-page ads in leading consumer magazines. In Washington, these ads looked like a bid for orders and market acceptance to back up a request for steel under the voluntary allocation program run by the Commerce Department.

While these and other hurdles remained, Lustron looked as if it would be timed right for a boost from a powerful source it hadn't counted on: government financing for veterans' cooperatives (a factory-built house would be the very thing for inexperienced cooperative building groups). The American Legion's housing bill to this end was gathering strength in Congress (see page 14).

\* Among them, Bucky Fuller's Dymaxion House, which failed to raise more than \$345,000 in private financing, and was turned down for an RFC loan.

## **MAIN PROVISIONS OF THE T-E-W HOUSING BILL (S.866) as amended by Senator Ralph Flanders and passed by the Senate.**

**NATIONAL HOUSING POLICY.** "The Congress hereby declares that the general welfare and security of the Nation . . . require a production of residential construction and related community development sufficient to remedy the serious cumulative housing shortage, to eliminate slums and blighted areas, to realize as soon as feasible the goal of a decent home and a suitable living environment for every American family, and to . . . enable the housing industry to make its full contribution toward an economy of maximum employment, production and purchasing power."

**TITLE I.** Extends FHA mortgage insurance on Title VI emergency-aid basis for another year, with special emphasis on rental housing. Modifies both Title II and Title VI to facilitate transition from emergency to long-term program. Provides insurance for production loans to prefabricators and to large-scale housebuilders. Authorizes an increase of ½ of one per cent in the interest rate on FHA Title VI and on GI loans.

**TITLE II.** Establishes a secondary market for both FHA and GI loans in the Housing and Home Financing Agency for a two-year period.

**TITLE III.** Authorizes the HHFA to undertake technical housing research with the hope of reducing building costs and to correlate research done by private groups.

**TITLE IV.** Authorizes 90 per cent FHA insured loans, with 40-year term and 4 per cent interest, for low-cost houses and for cooperative mutual ownership plans. Authorizes 95 per cent loans, with 40-year term, 4 per cent interest, for veterans' cooperatives. Authorizes yield insurance for large-scale investors in rental housing. A minimum return of 2¾ per cent per year on outstanding investment (plus 2 per cent amortization of the full capital investment) would be guaranteed those willing to limit annual return to from 3½ to 5 per cent.

**TITLE V.** Authorizes grants to cities to cover two-thirds of the loss suffered in buying and clearing slum areas and reselling the land for private redevelopment. Approves \$100 million a year for five years in grants to cities; \$200 million a year for five years in loans.

**TITLE VI.** Provides for 500,000 units of public low-rent housing over the next five years, with annual federal contributions to subsidize the low-rent to run for 40 years as compared with present statutory maximum of 60 years. Some increases in old USHA building cost limitations are provided.

**TITLE VIII.** Authorizes federal loans to farm families for housing, with 4 per cent interest and a 33 year term. Where needed, some contribution may be given. Authorizes special loans and grants for improvement and repair.

**TITLE VIII.** Provides 50 per cent of cost of housing for paraplegic veterans.

**TITLE IX.** Makes administrative and miscellaneous provisions.



# We Won't Cure Billion Dollar City Traffic Jams until We Ma

"What is a pedestrian, daddy?"

"Oh, somebody hit by an automobile."

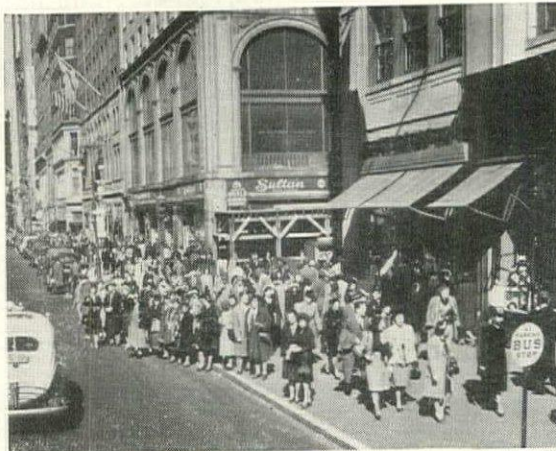
If the poets still suppose that each man kills the thing he loves, they have yet to take into account the billion dollar love affair of the American and his automobile. Here the very reverse of the poetic proposition seems to be taking place on a constantly increasing scale. Short of assuming that Americans generally have some kind of suicidal urge gratified by the mounting slaughter of automobile traffic, we can only decide that they put up with the high price of the automobile because they have never believed there is any cheaper way they can have it.

Strenuous municipal efforts in "traffic engineering" (expressways, tunnels, parking restrictions, bigger and bigger parking lots, etc.) have all been focused firmly on the automobile—with complete disregard of the approximately 50 per cent of the urban population who do not own automobiles. These devices have simply multiplied the "traffic problem." By making it easier to drive into town (and easier to park after you get there), they have persuaded thousands of additional car owners to do so.

**Dead Halt.** In New York, most traffic-harassed of all U. S. cities, an elaborate circle of such traffic control devices has clogged midtown traffic to a point where it is possible to walk the width of the island of Manhattan in about the same time it takes to drive this three-mile distance. Further "traffic improvements"—such as the proposed 2,000 car park in the new Madison Square Garden—may eventually succeed in slowing Manhattan traffic to a dead halt. And unless the municipal approach to traffic planning is changed basically, the pedestrian may have to wait for the day of the dead halt for a chance to walk around his city without risking his life and limbs.

In contrast to the steps actually taken by municipal authorities, city planning theoreticians have long advocated separation of people and automobiles.\* Proposals to this end have ranged from elevated sidewalks to a system of ring roads and re-integrated neighborhoods like the London County Council plan. Such proposals stumble first on the financial and legal blocks to extensive rebuilding. But they also stumble on the automobile owner's refusal to recognize that the automobile is an inefficient way to move around in crowded city streets.

**Walking Can Be Fun.** Last month architect Simon Breines (Pomerance & Breines, New York) and sociologist John Dean offered a simple prescription for Manhat-



Walking along traffic-clogged city streets isn't ordinarily much fun, as the Fifth Avenue scene above shows. Traffic lights halt the pedestrian at every block; Diesel and gasoline fumes fill the air.

Walking along traffic-free Fifth Avenue is something a lot of people like to do for pleasure, according to photo at right which shows the 100 ft. wide avenue with traffic blocked off for Easter parade.



tan's throbbing traffic headache. Unlike many planning proposals to separate automobiles and people, the Breines-Dean plan could be tried out on an experimental basis at virtually no cost and put into effect gradually with relatively little expenditure.

Their study was financed by a grant to Breines from the Arnold W. Brunner Scholarship Fund of the N. Y. Chapter of the American Institute of Architects.

Breines and Dean are both young and energetic. This may have something to do with the start of their plan: the notion that it is really a lot of fun to walk where walking is pleasant. "Why don't we solve the traffic problem by walking?" they asked. "Why not make the Fifth Avenue shopping section from 59th to 34th street a pedestrian island—with all vehicular traffic blocked off at cross streets?"

**Replace the Auto.** The planners visioned traffic-free Fifth Avenue as a 100 ft. wide walkway—where shoppers could swing along past glittering shops and show windows, stop at one of the sidewalk cafes for which there would now be room, rest on a bench in the new park-strip down the middle.\* Here walking would be at least as pleasant as at Atlantic City's boardwalk—or as it was at the N. Y. World's Fair.

\* A bold application of the "Grass-On-Main-Street" scheme, FORUM, May '43, so far applied only in a few suburban shopping centers like Linda Vista, Calif., FORUM, Sept. '44.

But what about old people, people who have a lot of packages to carry, people who simply don't like to walk? What about deliveries to the buildings on the blocked off streets?

Breines and Dean meet these objections by proposing a new form of transport. They argue that the automobile and truck are no longer any good for rapid door-to-door transport. "Why not substitute a vehicle that can mingle with the pedestrian and not mangle him? Why not adapt the electric tractor-trams used in railway stations? Electric trams are small, slow-moving, flexible in choice of pathway, and sinuous in operation. They could be both shopping bag and umbrella for the shoppers who tire of walking and a way to deliver all but occasional heavy goods."

Other logical places for pedestrian islands, the planners say would be:

- ▶ The Times Square amusement area—where daily pedestrian traffic amounts to around 500,000.
- ▶ The Herald Square shopping center (Macy's and Gimbel's) and the adjacent garment trades center, where the major problem is the delivery of goods.
- ▶ The City Hall administration center.
- ▶ The Wall Street-Nassau financial district—already exclusively pedestrian at lunchtime and where "runners" have long been the fastest means of transport.

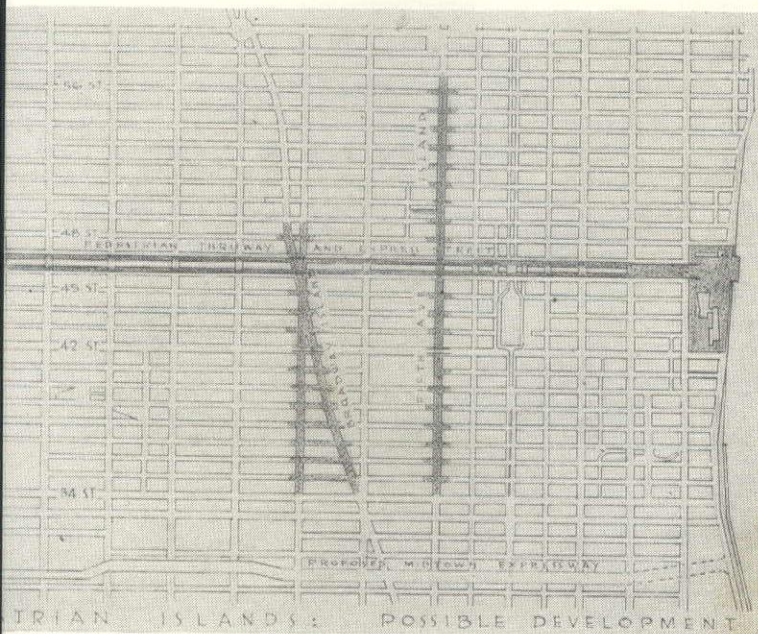
Permanent operation of these pedestrian islands would require "portals" or transfer

(Continued on page 14)

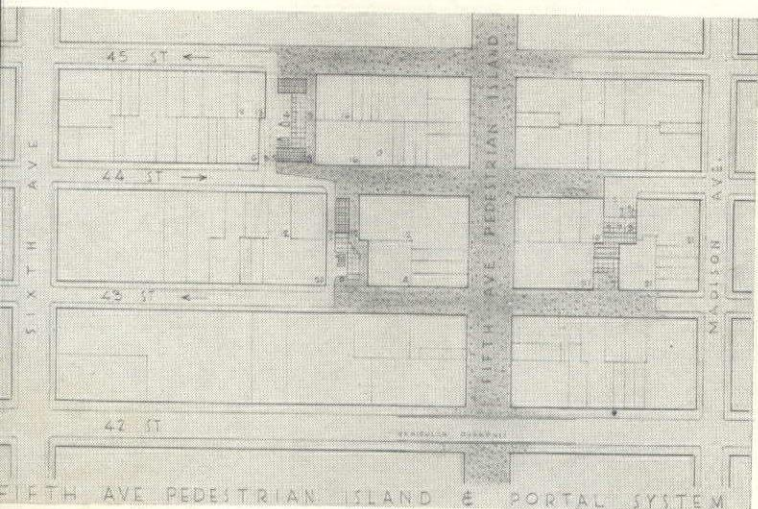
\* E.g., Herrey and Pertzoff, *An Organic Theory of City Planning*, FORUM, Apr. '44.



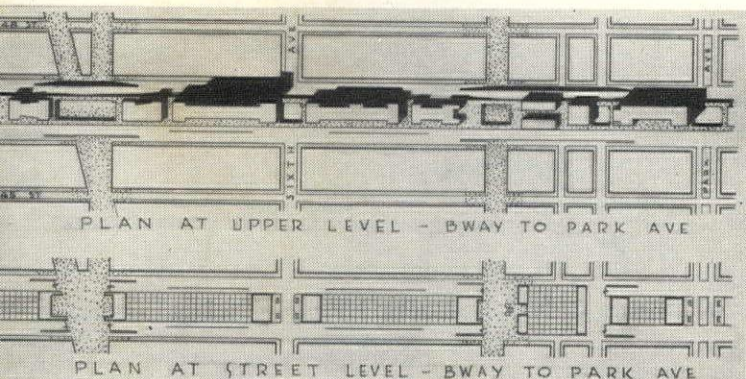
# Room for the Pedestrian



Full-time operation of pedestrian islands in midtown New York area might require one crosstown expressway for automobiles. Planners suggest that city might eventually acquire a string of end-to-end blocks cutting across the island and open a vehicular expressway through this area. Elevated pedestrian thruway to link all islands would be built above. Vehicular expressway would overpass pedestrian islands at Broadway and Fifth Avenue.



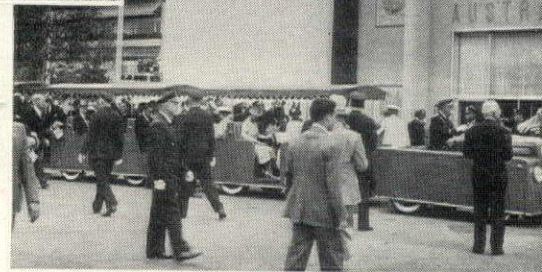
Successful operation of pedestrian islands would require portals or transfer points. Planners propose developing these in the middle of alternate side blocks as a vehicular way through. Vehicles entering on one-way street could turn into the portal tunnel, discharge passengers or goods at a transfer platform and then go through and out via the next one-way street. Goods could be reloaded here on tractor-tram for delivery within island.



Plan for developing an elevated pedestrian thruway (dotted area) across midtown Manhattan is like some proposals made by Board of Design architects for approach to the United Nations headquarters. Elevated way shown here would bring pedestrians to UN plaza on the east side. Two- or three-story shops along this boulevard would serve pedestrians at elevated level, receive deliveries from below.



Fifth Avenue pedestrian island might get a park-strip down the middle, look something like Rockefeller Center plaza (above).



Tractor-tram proposed to carry shoppers who prefer not to walk would be like electric trams used at N. Y. World's Fair.



Atlantic City boardwalk is evidence that mechanized city dwellers still like to walk—where walking is pleasant.

Todd Webb—Fortune



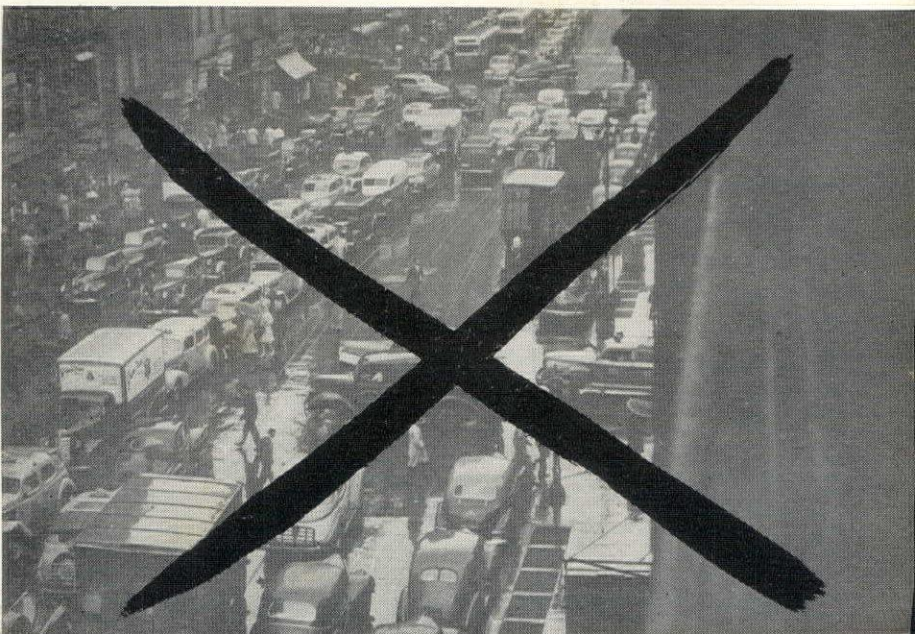
Truck parked on diagonal for unloading can stop all traffic on street. Trucks cruise waiting for curb space.

The Port of New York Authority



In pedestrian islands, goods would be delivered by trams like this, and sorted to serve each building in order.

Separation of people and automobiles will end traffic jams like this.





points. "Such portals could comprise a vehicular way through the middle of alternate side blocks. (See cuts, p. 13.) The portal would enable the island's tractor-tram to unload passengers or goods and also act as a sorting center for systematized delivery of goods within the island. Some might include storage space, where standard goods would await an order."

Closed-off blocks of cross streets intersecting the lengthwise "islands" would provide for distributed parking—a need not served by large parking developments which act as an additional traffic clog at the point of access.

**Motorized Pushcart.** Eventually pedestrian islands might be extended to residential areas—a planned application of the closed "play street" principle. Breines and Dean think this would involve a fairly elaborate use of the tractor-tram, and suggest that delivery service from grocery, drug and other neighborhood stores could be systematically pooled—like the United Parcel Service cooperatively run by the big department stores. The tractor-tram might even become a mobile, circulating shop—motorized descendant of the pushcart man.

By long-range city planning, residential islands could gradually be grouped around an "administrative-service-center" island. "By excluding vehicular traffic from this center, we regain ground for a market place that can be free and safe for foot movement. The shopper can range at will and fearlessly unhook the roaming small fry, to dart about safely among pedestrians and pedal wagons. A rapid transit station might be in this center area, since the gravitational pull of boarding and alighting travelers is attractive to shops and small businesses . . . The banks and utility companies quite likely would locate branches here . . . Police, fire, health and other community services would be related and located in this center.

"Making 'Main Street' a pedestrian island would not require complete rebuilding of the existing shopping district; merely closing the artery to vehicles would benefit shoppers and shops alike. By a

proper leasing here and there of a little regained public street domain for street cafes, nurseries, and other community enterprises, the administrative service center would probably be self-financing."

How much of a dent the imaginative Breines-Dean plan would make in New York City traffic action remained to be seen. Traffic experts had plenty of questions. Among them: Wouldn't blocking off traffic from the pedestrian islands increase traffic congestion in adjacent streets? Breines and Dean thought not and argued that there would be an absolute reduction in the volume of vehicular traffic due to the new system of delivering both people and goods by tractor-tram from centralized distribution points or portals.

Critics feared that the sorting and handling required to transfer freight from trucks to tractor-trams would be too expensive to make the plan feasible. But the planners believed their system would be cheaper than the present one, which ups the cost of delivery by the time lost in traffic jams and the time spent waiting for unloading space at the curb.\*

**\$1 Million a Day.** The Fifth Avenue Bus Co. was not likely to be charmed by a plan to cut 25 blocks out of its franchise, but might be won over by the tractor-tram franchise. These and other aspects of the plan were certain to be threshed out in the discussions the planners were having with merchants' associations, which know that traffic jams mean a steady loss of customers to suburban, easy-to-reach shopping centers (see below), and with the powerful Port of New York Authority, vitally interested in getting something done about the traffic condition that is costing New York City an estimated \$1 million a day. But, whatever questions might be raised about the Breines-Dean plan, nobody could deny the basic sickness which it hoped to cure—the steady decline of our cities as pleasant places in which to live, work and shop.

\* A research check by *Fortune* magazine discovered that one truck driver spent an eight-hour day covering four miles.

## BUILDING MONEY

### MORE FOR VETERANS

**Government may loan money to vets' co-operatives—if Legion bill passes.**

The veterans' home loan program was still slowing down. February's count was 33,698 loans compared to 40,433 in the same month last year. In March the count dipped to 32,000—while housebuilding generally felt a seasonal upturn. Veterans Administrator Charles Gray said there were three reasons: 1) holding back of mortgage money for a higher return than the 4 per cent permitted under the government-guaranteed program; 2) steady increase in building costs; 3) the lack of a secondary market.

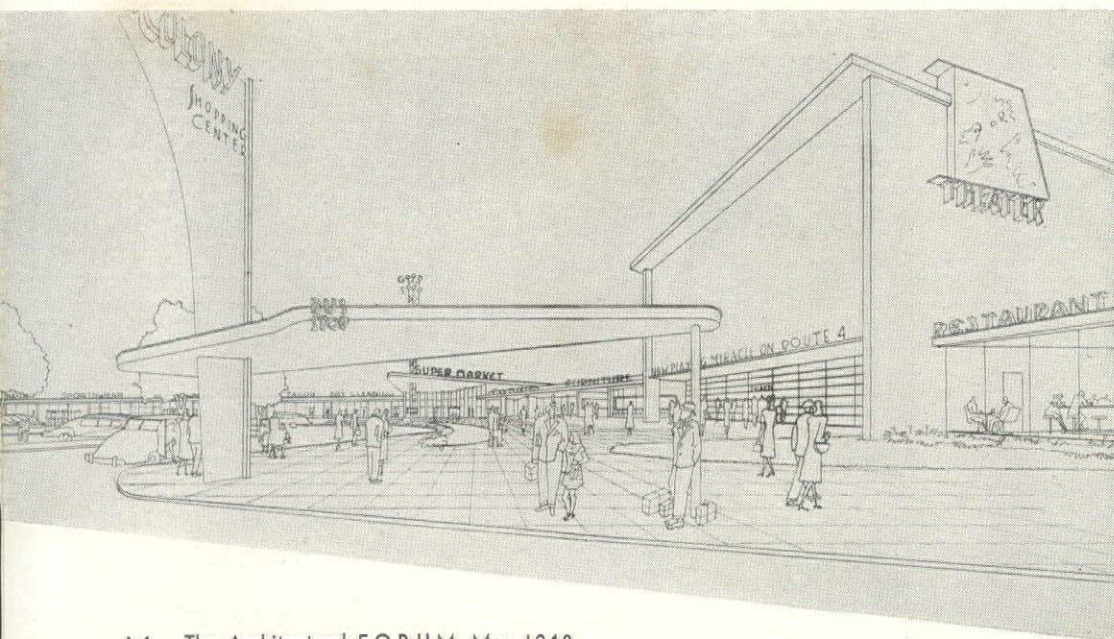
But some big new building money for veterans was in prospect. The American Legion's housing bill (see FORUM, Feb., '48) had been redrafted and approved by the Veterans Administration. It would soon be on the floor for a Congressional vote, and, unlike the controversial general housing bill (see page 11), it would probably be generally popular with Congress.

The redrafted bill removes the Legion's original provision authorizing issuance of bonds by veterans' homestead associations. Instead it permits these associations to borrow directly from the VA. Both short-term loans to cover working capital and long-term mortgage loans would be made. Loans would cost the veterans only one-quarter of 1 per cent more than the cost of money to the government—an interest rate of slightly less than 3 per cent. To be made at the rate of \$1 billion a year, these loans would cover both multi-family and single-family houses. Homestead associations could, if they wish, build houses on scattered lots.

The bill would authorize the Home Loan Bank Board to pump up to \$1 billion a year into federally insured lending institutions. This would be intended to make it easier for the lenders to continue individual mortgage loans under the present guaranty program. The bill would also set up a secondary market in the VA for these guaranteed loans—with some safeguards intended to prevent dumping and to lessen the inflationary effect of this credit.

### SUBURBAN SHOPPING CENTER

The harder it becomes to shop in traffic-jammed cities, the easier enterprising developers are making it to shop outside of them—thereby pointing a clear moral for those interested in salvaging urban real estate values. Last month this \$6 million shopping center was announced for rich Bergen County, N. J. It will have a 3,000 ft. frontage on the principal highway linking New York City and New Jersey via the George Washington Bridge. There will be parking space for 2,500 cars. Shoppers will get the benefit of a broad sidewalk under a continuous marquee. The owner-builder of the project is the N. T. Hegeman Co., New York. Kelly & Gruzen, New York and Jersey City, are architects. Alexander Summer Co. of Teaneck, N. J. is the renting and managing agent.





## DESIGN

### THE WIDE GULF

Western architects find Russian notion of beauty hard to understand.

Last May the British *Architectural Review* published three articles by three leading Russian architects. The *Review* was pleased to have this good sample of postwar reconstruction on "one-sixth of the world's surface," impressed by the evident progress in planning methods and organization, depressed by the artistic taste shown in the visible results of such planning. In a thoughtfully worded preface, the *Review* said that "according to sophisticated European standards, Russian buildings appear bourgeois and retrogressive" and wondered "whether this is the inevitable result of extensive State patronage?"

**Slander?** Last month the *Review's* fairly soft-spoken question brought down a sharp clap of dialectical thunder. From the three Russian architects came this angry letter: "Interpreting the laws of hospitality in a manner peculiar to themselves, the editorial staff . . . supplied a preface, in which they make slanderous and groundless attacks on the whole of Soviet architecture and the Soviet people . . . The authors of the preface [say] there is no such thing as Soviet architecture as a great organically developing socialist art, and that what is being done in the U.S.S.R. . . . is a deliberate concession on the part of the statesmen and architects to the Soviet people who, according to the allegations of the authors of this slanderous preface, are too immature to understand real architecture and so forth. All these slanderous fabrications have a purpose—to belittle the great Soviet people and its new socialist culture."

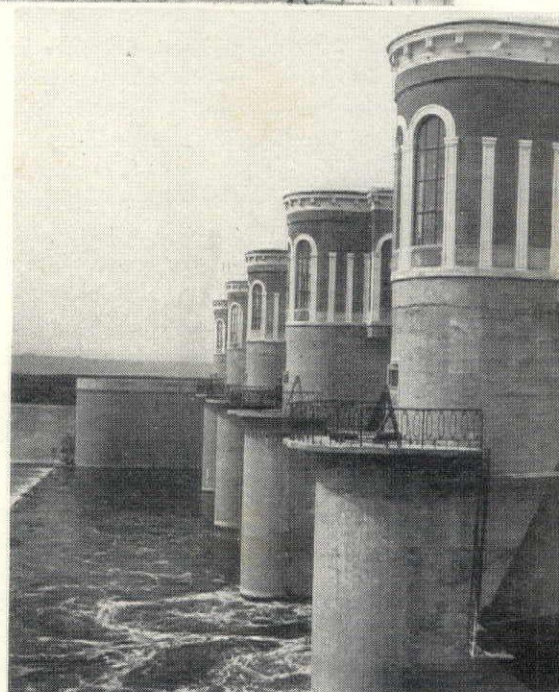
The *Review*, with gentlemanly composure, gave the Russian letter the full benefit of 12-point type and concluded that "a reply in the same tone would not be profitable." But in an even-tempered article immediately following, the editors looked hard at the questions raised by any dispassionate observer of Russian activity in virtually all the arts. Why do the Russians ban esthetic experimentation? Why do Russian artists stick to the forms and styles developed by past centuries, instead of inventing the new forms that would better express their own time and their own feelings?

**Propaganda?** To Western artists, the grandiose canvases illustrating Soviet history, the busts of Socialist heroes, the recent rebuke to Shostakovich, Prokofieff, etc., the monumental, Palladian bulk of Soviet buildings all add up to propaganda—but not to art. Artists, always the most revolutionary element of any society, are obliged to ask: does the Russian form of government stifle creative activity—as we

(Continued on page 16)



Frunze Military Academy, Moscow, by Lev Rudnev and Vladimir Munz, 1937. Main block resembles Louis Sullivan's work in Chicago. British *Architectural Review* calls it "a utilitarian structure crowned by a few very restrained classical elements. The ground floor screen on the other hand is bare, forbidding and wholly of 20th century monumental style."



Structures on the Karamyshevo Dam by Alexei Rukhlyadev, in "Italinat" style according to the *Review*. The attempt to "decorate" such dam structures will seem especially strange to American eyes, since it is in construction like this at TVA, etc., that the functional beauty of modern design has reached great heights.

Sovfoto



State Theater of Opera and Ballet, Novosibirsk, by Alexander Greenberg, 1940. Says the *Review*: "This combination of a giant portico with a vast rotunda might well come straight from publications of Napoleon's time."



Control tower of one of the Karamyshevo Dam locks. *Review* thinks it could be "transferred to any suburban shopping center and called a branch of one of the big British banks, without anybody noticing . . ."



in the mainstream of Western European culture know it?

The *Review* thought it understood at least part of the reason why contemporary Russian architecture displays a uniformly eclectic style. One part: "The man in the street wanted to be able to enjoy the architectural splendors that had previously been the perquisite of the rich and powerful. . . . It may be that for a generation, architecture employing a familiar symbolism will be needed in Russia before pure architectural form is able to evoke a response from a sophisticated public, as it is beginning to do in Western Europe and in America now."

**The Wide Gulf.** But the real difference between Russia and the West is something much more fundamental. The *Review* tried to define it: "The Western architect believes his own independence of action to be the essential basis of creative endeavor; in Russia . . . conformity is not a defeat for the individual but the opportunity of access to the central fount of inspiration."

Without in any way resolving this difference, the scholarly British discussion had at least put down, without partisan passion, what Western intellectuals generally think about Soviet art and esthetic theory. If Russia and the West were to live together, it was important that, in art as in other matters, they could at least understand their differences and agree to disagree. But the angry Russian letter, as the *Review* mournfully conceded, had made it "depressingly clear how wide is the gulf that now separates us."

## MATERIAL

### BASE POINT PRICES BANNED

**But no price cut is in prospect.**

When the Supreme Court ruled the half-billion dollar Portland cement industry guilty of conspiring to fix prices, it was merely detonating the charge set 11 years ago by the New Dealers' attempts to cure depression. The Court's verdict, which banned the cement industry's multiple basing point system of pricing and also threatened a similar system in the king steel industry, was rendered in a very different economic climate from the bleak years that had inspired the case.

As compared to the "soft" prices of textiles and unsupported farm products, cement and steel prices show a high degree of rigidity. In the depression, cement and steel prices dropped much less than textile, farm and other commodity prices, but cement and steel production dropped much more. The New Dealers believed that the economic unbalance between hard prices in basic materials and soft prices in food and many manufactured items was an important factor in periodic depressions. They started anti-trust action to stop any

producers' agreements to keep prices from responding freely to market pressure.

One aspect of price rigidity not emphasized in the depression groundwork of the cement case: rigid prices also fail to rise as sharply as the general commodity level in times of inflation. In the cement industry, this has certainly proved to be the case. From 1939 through 1947 cement prices, according to the BLS wholesale index, rose only 32 per cent as compared with an average of 107 per cent for all building materials. Structural steel showed a 33 per cent increase in this period.

Cement producers have never made any secret of their disinterest in bankrupting price wars. The 258 U. S. cement mills produce a highly standardized product, with more-or-less standard equipment. The big price differential is the cost of freight to the customer. Their basing point system is, however, not so much an instrument of price-fixing as a simplified method of quoting prices.

The cement producers have set up 60 "basing points" over the U. S. Prices to customers are quoted on a delivered basis,

and the quote includes a charge for rail freight from the nearest basing point. Freight charges from these base points are all listed in a rate book. If a cement mill far away from the customer wants to meet the price offered by a mill nearby, it looks in the rate book for the standard freight charge and figures out how much of its freight costs it will have to absorb. On the other hand, a mill near the customer may ask him to pay the "phantom freight" called for by a basing point 50 miles away.

Now the Supreme Court says the cement producers must end this pricing system. The decision was a portentous one: similar pricing systems are, or have been, in effect in steel, cast iron soil pipe, vitrified clay soil pipe, electrical items, construction machinery and others.

Would the decision as the Federal Trade Commission hoped, help cut "inflationary prices in building materials?" This was unlikely. In a buyers' market, dropping the base point system might conceivably stimulate some price competition. But there was no sign of softening in the present firm seller's market.

### WHAT'S YOUR CIQ? If you get 150, you're a genius.

If you are an operative housebuilder, you can find out your CIQ\* with this check-list. It is based on a comprehensive study just finished by the Construction Industry Information Committee, a group of building material manufacturers (see FORUM, April '48). The Committee's researchers have added up progress in the construction industry over the last decade and turned in an impressive statement of how far improved methods and materials have turned the ancient craft of building into a mechanized industry. Of especial interest is the Committee's conclusion that efficient methods long used in heavy construction have by now spread widely into housebuilding.

Every "yes" to the following questions adds 15 points to your CIQ. Every housebuilder who reads THE FORUM will undoubtedly rate 150 (Genius).

1. Do your plans make maximum use of standardized parts and material sizes?
2. Do you precut and preassemble parts from drawings, instead of cutting and fitting on the job as work progresses?
3. Do you list all parts and materials at the start of a job and schedule deliveries so that materials will be available without delay in the sequence needed?
4. Do you assume responsibility for detailed job layout, instead of delegating it to a foreman?
5. Do you set up repetitive labor operations where the job is of sufficient size and duration to permit such organization?
6. Count one for each of these tools you employ: electric handsaw, radial saw, electric sander, electric lock mortizer, electric drill, electric pipe cutter and threader (now approved by the plumbers' union), paint sprayer (now authorized under reasonable safeguards by the painters' union), masonry saw, mobile concrete mixer, motor-generator (to operate electric tools where power current is not available).
7. If you build 100 or more houses at a time, or multi-story housing, do you use at least three of these: truck-mounted crane, bottom-dump bucket for hoisting concrete, portable elevator tower for lifting other materials, motorized wheelbarrow, lift truck for stacking incoming lumber, straddle truck for picking up prepared framing?
8. Are you ordering the modular sizes now available in brick, structural tile, glazed tile, cement masonry units, wood sash and doors, metal windows, wall boards and insulation boards?
9. Have you studied these improved materials for their use to you: ready-mixed concrete (arrives heated in cold weather); high-early-strength cement, structural tile glazed on both sides, pre-finished flooring, plastic-surfaced building board and plastic tile, new thermal and acoustical insulating materials, simplified builder's hardware, more efficient adhesives and paints?
10. Are you making maximum use of these factory assemblies: doors cut to fit with preassembled trim, kitchen and bathroom cabinets, closet or wardrobe units, automatic laundry equipment, plumbing-and-heating units?

\* Construction Intelligence Quotient.



THE MODERN STYLE IS

GENUINE CLAY  
tile



*Boston's Bonwit Teller has*

a distinctive decor pleasing to the most fastidious  
customer . . . smart merchants everywhere know

the importance of clean, attractive powder

rooms and gentlemen's lounges. Here at Bonwit's,

the ladies' lounge is done in a modern color combination

of grey and Kelly green. The grey motif established in the walls and

carpets of the powder lounge is carried through in

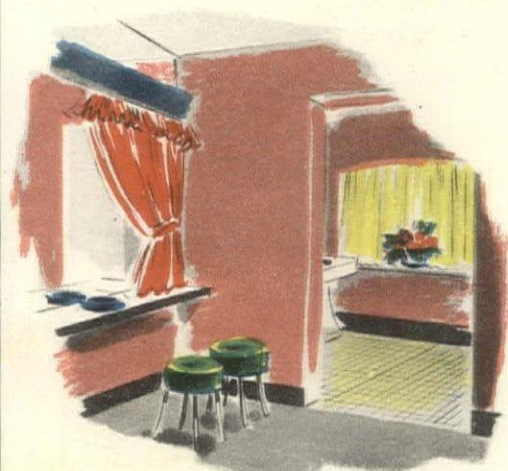
the washroom with French grey genuine clay wall tile and

wainscoting. Used with pink fixtures, this real tile

background is both pleasing and distinctive. Sanitary

cleanliness is assured. The effect is one of beauty, smartness,

and color that will last year after year.





## *to defeat demon doodlers*

in school corridors, gyms, and wherever else eager hands can reach, choose a permanent, mar-proof surface like genuine clay tile. Public officials appreciate it when real clay tile is specified because tile makes tax dollars go further. Cleaning and maintenance work is easier and less costly. Clay tile is washable and therefore doesn't require waxing, varnishing, or painting to keep it always looking bright and doodle-free.



## **THE MODERN STYLE IS GENUINE CLAY IN THE BEAUTIFUL BILTMORE**

tile



Even when you enter this world-famous

New York hotel it is hard to realize it was built 34 years ago. Recently, an extensive

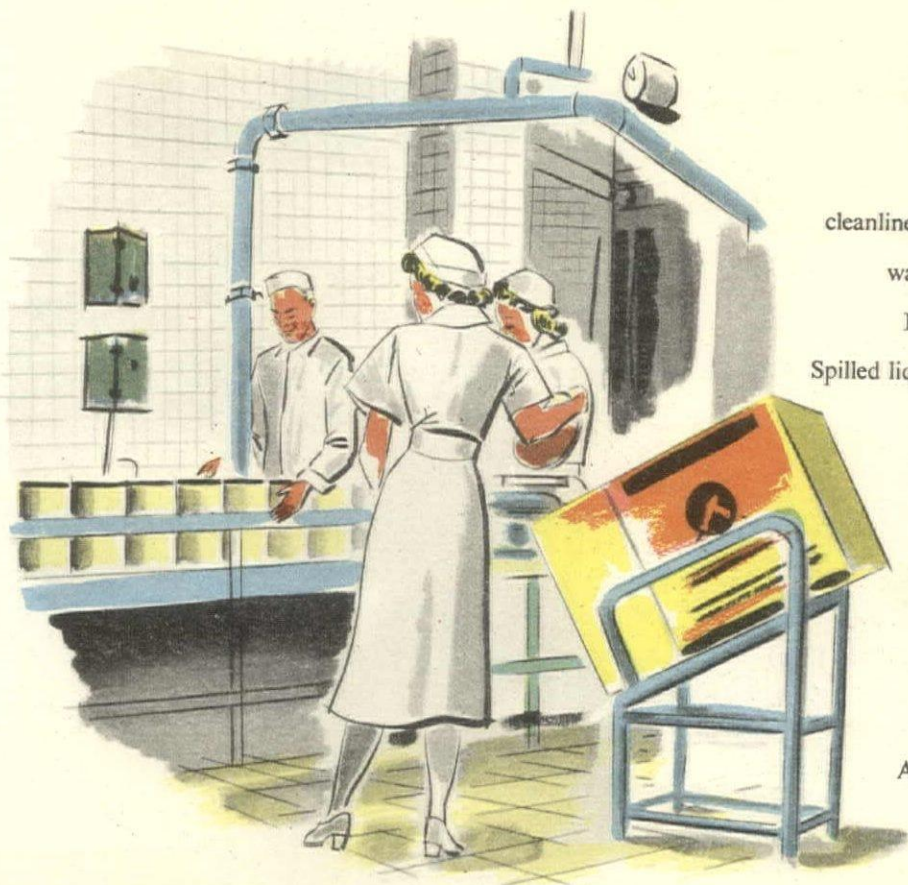
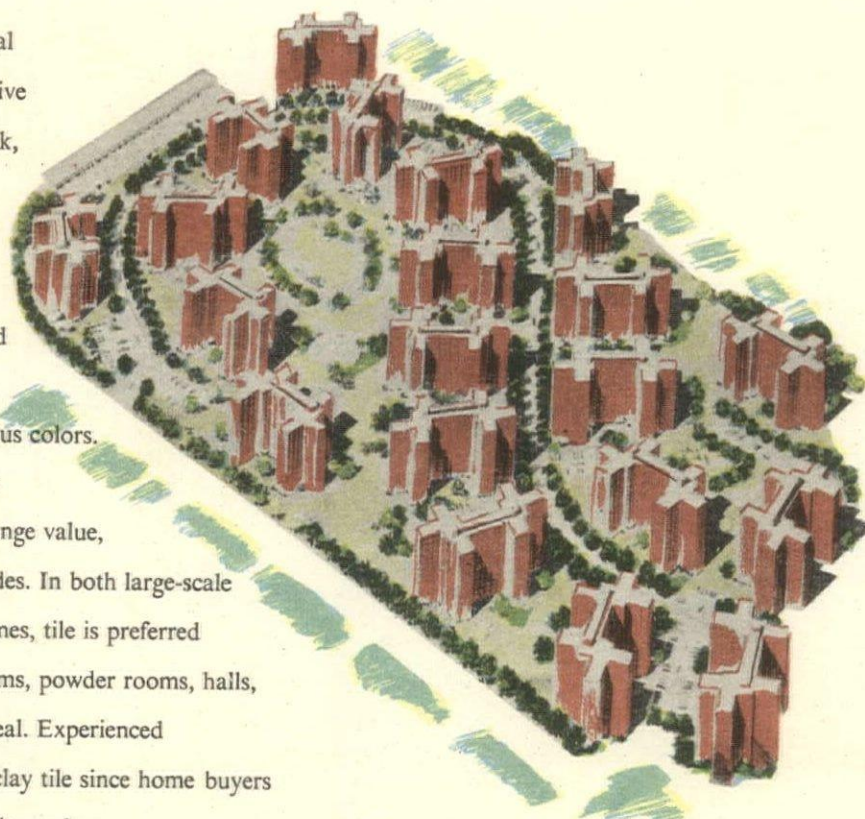
modernization program was undertaken to further enhance its distinctive charm. Original Georgian furnishings are being replaced with "modern Georgian."

Besides keeping beautiful, *all* hotels must also keep maintenance costs low. A guest in the Biltmore who steps into any one of the 550 modernized bathrooms appreciates the smart looking beauty and cleanliness of the walls which have 6' of newly added genuine clay tile. And behind scenes are the easily cleaned, sanitary, tile floors now installed in the 18th floor kitchen and Bowman Room pantry. Equally important to the Biltmore management is the money which will be saved over the coming years by the maintenance economies real tile assures. Keeping beauty bright, and maintenance costs low, in this case go hand in hand.



## "FORESTGATE" IS BECOMING FAMOUS

as an outstanding example of how private capital and management are providing a truly cooperative residential community at Forest Hills, New York, for World War II Veterans. When fully developed, 5,669 apartments of 3½ to 5½ rooms will cover a 55-acre tract in this New York City suburban development. Featured in these well-planned apartments are bathroom walls and floors of genuine clay tile in harmonious colors. The Veteran's Administration, in appraising this and other housing projects, looks for the long-range value, economy, and durability that real clay tile provides. In both large-scale housing projects and individual custom-built homes, tile is preferred for bathroom walls and floors, kitchens, sun rooms, powder rooms, halls, stairs, and porches because it increases sales appeal. Experienced real estate people stress the presence of genuine clay tile since home buyers and renters recognize tile as the hallmark of quality and are willing to pay for its advantages.



## *when candy is cookin',*

cleanliness counts. Naturally, candy and food factories need walls and floors that are easy to clean and keep clean.

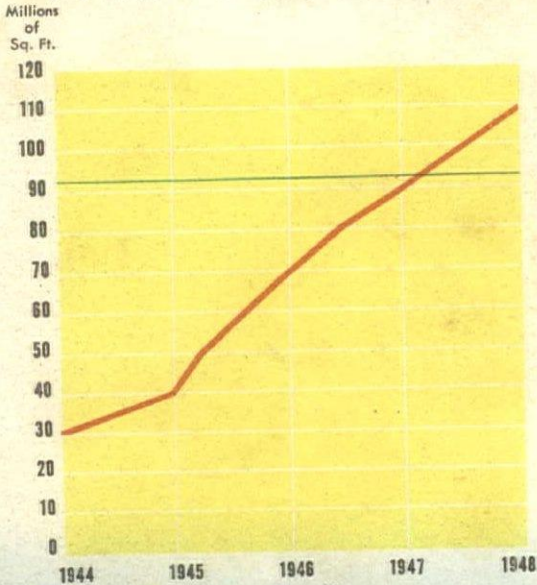
But, ease of cleaning is just one of the requirements. Spilled liquids can penetrate open floor joints and deteriorate rapidly, causing unsanitary conditions.

So, dairies, bakeries, restaurant kitchens, and other places where surfaces might be attacked by food acids or alkaline cleaning agents, rely on real clay tile floors and facings.

Acid and stainproof, clay tile is hard and resistant to warping, chipping, and cracking. All these advantages help assure sanitary conditions.



# TILE PRODUCTION SETS ALL TIME RECORD



Reflecting the increased use of genuine clay tile for all types of contemporary and traditional designs, the industry is today producing more and better tile than ever before in history.

To insure the continued increase of both quality and quantity, tile manufacturers have invested over 10 per cent of their gross sales income since the end of the war in new plants, equipment, and product research and development.

As a result, genuine clay tile can be specified for familiar—as well as for new and exciting—installations, with full confidence that every demand will be satisfied.

## Skilled Contractors and Tilers Available

Throughout America, thousands of tilers bring to the installation job the advantage of years of training and experience in an exacting craft. Today, additional thousands of young men are learning the trade. Together, these trained craftsmen offer the know-how so essential to outstanding installations. Your nearby tile contractor and dealer offers an extensive background of using real clay tile. He is vitally interested in providing specifiers and buyers of clay tile with economical and attractive installations.

## How to get more information about tile

**Title Council of America**  
10 East 40th Street  
New York 16, New York

I would like to receive information about genuine clay tile for walls and floors as checked below. Unless requested, no one will solicit us.

☐ Data Sheet on Tile. 4 pages. Describes the types, sizes, shapes, and colors of clay floor and wall tile manufactured by the tile industry.

☐ Basic Course in Tile Setting . . . Introductory textbook for apprentices. Available free to apprentices and to dealers employing apprentices. Others may obtain this textbook for \$2.75.

☐ We are considering the possibility of using tile and would like to receive specific information regarding available types, sizes, and colors. Please send me a list of local contractors and dealers.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

...

## TILE COUNCIL OF AMERICA

10 EAST 40th STREET  
NEW YORK 16, NEW YORK

American-Franklin-Olean Tile Co.

Architectural Tiling Co., Inc.

Atlantic Tile Manufacturing Co.

B. Mifflin Hood Co.

California Art Tile Corp.

Cambridge Tile Mfg. Co.

Carlyle Tile Company

General Tile Corp.

Gladding, McBean & Co.

Mosaic Tile Co.

Murray Tile Co., Inc.

National Tile & Mfg. Co.

Olean Tile Co.

Pacific Clay Products

Pacific Tile & Porcelain Co.

Pomona Tile Mfg. Co.

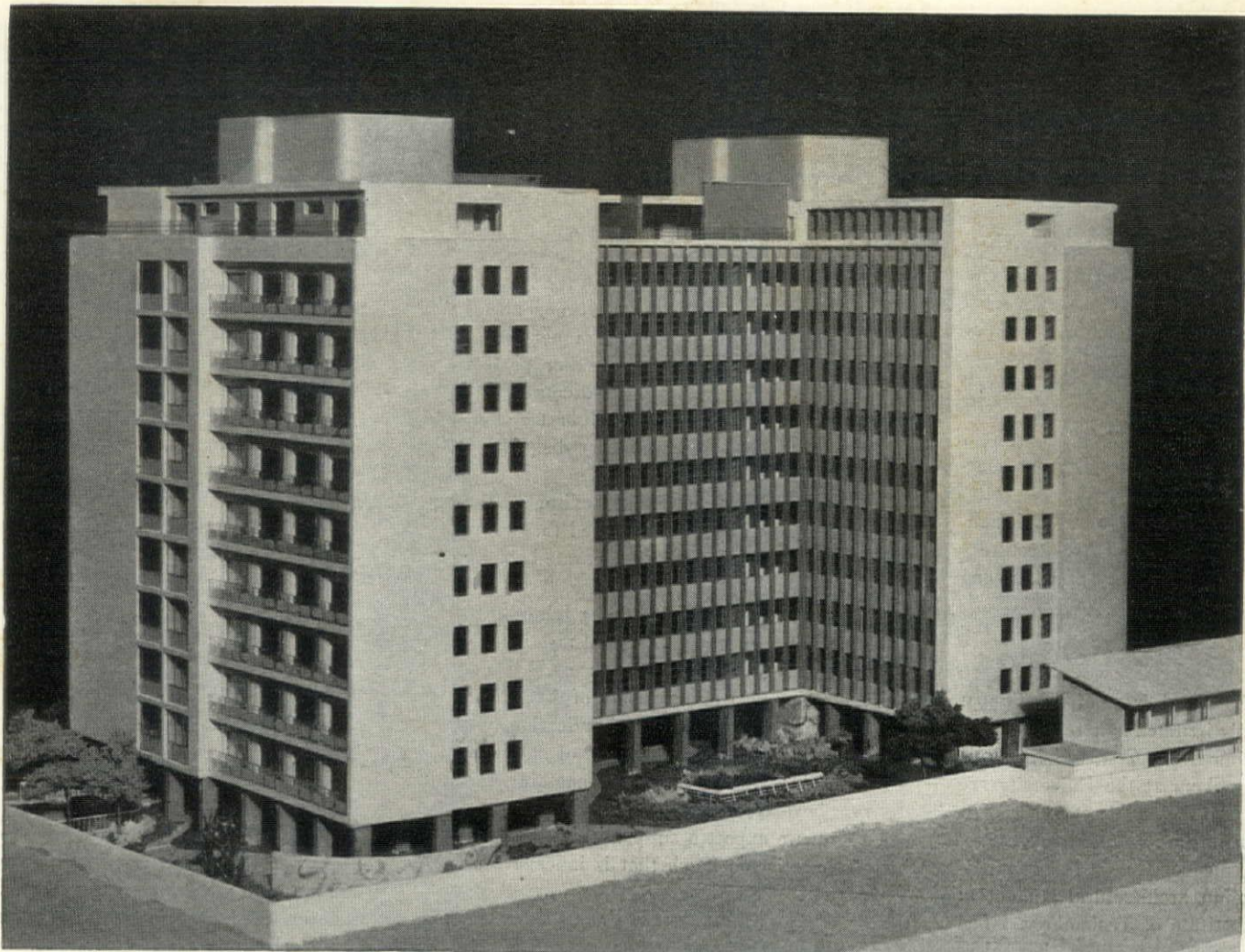
Robertson Mfg. Co.

Sparta Ceramic Co.

Summitville Face Brick Co.

United States Quarry Tile Co.





Model of a modern apartment house, the property of Prudencia Capitalizacao, being erected in Sao Paulo, Brazil, in which Silbraz joints made with Walseal Valves and Fittings have been specified.

## *This building is truly MODERN*

**... because  
the pipe joints  
are Silbraz®**

Owners, architects, and builders of new buildings are using all the latest building techniques at their command. That's why the brass and copper pipe runs of truly modern buildings are specified Silbraz — the modern way of joining brass or copper pipe or Type B copper tubing. Silbraz joints are silver brazed—not soldered or threaded — and form a joint that is stronger than the pipe itself. They are leak-proof, permanent, and will not creep or pull apart under any condition which the pipe or tubing can withstand.

Silbraz joints actually make the brass or copper pipe or tubing into "one-piece pipelines" that save you money by eliminating leaky connections, costly maintenance, and repairs.

### **Walseal® Valves and Fittings for Making Silbraz Joints**

The Walworth Company, produces a complete line of Walseal Valves, Fittings and Flanges for making Silbraz joints — the modern method of joining brass or copper piping. For further information, see your nearest Walworth distributor, or write for Circular 84A.



Make it a "one-piece pipe line" with Walseal

# **WALWORTH**

## **valves and fittings**

60 EAST 42nd STREET, NEW YORK 17, N. Y.



DISTRIBUTORS IN PRINCIPAL CENTERS THROUGHOUT THE WORLD



Goff Addenda . . . American Building and the Kinsey Report . . . Housing Hearing . . . Latest Word on Corbu as a Crow . . . "Classical Revival" . . . Town Planning in England . . . The St. Louis Competition . . . More on the Niemeyer Case.

## PRIDE OF THE PRAIRIE

Forum:

The March issue arrived here and has caused considerable excitement as you can well imagine. Most of the students seem to think it's quite a fine write up. They do kid me a lot about being the "Pride of the Prairie" . . . But I think you did a swell job. . . .

. . . We are working on a house (in Chicago) to be made of coal, green marbles and shingles. . . .

BRUCE GOFF, Chairman  
School of Architecture  
University of Oklahoma

Norman, Okla.

Forum:

Received the March issue of The FORUM and was greatly irritated by a remark made in the article on Bruce Goff, which stated: "The policy makers at the University are most anxious that the Architectural Department not turn into a *one man style school* such as they consider Harvard and Illinois Tech." Being an architectural student at the Illinois Institute of Technology, I feel that these men who consider themselves policy makers should thoroughly understand the teaching methods of the architectural departments at these schools before making such highly unjust accusations.

I suggest they look into their own backyard!!

R. F. MAYER

Chicago, Ill.

## INNERSPRINGS OF AMERICAN BUILDING

Forum:

. . . Congratulations on the excellent review of James Fitch's new book, *American Building*, in the March issue.

DAVID BURCH

Tulsa, Okla.

Forum:

I extend my congratulations on the book *American Building*, by one of your editors. It is a fine and much-needed piece of work. This opinion I have supported practically by buying four copies to give to certain select friends in the profession. I have, with some zeal, urged it upon many others. Being explicit about it comes of a desire to notify you that I am utterly friendly to James Marston Fitch. I come in peace.

Certain of my close acquaintances have delegated me to inquire further into one small aspect of this excellent opus. Under

a species of questioning popularized by the *Kinsey Reports* it came out that none of my 50 year old associates could present any concrete development of the speculation on page 278. I quote: "In the light of our current knowledge, it is not at all certain that the super-soft inner-spring mattress is a guarantee of either perfect rest or satisfactory sexual intercourse."

My medical friend, Dr. Robert Acker, could not shed light on this disquieting item.

Gerald Cosgrove, cynical editor of the *South Bend Tribune*, suggested that Fitch was probably preparing a separate book on this issue.

Carl Prell, local advertising fellow, was alert to future possibilities but mystified.

Francis Jones, astute attorney, has not yet emerged from a cloud of bafflement brought on by this heavy implication.

Around me sits a full circle of bald men trembling with a sense of something forever beyond revoking.

Can we expect a supplementary leaflet?

There is too much that is indecisive on page 278.

VINCENT F. FAGAN, Architect  
*South Bend, Ind.*

Fitch is lying down on the floor thinking things over.—Ed.

## GYPSUM LOVE CALL

Forum:

Thanks for the news story dealing with the testimony before the Joint Congressional Committee on Housing (FORUM, Feb. '48). I enjoyed both the informative and slightly humorous vein in which it was written.

The gypsum manufacturers, who also produce a large number of other building materials, were disappointed with the hearing. That is describing their feelings rather mildly.

The industry had an excellent story to tell. Compared to the base year 1939, the industry had by the end of 1947 increased its output more substantially than that of any other group of building products. Also, although we had all sustained cost increases in excess of 100 per cent per unit for labor and the major raw materials going into our product, we had, through increased output and manufacturing economies, held our over-all price increase down to 27.7 per cent. We were actually netting substantially less per dollar sales in 1947 than in 1939.

Further, we were perhaps the only industry that had exceeded by a substantial margin the quota set for us in 1947 by the U. S. Department of Commerce. . . .

Yet in general not a word of this appeared in the press. The bulk of the Committee's time was taken up with an alleged gray marketeer whose entire operations affected less than one-tenth of one per cent of the industry's output. Through the pre-eminence given him by the Committee, he received nation-wide publicity, yet your article is the first one I have read about the position or testimony of the gypsum manufacturers.

Please accept the thanks of one of the "Forgotten Men."

JOHN C. BEST, V. P.  
National Gypsum Co.

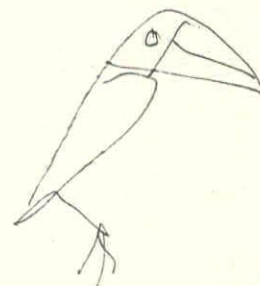
Buffalo, N. Y.

## HIS MARK

Forum:

I do not pretend to contribute the last straw to the controversy as to whether or not Corbu looks like a crow. I humbly submit the enclosed document, however, for whatever weight it brings to the argument.

In Corbusier's fluid style, it indicates that he passed by my studio one day last Spring and found me not-at-home. I'm



paran 5 1/2 o'clock

sure that many of his friends are very familiar with this drawing of himself, which also has appeared on postcards from San Francisco, etc.

MITZI SOLOMON, Sculptor  
New York, N. Y.

## SOCIETY AND ARCHITECTURE

Forum:

When I read Lewis Mumford's article in the "New Yorker" it seemed to me so important that I had it mimeographed for distribution to all my students of architec-

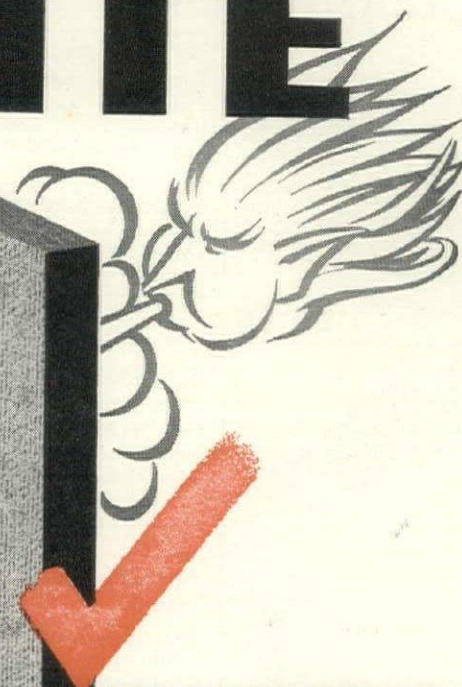
(Continued on page 20)



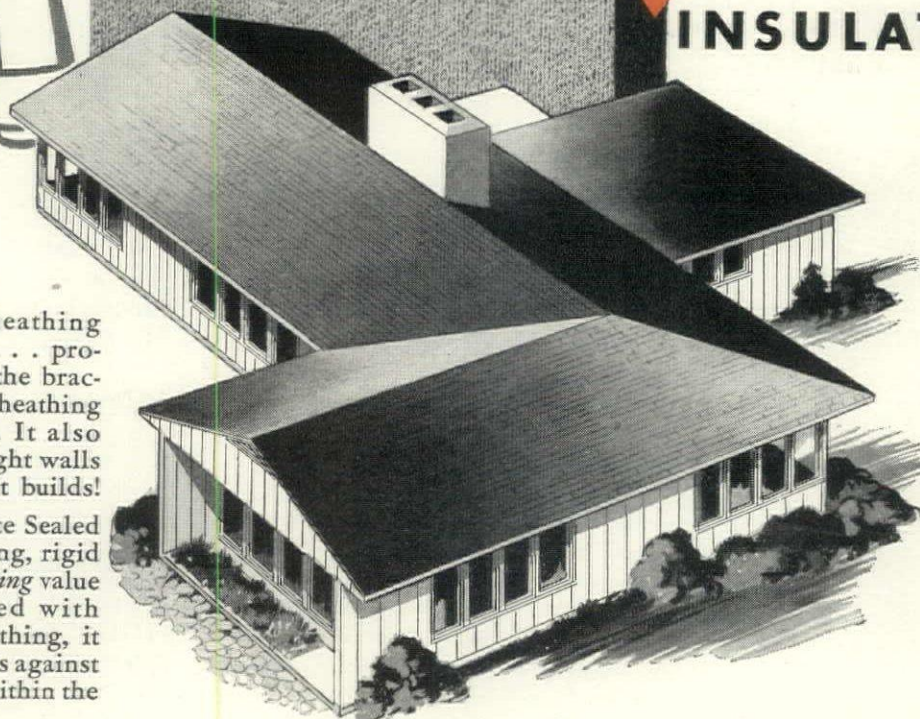
# DOUBLE DUTY INSULITE



**BUILDS**



**INSULATES**



#### *For Sheathing:*

Insulite (Bildrite) Sheathing builds stronger walls . . . provides more than *twice* the bracing strength of wood sheathing horizontally applied. It also builds better weather-tight walls because it *insulates* as it builds!

*For Plaster Base:* Insulite Sealed Lok-Joint Lath is a strong, rigid plaster base with *insulating* value as a bonus. Combined with Insulite (Bildrite) Sheathing, it controls vapor . . . guards against harmful condensation within the walls.

Specify double-duty Insulite.

**INSULATES AS IT . . .  
BUILDS AS IT**

double-duty  
**INSULITE**  
*The GENUINE*

**BUILDS  
INSULATES**

Refer to Sweet's File,  
Architectural Section 10 a/9

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MINNEAPOLIS 2, MINNESOTA

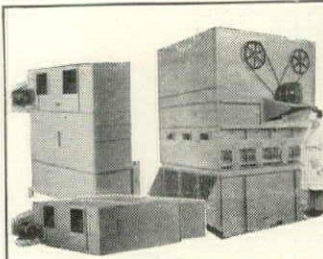
MINNESOTA & ONTARIO  
COMPANY

"Insulite" is a registered  
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## YOUNG EQUIPMENT for Your Air Conditioning Requirements

### COMPLETE UNITS



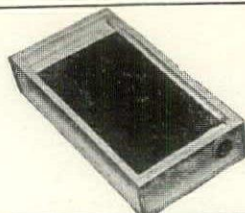
#### Horizontal and Vertical Type "YAC" Units

Compact, easy to handle. Heat, cool, humidify, dehumidify, filter.

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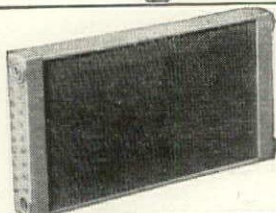
For condensing refrigerants of air conditioning systems.

### COILS



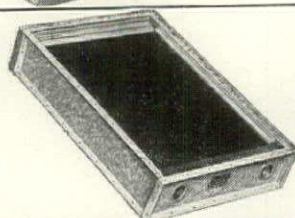
#### Blast Coils - Type B

Have casing for central plant heating, ventilating and air conditioning systems. Available with steam distributing tubes.



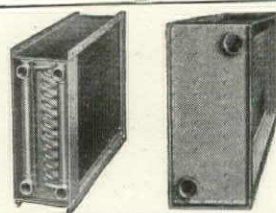
#### Commercial Coils—Type C

For factory-built air conditioning, heating, drying or special processing units. Made also in steam distributing tube type.



#### Booster Coils - Type A

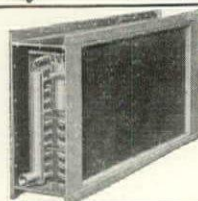
Encased for forced air heating, cooling or conditioning systems. Smaller sizes available for use in main or branch ducts.



#### Water Coils - Type W

Used with water or brine. Serpentine tube construction.

**Type K** — cleanable tube type with removable header plates at both ends.



#### Evaporator Coil-Type E

For mechanical refrigeration systems where Evaporator Coils are used. In variety of sizes with Young liquid distributor.

Young Products are widely known and extensively used . . . are the development of more than two decades of specialization in the Heat Transfer Field. Take advantage of such experience . . . specify "Young."

# YOUNG

## HEAT TRANSFER PRODUCTS



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**HEATING, COOLING AND AIR CONDITIONING PRODUCTS**  
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ture and planning. Who has the right to analyze and criticize the work of architects, however great and famous they may be, if not the student of human relations and human needs?

I missed in your commentary on the Musum Symposium (Mar. p. 12) any discussion of the social basis of architectural trends. Is it purely accidental that the most encouraging architectural developments come from Sweden, a society where consideration of the individual is so nicely balanced with the rights of the community? Or that city planning can develop a more harmonious and integrated urban landscape in England, where at last the planner has the backing of community control of land use?

Will anything really happen in modern architecture until we architects cease to believe that "nobody knows anything about architecture but architects?"

PROF. EUGENE D. STERNBERG  
University of Denver

Denver, Colo.

See below.—Ed.

### Forum:

The item concerning FHA's refusal to insure William Lescaze's prefabrication (FORUM, Mar. '48) only goes one step further to prove the backward thinking of FHA and its refusal to live in today.

This design is one of the clearest thinking and most attractive of the prefabs this office has seen, not the usual square "cheese box" with holes for windows and doors.

When will FHA people stop living in the "What Was Good Enuf For My Father, Is Good Enuf For Me" age?

J. SMITH BENNETT, Industrial Designer  
Hollywood, Calif.

### Forum:

In the next several years, the entire plant of Wake Forest College will be moved from its present location near Raleigh to Winston-Salem. The site, the estate of the R. J. Reynolds family, is ideal, in wooded, softly rolling Carolina Piedmont country.

Present plans call for buildings designed in the "Classical Revival Style." Since the announcement of the architectural style, some question has been raised as to the wisdom of the choice.

Several architects have written this paper and pointed out that the move of the college offers an architectural opportunity, and that in adopting the "Classical Revival Style" we simply are perpetuating a type of construction which is not particularly well adapted to university work.

Following a policy of presenting all of the information available on matters of

public importance, the Winston-Salem newspapers are asking men highly placed in the architectural profession to express their opinion as to the type of architecture best suited for this purpose.

CHESTER S. DAVIS  
Winston-Salem Journal  
and Twin City Sentinel

Winston-Salem, N. C.

Jens Frederick Larson, architect of the projected "Classical Revival" campus, explains: "We are planning these buildings for the centuries. There will be nothing faddish about their architecture." Many Universities, entangled in the past fads of Collegiate Gothic, Georgian and General Grant gingerbread, will question Mr. Larson's omnipotence.—Ed.

### INSIDE A.I.A.

#### Forum:

In your warm appreciation of Electus D. Litchfield, Esq. and his cautiously circumscribed assimilation of one States-worth of American Contemporary Architecture (FORUM, Feb. '48) you recorded the mechanics of Mr. Litchfield's distinguished professional continuity but missed its fine flower. . . . Having met Mr. Litchfield when he was copying the Column of Trajan at more than life size, in cement, as a memorial to Lewis & Clark (of all people!) on a Pacific Ocean headland at Astoria, Ore. I have since cogitated on these highlights of a carrère Architect without reaching any very satisfactory or even temperate mind.

The gaiety and pathos of Bozart and its influence on the Intelligentsia of your grandfather's hey-day surely awaits Mr. Gunther's "Inside A.I.A."

WILLIAM GRAY PURCELL, Architect  
Pasadena, Calif.

### ENGLISH EXPERIMENT

#### Forum:

Your readers may be interested in a planning scheme recently completed in our office for the first "postwar" town in England, not sponsored directly by the government.

This scheme has been evolved at Brandon Wood near the city of Coventry at the request of the Family Health Housing Society of Coventry.

This Society has been formed with the object of housing a complete community of 2,000 families as a large scale experiment in the study of family health, under ideal sociological and housing conditions.

. . . The community will be drawn proportionately from all income groups and will be housed in detached, semi-detached or terrace houses, or in flats. To secure

(Continued on page 24)





The home owner  
wants a floor...  
not flooring!

■ The home owner is not the least bit interested in bundles or strips of flooring. What she wants is a beautiful, durable, easy-to-clean floor.

It is important to remember this. The way the floor looks and wears in the home depends very much, of course, on the quality of the flooring. But it also depends on the type of finish . . . the sanding, finishing, filling and waxing. Even the best hardwood flooring will be unsatisfactory if not properly finished.

Bruce takes care of the quality of its flooring by methods tried and proven in manufacturing hundreds of millions of feet. Bruce Flooring is as perfect as modern machines and skilled workmen can make it.

Then, to make certain the home owner gets what she wants in a floor, the Bruce research staff has developed



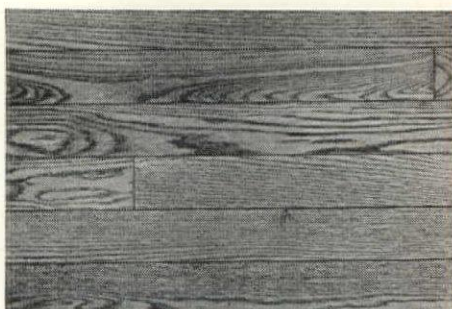
The famous Bruce Scratch Test

a superior method of finishing hardwood floors. As demonstrated by the Bruce Scratch Test pictured here, the result is a finish that does not scratch, chip or peel like a surface coating . . . a finish that will remain in perfect condition with very little maintenance effort and expense.

The home owner gets this more beautiful, longer-lasting, easier-to-clean finish in Bruce Finished Floors—completely sanded, finished and waxed at the factory. Where unfinished Bruce Flooring is used, Bruce Floor Finishing Materials can be applied on the job to secure similar results.

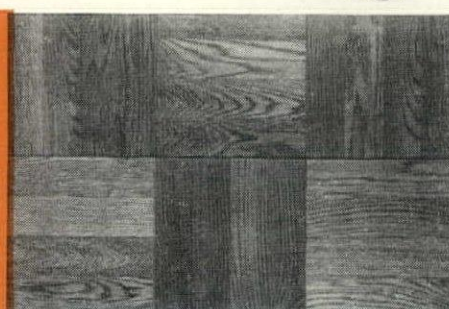
Simply stated, the Bruce formula for hardwood floors that home owners want is: highest quality flooring plus the superior "Scratch Test" Finish.

E. L. BRUCE CO. MEMPHIS, TENN. — WORLD'S LARGEST MAKER OF HARDWOOD FLOORS



STRIP

**BRUCE  
HARDWOOD  
FLOORS**



BLOCK



PLANK

**Other Bruce Products:**

Floor Maintenance Materials, Everbond X Floor Mastic, Terminix, Terminix Ventilator, Ceda'line, Yellow Pine & Hardwood Lumber, Hardwood Moulding & Trim, Furniture & Furniture Parts





Big, small, or in-between—any retail store or shop can have the *extra* customer appeal of modern air conditioning by Carrier. There's an efficient, economical Carrier Weathermaker for every size installation—from the small drug store or beauty shop to the large specialty shop or variety store.

For the small shop where all available space is given to sales, there's an attractive packaged Weathermaker to stand right out in the sales area. It may be used with or without duct

work . . . and blends harmoniously with any interior or fixture styles.

A larger self-contained unit for medium-sized stores can be concealed behind a partition or in a service area. Both of these self-contained unit types—from 3 to 15 horsepower—have a factory-assembled refrigerating system, ready for building service connections.

Where space and larger load call for central refrigeration, Carrier offers the System Weathermaker units. These may be used singly or in groups with

remote location of refrigerating equipment. There's a wide range of capacities to meet any need. And, like every Carrier product, they are backed by the longest experience in the air conditioning field. Carrier engineers have worked closely for years with architects and consulting engineers to provide the finest in air conditioning. They are always glad to supply data on fitting Weathermakers into the plans for any store. Carrier Corporation, Syracuse, New York.



AIR CONDITIONING • REFRIGERATION • INDUSTRIAL HEATING





**The Line that Stays Bright**... the completely new line of "Dutch Boy" Blended Paints. In Colors or White... **BLENDED Just Right**... to *Stay Sparkling Bright!*

**The Line that's Blended Right**... Each paint is scientifically blended to do its own special job especially well. Blended by the master hand of the "Dutch Boy", with the experience of more than 30 years of continuous outdoor paint tests!

*What a Line*



- 1. BRIGHT WHITE Blended to Stay White!** "Dutch Boy" Bright White is *self-cleaning!* The surface continually renews itself... permits rain to wash away dirt. Sets a new standard for hiding... and for a dazzling white finish that *stays white!*



- 2. TINTS Blended to Stay True!** "Dutch Boy" Tints go on crisp and fresh... and they *stay* crisp and fresh! Specially blended to assure lasting, uniform color, they *keep* their sparkling good looks!



- 3. TRIM COLORS Blended to Stay Bright!** "Dutch Boy" Sash & Trim Colors add the finishing touch to a home's protection. They're blended to hold their gloss... to stay bright and gay!



- 4. PRIMER Blended to Really Seal, Hide and Hold!** An undercoat of great sealing and hiding power, that holds fast. When used under a topcoat of "Dutch Boy" Bright White or Tints it gives a superior two-coat paint job, even on unpainted wood!



- 5. PORCH & DECK Blended to Stand Wear!** "Dutch Boy" Porch & Deck Paint is blended for extra toughness... to stand up under heavy foot traffic and the elements.



*The New Line of*

## "DUTCH BOY" BLENDED PAINT

**NATIONAL LEAD COMPANY:** New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 7 (John T. Lewis & Bros. Co.).

Made by the Makers of the Famous "Dutch Boy" White Lead

## And what an INTERIOR PAINT!

**Now at Last!**... a one-coat inside paint that *really covers in one coat*... yet *really washes like new!* It's the new "Dutch Boy WONSOVER!"

**Now at Last!**... a real oil flat paint with complete hiding power! *Once over* and the work's over with "WONSOVER!"

**Now at Last!**... a one-coat paint that cleans like new! Stains, even ink, don't sink in, so they wash right off!

Give "WONSOVER" the *once-over* today... in fresh tints, soft shades, modern deep tones and *white white*.

## "Dutch Boy" WONSOVER



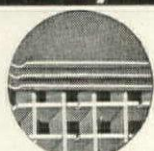


## LETTERS

### One Name To Specify for Flush Doors

# PAINE REZO

and more than  
two million  
good reasons  
why



U.S. Pat. 1,887,814

The exclusive interlocking grid core within the Rezo door allows constant air circulation, adds extra strength, and provides greater rigidity.



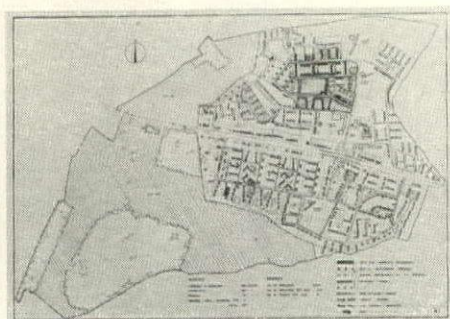
There's beauty in a Paine Rezo door as you can see, but back of this enlarged opportunity for design is the greatest record of satisfactory performance among all flush door manufacturers . . . for more than 2,000,000 Paine Rezo installations have been made in all parts of the country and in all weather conditions.

1 3/4" Paine Rezo doors can be used anywhere because the exclusive, patented features of construction of this time-tested air-cell door minimizes warping and swelling while it adds great strength to lightness in weight. Along with this unduplicated stability, these best-engineered doors are pre-fitted, are easily hung and quickly finished so that they cost no more finally than a common panel door.

A concise four page bulletin packed with architectural data to save you time is yours for the asking. Your inquiry is invited. Write.

Manufactured by the  
**PAINE LUMBER CO., Ltd.** Oshkosh Wisconsin  
ESTABLISHED 1853

the health benefits of first quality foods the built up area will be surrounded on three sides by a farm strip. The farm will be run on cooperative lines by the society and has been allotted an area of about 250 acres of the land now owned. This land is already being farmed by the society and a herd of some 25 cows is being collected. Voluntary labor is playing a large part in the running of the farm.



Town and adjoining farmland

There will be a central area where a shopping center, church, administrative buildings, car park and cinema have been planned, and, in addition, shopping facilities will be provided at various appropriate points throughout the estate for such day-to-day necessities as are usually provided by the "corner shop."

On the north side of the Brandon Wood road the land is undulating and a free and informal layout has been adopted. To the south, however, where a considerable amount of uncontrolled sporadic development has already taken place on a formal gridded plan, the layout has had to take into account this existing grid.

The guiding principle as regards road layout has been that all traffic should be canalized into a main ring road. A fly-over has been arranged where the main north-south road of the estate crosses the Coventry-Rugby road.

One secondary and two primary schools have been sited in the society's development proposals and the appropriate areas for playing fields etc. have been allotted.

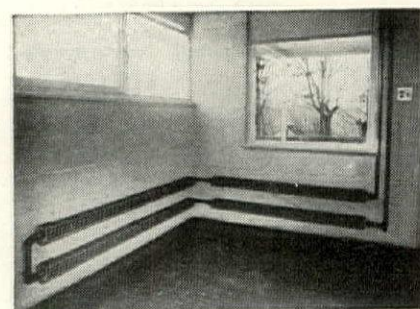
. . . The Health Center has been allotted a central site of five acres. The center will be run on the lines of the Peckham Health Center, as a club. It is to form a focal point of the social life of the whole community and will cater for the leisure time of the complete family, being designed to allow both parents and children to pursue recreation at the same place and time.

Facilities will be provided for an annual health overhaul for each family on the estate, for a restaurant, bar, dancing and dramatics. Indoor space for such games as billiards and table tennis will be arranged.

(Continued on page 28)

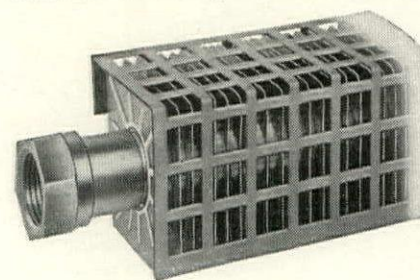
### Warm Spot in January Cold Wave

Hundreds of formerly "hard-to-heat" buildings . . . places that used to be cold even in normal winter weather . . . were oases of warm comfort during the January-February cold wave thanks to a post-war Webster development—Webster Type WI Extended Surface Radiation for hot water and two-pipe steam service.



Installation in Gardener's Cottage

Using modern materials, copper tubing and aluminum fins, Type WI Radiation provides better than a square foot of heating surface for each 1/2 lb. of weight. Takes up negligible space. Can be put where the heat is needed—along the wall, close to the floor, behind benches.



Take steps now while the memory of your cold weather difficulties is fresh in mind. See if Webster Type WI Radiation can be used to turn your cold spots into areas of next winter comfort. Good delivery now.

**WARREN WEBSTER & CO.**  
Camden, N. J. : Representatives in Principal Cities  
In Canada: Darling Brothers, Limited, Montreal

**Webster  
HEATING**



# BENEKE PLASTIX



No. 423-B BENEKE PLASTIX  
SEAT for regular rim bowl.  
Sturdily built of solid black  
plastic.

## BENEKE CORPORATION

Columbus, Mississippi, U. S. A. • Offices in Principal Cities



**C. F. Cellarius designs a war memorial health center**



**Mesker Steel Windows**

**"An architectural unity of materials is achieved  
when metal windows are placed in a building. They express  
permanence in graceful, slender lines."**

See the Mesker Catalog in Sweet's File Architectural, Sec. 16a/20,  
or write for your copy of the Book of Windows for Public Buildings.  
Mesker Brothers, 4336 Geraldine, Saint Louis 15, Missouri.



Architect  
Charles Frederick Cellarius, F. A. I. A.  
Cincinnati, Ohio



# the new arithmetic in automatic HOME HEATING!

## TIMKEN SILENT AUTOMATIC COUNSEL AT THE PLANNING STAGE

Practical, experienced blueprint assistance from Timken Silent Automatic engineers saves heating system space, assures a better-operating system, and often lowers construction costs by making possible a more efficient and compact room arrangement.



## EQUIPMENT ESPECIALLY DESIGNED FOR MULTIPLE-UNIT PROJECTS

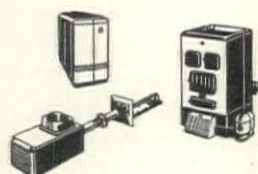


Timken Silent Automatic heating equipment is experience-designed to meet every project requirement of quiet, dependable operation . . . extreme compactness . . . high operating efficiency at low fuel burning rates . . . and low first cost.



## HEATING EQUIPMENT FOR ALL THREE FUELS—OIL, GAS AND COAL

Regardless of which fuel enjoys a local use preference or a local price advantage, Timken Silent Automatic has a complete range of modern equipment for burning that fuel. And a wide range of types, too—boiler units, furnace units, water heater units fired by oil and gas, and oil and coal conversion burners.



## LOWER-COST UNITS

Important savings on heating system costs and, frequently, savings on construction costs of the homes themselves, help keep the total cost down to a keenly competitive level.



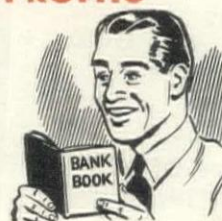
## MORE SALEABLE UNITS

All that's latest and best in automatic heating equipment, plus the prestige of the nationally-advertised Timken Silent Automatic name, exerts a powerful influence on prospective purchasers . . . assures faster, more profitable sales.



## GREATER PROFITS

Quality homes that build reputations—at costs lower than you may expect—make a profits picture that's hard to beat.



*It adds up!* — to better business for every builder who knows the importance of well-built, well-known heating equipment in the multiple-unit scheme of things. Right from the blueprint stage, and all the way through to the owner's final acceptance, Timken Silent Automatic can help you lower costs, increase profits, and build an enduring reputation for quality-built homes. For the new arithmetic in home heating that multiplies profits, **TURN TO TIMKEN SILENT AUTOMATIC!**

**TIMKEN**  
*Silent Automatic*  
**HEAT**

OIL • GAS • COAL

TIMKEN SILENT AUTOMATIC DIVISION  
The Timken-Detroit Axle Company • Jackson, Michigan





## LETTERS

# WARE



*Burdine's Dept. Store, Miami, Fla.*



*Burdine's Dept. Store, Ft. Lauderdale, Fla.*

*E. L. Robertson,  
Arch.*

*Abbott, Merck &  
Co., Engineers*

*Caldwell-Scott  
Contr. Co.,  
Gen. Contr.*

### THESE STRIKING EXAMPLES OF MODERN STORE ARCHITECTURE INCORPORATE • WARE ALUMINUM WINDOWS •

WARE casement windows of aluminum are appearing on more and more modern buildings because they are the complete answer to the window problem. Their smart, silvery gray lines and their slender frames seem to give greater glass area and more light. In addition:

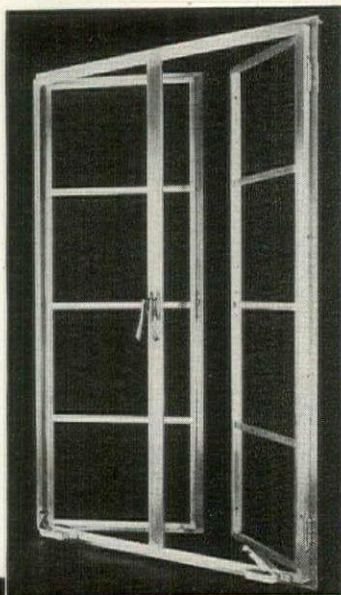
THEY ARE LIGHT IN  
WEIGHT YET RIGID  
AND ALWAYS IN  
ALIGNMENT

THEY ARE OF HEAVIER  
SECTION THAN USUAL

THEY NEED NO  
PAINTING

THEY ARE STORM-  
TIGHT (*write for re-  
markable tests*)

WARE LABORATORIES, Inc.  
3700 N.W. 25th St., Miami 35, Fla.  
New York Office  
21 West St. Whitehall 3-6860



# ALUMINUM WINDOWS

and out-of-doors for football, cricket, tennis, etc. There will also be a covered-in swimming pool.

Owing to the large proportion of land relegated to farm use, added to the fact that the Society is anxious to provide as much private open space as possible, it is proposed that a fair proportion of the housing accommodation shall be provided in tall blocks of flats.



*Close-up of town proper*

In the first 200 dwellings there will be seven detached, 12 semi-detached four-bedroom houses, 36 semi-detached three-bedroom houses, 70 terrace houses and 68 flats, and, in addition, there will be 14 old people's bungalows. . . .

IAN MACKENZIE  
Arcon

*London, England*

### ST. LOUIS COMPETITION

Forum:

The following quotation was taken directly from page 14 of the March issue of *The ARCHITECTURAL FORUM*: "... then the conclusion seems inescapable that American architects are uncomfortable and unsteady on projects of this scale."

It is the purpose of this letter to take exception with that statement, at least in so far as The Jefferson National Expansion Memorial Competition is concerned.

Obviously, the jury in any competition is the defining rod of quality in that competition. We should note that the first phase program, as issued by The Jefferson National Expansion Memorial Association, was quite explicit in stating that the first phase of the competition was not to select designs but was to select architects for the second phase.

Further, the contestants were given to understand that cost (except where involving equal results) was not to be a basis for judgment; but that real monumentality, absolute integration, and the commitment of the contestant to the development of the entire site were of paramount importance—imagination rather than cost was the desideratum.

Yet, we understand that cost was given

(Continued on page 32)

*Completely New  
Entirely Different*



THE

# Universal

GAS RANGE

Specify the new Universal Gas Range with its automatic and completely new features that are as modern as tomorrow's kitchen. Write for information on these exclusive features:

- "Whirlpool Broiler" Pan
- "Comfort-Touch" Oven
- Plate-Size Burner Bowls
- 18" Ovens with Glass Windows
- 6-Pointed Horizontal Simmer Burners

Also available in "LP" Gas Models



*Universal Gas Range  
Proves Gas Has Got It*

CRIBBEN & SEXTON CO.  
**UNIVERSAL Gas RANGE**

700 N. SACRAMENTO BLVD.

CHICAGO 12, ILLINOIS



# *In the spotlight again!*

IN THE

## UNITED STATES ATOMIC ENERGY COMMISSION'S

SECTION OF 70 COLUMBUS AVENUE, NEW YORK

QUALITY CONTROLLED\*

**MA•TI•CO**  
ASPHALT TILE  
FLOORING

Installation of MA•TI•CO  
Asphalt Tile Flooring by  
CUSTOM FLOORS, New  
York City—MA•TI•CO  
approved contractor.

It's no secret that MA•TI•CO is the flooring installed in the highly secretive quarters of the Atomic Energy Commission in New York. A tribute, indeed, to MA•TI•CO's renown for lasting serviceability and unimpeachable quality. When next you specify or order asphalt floor tile—be sure it's MA•TI•CO—now available in a complete range of beautiful colors . . . both marble and solid. No quantity restrictions.

Write to our New York Sales Offices  
for Tile Samples and Literature.

# MASTIC TILE

*Corporation* OF AMERICA

Sold By

**MASTIC TILE SALES CORPORATION**  
153 West 57th Street, New York 19, N. Y.

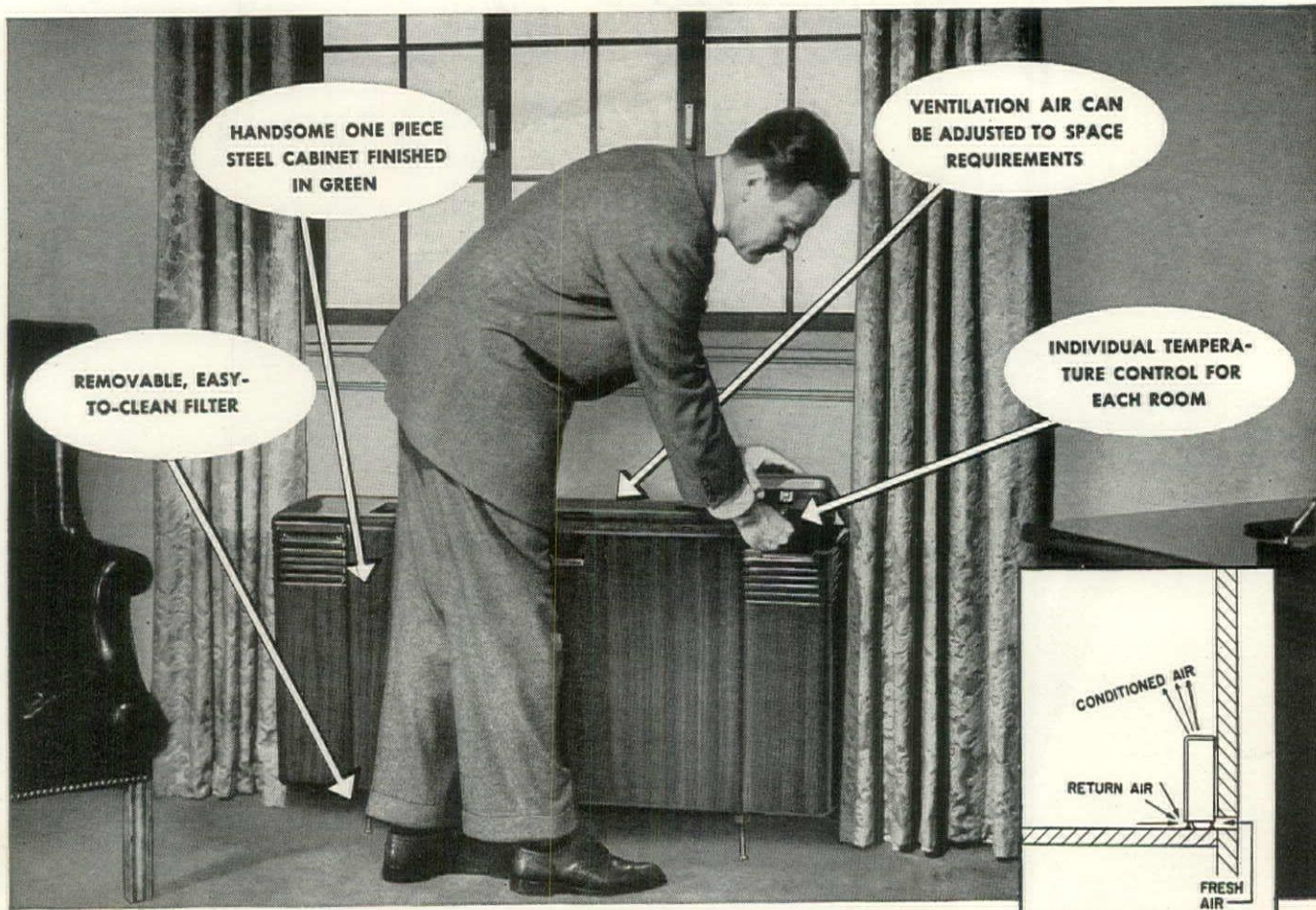
District Offices: DETROIT • CHICAGO • BUFFALO • PHILADELPHIA  
ATLANTA • WASHINGTON • FT. LAUDERDALE, FLA. • L.I. CITY, N.Y.

Factory: NEWBURGH, N. Y.



**A Correction:** In a recent advertisement announcing the installation of MA•TI•CO Asphalt Tile Flooring in "U.N." there was no intent to imply that the United Nations endorses any products. The building referred to was originally designed for the N.Y.C. Housing Authority by Alfred Felheimer and Steward Wagner, architects and engineers. MA•TI•CO regrets omission of these facts.





## FOR ANY MULTI-ROOM AIR CONDITIONING JOB

### *Personal Weather Control*

HOT WEATHER—cold weather—tenants can be comfortable in any multi-story building that has a G-E Personal Weather Control system.

This modern air conditioning system can be custom-tailored to your architect's design. Units can be hidden in the wall with only intake and discharge grilles visible. Every part of the G-E unit, including the cleanable metal filters can be serviced from the front.

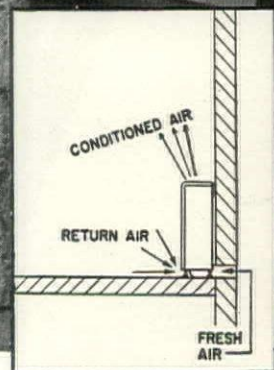
Only filtered air passes through the coils... which means lower costs

for coil maintenance. Fresh air can be introduced through a central plant, a zone plant or simple wall or window openings. Water coils can be used for heating in winter as well as cooling in summer.

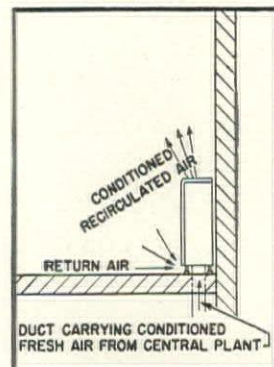
Your local General Electric air conditioning expert will be glad to work with your architect and engineer to provide the system that's just right for your building.

General Electric Company, Air Conditioning Department, Section A8135, Bloomfield, New Jersey.

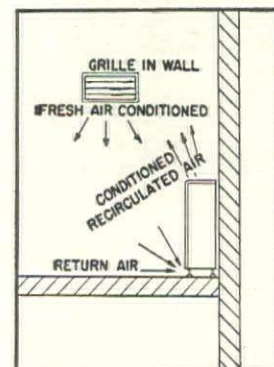
**GENERAL  ELECTRIC**  
*Better Air Conditioning*



Fresh air can be drawn directly into the unit from an aperture in the wall or directly through the window opening.



Fresh air can be conditioned by a central plant system and carried to each unit by ducts.



Fresh air is centrally conditioned and distributed through wall outlets.

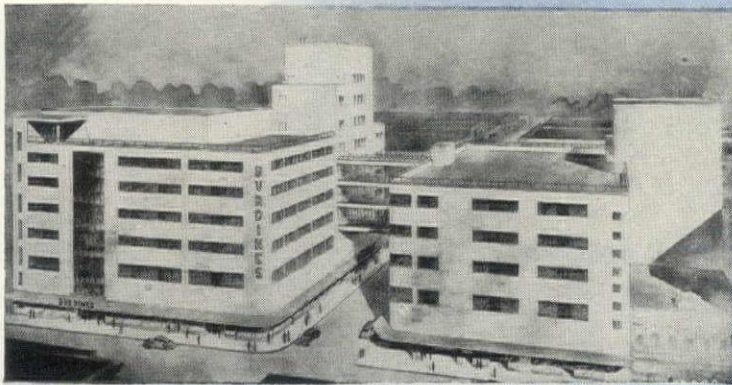


# THE FINEST BUILDINGS OF THE POSTWAR

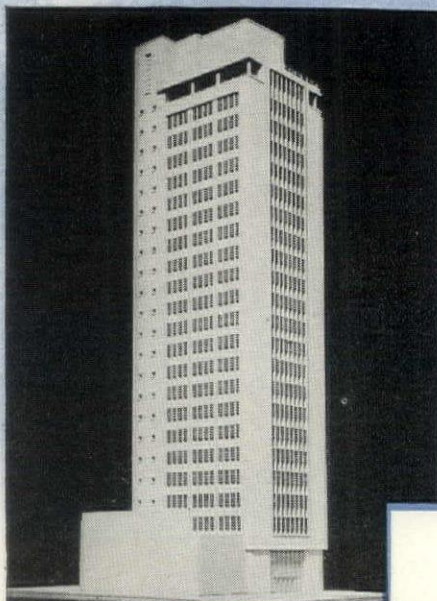
## HAVE Q-FLOORS



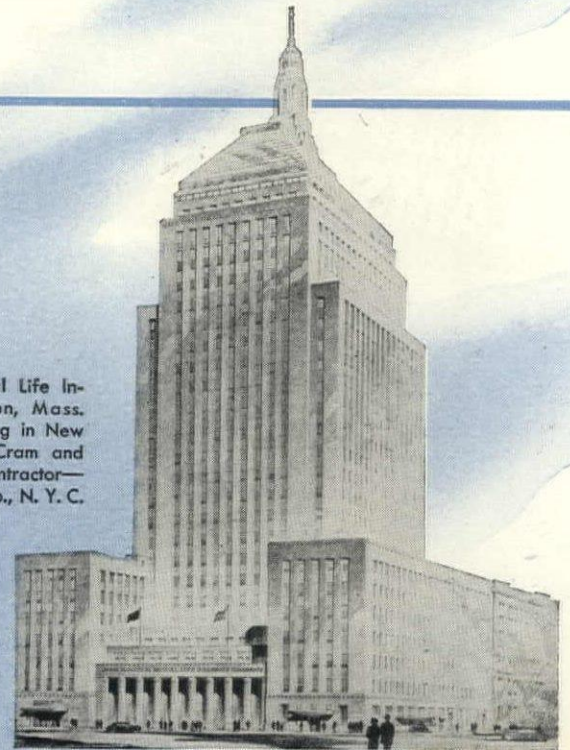
Mercantile National Bank, Dallas, Texas. Tallest office building in the South. Architect—Walter Ahlschlager, Dallas. Contractor—Henger Construction, Dallas.



Burdine's Store, Miami, Florida. Largest department store in Dixie. Architects—E. L. Robertson, Miami; J. R. Weber, N. Y. C. Contractor—Rodney Miller, Miami.



Waterman Steamship Building, Mobile, Ala. Most striking office building of the postwar. Architect—J. Platt Roberts, Mobile. Contractor—J. P. Ewin and Co., Mobile, Ala.



John Hancock Mutual Life Insurance Co., Boston, Mass. Largest office building in New England. Architect—Cram and Ferguson, Boston. Contractor—Turner Construction Co., N. Y. C.

Federal Telecommunications Laboratories, Nutley, N. J. Largest all-metal commercial group in the world. Architects—Louis S. Weeks, N. Y. C. (groups 1 & 2); Giffels & Vallet, L. Rossetti, Detroit (groups 3 & 4).



Contractor  
George A. Fuller Co.  
New York City



If you want to know why these architects specified Robertson Q-Floors, please write for literature.

**H. H. ROBERTSON COMPANY**

2403 Farmers Bank Building  
Pittsburgh 22, Pennsylvania



Offices in 50 Principal Cities  
World-Wide Building Service

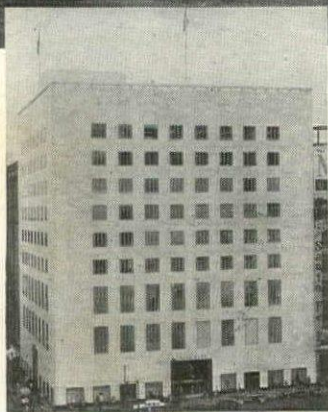
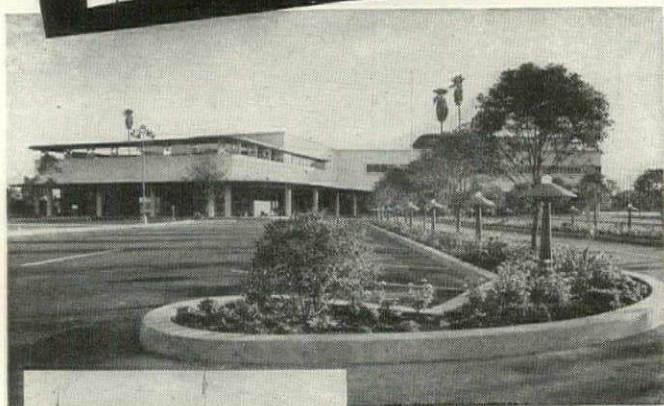


THIS IS 7 SQ. FT. OF Q FLOOR



## Two of America's NEWEST, Finest Stores

Equipped with  
**LAMSON TUBES**



**BULLOCK'S**  
Pasadena, Calif.

Walter Wurdeman & Welton Becket,  
Architects

**I. MAGNIN'S**  
San Francisco, Calif.

■ In both modern stores, the Lamson Tube System makes it possible to handle every type of sales transaction: Cash, Charge, C.O.D., Mail Order, and others.

■ Actual cash is *safer* at the central desk. Also, only trained cashiers make change.

■ Every Lamson dispatch station offers complete service for any number of salespersons. For light or rush business periods, Lamson stations will handle all sales adequately.

■ Only trained operators authorize Charge Sales. This assures accuracy, speed and better customer satisfaction.

■ Lamson Tubes save messenger service and countless footsteps. Cash does not have to be picked up from numerous counters at night . . . nor does it have to be redistributed in the morning.

■ Lamson Tubes complete the average sale in about 30 seconds.

**FURTHERMORE**—Lamson Tubes definitely *COST LESS* than a system of individual cash units which offer limited service.

For further information — without charge — write to:

**LAMSON Corporation**

775 Lamson St., Syracuse 1, N.Y.

enormous consideration by the jury and that the merits of each scheme were weighed for the possibility of piecemeal erection. It is impossible to conceive of real monumentality with an integrated design and sensible development of the entire site when an important consideration of the jury was given to economy and the merits of piecemeal completion. In my opinion, the winning designs verify this belief.

If the jury 'in toto' will not refute the inclusion of these factors in the judgment of the *critical* first phase we may again feel confident of the ability of the American architectural profession.

In conclusion, may I question whether your editorial judgment was based on perusal of *all* the first stage entries or only on those published in The FORUM. If your evaluation was based on the latter may I add my wholehearted approval.

CHARLES R. COLBERT, Architect  
Tulane University

New Orleans, La.

As FORUM understands it, the first and second phases of the competition were judged by different criteria—only the latter being subject to cost scrutiny and planning for piecemeal erection. FORUM also understands, however, that the runners-up in the first stage included many designs of extraordinary excellence, although our review was confined to the winners.—Ed.

### THE NIEMEYER CASE

Forum:

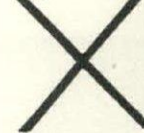
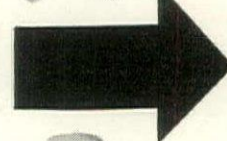
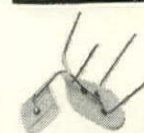
The editorial paragraph on Oscar Niemeyer in the March issue of The ARCHITECTURAL FORUM contains a statement to the effect that the A.I.A. did not intervene in Mr. Niemeyer's behalf with the State Department when requested to do so by the Brazilian Association of Architects.

A certain interpretation of the word "intervene" might make your statement one of actual fact. However, your article implies an inaction or antagonism on the part of the A.I.A. The implication is misleading.

As the representative of the profession in this country, the A.I.A. acts after consideration of all factors brought to its attention, and exercises its best judgment in the interest of the profession and of the public welfare.

Shortly after receiving the cablegram from the B.A.A., we communicated with the Department of State, pointing out that Mr. Niemeyer was a distinguished architect of international reputation. No comment was made by us relative to his political beliefs. The A.I.A. is not concerned with the political beliefs of professional people. However, the law with respect to the entrance of foreigners to this country is clear, and as

(Continued on page 36)



designed by  
Charles Eames

made by  
Evans Products  
Company

available solely from  
**the herman miller**  
furniture company  
zeeland, michigan



**herman miller**

**will**

**produce**

**over**

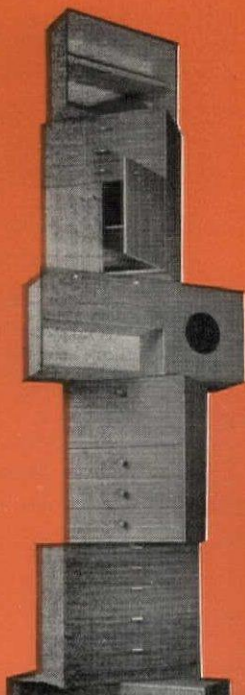
**10,000**

**case**

**units \***

**in 1948.**

*\* george nelson designs*





*NOW! Again available*

# PC VUE Glass Blocks

(A MODULAR PRODUCT)

*Transparent Glass Blocks, again in production, allow limited vision, provide effective insulation.*

PC VUE Glass Blocks had already won wide acceptance when war halted their production. They were developed by Pittsburgh Corning Corporation at the request of architects, engineers and designers who wanted a "glass block you can see through."

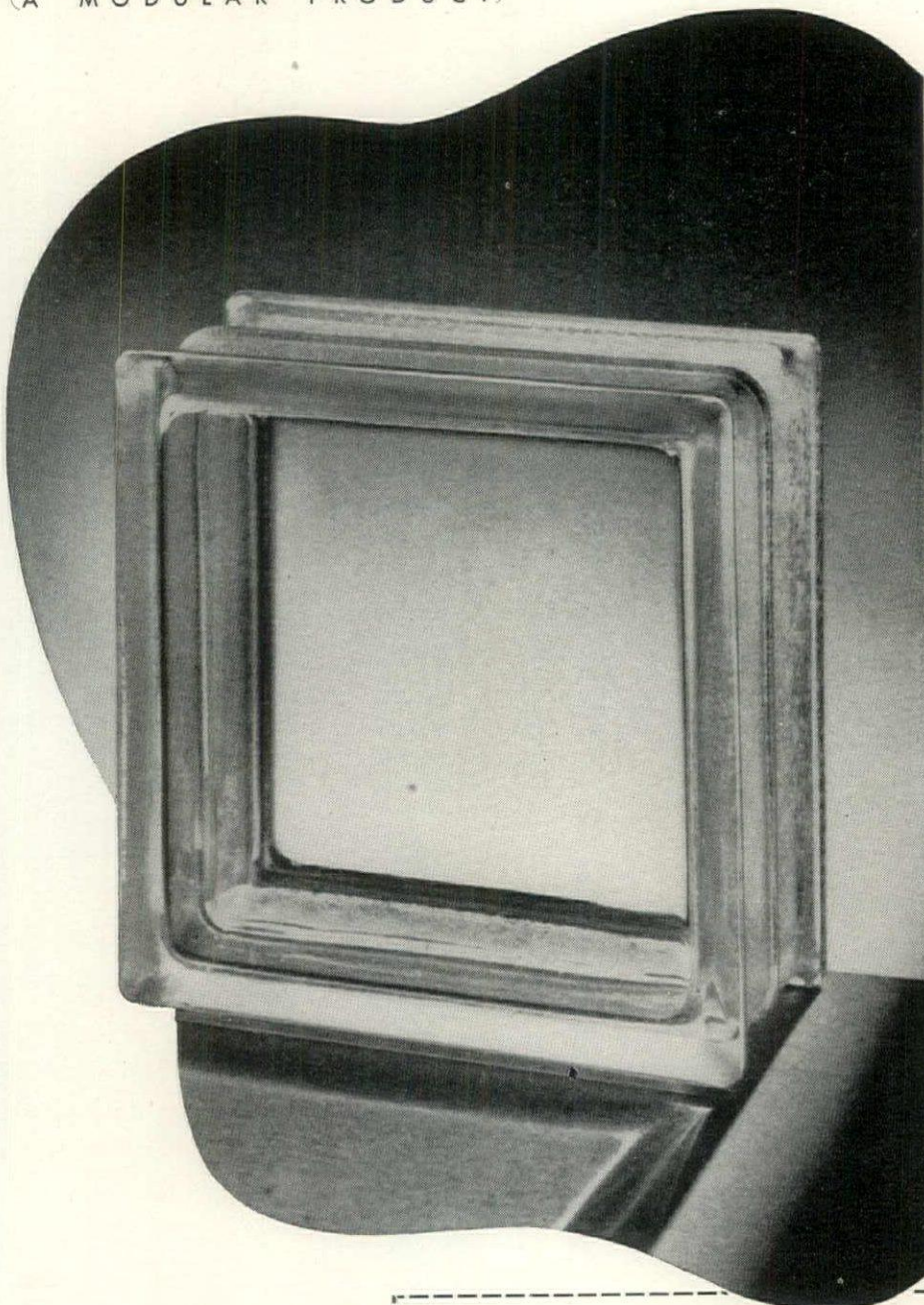
The PC VUE Glass Block is made of transparent, fire polished glass, with smooth surfaces inside and out. It admits plenty of clear daylight, allows sufficient general vision of what goes on outside to prevent the "shut-in" feeling. PC VUE Glass Blocks can be installed alone in large lighting panels or can be used in combination with regular block patterns, to provide vision areas of desired size and location.


Like the other PC Glass Blocks, the VUE Block contains a partial vacuum, a dead air space that gives it twice the insulating value of ordinary single-light glass. So heat transmission is retarded—even through large opening panels—easing the load on air conditioning equipment and reducing heating costs.

When you are planning new buildings or remodeling projects, be sure you have all the latest information on PC VUE Glass Blocks. Just send in the coupon and we'll mail you free copies of new booklets on PC Glass Blocks. Pittsburgh Corning Corporation also makes PC Foamglas Insulation.

## PC GLASS BLOCKS

... the mark of a modern building





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FOR ADDITIONAL INFORMATION SEE OUR INSERTS IN SWEET'S CATALOGS.

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Pittsburgh 22, Pa.

Please send along my free copies of your new books on the use of PC Glass Blocks for industrial and commercial buildings. It is understood that I incur no obligation.

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City..... State.....



You didn't design it "GRANPA'S WAY"...  
let your electric wiring BE MODERN, too!

FIGURE IT IN  
ALUMINUM



The BIG  
DIFFERENCE  
is in your  
COSTS!

And see for yourself that you can wire it for less. Not just a *little* less. Wiring costs can be startlingly lower, when you *figure it in aluminum*.

Cable costs are lower. Handling and pulling are easier . . . no problems of joints and terminals or conduit layout. Over-all costs take a big drop, when you *figure it in aluminum*.

Alcoa makes light, strong, conductive E.C.\* Aluminum conductor; leading wire and cable manufacturers draw, strand, insulate, and sell it under their own trade marks. Your wire supplier can furnish complete information on sizes and types of insulation.

ALUMINUM COMPANY OF AMERICA, 1475 Gulf Bldg.,  
Pittsburgh 19, Pennsylvania.    \*E. C.: Electrical Conductor Aluminum

**NO PROBLEMS** of conductivity  
**NO PROBLEMS** of joints and terminals  
**NO PROBLEMS** of conduit layout  
**AND YOUR SUPPLIER HAS IT!**

Insulated and sold by leading wire manufacturers



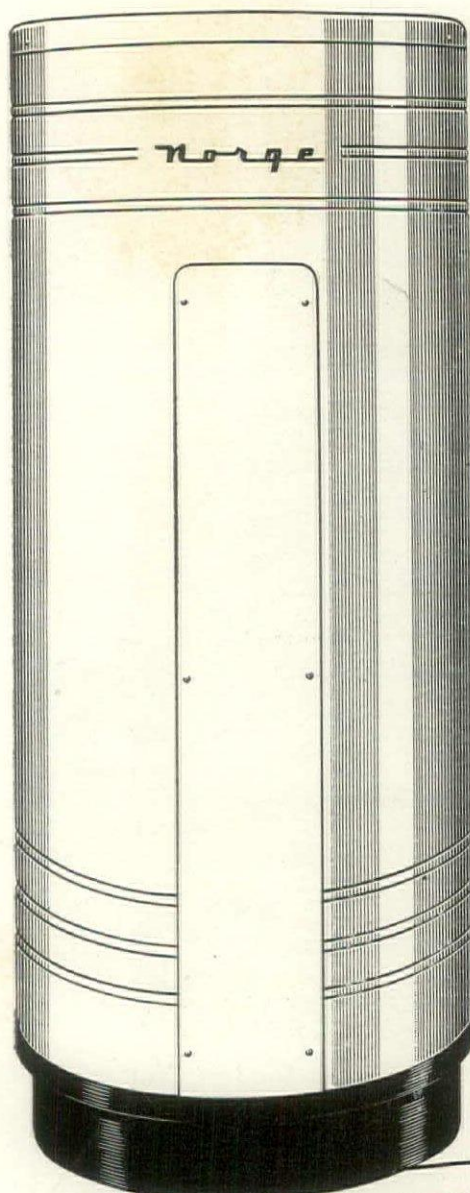
**ALCOA** **EC** **ALUMINUM**



**FOR ELECTRIC WIRE AND CABLE**



## LETTERS



### TWO TYPES:

Cabinet and cylinder.

Capacities:  
12 to 82  
gallons.

**LONGER TANK LIFE**  
... assured by the Norgé  
magnesium rod and proved  
by 10-year tank warranty.

**THE NORGE ELECTRIC WATER HEATER  
IS A SILENT SALESMAN  
THAT KEEPS CUSTOMERS SOLD—  
ON YOU, AS WELL AS ON ITSELF!**

Owners are really *enthusiastic* over these newest-of-the-new electric water heaters.

And why shouldn't owners be? ... they *hear* nothing, they *smell* nothing, they *fear* nothing, they *do* nothing. The Norgé is *simple, safe, silent, sure*.

As the expert to whom people turn for advice, you are in a position to do them a favor by recommending Norgé. Besides ... it's good business! Norgé Division, Borg-Warner Corporation, Detroit 26, Michigan.

#### A BORG-WARNER INDUSTRY

REFRIGERATORS  
ELECTRIC RANGES  
WASHERS  
ELECTRIC WATER  
HEATERS  
GAS RANGES  
HOME HEATERS  
HOME & FARM  
FREEZERS  
WATER COOLERS

SEE  
**NORGE**  
BEFORE YOU BUY

the national spokesman for a profession, it would be improper for us to advocate the setting aside of the Federal Statute involved.

We do, of course, on occasion voice our disapproval of Federal law, when in our opinion those laws turn out to be not in the interests of the general welfare as related to our scope of activities. We do not, however, feel ourselves competent to speak on matters of legislation, which are beyond the scope of professional interest.

EDMUND R. PURVES, Director  
Public and Professional Relations,  
A.I.A.

Washington, D. C.

### INTERLOPER

Forum:

While glancing through the January '48 issue of *The Forum*, I came across a very strange thing. Mr. F. L. Wright has used some (what appear to be) Hans Knoll web chairs in the Garden Room of his Taliesin West. This seems to me a very strange occurrence inasmuch as he is quoted by Lewis Mumford, in an excerpt from "*The Skyline*" in the *New Yorker*, October 11, 1947, as follows: "Frank Lloyd Wright, it is said, once turned upon a client—let's call him John Smith—who had added a few pleasant rugs and comfortable Aalto chairs to Mr. Wright's furnishings, and exclaimed, 'You have ruined this place completely, and you have disgraced me. This is no longer a Frank Lloyd Wright house. It is a John Smith house now'."

I would like to know if Mr. Wright realizes that his chairs are showing! Or does he actually like to sit in a comfortable chair now and then? Perhaps, if this is any sign, we may see a livable house "come out of his head" one of these days.

DAVID DE LYCK LENT

New Haven, Conn.

### NO TALIESIN HERE

Forum:

We have all seen with interest and enjoyment the publication of colleague Hugh Moore's alteration job (*FORUM*, Mar. '48). You did a thorough job of it and we were all gratified to see Hugh receive such recognition.

The reason for this letter is to call attention to a statement about Northeon in Hugh's biography which concerns all of us and which we were under the impression had been deleted from the biography. I refer to the remark that Northeon is "based somewhat on Taliesin where Beidler studied."

First, we want everyone to understand

(Continued on page 40)



Use **MODERN  
PROTECTED  
CLEAN WOOD**

Upkeep costs on wooden buildings are substantially cut when construction lumber is protected against termites and decay. Now the latest advance in wood preservatives, Penta Preservative, gives lasting protection against these costly wood enemies ... yet leaves the lumber easy to handle and *clean*. Penta-treated lumber can be used indoors as well as out.

Here is the answer to the building industry's need for a dependable, tested preservative that does not lessen the construction value of the wood.

Don't fail to look into the long-lasting benefits obtained by using wood treated with Chapman Penta Preservative. Write us for technical bulletin and information on how you can obtain Penta treated lumber.

**CHAPMAN**

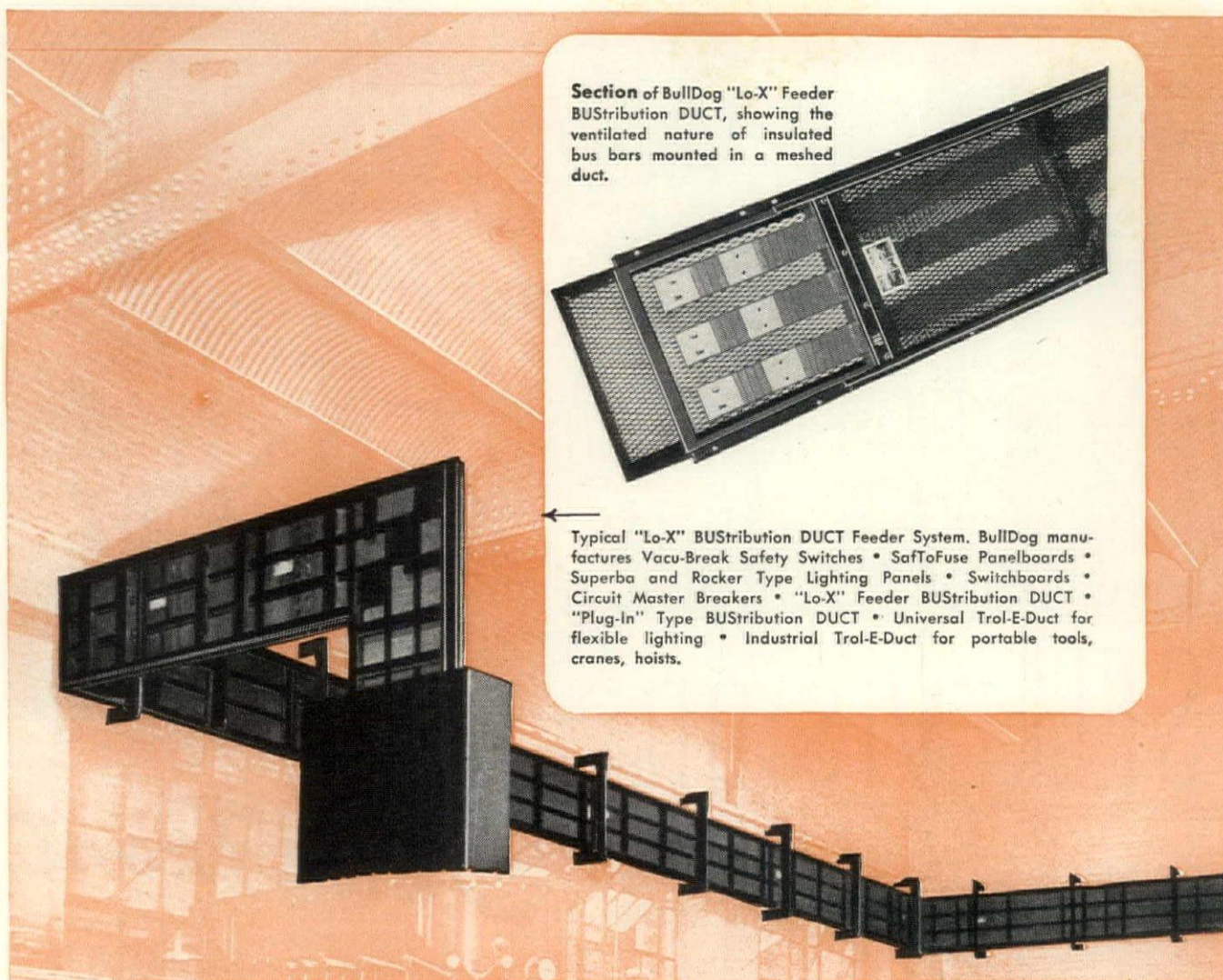
**PENTA  
PRESERVATIVE**

containing pentachlorophenol, product of  
The Dow Chemical Company

**CHAPMAN CHEMICAL COMPANY**

Suite 1231, 333 N. Michigan Ave., Chicago 1, Ill.





Section of BullDog "Lo-X" Feeder BUStriction DUCT, showing the ventilated nature of insulated bus bars mounted in a meshed duct.

Typical "Lo-X" BUStriction DUCT Feeder System. BullDog manufactures Vacu-Break Safety Switches • SafToFuse Panelboards • Superba and Rocker Type Lighting Panels • Switchboards • Circuit Master Breakers • "Lo-X" Feeder BUStriction DUCT • "Plug-In" Type BUStriction DUCT • Universal Trol-E-Duct for flexible lighting • Industrial Trol-E-Duct for portable tools, cranes, hoists.

## How to make power toe the line

**B**RING electricity into line the modern, efficient way. Specify BullDog "Lo-X" BUStriction DUCT.

Electricity travels more efficiently through "Lo-X" Duct because of the ventilated casing and bus bar arrangement. Ventilation beats conductor heating by dissipating heat into the air. Closely spaced, paired-phase bus bars hold voltage drop to a minimum (by reducing reactance). The result is full power and low temperature rise that assure peak efficiency of electrical equipment.

### Long, efficient life

Conductors in BullDog "Lo-X" Duct use air as their main dielectric. They're mounted on porcelain insulators and individually wrapped with insulating tape to prevent electrical failure. This means long, efficient life.

"Lo-X" Duct comes in standard, prefabricated, ten-foot lengths, with capacities up to 4000 amperes. It's adaptable to almost any industrial power distribution need. Prefabrication and standardization mean *known* performance, even before installation. They also give the system complete salvability when plant changes occur.

Remember this: Underpowered equipment gives poor performance. Get maximum power out of a feeder system with BullDog "Lo-X" BUStriction DUCT.

For full technical details, contact your nearest BullDog Field Engineer. He'll gladly answer your questions and show you a typical installation near your own office.

**BullDog's Field Engineers** welcome the chance to sit in on planning stages of a building project. Their knowledge of electrical distribution layout can mean savings in installation and maintenance costs, as well as highest efficiency and reliability in actual operation. Why not take advantage of this prebuilding service?

### BULLDOG ELECTRIC PRODUCTS COMPANY

DETROIT 32, MICHIGAN • FIELD OFFICES IN ALL PRINCIPAL CITIES

IN CANADA: BULLDOG ELECTRIC PRODUCTS OF CANADA, LTD., TORONTO

# BULLDOG



HEADQUARTERS FOR ELECTRICAL DISTRIBUTION



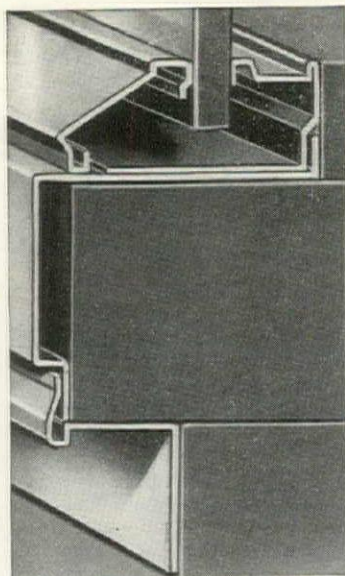


SELLEVISION



-on the  
*Sales Front*

Archts., Sidney H. Morris & Associates,  
Chicago, Ill.



One of the five new Brasco  
Safety-Set Sash, 1/4 size.

**S**ELLEVISION transforms show windows into sales windows by eliminating visual barriers between shop and shopper. It does a pre-selling job by putting the entire store on display . . . invites immediate entrance with "something in view".

With Safety-Set Store Front Construction the maximum benefits of Sellelevision are easily obtained. Visibility is definitely increased with Safety-Set's lowered sash height. Heavier bars of special design provide positive support for enlarged glass areas. Our exclusive FINGERTIP SETTING establishes new standards of safety . . . it holds glass firmly and uniformly without set screws or other pressure devices.

Safety-Set is new, handsome, durable construction, expertly fabricated in heavy gauge stainless steel and anodized aluminum. Wide choice of attractive sash and sill combinations permits authentic interpretation of individualistic design with versatile standard members and stock millwork. See our catalog and details for pertinent information. They are yours for the asking.

**BRASCO MANUFACTURING CO.**  
HARVEY (Chicago Suburb) ILLINOIS

Specialists in Metal Store Front Construction for more than 35 Years

**Brasco**  
**SAFETY-SET**  
**STORE FRONTS**

Copr. 1948 by Brasco Manufacturing Co.

BRASCO MANUFACTURING CO., Harvey, Ill.

(F5)

Please send ☐ Catalog — ☐ Half size Details.

Name and Title .....

Company .....

Address .....

City..... Zone..... State.....



In the new home, the automatic water heater

is too often the first thing to fail . . . yet

# GLASS Can't Rust or Corrode!

THAT'S WHY

## Permaglas

TRADE MARK REG U S PAT OFF

### WATER HEATERS

**Assure completely satisfactory  
automatic hot-water service**

**ADVERTISED IN LIFE.** More than 100 million copies of LIFE are reminding readers of this vital fact:

*The glass-fused-to-steel tank in Permaglas Water Heaters CANNOT RUST OR CORRODE under any water condition.*

So are the readers of The Saturday Evening Post—58½ million copies; and 120 million more for Better Homes and Gardens, American Home, and House Beautiful.

Hundreds of these people are *your* clients and prospective clients, in *your* commu-

nity. Why disappoint them with anything less, when you can now specify "Permaglas"?

These famous performance-proved water heaters are available everywhere now . . . to assure long, *dependable* hot-water convenience . . . free of tank rust and corrosion stain.

**SEND THE COUPON NOW!** Your clients know what they can expect from a Permaglas Water Heater. Be prepared to tell them *why*. Ask us to send you complete data and specifications — today.



## A. O. SMITH

Corporation

A. O. SMITH CORP.  
Dept. AF-548  
Kankakee Works  
Kankakee, Illinois

Without obligation, please send specifications on these SMITHway Water Heaters:

- ☐ Gas Water Heaters  
☐ Electric Water Heaters  
☐ Both gas and electric

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

New York 17 • Atlanta 3 • Chicago 4 • Houston 2 • Seattle 1 • Los Angeles 14 • International Division: Milwaukee 1 • Licensee in Canada: John Inglis Co., Ltd.

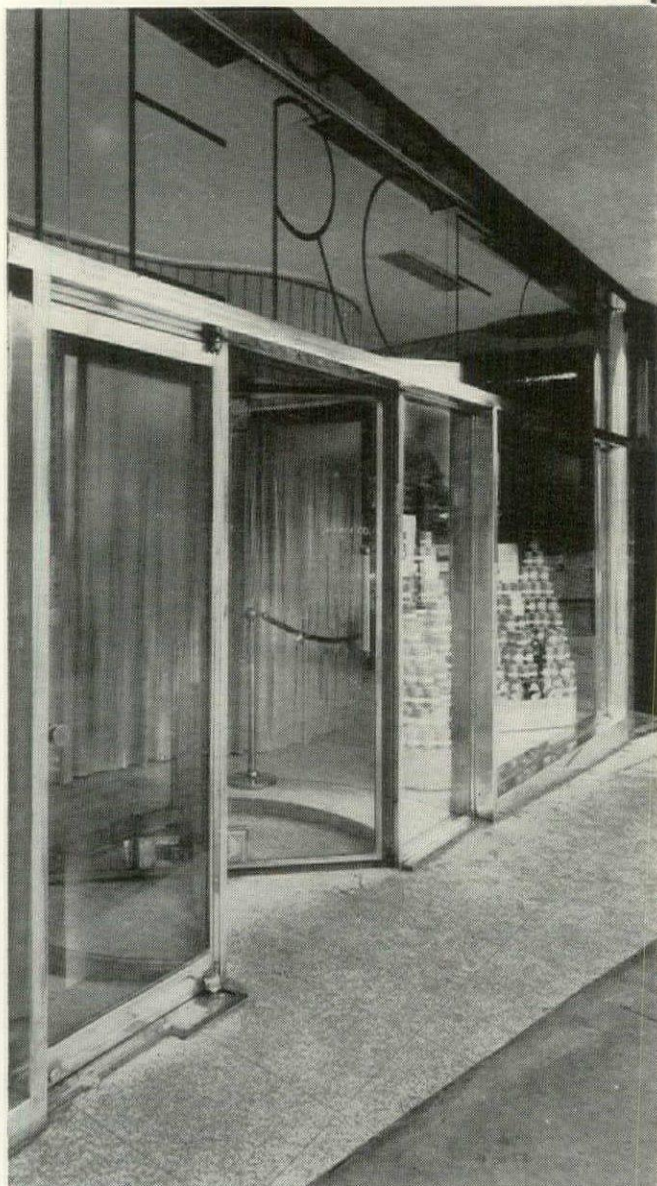
Manufacturers also of better zinc-lined Duraclad and Milwaukee Water Heaters



## LETTERS

### Don't let unsafe footing turn away store customers

Enhance appearance, increase wear-resistance and provide an entry way where the hazard of slipping has been banished (especially on wet days) by using ALUNDUM\* Aggregate for terrazzo or concrete . . .



. . . or you may prefer ALUNDUM Floor Tile or Ceramic Mosaic Tile. The hard, tough grains of aluminum oxide give ALUNDUM Floors their wear-resistance and slip-proof quality. Don't neglect the slipping hazard when it is so easy to make your entrance and all heavily traveled floor areas non-slip.

See our catalog in Sweets (SA and SE)

**NORTON COMPANY • WORCESTER 6, MASS.**

\*Trade-mark Reg. U. S. Pat. Off.

that Northeon is not based in any way on Taliesin. All colleagues are paid a fair salary and participate fully in the running of our practice. Since Taliesin consists of apprentices who pay Mr. Wright a substantial fee for the privilege of being there, the inference that Northeon does likewise is one that we are most careful to avoid.

Second, since I was in Mr. Wright's employ as a draftsman I do not see much point in giving the impression that I was merely a student there. I personally am proud of my former connection with Mr. Wright and his influence on me was significant. It is important to us, however, that the public does not get the impression that Northeon colleagues are in any sense similar to the apprentices at Taliesin.

It is because of our great respect for The FORUM and its staff that we are eager that you all have an accurate picture of what we are doing at Northeon, and it is in that spirit that this letter is written.

PAUL BEIDLER

Easton, Pa.

### HORSE AND BUGGY HOUSES

Forum:

How much longer is residential and development building going to stay in the horse and buggy age? In my opinion practically all of our present lower cost houses and housing projects fall in this category. Considering the great progress being realized in numerous scientific fields as a result of application of the knowledge acquired through extensive research, experimentation and study, it is indeed regrettable that the home and its environment should at the same time be showing no visible progress. Especially when it can have such a profound effect on the joy of living, character and family upbuilding which after all should be the primary purpose of most of man's efforts. There is no legitimate reason why all residential districts shouldn't be beautiful and park-like. Poor and antiquated design may be excusable for emergency housing but when so-called emergency housing embraces all housing for a period of many years and when such housing is constructed of a permanent nature, then more thought and planning should be given it or one of these days we'll wake up to discover our nation covered with new but obsolete communities. Just because anything that resembles a house can now be sold or rented, does not justify continuing use of antiquated plans. Because it was good enough for grandma is not sufficient reason for it being good enough today.

Instead of prison-like houses with peephole windows placed with no thought of

(Continued on page 44)

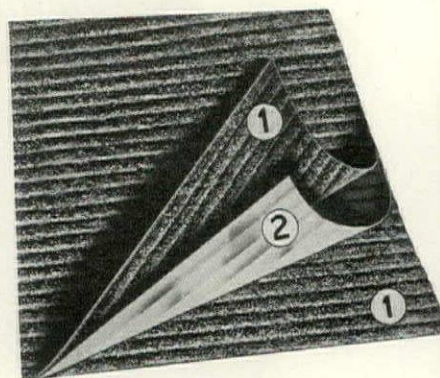


Wasco Copper-Fabric Flashing is the answer to today's cry for a flashing that has the advantages of heavy copper — yet effects savings all down the line. No other flashing has all of these seven advantages:

- (1) It forms a permanent barrier to water and vapor; (2) the rough-textured surface forms a tight bond with mortar; (3) the fabric protects the copper from electrolysis; (4) it is flexible to allow forming by hand, saves labor; (5) it is delivered to the job cut to exact sizes, saves cutting costs and waste; (6) saves dollars in initial cost; (7) saves many more dollars in speed of application.

## wasco

### COPPER FABRIC FLASHING



1. ASPHALT IMPREGNATED FABRIC
2. COPPER SHEETING

### OTHER WASCO PRODUCTS

**COP-R-TEX:** Pure electro-sheet copper backed with reinforced waterproof Kraft paper.

**COPPERSEAL:** Pure electro-sheet copper coated on both sides with tough bituminous composition.

See Sweet's 8 d-6. Write for File Folder, "Improved Method of Handling Turn-up", and Sample.

### WASCO FLASHING COMPANY

86 Broadway

Cambridge, Mass



# HONEYWELL P.H.C.\*

## ...in each apartment

THE Thornley, recently completed in New York City, is one of Manhattan's finer apartment buildings. It is truly a showplace in every respect.

Embodying the most modern design and construction developments, including metallic insulation, hardwood parquet flooring throughout, dropped living rooms and independent dining bays, it is to be expected that the owner, Mr. David Rose, would want

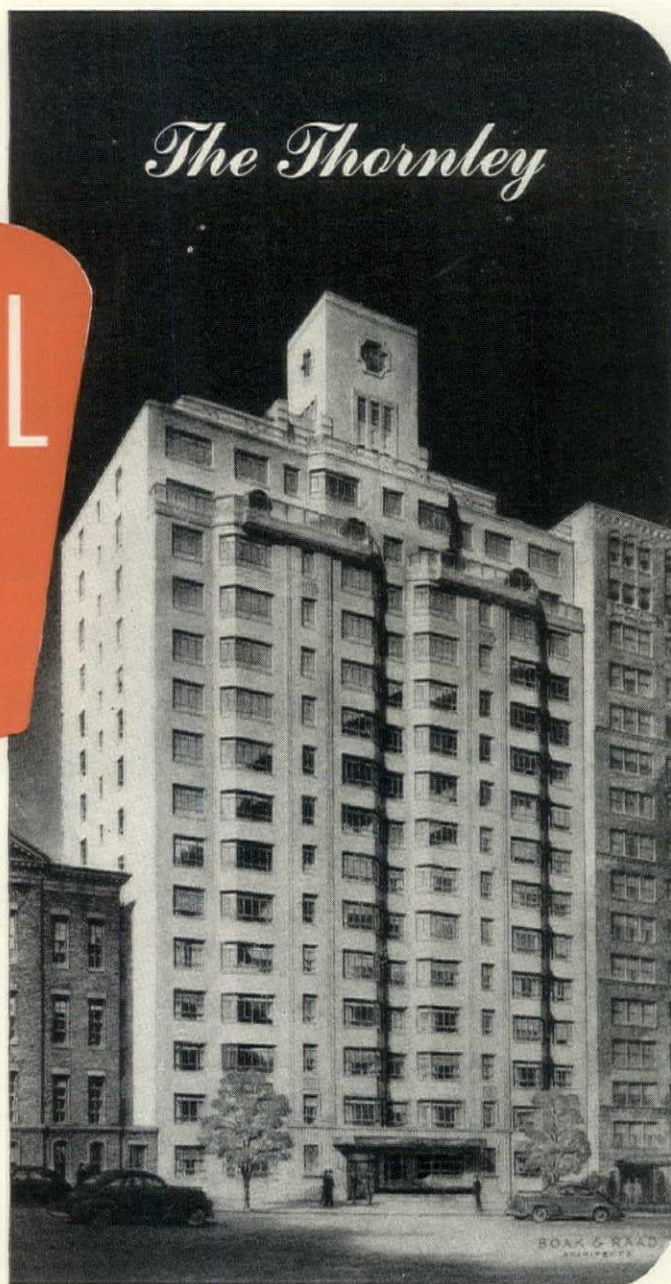
Honeywell Personalized Heating Control in each apartment.

Honeywell P. H. C.\* insures rentability in years to come by permitting tenants to select and maintain their own individual temperature requirements. And just as important, if not more so,

P. H. C.\* eliminates waste fuel. No longer is it necessary to satisfy the "cold" tenant by overheating the entire building.

You can provide the same advantages for your clients by specifying P.H.C.\*— easily and quickly installed in new or existing buildings. Consult your nearest Honeywell branch.

Minneapolis-Honeywell, Minneapolis 8, Minnesota. In Canada: Toronto 12, Ontario.



THE THORNLEY, 215 East Seventy-ninth Street, New York City, New York. Book and Raad, New York City, Architects; Carty Heating Corporation, New York City, Heating Contractor. Thornley Realty Co., Owner; David Rose, President.

\* Personalized Heating Control

MINNEAPOLIS  
**Honeywell**  
CONTROL SYSTEMS



POWERSTAT PACKAGED DIMMER

TYPE DBP3-1700

BY THE SUPERIOR ELECTRIC CO.



## FROM BLACKOUT TO FULL-ON *through* SMOOTH STEPLESS CONTROL

Many operating characteristics of the new "PACKAGED" POWERSTAT Dimmers can be compared to the smooth gliding performance of an accomplished ice-skater. Light intensity is evenly and rapidly changed from blackout to full-on by the effortless action of the smooth riding brush-contact. The operating temperature is not icy-cold but is far below that of the heat-generating resistance type control. The dimming action is as precise as the precision timing of the performer on ice. These characteristics alone would recommend these new dimmers, but, when such features as simple installation, minimum maintenance, overload protection, UL approval . . . to mention a few . . . are inherent qualities, it is easily seen why the "PACKAGED" POWERSTAT Dimmer is ideally suited for use by small theatrical groups requiring compact, practical, economical, and easily operated dimming equipment.

The "PACKAGED" POWERSTAT Dimmers offer three individual, continuously adjustable, auto-transformer type dimmers in an attractive black, wrinkle-finished, self-contained cabinet. Each unit can be mechanically interlocked to a master control for group operation. A silent circuit-breaker combines an "on-off" switch with overload protection. Each dimmer operates from a 115 volt, 50/60 cycle, single phase source . . . output variable from 0-1700 watts . . . individual intensity-indicating lights.

The Superior Electric Company lighting control engineers are at your call . . . to assist in the development of your lighting control needs. Request Bulletin 347 for more information.

Write The Superior Electric Co., 4058 Demers Avenue, Bristol, Conn.

**THE SUPERIOR ELECTRIC CO.**  
BRISTOL, CONNECTICUT



POWERSTAT VARIABLE TRANSFORMERS • VOLTBOX A-C POWER SUPPLY • STABILINE VOLTAGE REGULATORS





# GET BETTER BRICKWORK WITH **BRIXMENT!**

Good workmanship requires that all head joints in both face brick and back-up work be *completely* filled with mortar, by any of the three methods pictured below.



Method 1. Plenty of mortar should be thrown on the end of the brick to be placed.



The brick should then be pushed into place.



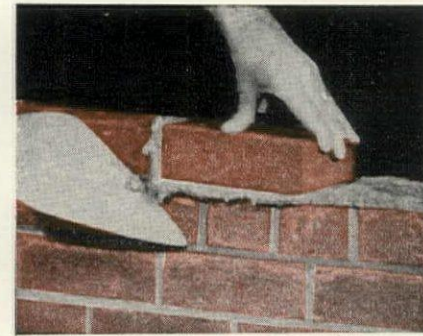
So that the mortar oozes out at the top of the head joint.



Method 2. A dab of mortar should be spotted on the corner of the brick already in place.



Then plenty of mortar should be thrown on the end of the brick already in place.



So there will be more than enough mortar to fill the joint completely when the next brick is pushed into place.



Method 3. A full trowel of mortar should be thrown on the wall.



Then the brick should be shoved into this deep bed of mortar.



So that the mortar oozes out at the top of the joint.

**BRIXMENT** permits the bricklayer to do the kind of work pictured above. It does not stiffen up too fast, when it hits the brick. It remains rich and plastic long enough to allow the bricklayer to place the brick, easily and accurately.

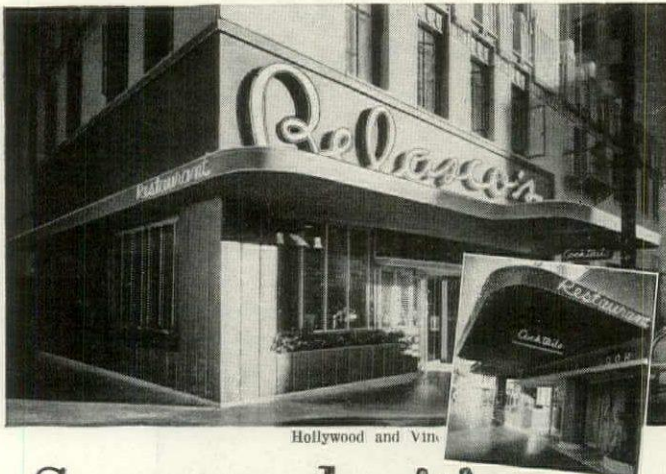
In addition to its greater plasticity, Brixment mortar has higher water-retaining capacity and bonding quality, and greater resistance to freezing and thawing. Because of this *combination* of advantages, Brixment is the leading masonry cement on the market.

LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY



## LETTERS

Arch.: Wayne D. McAllister, Los Angeles



Hollywood and Vine

### Seaporcel...it's practically ageless!

The Belasco Restaurant (Hollywood, California) is a new Seaporcel Porcelain Enamel job completed just recently. It's new ... it's brilliant ...

BUT ... look at the "old timers" here depicted ... these installations range from 7 years to 13 years in age. They are all sheathed in Seaporcel and ...

STILL HAVE THAT "NEW LOOK."

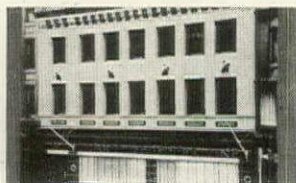


← 10 years young ... Perry Theatre, Perryville, Pa. John Eberson, N. Y. Architect. Entire Tower Facade in Seaporcel.

→ ... 9 years young: Cambridge High & Latin School, Cambridge, Mass. C. R. Greco, Boston, Arch. Decorative Towers in Seaporcel Limestone.



7 years young...County High School Pittsfield, Mass. J. R. Hampson, Pittsfield, Mass., architect. All Spandrels in Seaporcel Porcelain Metal.



13 years young...Cunard White Star Line Bldg., Boston, Arch. Kilham, Hopkins & Greeley, Boston. Curtain of Seaporcel dropped over old building.

Seaporcel\* Architectural Porcelain Enamel is porcelain enamel deluxe ... proved color fast and durable regardless of time or weather.

Write today for catalog showing applications and current jobs.

**SEAPORCEL PORCELAIN METALS, INC.**

Formerly Porcelain Metals, Inc.

28-24 Borden Avenue, Long Island City 1, N. Y.

Complete American Federation of Labor Metal Fabricating and Enameling Shop

Also manufactured on the West Coast by

SEAPORCEL CORPORATION OF CALIFORNIA

represented by: DOUGLAS McFARLAND & CO.

1491 Canal Street, Long Beach, California

\*Reg. U. S. Pat. Off.



# Seaporcel

Member: Porcelain Enamel Institute, Inc.

providing an attractive view, the houses should be designed to face a landscaped garden or a natural scenic view and most of the rooms should have doors opening directly out to the garden and large window area. Instead of a hodgepodge of spotty and conflicting landscaping from home to home, one master landscape plan should be made. The residential street should be like a beautifully landscaped narrow country lane rather than a wide expanse of barren and glaring concrete. By providing special parking space for cars at each home, the street will no longer be required to serve the dual purpose of highway and parking lot. There should be play space in each yard, community social and recreation facilities to serve a number of homes. These suggestions for improvements are but a few of the many that could be cited.

W. M. STIMSON

Inglewood, Calif.

#### LIBRARY FOR SALE

Forum:

As a regular subscriber of The FORUM I am taking the liberty of asking you if you can advise me of a way to dispose of my architectural library, consisting of about eight volumes of French editions and about 14 volumes of German editions. Some of these works are out of print and considered rare. If you so wish I can furnish a complete list of the volumes and their contents.

H. A. RAAPKE, Architect

1611 Davenport Street  
Omaha, Neb.

#### WESTWARD HO!

Forum:

My husband and I are very interested in contemporary American architectural work ... We have neither of us visited America and would very much like to do so some time. To this end I am writing to inquire whether there is any system of hospitality-sharing between American and English architects—whereby we could entertain an American for six weeks in return for a stay in America for a similar period.

My husband is aged 38 years and I am 31. He is a qualified architect (A.R.I.B.A.) and is in private practice.

I should be pleased to let you have any further personal details if we could come to some arrangement. Address: Kent Lodge, Queen's Crescent.

MARGARET P. REYNISH

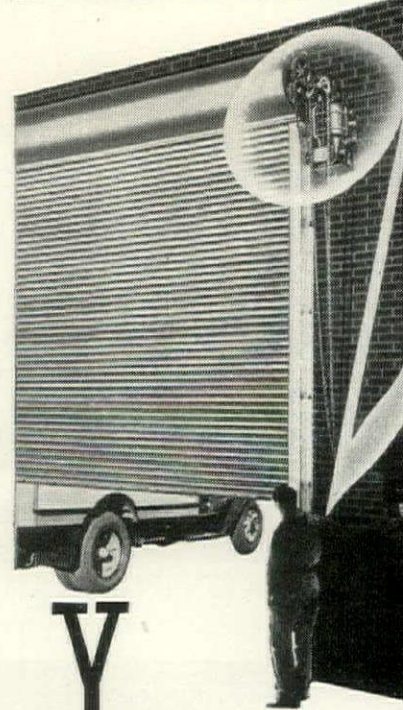
Southsea, England

Forum:

For many years now I have looked forward to the day in 1949 when I hope to

(Continued on page 48)

### The RIGHT NOTES for DOOR EFFICIENCY



YOU keep door performance

in tune with plant efficiency when you specify KINNEAR Motor Operated Rolling Doors. They respond instantly to the touch of a control button, from one of more switches placed wherever most convenient. Their smooth efficient, vertical action save space, prevents accidents, avoid traffic tie-ups. They coil compactly out of the way overhead, safe from damage. The husky Kinnear Motor Operator stands up under hardest use. And there are extra years of protection and low-maintenance service in Kinnear's rugged, all-steel construction—approved by hundreds of installations that have served continuously for 20, 30 and 40 years.

For the "right notes" on efficient doors, send for Kinnear details today.

**The KINNEAR Manufacturing Co.**  
Factories: 1640-60 Fields Ave., Columbus 16, O.  
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**Saving Ways in Doorways**  
**KINNEAR**  
ROLLING DOORS



# Dependability

## ...One Quality a Sump Pump MUST Have

Your clients will not be satisfied unless the sump pump you specify can be absolutely depended upon to operate instantly when needed...no matter how long it has stood idle. Dependability is one thing a sump pump **MUST** have.

Highest quality construction gives Penberthy Sump Pumps this dependability. The design is simple and rugged. Materials are copper and bronze throughout...immune to corrosion. The motor is a special type designed for vertical operation, with maximum resistance to moisture and built-in overload protection. The mercury switch is sensitive, reliable, and particularly adapted to float operation; it has no mechanical contacts to wear or spark.

Penberthy Automatic Electric Sump Pumps are carried in stock by jobbers everywhere. Specify them for Dependability.

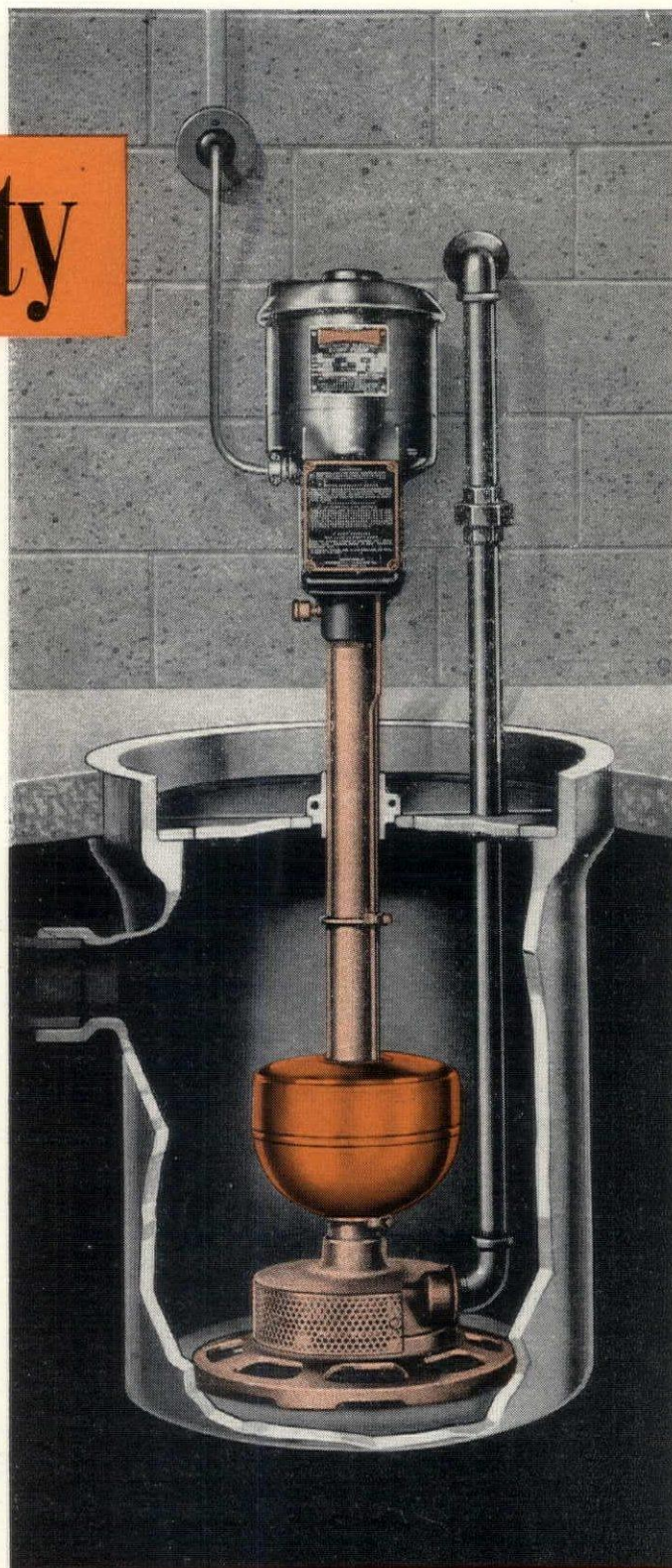


**Penberthy Injector Company**

DETROIT 2, MICHIGAN

*Established 1886*

*Canadian Plant • Windsor, Ontario*



**PENBERTHY AUTOMATIC  
ELECTRIC SUMP PUMPS**

*Constructed of Copper and  
Bronze Throughout*

**Made in Seven Models and Sizes**

3394





## PORTRAIT OF AN ARCHITECT

(who knows a good thing when he sees it!)

Here's an architect who knows how to please his clients and simplify his job of writing specifications at the same time! He's the fellow who checks over his plans, notes the rooms in which colorful, practical interiors are needed, then simply specifies Marlite plastic-finished wall and ceiling panels. To make the job complete, he specifies Marsh Mouldings and Marsh Adhesives and, in bathrooms and washrooms, Marsh Bathroom Accessories.

Genuine Marsh products offer every architect an opportunity to simplify specifications on new construction or modernization, in every type of building where beautiful, durable interiors are required. Complete information is available in SWEET'S FILE, ARCHITECTURAL, or direct from the factory.

### MARSH WALL PRODUCTS, INC.

501 Main Street ★ Dover, Ohio



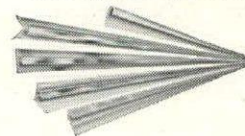
*for Creating Beautiful Interiors*



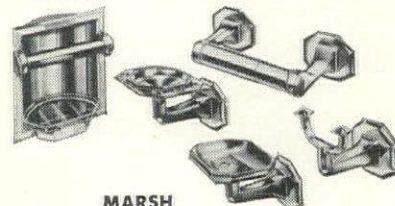
#### MARLITE PLASTIC-FINISHED WALL AND CEILING PANELS



#### MARSH MOULDINGS



#### MARSH BATHROOM ACCESSORIES



#### MARSH ADHESIVES



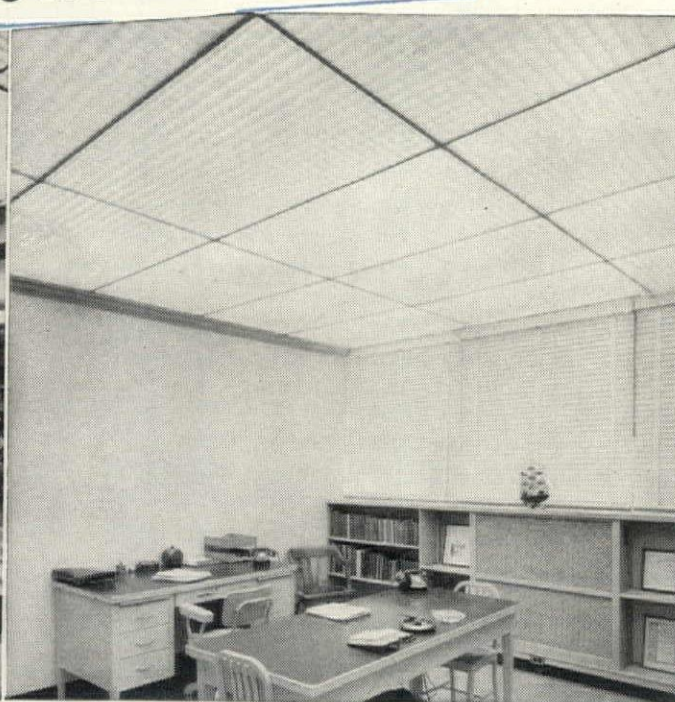
#### MARLITE POLISH

#### MARSH CAULKING



brings not only MORE LIGHT *without annoying glare\**  
...but a NEW experience in SEEING!

...the ceiling that actually  
**GLOWS WITH LIGHT!**



### for schools — stores — offices

High levels of illumination... 100—120—130—or more foot-candles...but only a light meter would know it! That is the miracle of Sky-Glo... high levels of illumination without awareness of the fact! Ease of seeing...without awareness of the reason —so restful...unobtrusive...and stimulating is Sky-Glo lighting!

SKY-GLO IS A SYSTEM OF VINYLITE LOUVERS, CHANNELS AND FITTINGS... that make possible ceilings which glow with light. For rooms old and new. Expensive ceiling alterations are unnecessary as Sky-Glo can be installed below the ceiling, at any point from 8'6" above floor. Vinylite is a product of Bakelite Corp.; has a light transmission factor of 71%.



Sky-Glo cannot be described. You must actually be present in a Sky-Glo illuminated room. Then, only, can you appreciate the statement that Sky-Glo makes possible a new experience in seeing! Then, only, can you see what a *difference* there is between a glowing ceiling of light and individually hung light sources.

READY, NOW, is the Sky-Glo "Bulletin SC"... the book that tells why Sky-Glo is one of the most significant developments in fluorescent lighting... in terms of lighting performance... in terms of installation... application... modernization... maintenance! Mail the coupon for your free copy.

\* At 130 footcandles, ceiling brightness is less than 1 candle per sq. in. (452 foot lamberts).

**BENJAMIN**  
TRADE MARK  
*Sky-Glo*  
LUMINOUS  
LOUVERED  
LIGHTING  
SYSTEM

Distributed Exclusively Through Electrical Wholesalers

Dept. YY, Des Plaines, Illinois  
BENJAMIN ELECTRIC MFG. CO.

Send, without cost or obligation, copy of Sky-Glo "Bulletin SC", just off the press.

Name.....

Company.....

Address.....

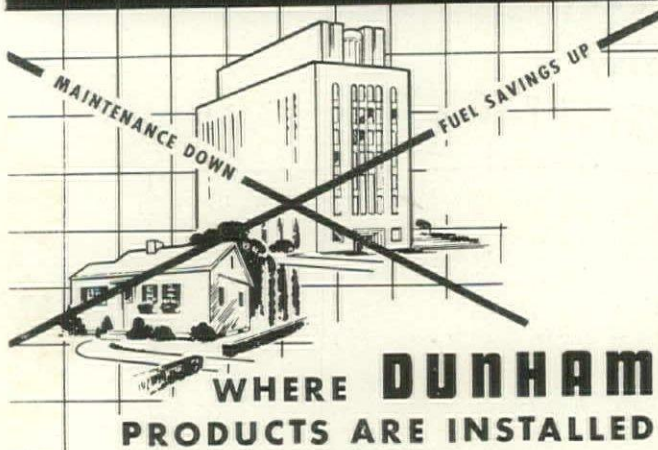
City..... State.....

B-2661R



## LETTERS

### X MARKS THE SPOT

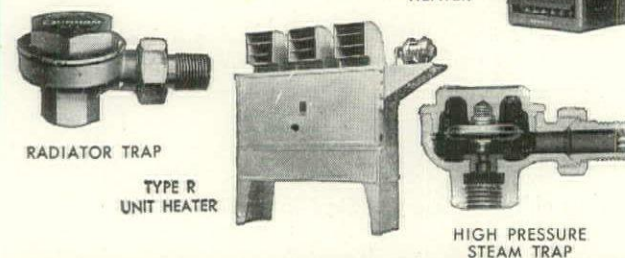
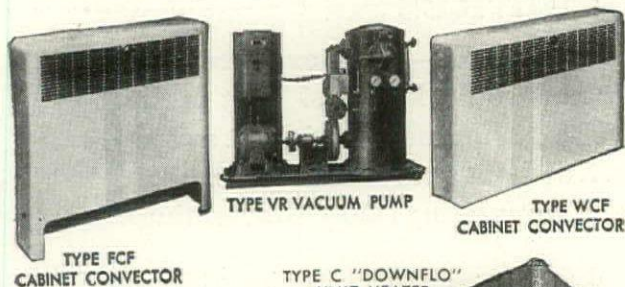


"SYSTEMS ENGINEERING" BY DUNHAM

POINTS THE WAY TO GREATER PRODUCT EFFICIENCY

Proven in installations from Rockefeller Center to Main Street and in many of the world's largest housing projects to single-family dwellings. Dunham products are engineered to afford greater heating efficiency at lowest possible fuel costs. Because they are "system-engineered" you are assured that they have been manufactured for simplicity in installation.

When you specify Dunham products or Dunham Systems for your installations you can be sure that you get equipment that will afford the best in heating results. C. A. DUNHAM CO., 400 W. Madison St., Chicago 6, Illinois.



**DUNHAM** HEATING MEANS BETTER HEATING

qualify as an architect, because then I shall have taken the largest step toward realization of an ambition to live permanently in America. At the moment, I am anxious—as a preliminary to a longer stay—to work for an American architect during the coming long summer vacation. . . .

Sixty five dollars seems to be the figure paid to students of this school as third year men, but I am fourth year. Moreover, I have had considerable building experience. Do you think I could rate more than \$65?

My qualifications are as follows:

English Liverpool School undergraduate fourth year. age 31. Testimonials read: "Excellent draughtsman, character above reproach." Past experience and training: three years Liverpool Technical College, three years Liverpool University, seven years practical experience architect's office including three years as senior-in-charge. Maximum experience not maximum salary sought.

32 Princes Ave.

Liverpool 8, England

ROBERT H. BOAL

Forum:

As a reader of your magazine, I derive a great deal of interest from the comparison between American and British methods in design and general approach to architectural problems.

I am a student at a School of Architecture in Leeds, with a break of seven years in my course due to the war, and I wonder if, through the good offices of your magazine, I could be put in touch with a student at one of your schools over there in the U. S., so that we may correspond and compare our respective methods of architectural instruction.

I am just about to take my Intermediate at the end of my third year, so is there any student of equivalent standard in America who would like to exchange ideas?

JACK RYLATT

15, Oak Bank Chambers

Shaw Lane

Leeds 6, England

Forum:

I suppose it would be great fun (and I'd learn from it too) if I had a pen-friend in the States who studies architecture or interior decoration . . . I know it is a strange question, but you may know a possibility and therefore I give some particulars. I preferably should write to a girl of about my own age (25). My hobbies are: Architecture, Interior Decoration, Leica photography, psychology, sailing and dancing. My address is 31 Reeweg O.

HENK BREEBAART

Dordrecht, Holland

Don't be satisfied with less than a

# SUNROC



You're not getting full value for your investment unless the water cooler you buy offers the advantages of:

### 1 ADVANCED ENGINEERING

Sunroc offers exclusives such as its triple-purpose Super Cooler: a water cooler with generous ice-cube and refrigerated storage capacity. And the static condenser—used now to give greater efficiency; quieter, more economical and dependable operation.

### 2 SPECIALIZATION

Sunroc specializes in water coolers. Each of its 17 modern models is tailored to some specific business, industrial or institutional need, styled to harmonize with its environment.

### 3 HIGH VOLUME

Sheer quality has made Sunroc the nation's biggest independent manufacturer of water coolers. Mass production efficiency enables Sunroc to undersell the industry as much as 20 percent below competitive models.

For further details on the Sunroc line, write for folder A.I.A. No. 29-H-1, Sunroc Refrigeration Company, Glen Riddle, Pa.

America's most complete line of water coolers, \$199.95 up, F.O.B. Glen Riddle, Pa.



"SUNROC SERVES THE WORLD . . . a cool drink of water"





➤ Smart appearance—smart merchandising. This wide-open photo shop extends an invitation to come in and buy. The *Tuf-flex*\* tempered plate glass door completes the visual effect of the entire front. Architect: Wallace A. Stephen, Burlingame, Calif.



◀ The manager of this store reports 85% more sales since his new shop opened—sure evidence of client satisfaction. Cadet blue and peach *Vitrolite*\* flanks the large plate glass window. A low bulkhead virtually eliminates any visual barrier between pedestrian and sales floor. The diagonal front leads directly to the attractive *Tuf-flex* door. This powerful 24-hour salesman is only 20 feet in width. Architect: Horace Wachter, Toledo.

DESIGNED FOR

*Full exposure to passing traffic*

Architects for these photo shops opened the fronts with glass—focusing attention *inside* to the displays.

That's design for merchandising—Visual Front design that pays off in client satisfaction. This architectural treatment makes the entire store a showcase and is suited to every type of front—narrow or wide.

Glass offers wide design latitude—use it clear, translucent or opaque. Glass keeps its look of newness, washes sparkling clean, never needs refinishing. For information on types of glass available—and for interesting storefront design ideas—write for our Visual Fronts Book. Libbey-Owens-Ford Glass Company, 4458 Nicholas Building, Toledo 3, Ohio.

\*®



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*a Great Name in* **GLASS**





## HERE IT IS!

### COMPLETE Lighting Installations GUARANTEED FOR ONE YEAR

Here's the big news you have been waiting for!

Sylvania Electric now guarantees for one year its entire line of fluorescent fixtures in installations of 100 or more units in one location.

Complete packages of light, including all metal parts, ballasts, starters, lampholders and *fluorescent lamps*—fully guaranteed *against failure* for a full 12 months from date of installation.

Never before in the lighting industry's history has such a guarantee been offered. This Sylvania guarantee means that we, the manufacturer, back up the one-

year installation guarantee that has become the trademark of the qualified electrical contractor.

The National Electrical Contractors Association has for years proposed that electric manufacturers guarantee lighting satisfaction to their customers. This exclusive Sylvania guarantee does just that. Sylvania is able to offer this unprecedented guarantee only because of the high quality standards stressed in the design, manufacturing of parts, assembly and packaging of Sylvania lighting fixtures. Sylvania Electric Products Inc., Fixture Division, Ipswich, Mass.



# SYLVANIA

MAKERS OF FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC



## SYLVANIA GUARANTEE

"In consideration of your purchase from XYZ ELECTRICAL CONSTRUCTION CO. of a complete Sylvania packaged lighting installation consisting of \_\_\_\_\_ (fill in)  
 \_\_\_\_\_ 100 or more \_\_\_\_\_  
 Number of units Type of units

Sylvania Fixtures which were installed on \_\_\_\_\_ Mo. Day Yr. \_\_\_\_\_ Location of installation \_\_\_\_\_, Sylvania

hereby guarantees that the Sylvania Fixtures listed above are free from defective materials and workmanship, and that under normal installation and operating conditions and when operated at rated voltage, they will be free from failure of fluorescent lamps, starters, ballasts, lampholders, sockets, or any other component part for a period of one year from the date of installation. Each complete Sylvania Fixture has been pre-tested in actual operation before leaving the Sylvania factory at which time it was in perfect operating condition. Damage incurred in transit or from handling is excluded from the terms of this guarantee.

"Sylvania agrees to furnish a new part in exchange for any part of these fixtures which may fail within a period of one year from the date of installation, provided you furnish full particulars within such period to any Sylvania office listed on the reverse side hereof, or your local supplier from whom you purchased these fixtures."

# ELECTRIC



LIGHT BULBS; RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES



**over 50% of all  
Revolving Doors sold  
are replacements  
for swing doors!**



**DISPLAYED** here are some of the customers that helped us write this ad. Space permits but a partial list. Some of them have used our revolving doors for over 50 years. In each case, the increased usable floor space, lowered heating and cooling costs, reduced infiltration of dirt, elimination of drafts and extremely low maintenance — all contributed greatly to reducing operating cost of the business. The profit advantages are so outstanding that in the past 20 years, over half of all revolving doors sold replaced swing doors. If you have an entrance problem, we will be glad to cooperate in working out the right answer. A letter will bring complete information.

**REVOLVING  
INTERNATIONAL VAN KANNEL  
DOORS**

1619 EDGAR ST.

EVANSVILLE, IND.

ADLER'S STORE - L. S. AYERS - BASKIN STORE - HENRI BENDEL - BERGDOFF-GOODMAN - BERKSONS - WM. BLOCK - BLOOMINGDALE - BLUM'S, INC. - BON  
WIT TELLER - BOSTON STORE - CARSON-PIRESCOTT COMPANY - CRESCENT DEPT. STORE - CRAWFORD DEPARTMENT STORE - DANIELS & FISHER - DAY  
STORE - L. S. DONALDSON - THE FAIR - FAMOUS-BARR - GIMBELS - GOLDBLATT BROTHERS, INC. - GOLDEN RULE STORE - HALE BROTHERS DEPT. STORE -  
BROTHERS - HARZFELDS - HIGBEE COMPANY - HILLMANS DEPARTMENT STORE - HIMELHOCH'S DEPARTMENT STORE - HUB DEPARTMENT STORE - J. L. HUB  
CO. - HUTZLER BROTHERS - JONES STORE - KAUFFMAN DEPT. STORE - KERN DEPARTMENT STORE - KLINE'S - KRESS STORE - F & R LAZARUS CO. - LEA  
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GUE CO. - RICHMAN BROTHERS STORE - RICH'S - ROSENBLUM'S DEPT. STORE - ROTHSCHILDS STORE - SCHRAFFET'S - SCRUGGS - VANDERVOORT & BARNE

HAM STRAUS  
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DRY GOODS  
WM. TAYLOR  
SONS - JOHN W  
THOMAS - UNIO  
MAY STERN - TH  
UNION COM  
PANY - JOHN W  
WANAMAKER-JO  
WASSER - WIE  
BOLDT DEPART  
MENT STORE  
YOUNKERS DEPT



**EUGENE BACK** was born in Budapest in 1899. came to the U. S. in 1921. A graduate of the Royal Hungarian College of Architecture, he picked up American training with night courses at Cooper Union and New York University. He is a firm believer in decentralized city planning.



**FRANK J. BEHRLE** is President of Schulz & Behrle Inc., a New Jersey firm specializing in the design and manufacture of interiors. Chief designer in his firm as well as owner, Mr. Behrle was educated in Europe, filled in gaps with night classes at Carnegie Tech.



**RICHARD BELCHER**, 1930 graduate of Cornell University, tried his hand at private practice—schools, churches, houses—before joining the staff of R. H. Macy. As head of their architectural department, he also found time to teach at Cooper Union until this year.



**PIETRO BELLUSCHI**, whose fine Italian hand can be seen in many a West Coast residence, is a native of Italy now designing in Portland, Ore. He studied architectural engineering in Rome and at Cornell, worked in the Idaho mines before settling down to a drafting board.



**ARTHUR T. BROWN** of Tucson, Ariz. worked six years for David Adler in Chicago before striking out to the Southwest. He established his own office in 1942 when partner Richard Morse left to join the Navy. His prime interest is housing and light-weight construction.



**PAUL BRY**, industrial designer, was educated in Germany and holds, among more artistic degrees, that of Doctor of Economy from Breslau University. He came to America in 1938, has designed shops, showrooms, interiors (from apartments to yachts), furniture and accessories.



**J. GORDON CARR**, New York architect who has specialized in industrial and commercial design, is opposed to "cold modern," thinks hailing the International Style as "the answer to everything from bathtubs to an office buildings" is a great mistake. He is an M.I.T. graduate.



**ROBERT CARSON** and **EARL LUNDIN** both worked on Rockefeller Center from first sketches to completed buildings, graduated into their present jobs as Center managing architects.



**SERGE CHERMAYEFF**, Russian-born British-trained architect, has practised in America since 1940. For several years he taught at Brooklyn College, in 1947 took over as head of the Chicago Institute of Design, following the death of its founder, Moholy-Nagy.



**PETER COPELAND** heads the New York firm of Peter Copeland Associates, specialists in store design. He studied at N.Y.U. and Columbia, believes that "the first tenet of good design is the individual character and personality of the store" not "abstract figures and research."



# Heat, Ventilate and Air-Condition with ... **MULTI-VENT**

**The Only Air  
Diffusion  
System You  
Can't Feel  
Can't Hear  
Can't See**



*O'Connell's Restaurant, Michigan Boulevard, Chicago.*

*Multi-Vent Panels completely concealed by metal acoustical ceiling*

**MULTI-VENT** is the only air diffusion system you can't feel because *only* Multi-Vent's exclusively patented total displacement valve and large perforated distribution plate can provide the very low velocity and widespread air delivery necessary to completely eliminate drafts and the subtle, annoying sensations of draft, i. e. uneven room temperatures.

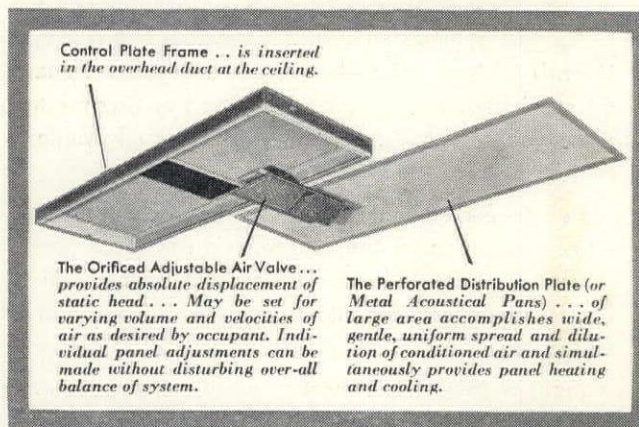
**MULTI-VENT** is an air diffusion system you can't hear, because Multi-Vent's recommended duct velocities and air volume requirements are so low that no audible friction noise is generated by the entering air. In addition, the sound absorption qualities of the perforated distribution plates actually reduces the noise level in any room.

**MULTI-VENT** is the only air diffusion system you can't see, because only Multi-Vent can be completely concealed above the square perforated pans in a *metal* acoustical ceiling. Multi-Vent panels can also be lined up with the creases in *fiber* acoustical ceilings for almost complete concealment. In all other types of installation, with exposed or concealed ducts, Multi-Vent panels are less conspicuous than diffusers of any other make.

**MULTI-VENT**, moreover, is by far the most *effective* and *efficient* air diffuser on the market today! Accurate tests show that Multi-Vent's low velocity air delivery makes possible the use of much

higher diffusion temperature differences without affecting the room occupants' comfort. This in turn greatly reduces the air volume usually required to take care of a given load . . . thereby not only making possible substantial reductions in the tonnage of the basic air conditioning equipment, but also adding greatly to the comfort factor. The result is truly superb comfort. *No drafts . . . no sound of rushing air . . . no protruding ventilating fixtures.* Write for Bulletin for complete information and specifications.

**SIMPLE TO INSTALL • QUICK TO BALANCE • EASY TO CLEAN**



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**CONDUIT FITTINGS • PLUGS and RECEPTACLES • TURBO-GENERATORS • LOCOMOTIVE HEADLIGHTS • FLOODLIGHTS**



*Special to the* **Waldorf!**  
*Bigelow's 48' x 69' Rug!*



**Special to You!**  
**The Same Custom Service for Your Problems!**

**Breath-taking in size**—breath-taking in beauty! That's the specially designed and woven Bigelow Rug masterpiece you see above, in New York's famed Waldorf-Astoria Hotel!

Our designers planned it around the World Tree motif—to harmonize with the Scandinavian inspired décor. Our weavers loomed it—the largest rug ever produced by Bigelow—to cover *over 3300 square feet* of the Waldorf's main lobby!

Perhaps this is the most *unusual* assignment ever filled by Bigelow craftsmen. But the Bigelow *service*—

specialized, custom planning by the Bigelow Carpet Counsel—is *entirely usual*.

If *you* have a problem—bring it to our Carpet Counsel. We offer the most complete and efficient service there is.

**Let our Carpet Counsel** experts help you get the most value from every carpeting dollar. Advice on colors and designs. Timesaving recommendations of carpets suited to your problems of beauty and wear. Supervision right through to the final installation. One of our 26 Carpet Counsel offices is near you—waiting to help. Call them in!



**Bigelow rugs and carpets**

*Beauty you can see . . . quality you can trust . . . since 1825*



**Tried many insulations,  
satisfied only with KIMSUL\***

**—says leading New York builder**

The fully KIMSUL-insulated home of  
Gilbert C. Tompkins in Hewlett Bay  
Harbor, New York. Marcel Breuer  
was the architect. Photograph by  
Ezra Stoller, Pictorial Services.



It's true. Many-layer KIMSUL\* insulation is fast becoming the favorite of builders and architects from coast to coast. For KIMSUL automatically provides uniform insulating efficiency over every inch of covered area. Its "k" factor is 0.27. It's the only insulation with the PYROGARD† fire-resistant cover. And one of the easiest to install quickly and

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KIMSUL comes in handy, compact rolls, compressed to 1/5 installed length. To give maximum protection at lowest cost, specify it by thickness: Commercial Thick (about 1 1/2 in.) for walls and floors. Standard Thick (about 1 in.) for walls, attics and floors. Double Thick (about 2 in.) for attics.

**Insulate when you build.**  
**Over-all insulation**  
**means ready salability.**



\*T. M. Reg. U. S. and Can. Pat. Off.  
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Long Beach, N. Y.

Telephone  
Long Beach 3131

**GORDON B. ROTH**  
BUILDER

September 22, 1947

Kimberly-Clark Corporation  
Neenah, Wisconsin

Gentlemen:

It gives me great pleasure to advise you that in my twenty-five years of building private homes, apartment houses and commercial buildings, I have tried many types of insulation and have never really been satisfied until five years ago when I started using Kimsul.

In the Tompkins house, I used 3200 square feet of Double Thick Kimsul in the walls and ceilings. As a result of this, I feel fuel bills should prove to be very nominal. I have also built ten modern homes in Long Beach, New York, ranging in price from \$18,500 to \$40,000. And some twenty-five one-family houses selling from \$14,000 to \$15,000. All of these homes are insulated with Kimsul.

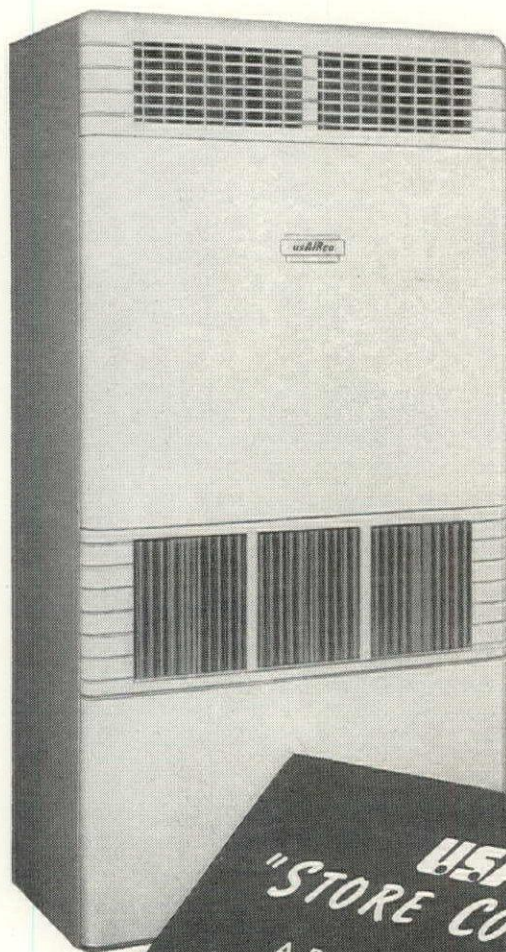
My post-war program is very extensive and I will continue to use Kimsul.

Very truly yours,

*Gordon B. Roth*  
Gordon B. Roth

GBR:rr





# R<sub>x</sub> for that old "SUMMER COMPLAINT"



If it's "packaged" air conditioning . . . you can't do better than to specify the new USAIRCO STORE CONDITIONER.

It's redesigned inside and out for better performance, for greater economy of operation. A new hermetically-sealed motor-compressor unit puts the USAIRCO STORE CONDITIONER ahead in years of trouble-free service. A new water-saving condenser coil removes the generated heat from the compressor most efficiently and economically. And, there are many other outstanding features that make the USAIRCO STORE CONDITIONER ideal for your packaged unit air conditioner applications.

Capacities in the STORE CONDITIONER are 3 and 5 ton. The unit is 83" high, 44" wide, and 22" deep. Ductwork can be attached to the unit to serve adjoining areas; and for year 'round service, a heating coil added will provide winter heating. For complete specifications and descriptive literature, please write to: UNITED STATES AIR CONDITIONING CORP., Como Ave. S.E. at 33rd, Minneapolis 14, Minn.



ENGINEERS AND MANUFACTURERS OF COMPLETE AIR CONDITIONING EQUIPMENT



**MORRIS LAPIDUS**, who states that he almost became an actor, restrained his Thespian urge to go through Columbia Architectural School, graduating in 1927. He has specialized in store design, first for Ross Frankel, now and since 1943, in his own New York office.



**PAUL LASZLO**, born in Hungary, got his first push toward architecture from a childhood visit to Vienna, where he fell in love with the buildings. He came to the U. S. in 1936, within a week landed his first big job. His Beverly Hills office has been busy ever since.



**ELEANOR LE MAIRE** has reversed the usual direction of migratory designers. A native Californian, she arrived in New York on a research trip 18 years ago, has called Manhattan home ever since. She studied architecture at Columbia, started as a stylist at Bullock's Wilshire.



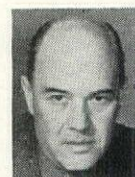
**RAYMOND LOEWY**, American industry's fairy godmother, has redesigned products ranging from Pennsylvania railroad trains to Eversharp pens. Now design consultant to 103 corporations, the Loewy firm employs 190. Loewy graduated from the University of Paris.



**ALBERT C. MARTIN & ASSOCIATES** of Los Angeles includes Albert, Sr. (left), founder of the firm in 1909; Albert, Jr., chief designer and general manager; J. Edward, chief engineer. In 39 years of operation these offices have done \$100 million worth of work.



**HUGH MARTIN** and **JAMES A. LEWIS** are partners in the Birmingham, Ala. firm of Miller, Martin & Lewis, which retained its original name despite the death of John Miller in 1932.



**SAMUEL A. MARX** started his Chicago office in 1909 by winning the national competition for the Del Gado Museum of Art building in New Orleans. Noel Flint and Charles Schonne became partners in 1940. Both men count two decades apiece of experience in the office.



**LOUIS SHOALL MILLER**, a graduate of the University of Minnesota, migrated to California in 1932. He set up camp in Long Beach, opened his own office there in 1939, reopened it after a South Pacific turn with the Seabees. For a short time he worked under Richard Neutra.



**SIDNEY H. MORRIS** worked as a tradesman under Chicago architect-sculptor Edgar Miller while attending Armour Institute. He also sold in retail stores. Both these jobs turned out to be valuable background when he became a specialist in department store design in 1938.



**GEORGE W. NEFF**, who took his B.A. at the University of Pennsylvania and his M.A. at Harvard, has also studied in Europe and Morocco, where he developed the hobbies of painting and photography. He started his Philadelphia practice in 1935.



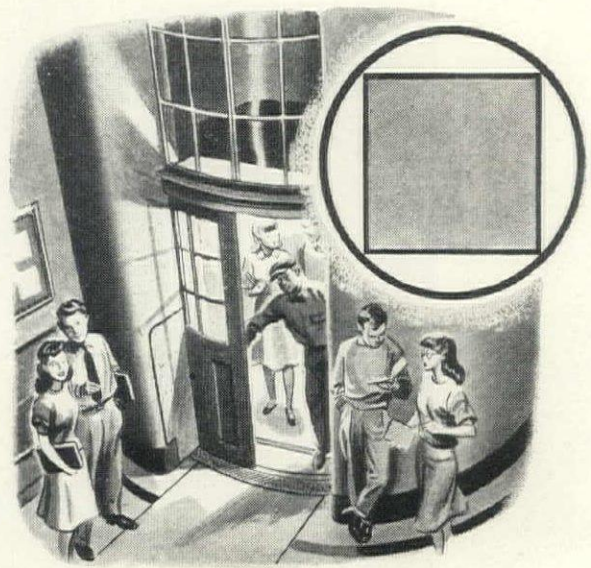
# skylines ... by Otis



*True enough*, Miami is a playland of golden sunshine and rustling palms. But it's a business town as well. Long air-minded, it has become one of the greatest international airports of the world. Even its skyline has that modern upswept look. OTIS is mighty proud of Miami. Why? Seven hundred and seventeen of its eight hundred and sixty-eight elevator installations are by OTIS.

## SQUARE ELEVATOR IN A ROUND HOLE.

Why did Peter Cooper build a round elevator shaft in New York's Cooper Union in 1856? Legend has it, he thought a round car would carry more passengers than a square one. Today, a square elevator is doing the job very nicely. Rather upsetting to the old theory about a square peg in a round hole. What?



## COLLECTOR'S ITEM.

Can a sudden avalanche of button pushing confuse a modern Otis apartment house elevator? Not in the least. It operates by 'collective control'. It simply 'collects' all the calls. Then it arranges them in proper floor sequence. One run UP or DOWN delivers everybody.

## OTIS LIGHTS THE WAY.

Nobody, anywhere, anytime ever did it this way before. What? Lighted an Escalator from inside. Otis balustrades are the first to glow with a soft translucent light. Eleanor Le Maire, prominent New York designer and colorist did the glamorizing. Attractive? Would you like to read the fan mail received by Rike-Kumler in Dayton, Ohio?



With 257 offices located in every state of the Union, OTIS is ready to help you plan, install and maintain freight and passenger elevators and Escalators for use anywhere.

"Escalator" is a registered trade mark of the Otis Elevator Company. Only Otis makes Escalators.



## ELEVATOR COMPANY

Home Office: 260 11th Ave., New York 1, N. Y.



# 50 ACRES of



*In construction products* **CECO ENGINEERING**



# Saving

## WITH CONCRETE JOIST CONSTRUCTION BY CECO . . . .

Back in 1929, big savings were made in construction costs when Ceco provided 50 acres of steelform equipment and service for the Merchandise Mart, Chicago. Today you can make similar savings to offset rising prices . . . At the same time you can provide the most rigid sound-proof structure.

Yes, today as in 1929, concrete joist construction costs less than any other way of building, strength and durability considered. That's because the use of Meyer steelforms reduces the amount of concrete needed for any space or live load.

A further saving is possible because a nominal rental charge is made for Meyer steelforms, since they can be moved from job to job and used time and time again from floor to floor. Construction is speeded up.

### CECO FIRST IN THE FIELD . . .

Ceco originated the removable steelform method of concrete joist construction—the company is first in the field—actually providing more service than all competitors combined. So, for concrete joist construction, call on Ceco—the leader over all.

### CECO STEEL PRODUCTS CORPORATION

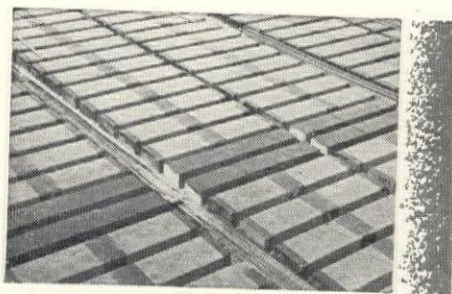
GENERAL OFFICES: 5701 W. 26th Street, Chicago 50, Illinois

Offices, warehouses and fabricating plants in principal cities

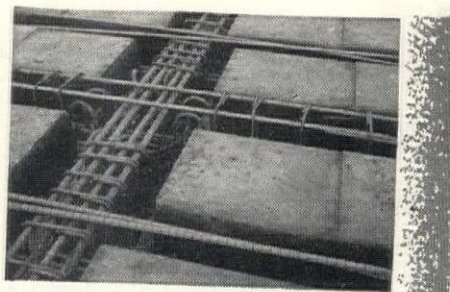
See Ceco catalogs in Sweet's Architectural File or send for free descriptive literature

**CECO  
STEEL**

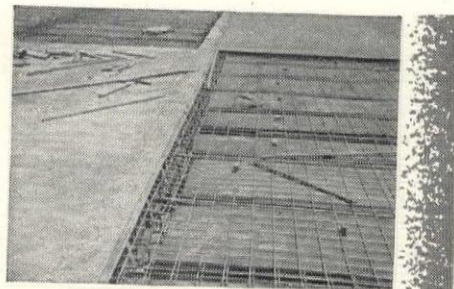
*makes the big difference*



Meyer steelforms completely erected on open wood centering, ready for placement of reinforcing steel and concrete.



In this photograph, the reinforcing bars are installed as detailed by Ceco, in proper relation to the erected steelforms.

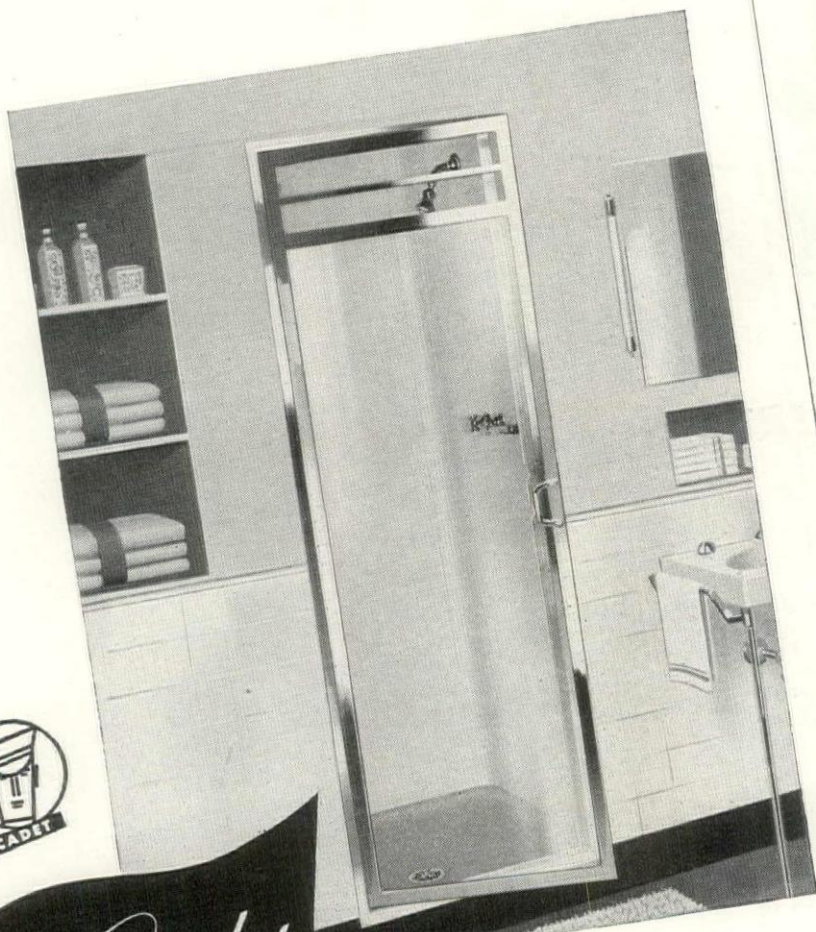


Here the mesh, also known as welded wire fabric, has been placed in correct position and the pouring of concrete for the top slab has commenced.

#### Partial list of other Ceco Products

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METAL WINDOWS AND DOORS  
METAL FRAME SCREENS • ALUMINUM  
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THE *Cadet*

## BUILT-IN SHOWER CABINET

DESIGN NO. 19-B

The built-in Cadet promises to be one of the most popular shower cabinet models in the Fiat line. Redesigned with new construction features such as the elimination of all interior screws and with smooth curved corner joining the Cadet can be classed as the modern shower of the future.

The demand for the ultimate in clean cut appearance, and the trend toward a built-in or enclosed shower has inspired the new built-in Cadet. Equipped with a Zephyr or Dolphin glass door as illustrated the Cadet model 19-B is a natural for installation in the average, as well as the better class of homes.

The exclusive Fiat escutcheon type door frame conceals the joint between wall material and cabinet stiles. This unit is of particular interest to operative builders because of its beauty of design and savings over built-on-the-job shower construction.

Size 36" x 36" x 80", receptor precast terrazzo with cast-in drain. Walls, bonderized, galvanized, steel finished in white baked-on synthetic enamel. Can be supplied with Dolphin or Zephyr glass door, or shower curtain.



**Metal Manufacturing Company**  
1203 ROSCOE STREET, CHICAGO 13, ILL.  
LOS ANGELES 33, CALIF.

LONG ISLAND CITY 1, N.Y.

In Canada Fiat showers are manufactured by The Porcelain and Metal Products, Ltd., Orillia, Ont.



**ADOLPH NOVAK**, a 1936 graduate of N.Y.U., has had his own New York office since 1946, specializing in industrial and commercial work, modern design only. He was formerly store architect for John Wanamaker, spent two years with the Grand Rapids Store Equipment Co.



**ERNST PAYER** is a Vienna-born architect now practising in Cleveland, Ohio. He is a man of many degrees: a Ph.D. in sociology and international law, a B.A. in architecture under Vienna's Josef Hoffmann, a Harvard M.A. under Walter Gropius and Marcel Breuer.



**MILTON T. PFLUEGER** has carried on his brother Timothy's practice since the latter's death in 1946. Milton went to work for his brother 18 years ago. Two designers—L. B. Miller and J. Scoma—also long-time members of the firm, have recently been made associates.



**JEDD REISNER** and **MAX URBANH** formed their New York partnership in 1945. Both currently commute to New Haven as Professors of Architectural Design at Yale University.



**JOHN RIDLEY**, after graduation from the University of Toronto in 1937, spent two years working on schools, housing and office buildings in England and Sweden. After two years in New York, he decided to move West, establishing his own office at Seattle, Wash.



**E. L. ROBERTSON** is a Miami architect associated with northern designers on two Burdine department store jobs. Born in Mobile, Ala., he got his architectural education in New York and Atlanta offices, has concentrated on hotel, store, school, hospital and apartment design.



**BURTON SCHUTT'S** profitable variation of the architectural profession extends to backing his own design ideas. One such: Beverly Hills' famed Bel-Air Hotel. Schutt hit Los Angeles at the age of 16, worked his way through art school as a building trades apprentice.



**LEON G. SHERBURNE, JR.** has been head of the Sherburne offices since the death of his father in 1934. This New York store planning organization was started in 1905 by his grandfather, a pioneer in merchandising design. Sherburne, Jr. is a graduate of Trinity School.



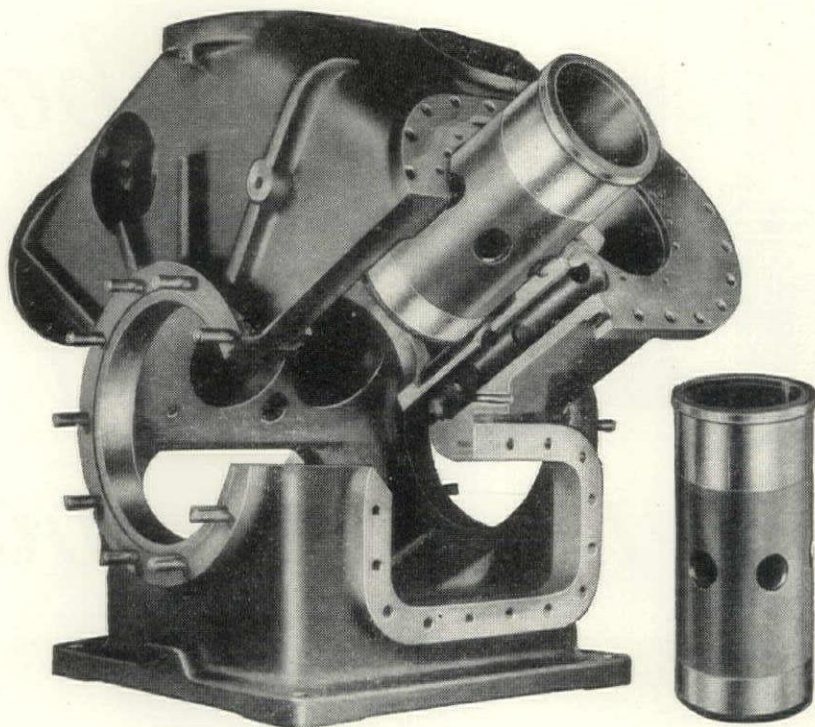
**WHITNEY R. SMITH**, of Linda Vista fame, is a 37-year old California architect who has seldom strayed from his native state. A graduate of U.S.C., he worked for Harwell Harris, William Pereira and other Los Angeles firms before setting up his own Pasadena office.



**RAPHAEL SORIANO** breasted the crest of the Beaux-Arts tide at U.S.C., where he was advised by the faculty to quit architecture. Rhode born Soriano stuck to graduation in 1934, since then has designed dozens of California houses, notable schools and office buildings.



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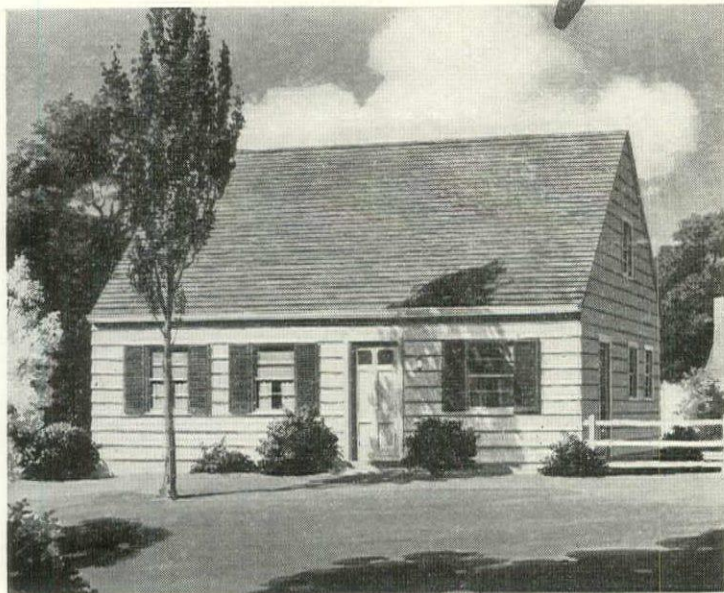
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**WILLIAM DENTON, JR.**, of Washington is "neither a confirmed functionalist or romanticist," but feels there is a place for all "styles" to meet the tastes of the public. A North Carolinian born and educated, he has specialized in large apartment and housing projects.



**JOSE FERNANDEZ** was born in Puerto Rico of three generations of architects. A Columbia University graduate, he also taught there from 1925-34. In practice, he has specialized in store design, is currently watching book shops for his forthcoming "Modern Store Design."



**PAUL ARNOLD FRANKLIN** of Port Washington, L. I. is a graduate engineer—Cornell University—who has specialized in factory construction and operation. He has tried his hand at industrial design and, before the war, at a residential practice throughout Long Island.



**ALBEN FROBERG**, a native Californian, has practised in Oakland near San Francisco since the middle Twenties. His B.S. in architecture is also a local product—from the University of California. He has specialized in large commercial and industrial structures.



**VICTOR GRUEN** and **ELSIE KRUM-MECK** formed their partnership in 1939, have since specialized in merchandising design—from small shops and chains to large department stores.



**JOHN MATTHEWS HATTON** has maintained his own New York office since 1917, varying private practice with jobs as Consulting Design Critic for the Department of Parks under Robert Moses; Design Critic at New York University; Lecturer at Katherine Gibbs School.



**WAYNE S. HERTZKA** and **WILLIAM KNOWLES** established their present San Francisco partnership 15 years ago. Current work includes a \$1 million atomic energy laboratory.



**LEONARD HUTTON** was born in Austria and studied design in Berlin. He came to America in 1935, has followed here his European specialty of store and home interiors. Among his New York designs: Tourneau Watch Shop; the Waldorf Astoria's Town & Travel Shop.



**GEORGE FRED KECK**, pioneer in solar house design, opened his Chicago office in 1926, took in younger brother William in 1931. Both men trained at the University of Illinois. Their brief: "Get rid of emotion and tradition, get to the facts of contemporary construction."



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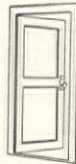
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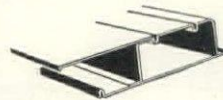
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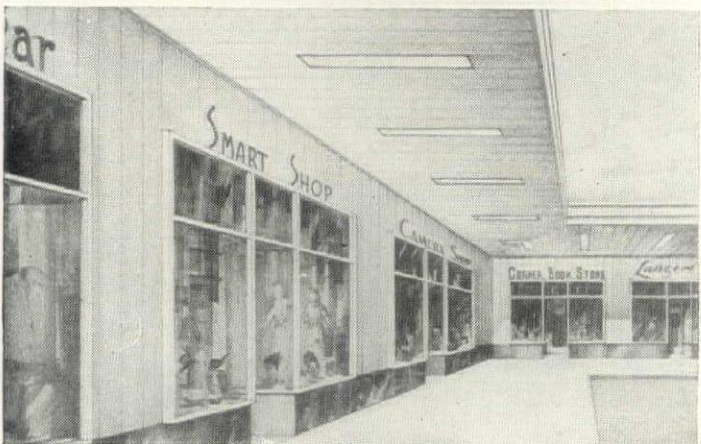
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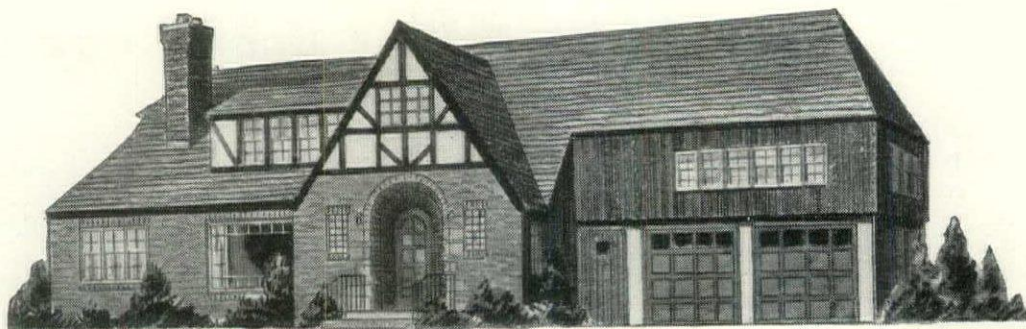
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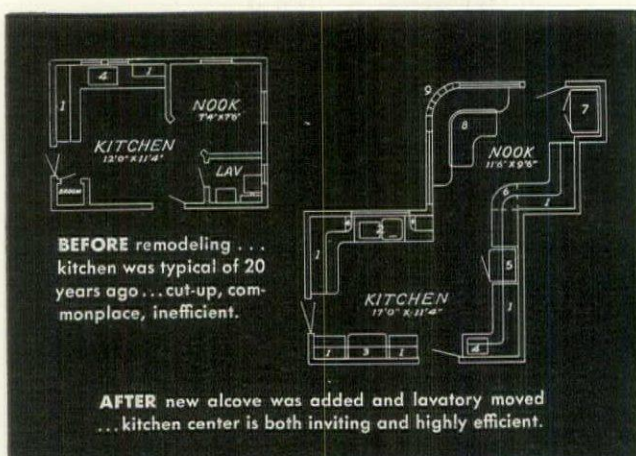




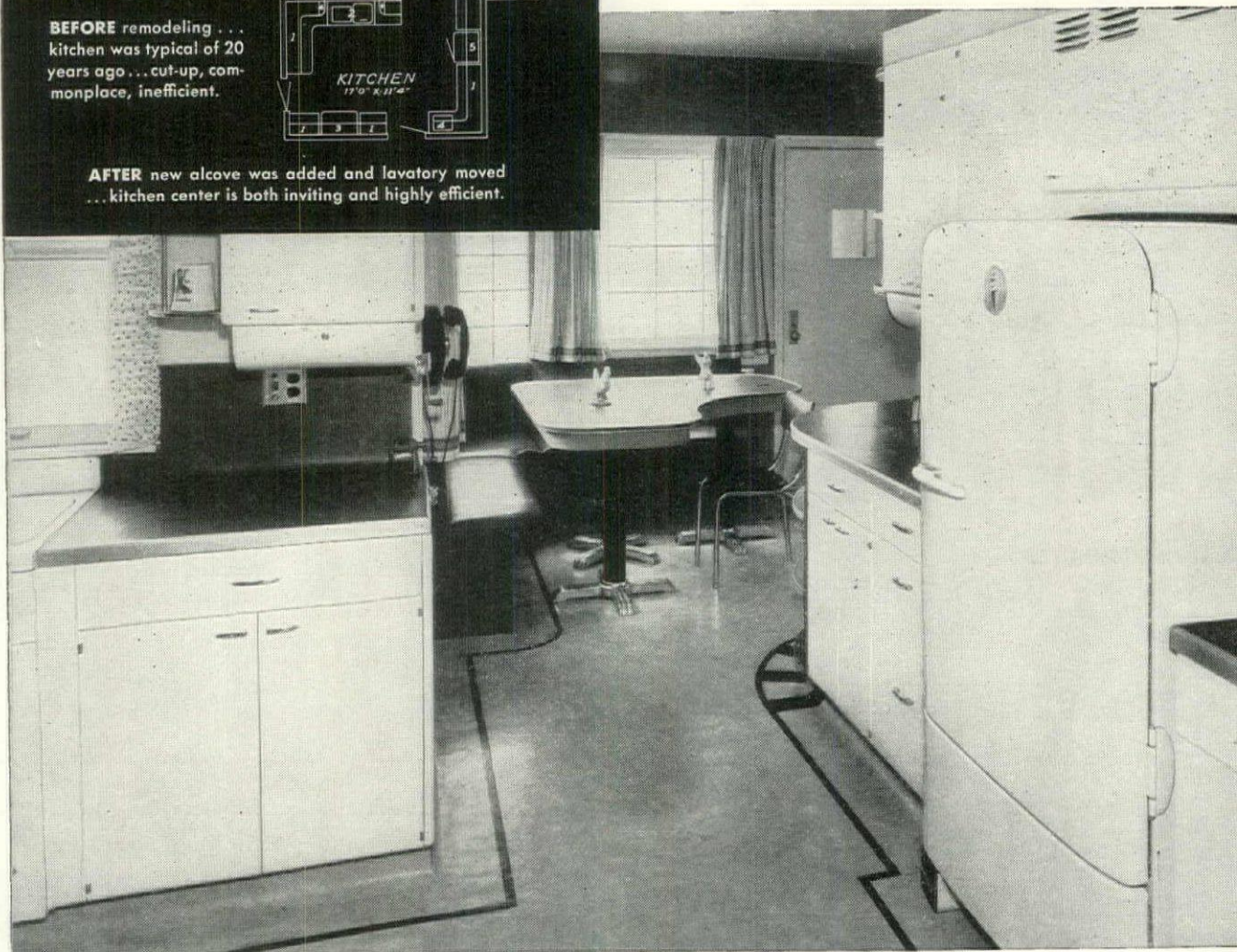
**1928 ENGLISH HALF TIMBER HOUSE** . . . owned by Mr. and Mrs. George Payne of Grand Rapids, Michigan . . . as it looks today, after complete remodeling job. Notice the new wing over formerly

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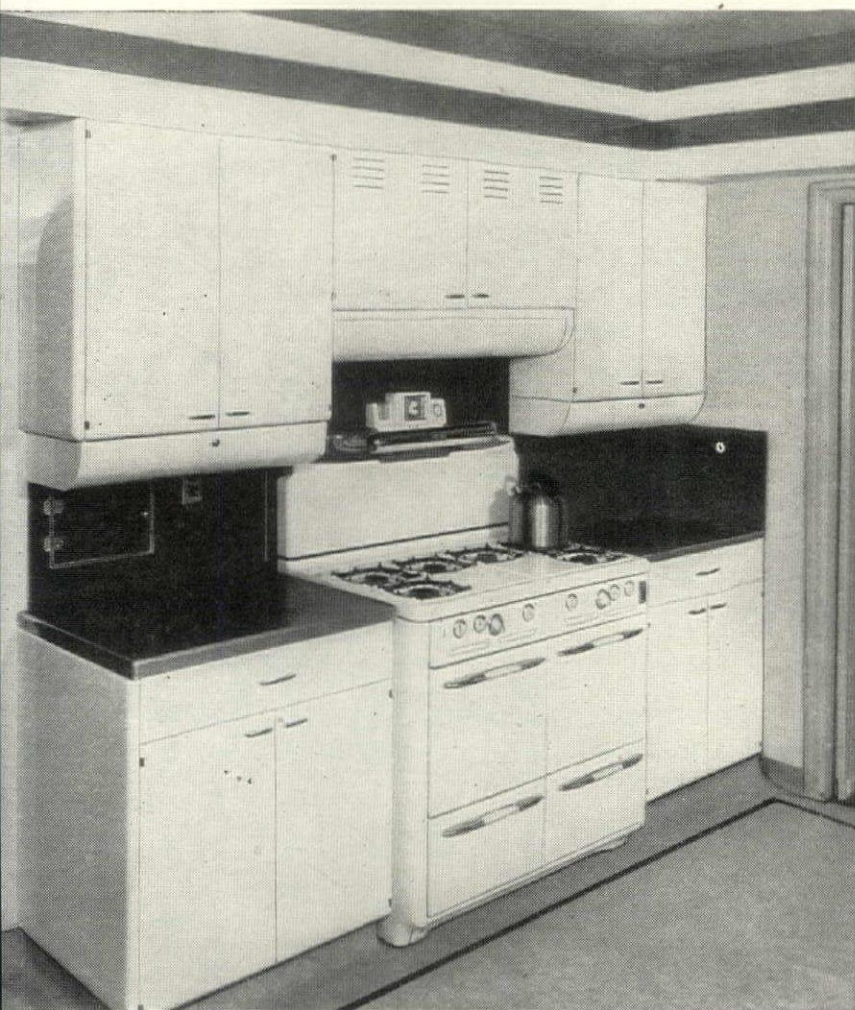
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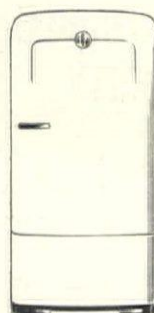


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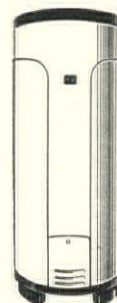


2.

2. **INCLUDE** an automatic Servel Gas refrigerator . . . the only modern freezing system with no moving parts to wear out.

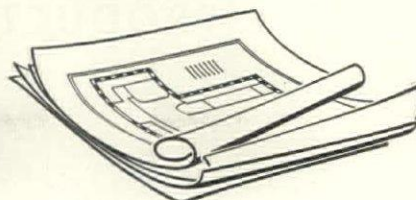
3.

3. **INSIST** on an automatic quick-recovery Gas water-heater . . . a "must" for an automatic dishwasher or automatic laundry.



4.

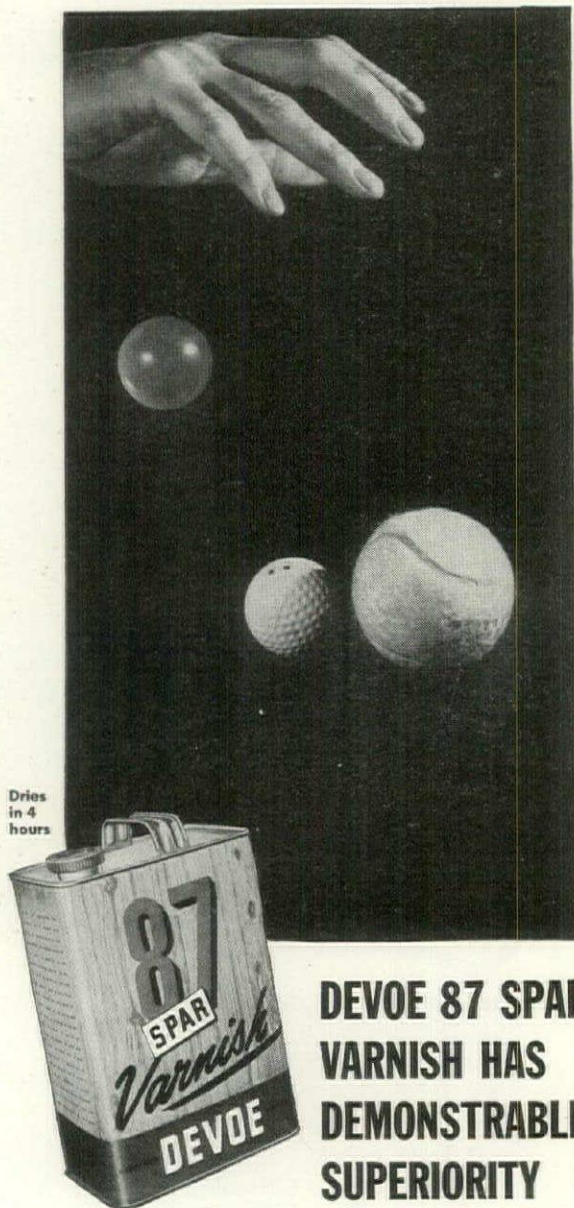
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**GILBERT V. STEELE** is vice president and chief engineer in charge of all design for Abbott, Merkt & Co., Inc. This firm specializes in department store structures such as warehouses, delivery stations, motor truck terminals, parking garages and materials handling systems.



**LESTER TICHY**, architect for William Zeckendorf's proposed \$50 million shopping development in Flushing, is also a consultant to a number of railroads, department stores, corporations. He was educated at Columbia and abroad, established his present office in 1944.



**CLARENCE WICK** heads the Portland partnership of Wick, Hilgers & Scott, formed in 1945. All three men studied architecture at the University of Oregon. Hilgers was design chief for the Bonneville Power Administration; Wick was structural designer of the power house.



**WALTER WURDEMAN & WELTON BECKET** boomed their Washington University friendship into one of the largest architectural business's in the U. S.—\$117 million worth of current work.



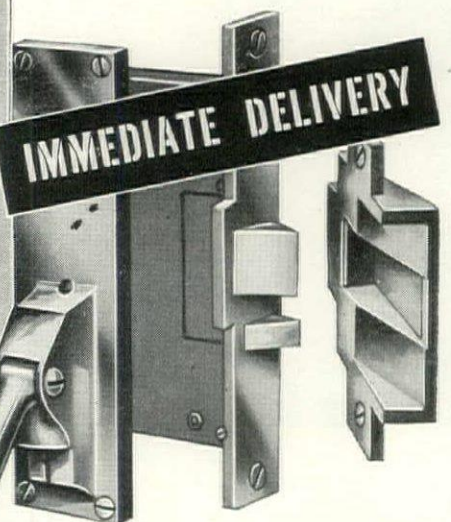
**WILLIAM WILSON WURSTER**, as by now every FORUM reader must know, is both the architectural dean at M.I.T. and San Francisco partner of Theodore C. Bernardi, who for 17 years has not had time to replan his own house, and Donn Emmons, ex-naval officer.

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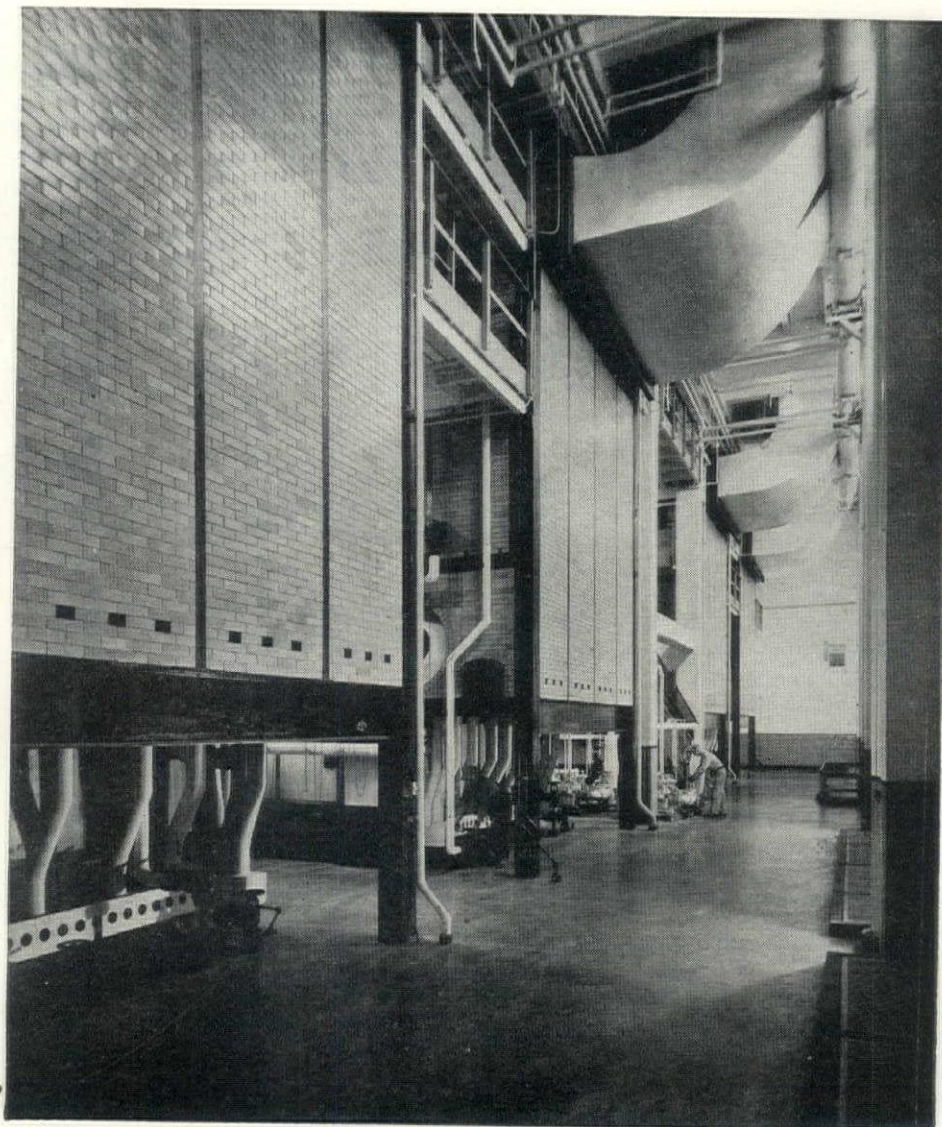


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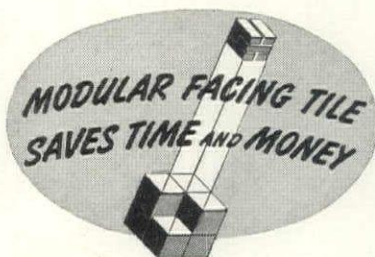
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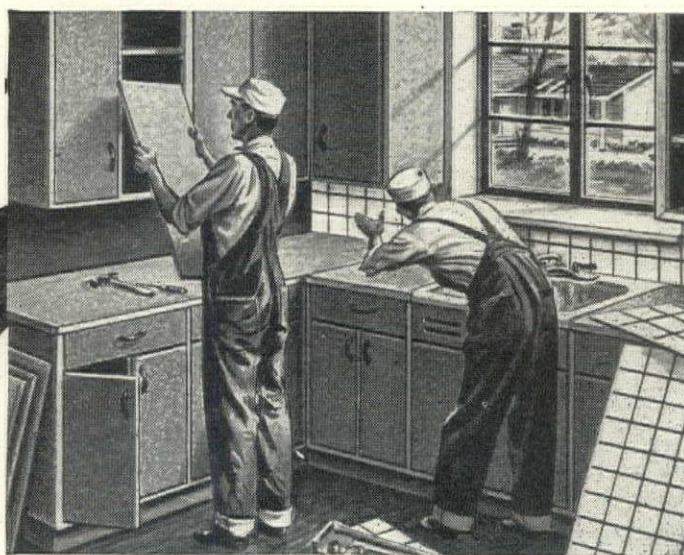
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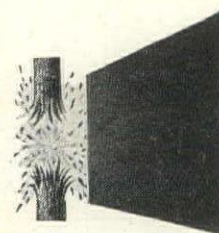
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This versatile, handsome hardboard measures up to almost every requirement of design, construction and remodeling. Masonite\* Presdwood\* is a better, *stronger*, wonder wood, refined from natural wood into grainless, hard and durable panels — uniformly very dense. Now priced competitively with other materials, Presdwood is often more economical because there is so little waste. It is worked readily with either wood- or metal-working tools and can be treated with any standard finish, veneers, decals or rich-looking grains. Available at dealers, either Untempered, or Tempered to extra hardness. Write for technical data to Masonite Corporation, Dept. AF-5, 111 W. Washington St., Chicago 2, Ill.

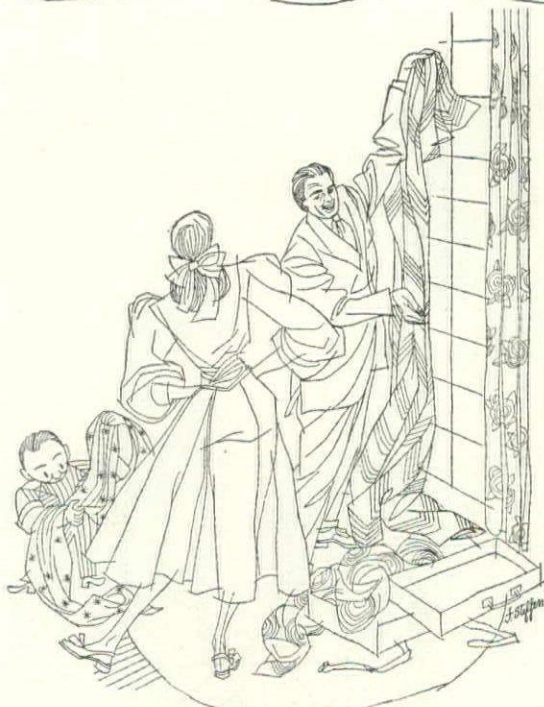
\*Trade-marks Reg. U. S. Pat. Off. "Masonite" signifies that Masonite Corporation is the source of the product.



"The best wood is Presdwood"  
MADE FROM EXPLODED WOOD



## ANNOUNCEMENTS



### YOU FACE NO *Style* OBSTACLES WITH BASIC OAK FLOORING

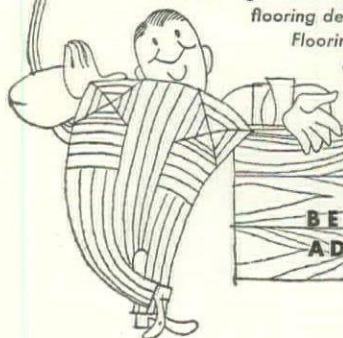
The natural beauty of oak flooring welcomes any styles or colors in home furnishings. It is especially budget-wise for those new-home builders who plan to use their present furniture at first, adding new pieces from time to time as circumstances permit.

This same adaptability permits changing of wallpaper, paint, and rugs without restraint, because the warmth and charm of oak accept new colors harmoniously. Thus wide latitude is given to fashion-leaders who wish to adopt the styles of the year or the season.

Oak is the sensible base, too, for wall-to-wall carpets. It is smooth and firm, yet resilient, giving carpets longer life, making them easier to clean. When they wear out, wholly or in spots, a quick, inexpensive return can be made to lasting oak floors.

We suggest that for complete flexibility in decor, new homes start with beautiful, durable, adaptable oak floors.

ASK FOR ARCHITECTS' DATA BOOK—which gives quick and usable information for specifying, laying, finishing and maintaining oak floors. Available from your local oak flooring dealers or from the National Oak Flooring Manufacturers' Association, 814 Sterick Building, Memphis, Tenn.



**TWO TOWN-PLANNING TOURS**—one of European reconstruction projects and the other of U. S. urban developments—are being sponsored this summer by World Study-tours, Columbia University, New York 27, N. Y. The European trip, intended for specialists and advanced students of regional and community planning and housing will consist of a five and a half weeks' itinerary through England, Czechoslovakia, Poland and Sweden—countries whose reconstruction programs will provide study of typical planning problems in two west and two east European countries. Herman Field A.I.A., Director of Building Plans for Cleveland College, will act as leader of the group. Overall cost for the round trip from New York City (July 16-September 9) is \$1,275.

The second tour, which will survey urban planning, housing and architecture in east-central U. S., will be conducted from July 6-August 14. Traveling will be by special arrangement with individual car owners under the directorship of J. Marshall Miller, Columbia University Professor of Planning. The route will cover the following housing centers: New York City, Philadelphia, Baltimore, Greenbelt, Washington, Williamsburg, Richmond, TVA, Knoxville, Louisville, Cincinnati, Chicago, Milwaukee, Detroit, Toledo, Cleveland, Buffalo and Albany. Anyone interested in joining the group should contact Professor Miller as soon as possible.

THE PENNSYLVANIA STATE COLLEGE DEPARTMENT OF ARCHITECTURE announces that, beginning with the Fall Semester, its curricula in architecture and architectural engineering will be expanded to a five-year course.

THE DEPARTMENT OF ARCHITECTURE at Pratt Institute, Brooklyn, N. Y. announces that courses in abstract design, architectural design, construction and town planning, have been added to round out its new five-year program.

THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA announce the formation, throughout the U. S., of civilian engineer construction units affiliated under the Organized Reserve Corps. Construction associations taking part in this program will sponsor and assist in organizing service-type units whose personnel will have civilian occupations similar to their projected military tasks. More than 70 of the planned-for 100 units have already pledged support.

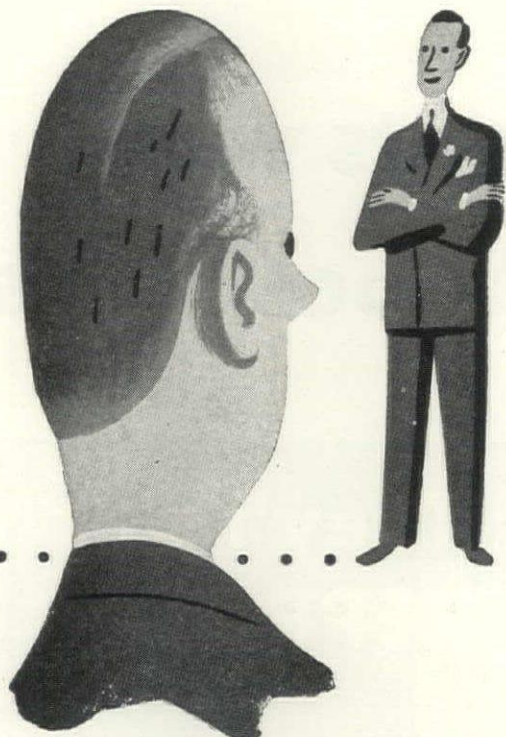
THE SECOND STORE MODERNIZATION SHOW will be held in the Grand Central Palace, New York City, July 6-10. A special feature of the show is the series of clinics on "Layout and Traffic," "Lighting and Color," "Displays and Fixtures," "Store Fronts" and "Planning and Budgeting." Projects prepared by students of more than 20 colleges on "The Shopping Center of the Future" will be on view. Awards of \$500, \$250, \$125 and two of \$75 each are offered for the best designs; the New York Chapter of the American Institute of Architects is cooperating in judging and sponsoring this contest.

VAN DOREN, NOWLAND & SCHLADERMUNDT, industrial designers of New York and Philadelphia, announce their affiliation with the European Field Research and Design Unit in London, England, and Le Compagnie Pour L'Etude d'Equipment Industriels in Paris, France. The work of the American company will in many cases represent a collaboration whereby basic American machinery can be adapted for more specialized European needs.

LIPPINCOTT & MARGULIES, INC. is the new official name of the New York design firm formerly known as J. Gordon Lippincott & Co.

(Continued on page 76)

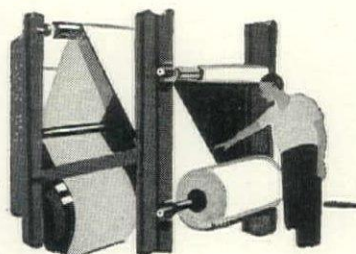




# HOW DOES CCC\* SAVE YOU MONEY?

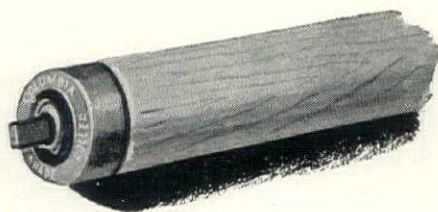
"NOW, TAKE WINDOW SHADES . . . only jerry builders and penny pinchers never learn that the best equipment is the most economical. Certainly in my experience, Columbia window shades stay on the job longer, earn their cost in better service."

PERFECT PERFORMANCE is second nature, since they're famous for "CCC" — Columbia-Controlled-Construction. Every step in shade and roller making takes place under Columbia's control. Result: quality control throughout, product leadership.



ROUGH WEATHER, TOUGH TREATMENT—you can expect these for your shades! Columbia shades stand up to such hazards . . . resist cracking, fading, too . . . clean easily . . . so you save on maintenance. In short, Columbia shades behave better, longer!

IT'S A CASE OF TRUE dovetailing: What you require of a shade, what Columbia shades give you. For Price, Style, Proper Light Control, Smooth Operation, Easy Care, Longer Wear . . . Columbia's the name to ask for.



**Columbia**  
WINDOW SHADES  
AND VENETIAN BLINDS

There's a just-right Columbia shade for every institutional and commercial use . . . there's a Columbia authorized dealer ready to serve you. Let him show you what's been happening to shade styling, to shade colors. Let him help you meet your shade needs through "CCC".

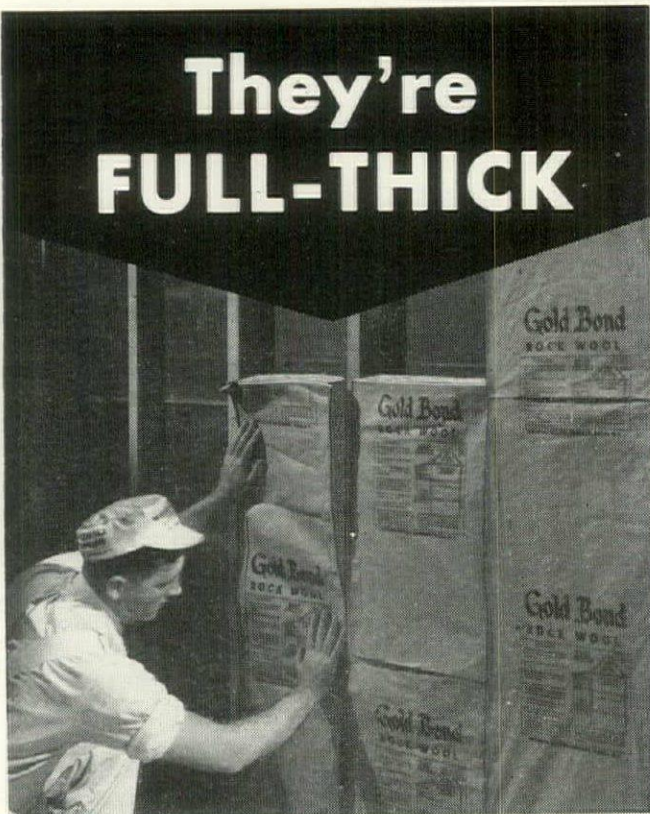
\*"CCC" means Columbia-Controlled-Construction

THE COLUMBIA MILLS, INC. • 225 FIFTH AVENUE, NEW YORK 10, N. Y.

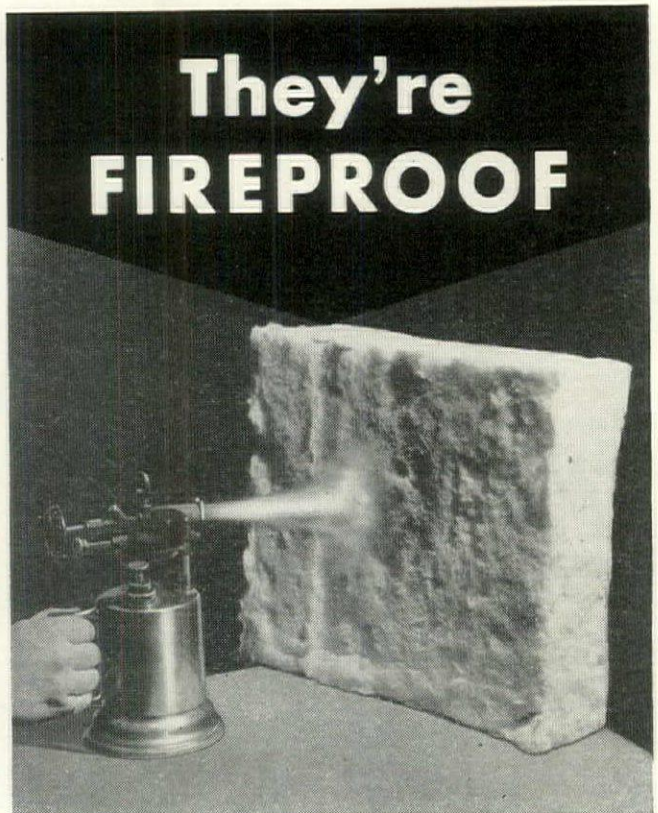


# Protect your clients with Gold Bond Rock Wool Batts

They're  
**FULL-THICK**



They're  
**FIREPROOF**



You have a real obligation and a definite responsibility to make sure your clients get two things from the insulation you specify—*full fire protection* and maximum efficiency for *fuel savings and comfort*. Gold Bond Rock Wool Batts are as *fireproof* as the rock from which they're made. And when you specify them *full-thick*—not one or two inches thick—they'll completely fill the wall space between the studs and provide an effective fire barrier and full insulation value. Play it safe! Always specify *full-thick* Gold Bond Rock Wool Batts.

You'll build or  
remodel better with

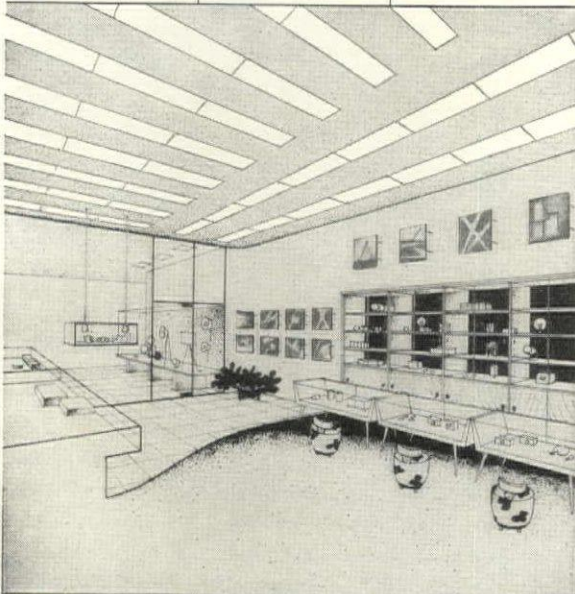
**Gold Bond**

**NATIONAL GYPSUM COMPANY**  
BUFFALO 2, N. Y.

*Over 150 Gold Bond Products including gypsum lath, plaster, lime, wallboard, gypsum sheathing, rock wool insulation, metal lath products and partition systems, wall paint and acoustical materials.*



millertroffer lighting  
can be installed to form  
CEILINGS\* UNLIMITED\*



Camera store — Architect: Jose A. Fernandez, New York

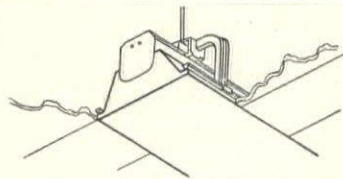
Application of Miller Fluorescent Troffer Lighting Systems is boundless, giving stores, schools, offices, factories good light as an integral part of the architecture, plus this added benefit — ceiling patterns as desired . . . CEILINGS UNLIMITED.

**Miller Lighting Service is all-inclusive. It covers the needs of Planned Commercial and Industrial Lighting.**

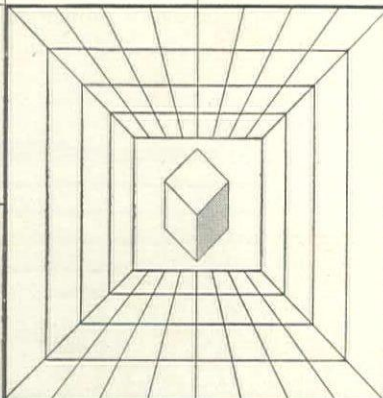
Miller 50 and 100 Foot Candles (Continuous Wireway Fluorescent Lighting Systems) have been established as standard for general factory lighting. And Miller incandescent and mercury vapor reflector equipment has broad factory and commercial application.

Miller field engineers and distributors, conveniently located, are at your call.

\*Trade Mark.



Miller Furring Hanger (patented) simplifies installation. Miller continuous wireway cuts wiring and fitting costs. All units are Bonderized for corrosion resistance.



THE MILLER COMPANY  
SINCE 1844

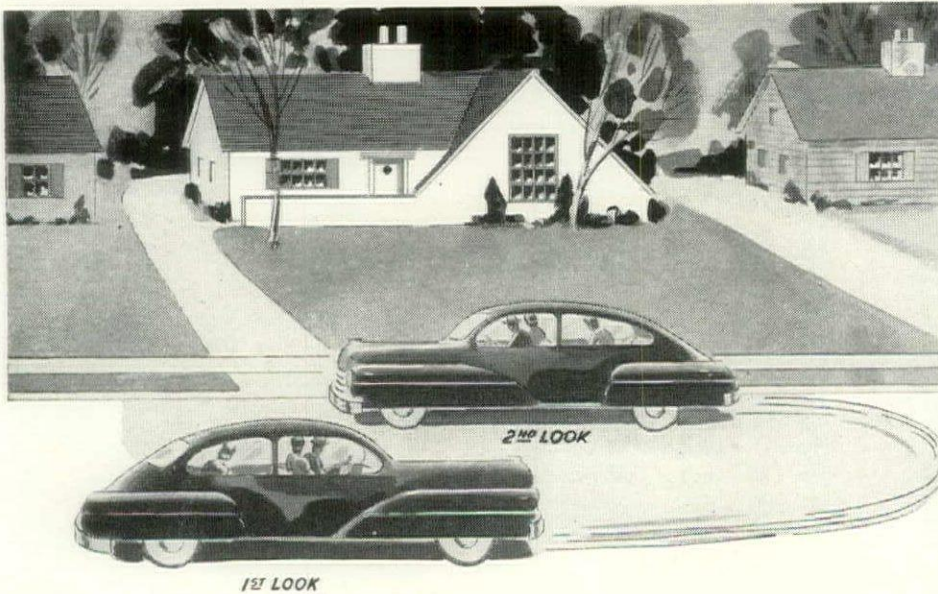
ILLUMINATING DIVISION, MERIDEN, CONNECTICUT

ILLUMINATING DIVISION: Fluorescent, Incandescent, Mercury Lighting Equipment; HEATING PRODUCTS DIVISION: Domestic Oil Burners and Liquid Fuel Devices; ROLLING MILL DIVISION: Phosphor Bronze and Brass in Sheets, Strips and Rolls

*Chernysheff.*



## ANNOUNCEMENTS



### Does your work get the "SECOND LOOK"?



Ever see people drive past a home or building and were so impressed by its beauty that they turned around and drove by again for a "second look"? Invariably, these "second looks" are fostered by outstanding architectural treatment worked out in distinctive materials. Of all exterior finishes, one material predominates for getting "second looks"—that material is Medusa White, the Original White Portland Cement.

For 41 years Medusa White has helped architects create "second look" work. Consider for a moment how Medusa White accomplishes this end. This cement and its twin, Medusa Waterproofed White Portland Cement, make America's finest stucco. Whether gleaming white or tinted with colored aggregate, Medusa Waterproofed Stucco retains its beauty for years. Water containing dirt is repelled at the surface, consequently the dirt washes off.

The most beautiful cast stone doorways, building trim and sculptured work—construction that always creates "second looks"—is cast with Medusa White. Outstanding industrial buildings of white or white and gray architectural concrete are made with this cement. Floors too, of sparkling, colorful Terrazzo, get their "second look" if that Terrazzo has as its matrix Medusa White.

The story of Medusa White for stucco is found in the book, "A Guide to Finer Stucco". Another booklet, "Medusa White Portland Cement", tells of its other uses. Architects who want their finished work to merit "second looks" should send the coupon below for these booklets. They're free, of course.

"FIFTY-SIX YEARS OF CONCRETE PROGRESS"

#### MEDUSA PORTLAND CEMENT COMPANY

1013-2 MIDLAND BUILDING • CLEVELAND 15, OHIO

Gentlemen: Please send me copies of the free booklets, "A Guide to Finer Stucco", and "Medusa White Portland Cement".

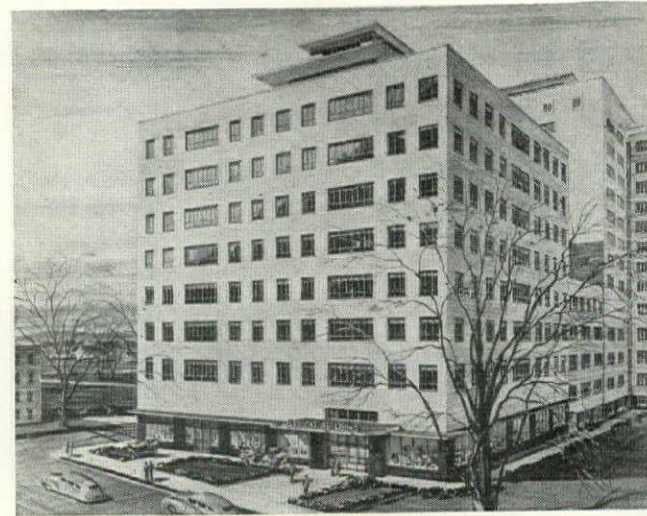
Name ..... Please Print

Address .....

City ..... State .....

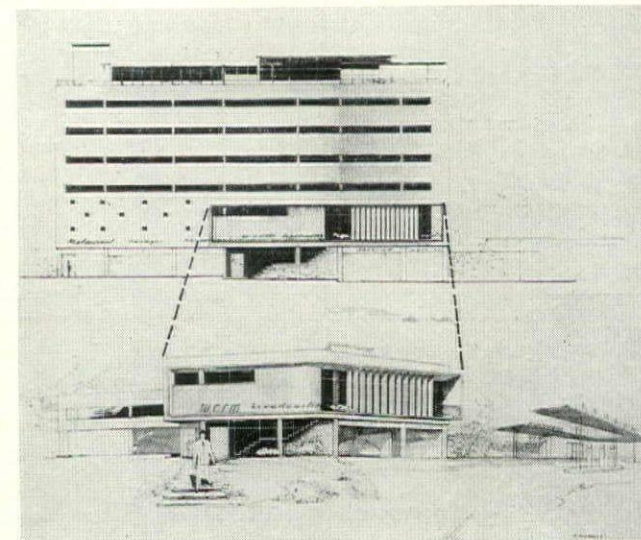
Also made by Medusa Products Co. of Canada, Ltd., Paris, Ont.

#### BUILDING PREVIEWS

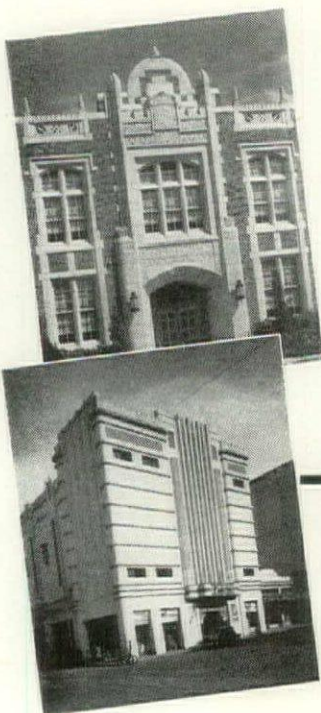


A MEDICAL BUILDING (above) is now being erected by the Connecticut Mutual Life Insurance Co., in Hartford, Conn. Connecting directly with the Hartford Hospital it will contain office suites for about 90 doctors. This will not only facilitate consultations with patients but will consolidate other hospital services. A complete laboratory is provided, which although under separate management, will work closely with the hospital. A system of forced ventilation is employed throughout, with steam heating through flush copper convectors. Moore & Salisbury were architects.

A COMBINATION GARAGE AND FM RADIO BUILDING in Washington, D. C. was designed by architectural associates Goldwater & Yurchenko to allow for several stages of construction without interfering with business operations. The first stage, (see lower half of cut) provides basic gas station facilities for a concern already in existence, as well as offices and a small studio on the second floor for WCFM, the Potomac Broadcasting Cooperative. The second stage will furnish extra garage facilities on the ground level with a full studio-auditorium above. Final design (upper half) shows four stories of rental office space above the studio floor.



The entrance to WCFM's offices is given desired prominence by a visible, glassed-in stairway. Vertical concrete louvers and a deep overhang protect windows facing south from excessive sun while still allowing plenty of light. The studio will be of the usual floating (Continued on page 80)

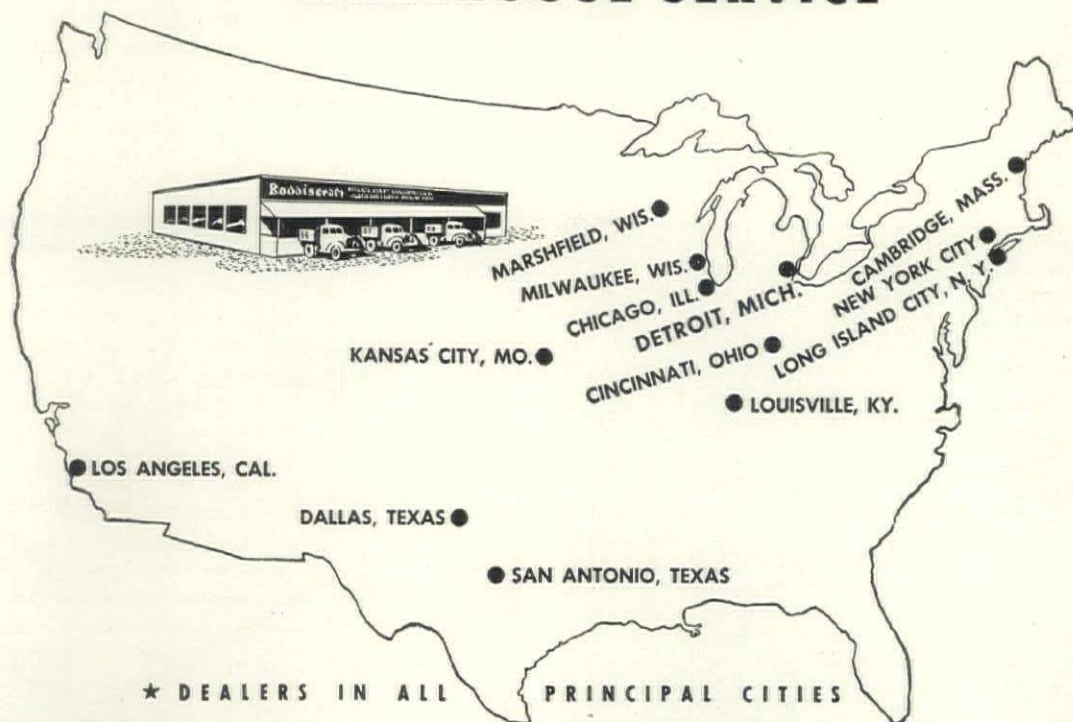




**ONE WAY TO QUALITY!**



**NATIONWIDE**  
**Roddiscraft**  
**WAREHOUSE SERVICE**



★ DEALERS IN ALL PRINCIPAL CITIES

**T**HERE'S *one way* to be sure of the best — specify Roddiscraft flush doors and hardwood plywood.

Roddiscraft doors and plywood have the two essential elements of quality — the finest materials, plus skilled craftsmanship.

Veneers from our own northern hardwood timber tracts—seasoned hardwood crossbandings, selected kiln-dried core blocks—skillfully molded by Roddis men

with a fifty year heritage of craftsmanship and knowledge of wood.

You can see the signs of craftsmanship in the beautifully matched faces, in the silken surfacing — in the clean edges — in the square, true cut.

Yes — compare Roddiscraft point by point, see for yourself why Roddiscraft is the one way to assured quality.

**Roddiscraft** *Roddis Lumber & Veneer Co.*  
 MARSHFIELD, WISCONSIN



# HERE...NOW!

a new, better roof deck material!

## KAYLO<sup>\*</sup>

\*T. M. Reg. U. S. Pat. Off.

### Insulating Roof Tile

*With a unique combination of advantages for Architects, Contractors, Owners*

**Kaylo Insulating Roof Tile** is an entirely new building product, developed by the Owens-Illinois Glass Company. Composed primarily of reinforced calcium silicates, Kaylo Roof Tile is fireproof and as much as four times lighter than other materials now commonly used for roof decks.

**Kaylo Roof Tile offers** a unique combination of advantages. It is structurally strong yet extremely lightweight and easy to handle. Kaylo Insulating Roof Tile is fireproof and contains only inorganic and non-combustible materials.

Kaylo Roof Tile is easy to install. These

lightweight tiles can be laid on joists, standard "T" bars, Stran-Steel or specially designed American Structural sub-purlins. Close fitting is insured and grouting minimized because Kaylo Insulating Roof Tile can be cut on the job with power or hand saws and easily fitted into openings of odd sizes and shapes.

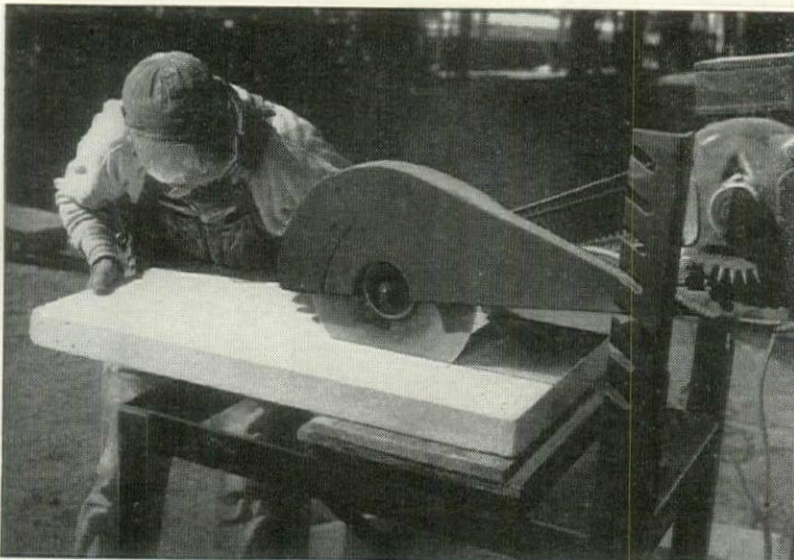
#### Pre-cast for easy installation

Each Kaylo Roof Tile is 36 inches long, 18 inches wide and  $2\frac{5}{8}$  inches thick, and is reinforced with a wire mat incorporated into the lower one-third of its thickness.

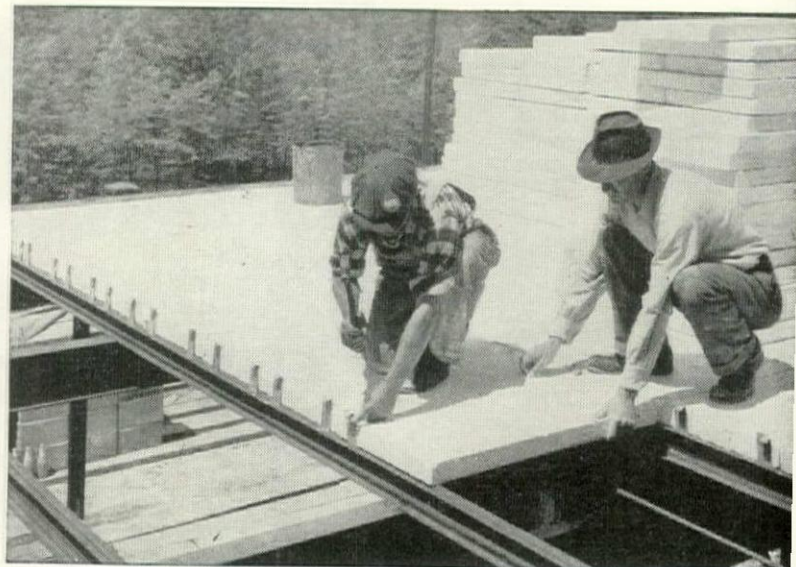
Kaylo Roof Tile is more than strong enough for typical deck requirements, and its light weight greatly reduces dead load on buildings.

*Kaylo Insulating Roof Tile is manufactured by American Structural Products Company, Toledo 1, Ohio, a wholly owned subsidiary of the Owens-Illinois Glass Company. American Structural Products Company has taken over the manufacture and sale of Kaylo Insulating Roof Tile and other structural products of the Owens-Illinois Glass Company.*

Mail coupon for technical data and sample



**KAYLO ROOF TILE** is easily fit to odd spaces. Can be cut and shaped with ordinary carpenter tools or power driven tools.



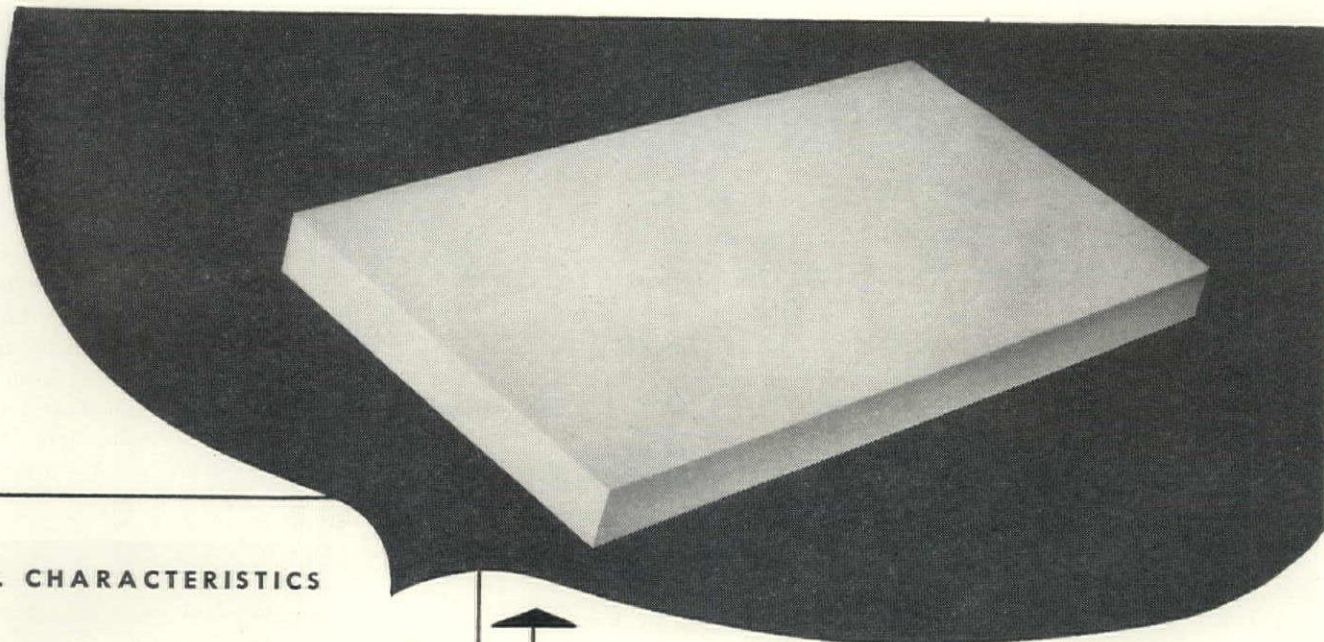
**LAYING KAYLO ROOF TILE** on Stran-Steel. Each tile weighs only 21 lb. Note how the tile slips neatly into place on sub-purlins.

## AMERICAN STRUCTURAL PRODUCTS COMPANY

*subsidiary of*

OWENS-ILLINOIS GLASS COMPANY





## PHYSICAL CHARACTERISTICS

### WEIGHT

Density (lb. per cubic foot).....approx. 20 lb.  
Weight per tile.....approx. 21 lb.  
Weight per square foot.....approx. 4.5 lb.

### STRENGTH

Average modulus of rupture.....175 lb. per sq. inch  
Average modulus of elasticity.....160,000 lb. per sq. inch  
Average compressive strength.....500 lb. per sq. inch

### INSULATING VALUE (BTU/square foot/hour/°fahrenheit)

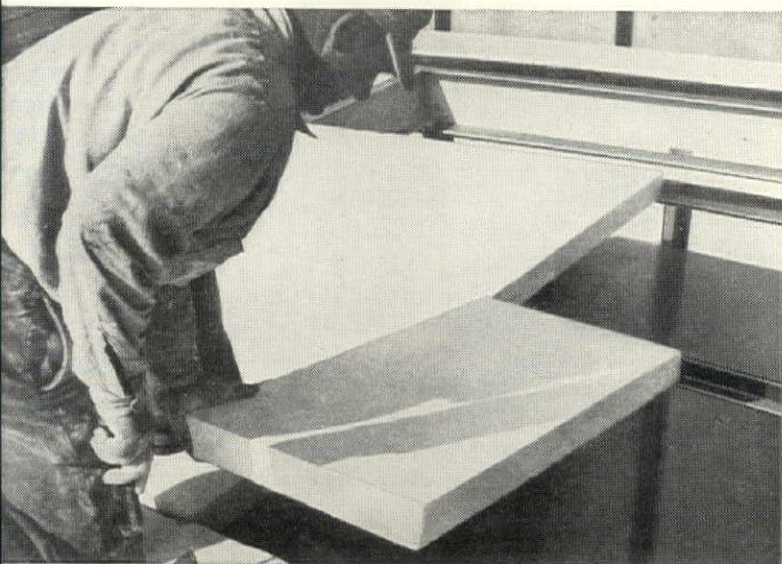
"K"—for inch thickness......62  
"U"—for standard tile......20  
"U"—for standard tile plus built-up roofing......19

### FIRE RESISTANCE

Kaylo Insulating Roof Tile units resist typical building fires, as defined in the standard A.S.T.M. fire curve, for more than one hour.

### LIGHT REFLECTIVITY

Light reflection factor.....approx. 80%



**LIGHT AND EASY** to handle, Kaylo Insulating Roof Tile can be easily fitted into place on the job by one man.

# KAYLO\*

\*T. M. Reg. U. S. Pat. Off.

## Insulating Roof Tile

## ✓ Check these advantages of **KAYLO** Roof Tile

- 1 Kaylo Roof Tile is **LIGHTWEIGHT**
- 2 Kaylo Roof Tile **INSULATES**
- 3 Kaylo Roof Tile is **FIREPROOF**
- 4 Kaylo Roof Tile is **STRUCTURALLY STRONG**
- 5 Kaylo Roof Tile is **EASY TO HANDLE**
- 6 Kaylo Roof Tile is **EASY TO CUT AND FIT**
- 7 Kaylo Roof Tile **REFLECTS LIGHT**
- 8 Kaylo Roof Tile **can be PAINTED**
- 9 Kaylo Roof Tile is **NOW IN SERVICE** on  
many **OWENS-ILLINOIS** buildings
- 10 Kaylo Roof Tile **can be SPECIFIED NOW**  
for early delivery

*then*

SEND THIS COUPON

AMERICAN STRUCTURAL PRODUCTS COMPANY  
subsidiary of OWENS-ILLINOIS GLASS COMPANY  
Dept. E-401, P.O. Box No. 1035  
Toledo 1, Ohio

Gentlemen:

Please send me, without obligation on my part, the following information on KAYLO Insulating Roof Tile:

- ☐ Construction details  
☐ Specifications and technical data  
☐ Sample

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



## Thousands of Problems Like These Were Solved with TRANE Heating and Air Conditioning

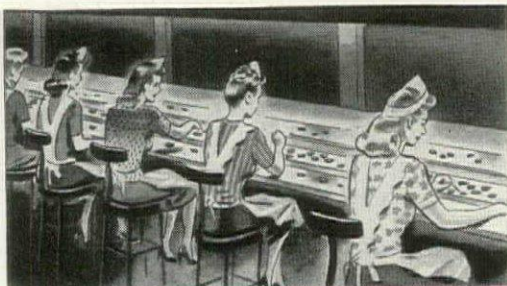
### how about YOUR Problem?



The owners of these smart new apartment houses knew that some day air conditioning might be necessary to attract tenants. As an economical solution to their problem, they chose a Trane system that gave them heating with provision for easily adding cooling to the existing system later.

### PROBLEMS IN COMFORT

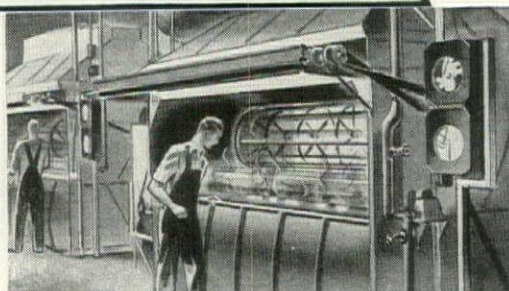
When this new coaxial cable plant was built, comfort requirements were found to be diverse. To provide needed ventilation for the cafeteria, conditioning fresh air for the hospital, and regulated heating for the factory areas, a Trane system was selected.



This candy manufacturer needed chilled and dehumidified air to keep chocolate from turning white, yet he didn't want his workers uncomfortable. It was found that a Trane system could provide the delicate temperature balance needed for both chocolate and workers.

### PROBLEMS IN PROCESSES

The dyeing and bleaching vats at this bleachery gave off vast quantities of water vapor. The vapor condensed on ceilings and dripped onto the cloth. A Trane system got rid of the vapors, put an end to cloth spoilage, and improved plant working conditions.



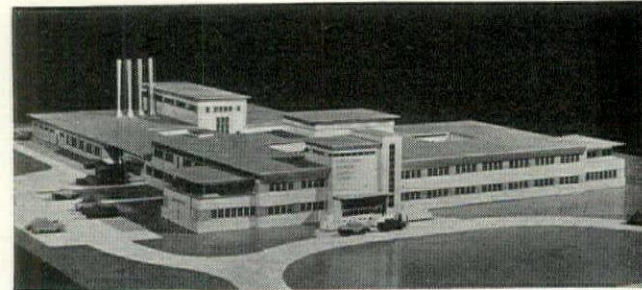
There is a Trane system to solve every kind of heating and air conditioning problem efficiently, whether it be comfort or process—domestic, commercial, or industrial. Trane systems are designed by architect, engineer, or contractor to fit your application. 200 Trane Field Engineers offer their counsel. Users' names on request.

# TRANE

MANUFACTURING ENGINEERS OF  
HEATING and AIR CONDITIONING systems

THE TRANE COMPANY, LA CROSSE, WISCONSIN  
ALSO, TRANE COMPANY OF CANADA, LTD., TORONTO

design, but ceiling slabs will be formed of pans of sand resting on the joists. Special acoustical treatment of the studio has been worked out by Richard Bolt, based on special testing research at Massachusetts Institute of Technology. This solution employs continuous undulating plywood resonator frames to absorb low frequencies, as well as a ceiling of adjustable panels which can be entirely deadened or tilted to obtain great acoustical flexibility. Otto Vogt was structural engineer for the job; Andre Merle Associates did mechanical and electrical engineering.



A NEW LABORATORY (above) for the Portland Cement Association is now under construction at Skokie, Ill. The building (Carr & Wright, architects) will comprise two sections, a main wing two and three stories in height, and an auxiliary wing of a single story. Provision is made for more than 25 specialized laboratories: moist curing rooms, fog rooms, low temperature rooms, freezing and thawing rooms. These will accommodate the extensive research program planned for testing the durability of concrete structures under all climatic conditions. As is fitting, the laboratory itself employs a reinforced concrete frame as well as a concrete exterior; interior partitions are of concrete masonry.

AN EIGHTEEN-STORY APARTMENT HOTEL on East Central Park, New York City, will provide 89 apartments (two and a half to five rooms) for purchasers who can afford the \$9,200-\$36,000 cost of cooperative ownership. Wide, oblique windows make the most of the building's view of Central Park. Architect Rosario Candela designed the structure; Samuel Minskoff & Sons are builders.

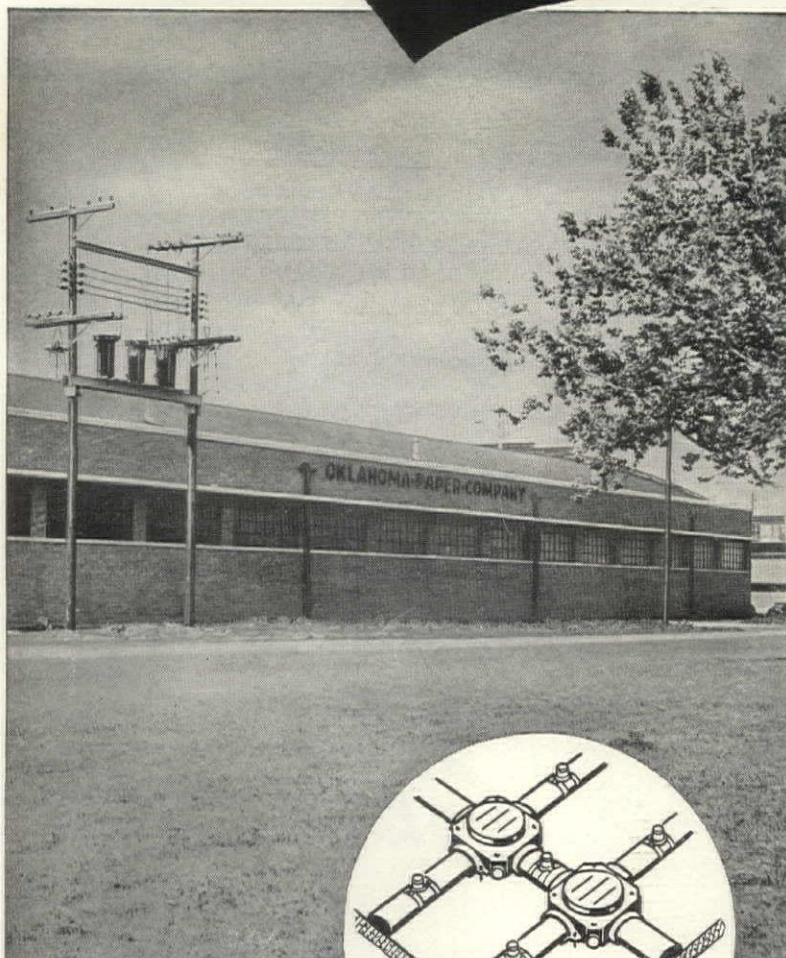
### EXHIBITS

THE CHICAGO INSTITUTE OF DESIGN has prepared a traveling exhibit of its student work and methods of instruction. The show consists of 45 panels which incorporate over 125 photographs illustrating all phases of study at the Institute: foundation courses, experimentation in line, color and materials; hand sculptures and photograms; architectural plans and time and motion studies; photography, product and furniture design; visual design, advertising, typography and display arts. Three copies of the exhibit have been made; one for the permanent use of the Mississippi State Board of Regents; two others which have already been scheduled for a number of showings throughout the country. At present they are on view at Harvard University and in Toledo, Ohio. The rental fee for a month's showing of the exhibit is \$50 or—with extra three-dimensional material—\$75. Insurance and postage are extra. Wall space required is about 200 ft. for the 45 panels, each of which is 3 x 4 ft.

THE SCULPTORS GUILD OUTDOOR EXHIBITION announces that its first postwar exhibit will be held in New York City, May 2 to July 30. Through prewar exhibits this society did effective spadework in re-emphasizing the use of sculpture in architecture. (Continued on page 84)



# THEY'VE PLANNED for tomorrow's wiring today



## AT OKLAHOMA PAPER COMPANY

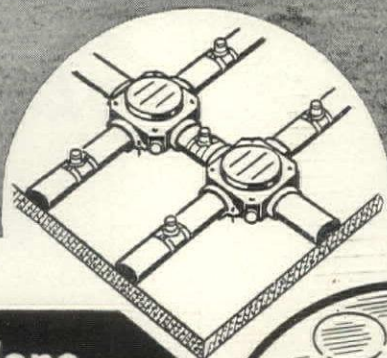
Planning a paper plant—like planning any other building—is a struggle with obsolescence from the time the first pencil mark goes on the drawing board. And it's just this kind of swift old age which the Oklahoma Paper Company was fighting when it equipped a brand-new addition to its Oklahoma City plant with General Electric Fiberduct underfloor raceways.

This kind of planning—in anticipation of changes in floor arrangement and operations—calls for an electrical system that can be changed to meet any condition, at any time, at little expense. At the Oklahoma Paper Company, flexibility like this is provided by a network of Fiberduct raceways laid on 14-foot centers in the concrete floor. With this ample system, new outlets can be installed practically anywhere in the floor simply by tapping into the raceway. New circuits can be added anytime, without ripping up floors.

In the planning stage of any project, consider G-E Fiberduct raceways for their adaptability to changes in building layout, to new demands on electrical capacity, and to new types of electrical equipment. Insist on G-E Fiberduct raceways for buildings that must stay electrically young. If you're interested in knowing more about this adaptable system, contact your nearest General Electric merchandise distributor, or write to Section C 2-54, General Electric Company, Bridgeport 2, Connecticut.

## How it's done

Noncorrosive, nonmetallic Fiberduct raceways, laid in monolithic or slab and fill constructions, can be laid out in patterns as simple or complex as present and future building facilities may require. Accessible handholes at junctions permit easy installation of new circuits. To provide a new outlet after the floor is laid, merely make a small opening in the floor over the raceway, pull the wires through, and install the outlet. The job is done with no interruption of the building's facilities—and at low cost.



**FIBERDUCT**  
*Raceways*

FOR ELECTRICAL FLEXIBILITY

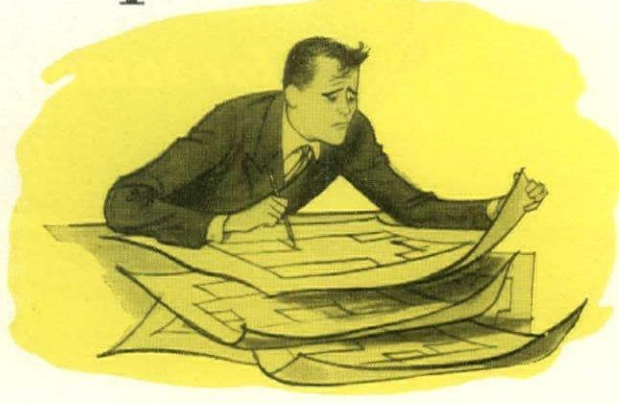
**GENERAL  ELECTRIC**



# Wrestling with a Carpet Problem,



EMBARRASSED because your client...or client's wife...or his girl friend (girl decorator-friend, that is) is asking a lot of technical carpet questions you don't have the answers for?



AT YOUR WIT'S END trying to figure the relative merits of Velvet, Wilton or Axminster...whether 3/4 is a better buy than 12/4?



RELAX, BROTHER! Just call in an Alexander Smith sales representative or contractor. He's a carpet specialist, and he'll make you one - as far as your job in hand goes - in no time at all.

*Consult a  
Contract Carpet  
Specialist!*

No matter whether you're figuring on a new job or a renovation...a six-figure project or just a rent-payer...a store, theatre, hotel, club, institution, housing development - anything that involves carpet, you'll save yourself time, worry and money by calling in an Alexander Smith sales representative or contractor at the outset. He will:

1. Cut your cost by keeping yardage down.
2. Save on upkeep by advising the most

economical weave and quality for each specific location.

3. Increase your satisfaction by suggesting designs and colors which harmonize best with your interiors.

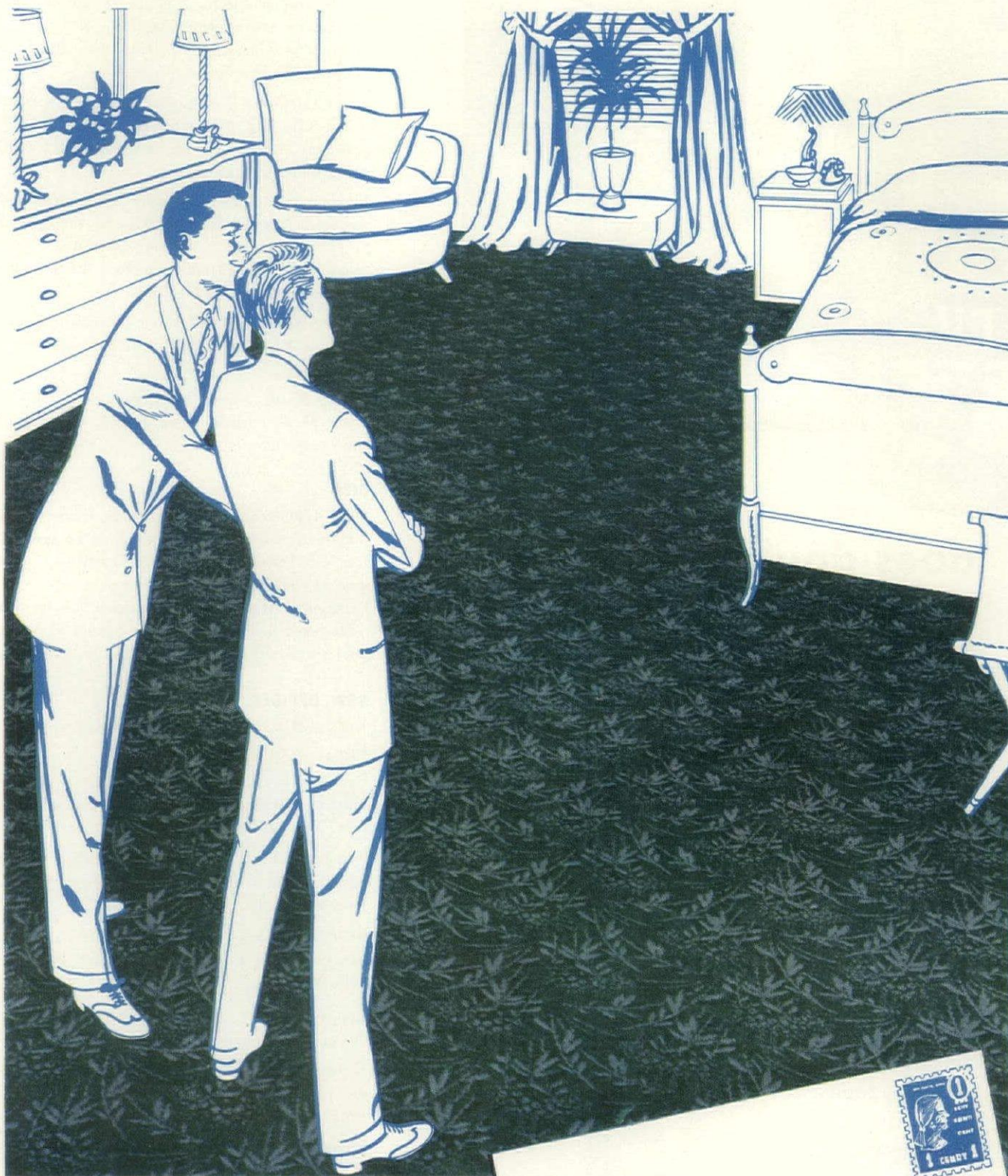
Alexander Smith sales representatives and contractors handle both the Alexander Smith and Masland lines which include a complete range of weaves, qualities and colors suitable for every type of carpet installation. They will be glad to furnish you with samples.

**ALEXANDER SMITH ★ MASLAND**

*Contract Carpets*



# Mr. Architect?



Illustrated: Masland's "Scranton", 1129/35, a Wilton carpet especially suitable for hotels and stores.

*Write*

There are Alexander Smith sales representatives and contractors in practically every city in the United States. A letter or postcard will bring you the names and addresses of those nearest you.



Contract Service Department  
Alexander Smith & Sons Carpet Company  
295 Fifth Avenue, New York 16, N. Y.





## ANNOUNCEMENTS

### APPOINTMENTS

ROBERT MITCHELL, executive director of the Philadelphia City Planning Commission, has been appointed Research Professor in Urban Land Use and Housing at Columbia University. He will be responsible for a major portion of studies carried by Columbia's newly-formed Institute of Urban Research. Mr. Mitchell will continue working with the Philadelphia City Planning Commission as a consultant.

THE CALIFORNIA COUNCIL OF ARCHITECTS announces election of the following officers for the coming year: Andrew Hass, president; Adrian Wilson, vice president; and Malcolm Reynolds, secretary-treasurer.

JERROLD LOEBL has been appointed chairman of the Architecture and Applied Arts Division of the special development program campaign of Illinois Institute of Technology. This group is collecting funds to finance the new campus buildings designed by Mies van der Rohe.

ANTON REFREGIER will serve as visiting professor of art at Stanford University, Calif. for the summer term, June 28-August 28.

ROYAL STONE is now chief engineer for the eastern district of the H. K. Ferguson Engineering Co. with headquarters in New York City.

### DIED

SIR CHARLES REILLY, outstanding British architect and proponent of modern town planning, at the age of 73. Sir Charles was Vice President of the Royal Institute of British Architects and an honorary corresponding member of the American Institute of Architects. A Memorial Scholarship Fund is being established in his name at the School of Architecture, Liverpool University, of which he was the head from 1904 to 1933.

### NEW OFFICES

JOSEPH BAILEY A.I.A. is now in practice at 1307 Westwood Blvd., Los Angeles 24, Calif.

ROSARIO CANDELA announces that he has formed an architectural partnership with Paul Resnick in offices at 654 Madison Ave., New York 21, N. Y.

ANTHONY THORMIN and ARTHUR WOLFE, Architects, have reopened their offices at 672 S. Lafayette Park Place, Los Angeles 5, Calif.

BRADLEY & GASS (successors to Harding & Seaver) announce the opening of an architectural office at 246 North St., Pittsfield, Mass.

LEO FISCHER A.I.A. will practice architecture and related design at 24 Commerce St., Newark 2, N. J.

HUDSON, GILMORE & CAMPBELL (formerly Hudson & Gilmore) are practicing architecture and engineering at 203 Bartlett Bldg., Montgomery, Ala.

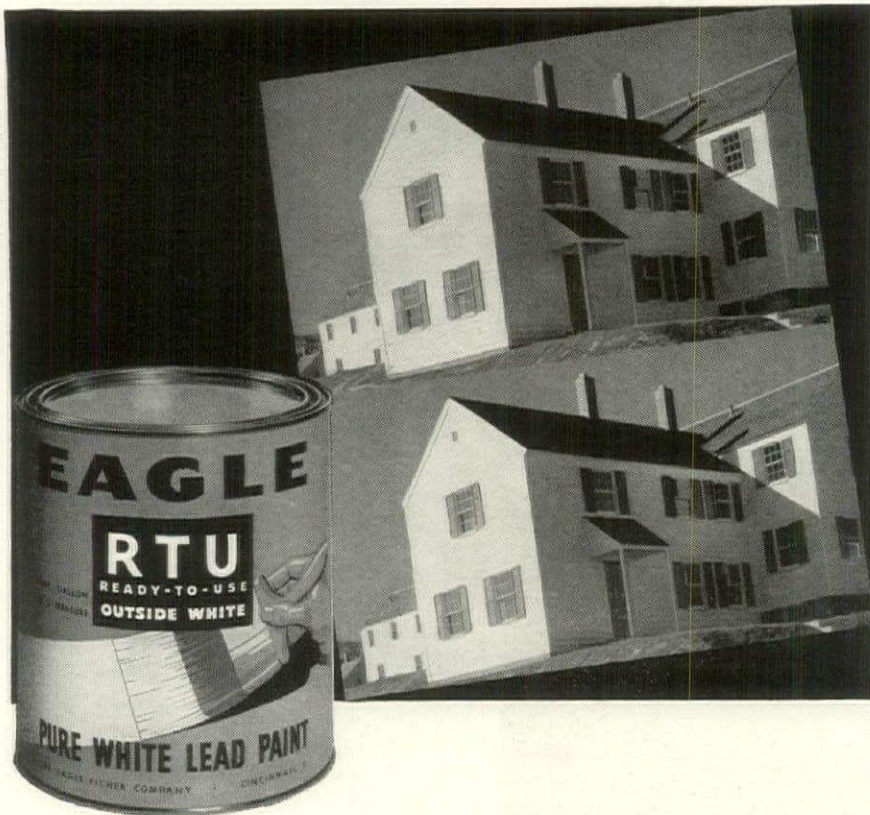
SHELDON RUTTER, Industrial Designer, has opened an office at 212 E. 49th St., New York 17, N. Y.

EDITH HERNANDEZ & Co., Interior Design firm, announces that it has opened offices at 39 E. 35th St., New York, N. Y.

FREDERICK YOST, Lighting Designer and Consultant, has opened an office for private practice at 2678 Cheshire Bridge Rd., Atlanta, Ga.

RALPH POLLACK A.I.A. and CHARLES POPE A.I.A. are associated in general architectural practice at 605 Market St., San Francisco, Calif.

(Continued on page 88)



## does double duty

1. Being pure white lead, Eagle RTU has traditional beauty and durability.
2. It's factory-mixed for new efficiency, goes to jobs in original containers.
1. Eagle RTU's fine brushing and hiding qualities make for easy application.
2. Its smoothly gleaming coat gives lasting distinction to your buildings.
1. Eagle RTU is favored by builders for its time-and-labor-saving convenience.
2. It's preferred by homeowners for its whiter white that stays white longer.
1. Eagle RTU is pure white lead paint in a modern form.
2. It is backed by Eagle-Picher's 104-year-old reputation.

**EAGLE PURE  
WHITE LEAD**  
*Paint*



Since 1843

**THE EAGLE-PICHER COMPANY**  
CINCINNATI 11, OHIO

Member of the Lead Industries Association



# A Beautiful Blonde joins a Famous Family



She's light . . . she's bright . . . she's beautiful. She has a warm, honey-colored complexion, and a beautiful figure . . . both stripe and some cross-fire.

Her name is *Korina* . . . and she's the newest beauty in the famous family of Weldwood Hardwood Plywoods.

But don't get us wrong. *Korina* is not expensive, and she's far from flamboyant. This new decorative beauty is right at home any place . . . in the best shops, the finest homes.

And *Korina* is now being shipped to lumber dealers all over the country in a good range of sizes and thicknesses.

When it comes to price, there's another pleasant surprise. *Korina* closely resembles Prima Vera.

It finishes every bit as well . . . yet costs one-third less! In addition, *Korina* is cleaner, sounder and runs to wider flitches.

If you haven't yet seen *Korina*, make a date to meet this new beauty at your favorite lumber dealer. You'll find all the familiar features of Weldwood Plywood . . . so popular with clients and architects alike.

Mail the coupon for complete information.



## MAKE A DATE TO MEET KORINA

It's easy. Just clip out and mail the coupon.

**UNITED STATES PLYWOOD CORPORATION**

55 West 44th St., New York 18, N. Y.

Gentlemen: Please send me complete specifications on your new Weldwood Hardwood Plywood . . . *Korina*.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## WELDWOOD Plywood

*Weldwood Plywood and Mengel Flush Doors are products of*

**UNITED STATES PLYWOOD CORPORATION**  
New York 18, N. Y.

**THE MENGEL COMPANY**  
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*Distributing units in Baltimore, Boston, Brooklyn, Chicago, Cincinnati, Cleveland, Detroit, Fresno, High Point, Los Angeles, Newark, New York, Oakland, Philadelphia, Pittsburgh, Rochester, San Francisco, Seattle. Also U.S.-Mengel Plywoods, Inc. distributing units in Atlanta, Dallas, Jacksonville, Louisville, New Orleans, Houston, St. Louis. In Canada: United States Plywood of Canada, Limited, Toronto. Send inquiries to nearest point.*

Weldwood\* Hardwood Plywood  
Douglas Fir Weldwood  
Mengel Flush Doors  
Douglas Fir Doors  
Overhead Garage Doors  
Molded Plywood  
Armorply\* (metal-faced plywood)

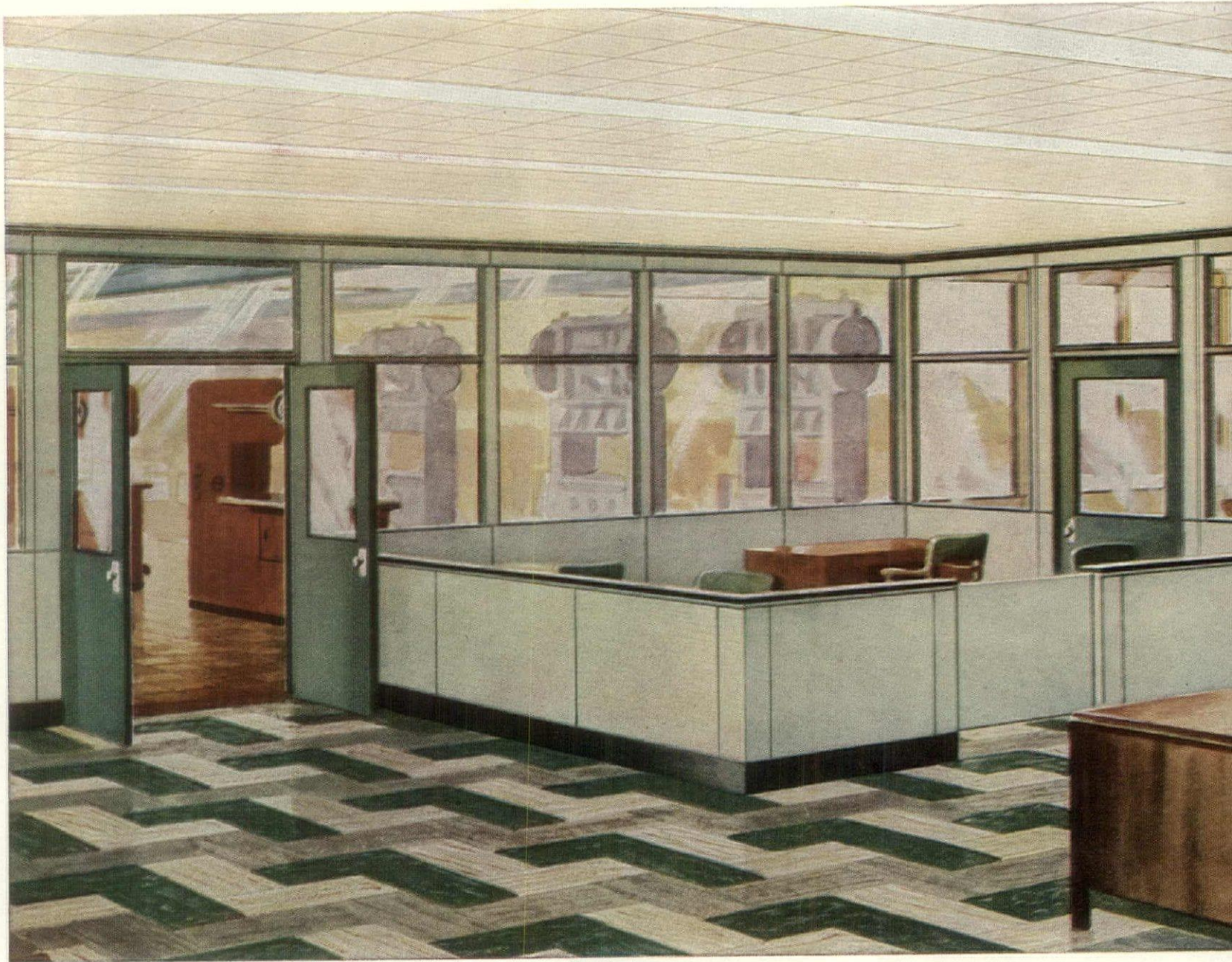
Tekwood\* (paper-faced plywood)  
Flexmetl  
Weldwood Glue\* and other adhesives  
Weldtex\* (striated plywood)  
Decorative Micarta\*  
Flexwood\*  
Flexglass\*  
Firzite\* \*Reg. U. S. Pat. Off.



**Plastics and Wood  
Welded for Good**

*Weldwood Plywood is made in both interior and exterior types, the former bonded with extended urea resins and other approved bonding agents; the latter with phenol formaldehyde synthetic resin.*





## Use all 3 products—Walls, Ceilings, Floors— for Johns-Manville Unit Construction . . .

With this new method of interior construction, you can meet the problem of ever-changing space needs.

You can provide for endless revisions of space-use—at low cost. You can keep expanding, converting, or subdividing rooms as often as conditions require . . . with little or no interruption to routine activities!

Moreover, the J-M Unit Construction system now makes

the *complete interior* available under *one* specification, *one* manufacturer's responsibility.

Three Johns-Manville materials, described at right, are the basis of this revolutionary development. The asbestos Transite Walls are *movable*, 100% salvageable. The Acoustical Ceiling Units are *demountable* . . . can readily be taken down and re-located as desired. And the Asphalt Tile Floors consist of small units which permit easy extension of the floor to meet changing conditions.

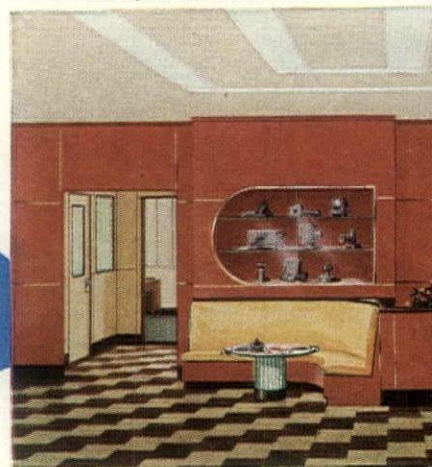
Write for colorful brochure, giving full details on the remarkable *flexibility* of J-M Unit Construction.

Production of Johns-Manville Building Materials has now been greatly increased to meet unprecedented demands. So the chances are better than ever that you can get the materials you want when you want them. Write Johns-Manville, Box 290, New York 16, N. Y.

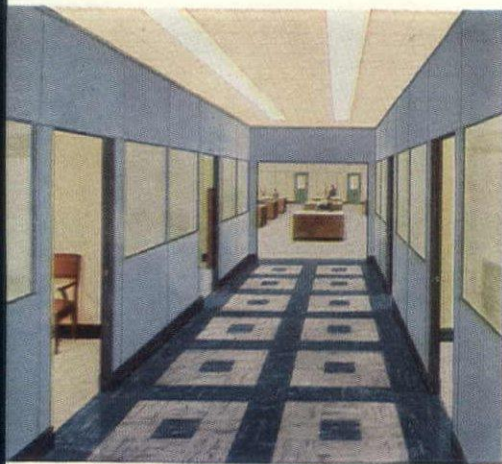


**Johns-Manville**  
Walls - Ceilings - Floors

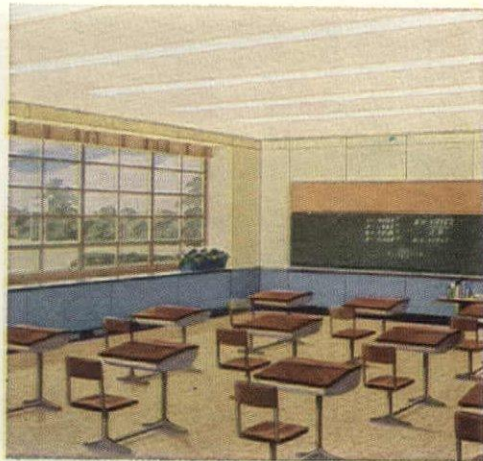
## . . . for Reception Lobbies and Stores







... for Institutions and Hospitals



... for Schools



... for Factory Areas

# Flexible Interiors that look to the future!



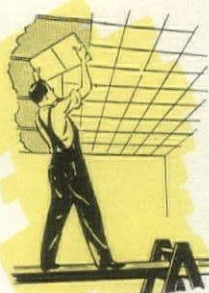
## 1. TRANSITE WALLS—*Movable!*

Rooms when and where you want them . . . that's the magic of Johns-Manville Transite Walls—the attractive and sturdy asbestos walls that are *movable*. Now you'll never again need to send partition walls to the dump every time space changes are required!

With the least inconvenience—almost *overnight*—you can enlarge, decrease, or rearrange areas as often

as your needs require. Transite movable panels are easy to handle, readily assembled, interchangeable, and can be used over and over again. Made of asbestos and cement, Transite Walls have all the qualities of solid and permanent construction. They provide rigid, double-faced partitions, and can also be used as the interior finish of outside walls.

To make sure your interiors will provide for *change*, write for booklet, "J-M Transite Movable Walls."



## 2. ACOUSTICAL CEILINGS—*Quieter!*

There's a Johns-Manville acoustical material to give you the best in sound control, no matter what the type of interior.

To assure you the maximum in noise-quieting, Johns-Manville not only provides the correct acoustical materials for each specific condition, but follows through by *installing* the materials *properly* with its own con-

struction crews. In other words, you get "J-M materials installed by Johns-Manville" for best results.

That's the all-inclusive service . . . the *undivided responsibility* Johns-Manville gives your projects.

For further details, send for brochure, "J-M Sound Control." Describes such J-M acoustical products as demountable Sanacoustic, Fibracoustic and Fibretone, Transite Acoustical Panels, and special materials for Broadcasting Studios.

## 3. ASPHALT TILE FLOORS—*Colorful!*

You spend no more to have *quality* floors like these—attractive and resilient . . . extra-long wearing . . . reinforced with indestructible asbestos!

That's the kind of flooring you get with Johns-Manville Asphalt Tile. It's easy on the eyes, easy on the feet, and easy on the budget, too.

Yes, you'll like *everything* about this modern floor-

ing, including the unlimited range of color combinations—from striking patterns with strong contrasts to solid fields of marbleized colors.

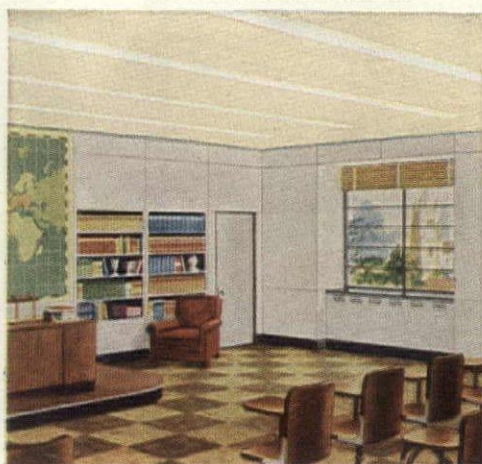
J-M Asphalt Tile does not originate dust . . . stays fresh and unmarred with practically no maintenance. Individual units permit easy repairs.

For areas exposed to oil or grease, use J-M *Grease-proof* Asphalt Tile. Send for full-color brochure, "Ideas for Decorative Floors."

... for Offices



... for University Lecture Rooms

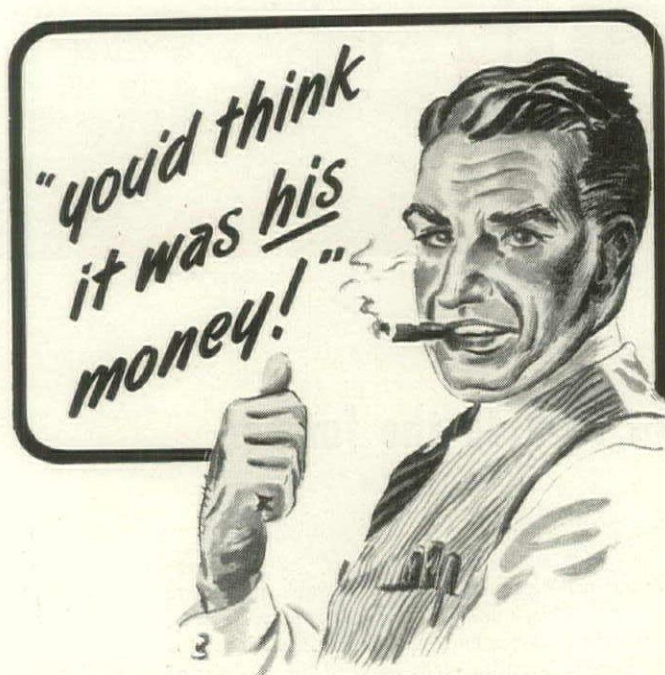


... for Laboratories





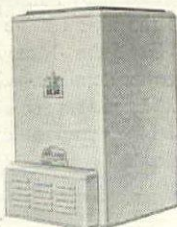
## ANNOUNCEMENTS



Honest! We hope he's talking about one of the many architects and builders who insist on WEIR-MEYER heating equipment—that is, one of the men who are thinking of tomorrow by making sure today's home builder gets his money's worth. Dependable WEIR-MEYER equipment is honestly built, honestly priced. For all fuels.

A complete line of gravity furnaces and Air Conditioners, including new Hi-Boy models. Cooling and dehumidifying equipment may be added at time of installation or later.

**GAS**



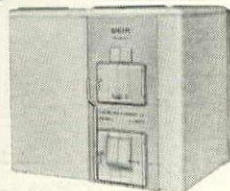
Dependable economical Oil-Fired heating equipment for every installation from small homes to large industrial, commercial, and institutional applications.

**OIL**



New Weir Steel Furnace with Integral Heating Element (Pat. Pending) gives finer performance, greater cleanliness, easier installation. Coal-fired Winter Air Conditioners also available.

**COAL**



**WEIR-MEYER** means modern heat



**THE MEYER FURNACE COMPANY**  
Weir-Meyer Furnaces & Air Conditioners for GAS, OIL, COAL  
Offices: Peoria 2, Ill. • Factories: Peoria 2, Ill. and Peru, Ill.

### CHANGES OF ADDRESS

BOLTON, MARTIN & WHITE, Architects, have moved to 266 S. 17th St., Philadelphia 3, Pa.

VAN EVERA BAILEY A.I.A. is now located at 826 Brent Ave., South Pasadena, Calif.

ARCHIE PROTOPAPAS A.I.A. announces that his new address is 121 E. 23d St., New York 10, N. Y.

SIGMUND BRAVERMAN and M. P. HALPERIN, Architects, have become associated in practice at the Euclid Seventy-First Bldg., Cleveland, Ohio.

MORGAN STEDMAN, FURBER LIBBY and DOROTHY GRAY, Registered Architects, are now at J. C. Penney Bldg., 310 University Ave., Palo Alto, Calif.

JOHN HANCOCK CALLENDER, Architect, has moved to 299 Madison Ave., New York 17, N. Y.

J. ARNOLD MEYER, Industrial Designer, is now located at 36 E. First St., Dayton 2, Ohio.

GREGOR READ CO., INC. announces that its office of industrial design has been moved to Wilton, Conn.

ROBERT GOLDBERG, Industrial Designer, has moved to 22 E. 17th St., New York 3, N. Y.

HORSLEY STRUCTURES INC. announces that its northwest offices have been moved to 6360 N. W. Simpson St., Portland, Ore.

### CORRECTION

The cost of the Lescaze-Weidinger prefab house (story on p. 11, March FORUM) should have been quoted as "\$8,000 including land."

**MANGEL'S**

**TRULITE LETTERS . . .**  
a part of building design!  
**BARROWS PORCELAIN ENAMEL CO.**  
Langdon Road and Penn. R.R., Cincinnati 12, Ohio.





# AMERICA'S MOST BEAUTIFUL STORE SELECTED

*Amtico*  
RUBBER FLOORING

Over 40,000 square feet of Amtico Rubber Flooring were used in Bullock's outstanding new store at Pasadena. With Amtico's advantages, no better selection could have been made.

The smart colors and patterns are a perfect foundation for the striking decorative theme, contributing much to the eye-appeal of this beautiful, modern department store.

The distinguished appearance is an integral part of the floor, for the design is the material itself, Amtico Rubber that goes all the way through. Years and years of wear are the heritage of this premium floor, and all with a minimum of maintenance. Even cigarette stains can cause no permanent damage to easy-to-keep-clean Amtico Rubber Floors.

Here too will be quiet underfoot, for the resilient surface hushes and absorbs surface noise.

Earn the goodwill of your clients by specifying Amtico Rubber—"the floor that defies wear".



Toy Department and Children's Barber Shop



Above: Houseware's Department

Below: Boys' Shop



Photos by Dick Wittington

Installations by:

**SEASIDE INDUSTRIES**

1210 Produce Street, Los Angeles, Calif.

See our Catalog in "Sweets"

**AMERICAN** TILE & RUBBER CO.  
*Manufacturers of Rubber Flooring  
for over 30 years*  
TRENTON, N. J.

AMERICAN TILE & RUBBER COMPANY

Perrine Avenue, Trenton 2, N. J.


Send samples and illustrated folder showing Amtico Rubber Tile in colors.

Name .....

Street .....

City ..... State .....





# REVERE QUALITY HOUSE INSTITUTE

This two-page advertisement appears in the May 22nd issue of the Saturday Evening Post. It is the second of a series aimed at better housing at lower costs, and an expansion of the creative services of architects.

## For a New Light on New Houses . . .

Soon the story will begin—the story of the search by the Revere Quality House Institute for ways and means to bring to you, the builders and buyers of American homes, the assurance of quality and value. This very minute, construction is under way on several houses in various parts of the country, under the eyes and with the collaboration of the Institute. Next month in these pages you will be able to read the facts about the first completed house.

### Your guide to better living everywhere

During this year eight houses are to be built to Institute standards by eight architect-builder teams in eight different parts of the country. See the map opposite. Thus eight different territorial housing conditions will be studied. What is learned in one section will not only be applied to subsequent homes in the same general area, but will also be utilized wherever practical. Thereby Institute teams everywhere will be able to benefit from the ideas developed anywhere.

What is the purpose of the Revere Quality House Institute? It seeks to find out how much value, in durability, comfort, convenience, beauty and all that makes a house a home, can be given per dollar in a moderate-priced house. It not only will make it possible for builders to give that maximum value, but will enable you, the buyer, to identify a given house as a Quality House, built to the highest principles and standards.

The Institute, though fostered by Revere, is not and will not be controlled by Revere. The Architectural Forum is co-sponsor, and this well-regarded magazine, in its desire to assist the progress of the building industry, assumes the responsibility of organization. Eventually the Institute should be self-supporting, creator and guardian of housing standards to which any architect and builder can adhere, in which any home buyer can have complete confidence. All this for the benefit of our under-housed nation.

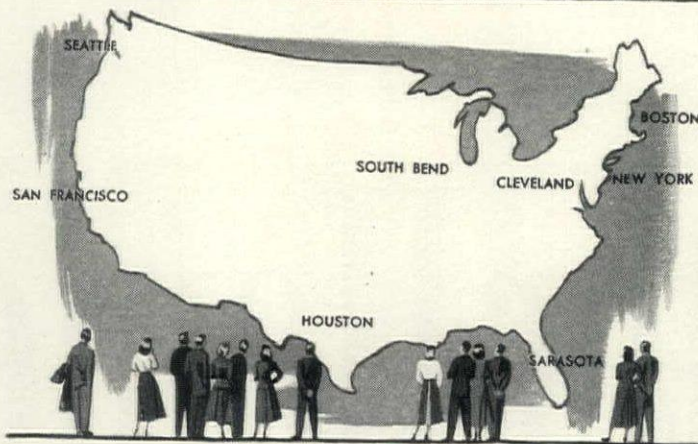
### This is the SIGN



Every house built in collaboration with the Institute according to its standards and principles will show this seal—your assurance that the house bearing it is moderate in price but high in value. Institute approved houses incorporate.

1. Good site planning
2. Efficient use of space
3. Plan for health
4. Plan for convenience
5. Plan for livability
6. Plan for privacy
7. Plan for outdoor living
8. Planned orientation
9. Plan for the future
10. Use of quality materials
11. Employment of quality workmanship
12. Installation of quality equipment





### HERE IS THE PERSONNEL OF THE INSTITUTE FOR 1948



John Hancock Callender, Architect, Executive Secretary,  
Revere Quality House Institute,  
299 Madison Avenue, New York 17, N. Y.



Samuel Glaser, Architect  
105 Newbury Street  
Boston, Mass.

Arnold Hartmann, Builder  
90 Hartmann Road  
Newton Center 59, Mass.



Kenneth Kassler, Architect  
18 Nassau Street  
Princeton, N. J.

Hawley Jaquith, Builder  
Wm. T. Smith, Jr., Builder  
Suburban Properties, Inc.  
Springfield, N. J.



Ralph S. Twitchell, Architect  
Paul M. Rudolph, Architect  
Siesta Key  
Sarasota, Florida

J. E. Lambie, Jr., Builder  
Lamolithic Industries  
Sarasota, Florida



W. D. Riddle, Architect  
13 Traymore Blvd.  
Willoughby, Ohio

Maurice J. Fishman, Builder  
6619 Pearl Road  
Parma Heights 9, Ohio



L. Morgan Yost, Architect  
419 Richmond Road  
Kenilworth, Illinois

Andrew S. Place, Builder  
Place & Co., Inc.  
South Bend 21, Indiana



Fred J. MacKie, Jr., Architect  
Karl Kamrath, Architect  
MacKie & Kamrath  
2713 Ferndale Place  
Houston 6, Texas

Frank W. Sharp, Builder  
2202 Rosslyn Road  
Houston 8, Texas



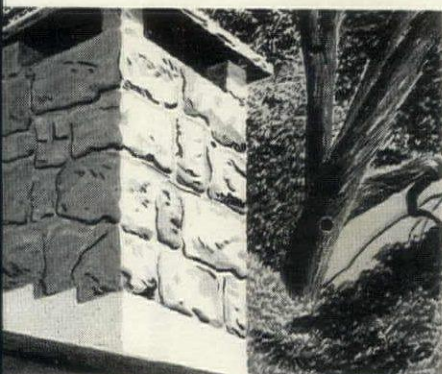
Joseph Esherick, Jr., Architect  
210 Post Street  
San Francisco 8, Calif.

F. F. Burrows, Builder  
Williams & Burrows, Inc.  
10 California Drive  
Burlingame, Calif.



James J. Chiarelli, Architect  
Paul Hayden Kirk, Architect  
Chiarelli & Kirk  
201 Railway Exchange Bldg.  
Seattle 4, Washington

Albert Balch, Builder  
6800 48th Avenue, N. E.  
Seattle 5, Wash.



...k of quality construction is the use of durable  
...material to keep water from seeping in around  
...ys, valleys, windows and other exterior joints. The  
...ed flashing mate-  
...costly homes has  
...been enduring  
...Now with the  
...ackaged Revere  
...Flashing System,  
...e most modestly-  
...house can have  
...ing protection of this ageless metal. Ask your lumber  
...dealer for the interesting details of this System!



### Why Revere sponsors the Institute

The professional services of an architect are essential to the creation of fine houses. But heretofore, in most cases, the complete services of an architect have not been made available to the builder and buyer of moderate-priced houses. We believe that through the Revere Quality House Institute this problem can be solved, and that it will be found commercially feasible to provide for the average house the professional talents that are required to assure the highest standards of design, materials and workmanship.

It is with confidence that specifications for value plus lifetime economy must include non-rusting

metals that Revere sponsors the Institute. Such sponsorship is not merely in Revere's own interest, and that of the entire copper and brass industry, but for the good of the general public. Revere materials for the building industry include sheet copper for flashing, roofing, gutters, downspouts, cornices and similar applications; copper water tube for plumbing and heating lines, Red Brass pipe for water lines; copper for termite shields; Revere Home Flashing; copper and Herculoy for hot water storage tanks and heaters; brass and bronze for hardware, plumbing fixtures, etc. These are quality materials, which resist deterioration and provide long-lasting protection for the other quality materials specified for Quality Homes.





# Better Homes

and Gardens

READ BY MORE THAN 3,000,000 FAMILIES

MAY 1948 25c

## We Sell Ideas — For You

It's because Better Homes & Gardens is 100% a service magazine—cover to cover, ads and all—that we attract only the people who are interested in better homes. The last Dodge Survey report made showed that 7 out of 10 of all people who build new homes read BH&G regularly! What a perfect spot to influence over 3,000,000

families whose incomes are among the highest for all big magazines! See these in the May issue: *Home For An Active Family* (a house that functions with real efficiency), articles on a house on a 50-ft. lot—with privacy, and on a home in which every room opens directly outdoors.

These brands are advertised in the MAY issue of Better Homes & Gardens:

### APPLIANCES

Admiral Refrigerator  
Amana Home Freezer  
American Gas Ass'n.  
Bendix Washer  
Ben-Hur Home Freezer  
Boss Range  
Cadillac Vacuum  
Caloric Range  
Conlon Ironer  
Conlon Washer  
Deepfreeze Home Freezer  
Dexter Washer  
Easy Washer  
Filter Queen Vacuum  
Frigidaire Refrigerator  
GE Dishwasher  
GE Home Freezer  
Grand Gas Range  
Harderfreez Home Freezer  
Hoover Vacuum  
Hotpoint Dishwasher  
Hotpoint Range  
Kelvinator Range  
L & H Range  
Magic Chef Range  
Maytag Home Freezer  
Maytag Range  
Norge Range  
Philco Refrigerator  
Perfection Range  
Presteline Range  
Quickfreeze Home Freezer  
Regina Floor Polisher  
Roper Range  
Servel Refrigerator  
Speed Queen Washer  
Standard Ranges  
Tappan Range  
Thor Dishwasher

### APPLIANCES (Cont'd)

Voss Washer  
Wagner Carpet Sweeper  
Westinghouse Laundromat  
Westinghouse Range  
Westinghouse Refrigerator  
Westinghouse Vacuum  
Westinghouse Waste-Away Disposal

### ELECTRICAL & WIRING

Bell Telephone  
Burgess Batteries  
Cutler-Hammer Fuses  
Delta Flashlights  
Witte Electric Plants

### HARDWARE

Anchor Fence  
Acro Identification  
Autoyre Towel Bar  
Carlson Jiffy Painter  
Chicopee Lumite Screen  
Dic-A-Doo Paint Brush Bath  
Dow Saran Screen  
Duco Cement  
Durham Putty  
Edwards Door Chimes  
Invisible Sash Balance  
Lowell Paint Spray  
Macklanburg-Duncan Calk Gun

Page Fence  
Peter Putter Aids  
Plastic Wood  
Smooth-On Cement  
Three-in-One Oil

### HEATING & AIR CONDITIONING

Aldrich  
American Radiator  
Anthracite Inst.

### HEATING & AIR CONDITIONING (Cont'd)

Bell & Gossett  
Bryant  
Burnham Base-Ray  
Climatrol  
Coleman  
Crane  
Emerson Fans  
Fan-Pac Attic Fan  
GE  
Heatilator Fireplace  
ILG Ventilation  
Inst. Boiler & Rad. Mfgs.

Janitrol  
Kalamazoo  
Ko-Z-Aire  
Oil-O-Matic  
Petro  
Superflex  
Trane  
Ventilattic Fan  
Waterbury  
White-Rodgers Controls

### INSULATION

Baldwin-Hill  
Balsam-Wool  
Eagle-Picher  
Fiberglas  
Flintkote  
Insul-Cotton  
Zonolite

### METALS

Armco  
Permanente  
Reynolds  
U. S. Steel

### MILLWORK & LUMBER

Alcoa Windows

### MILLWORK & LUMBER (Cont'd)

Curtis Silentite  
Kitchen Maid Kitchens  
Midwest Kitchens  
Nat'l Oak Flooring  
Ponderosa Pine  
Reynolds Aluminum  
Rusco Windows  
Thermoseal Windows  
Weyerhaeuser Service

### PAINT AND RELATED PRODUCTS

Alcoa  
Alston-Lucas  
DeVoe  
Dow Pentachlorophenol  
Dutch Boy  
Glidden  
Kem-Tone  
Kyanize  
Luminall  
Murphy  
Nu-Enamel  
O'Brien  
Parastonetex  
Reynolds Metals  
Rohloff Stain  
Sherwin-Williams  
Terminix

### PLUMBING

American Standard Fixtures  
Briggs Fixtures  
Bryant Hot Water Heater  
Deming Water System  
Duo-Therm Hot Water Heater  
Eljer Fixtures  
Evans Hot Water Heater  
GE Hot Water Heater  
Goulds Water System  
Kohler Fixtures

### PLUMBING (Cont'd)

Myers Water System  
Orangeburg Pipe  
Permutit Soft Water  
Presteline Hot Water Heater  
Rheem Hot Water Heater  
Roud Hot Water Heater  
Salter Fixtures  
Sherman Fixtures  
Smithway Hot Water Heater  
Toastmaster Hot Water Heater  
Westinghouse Hot Water Heater  
White Hot Water Heater  
Wood Hot Water Heater

### ROOFING

Barrett  
Flintkote  
Kaiser  
Reynolds Metals  
Ruberoid

### WALLBOARD

Armstrong Monowall  
Marlite  
Masonite  
Prestite

### WALL COVERINGS

Sanitas Fabric  
Trimz Ready-Pasted  
United

### MISCELLANEOUS

Barre Guild Monuments  
Capital Toilet Seats  
Casco Patterns  
Church Toilet Seats  
Easi-Bild Patterns  
Orylt Greenhouse  
Pittsburgh Glass  
Zephyr Awnings

CIRCULATION OVER 3,000,000

*America's First Service Magazine*



The Architectural

# FORUM

Magazine of Building

**W**E are now well into the greatest store-building period in our history. The rush has two simple commercial compulsions: a great flood of consumer goods to a rich, hungry market; and the need to make up for the wartime building blackout. Both reasons are adequate in explaining the estimated \$618 million dollars which was hammered into store construction last year. But there is still another reason, which is becoming more evident as we advance in 1948. That reason is the *new store*.

This is a building that attracts customers better than any other store, makes them more comfortable inside, handles them most efficiently with least waste of time and money, shows them the merchandise better—and sells them more. Its crisp, attractive front is becoming familiar in every town in America. In this issue are 40 such stores.

Merchants have proved to themselves and to architects that this *new store* will out-sell its predecessors. As in the general advance of building, the impetus for change has here come primarily from the public, as sensed by merchants—it has not been sold to merchants by architects. The recognizable techniques of modern architecture are visible in these stores, but not as a result of a recognition of the esthetic merits of modern architecture by business men. The architecture is the result of a demand for an environment which only the modern techniques can furnish.

This intensified concern for the perfection of a selling space may seem strange these days, when there is profit in almost all merchandising. Just now, it is true, nearly any

## 40 STORES

store can sell its stock. But we are entering a retailing period which will see the return of stern competition, and the first preparatory moves of the smart merchants have been to get new stores, by remodeling or building. A single new store on Main Street—a structure that includes the new selling techniques in display, lighting, planning, air conditioning, fixtures, and furniture—forces the hand of every other merchant on that street. Everyone has to follow suit, or risk a declining business. Construction is no mere luxury or the by-product of high profits. New stores become a commercial necessity. As the late Albert Kahn observed of the postwar industrial field, no business man can afford to stay in a plant when a better plant has been built for the same purpose by a competitor. A new commercial building suddenly antiquates all others.

The economic life span of store fronts and store buildings is fast diminishing, faster even than the life of other commercial buildings. Sociologists may regard this fact with high alarm, but the store designers are realizing it with great delight. The package, it seems, is becoming as important as the goods inside. A time is in sight when merchants will frankly include the “plant upkeep” percentage of their annual income in the advertising budget. Eight hundred and fifty million dollars will go into store construction this year with a greater peak probably to follow in 1949. A survey of men’s clothing



stores is an example of the amount of work that will have to be done; 38 per cent of the retailers expect to put new fronts on their stores in the next few years. Fifty per cent expect to install new lighting systems. Air-conditioning, sound-proofing, music installations, display equipment, floor coverings—a high percentage plan all of these. Chain stores alone will spend \$450 million to super their markets.

**S**TORE designing in many respects is no more *architecture* than is the designing of automobile bodies—the appropriate word used often in Detroit is *styling*. But a technical basis does exist in both fields, no matter to what degree commercial demands may corrupt the finished automobile or store. In the automobile, it's the engine and chassis; in the store, it's the plan and lighting. From that point, from the technically perfect skeleton, the fight is on—to sell the people.

But a store, as such, really represents something relatively new in building, and contained in the *new store* in America is a change in the point of origin of many building advances. Until a few years ago store buildings were designed essentially as imitations of something else, in a secondary aping of whatever eclectic architectural style happened to be current. Regard the good gray massings of Finchley Tudor on shopping avenues, inspired by that particular historical trend. The Mediterranean period has left scores of tiled mementoes on Main Street. A craze for English country houses brought Georgian bay windows for display fronts, with myriads of small panes of glass. Store style always was set on another level of building, with the merchants following the manor houses. But in the great shaking down of new economic situations and new architecture, the store has stepped out ahead.

Today, the store is the place for experimentation and development of new environmental control and materials. All the many improvements which are found later in residential and institutional buildings are proved first in the retailing section of town. People are first conditioned while shopping to comforts which they later demand in their homes, their hotels, their offices, and their banks. Only merchants have the money available to support this development—and their whip is commerce.

Today's stores, leading in setting environment standards, closely follow the great social changes of the day. Everyone is aware of the change in character of today's merchandising geography. Some call it decentralization; some call it expansion. By either name it means that stores are moving away from "downtown," edging out along the radius to our city's extended outskirts, which are so boomingly healthy by courtesy of the automobile. "Downtown" may not be finished, but it is doing no better than holding its own with the outlying colonies of stores in lower rent areas of easier accessi-

bility with better parking facilities. Here is a real battle of the merchandisers, and a real challenge to architects and land planners—the saving of the sick business core.

**F**EW of the ideas in this set of 40 new stores are brand new, although most of them are quite recent. More notable in this issue than discovery of design wrinkles like egg crate lighting fixtures is the striving of the designers to make stores of different character to sell goods of the many different types. Atmosphere and personality are painful words to architects, but the architects obviously have been convinced that these words are of great importance in store planning. A bland modern store, it seems, is not a universal sell-all for the whole content of retail merchandise. A point that is no longer contested is the peculiar efficiency that certain environments have in selling certain types of merchandise. Contemporary designers have realized that much of the time it is even sentiment that does the selling—though lust might be a better word for costly women's shoe stores. Even there, however, the buyers of high priced ladies shoes do not want a real bordello—what they seem to want is an abstract version of a bordello, with a simplified treatment in contemporary materials. In contrast, for example, to the best atmosphere for women's shoe stores is that for supermarkets. Bright bareness seems to be sought there, in a supermarket the more obvious the designer makes the scientific environmental control which surrounds the customer, the better that building moves merchandise. The stores in this issue as a group reveal their designers' awareness and eagerness in defining the merchandise to be sold.

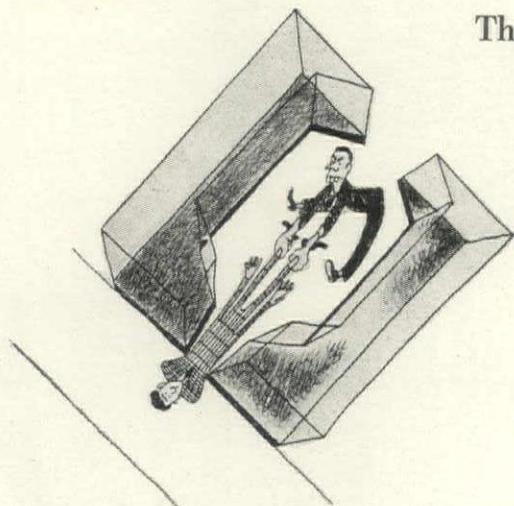
Another interesting tendency is the small beginning of restraint from using simultaneously *all* our recently developed trademarks of a modern store. Some designers even are doing such thoughtful things as looking across the street behind a light meter to see what will be the reflectance factors from the opposing facade, before they put glass fronts on stores. Details are being further refined. For an example, see on page 113 a moving stairway which has been made into a fine dramatic accent in the center of a department store floor by almost complete avoidance of the usual ponderous bulkheading. Although it is true that relatively few of the countless stores being built or rebuilt today contain very much of that rare quality, esthetic character (two painfully embarrassing words to most store men), most of them do succeed in meeting the clients' first demand—they are good sellers. The next move for architects is to increase the ingredient of architecture in the stores which this year's \$850 million will build. A successful sales designing job may be accomplished using the vocabulary burlesqued on the next two pages; even some of the 40 top-drawer examples in this issue rest heavily on this set of moldering modern musts. But these are hardly the ends of architecture even in store work.



# SOMEWHERE IN CLAUSTROPHOBIA

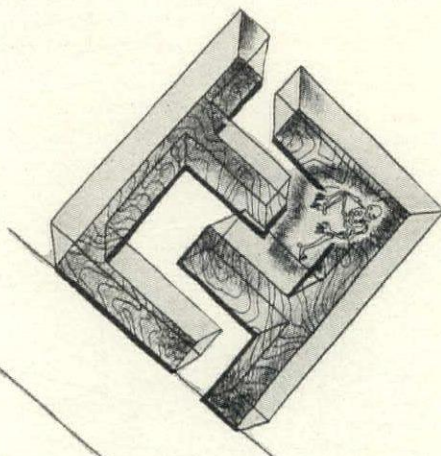
Architect Victor Gruen points out a few booby traps along the glazed front

## Three easy ways to eliminate the customer



### THE BOTTLENECK

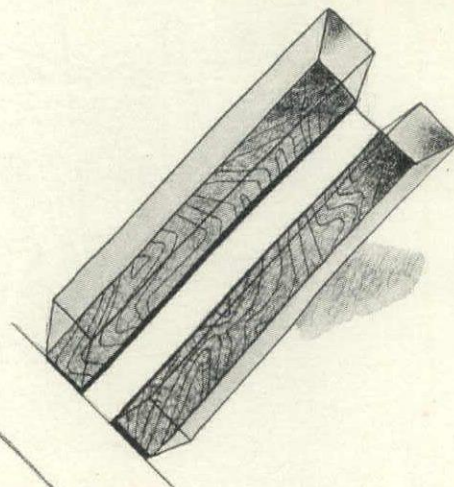
*The shopper instinctively senses danger. To maintain a flow of traffic, sales clerks must be expert practitioners of jujitsu.*



### THE LABYRINTH

*Only a trained explorer can find the door. In Los Angeles a store owner was perturbed to discover on Monday morning the body of a late Saturday shopper.*

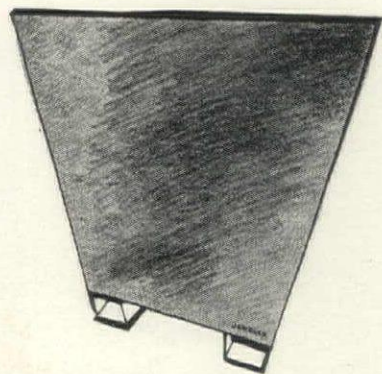
*Drawings by Karl O. Van Leuven, Jr.*



### THE TUNNEL

*A solution often chosen by the owner of a 15 ft. shop who wants 60 ft. of show windows. Successful only when catering to a clientele of undernourished midgets.*

## And there shall be a sign



### THE CHASTITY

*The pure, unbroken, clean-cut, sweeping lines of the modern facade are unsullied by anything larger than 4 in. lettering. This scheme is more popular with architects than shop owners.*



### THE BIG AUTOGRAPH

*This scheme is more popular with shop owners than architects. At one-eighth of a mile the entire sign can be easily read.*



### THE LITERARY FRONT

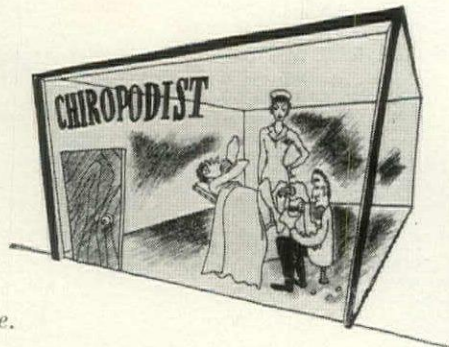
*Except for a chapter or two by John Gunther, this sign has everything Inside the U. S. A. Not yet a best seller.*



Is the open front getting out of hand?



You've got to draw the line somewhere.

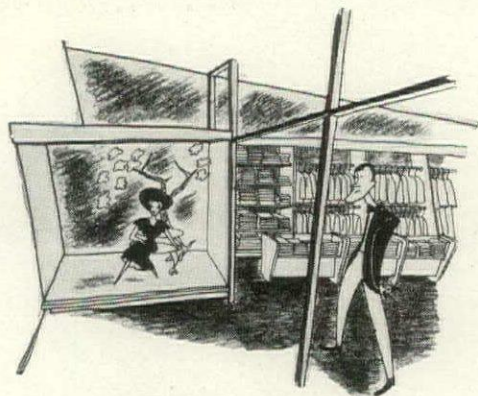


Is nothing sacred?

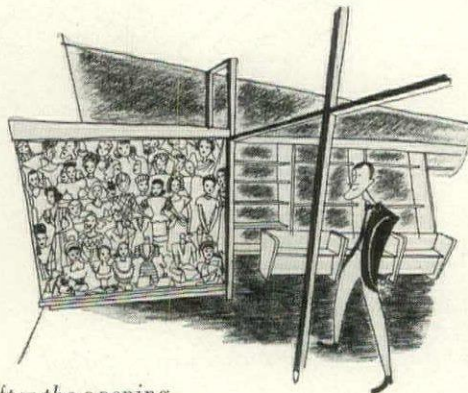


As with people, some stores are extroverts...

But the human element will creep in

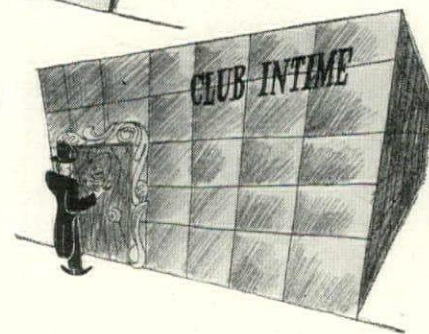


The architect can dream...



until after the opening.

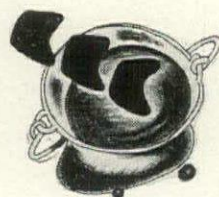
some introverts.



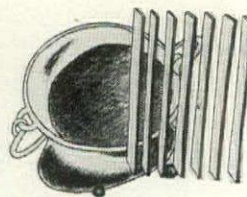
For quick relief from creative pains R



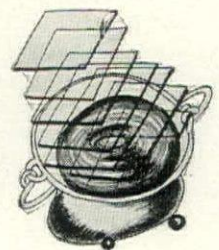
Take five long vertical poles...



three free-shaped panels...



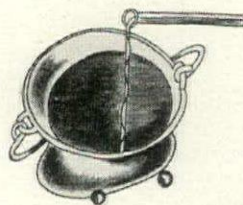
seven vertical fins...



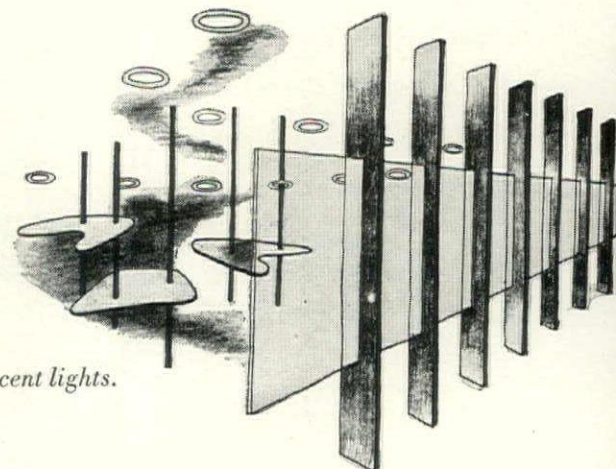
a few hundred pounds of plate glass.



Stir well with a T-square...



add artificial coloring (chartreuse is recommended)



and serve under strong fluorescent lights.



# 1. *Open front boosts trade in shoes*

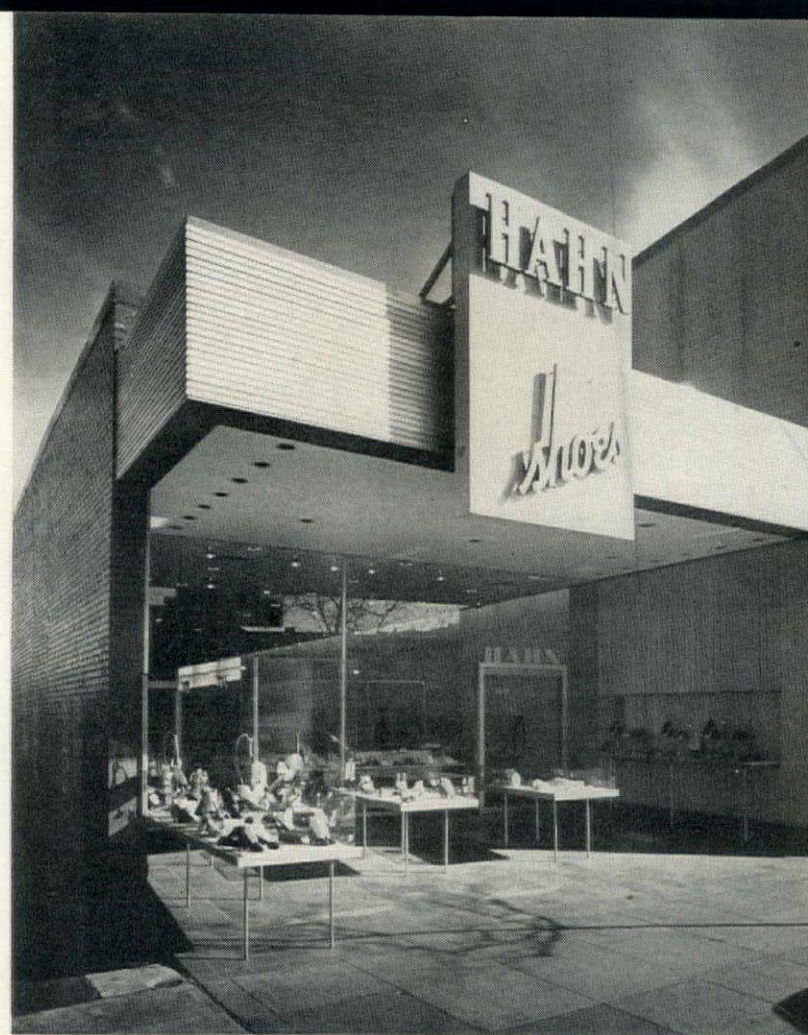
LOCATION: WASHINGTON, D. C.

WILLIAM N. DENTON, JR. and

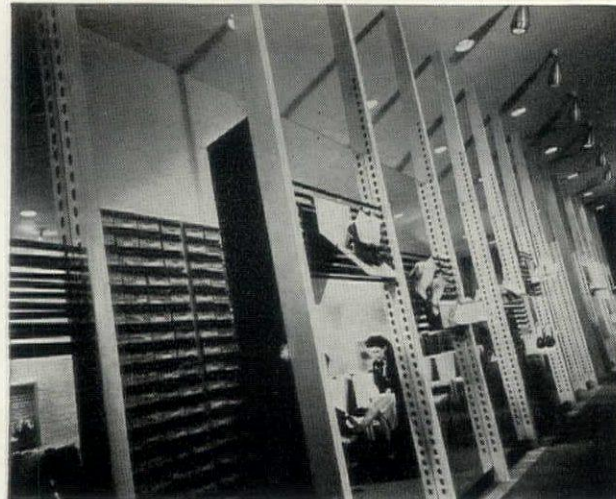
KETCHUM, GINA & SHARP, Associated Architects

The open front is carried to its logical conclusion in this very effective new suburban shop. For here the merchandise is displayed in fragile-looking glass boxes right out on the building line, with the glass front recessed 18 ft. Carrying a complete line of men's, women's and children's shoes, the shop is open every evening until 10 p.m. This meant that visibility from the street, together with good lighting and color, were of decisive importance. The architects' solution is brisk and to the point, and achieved with economy and grace. A lemon yellow ceiling and a floodlit white brick wall carry back to a rear wall of redwood. The floor is quarry tile, fittings are natural wood and aluminum. Wood and mirror screen (below) conceals stock.

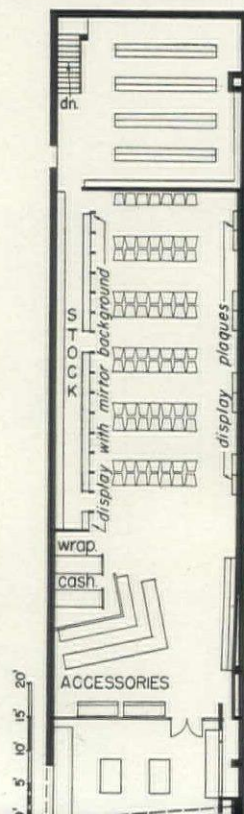
CONSTRUCTION OUTLINE: Exterior walls—brick; inside—furring, Rock-lath and plaster, U. S. Gypsum Co. ROOFING—The Barrett Co. SHEET METAL WORK: Flashing—copper. Ducts—aluminum, Whitehead Metal Co. INSULATION—U. S. Gypsum Co. and Johns Manville Corp. FLOOR COVERINGS—red quarry tile or carpets, W. & J. Sloan Co. ELECTRICAL SWITCHES—Trumbull Electric Mfg. Co. Fixtures—Century Lighting Co. PLUMBING FIXTURES—American Radiator-Standard Sanitary Corp. HEATING: Oil burner—Bettendorf Co. Grilles—Waterloo Register Co. Regulators—Minneapolis-Honeywell Regulator Co.



Esra Stoller: Pictorial Services



MOVABLE RODS SUPPORT FEATURED DISPLAYS





# 2.

## Clubhouse background for high style shoes

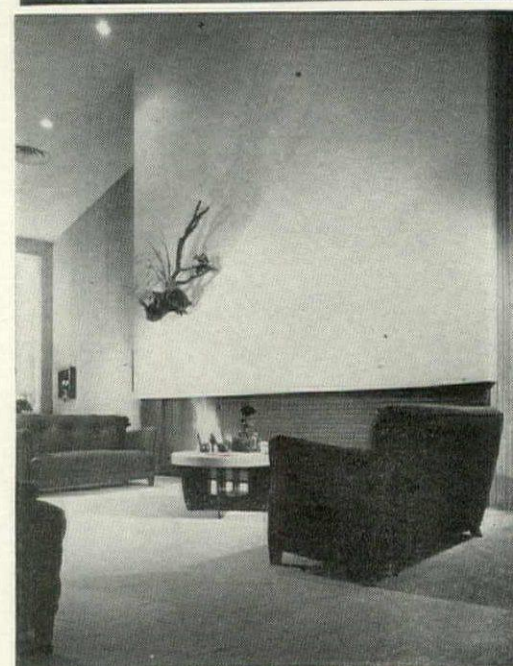
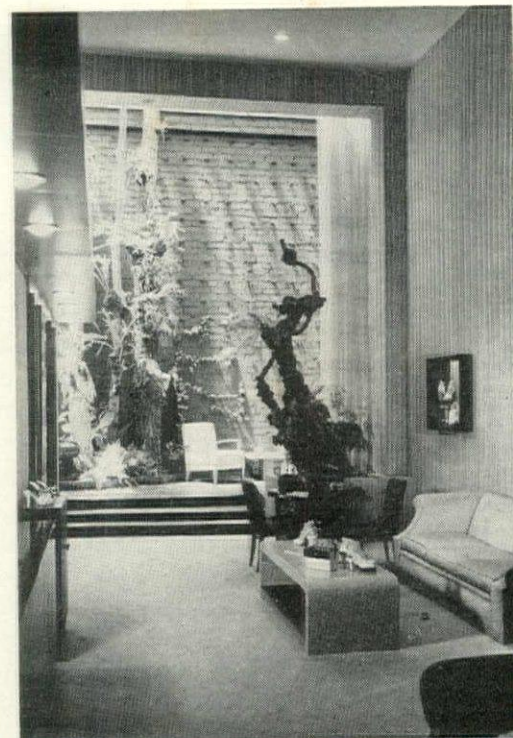
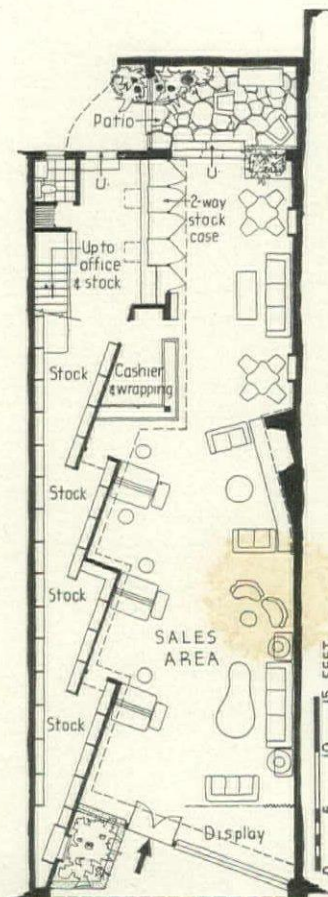
LOCATION: BEVERLY HILLS, CALIF.

BURTON A. SCHUTT, Architect

LEONARD C. WOELZ, General Contractor

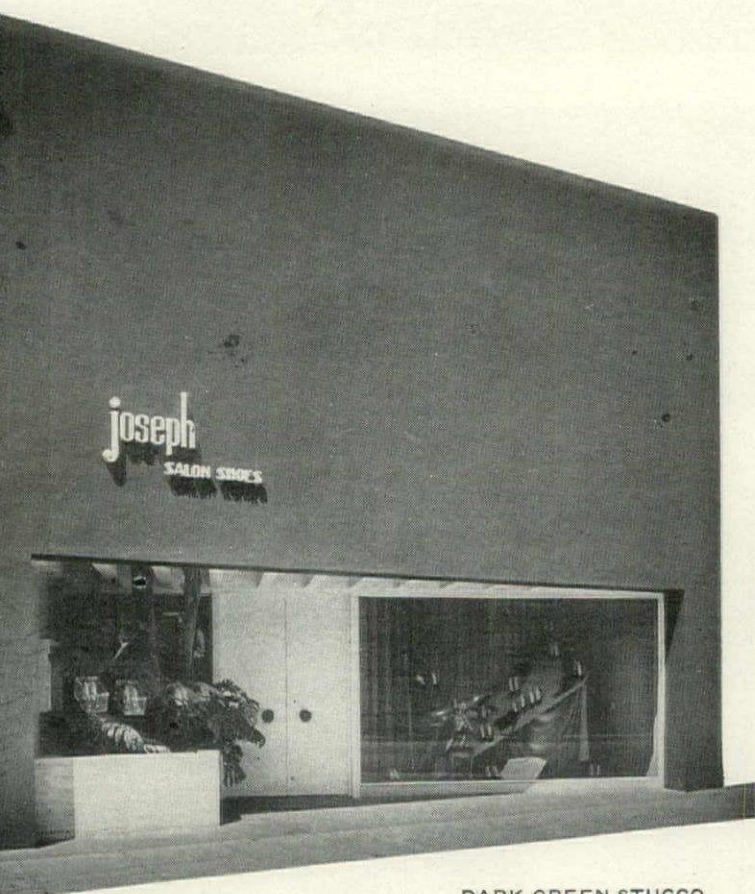
Designed for a line of expensive, high style footwear, this new shop meets all the current requirements for successful luxury merchandising. Of its many admirable features—a street front of almost spartan simplicity, log-burning fireplace, concealed stock rooms, well-organized furnishings and display—the one which probably contributes most to the success of this store is the fern-filled glass-roofed patio at the rear. In addition to acting as an attractive lobby to the parking lot at the rear, this patio largely overcomes the limitations inherent in narrow, deep and high-ceilinged store.

CONSTRUCTION OUTLINE: Exterior—brick; interior—wood or exposed brick. WINDOWS: Trim—The Kawneer Co. Glass and mirrors—Pittsburgh Plate Glass Co. FLOOR COVERINGS: Main rooms—carpet, Philadelphia Carpet Co. Work rooms—tile, Thomas Moulding Co. FURNITURE—Paul T. Frankl Associates. Draperies—handwoven, Marie Kipp. HARDWARE—Oscar C. Rixson Co. ELECTRICAL INSTALLATION: Wiring—flexible and rigid conduit. HEATING—gas fired forced air, Hayes Furnace & Mfg. Co.



DETAILS LIKE PATIO  
(TOP) AND FIREPLACE  
(RIGHT) ADD FLAVOR

Julius Shulman



DARK GREEN STUCCO  
FRAMES A SLANTING GLASS FRONT. PLANTING  
BOX AT LEFT HAS SHOES DISPLAYED IN PLASTIC CASES

ZIG-ZAG MIRRORED SCREENS CONCEAL  
STOCKROOM, CARRY LIGHT COVES





### 3. Shoe chain builds first "family" store

LOCATION: HEMPSTEAD, N. Y.  
LESTER C. TICHY, Architect  
SCHELLING-BUSCH, Inc., General Contractors

This shop is, as the architect puts it, "a guinea pig." A remodeling job for a national chain, it is McAn's first venture into the "family-type" store—i.e., shoes for men, women and children under one roof. (Hitherto McAn's have always had separate stores for men and boys, women and girls; this one replaces their former men's store next door.) The project is thus a prototype—and a successful one, by all accounts. The two-floor plan cannily provides the glamour needed for women's shoes and bags, yet permits the men to reach the basement level without embarrassment. As in all mass-selling operations, the stock is largely exposed: the shoeboxes, however, will be restyled by the architect.

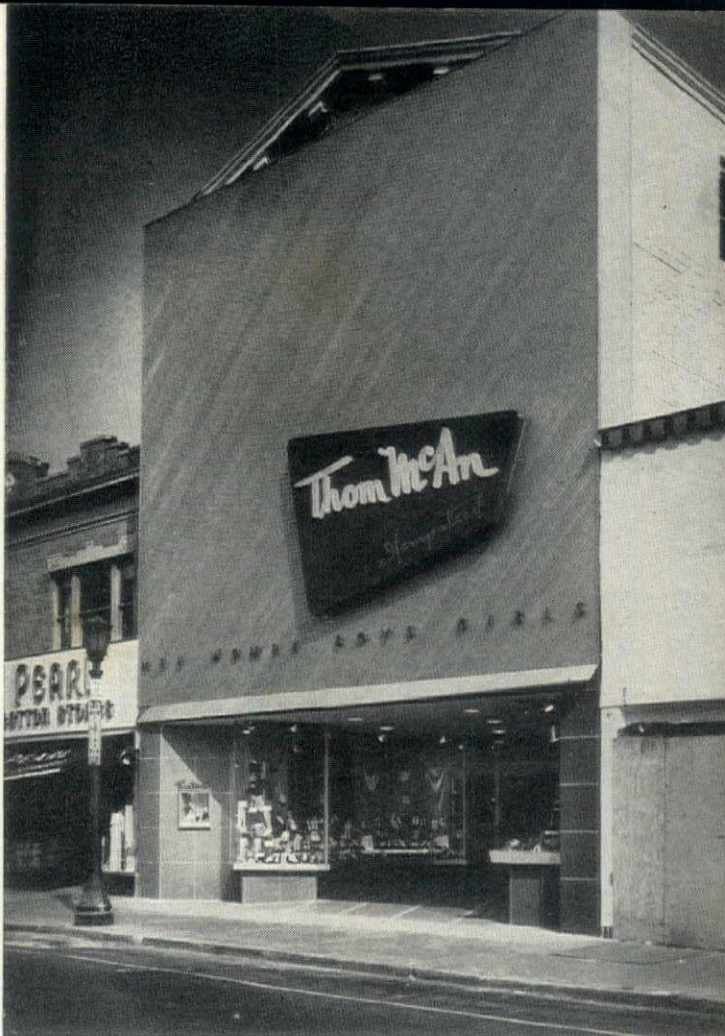
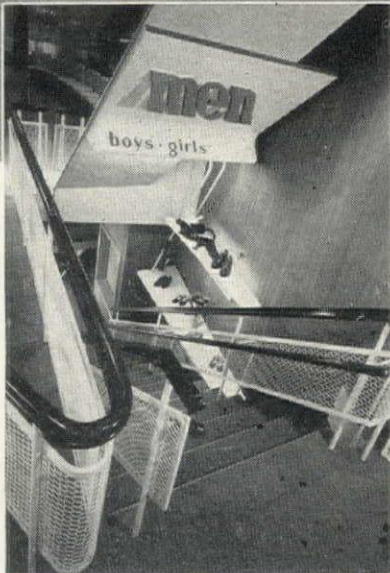
FINISHES AND EQUIPMENT: Exterior—Zourite, The Kawneer Co., with glazed terra cotta bulkheads and piers. FLOOR COVERINGS—tile, Tile-Tex Co., Inc., linoleum, Armstrong Cork Co., or carpet. WALL COVERINGS—Checkwood, U. S. Plywood Corp. FURNISHINGS: Chairs—Thonet Bros., Inc. DOORS (exterior)—Herculite, Pittsburgh Plate Glass Co. PAINTS—Benjamin Moore & Co. ELECTRICAL FIXTURES—Curtis Lighting Co. HEATING—steam, York Corp. Regulators—Minneapolis-Honeywell Regulator Co.

Ben Schnall

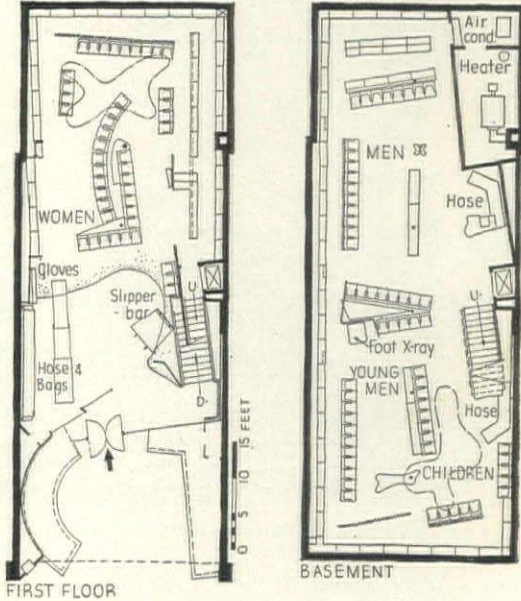


ALL FIXTURES ARE ARCHITECT-DESIGNED, INCLUDING CARTONS

STAIR PERMITS BASHFUL MEN TO BY-PASS LADIES ON WAY TO MEN'S WEAR IN BASEMENT



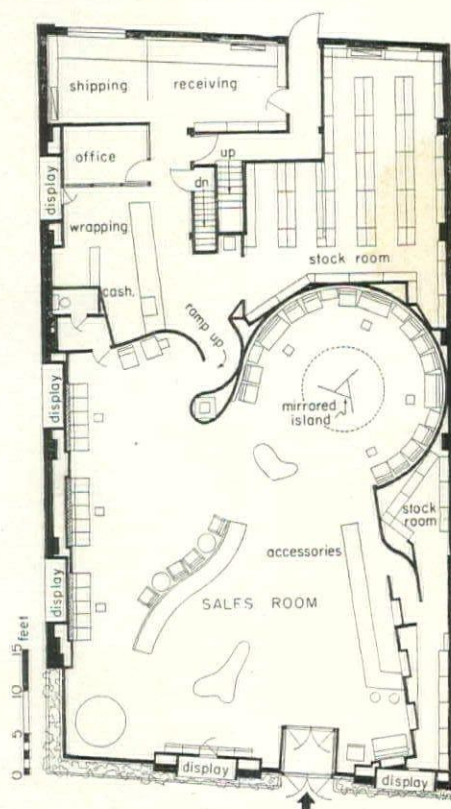
ENAMELED ALUMINUM SHEATHING GIVES BILLBOARD EFFECT







CIRCULAR SALON IS DAYLIGHTED THROUGH CIRCULAR SKYLIGHT



CARPET IS BLUEGREEN, CHAIRS WHITE, COPPER AND CHARTREUSE

LOCATION: WHITE PLAINS, N. Y.

CARSON & LUNDIN, Architects

WILLIAM J. GOBLE, INC., General Contractors

This new shop for I. Miller's national chain occupies a spacious corner in a well-to-do New York suburb; but unlike the majority of shops in this issue, it does not employ an "open" facade. Except for a big corner window, its white painted, textured brick walls are broken only by small, yellow-trimmed display windows and a yellow and gray awning. Inside, the shop follows a merchandising policy of segregated selling areas for three lines (accessories and two prices of shoes); closed stockrooms; and a minimum of fuss and confusion in the furnishings and fixtures. Blind entrances to stockrooms achieved by curving walls eliminate the need for doors, curtains, etc.

CONSTRUCTION OUTLINE: Exterior walls—brick. GLASS—Libbey-Owens-Ford Glass Co. Metal work—Kawneer Co. FLOOR COVERINGS: Carpet—Bigelow-Sanford Carpet Co. Asphalt tile—David E. Kennedy, Inc. WALL COVERINGS—Weldtex, U. S. Plywood Corp. FURNISHINGS—Hans Knoll Associates and S. S. Silver & Co., Inc. DOORS—U. S. Plywood Corp. and Kawneer Co. HARDWARE—P. & F. Corbin and Oscar C. Rixson Co. ELECTRICAL FIXTURES—Gotham Lighting Co. HEATING—Trane Co.





## 5. *Two Shops converted into one*

LOCATION: PHILADELPHIA, PA.

GEORGE W. NEFF, Architect

JOHN A. ROBBINS CO., General Contractor

The complicated reconstruction of two narrow buildings is effectively concealed behind the bland new glass-and-marble front of this shoe shop for a national chain. High costs forced the architect to compress the four departments (originally planned for two floors) onto one level. He has managed this compactly, giving each department its own sales area and stock room, while maintaining a surprisingly spacious and uncluttered atmosphere in the shop as a whole.

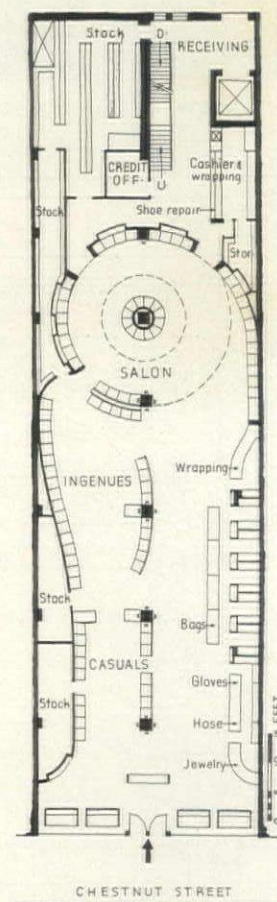
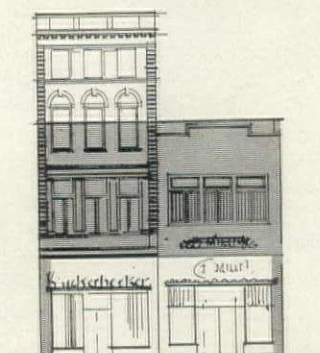


WHITE MARBLE FRONT HAS CONCEALED AWNING AT WINDOW HEAD

Steelman Photo



FROM STREET, SALES AREA SEEMS SPACIOUS AND BRIGHT. SEATING IS POWDER BLUE, SALMON, WHITE. FIXTURES ARE BLEACHED OAK, CARPET PINK-BEIGE; WALLS ARE PAINTED WARM GRAY AND CHARTREUSE





6.

*A store for the motorized carriage trade, Bullock's-Pasadena employs*

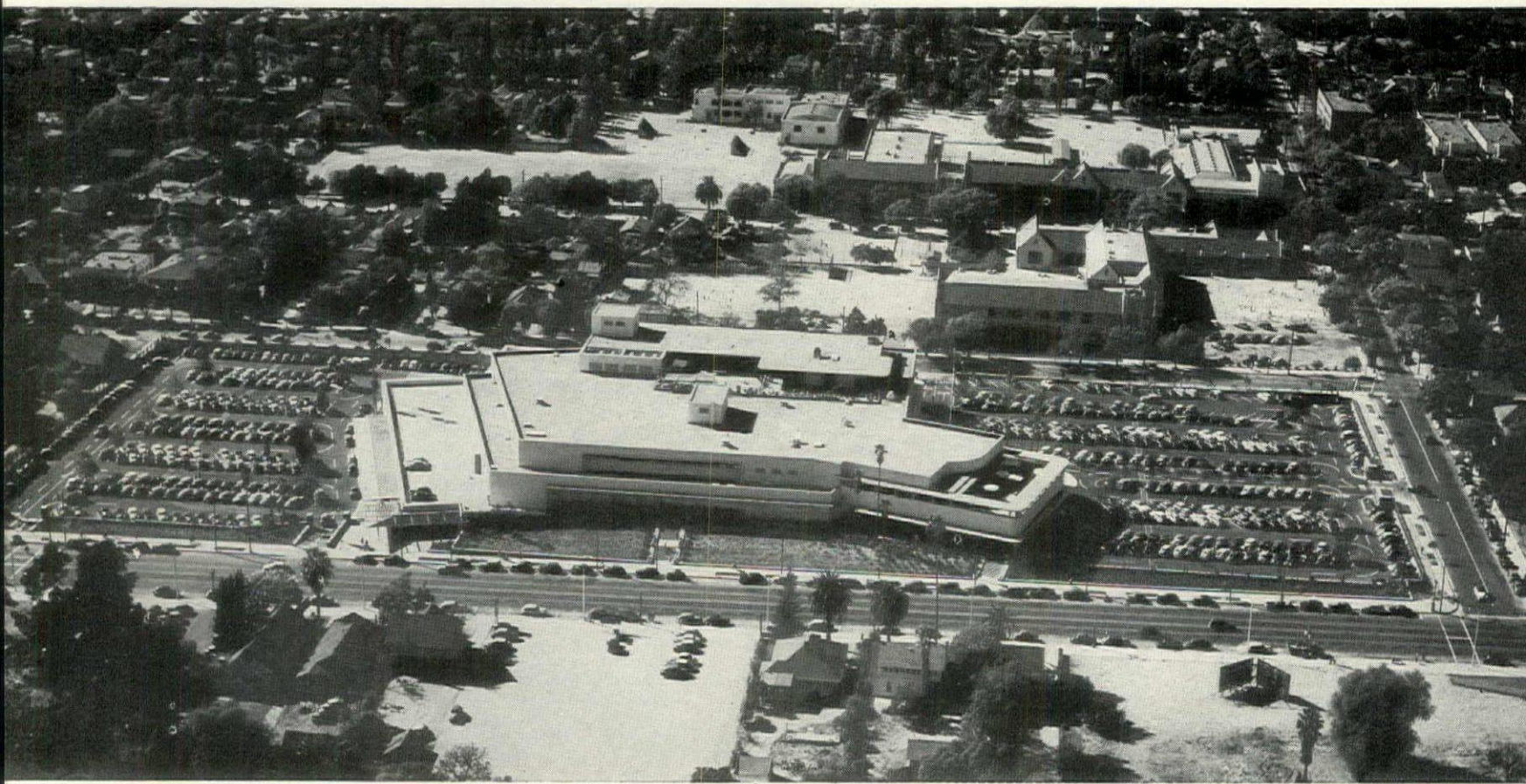
LOCATION: PASADENA, CALIF.

WURDEMAN &amp; BECKET, Architects &amp; Interior Designers

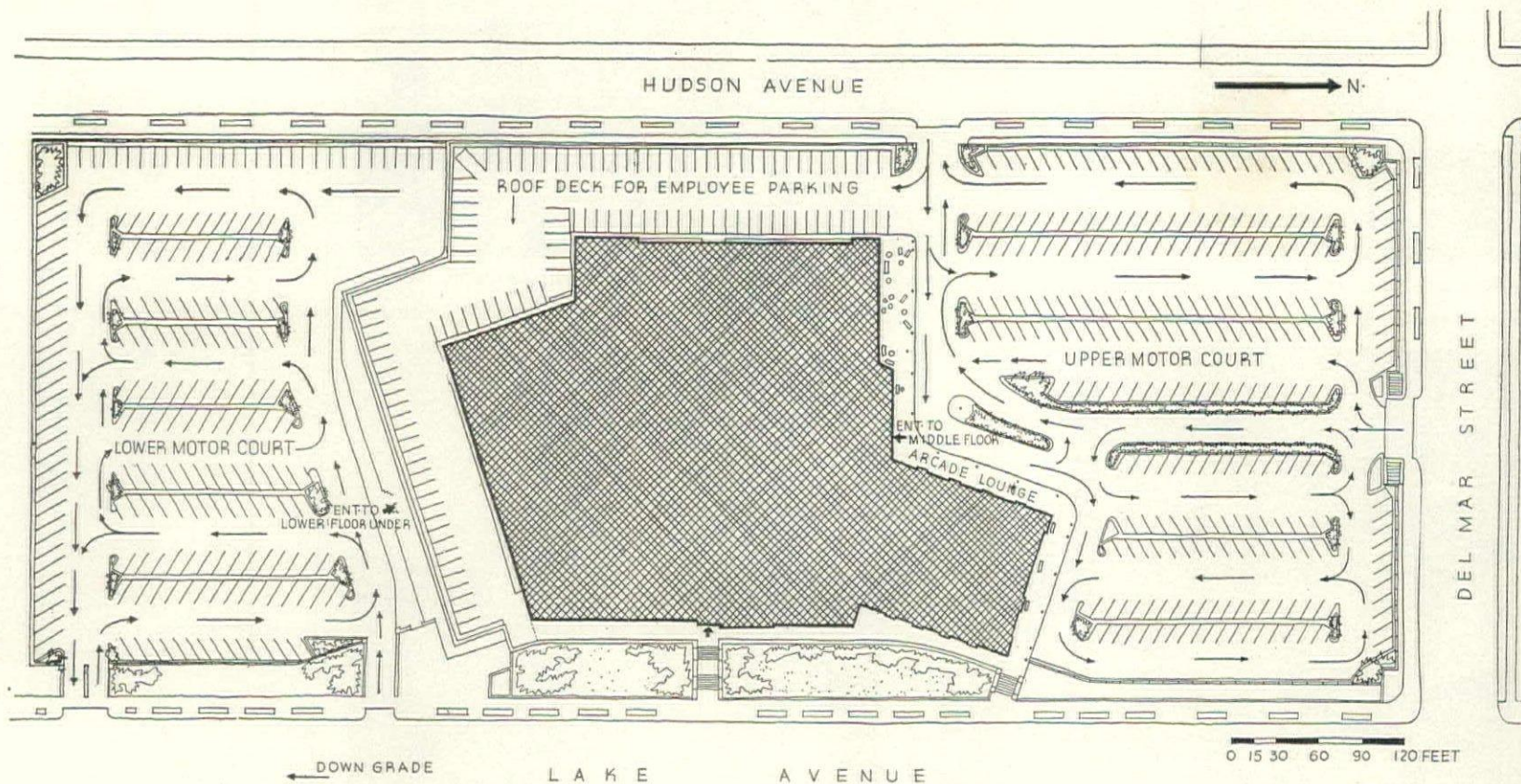
RAYMOND C. DEXTER, Interior Designer

P. J. WALKER CO., General Contractor

STANDARD CABINET WORKS, INC., Fixtures

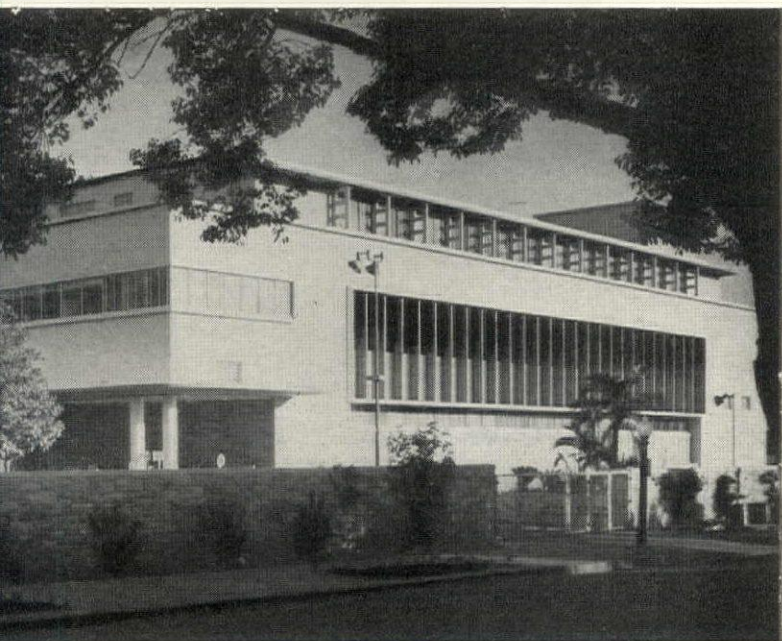
*Julius Shulman*

AIR VIEW OF BULLOCK'S PASADENA. PARKING SPACE IS ESSENTIAL TO THIS SUBURBAN STORE CATERING TO THE CARRIAGE TRADE

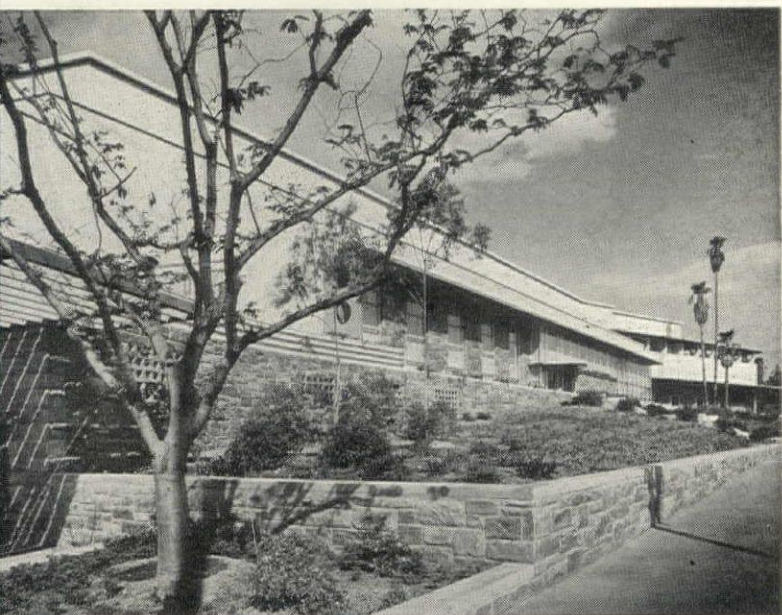




## country-club atmosphere to unify some 60 specialty shops into a beguiling whole



ENESTRATION IS VARIED TO SUIT SPECIAL "SHOPS" INSIDE



BOULEVARD ELEVATION SEEN FROM LAKE AVENUE APPROACH

The past year may have produced a few larger department stores than Bullock's new showpiece in Pasadena but none more lavish or unorthodox. This new plant is not merely a big branch of a big metropolitan store reaching out to the suburbs to overtake its motorized customers. It is also a merchandising machine whose novel design springs straight from a close analysis of Bullock's merchandising operations. For here—as in its other stores—Bullock's works on a "unitization plan," i.e., each major group of merchandise is bought, stored, sold and delivered as a separate operation. The merchandise in each is related more by function than by type. (For example, appropriate types of women's gloves will appear in several shops—evening, street, sports wear—rather than in one department labelled "gloves.") Because of this, the new store shown here is actually not a department store but a tightly knit collection of about 60 individual shops. Aside from the well-known potency of "related merchandising display" as a way of moving impulse goods, it has the further merit of making shopping more pleasant by reducing the customer's expenditure of time and energy.

For the architect, such a merchandising policy raises a host of new considerations. In the case of Bullock's-Pasadena, Wurdeman & Becket spent a year taking the whole operation apart, analyzing its components and then re-assembling it into the most efficient possible machine. Thus each shop required its own sales area, stockroom, wrapping counter as well as the usual buyer's office. These shops had, in turn, to be coherently grouped by type of merchandise (home furnishings together; infants, children and toys together, etc.). Factors like these dictated the building's large horizontal floor areas and flexible partitioning. They also account for the unusually high amount of service area and the almost complete lack of great axial aisles, lined with counters and jammed with traffic.

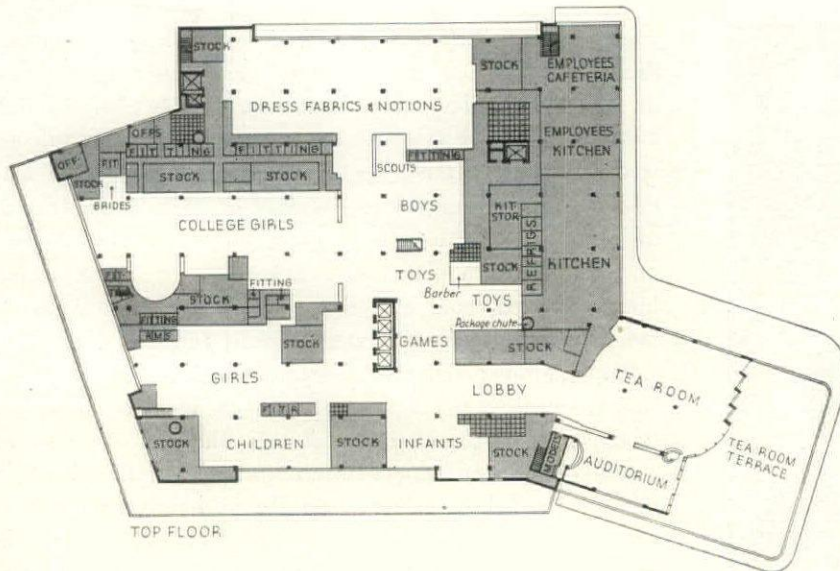
Other factors, however, account for some of the building's more startling departures from the norm. Inside and out, it looks more like a club than a store—and a rather expensive club, at that. This too is a deliberate reflection of Bullock's bid for the carriage trade. The store makes a wide use of daylight, when many others are cutting it out entirely. It places a good portion of its stock out where it can be both seen and handled, just when many competitors are putting theirs out of sight. And it is so committed to motorized customers that it is six blocks from the nearest shopping district, devotes six of its eight acres to parking, has no street-side show windows and only one pedestrian entrance.

VEHICULAR ENTRANCE FEATURES PLANTED ISLANDS WHICH SEPARATE TRAFFIC (RIGHT) FROM PARKING (LEFT). NOTE TWO-WAY LIGHTING



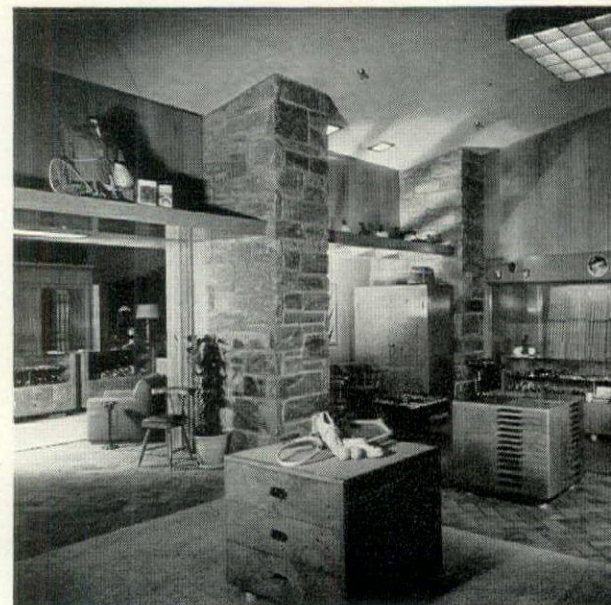
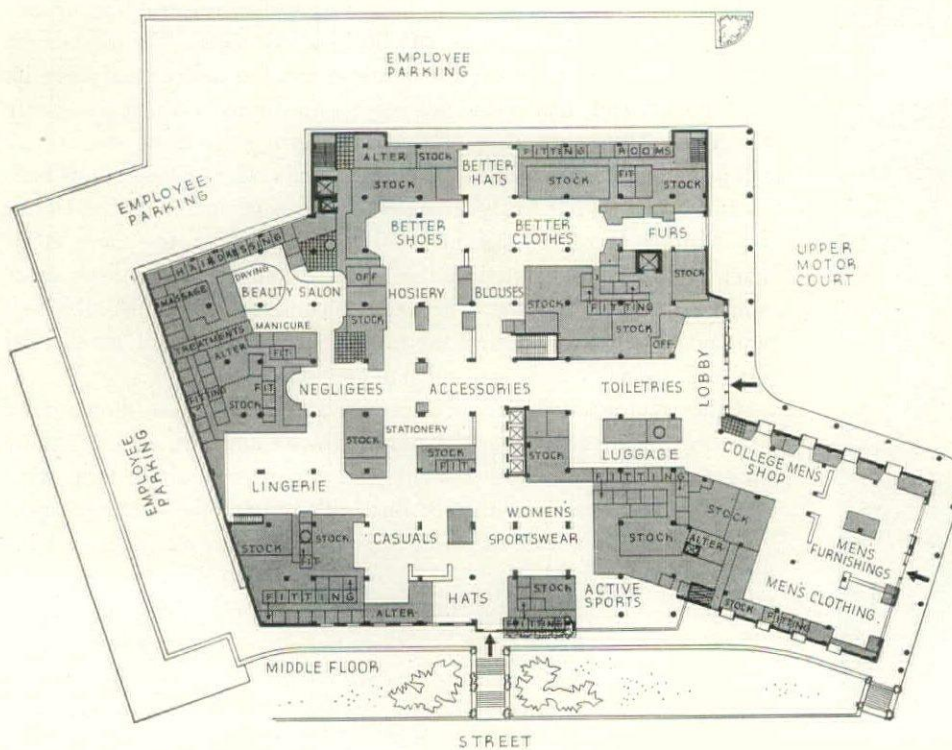


## Huge floors permit horizontal flexibility



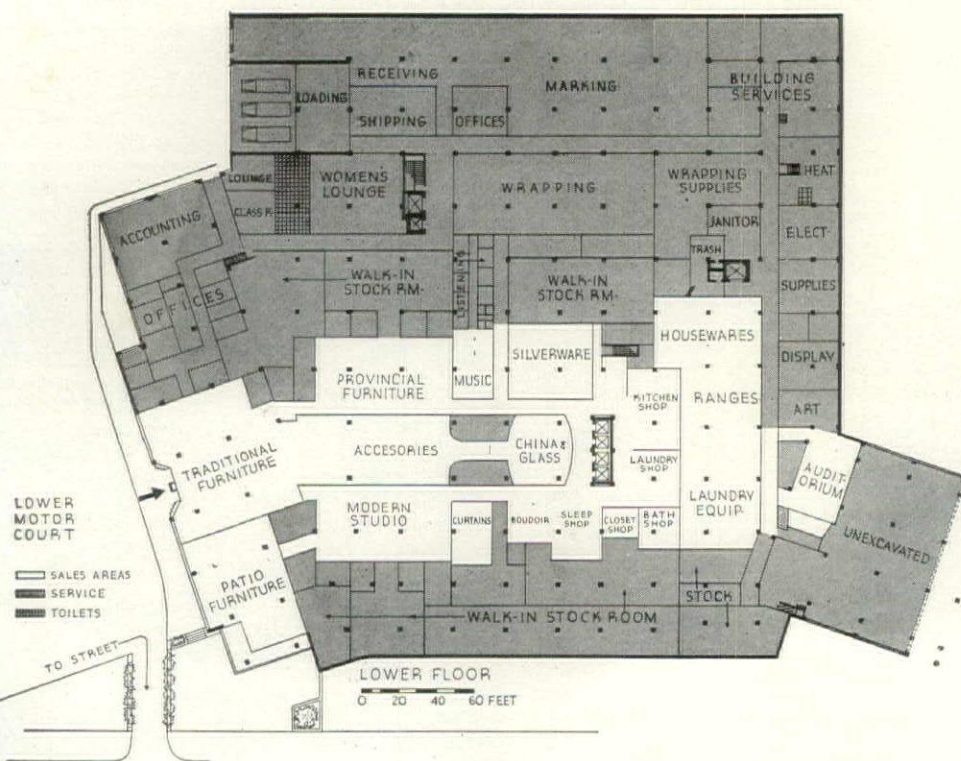
CORAL TEA ROOM HAS DAILY FASHION SHOWS

**TOP LEVEL.** The department store restaurant, already a popular feature in the region, appears here as a lush pent-house cafe and terrace called the Coral Room. Used as a magnet to attract people first to the store and then to the top floor, this cafe boasts a good cuisine, a fine view of the mountains and a daily fashion show. The remainder of this level is devoted to an interlocking series of shops for infants, children, teen age girls and brides. A large old-fashioned drygoods and notions department occupies the west wall.



MEN'S STORE USES REDWOOD, STONE AND TILE

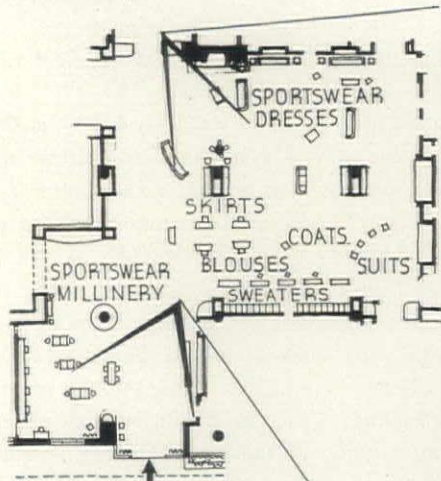
**MIDDLE LEVEL,** served by the upper (north) motor court, corresponds to the "main floor" of conventional stores. From the north lobby, one of the store's few axial aisles leads to the elevators at the center. Immediately to the left of this lobby, where it can be reached without running the gauntlet of femininity, is a series of shops for men and young men. To emphasize its masculinity, this section makes a wide use of natural woods, stone masonry and tile floors.



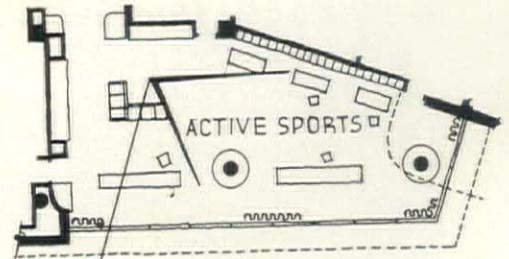
**LOWER LEVEL.** Well over half of this floor is given over to various services. All receipts and deliveries are handled here: incoming stock is routed directly to various stockrooms; outgoing packages, brought by chutes and conveyors from various wrapping stations, are routed to "will call" desks in each of the motor court lobbies (tests showed packages always beat customers to the exits). Only sales areas on this level are a series of some 23 home furnishing shops (see facing page) which are organized around the main traffic line to elevators.



WOMEN'S SPORTSWEAR, seen from elevator lobby (right), is hub of a series of related shops.



SPORTS MILLINERY (below) is a handsome, club-like room. Glass doors are store's only pedestrian entrance.



ACTIVE SPORTSWEAR (below) has glass wall overlooking street instead of conventional show windows.



A SERIES OF HOME FURNISHING SHOPS—about 23 in all—demonstrate Bullock's technique of selling related merchandise. In addition to accessories (left) and garden furniture (right), there are shops for boudoir, sleep, bath, closets, garden, kitchen, etc. Besides these "set up" rooms, all walk-in stock rooms may be used for display.

CONSTRUCTION OUTLINE: Exterior walls—concrete, brick and stone veneer. ROOFING—The Flintkote Co. HARDWARE—Stanley Works, Barrows Lock Co., Oscar C. Rixson Co., Norton Door Closer Co., Glynn-Johnson Corp., Vonnegut Hardware Co. and Daniel C. Hay. ELEVATORS—Otis Elevator Co. ELECTRICAL MATERIALS—National Steel Corp., Triangle Steel Products Corp., American Brass Co., Rome Wire & Cable Co. and General Cable Corp., Hart & Hegeman Electric Co., Harvey Hubbell, Inc., Benjamin Electric Co., Westinghouse Electric Corp., General Electric Co., Stromberg-Carlson Co., International Business Machines Corp., The RCA Mfg. Solar Lighting Co. PLUMBING FIXTURES—American Radiator-Standard Sanitary Corp., Chicago Faucet Co., Haws Mfg. Co. and Hollywood Beauty Supply Co. Pipes, valves, regulators, etc.—A. M. Byers Co., Mueller Brass Co., U. S. Pipes Co., Crane Co., Kennedy Valve Co., Walworth Co., Powers Regulator Co. Heaters, boilers, etc.—Kewanee Boiler Co., Enterprise Engine & Foundry Co., Whitlock Coil Pipe Co., Warren Webster & Co., Mason-Neilan, National Tank Co., Josam Mfg. Co., Chicago Pump Co., The Pemutit Co., Westinghouse Electric Corp., Ingersoll Rand, Wallace & Tiernan Co., Inc., Brinks Mfg. Co., Taylor Instrument Co., Alhambra Mfg. Co., Bobrick Mfg. Co. KITCHEN EQUIPMENT—Dohrman Hotel Supply Co. HEATING AND AIR CONDITIONING: Strip heaters—Westinghouse Electric Corp. Air conditioning—Kinetic Chemicals, Inc., Westinghouse Electric Corp., Drayer Hanson, Inc., Tuttle & Bailey Mfg. Corp., Controlair Mfg. Co., Edwin L. Wiegand Co. and Minneapolis-Honeywell Regulator Co. TUBE SYSTEM—Lamson Company, Inc. Incinerator—Morse-Boulger Destructor Co.



## 7. *Luxurious women's wear store is hung on steel*

TIMOTHY L. PFLUEGER (deceased), Architect

MILTON PFLUEGER, Associate

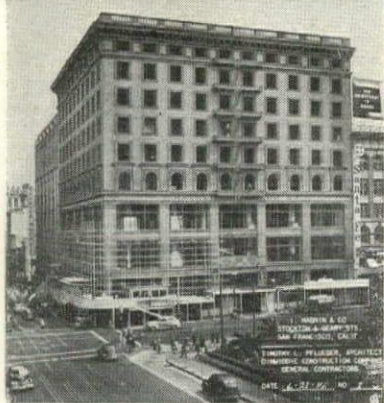
NEEL PARKER, Decorator

DINWIDDIE CONSTRUCTION CO., General Contractor

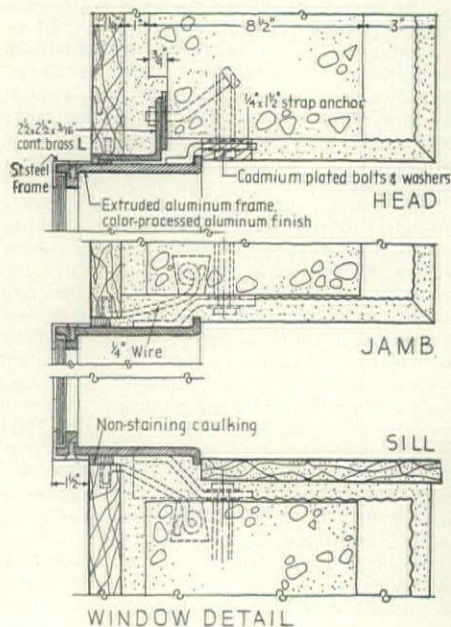
A building is being stripped to the bone in the series of photos at the left: below is the same building as it appears today—the new 10-story home of I. Magnin in San Francisco. By its cool marbeline formality, the reconstructed\* 40-year-old building now dominates not only Union Square (under which the same architects two years ago built a 1,700 car municipal garage) but also the city's best retail district. And although the facade is unprecedentedly severe for the Magnin stores, the interiors reveal the baroque elegance which is a calculated part of a successful merchandising policy for expensive women's wear. Only the street floor is open: the remaining six sales floors are developed into salons with a lavish use of fine marbles, woods and fabrics. Here—as in most luxury stores—little merchandise is on display, the greater part being in stockrooms. But Magnin's attach much importance to the fitting rooms—giving them daylight, airconditioning, handsome decor—because much of the actual selling is done here rather than on the main sales floors.

\* Except for the steel skeleton, the structure is actually completely new.

Roger Sturtevant



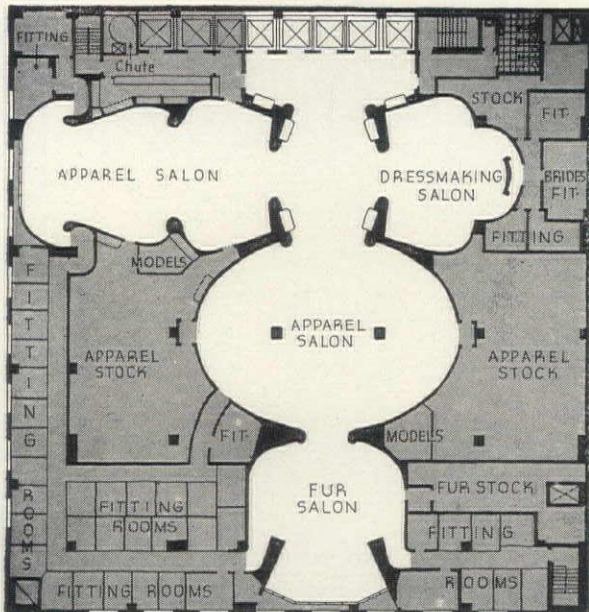
PIGEON-PROOF FACADE was achieved by elimination of all projections and reveals. Fixed windows are detailed to prevent staining of marble. Electric rail behind parapet will ultimately carry window washing cab around facades.





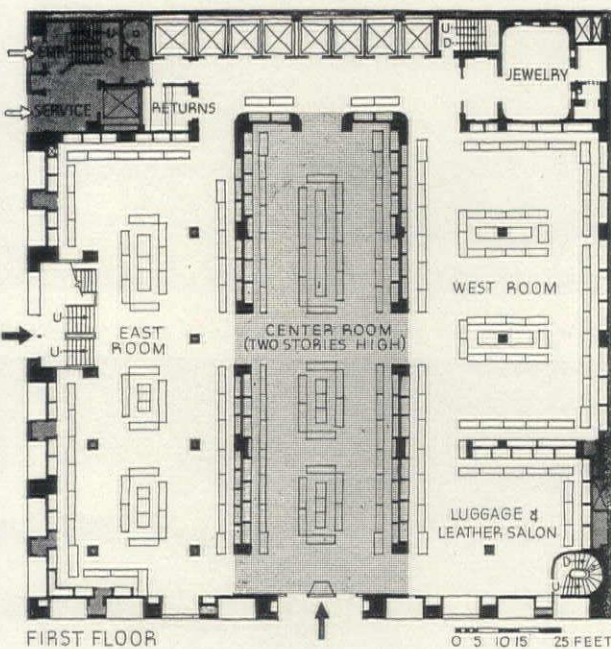
## frame of old office building

**CONSTRUCTION OUTLINE:** Exterior walls—concrete, marble, Vermont Marble Co., granite base; interior—studs, lath and plaster. Ceilings—Acousti-Celotex, Celotex Corp. **ROOFING**—Johns-Manville Corp. **GLASS**—Pittsburgh Plate Glass Co. Metal work—Kawneer Co. **ELEVATORS**—Westinghouse Electric Corp. **HARDWARE**—P. & F. Corbin, Oscar C. Rixson and L.C.N. Closers, Inc. **PLUMBING FIXTURES**—Crane Co. Ducts—Walker Bros. **KITCHEN EQUIPMENT**—Dohrman Hotel Supply Co. **AIR CONDITIONING EQUIPMENT**—Westinghouse Electric Corp., Ingersoll-Rand Co., American Air Filter Co., Air-Factors, Inc. and Tuttle & Bailey, Inc. Controls—Minneapolis-Honeywell Regulator Co. Hot water convectors—American District Steam Co.



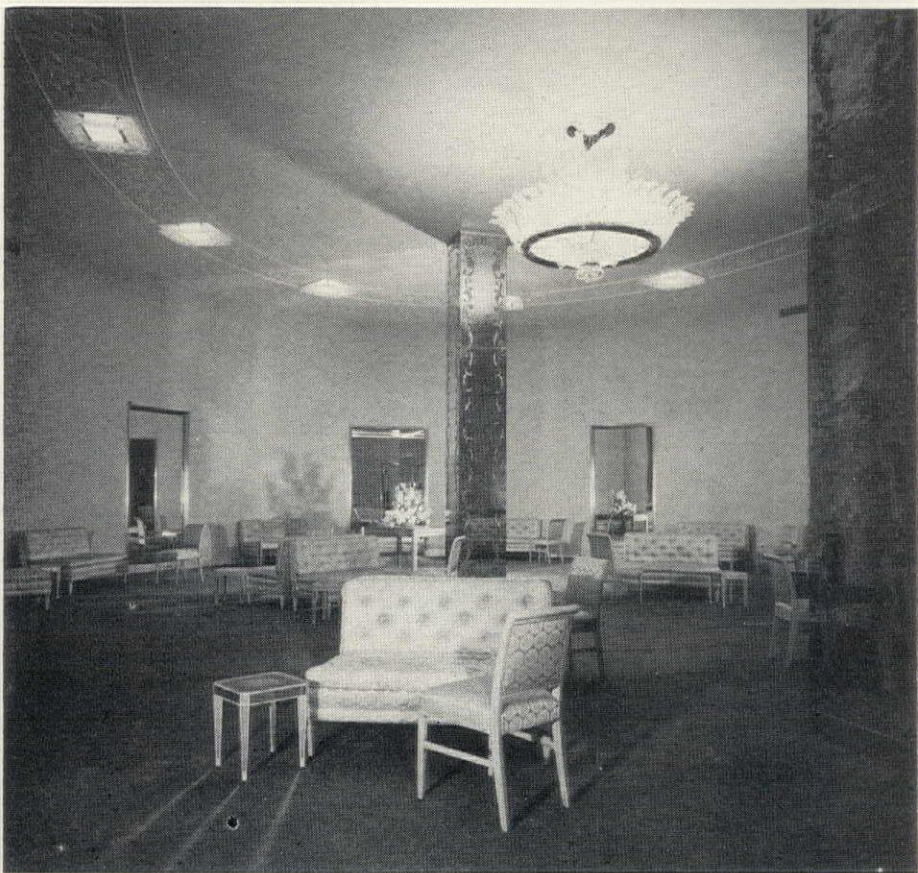
THIRD FLOOR

**THIRD FLOOR** is typical of Magnin's "salon" merchandising: French furniture and decor; very little stock on display at one time; comfortable fitting rooms—many with outside light. Employees have exclusive use of penthouse with its lunchroom, lounges, sundeck, hospital.



FIRST FLOOR

**MAIN FLOOR** is organized along conventional department store lines, though fittings and decor are unusually elaborate. Below it is basement containing employee lockers and auditorium, fur vaults, repair shops, etc. Sub-basement has receiving and shipping, heating plant.





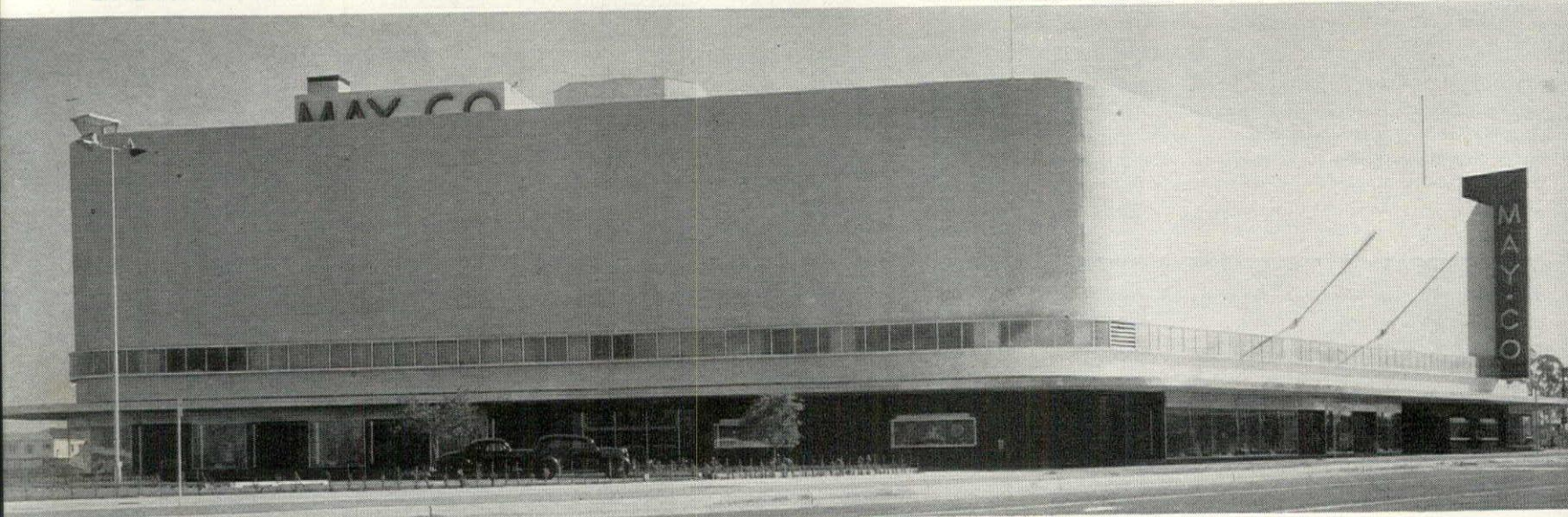
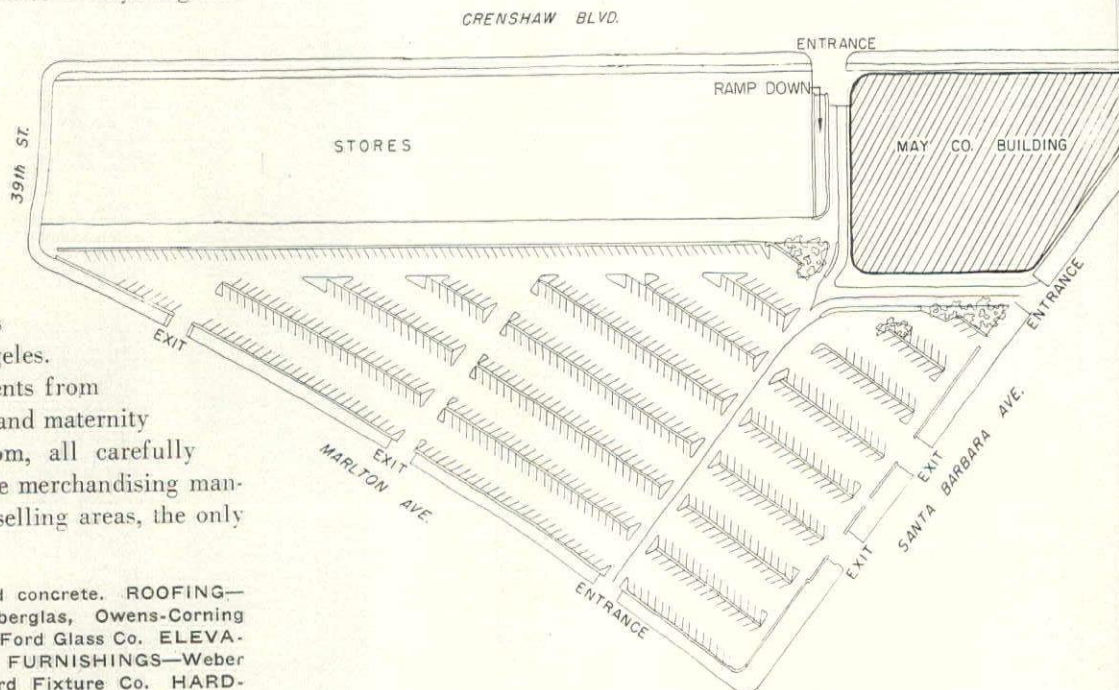
# A department store Mecca for motorists, built to serve a widespread population

ALBERT C. MARTIN & ASSOCIATES, Architects and Engineers  
SAMUEL A. MARX, NOEL L. FLINT, CHARLES W. SCHONNE,  
Associated Architects

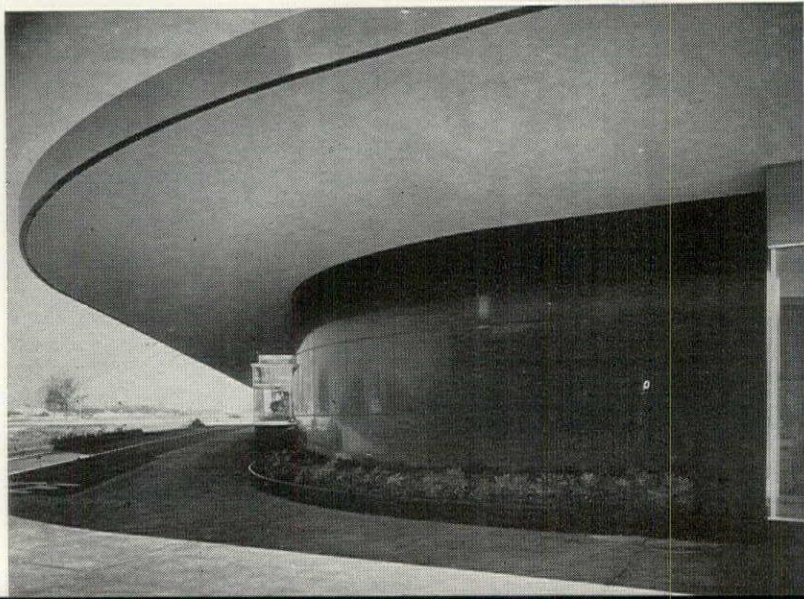
Los Angeles reputedly has more automobiles per citizen than any other city in the country. With that in mind, as well as the fact that this new branch of the great May Co. merchandising colossus is planned to serve an area whose 750,000 population is anything but compactly situated, the architects designed a building whose main approach is from the parking lot. Since it is estimated that at least half the customers will be motoring to market, department layouts and location of the moving stairways also are planned with what would usually be the "back" of the store as the primary approach. Site for the big store is the oblique-angled apex of a series of high-speed highways from the "beach cities" to downtown Los Angeles. Included in the great emporium are departments from boy scout headquarters through bridal bureau and maternity shop back to a spacious children's playroom, all carefully planned and detailed in the May Co. open type merchandising manner. A mezzanine holds offices and other non-selling areas, the only windowed sections.

CONSTRUCTION OUTLINE: Structure—reinforced concrete. ROOFING—Johns-Manville Corp. INSULATION: Roofs—Fiberglas, Owens-Corning Fiberglas Corp. WINDOWS: Glass—Libbey-Owens-Ford Glass Co. ELEVATORS AND ESCALATORS—Otis Elevator Co. FURNISHINGS—Weber Showcase Co., Grand Rapids Fixture Co., Standard Fixture Co. HARDWARE—P. & F. Corbin. PAINTS—O'Brien Corp. and Arco Co. ELECTRICAL FIXTURES—Benjamin Electric Equipment Co., Solar Mfg. Co. and Holophane Co. HEATING AND AIR CONDITIONING—forced warm air system. Cooling—Carrier Corp. Boiler—Titusville Iron Works. Grilles—Barber-Colman Co. Regulators—Powers Regulator Co.

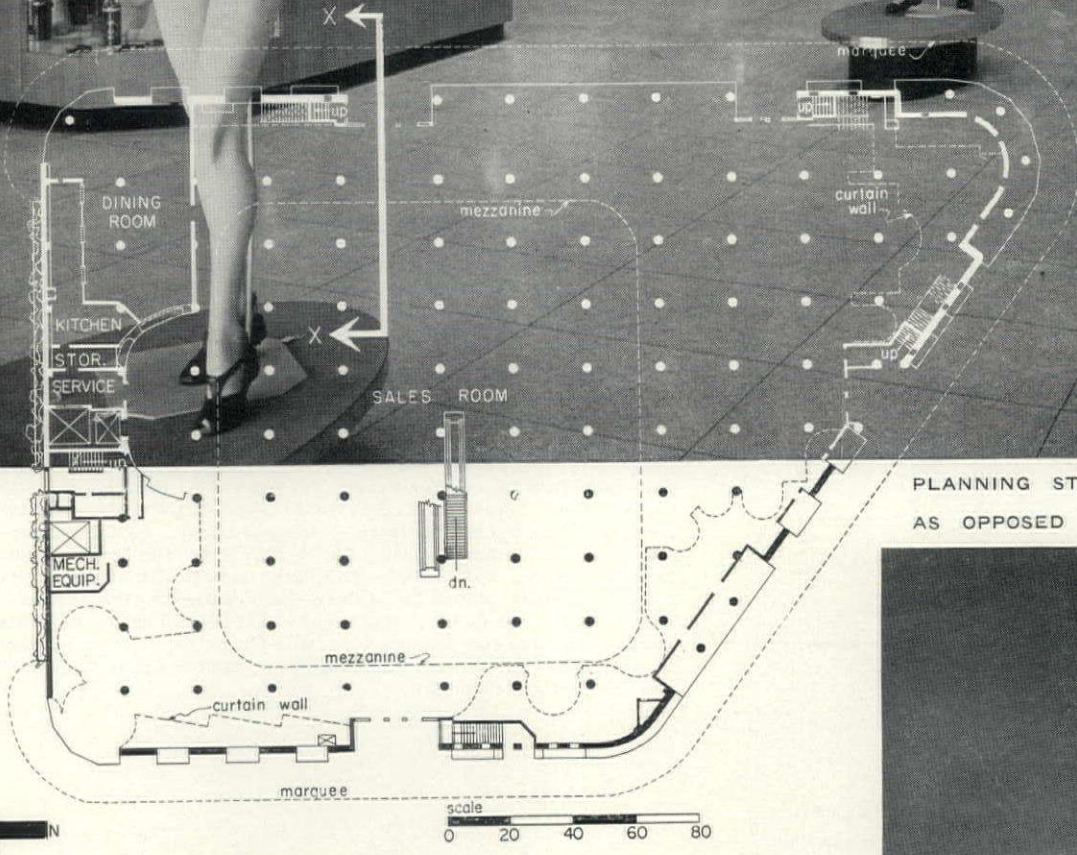
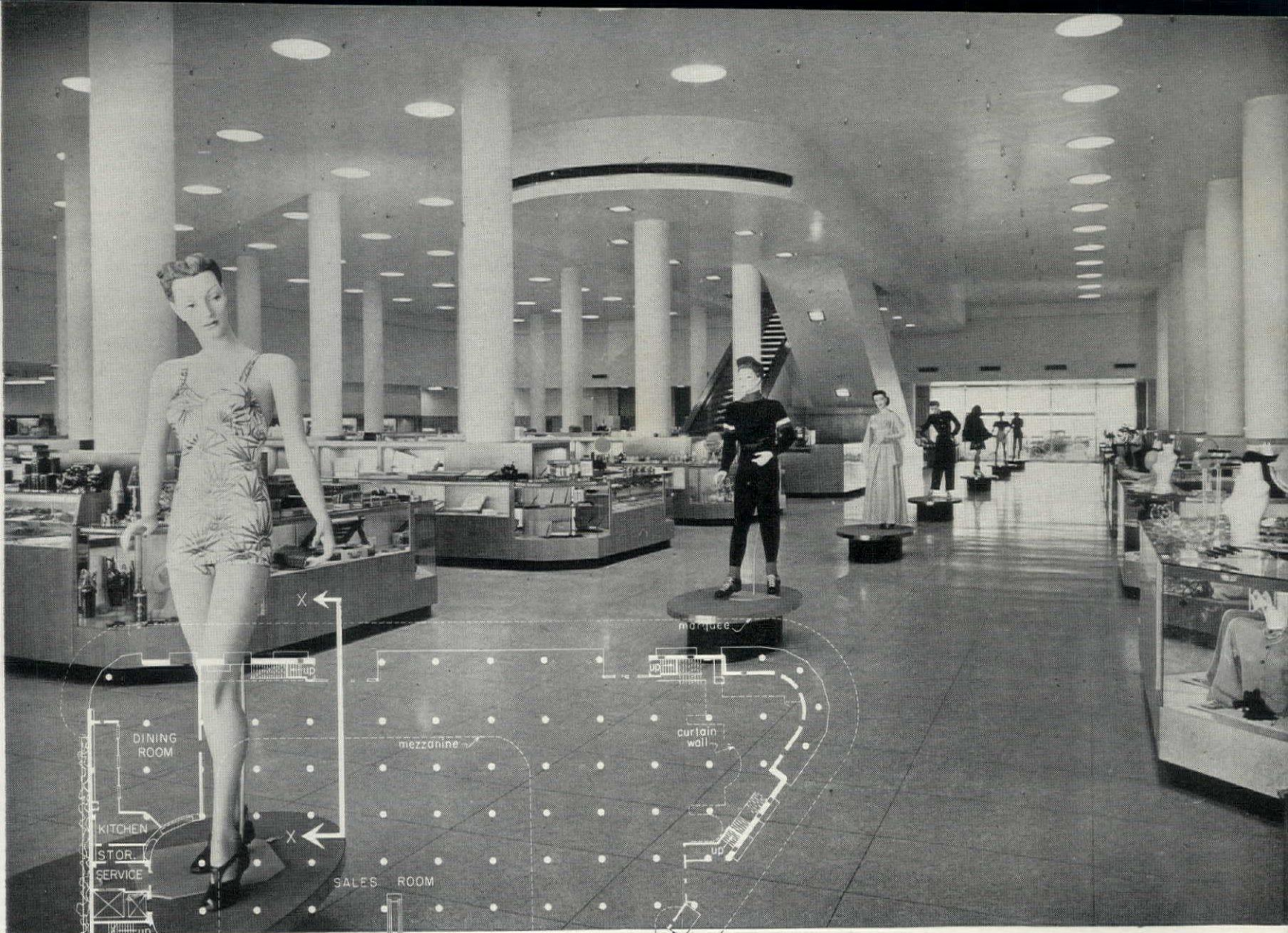
EXTERIOR OF STORE IS A GREAT SIMPLE MASS OF REINFORCED CONCRETE OVER A GLASSED FIRST FLOOR AND STRIP-WINDOWED MEZZANINE



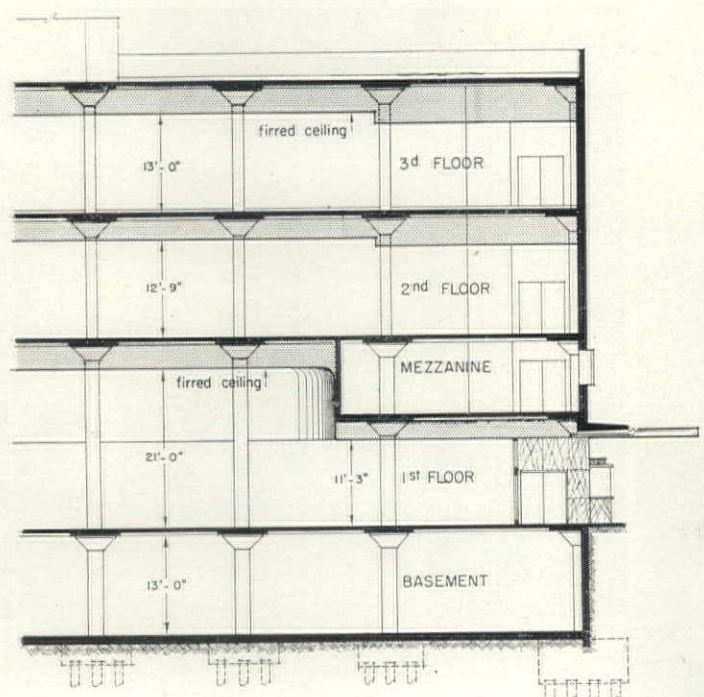
VIEW, BELOW LEFT, OF CANOPY SWEEPING AROUND SOUTHWEST CORNER; RIGHT IS SOUTH APPROACH SHOWING RECESSES FOR PLANTING







PLANNING STRESSES "OPEN TYPE" MERCHANDISING AS OPPOSED TO SELLING IN PARTITIONED SALONS



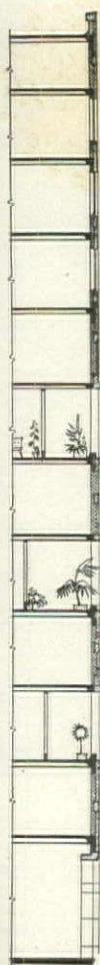
SECTION X-X





# 9. *Houston store rebuilds eleven floors without shutting down*

PETER COPELAND, Architect  
 ALFRED FINN, Associate Architect  
 EDWARD J. PERRAULT, Staff Designer  
 BELLOWS, INC., General Contractors

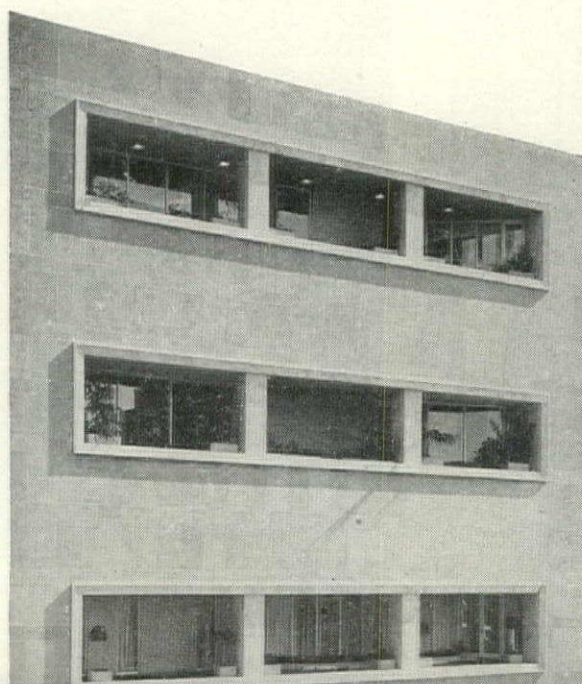


An ambitious remodeling of the 11-story steel-framed home of a big women's wear store, The Fashion, Inc., this project amounts to an almost complete reconstruction. In addition to a complete new street facade and a 10 ft. addition at the rear, the building got new elevators, a new plumbing and electrical system, air conditioning and—of course—an entire reconstruction of the interiors. Moreover, the whole operation was carried out without disturbing the tenants on the two top office floors and without closing down the store itself. Now complete except for re-doing the main floor, the building provides a vertical system of six sales floors, two floors for stock (4th and 8th), one floor for offices and employees (9th) and ample room for expansion into the two top floors if needed.

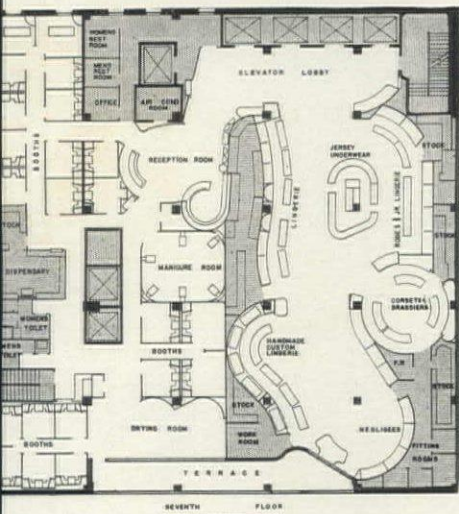
The owners had very precise data on their needs—volume of business in various departments, stock and fitting room requirements, etc.—and a definite merchandising policy which involved “styling up” the entire store by the elimination of cheaper merchandise. They also wanted each section to be a complete unit, competing with the specialty shops by offering the shopper a more complete and more accessible assortment in each department. In this connection, they added an entire new children's floor, which included layettes, 1-3 year olds, 3-6, 7-12, teen-agers, and juniors. Each section carries its own accessories.

**CONSTRUCTION OUTLINE:** Exterior walls—stone, Indiana Limestone Co. brick back-up, marble trim, Alabama Marble Co. Interior—metal lath, plaster and tile. Floors—concrete. ROOF—tar and gravel, Vermiculite insulation, Zonolite Co. **SHEET METAL WORK:** Flashing—copper. **INSULATION:** National Gypsum Co., Armstrong Cork Co. and Zonolite Co. **SHOW WINDOWS:** Sash—aluminum. Glass—Pittsburgh Plate Glass Co. **ELEVATOR:**—Otis Elevator Co. **FLOOR COVERINGS:**—Goodyear Tire & Rubber Co. and The Paraffine Co.'s, Inc. **DOORS (interior):**—birch, Hardwood Products Co. (exterior)—Herculite, Pittsburgh Plate Glass Co. **HARDWARE:**—Oscar C. Rixson, P. & F. Corbin, Stanley Works, Bommer Hinge Co. and Lockwood Hardware Mfg. Co. **STORE FIXTURES:**—Irving Schwarcz, Fredrick Victoria Burge Mfg. Co., Knoll Associates, Inc., Herman Miller Furniture Co., F. Schumacher & Co., Mazza Frame Furniture Co., Inc., Hartford Industries, Inc. and Peter Copeland. **ELECTRICAL INSTALLATION:** Wiring system—General Electric Co. Switches—Harvey Hubbell, Inc. Fixtures—Century Lighting, Inc., Gotham Lighting Co., Gruber Bros. and Cold Cathods Lighting Co. **PLUMBING FIXTURES:**—American Radiator-Standard Sanitary Corp. Soil pipes—Alabama Pipe Co. Valves—Sloan Valve Co. Water pipes—Youngstown Steel & Tube Corp. **AIR CONDITIONING:**—chilled and hot water system through conditioners, Carrier Corp. and Trane Co. Grilles—Barber-Colman Corp. Regulators—Powers Regulator Co. Valves—Crane Co. and Walworth Co. Pump—Nash Pump Co.

FLOWER-BANKED BALCONIES ON ALTERNATE FLOORS GIVE SALONS PLEASANT OUTLOOK, ADD INTEREST TO FACADE DAY AND NIGHT



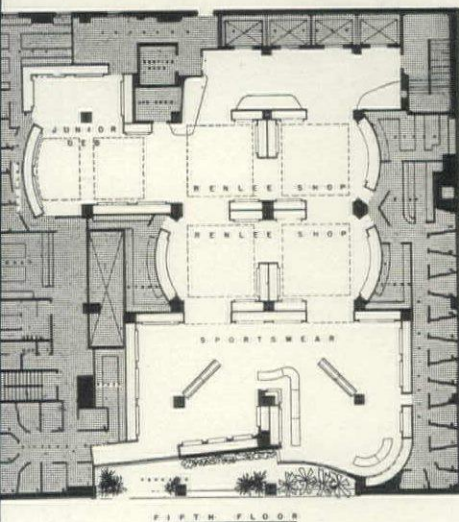




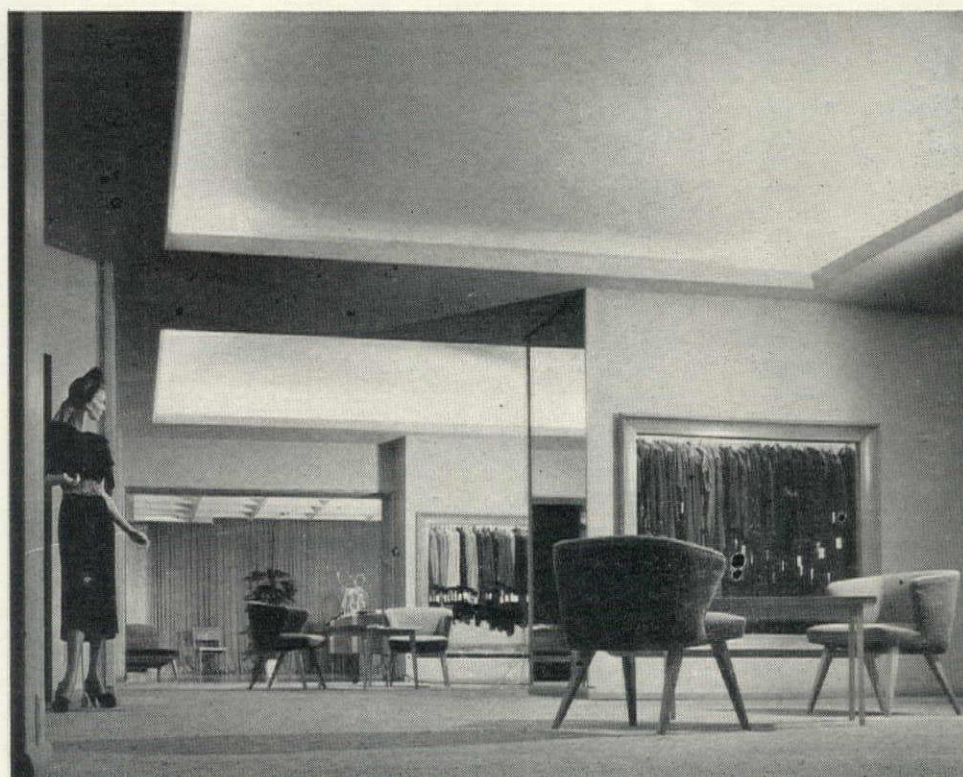
SEVENTH FLOOR is devoted to two closely-related departments—beauty parlor and lingerie. Bank of express elevators lead to store offices and rental space on 9th, 10th, and 11th floors.



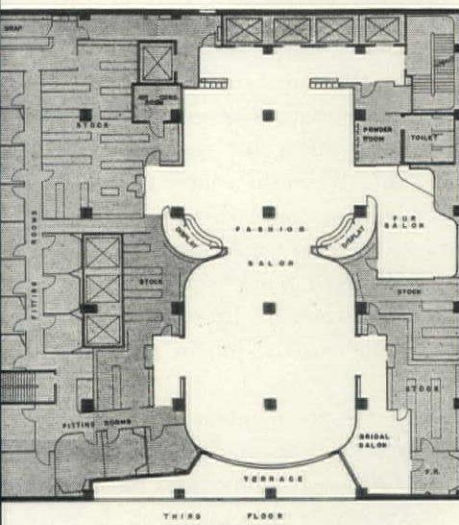
LINGERIE, WITH ELEVATORS BEYOND: NOTE USE OF COVES FOR GENERAL ILLUMINATION



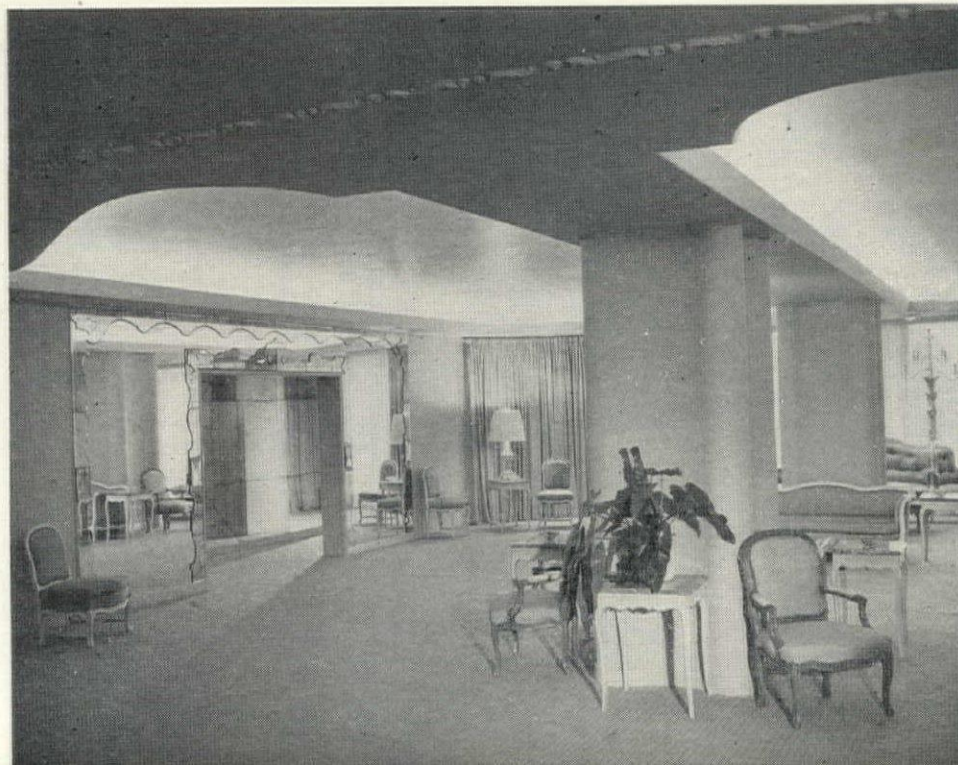
FIFTH FLOOR shows typical balance between sales and service areas. Store is gradually eliminating lower priced lines, what remains is concentrated on this floor as "sports wear."



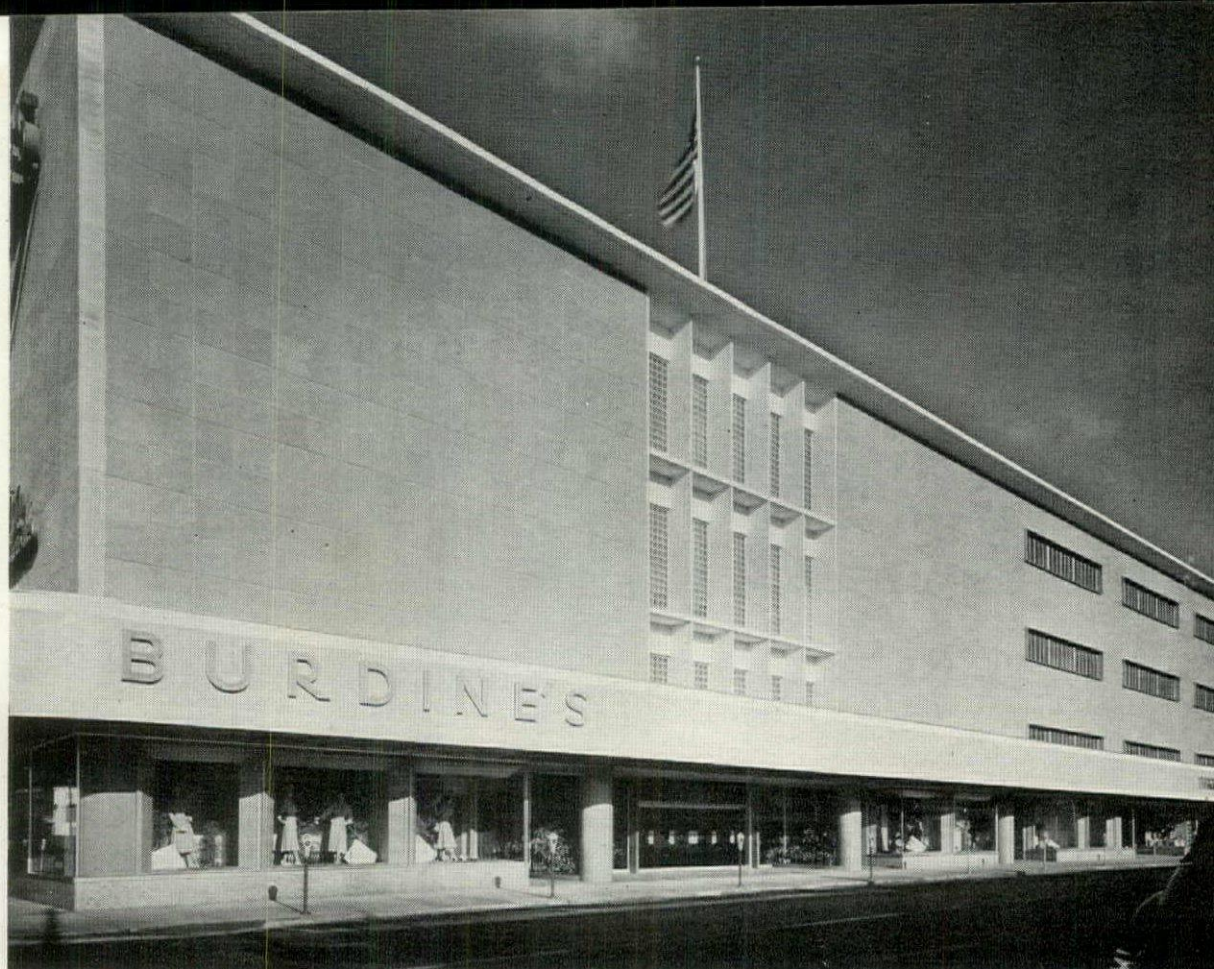
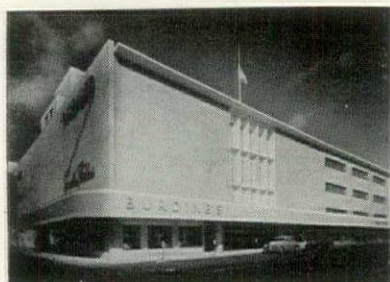
SPORTSWEAR HAS FEW COUNTERS AND RECESSES ALL HANGING CASES IN WALL IN FASHION SALON, CONVENTIONAL STORE FIXTURES DISAPPEAR COMPLETELY



THIRD FLOOR, carrying store's most expensive clothes, has most elaborate decor. Little stock displayed, fixtures are entirely eliminated, being replaced with French furniture, deep rugs and antiqued mirrors.







MARQUEE ON MAIN FACADE, ABOVE, IS DESIGNED TO SUPPORT TROPICAL GARDEN, HOLD SHUTTERS FOR SEASONAL STORM PROTECTION

## 10. *A smart resort store, planned for changes in business and weather*

ELEANOR LE MAIRE, Designer

ABBOTT, MERKT & CO., Engineers

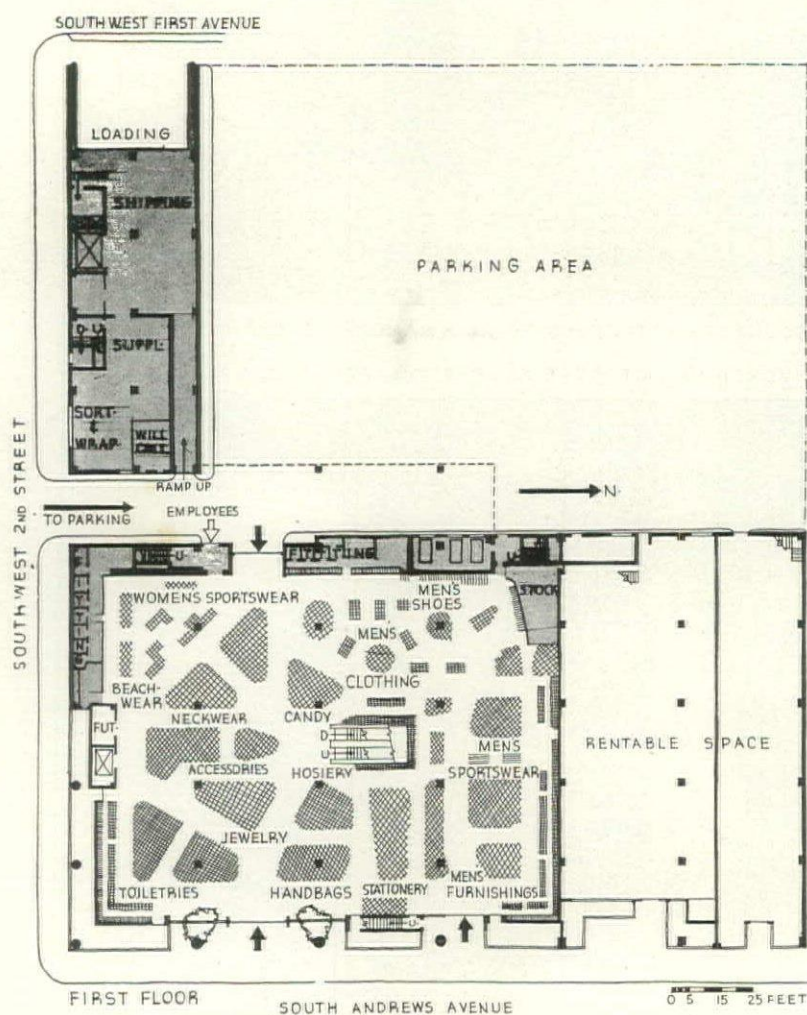
E. L. ROBERTSON, Associate Architect

CALDWELL SCOTT CONSTRUCTION CO., General Contractor

ZERMANN ACME-GRANADA SHOPS, INC., Fixtures

When this smart Miami company decided to reproduce itself in Fort Lauderdale, the project was not approached as a branch store. Billed as a "twin, not a twig," the new buildings are a complete department store which carries over high style merchandising practices down the line from men and women's fashions to home furnishings, all presented behind the "Burdine blue" glazed tile facade with the deft touch that spells elegance without visible effort. In the fashion-conscious community of Fort Lauderdale—made up considerably in the season by sunseeking Northerners who are accustomed to very elevated general stores—special attention had to be given to providing a layout permitting maximum opportunity for seasonal expansion and contraction of service and staff. When the winter people are not around, there's a good chance that seasonal storms will be, so a hinged steel shutter was built into the heavy marquee on the front of the building, the shutters to be lowered quickly and bolted to the sidewalk when storm warnings are hoisted. To lower costs, color was used brightly and effectively throughout the job in place of more expensive architectural devices.

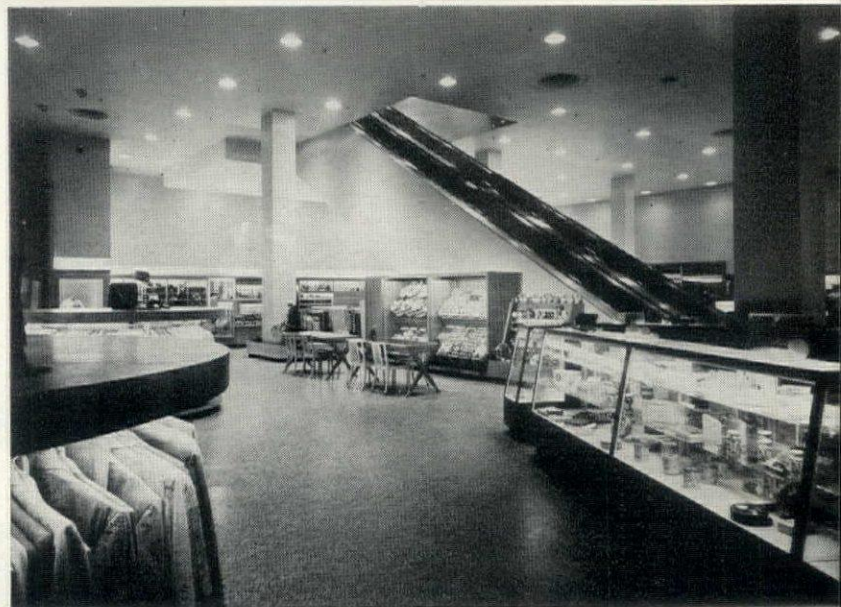
From outside, the building appears one complete entity, but it is designed as two separate structures. Selling space in the first building includes approximately 100,000 sq. ft. Separated on the street level by the driveway to the parking space, but joined on the second and third floor levels to the sales building, is a building devoted entirely to services. The buildings now comprise three stories, on reinforced pile cap foundations with no basement, but the steel frame has been designed for three additional stories when needed. The future fourth floor is now used as the roof for the present structure.







RUBINO RED MARBLE COLUMNS AND PLANTING DECORATE MAIN ENTRANCE



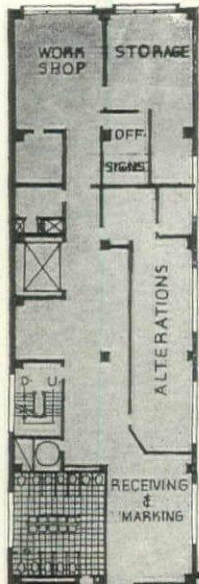
DRAMATIC MOVING STAIRWAY IS DETAILED SIMPLY; BELOW, FIRST FLOOR



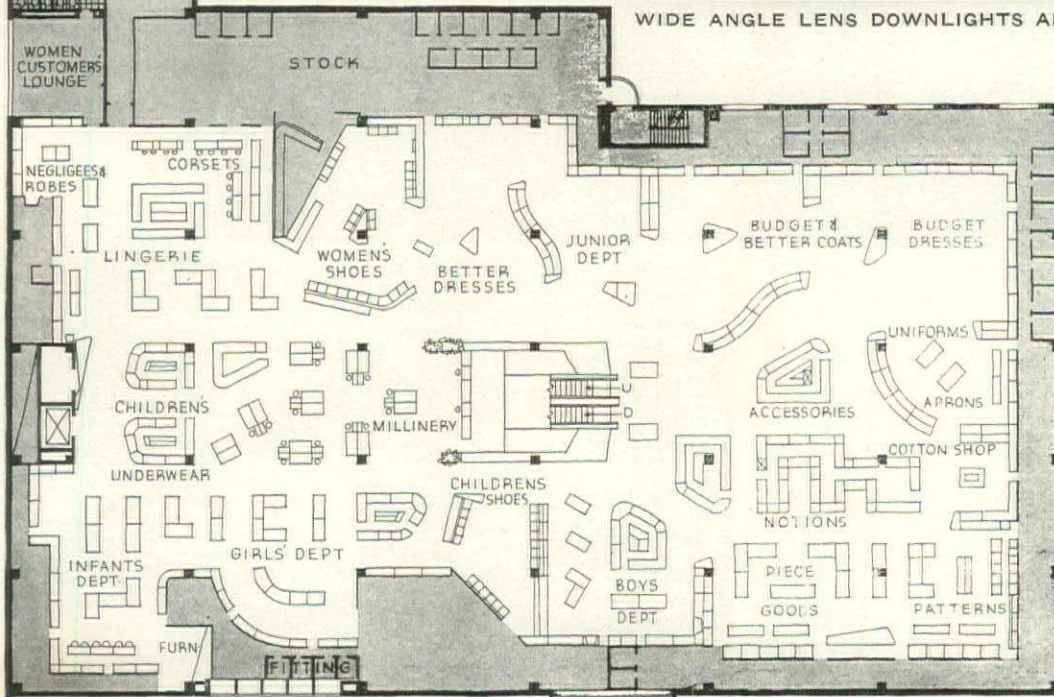
*Ezra Stoller: Pictorial Services*



# BURDINE'S DEPARTMENT STORE



WIDE ANGLE LENS DOWNLIGHTS ARE USED IN ALL CEILINGS; ABOVE, LADIES' SHOES



SECOND FLOOR WOMEN'S DEPARTMENT, BELOW, IS TYPICAL OF SPACIOUS PLANNING

**CONSTRUCTION OUTLINE:** Exterior walls—terra cotta, Federal Seaboard Terra Cotta Co. limestone or stucco on brick. Interior—plaster or wood finish. Structural Steel—Bethlehem Steel Co. Floors—H. H. Robertson Co. **ROOFING**—built-up. **SHEET METAL WORK:** Flashing and gutters—copper. Ducts—galvanized iron. **WINDOWS:** Sash—aluminum, Ware Laboratories. Frames and louvers—Trio Industries Glass—Pittsburgh Plate Glass Co. and Libbey Owens-Ford Glass Co. **ELEVATORS**—Otis Elevator Co. **FLOOR COVERINGS**—carpet. **WALL COVERINGS**—wallpaper, cypress boards, murals and wood panels. **STORE FIXTURES**—Zermann Acme-Granada Shops, Inc. **EXTERIOR DOORS**—Herculite, Pittsburgh Plate Glass Co. **HARDWARE**—Russell & Erwin Mfg. Co. and American Cabinet Co. **ELECTRICAL INSTALLATION**—Ducts—H. H. Robertson Co. Switches—Pelham Electric Mfg. Corp. Fixtures—Century Lighting Co. **PLUMBING FIXTURES**—Crane Co. **HEATING and AIR CONDITIONING:** Complete cooling system. Ducts—Courter & Co. Air Units—Trane Co. Anemostats—Anemostat Corp.





# 11. *A small, neat, two-clerk dress shop*

LOCATION: NEWARK, N. J.

LEO L. FISCHER, Architect

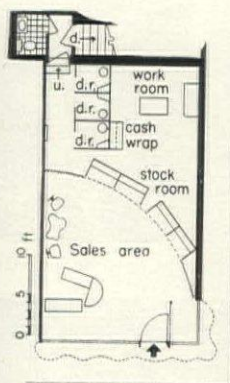
MICHAEL COHEN, General Contractor

This shop makes a determined attempt to attract the bright dress trade. Very small—it was designed to be operated by two people—it nevertheless preserves a surprising amount of storage space through neat interior arrangement. The prominent trade name, set on the facade over the door, is designed to be silhouetted against the high level of brightness of the ceiling inside, which is lit by a line of inverted spotlights. A band of material bearing a good print arcs across the store for a strong decorator's line inside.

en. Schnell



CURVED BREAK SPLITS SELLING, STORAGE AREAS

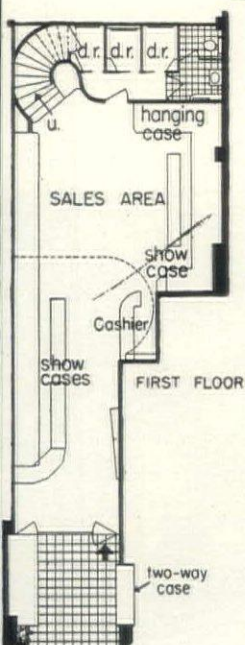
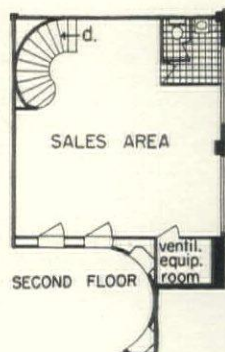


A SINGLE SPOTLIGHT IS STORE'S ONLY EXTERIOR ILLUMINATION

# 12. *A calm background for sales appeal to some basic emotions*

LOCATION: PORTLAND, ORE. WICK, HILGERS & SCOTT, Architects

P. A. Dearborn



The maternal and paternal instincts come in for a lot of attention in this store, whose stock provides all the necessary appurtenances for planned babyhood. An architect out to sell his client's dolls and layettes can hardly be expected to do it entirely with the familiar sales vocabulary of modern store fronts, whose cool charm might attract few emotional customers. Here the designer used a continuous wall of fanciful nursery paintings for diversion and specialized sides appeal.





# 13.

## Women's wear shop for a New England college town

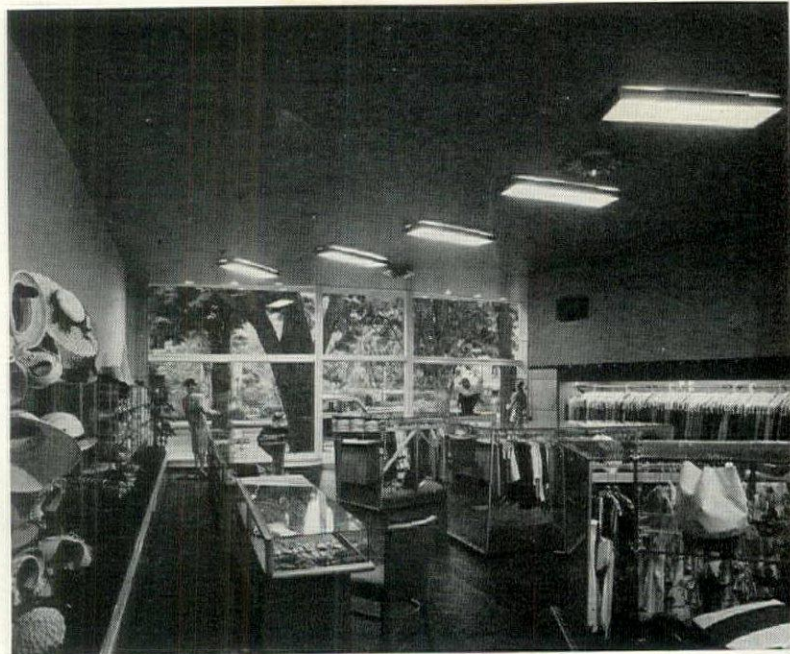
LOCATION: WELLESLEY, MASS.

JOHN MATTHEWS HATTON, Architect

This new shop houses a branch of a large specialty chain handling women's casual clothes. Located in a small Massachusetts college town, its clientele is probably somewhat more specialized than would be the case in a normal community. But the basic selling principle of the chain remains unchanged: as much stock as possible on the sales floor, in open sight, readily accessible and easily supervised. This principle is neatly expressed architecturally: the front is open, there are no conventional show-windows, the entire shop is well-lighted and the lights remain on each night until 11 p.m. The semi-circular layout of the lighted hanging cases has proved so successful that the architect has used it in several other stores for the same chain.

CONSTRUCTION OUTLINE: Exterior walls—brick and concrete block, serpentine marble coping. Interiors—plaster or plywood. ROOFING—built-up. SHEET METAL WORK: Flashing—copper. SHOW WINDOWS—plate, Pittsburgh Plate Glass Co. Glass block—Pittsburgh-Corning Corp. FLOOR COVERINGS—asphalt tile, The Tile-Tex Co. WALL COVERINGS—canvas on curved wall, Ernest Chandler. FURNISHINGS: Fixtures and cases—Scott & Duncan Co., Inc. DOOR (exterior)—Herculite, Pittsburgh Plate Glass Co. ELECTRICAL FIXTURES—Da-Nite Neon Signs, Gotham Lighting Co., General Electric Co. and Smithcraft Div., A. L. Smith Iron Co.

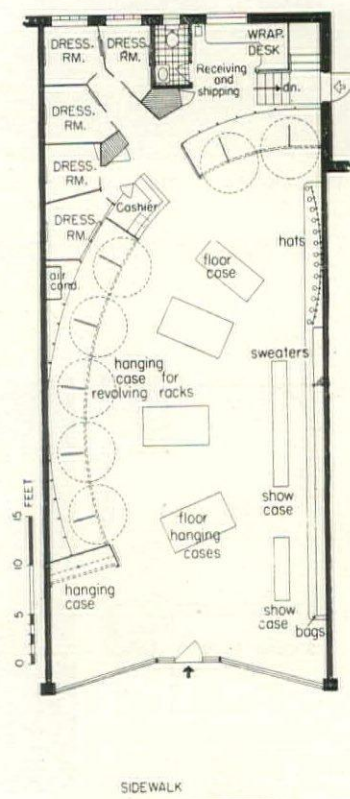
P. A. Dearborn



ALL MERCHANDISE IS VISIBLE AND ACCESSIBLE ON SALES FLOOR



INVERTED BOW FRONT HAS BECOME A PECK & PECK TRADEMARK



ENTIRE STORE IS ON DISPLAY AT NIGHT



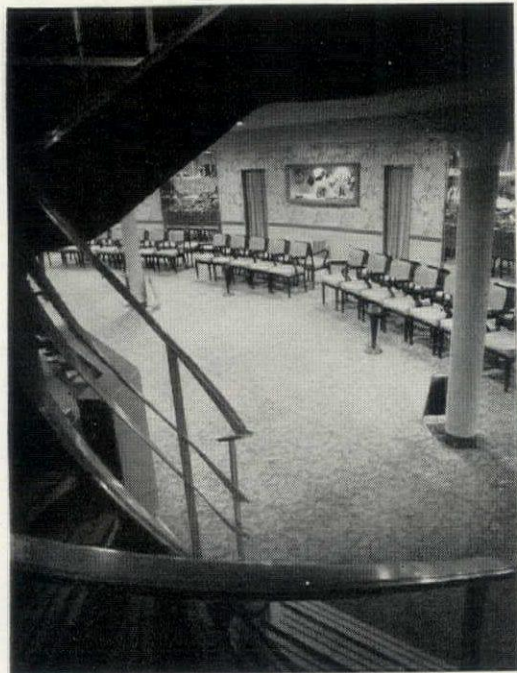


# 14. Tall, recessed lobby dramatizes shop

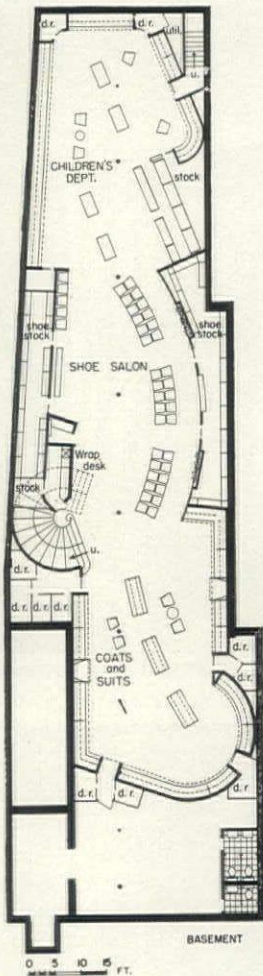
LOCATION: CAMDEN, N. J.  
SIDNEY H. MORRIS & ASSOCIATES, Architects

The oddly-shaped lot on which this new store is located is one of the most desirable in downtown Camden. Located next to railroad and bus lines terminals, the store stands athwart the path of most commuters and shoppers headed for nearby Philadelphia. And the main task of the new store was to offer effective competition to bigger shops in the city, to stop commuters in their tracks. Hence the tall (27 ft.) lobby and big signs. The lot was very deep and narrow—170 ft. x 45 ft.—and the serpentine layout of the fixtures has been calculated to minimize the tube effect and draw the shopper toward the rear. For increased revenue, a small shop for rent occupies 10 ft. of the frontage: space above it is used by the owner. Both shops are completely air conditioned.

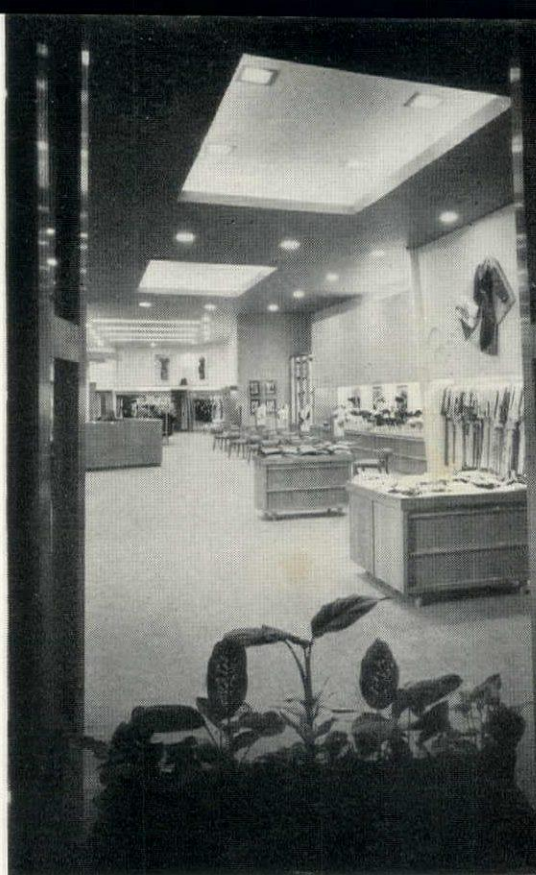
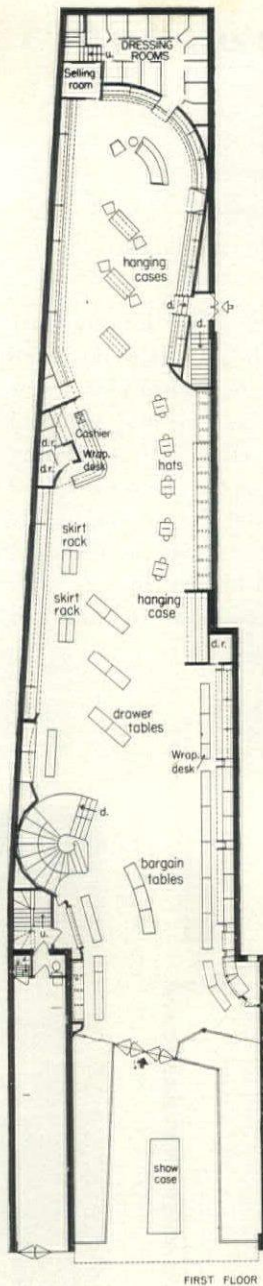
Erva Stoller: Pictorial Services



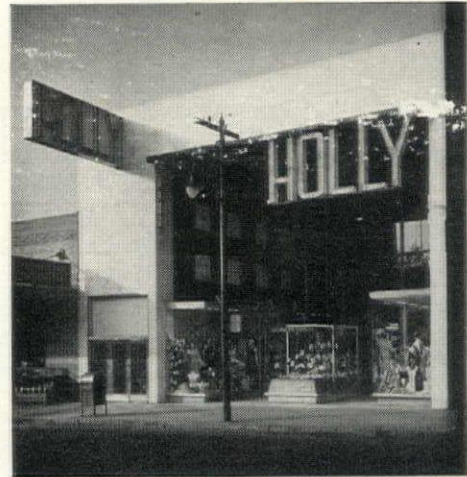
SPIRAL STAIR LEADS TO SHOE SALON



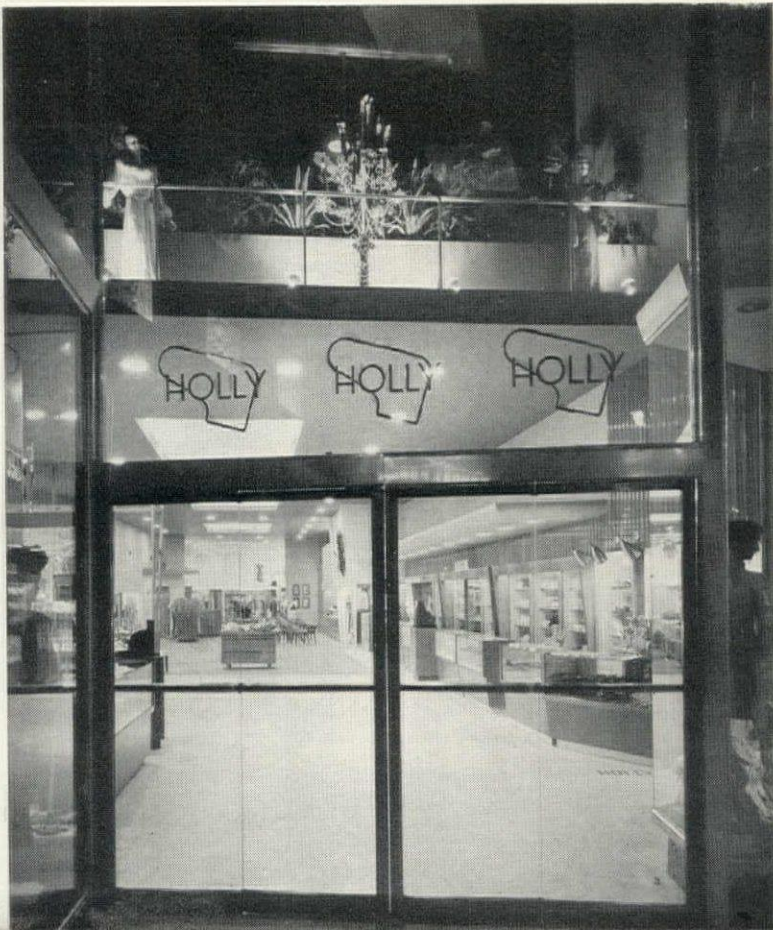
CONSTRUCTION OUTLINE: Exterior walls—brick. Interior—plaster, Gold Bond, National Gypsum Co. ROOFING—Barrett Co. WINDOWS: Glass—Pittsburgh Plate Glass Co. and Libbey-Owens-Ford Glass Co. FLOOR COVERINGS: Carpet—Mohawk Carpet Co. Tile—asphalt, Armstrong Cork Co. WALL COVERINGS—wallpaper, Katzenbach & Warren, Laverne Originals and Sigfrid K. Lonegren, Inc. HARDWARE—Capitol Hardware Co. PAINTS—E. I. Du Pont de Nemours & Co. ELECTRICAL INSTALLATION—Walker Bros., General Electric Co., John A. Roebling Sons Co., Appleton, Thomas & Betts, Allied Metal Stamping Co., Penn Panel & Box Co., Federal Electric Co., Pass & Seymour, Square D Co., Ideal Electric Co., Sangamo Electric Co. and Tork Clock Co., Inc. Fixtures—Pittsburgh Reflector Co. and Gotham Lighting Corp. HEATING—warm air system, cooling and filtering, Carrier Corp.



THE MAIN SALESROOM IS BRIGHTLY LIT  
TALL LOBBY IS LINED IN BLUE GLASS



ENTRANCE DOORS ARE SET IN EYE-CATCHING GLASS SCREEN





# 15. *A quiet men's shop off Fifth Ave.*

LOCATION: NEW YORK CITY

L. G. SHERBURNE ASSOCIATES, Designers

PAUL A. FRANKLIN, Architect and Engineer

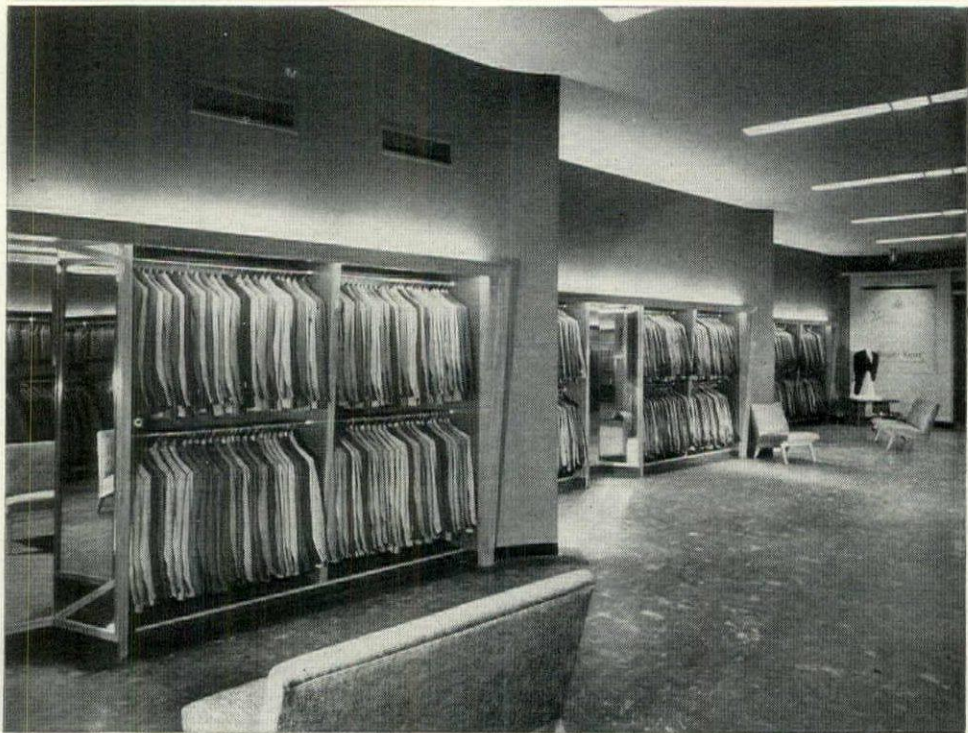
ROCKMORE CONSTRUCTION CO., INC., General Contractors

This chain of men's stores believes in quiet. Their locations are generally just a little off the most beaten track in a pretty well tracked neighborhood of office buildings. And when they move into a new location the store interior which their designers provide is intended to extend the calm atmosphere for softspoken selling. A set of Army crests brought from England by the president of the chain were used for decoration to match two company crests on the marble facade flanking the entrance. Inside, the spirit of the crests is supplemented by a section at the rear of the shop devoted to formal clothing, with the archaic paneling so dear to tailors. Otherwise, in lighting and materials, the shop has a quiet contemporary cast.

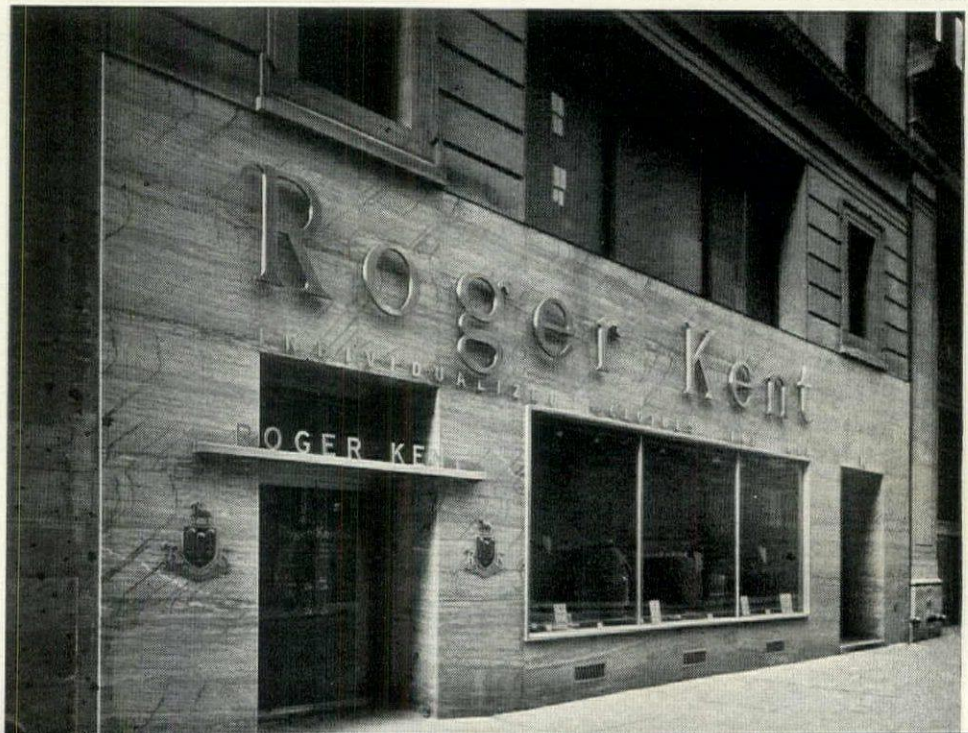
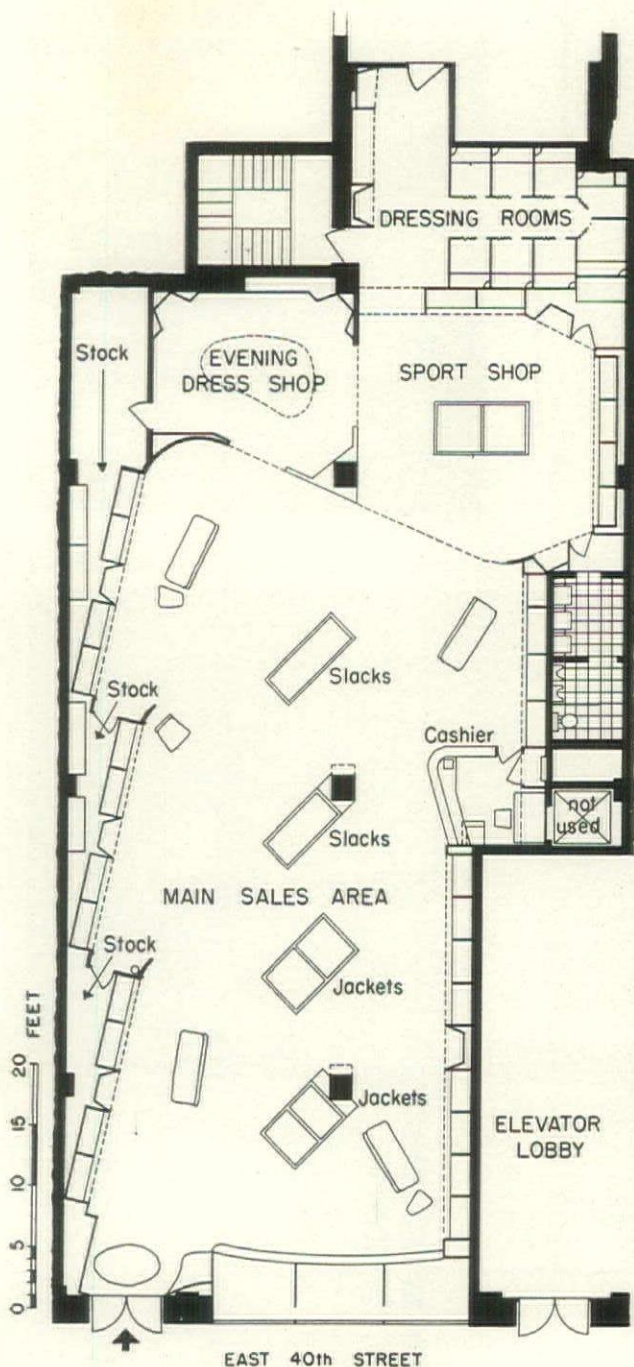


FORMAL WEAR SECTION AT REAR IS WALNUT PANELED

Ben Schnall



THE STRIP LIGHTING FIXTURES COMBINE FLUORESCENT AND INCANDESCENT  
NEW FRONT IS GRAY MARBLE, WITH GLASS DOORS AND ALL TRIM OF BRONZE





# 16. *This men's shop on Wilshire Boulevard is smaller and bolder*

LOCATION: BEVERLY HILLS, CALIF.

PAUL LASZLO, Designer

This West Coast men's shop is a good example of compact, yet uncrowded, planning. Fitted into a space of 20 x 80 ft., facilities include not only a good deal of rack display for men's suits, but five dressing rooms (an unusual number for so small a shop) and a custom tailoring department. The glass front is set at an angle of 26 degrees, for display grace, and the angle is repeated inside by the jutting wall cases. Wedge shapes thus created house the dressing rooms, whose doors are full length viewing mirrors. The front window is amber colored plate glass, cutting 85 per cent of the sun's activic rays and minimizing fading of merchandise. Predominating colors are good shades of the men's shop standbys, gray, green, red, and tan.

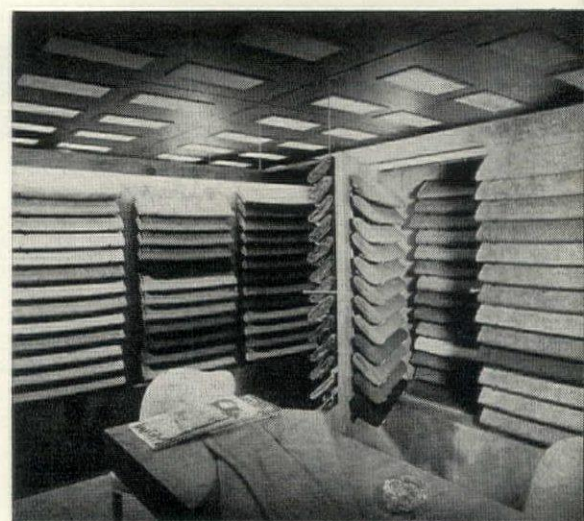
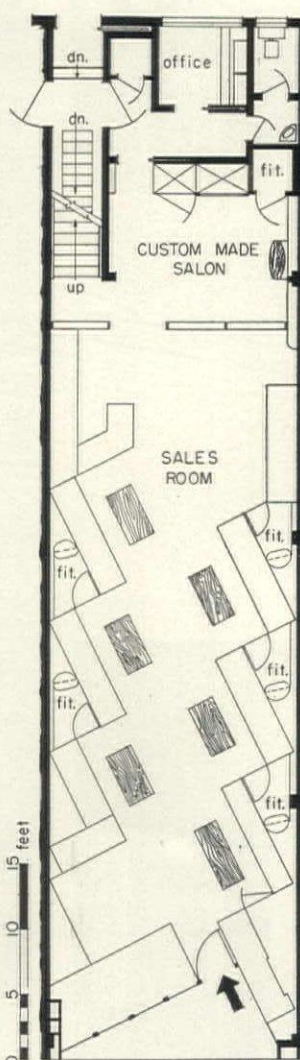
CONSTRUCTION OUTLINE: Exterior walls—concrete, Travertine and Vitrolite, Libbey-Owens-Ford Glass Co. Floors—concrete slab and terrazzo. SHEET METAL WORK: Flashing—galvanized iron. GLASS—Libbey-Owens-Ford Glass Co. FLOOR COVERINGS—carpet or linoleum. WALL COVERINGS—Travertine, Vitrolite, Libbey-Owens-Ford Glass Co., plaster or hardwood paneling. FURNISHINGS—special design, Laszlo, Inc. EXTERIOR DOORS—Herculite, Pittsburgh Plate Glass Co. HARDWARE—burnished bronze. ELECTRICAL INSTALLATION: Wiring—rigid conduit. SWITCHES—toggle. Fixtures—C. W. Cole Co. PLUMBING FIXTURES—Crane Co. HEATING—gas wall heaters, Payne Furnace & Supply Co.



VIEW TO REAR OF SHOP SHOWING IRREGULAR DROPPED CEILING

EXTERIOR IS GLASS, TRAVERTINE, AND STRUCTURAL GLASS

CUSTOM DEPARTMENT DISPLAYS MATERIAL



Julius Shulman



# 17. *A Texas branch for a custom tailor*

LOCATION: DALLAS, TEXAS  
EUGENE BACK, Architect

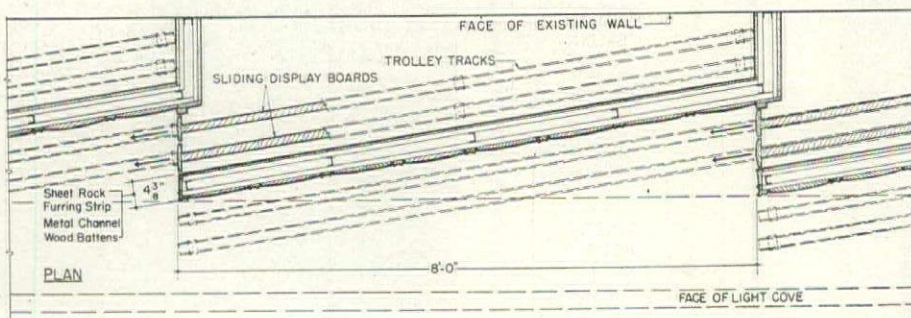
HENDER CONSTRUCTION CO., General Contractors

The discreet needs of a gentleman's tailoring establishment are familiar to this designer. He has planned shops in a number of cities for the same firm, who have removed a good deal of the murk from the fitting rooms, shifted them downstairs from the familiar second floor location, and done very well. This Texas store retains much of the identity of the other branches, together with the same general planning ideas. A glass front set in 3 ft. from the sidewalk line extends a quiet invitation to look over the shop. Inside to the right are slides draped with seasonal fabric, a quick presentation of the potential selection for a new suit. On the other side are cases for storing woolen Shetlands. Fitting rooms are at the back.

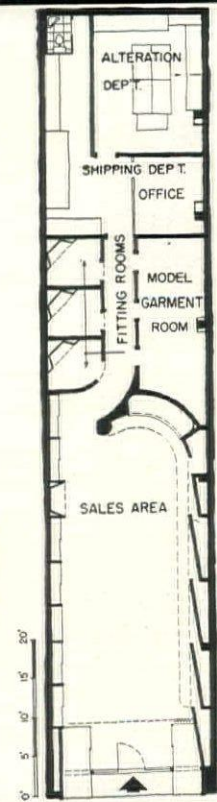
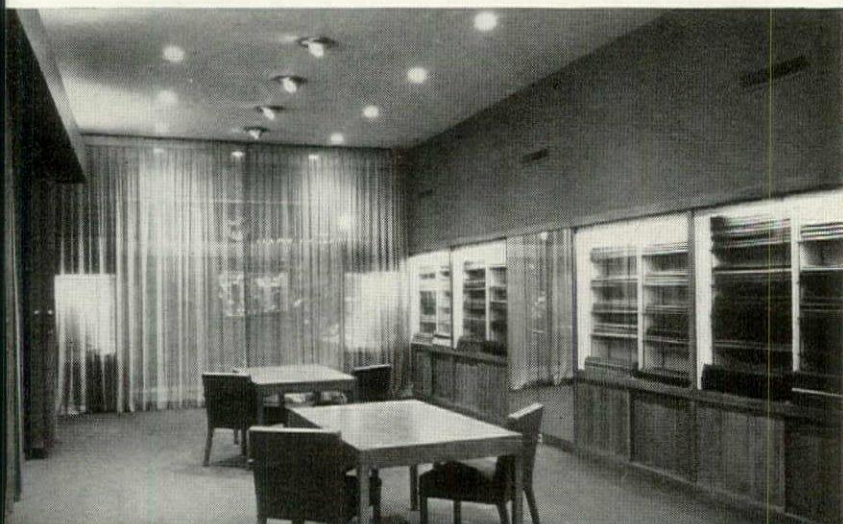
Ulric Meisel



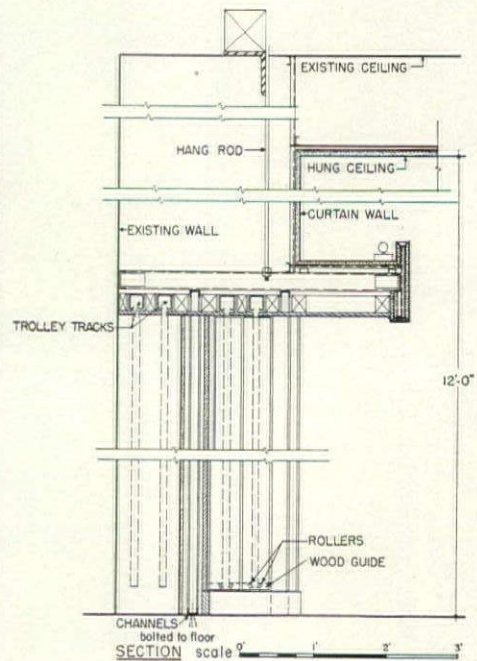
MATERIAL FOR SUIT IS PICKED FROM SLIDING FRAMES ON WALL



VIEW TOWARD FRONT OF SHOP WITH LIGHT CURTAIN DRAWN



FACADE FOLLOWS PATTERN OF OTHER BRANCHES





# 18. *Another apparel approach: selling in mass means displaying in mass*

LOCATION: PATERSON, N. J.

MORRIS LAPIDUS, Architect

RHEINSTEIN CONSTRUCTION CO., General Contractors

A popular priced clothing store, well exemplified here, has an entirely different merchandising approach from the tailor shop across the page. The idea here is to confront the customer with thousands of suits at a glance. Mass merchandising eliminates stock rooms and puts everything on display. This idea obviously dictated most aspects of the design, with a mezzanine introduced because it permits four tiers of suits instead of two—and a glass rail on the mezzanine to keep as many of those suits in sight from the main floor as is possible; alcoves increase the room perimeter, again permitting more suits to be hung. What the architect had to do in effect was design for interest. Discussing the show window design, he points out: "The front was made as open as possible, but we couldn't have an entirely open front. You simply can't display against open space. It's all right if you have one gown or three pairs of shoes to show, but you can't display 75 to 100 suits against the confusion of activity within the store . . . you must get a background to hold the stuff together."

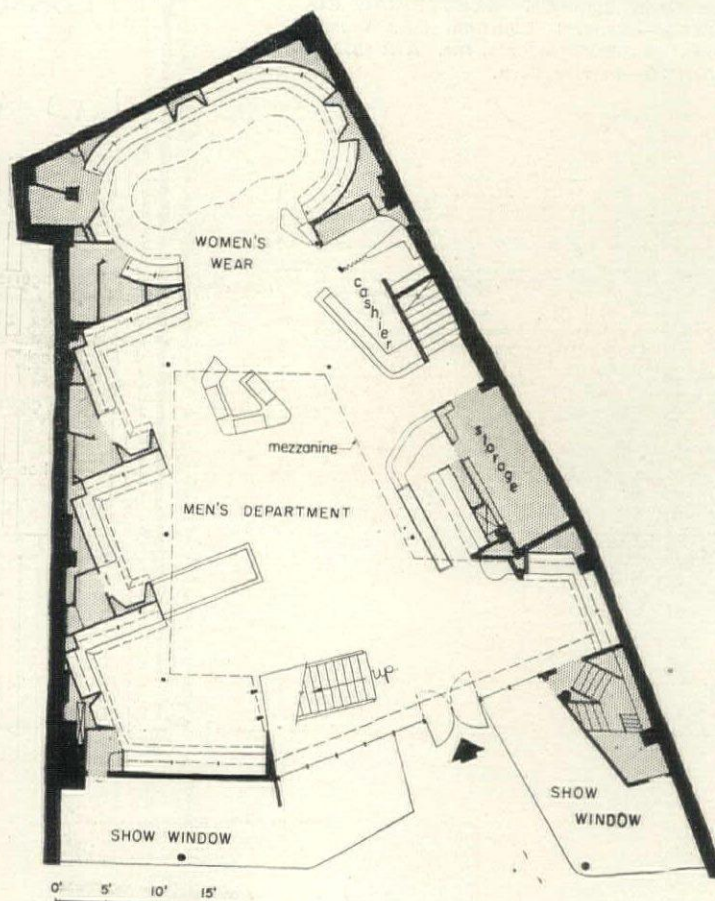
Gottso-Schleisner



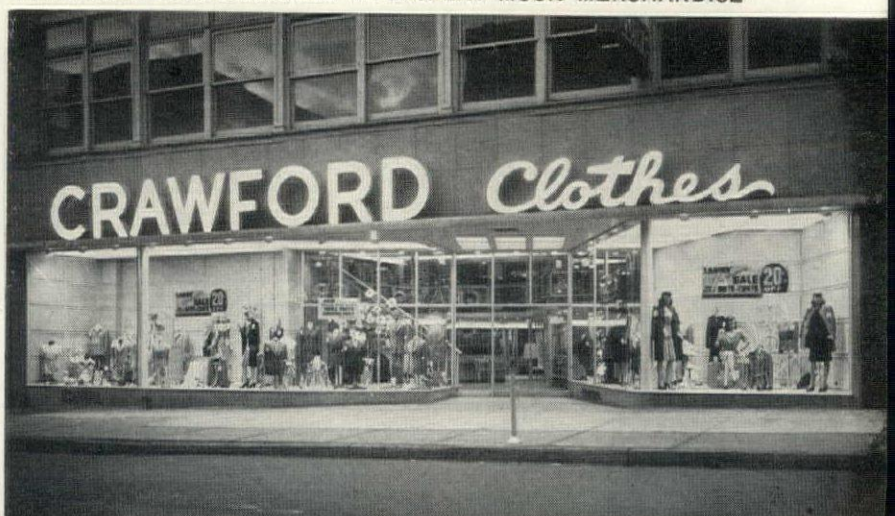
DESIGN PROVIDES TWO LEVEL SELLING, MEZZANINE AND MAIN



FRAMED PANELS OF WIRED GLASS MAKE UP RAIL OF MEZZANINE



THE FRONT WAS DESIGNED TO DISPLAY MUCH MERCHANDISE





# 19. *Small town store for low and medium priced women's ready-to-wear*

LOCATION: BAYONNE, N. J.

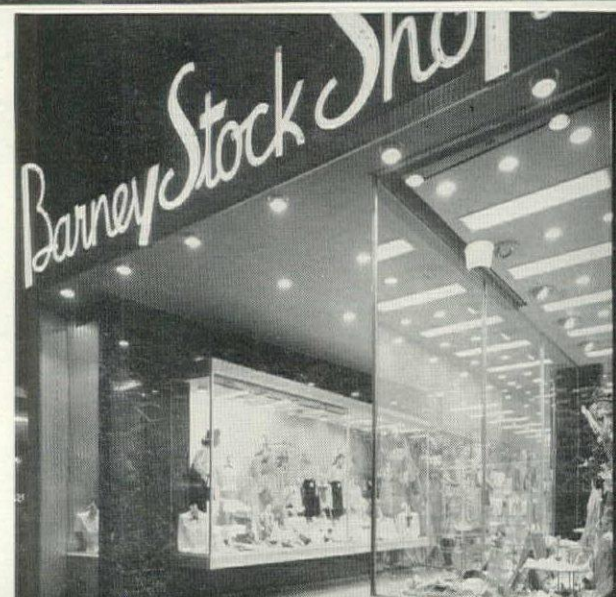
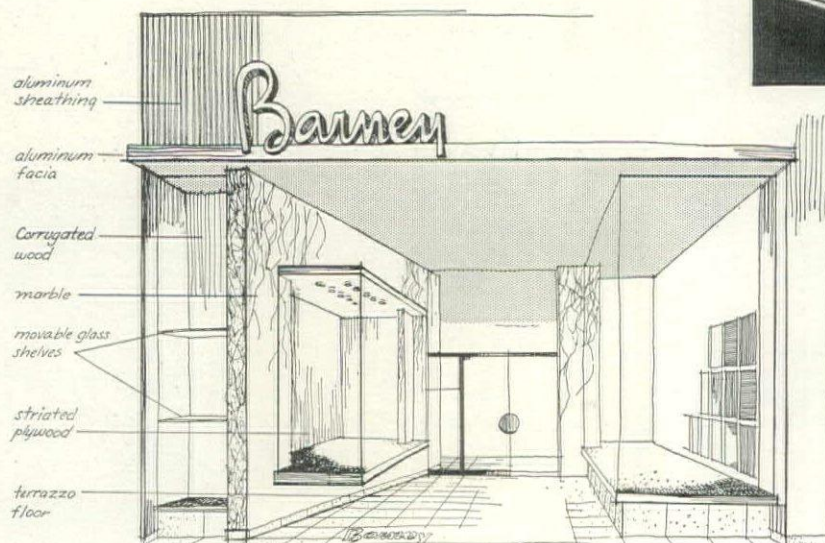
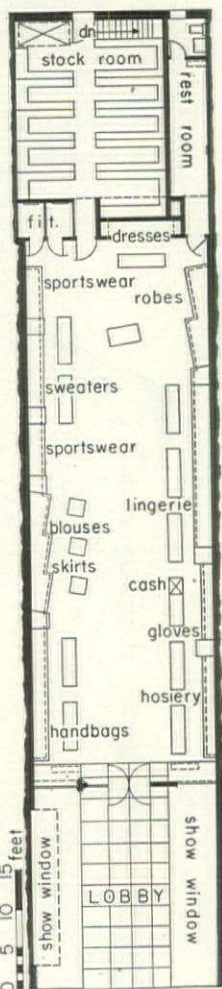
REISNER & URBACH, Architects

WINOGRAD & WATERMAN, General Contractors

Designed for women's ready-to-wear in the highly competitive low and medium price brackets, this new shop is one of three recently completed by the architects for the same firm. Size and arrangement of sales areas is closely geared to owner's tested merchandising policy, each section being separated by wall displays. Turnover is rapid: thus stock is kept on main floor although store has a full basement. Elevated "stage" at center of rear wall (right) is brilliantly lit at night as part of window display.

Ezra Stoller: Pictorial Service

CONSTRUCTION OUTLINE: Interior walls—plaster or wood on metal lath. Ceilings—plaster. Floors—rubber tile, American Tile & Rubber Co. and terrazzo. SHOW WINDOWS: Zourite trim—Kawnee Co.; Natcor, National Fireproofing Co.; Weldtex plywood, U. S. Plywood Corp. Glass—Libbey-Owen-Ford Glass Co. Marble—Vermont Marble Co. SHADES—Transshade Co. TIME RECORDER—Silent Watchman Corp. Neon sign—Lafayette Neon Sign Co. ELECTRICAL FIXTURES—General Lighting Co., Illumino Corp., Neo-Ray Products, Inc. AIR CONDITIONING—Carrier Corp.





# 20. *Good shopping facilities for the ladies of a suburban town*

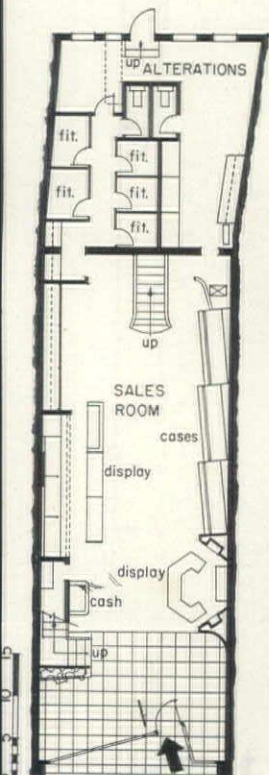
LOCATION: NEW ROCHELLE, N. Y.

JOSE FERNANDEZ, Architect

CHARLES JOHNSON CONSTRUCTION, General Contractors

The architect here started with an old building which had housed two small shops, and made it into a good-sized store for women. There are three effective merchandising levels now, including the mezzanine, with another floor available for easy expansion upward. A frame of gray structural glass is placed around the front of the first two floors, which are glazed for entire visibility from the street. An area called a vestibule—directly behind the window display stage and before the main selling area, has a ceiling of 3 in. natural birch slats. This follows the floor line to the outside where it curves up to form an illuminated plant box, and backs the letters of the store name. Two shades of rose, pale and deep, are used throughout the store to flatter the customers and merchandise.

FINISHES AND EQUIPMENT: Interior partitions—studs and plaster. Ceilings—Celotex, Celotex Corp. SHEET METAL WORK: Flashing—copper. Ducts—aluminum. GLASS—Pittsburgh Plate Glass Co. and Libbey-Owens-Ford Glass Co. STAIRS—steel, aluminum and plate glass railings. FLOOR COVERINGS: Carpets—A. & M. Karagheusian, Inc. WALL COVERINGS: Wallpaper—A. H. Jacobs. Plywood—U. S. Plywood Corp. FURNISHINGS: Chairs—Jens Rison. Showcases—special design, Jose Fernandez. COOLING SYSTEM—York Corp.



FACADE IS OPEN WITH NO DISPLAY BACK



VIEW TOWARD STREET ON SECOND FLOOR; STORE IS SPACIOUS



SHOPPERS REGARD THEMSELVES IN ODDLY FRAMED MIRRORS





## 21. *Shoes are sold in polished surroundings*

LOCATION: SAN FRANCISCO, CALIF.

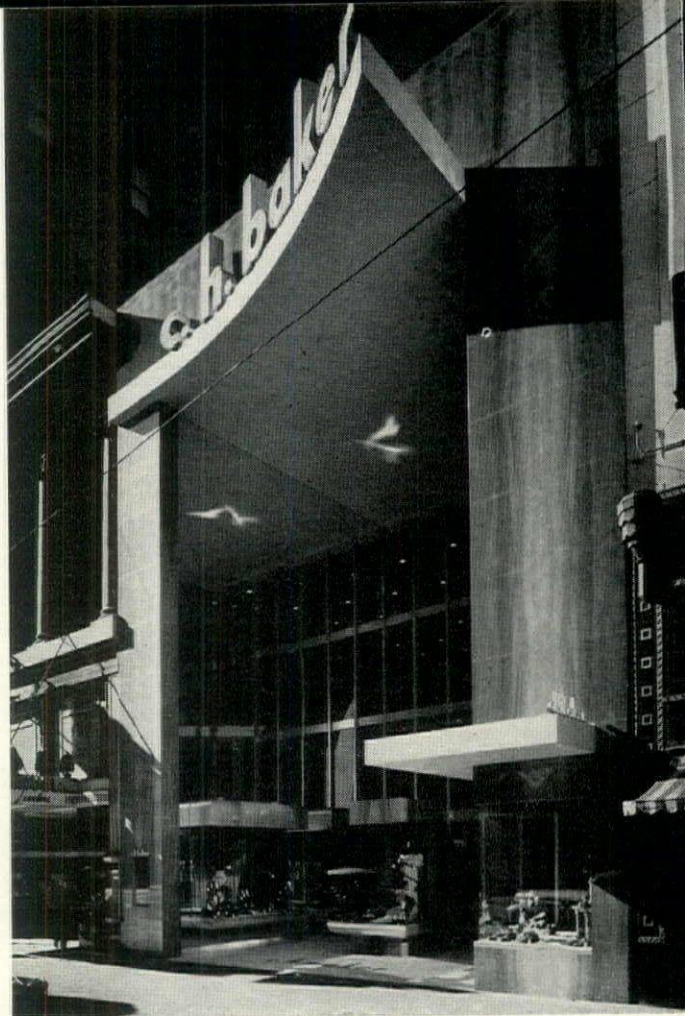
GRUEN & KRUMMECK ASSOCIATES, Designers

L. H. NISHKIAN & SON, Structural Engineers

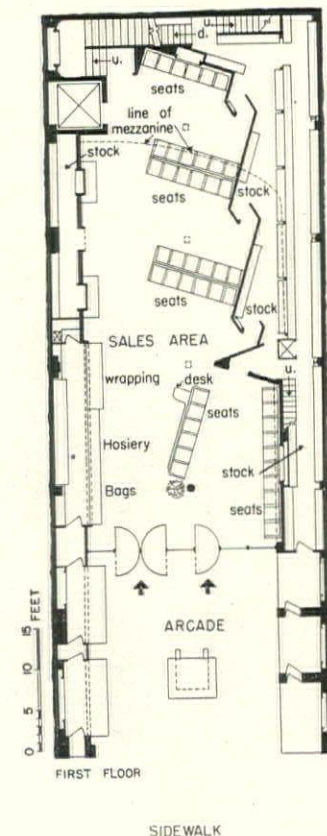
H. D. COWAN & CO., INC., General Contractor

The highly competitive location of this shoe store on San Francisco's Market Street called for careful consideration of exterior treatment. The careful consideration obviously resulted in a decision to present a front design which would have maximum impact on the wandering shopper, with marble, mirrors, glass, bronze mullions and aluminum bars, and cement plaster canopies shooting rather meaninglessly through the glass front—all the striking techniques of power merchandising. But once the designer has drawn the customer inside, he calms him with a bland, simple background of large clear surfaces, and some nicely done details in a polished atmosphere of luxury.

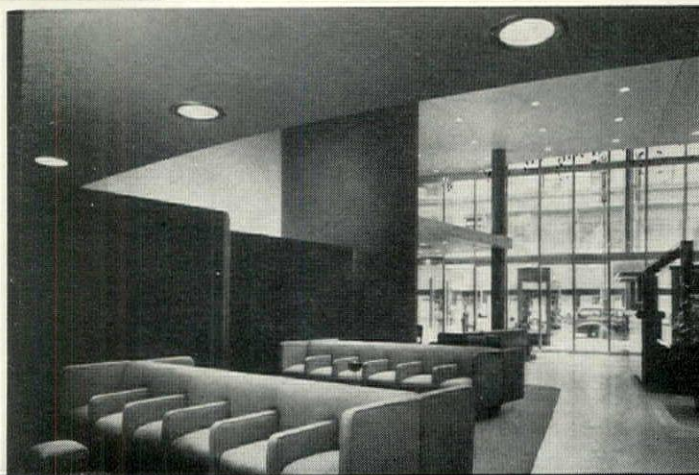
CONSTRUCTION OUTLINE: Exterior walls—marble, Vermont Marble Co., or mirror facing, Pittsburgh Plate Glass Co. Interiors—wood panels, marble or mirrors. Floors—terrazzo, asphalt tile and carpet. Waterproofing—Prima Products, Inc. SOUND INSULATION—Western Asbestos Co. ELEVATORS—Pacific Elevator Co. CASES, etc.—H. D. Cowan & Co., Inc. EXTERIOR DOORS—Herculite, Pittsburgh Plate Glass Co. HARDWARE—Schlage Lock Co. METAL TRIM—The Kawneer Co. ELECTRICAL FIXTURES—Associated Lighting Co. and Boyd Lighting Co. AIR CONDITIONING—York Corp.



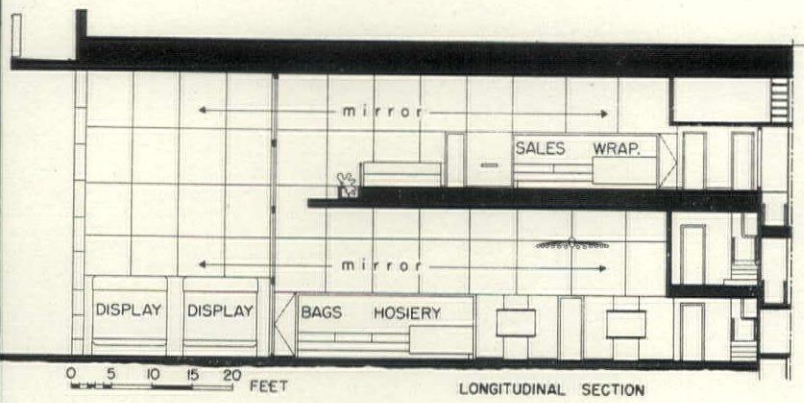
VIEW OF FIRST FLOOR REAR; NOTE NICELY DESIGNED LIGHTING FIXTURE



GENERAL VIEW FROM UNDER MEZZANINE  
TOWARD GLASS WALL OF STORE FRONT

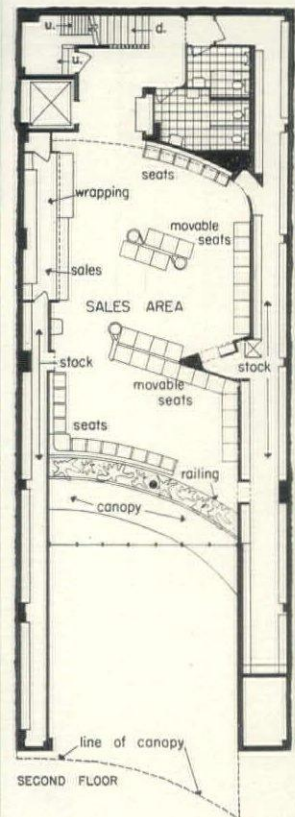






SECOND FLOOR ALSO HAS LUXURIOUS SELLING FACILITIES

SECOND STORY FRONT IS OPENED IN ARC BEHIND STORE'S TALL GLASS FACADE



BALCONY CANOPY HOLDS PLANTS







DIVISIONS IN THE LARGE FLOOR AREA ARE MADE WITH CHAIRS INSTEAD OF PARTITIONS FOR FLEXIBILITY, SPACIOUSNESS, ECONOMY

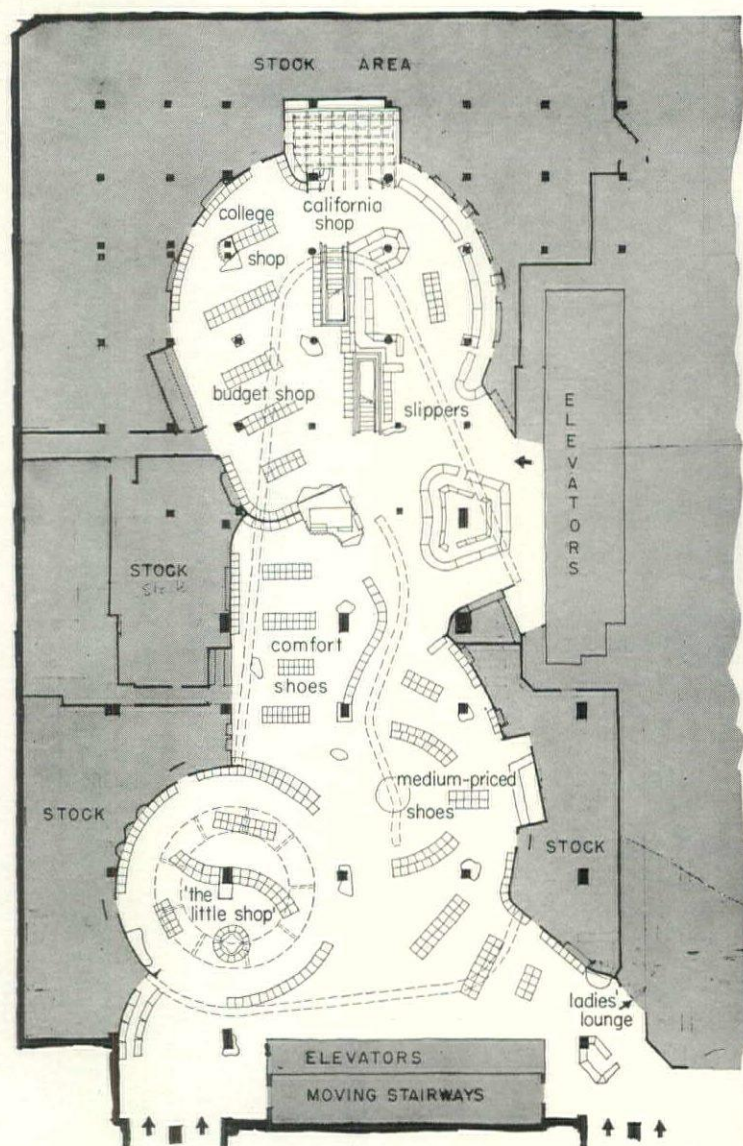
LOCATION: NEW YORK CITY

RICHARD BELCHER, Architect

JOSEPH GARRY CO., General Contractor

This prodigious women's shoe store (41,000 sq. ft. with a stock of 170,000 pairs) represents a new idea in Macy's great merchandise hive. It is a self-contained unit in the immense store, encompassing not only all the different price ranges, age, and style approaches in women's shoes, but also the buyers' offices, the receiving and marking departments, and both the reserve and forward stock. Previously shoes had gone through the store's regular merchandising channels, but this effort towards economy in handling merchandise has been efficient enough as a proving ground for Macy's over-all modernization program to warrant possible application in other sections. The five departments are broken only by seating and display arrangements and color changes, with no structural barriers. Not only does this make all segments easily visible from any angle, but it also will make future adjustments in size of the various sections inexpensive. Lighting—combined incandescent and fluorescent—produces 20 footcandles at the customer level.

**CONSTRUCTION OUTLINE:** Interior partitions—cinder block and plaster. Metal partitions—Mills Co. and Sneed & Co. INSULATION—Keasbey Mattison Co. FLOOR COVERINGS: Carpet—Bigelow-Sanford Carpet Co. WALL COVERINGS—Avtrim, Hood Rubber Co. SHOW CASES AND FURNITURE—Chase Bros., Mallin Furniture Co., Brower Furniture Co., Empire State Chair Co., Lehigh Furniture Co., Johnson Leather Co. and Hood Rubber Co. PAINTS—Devoe & Reynolds Co., Inc. ELECTRICAL INSTALLATION—Curtis Lighting Co., Cole Electric Products Co. Fixtures—Gotham Lighting Co. PLUMBING FIXTURES—Duro Pump Co. AIR CONDITIONING EQUIPMENT—Westinghouse Electric Corp., Tuttle & Bailey, Jenkins Bros., Carrier Corp., Nash Pump Co., Buffalo Forge Co., Keasbey & Mattison Co., Cutler-Hammer, Inc., Worthington Pump & Machinery Corp.





## 23. ... and here a salon for my lady's foot

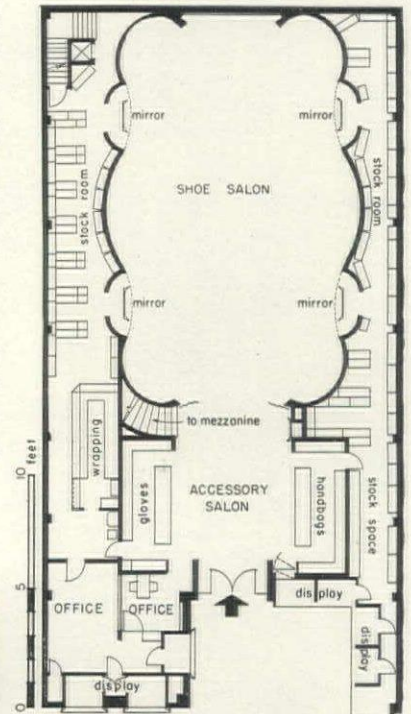
LOCATION: OAKLAND, CALIF.

HERTZKA & KNOWLES, AND ALBEN FROBERG, Architects

ELIZABETH BANNING, Color Consultant

DOROTHY LIEBES, Drapes CHRISTENSEN & LYONS, General Contractors

If there is another field of commercial design comparable to the design of perfume bottles in the creation of heady atmosphere, it is the design of a salon for the exercise of the exotic science of selling rare and expensive women's footwear. Here we have a refined example of the baroque approach often favored, minus sculptured plaster columns and chandeliers. Color and fabric are the most important factors in this salon. Gray, in understatement, makes the interior a success, with fabulous hand-loomed drapes—rose and gray with a subtle blend of gold thread—easily the most noticed element of the decor. Exterior is dark blue tile, with cast aluminum display frames. Spotlights are well used throughout, hung over showcases or sunk in the ceiling, combined with indirect fluorescent.



Roger Sturtevant



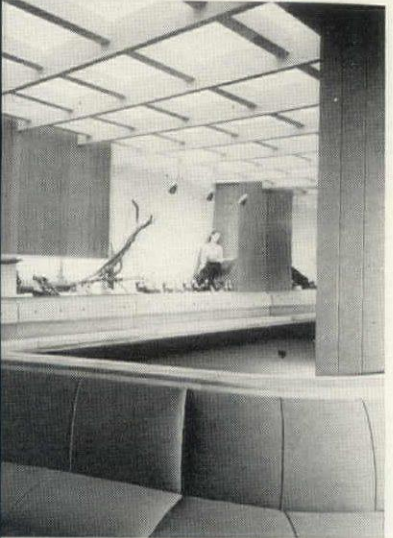
STORE FRONT IS BLUE TILE IN LARGE SCALE

DETAILS OF FIXTURES AND CASES ARE SIMPLE

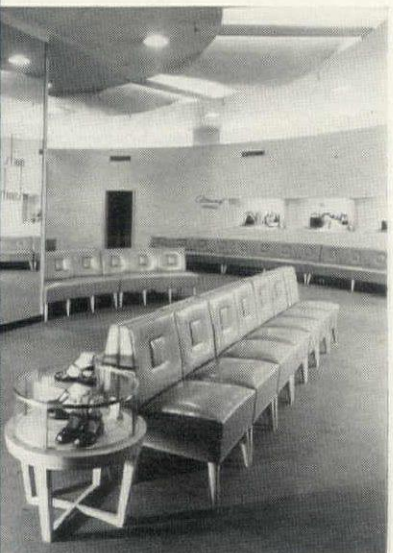
MAIN SALON IS LARGE ROOM, COLORED WARM GRAY WITH ROSE ACCENTS IN FABRICS



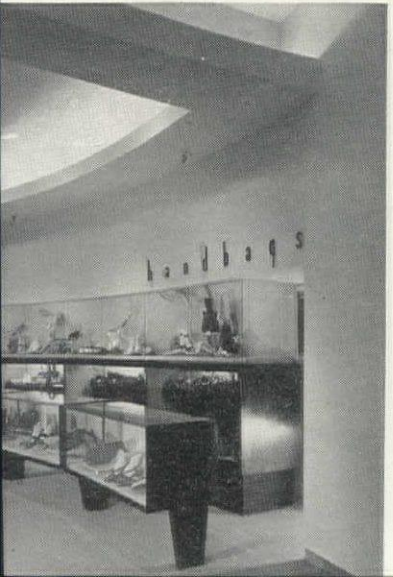
VIEW INTO THE COLLEGE SHOP



CALIFORNIA SHOP, IN REDWOOD



LITTLE SHOP HAS BIGGER PRICES  
COUNTERS FOR HANDBAGS, SHOES





## 24. A planning problem elegantly solved

LOCATION: SAN FRANCISCO, CALIF.

RAPHAEL S. SORIANO, SERGE CHERMAYEFF, Architects

L. & E. EMANUEL, INC., General Contractors

The handsome new San Francisco branch of *Ciro of Bond Street* is another suave example of the merchandising technique of this firm who are justly famous for their cultured pearls and patrons. The architects worked within a strong set of latter day traditions, mostly in the matter of materials: yellow bronze, African mahogany, leather paneling, and mirrors. The entrance, which circumvents an awkward passage included by direction of the fire department, shows great ingenuity. Tried and true—and exact—sizes and specifications were listed for all the display boxes and counters. This added a number of complications to the principal problem of reaching a graceful solution to an awkward planning situation.

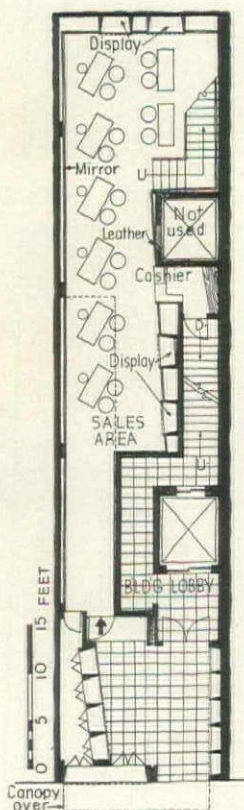
CONSTRUCTION OUTLINE: Exterior walls—cement plaster. Interior hardwall plaster, U. S. Gypsum Co. GLASS AND MIRRORS—Libbey-Owens Ford Glass Co. FLOORS—terrazzo, American Terrazzo Co.; linoleum, Armstrong Cork Co.; carpets, Alexander Smith & Son. WALL COVERINGS—Leatherwall and Weldwood, U. S. Plywood Corp.; Formica, Formica Insulating Co. FURNISHINGS: Cases—Weldwood, U. S. Plywood Corp. Upholstery—S. Brown & Son. Lettering—M. Greenberg & Sons. METAL TRIM—architectural bronze, National Steel Fabricators. HARDWARE—National Steel Fabricators and Schlage Lock Co. PAINTS—W. P. Fuller & Co. and National Lead Co. ELECTRICAL FIXTURES—Pittsburgh Plate Glass Co. and Kuipers, Inc. Sign—Apex Electric Co. HEATING—Atlas Ventilating Co.

Roger Sturtevant

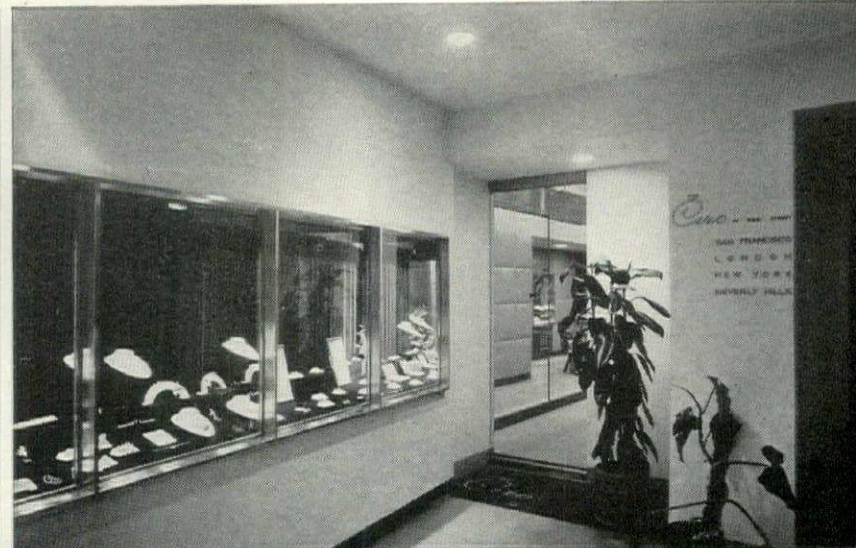
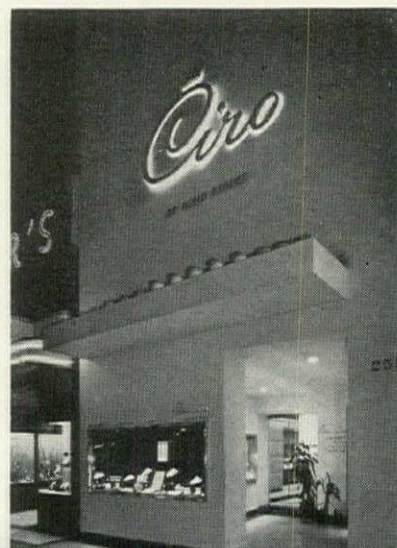


VIEW TOWARD ENTRANCE DEMONSTRATES HOW MIRRORS WIDEN STORE

POINT SOURCE ILLUMINATION SHOWS JEWELS AT THEIR BEST



SECLUDED DISPLAY ANTEROOM BEHIND EGGSHELL PLASTER FACADE MAKES ROOM FOR BUILDING EXI





## 25. Five floors for jewelry and appliances

LOCATION: BIRMINGHAM, ALA.

MILLER MARTIN & LEWIS, Architects

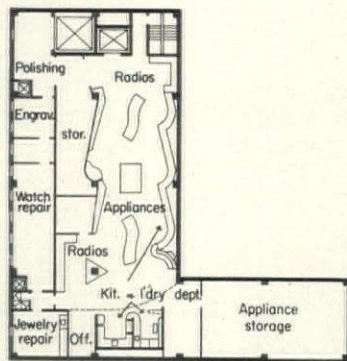
J. GORDON CARR, Architect (Interior)

This five story jewelry and appliance store has only 24 ft. frontage on the main street; the plot stretches narrowly back along the side street to bend into the big set-back main area of the store. The problem was made almost an advantage on the first floor; here the main entrance occupies all street frontage, and fine jewelry is displayed on either side of the alley-shaped passage back to the bulk of the store, creating an impressive, luxurious atmosphere for the entering customer even if he is just on his way to the repair department to have his wrist watch wound or, choice (2) tuned, (3) soldered, (4) reset, (5) mothproofed, (6) adjusted. The only windows in the store, besides show windows, are two lofty corner shafts for entrance emphasis, a set for the second floor sidestreet offices and display, and a set on the fifth floor rear for a daylight workshop.

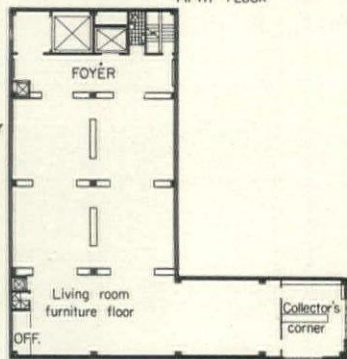
CONSTRUCTION OUTLINE: Exterior walls—masonry with marble, Alabama Marble Co., and limestone, Indiana Limestone Co. Structural steel—Ingalls Iron Works. ROOFING—built-up tar and gravel. WINDOWS: Sash—steel and aluminum. Glass—Pittsburgh Plate Glass Co. ELEVATORS—Westinghouse Electric Corp. SHOWCASES—National Showcase Co. and National Woodwork Co. DOORS (Exterior)—Herculite, Pittsburgh Plate Glass Co. ELECTRICAL FIXTURES—Century Lighting Co. PLUMBING FIXTURES—Crane Co. KITCHEN EQUIPMENT—Westinghouse Electric Corp. HEATING—filtering system, Carrier Corp.

A. C. Keily

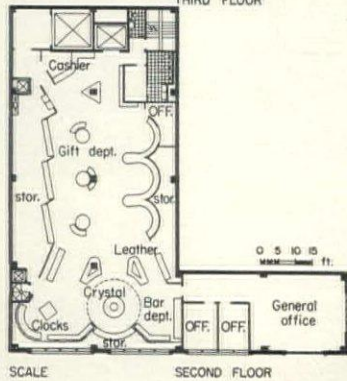
ALL WINDOWS ARE DEBATABLY DEVICE FOR CORNER EMPHASIS



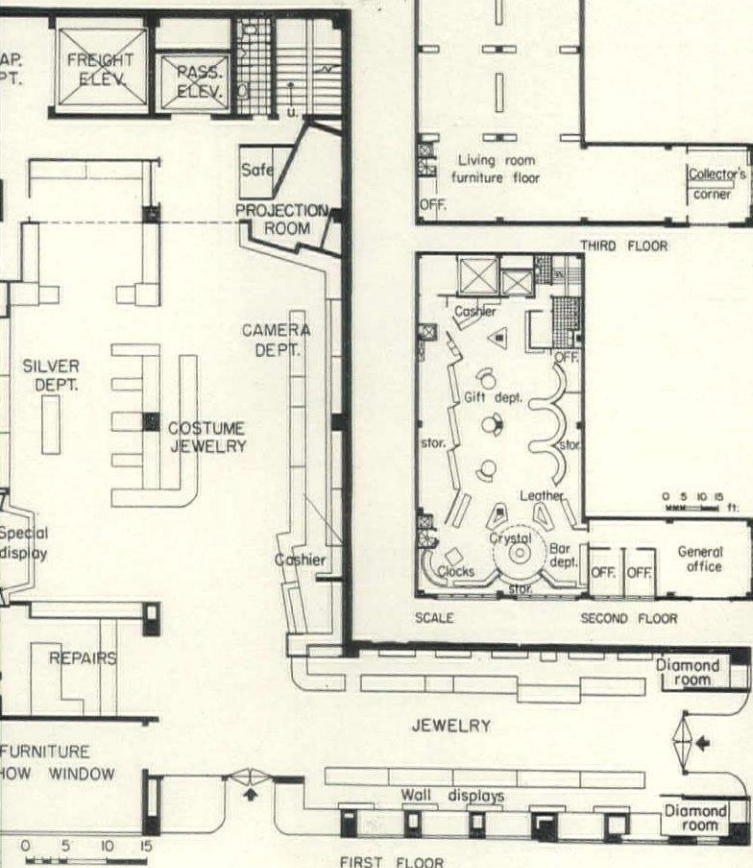
FIFTH FLOOR



THIRD FLOOR



SECOND FLOOR



FIRST FLOOR



TYPICAL DISPLAY AREAS FOR FURNITURE, ABOVE, GIFTS, BELOW



LONG APPROACH FROM THE MAIN STREET DISPLAYS FINE GEMS

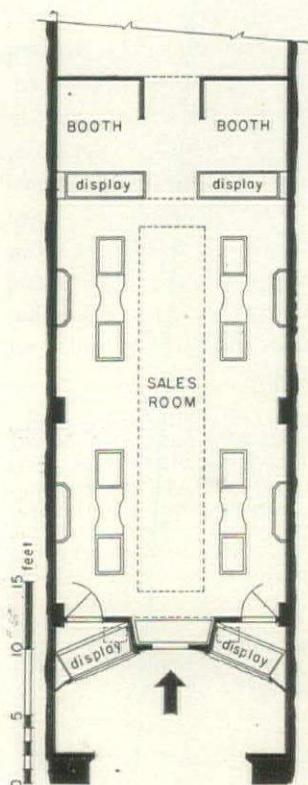




## 26. *An attractive little facade on Fifth Ave., obviously for jewels*

Gottsch-Schleiss

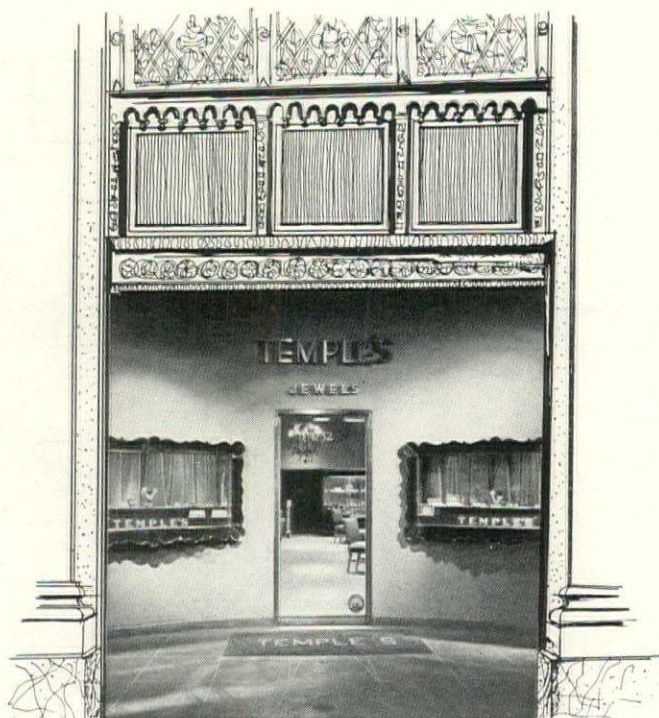
LOCATION: NEW YORK CITY  
LEONARD HUTTON, Designer  
VAN F. PRUITT, Architect



THIS IS EFFECTIVE LIGHTING, MAKING JEWELS GLITTER AS BRIGHTLY OUT ON TOP CASES AS INSIDE

When a motion picture company on location in New York recently was looking for a jewelry store background, this small establishment was the one which they favored over the many others in the great naked city. It is not difficult to understand why. The design gives immediate identification, a quality always sought by Hollywood, and obviously also the objective of smart merchandising. A sign is hardly necessary: the cleverly set-back facade could hardly front anything else, in the mind of the passerby, but a jewelry store. An 11 ft. frontage was set back with the theory of conspicuous waste of space to create what amounts to a small exterior showroom. The physical waste is well justified economically in the amount of attention it attracts. Though the treatment is not equally effective inside, where spattered, simulated shadow-paned walls fight the handsome crystal chandelier and jewels for attention, the lighting is good jewel-lighting, and the layout simple and satisfactory.

**FINISHES AND EQUIPMENT:** Interior partitions—metal furring, lathing, gypsum block and plaster. Floors—terrazzo. WALL COVERINGS—wallpaper, Bassett & Vollum. GLASS AND MIRRORS—Libbey-Owens-Ford Glass Co. DOORS—(exterior) Herculite, Pittsburgh Plate Glass Co.; (others)—General Fireproof Door Co. HARDWARE—Oscar C. Rixson Co.



HIGH CRAMPED DISPLAY WINDOWS WERE REMOVED, AND THE FRONT SET BACK IN A GRACEFUL CURVE





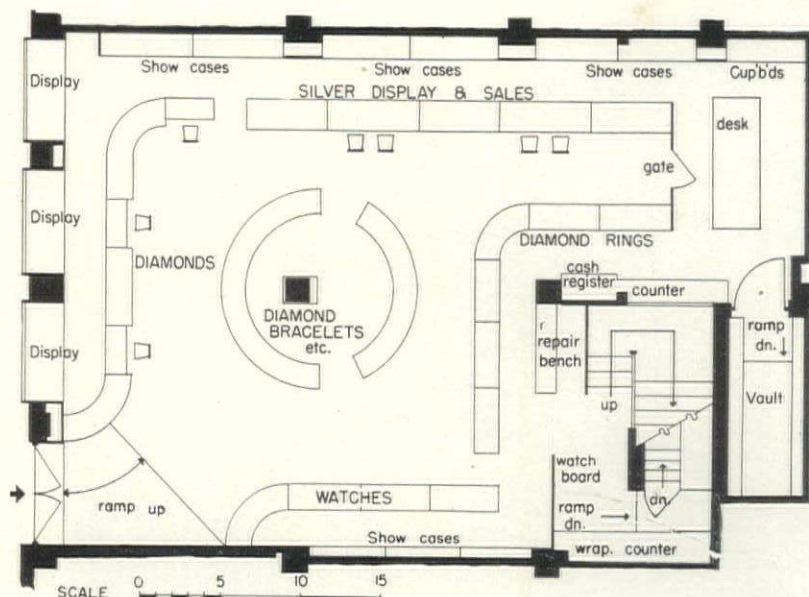
## A shop for silverware and diamonds housed behind a strong granite front

LOCATION: PORTLAND, ORE.

PIETRO BELLUSCHI, Architect

REIMERS & JOLIVETTE, General Contractor

Use of rich Minnesota rainbow granite veneer is the striking feature of this jewelry store, which presents a severely organized and proportioned front to the shoppers of Portland. Emphasizing the excitingly veined stone is a louvered marquee made up of 9 in. wide aluminum slats slanted to keep direct sunlight off the plate glass of the three show windows. Although this shield has obvious advantages over cloth awnings in the matters of maintenance and durability, there also are doubts about its advantages in rainy weather. Weighed against its other values it is a neat bit of design and an attention-provoker. The facade includes one window on the second floor for the usual daylight-demanding watch repair shop. Inside display cases, lit by a large number of point sources embedded in the ceiling, are made of handsome English harewood.

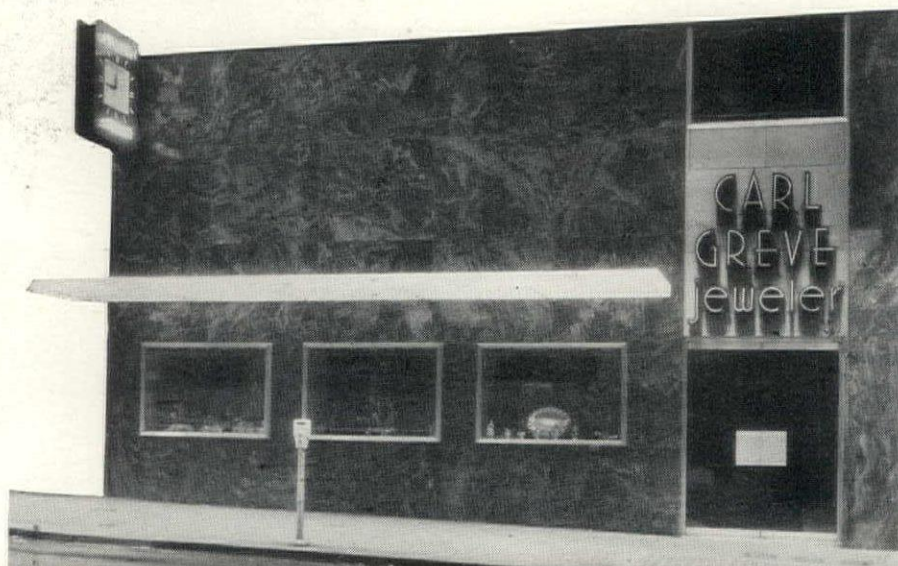
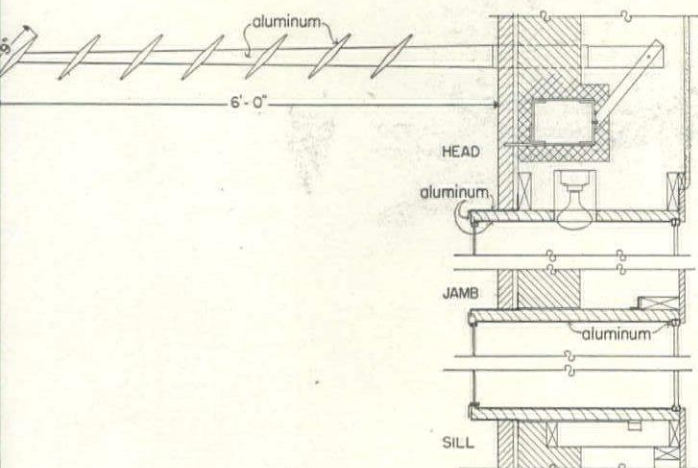


**CONSTRUCTION OUTLINE:** Exterior walls—Rainbow granite, Cold Springs granite Co., brick, furring, metal lath and plaster. Columns—steel. Floors—concrete, rubber tile, Armstrong Cork Co. **WINDOWS:** Sash—aluminum. Glass—Pittsburgh Plate Glass Co. **FURNITURE:** Cases—Grand Rapids Store Equipment Co. **EXTERIOR DOORS:** Herculite, Pittsburgh Plate Glass Co. **HEATING:** forced warm air system.

Photo-Art Commercial Studios



SEVERAL SCORE CEILING SOURCES BRING OUT SPARKLE OF DIAMONDS AND SILVER IN CASES







DRUG STORE CORNER IS OPENED TO ATTRACT PEDESTRIANS

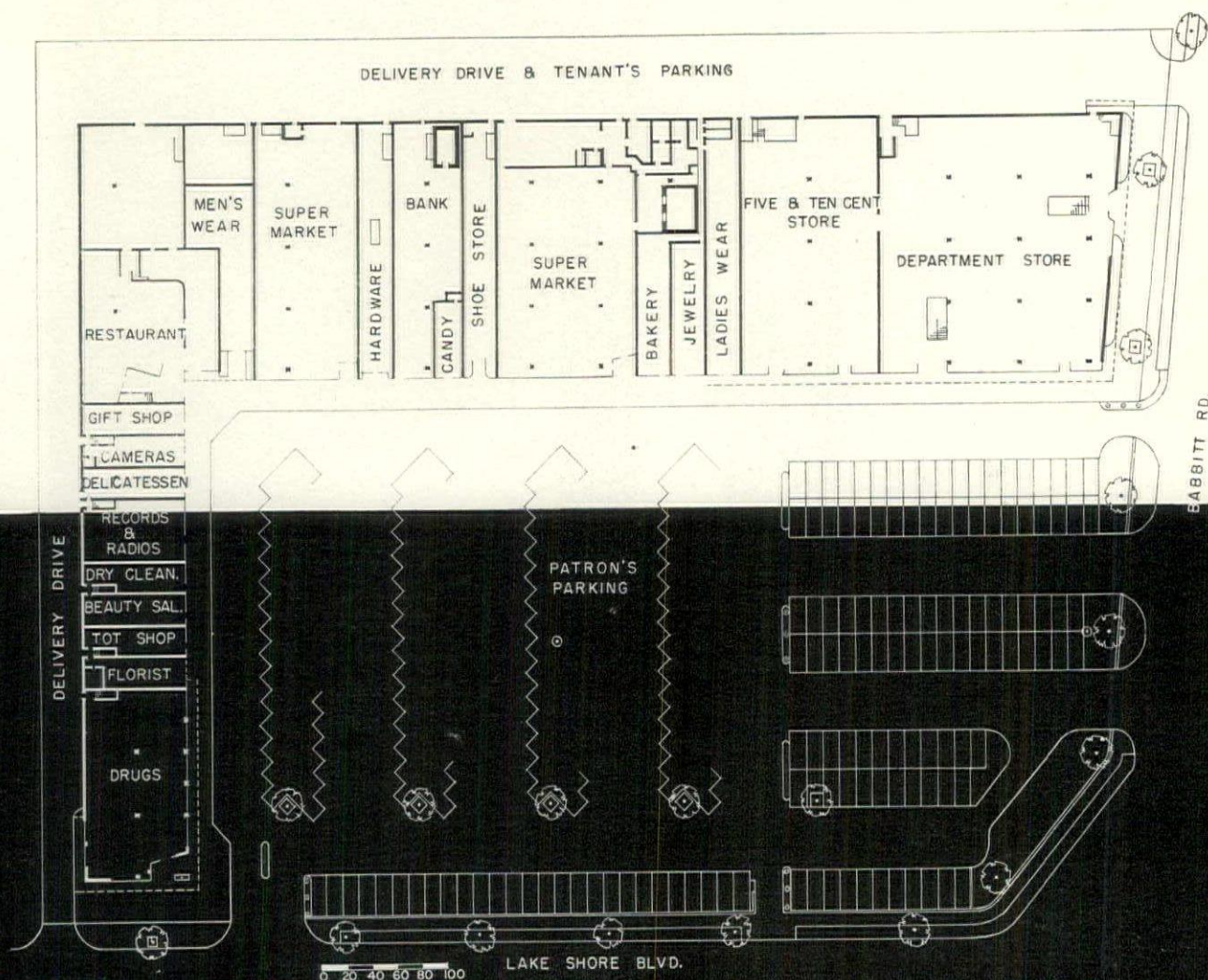
LOCATION: EUCLID, OHIO

ERNST PAYER, Architect

WILBUR RIDDLE, Architect for Howard Johnson's

HADLOCK-KRILL CO., General Contractors

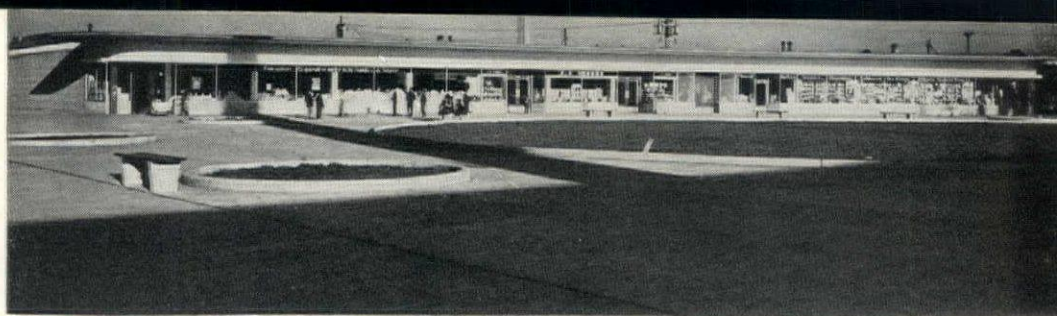
Main Street is being widened. New shopping centers like this one are changing the American shopping avenue considerably through their system of trading comfortable parking facilities for the customers' full attention on their one group of stores. It is a fair trade. The attractions of convenient facilities and a complete combination of services has proved very sound merchandising. This million dollar center placed its L-shaped building on the inner side and rear of the lot, with all patron-parking in front, in a carefully laid out and illuminated lot. Each arriving customer, leaving his car, can see the fronts of all 22 merchandise marts at one sweeping glance. Tenant parking and delivery—a big problem on Main Street—are handled by the back drive. The building is designed as a unit, rather than a conglomeration of 22 individual stores with competitive signs. Even Howard Johnson's has been weaned away from the roadhouse Colonial tradition of that chain to a brisk contemporary treatment.





CONSTRUCTION OUTLINE: Waterproofing—Western Waterproofing Co. STRUCTURE: Exterior walls—stone facing, Crab Orchard Stone Co., concrete block, furring, Sheetrock, U. S. Gypsum Co. and plaster. Interiors—tile and concrete block. ROOFING—Celotex Corp. SHEET METAL WORK—copper; some Alumi-  
 mited aluminum, Aluminum Co. of America. WIN-  
 DOWS: Glass—Libbey-Owens-Ford Glass Co. Sash—  
 Truscon Steel Co. Store fronts—Kawneer Co. FLOOR  
 COVERINGS—asphalt tile, terrazzo, or Cushiontone,  
 Armstrong Cork Co. HARDWARE—Russell & Erwin  
 Mfg. Co. PAINTS—Sherwin Williams Co. PLUMB-  
 ING FIXTURES—American Radiator-Standard Sani-  
 tary Corp. Soil pipes—cast iron. Water closet con-  
 nections—lead. Water pipes—copper and galvanized iron.  
 HEATING—unit heaters, Reznor Mfg. Co. AIR CON-  
 DITIONING—Airtemp Div., Chrysler Corp. Regula-  
 tors—Minneapolis-Honeywell Regulator Co. Transite—  
 Johns-Manville Corp.

Rodney McCay Morgan



Hedrich-Blessing Studio

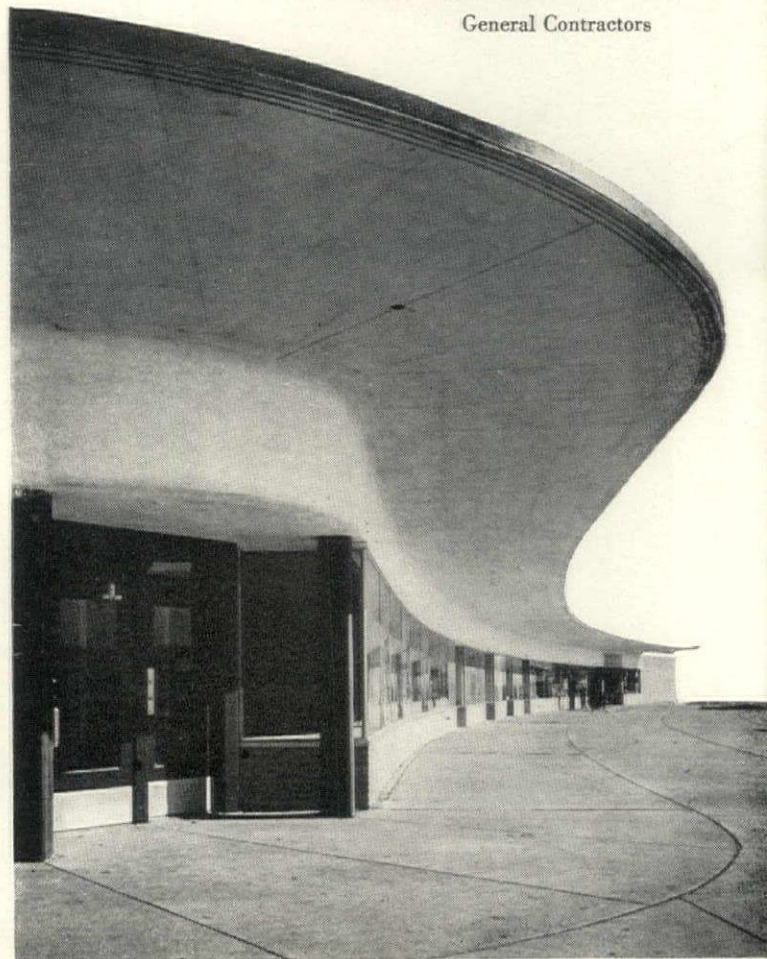
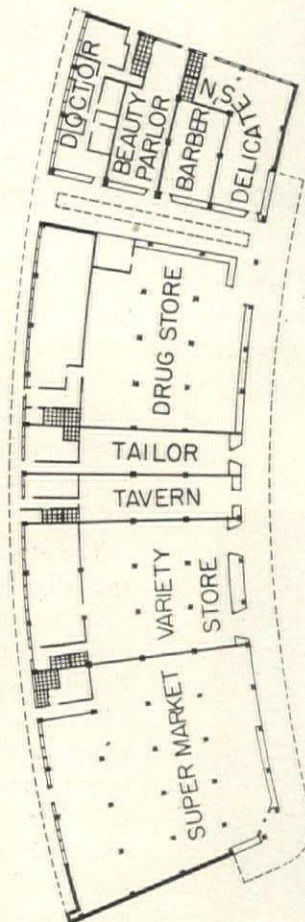
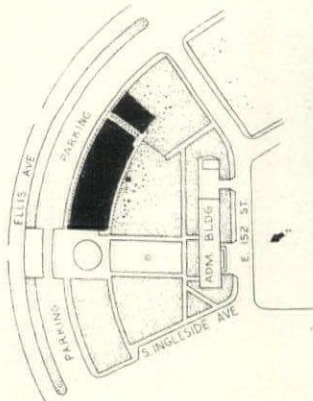
## 29. Essential services for 1,500 families

LOCATION: CHICAGO, ILL.

GEORGE FRED KECK & WILLIAM KECK, Architects

PERRY CONSTRUCTION CO.

General Contractors



The Chicago Housing Authority's Altgeld Gardens, a housing project for 1,500 families, was built—as so many such projects must be—in a rather isolated location near south-side manufacturing plants. The Authority wanted a set of necessary services available for residents of this project, and decided that the essentials were a supermarket, variety store, tailor and shoe repair shop, tavern, drug store, delicatessen, beauty parlor, barber shop and laundry. This building was then planned—to be privately owned and financed—for a prominent location in the project, to house these essentials and help create the full community. Architecture and materials were planned to conform with other buildings in the project. Chief decorative feature is the marquee which flares gracefully over the front sidewalk.

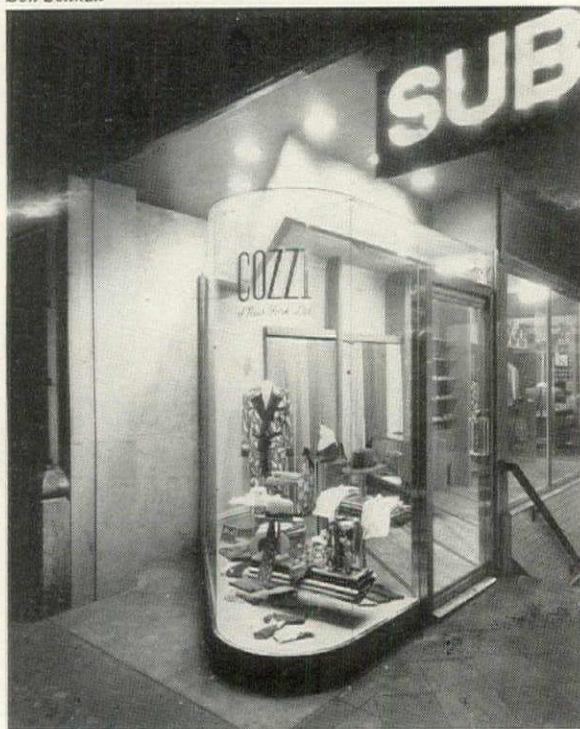
CONSTRUCTION OUTLINE: FOUNDATIONS—reinforced concrete. STRUCTURE: Exterior walls—brick, cement block backup and interior finish. ROOF—built-up tar and gravel, Johns-Manville Corp. INSULATION—Celotex Corp. GLASS—Libbey-Owens-Ford Glass Co. DOORS—New Londoner, American Plywood Corp. HARDWARE—P. & F. Corbin. PAINTS—Pittsburgh Plate Glass Co. ELECTRICAL INSTALLATION—National Electric Products Co. PLUMBING FIXTURES—Crane Co. HEATING—gas fired system.



Bernstock Photo



Ben Schnall

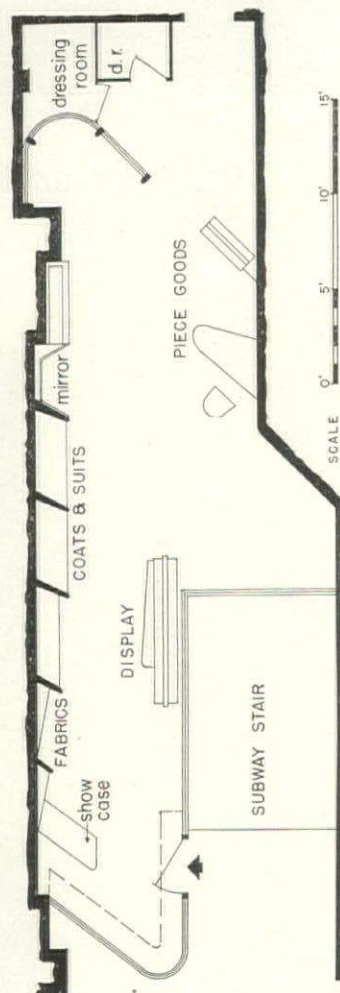


## 30. *A tailor of Bagdad-on-the-subway*

LOCATION: NEW YORK CITY

PAUL BRY, Designer

This shop has what is often an enviable location in New York City—frontage next to a subway entrance. The shop, however, is not dedicated to outfitting the average subway rider, being a small, exclusive establishment for fine tailoring and haberdashery. The location was chosen not because of the adjacent subway stair, but because it was the best available frontage on swank Central Park South, where the great expanse of greenery suddenly becomes a bank of highly social residential towers for very well dressed people. So the design problem resolved itself into replacing the old Hotel Plaza employment office, a place beside a subway entrance, with a bright new men's shop—a place which happens to have a subway stair nearby.



## 31. *A real supermarket, from 65 ft. sign tower to monumental gross*

LOCATION: SAN LEANDRO, CALIF.

RAYMOND LOEWY ASSOCIATES, Designers

FRANCIS A. CONSTABLE, Architect

DALEY BROS., General Contractor

Dean Stone, Hugo Steccati



When the president of a chain of West Coast supermarkets opened this \$248,000 branch, he confidently expected its bright newness and complete planning to coax a gross of \$39,000 per week out of housewives' budgets. He was almost 50 per cent modest, however. In the first four weeks of operation his average gross was \$72,000. The president is convinced—and so are the housewives—that carefully designed surroundings are important in selling, especially in selling food to women.

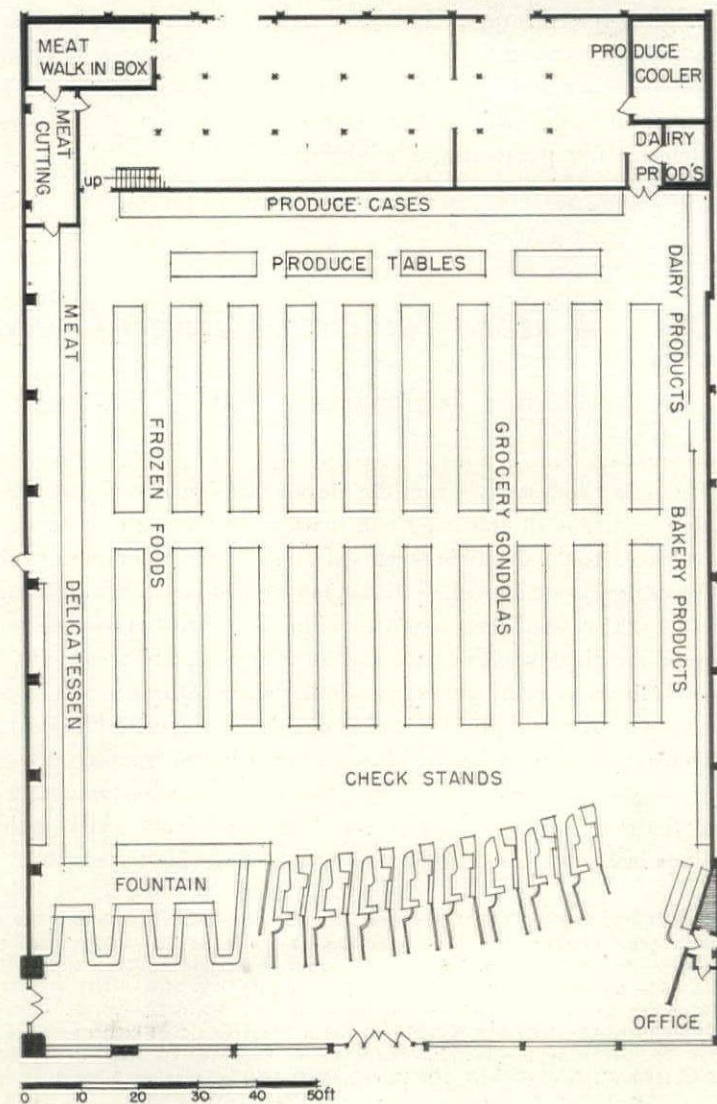
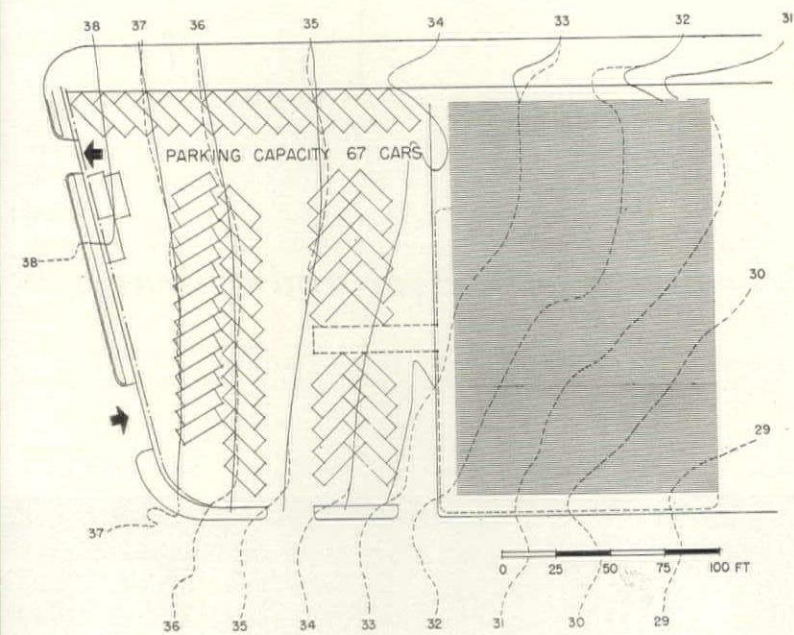
The store leaves little to luck. Just as its shoppers' carts are specially designed to hold more purchases than those in use in other super-stacking stores, so are the walls finished and lighted to build an atmosphere that will cheer and stimulate the shopper. Pastels are used to a large extent on walls, with one back wall behind a 90 ft. vegetable bin covered with 10,000 sq. ft. of lavishly patterned impregnated plastic fabric. In this, as in all other surfaces, low cost easy maintenance was right up with other factors in the choice of materials, since even this glorified version of a grocery store will be constantly soiled by the frequent replacements of merchandise and heavy traffic of customers. Porcelain enamel, stainless steel, glass, and bronze are other durable surfaces used.

A large directory board is placed inside the entrance from the parking lot, to identify the sections and list the store's massive content. Small cards inserted on the shopping carts also direct the shopper and list specials of the day. Virtually all of the radiant heated building is given over to open display selling; no merchandise is kept in the back spaces. Stocking, however, is done after 11 at night, keeping the aisles clear during shopping hours.





ALL DEPARTMENTS EXCEPT SODA FOUNTAIN AND MEAT DEPARTMENT ARE SELF SERVICE; HIGH LEVEL ILLUMINATION IS IMPORTANT ELEMENT



CONSTRUCTION OUTLINE: Exterior walls—reinforced concrete. Interiors—tile, plaster, U. S. Gypsum Co., porcelain enamel, Architectural Porcelain Constructors Co., plastic fabric, Laminated Specialties, Inc. Floors—terrazzo, Oakland Terrazzo Co. METAL WORK—Kawneer Co., Armco Steel Corp. and Soule Steel Co. GLASS AND EXTERIOR DOORS—Pittsburgh Plate Glass Co. HARDWARE—Yale & Towne Mfg. Co., Oscar C. Rixson Co. and Stanley Works. PAINTS—Paraffine Co.'s and Reynolds Metals Co. LIGHTING FIXTURES—Benjamin Electric Co., Curtis Electric Corp., Kurt Versen Co. and Sylvania Electric Products Co. PLUMBING FIXTURES—American Radiator-Standard Sanitary Corp. Copper pipes—Revere Copper & Brass Co. Drains—Josam Mfg. Co. AIR CONDITIONING—Carrier Corp. Water heater—A. O. Smith Corp.





Larry Novak

A HARDWARE STORE, A FLOWER SHOP, AND AN APPAREL SHOP DISPLAY THEIR NAMES ON THE ILLUMINATED OVERHANG

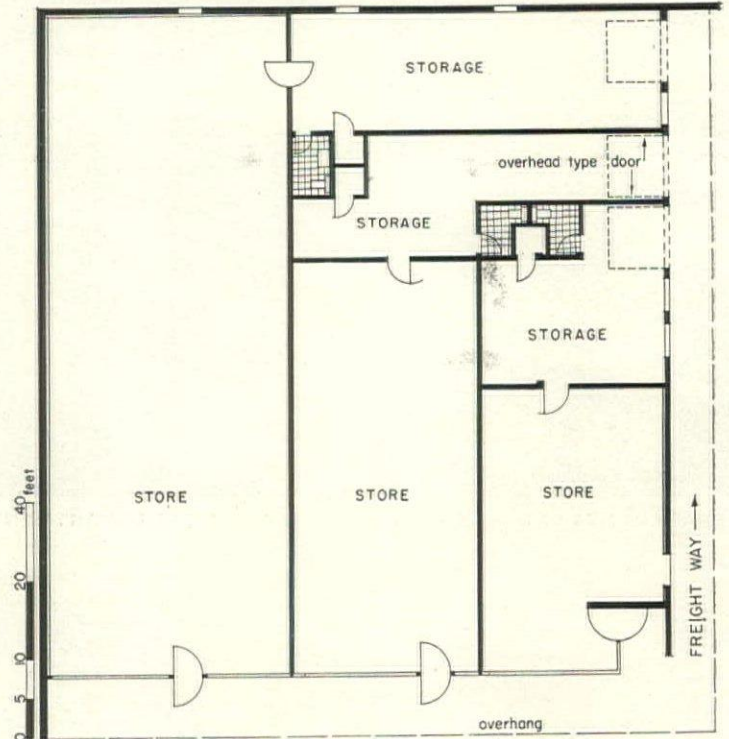
## 32. *A trimly designed store group*

LOCATION: SEATTLE, WASH.

JOHN RIDLEY, Architect, formerly of Olsen, Ridley & Olson

NELSE MORTENSEN & CO., General Contractor

This is a statement in clearest form of the essentials of a rental store structure. The building is a simple concrete shell enclosing a flexible rental area, and is a composition of unbroken planes. Eight inch reinforced concrete walls along the back and one side enclose the site for a deepened *sidewalk-shopping* space, projecting as wing walls at the ends. The flat wood roof overhangs the glass front and service side and carries a fascia used as an illuminated opal glass sign strip—upon which silhouetted letters are set to form changeable signs. Built at the low cost of about \$4 per sq. ft. in the spring of 1946, the building rented for a total of \$465 at the time of completion, a highly satisfactory return to the owners (15 per cent exclusive of architect's fee, or 14 per cent with the fee included). It is a good example of the saving possible—with good results—in the omission of commonplace elements like parapets and bulkheads.



## 33. *A store for the selling of seeds, designed with both vigor and delicacy*

LOCATION: SAN FRANCISCO, CALIF.

RAPHAEL S. SORIANO, Architect

L. & E. EMANUEL, INC., General Contractors

This is a good store. From the cleverly designed racks, to the long simple planes of the handsome background for all the little seed packages, to the dynamic accents of color, to the cost and sales sheets, the design is successful. The display racks for the hundreds of  $3\frac{1}{2} \times 4 \frac{1}{22}$  in. seed packages are unique for such fixtures, permitting complete display with no package overlapping, and a capacity of 10 to 20 times as many packages as other such fixtures in use. Decoration is handled simply, but strikingly—large planes of blue and light acoustic tile are hit hard with red accents in the framing at the rear of the store. A mezzanine there holds offices which command a view of the store through their sliding blue glass front walls, with mat black inside walls helping preserve privacy inside the offices.

CONSTRUCTION OUTLINE: Interior partitions—Acouti-Celotex, The Celotex Corp.; plaster, U. S. Gypsum Co.; birch wood, U. S. Plywood Corp. Floors—terrazzo, maple, Acme Floor Co., and Armstrong Cork Co. linoleum. GLASS—Libbey-Owens-Ford Glass Co. METAL WORK AND FRAMES—Kawneer Co. HARDWARE—Schlage Lock Co. PAINTS—W. P. Fuller Co. ELECTRICAL INSTALLATION—General Electric Co. Fixtures—Kurt Versen Co. Neon sign—Electric Products Co. PLUMBING FIXTURES—Crane Co. HEATING AND AIR CONDITIONING—Atlas Heating & Ventilating Co.

OPEN FACADE REVEALS SPACIOUS SIMPLICITY OF INTERIOR

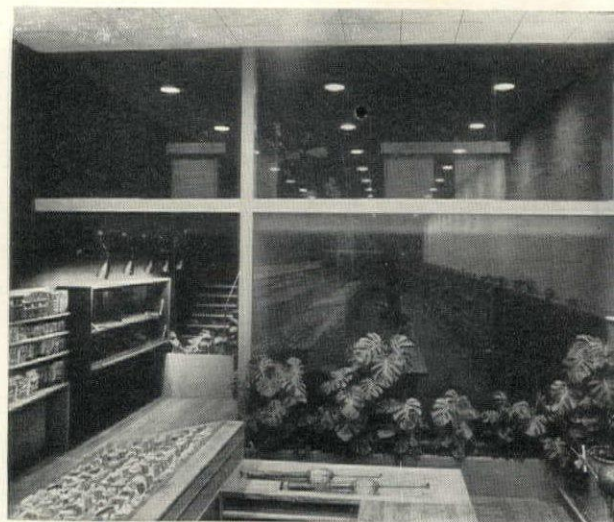






LONGITUDINAL SECTION

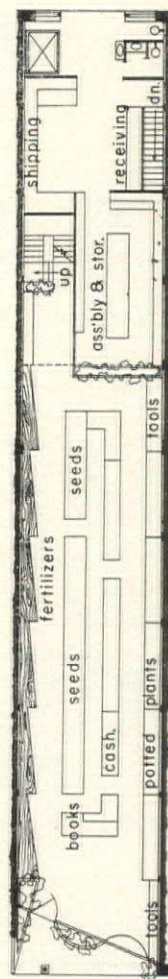
Roger Sturtevant



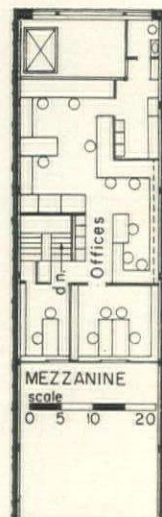
REFLECTIONS PRESERVE OFFICE PRIVACY



RACKS ARE OF SPECIAL DESIGN, IN ELM, FOR GREAT CAPACITY, EFFICIENT DISPLAY



FIRST FLOOR



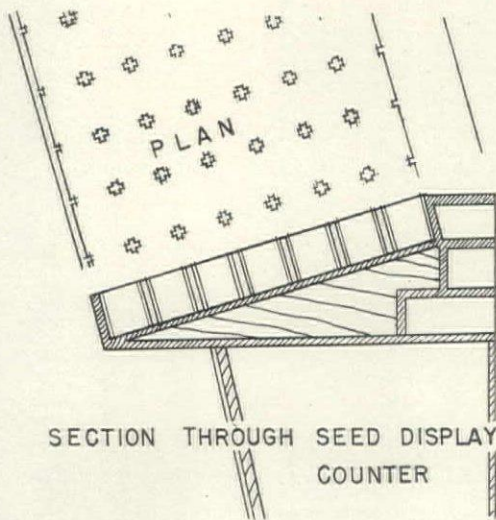
MEZZANINE

scale

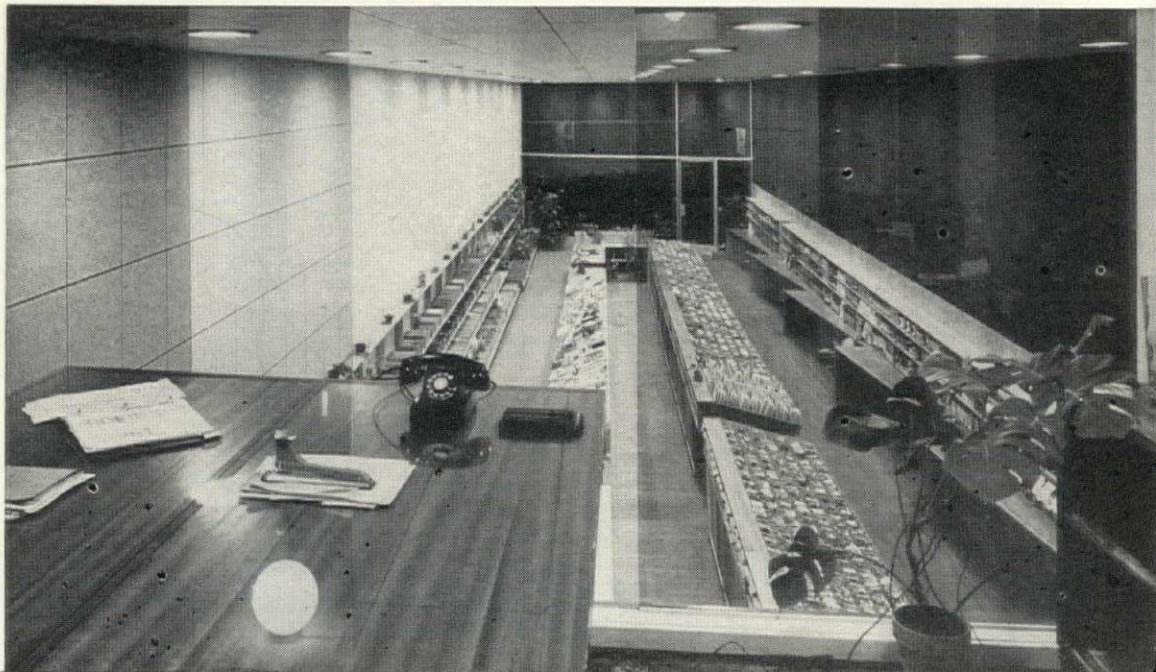
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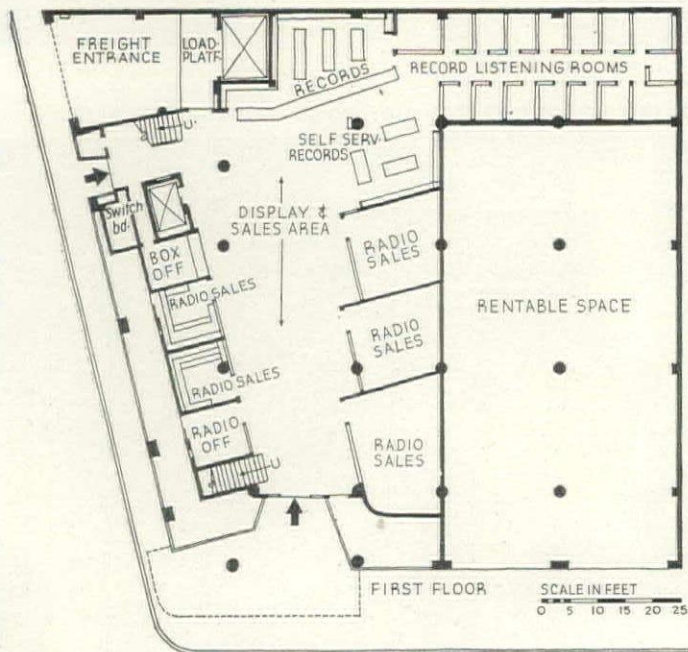
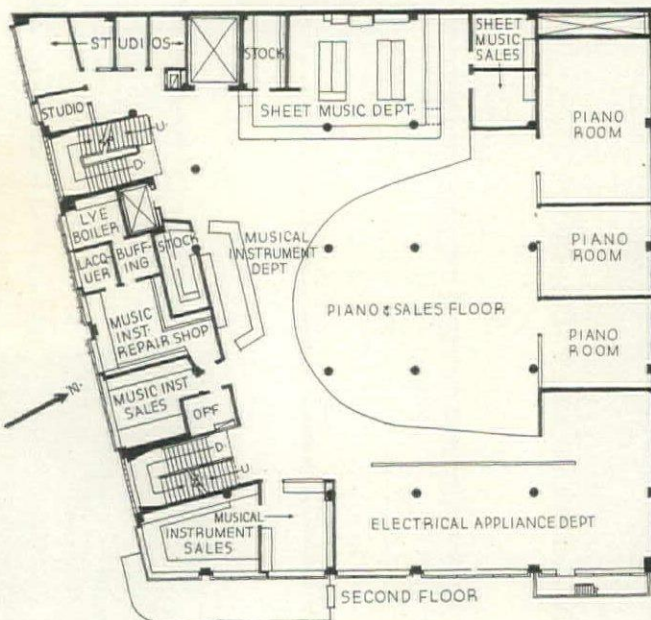
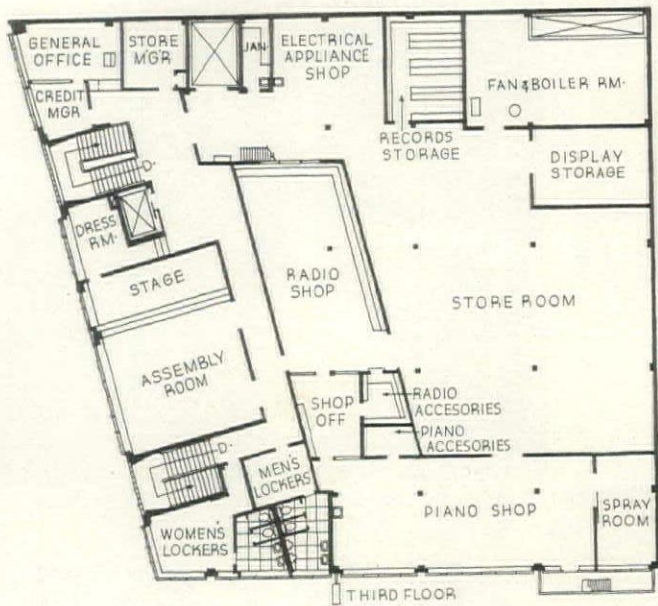
VIEW OF STORE FROM DIRECTOR'S OFFICE ON MEZZANINE; WINDOW IS BLUE GLASS



SECTION THROUGH SEED DISPLAY COUNTER









# 34.

## A western retailer of musical instruments builds a new store in Oakland...

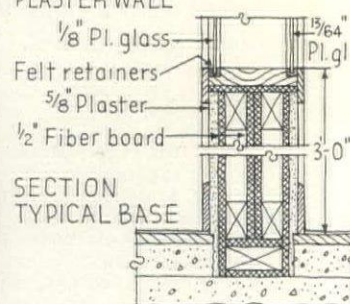
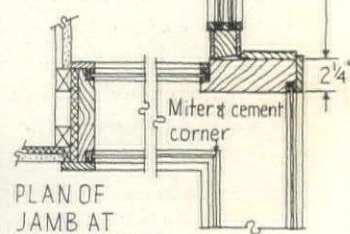
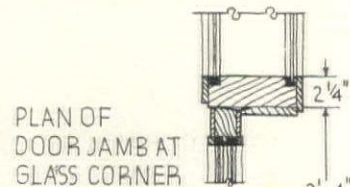
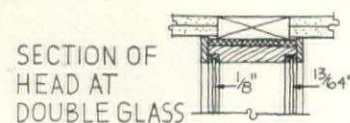
WURSTER, BERNARDI & EMMONS, Architects

A. V. SAPH, Jr., Engineer

CAHILL BROTHERS, INC., General Contractors

Although it is just across the Bay from San Francisco, Oakland—far from being a satellite town—is one of the largest cities on the Coast. Sherman Clay & Co. have wisely recognized this in their new store. No mere branch shop, this downtown plant is equipped for sales and service on a complete line of pianos, organs, radios, phonographs and musical instruments. In addition, the store sells records and sheet music, electrical appliances, even theater tickets. It boasts, finally, practice rooms and a recital room for piano students. Because of soil conditions, a basement was impractical: hence the designers have placed the furnace room and all repair shops on the sunny top floor. The entire structure is of reinforced concrete, resting on concrete piles. Exterior walls are of concrete, poured in plywood forms; all exterior trim is color-processed aluminum. Internally, the building is straightforward and simple, with major attention focused on good lighting and acoustical conditions.

**CONSTRUCTION OUTLINE:** Exterior walls and floors—reinforced concrete; inside—metal lath and plaster. **WINDOWS:** Sash—aluminum casement, Michel & Pfeffer. Show windows—Kawneer Co. Glass—Libbey-Owens-Ford Glass Co. Awnings—Aluminum Awning Co. Venetian blinds—Abbey Venetian Blind Co. Glass blocks—American Structural Products Co. **ELEVATORS**—Otis Elevator Co. **FLOOR COVERINGS**—Armstrong Cork Co. Paraffine Co.'s. **HARDWARE**—Schlage Lock Co., The Stanley Works, Knap & Vogt Mfg. Co., Von Duprin Div., Vonnegut Hardware Co., Northern Lasee Co., Michel & Pfeffer, Peabody Acker and Oscar C. Rixson Co. **ELECTRICAL INSTALLATION:** Wiring—rigid conduit. Switchboard—Westinghouse Electric Corp. Fixtures—Swivelier, Inc. and Peerless Electric Co. Intercommunicating system—Webster Electric Co. **PLUMBING FIXTURES**—American Radiator-Standard Sanitary Corp. Valves—Sloan Valve Co. **HEATING**—forced warm air ventilating system, The Aladdin Heating Corp. Boiler—American Radiator-Standard Sanitary Corp. Steam coils—Drayer-Hanson, Inc. Thermostats—Minneapolis-Honeywell Regulator Co. Water heater—Hoyt Heater Co. Filters—American Structural Products Co.

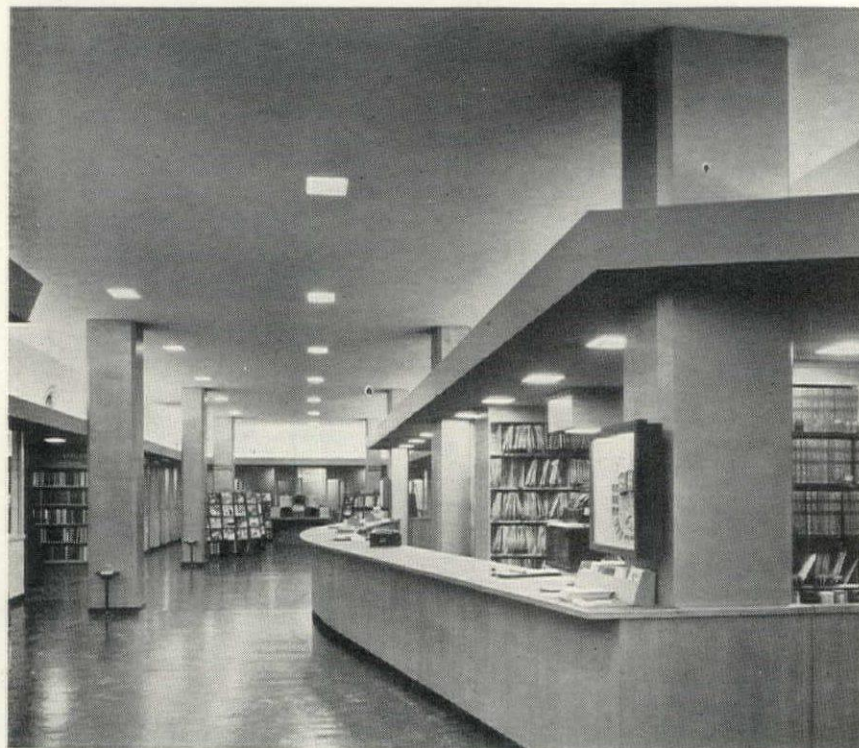
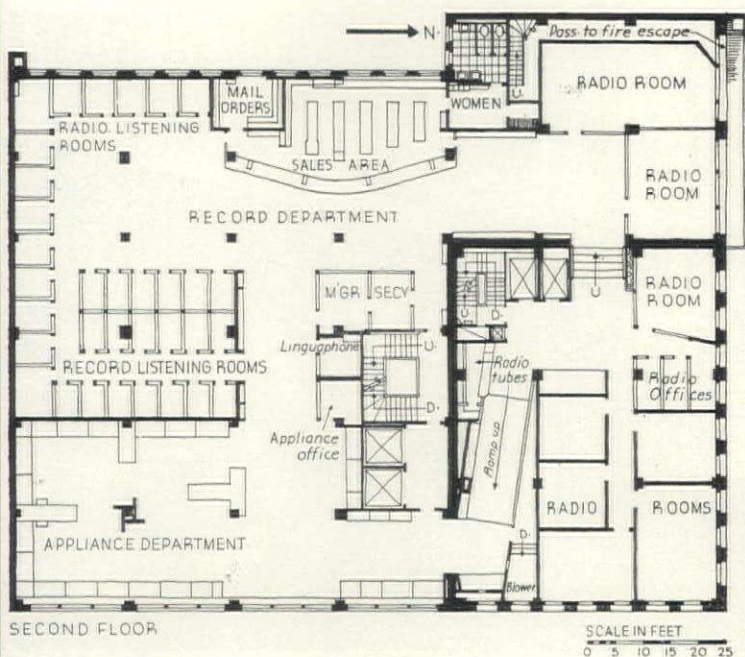
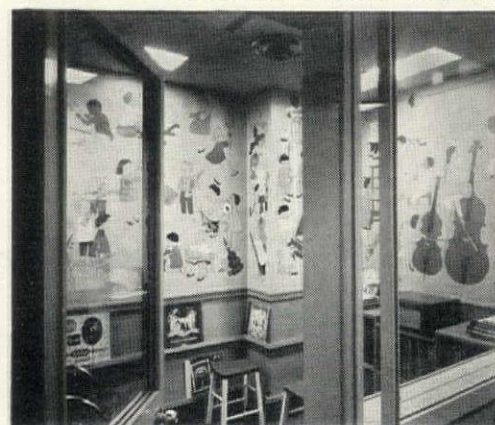


# 35.

## ... and adds a sales floor to its San Francisco outlet

For the parent store in San Francisco, the same architects have executed a canny piece of remodeling. Here Sherman Clay, with the largest volume of retail record sales in the west, was sadly pressed for elbow room in its own building. The rush hour in the record business (in San Francisco, at least) comes at the lunch hour, when listening booths are in great demand. Hence, when the company was able to lease the entire second floor of the adjacent building, it devoted a large part of the new 9,000 sq. ft. to its record department. No major construction was required. Except for cutting through party walls and providing a ramp to connect the new sales area with the old, the principal job lay in construction of the new soundproofed booths (see detail, right) and of a new suspended acoustical ceiling over this entire portion of the floor. Here, as in the Oakland store, the architects have proved that a pleasant background, good lighting and acoustics are valuable assets in moving goods of this type.

DETAILS OF LISTENING BOOTHS (RIGHT)



Roger Sturtevant

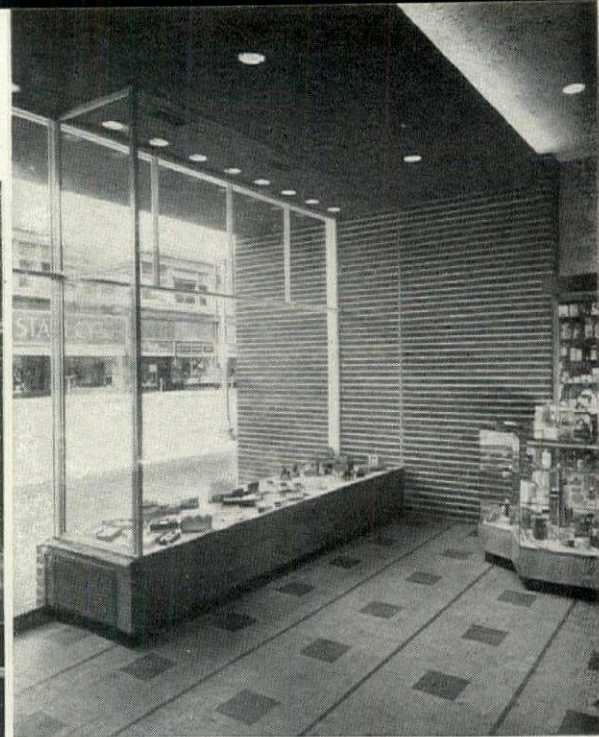


# 36. *A restrained suburban drug store*

LOCATION: WHITE PLAINS,  
NEW YORK

ADOLPH NOVAK, Architect

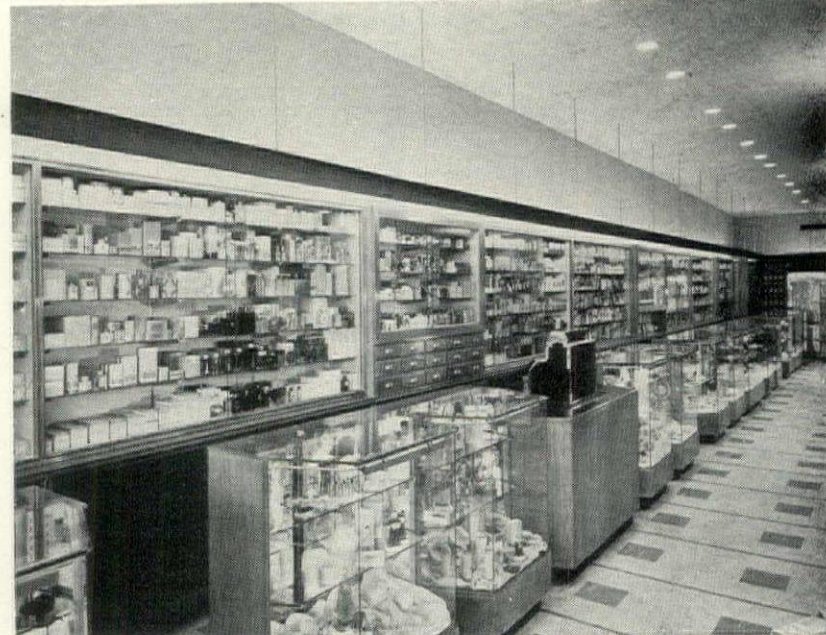
WESTCHESTER CONSTRUCTION CO., General Contractors



FRONT SHOWS EXCEPTIONAL CONSERVATISM IN DESIGN BUT IS WELL GLASSED FOR LIGHT AND DISPLAY

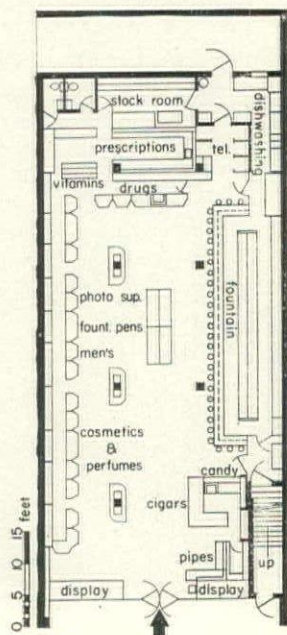
An outlying branch of a large drug chain, this store avoids the flamboyance of the toothpaste temples which provide so many garish facades on main streets all over America. The nicely divided glass sections of the front are set back several feet from the sidewalk, with the reveal faced with Roman brick, and a cement plaster soffit continuing far enough into the shop to make a shelf for a bank of indirect lamps and several down spotlights. The same lighting combination is continued around the store with ceiling spotlights and suspended cove fixtures. Four inch lally columns are boxed to make formidable piers which branch out several feet below the ceiling in combination up-and-down lighting fixtures. Some of these columns also support island display shelves.

CONSTRUCTION OUTLINE: Interior partitions—terra cotta, studs and plaster. Columns—steel, bricked in, Bethlehem Steel Co. Ceilings—Acoustone, U. S. Gypsum Co. Floors—asphalt tile, Johns-Manville Corp. ROOFING—tar and felt built-up. GLASS—Libbey-Owens-Ford Glass Co. WALL COVERINGS—plaster or Masonite, Masonite Corp. FURNISHINGS—Brooklyn Cabinetwork Corp. EXTERIOR DOOR—Herculite, Pittsburgh Plate Glass Co. PAINTS—Monroe Lederer & Taussig. ELECTRICAL FIXTURES—Westchester Lighting Co. KITCHEN EQUIPMENT—Bastian-Blessing Co. HEATING—steam unit heaters. Cooling system units—Worthington Pump & Machinery Co.



WELL STOCKED COUNTERS ARE LIGHTED BY SPOTS AND COVE ABOVE

COUNTER IS SOMEWHAT CRAMPED IN PLACES BY LARGE COLUMNS





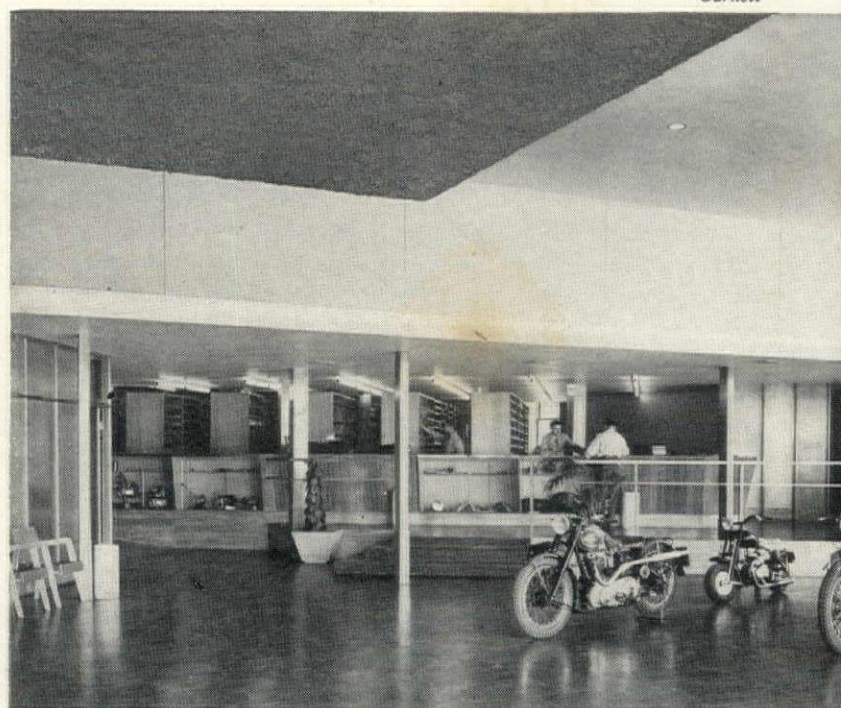
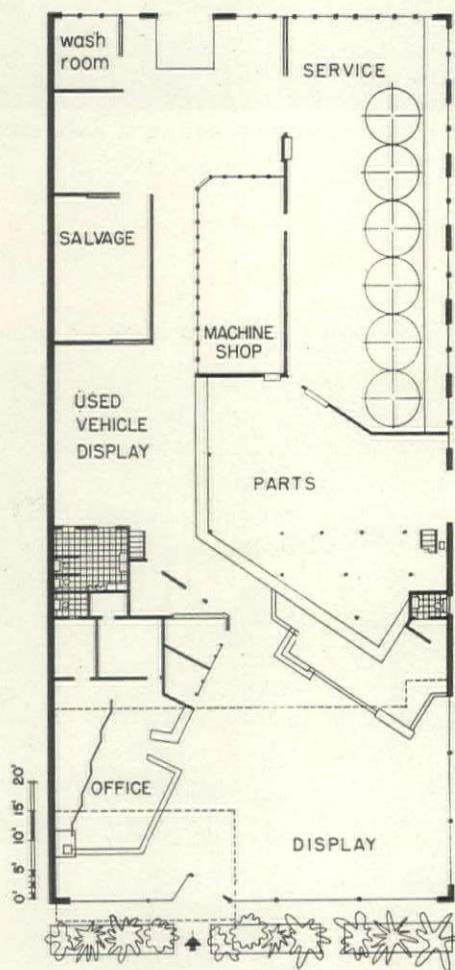
# 37. *A bright building for the selling and repairing of motorcycles*

LOCATION: PASADENA, CALIF.

WHITNEY R. SMITH, Architect

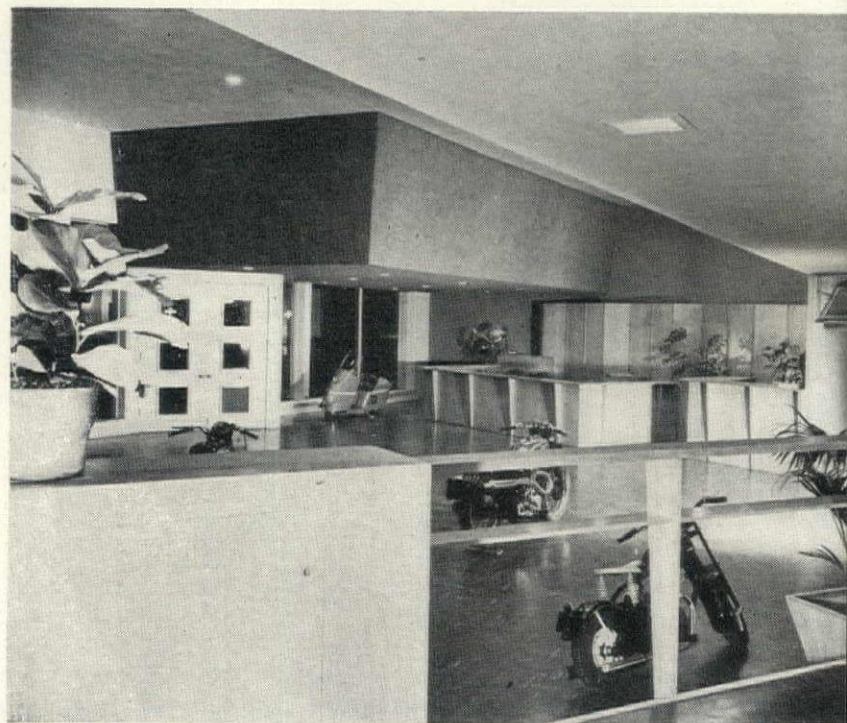
R. M. ILLSLEY, General Contractor

A prosaic show-and-sales room for motorcycles was here remodeled into an attractive building. Use of space was also improved, with the abandonment of exclusively rectangular divisions in the shop interior. Principal feature of the facade and interior in decoration is the dark blue cement-plastered canopy. Utilitarian only in provoking attention, but very useful for that, the rough-finished blue bulk contrasts vividly with the white finish of the rest of the facade. Typical of the care with which the building was detailed, right down to the design of waste paper baskets, is the neon sign which spells out the firm name on the facade. Unlike most such signs, the connecting tubes from letter to letter are here drawn within the building, for a crisper effect.



VIEW OF THE DISPLAY FLOOR FROM UNDER HANGING CANOPY

AREA UNDER DARK BLUE CANOPY IS OFFICE SPACE, ENTRY



INTERESTING SHAPE APPLIED ON PLAIN FACE OF REMODELED BUILDING IS EFFECTIVE ADVERTISEMENT





## 38. Suburban furniture store employs lighted pylon to flag traffic

LOCATION: LONG BEACH, CALIF.

LOUIS SHOALL MILLER, Architect

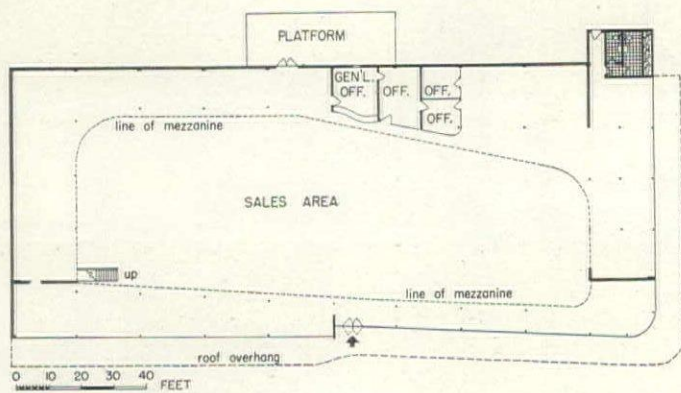
WILLIAMS & LOWE, General Contractor

Located on a fast arterial avenue, this new furniture store relies upon a bold pylon and sign to flag vehicular attention. On much the same premises, half of the long continuous glass front is set at an angle with the street and received, at the entrance door, by a solid Roman brick wall. A wide marquee is continuous over the windows and carried back to form the soffit of the show windows (having no permanent back, these windows serve as an active part of the selling area). This soffit is, in turn, the underside of a large mezzanine which surrounds the entire building. The main sales area is spanned by wood trusses. Rear and side walls are of 7 in. reinforced granite concrete; steel trusses above marquee are encased in 3 in. of same material.

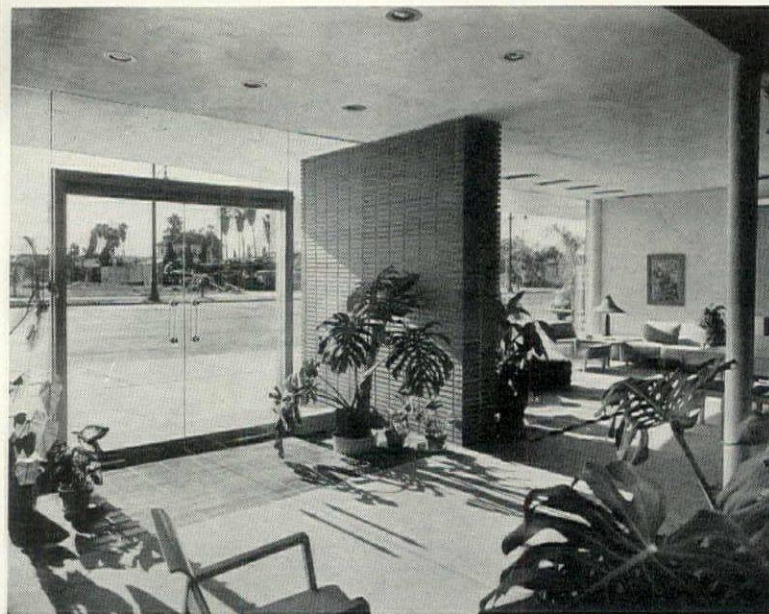


CONTINUOUS MARQUEE IS ANGLED TOWARD ENTRANCE PYLON

WINDOWS HAVE NO DISPLAY BACKS, REVEAL THE INTERIOR



MAIN SALES FLOOR IS EASILY SUPERVISED FROM CENTRAL OFFICES



Julius Shulman



**CONSTRUCTION OUTLINE:** Foundations—concrete. Exterior walls—concrete; interior—wood studs and plaster. Floors—concrete. **ROOFING:** composition, Johns-Manville. Trusses—wood, Arch Rib Truss Co. **SHEET METAL WORK**—Armco, Armco Steel Corp. **STORE FRONTS AND EXTERIOR DOORS**—polished plate, Libbey-Owens-Ford Glass Co. **FLOOR COVERINGS**—carpet or asphalt tile, Armstrong Cork Co. **HARDWARE**—Schlage Lock Co. **ELECTRICAL INSTALLATION:** Wiring system, Youngstown Sheet & Tube Co. Fixtures—General Lighting Co. Circuit breakers—Federal Electric Co. **PLUMBING FIXTURES**—Crane Co. **HEATING**—gas forced warm air, Payne Furnace & Supply Co.



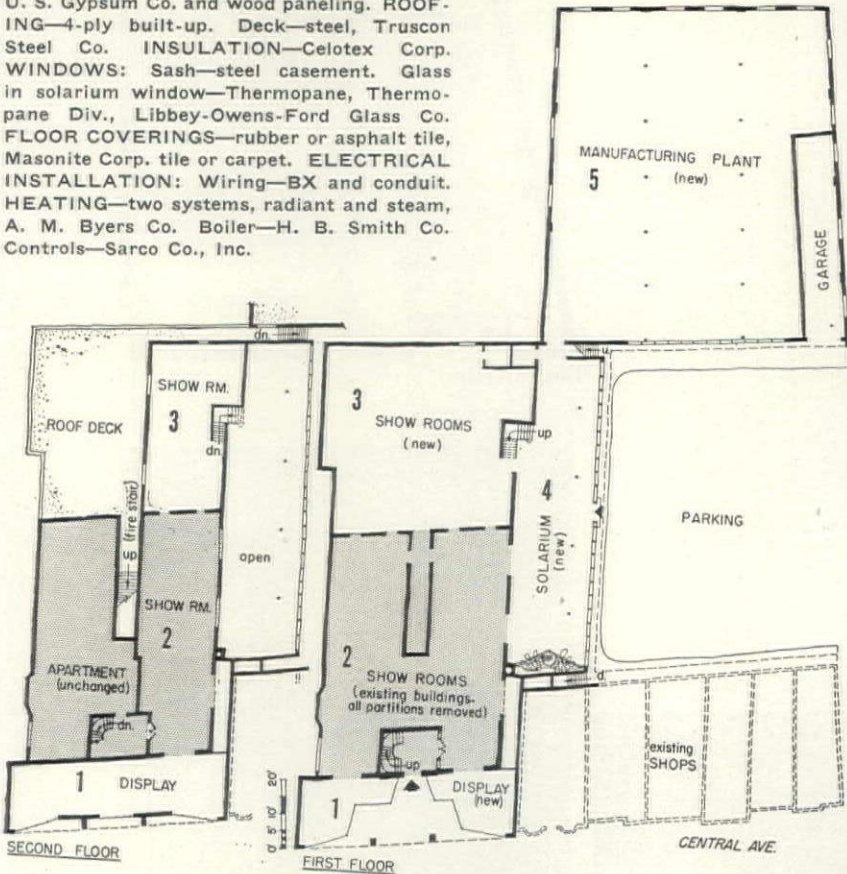
# 39. Furniture showroom and plant

LOCATION: EAST ORANGE, N. J.

SCHULZ & BEHRLE, Designers and Owners

The new showrooms, offices and plant of a manufacturer of custom furniture are now conveniently housed on one of East Orange's main arterials, thanks to an ingenious remodeling which involved: (1) building a shallow two-story show-window across the front of an existing apartment house; (2) removing all interior partitions from both ground floor and one second floor apartment; (3) erecting an addition across the rear of the apartment. At the rear of the adjacent plot, (4) a two-story glasswalled showroom and (5) a two story factory were built around a parking area. Despite the complexity of this five part operation, the owners are pleased with their own work, reporting that the two-story solarium (used for terrace and garden furniture display) has proved especially popular.

**CONSTRUCTION OUTLINE:** Exterior walls—brick and terra cotta, Federal Seaboard Terra Cotta Co. Interior—studs, Sheetrock, U. S. Gypsum Co. and wood paneling. **ROOFING**—4-ply built-up. Deck—steel, Truscon Steel Co. **INSULATION**—Celotex Corp. **WINDOWS:** Sash—steel casement. Glass in solarium window—Thermopane, Thermopane Div., Libbey-Owens-Ford Glass Co. **FLOOR COVERINGS**—rubber or asphalt tile, Masonite Corp. tile or carpet. **ELECTRICAL INSTALLATION:** Wiring—BX and conduit. **HEATING**—two systems, radiant and steam, A. M. Byers Co. Boiler—H. B. Smith Co. Controls—Sarco Co., Inc.

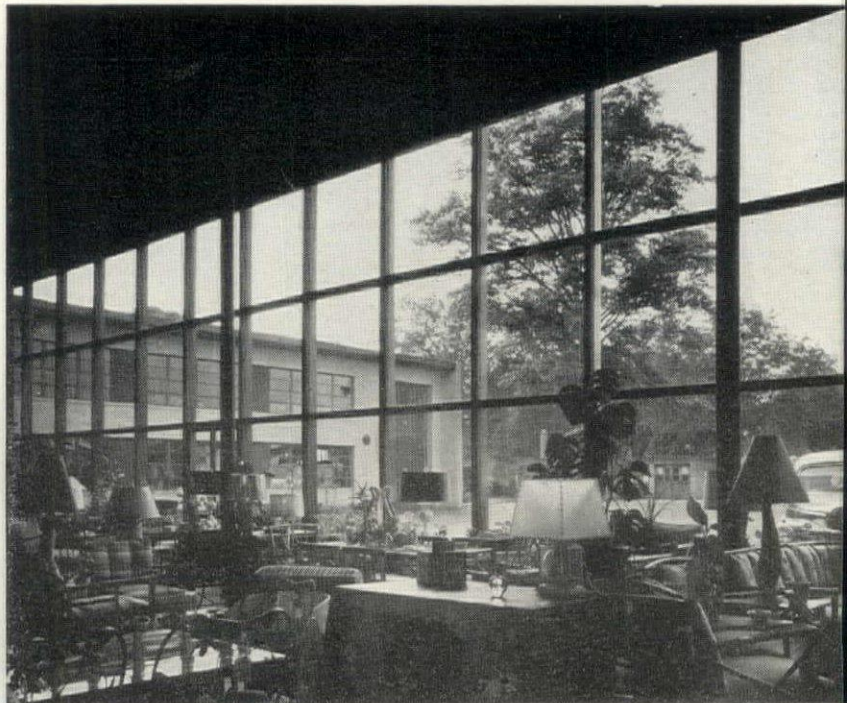


TWO STORY DISPLAY WINDOWS OCCUPY APARTMENT'S FORMER LAWN



MIRRORED STAIR WALL REFLECTS LARGE TWO-STORY SOLARIUM

SOLARIUM HAS RADIANT FLOOR AND SEALED DOUBLE GLAZING



Daniel Reynolds Merrill



## 40. Modernized decorator's shop based on old house

LOCATION: TUSCON, ARIZ.

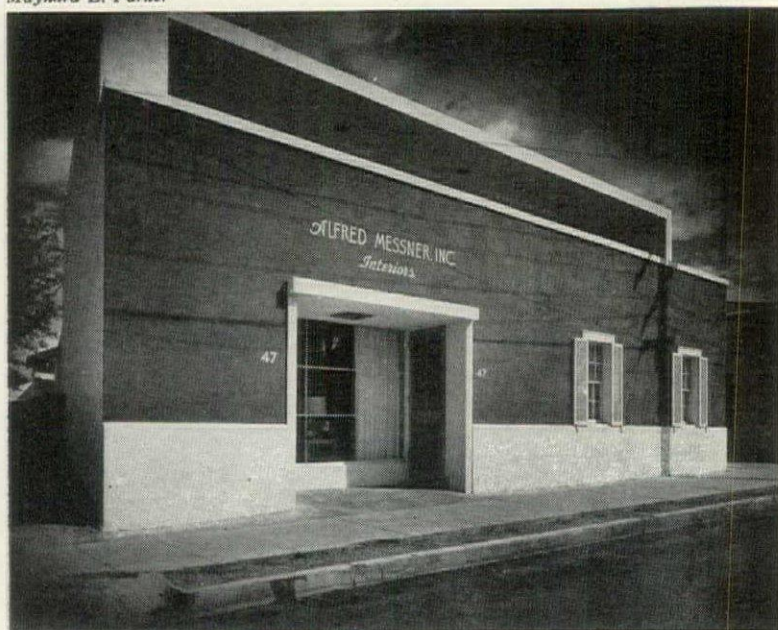
ARTHUR T. BROWN, Architect ALFRED MESSNER, Decorator and Muralist

F. A. PUTTER, General Contractor

An old adobe house dating from territorial days was the basis for this remodeled shop in downtown Tuscon. To maintain the general character of the original building, the addition was done in masonry, with a new coat of the traditional stucco on both the new work and the old adobe. The new second story was set back from the street line to create a handsome, partly shaded terrace. Thus, although the cubage has been almost quadrupled, the small scale and semi-domestic appearance of the original unit has been skillfully preserved.

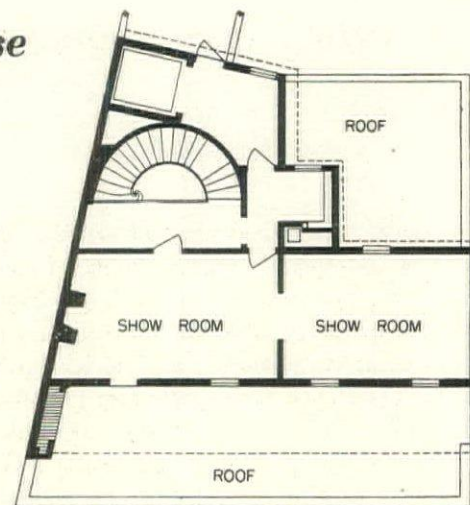
CONSTRUCTION OUTLINE: Exterior walls—brick and adobe. ROOFING—Johns-Manville. SHEET METAL WORK—aluminum, Reynolds Metals Co. WINDOWS: Sash—steel, Soule Steel Co. HARDWARE—Schlage Lock Co. PAINTS—Pittsburgh Plate Glass Co. and Truscon Laboratories. ELECTRICAL INSTALLATION: Wiring—Square D. Co. Switches—Bryant Electric Co. PLUMBING FIXTURES—American Radiator-Standard Sanitary Corp. HEATING—forced hot air, Surface Combustion Corp. Cooling system—Utility Appliance Corp. Grilles—Controlaire, Sutton, Steele & Steele, Inc.

Maynard L. Parker

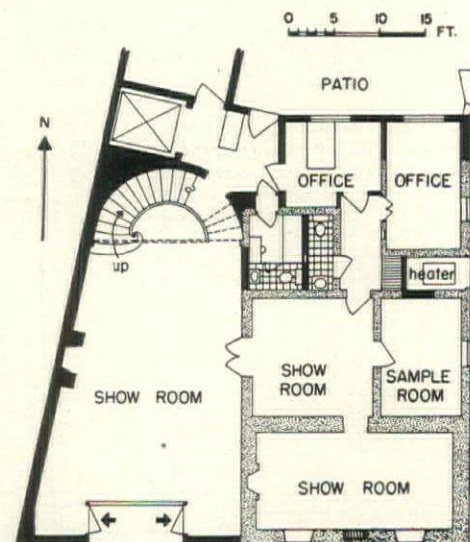


BASE IS WHITE, WALLS ARE GRAY, SOFFIT OF SETBACK YELLOW

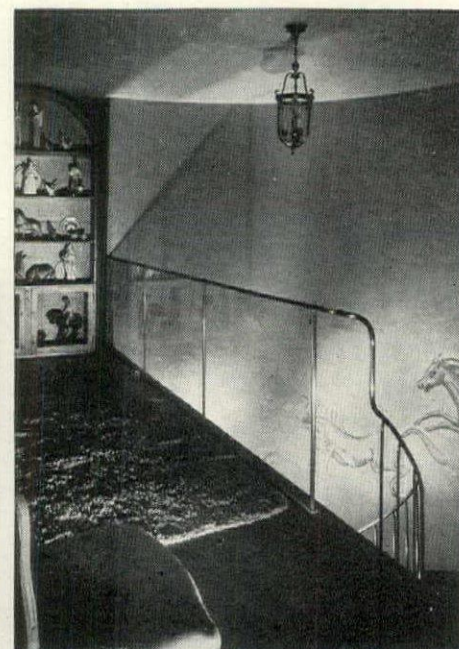
NOTE ENTRANCE BAY IN SHOWROOM (BELOW) AND HANDSOME CURVING STAIR (RIGHT)



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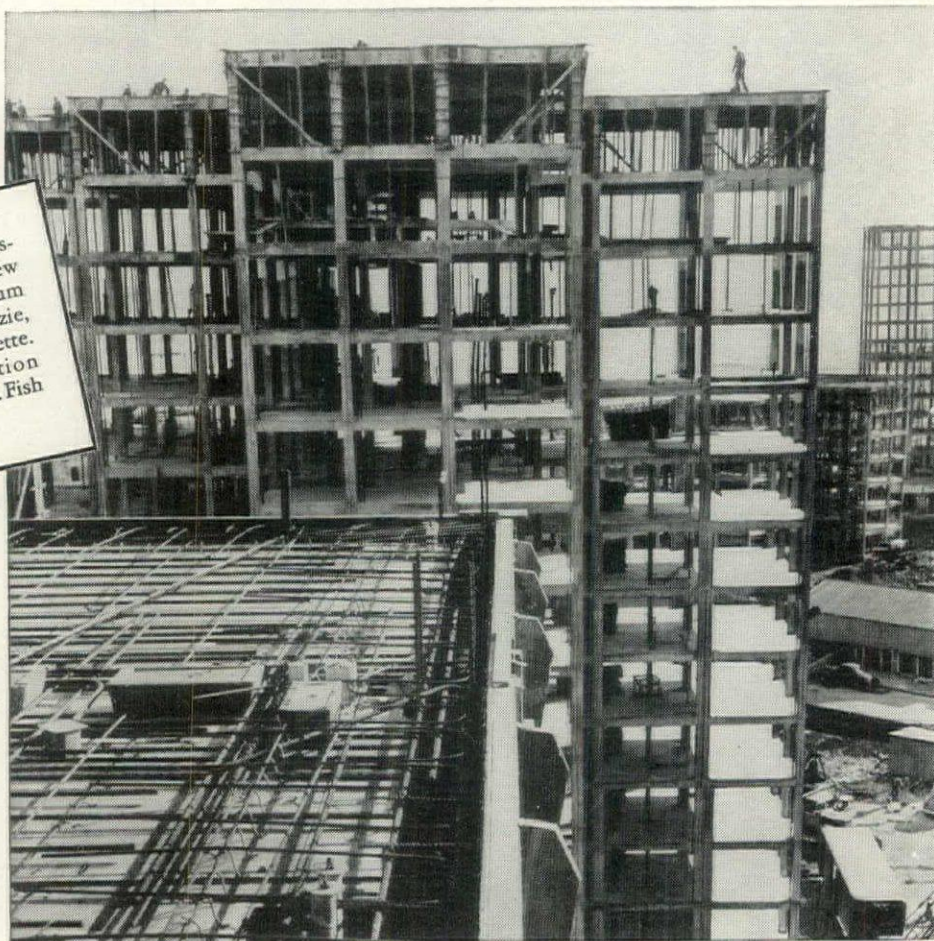
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A photograph of the Jacob Riis Housing Project now being built to rid New York City of one of its worst slum areas. Architects: James C. MacKenzie, Sidney L. Strauss, Walker & Gillette. Contractors: Willcox Construction Company, Maurice L. Bein, Inc., N. Fish Construction Company.



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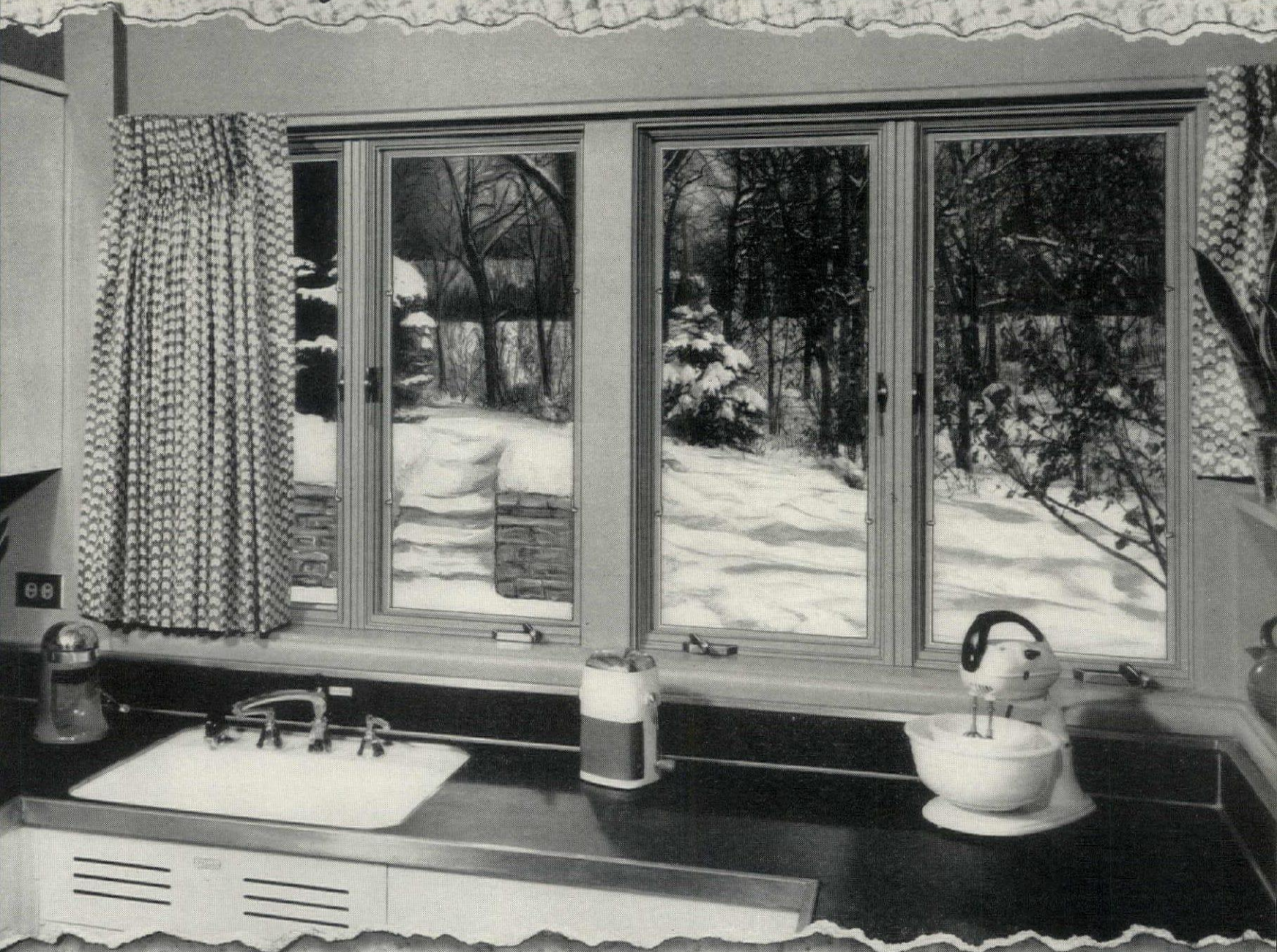


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Specification data on ANDERSEN WINDOWALLS is in Sweet's File, Architectural. Additional information may be secured from your millwork dealer or by writing Andersen at Bayport.

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*Andersen Corporation*  
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**HOUSES FOR FAMILY LIVING.** By Frederick Gutheim. The Woman's Foundation Inc., 10 E. 40th St., New York, N. Y. 52 pp. illus. 8 x 8. 35 cents; 20 cents for quantities over 15.

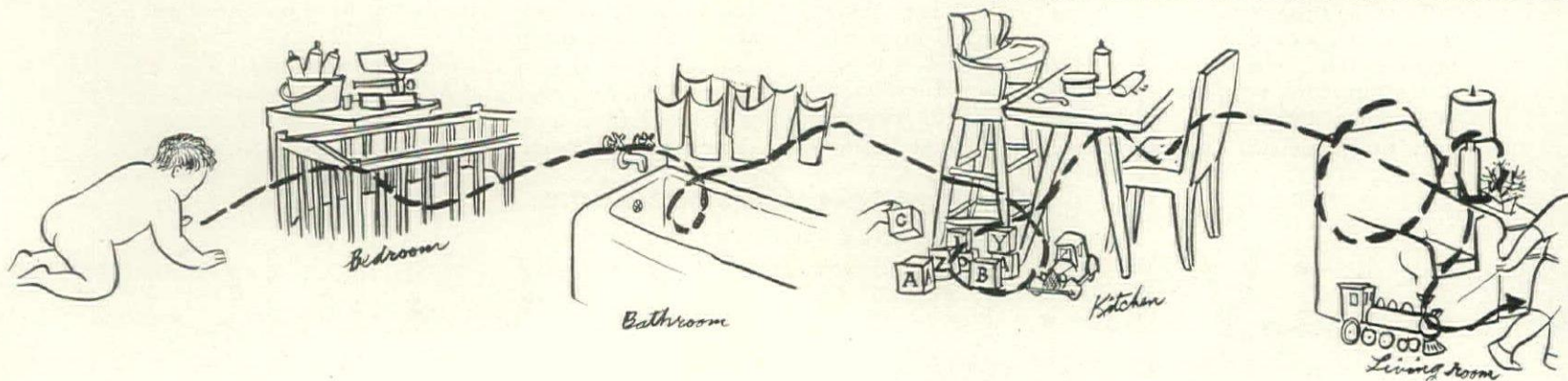
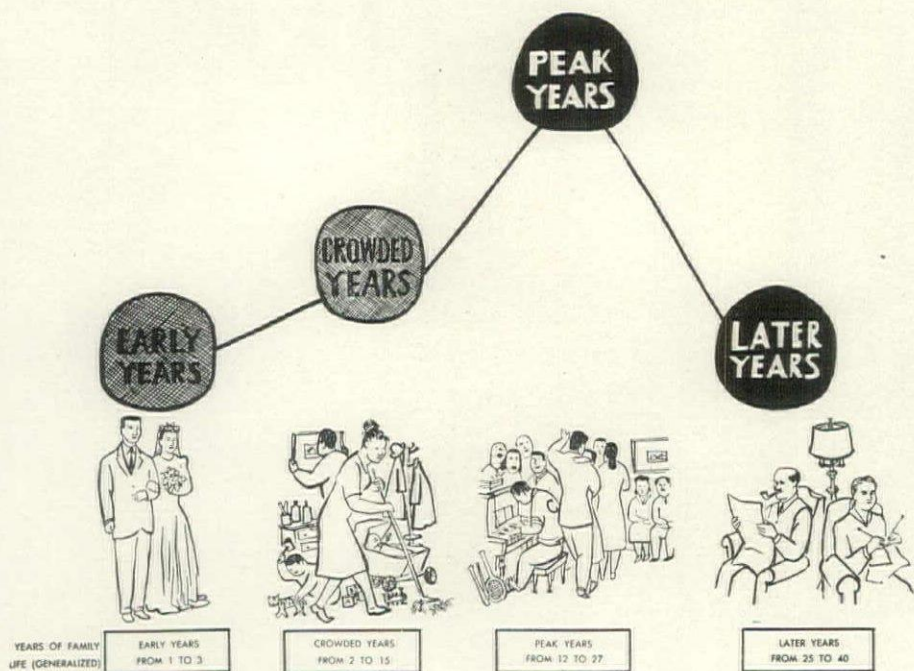
This small, paper-backed pamphlet which sells for only 35 cents, is one of the most important books on home planning to appear in a long time. Although mild and inoffensive in manner, it will probably give any architect who takes it seriously a bad case of insomnia, for it contains information of the most disquieting sort. Its subject is, to say the least, well-worn. However, this study of the home has been conducted, not in terms of style or construction, but in terms of the family and its changing problems. Obvious as it is, this is an almost untouched approach to house design. Considering the amount of thought which goes into most contemporary homes, it is surprising to find a whole new set of problems which has consistently been overlooked. It is also discouraging, since there will necessarily remain a discrepancy between the way houses *should* be designed and the way they *can* be at present. This pamphlet at least provides new criteria for home planning, although it may take contemporary building a decade or more to catch up.

Mr. Gutheim makes the important point that the family itself has changed drastically in the last two generations.

Formerly, the family was the basic unit of production. "Each new child that was born promised a new pair of hands to help on the land or in the household. . . . Those were the days of large families." Today the typical family lives in the city, the father earns a salary and "the child is an economic liability from the moment his first doctor bills arrive. The American family of today is smaller, by rather more than one-fourth, than its predecessor." With the change in family structure its way of living—the basis of house design—has also radically changed.

Another important and seldom-noted consideration of home planning is the fact that a house must provide for strikingly different types of activities during the 40 (approximate) years of a family's existence. This is no news to parents who have found their house straining at the partitions when junior enters the juke box stage, daughter invites her college roommate for a holiday and the eight-year old is busy on a collection of snakes. But this pamphlet, by giving in detail the facts of living at different periods, provides a solid basis for planning a home without a joker. The life-span of the family is divided roughly into four periods: the early years when the couple live alone; the crowded years which start with the arrival of the first baby and end when the last-born starts to school; the peak years, until the youngest child is grown; the later years when the parents are left alone again.

Every aspect of housing, from furniture to neighborhood planning is tackled from these four points of view, i.e., what the family needs at specific periods and how to plan ahead for future problems. For example: "In the beginning it may not be so important to be on a bus line; but, unless you plan to become a two-car family, it is a thing you should consider. You may think that one store a few blocks away will provide all you need, but the time will come in such a location when getting your hair done or taking a child to the dentist will seem like a major undertaking." And "from the time that the first baby begins to toddle until maturity begins to succeed to adolescence, the house belongs to the children who live in it. . . . There is always a hope in the minds of some parents that the child can be kept out of the living room, except when the parents are with him. . . . It won't work. A more constructive solution is (to) . . . provide children's toys and storage space for them in several rooms of the house. Create a little place that belongs to the child, with his own things, wherever he will be." In a general comment on planning the author recommends: "Throw words like living room, dining room, study and bedroom out the window. Think instead of activities such as entertaining a group of people, listening to a radio symphony, giving a neighbor a cup of tea, playing darts, making model airplanes, planning a church bazaar, hooking a rug, Bobby's birthday party, a checker game, writing letters to your sisters, Sue's choral club, the boys' model train operations, Sunday night supper, a table of bridge, grandmother's visit, cheese sandwiches and cokes at night, tending the house-





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plants, the minister's call, and Bobby's radio parts collection. . . . We must get out of the convenient habit of thinking of the house as a collection of rooms. Instead we must regard it as a *pattern of spaces*, each space designed for a special group of activities and each with its special size, shape and quality. Within these flexible spaces many more activities can be suitably accommodated that are hopelessly congested and at odds in today's compartmented rooms."

The study is well-larded with statistical findings such as the fact that the highest rate of illness is during the years when the children are young and the mother is having babies. Obviously this sort of knowledge should influence house design. Although much research remains to be done in the field of family living, this initial exploration perhaps indicates a solution to the fight between "warm" and "cold" modern. If

both factions began to concentrate on the family rather than the trademarks of design, romanticism might become more practical and purism more human. The pamphlet is based on reports made at the Rye Conference on Housing for Family Living and its editorial committee includes Dr. Lawrence K. Frank, Dean Joseph Hudnut and Oscar Stonorov. M. M.

**APARTMENT HOUSES.** By Joseph H. Abel and Fred N. Severud, Reinhold Publishing Corp., 330 W. 42nd St., New York, N. Y. 273 pp. Illustrated. 12 x 9. \$10.

Were it not for the fact that a book of this sort has been so badly needed for so long one might suspect collusion between the authors and the optimum. It will undoubtedly be received with fitting enthusiasm and thoroughly dog-eared in no time. It should be—it is a big job, masterfully handled and without an up-to-date parallel. Whatever its other assets, its splendid organization of material and simple, direct handling of presentation will first strike the reader. The book deals with all important aspects of apartment house design including engineering, equipment and landscaping.

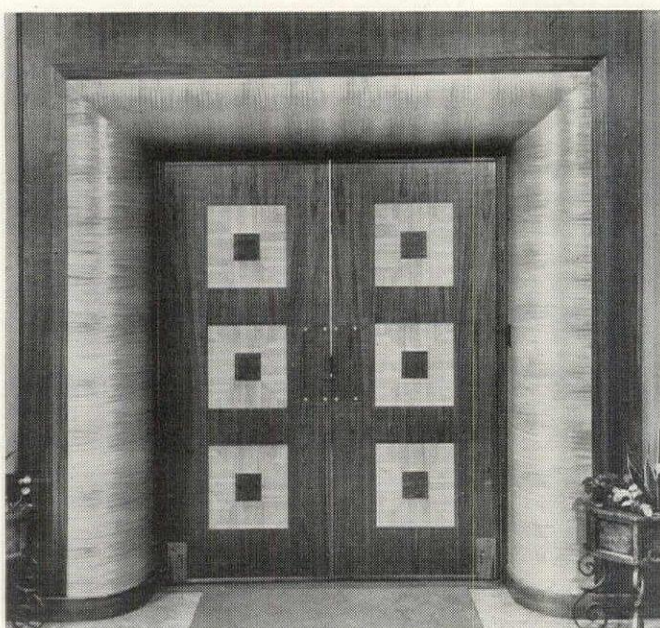
Abel and Severud make an excellent author team to take on such a subject. Anyone who has been to Washington is familiar with the former's striking apartment buildings which have done so much to raise design standards and awaken the public to the necessity for change. Engineer Severud brings with him long experience in the construction of large housing projects which have given him an international reputation. With admirable restraint the authors avoided biting off more than they could chew. Three special chapters by experts in their respective fields are incorporated in the book, leaving Abel and Severud to concentrate on their own specialties, design and engineering. The special chapters are: Heating and Air Conditioning by Clifford Strock, Editor of *Heating and Ventilating*; Elevators, by H. M. Nugent and W. H. Easton, Jr., both of the Otis Elevator Co.; Landscaping by Alfred Geiffert who has had vast experience in the planning and planting of project sites. Because all these men are well equipped to collaborate on such a book, it virtually radiates assurance and authority. There is none of the indecision and windiness that so often masquerades as erudition, no loopholes planned to elude the critics. The authors know what they think is best, recommend that and no more.

Mr. Abel starts the ball rolling with his section on architectural design. In it he discusses "the problem"—mergence of owner's and tenant's interests, solvency, life expectancy of various types of buildings, etc. From this he progresses to a discussion of typical sites, building types and requirements, (city, suburban, low rental etc.), then to planning methods—a particularly interesting chapter. It deals primarily with space and circulation, actually offers a step by step method of plan development. This section is well reinforced with statistics but does not kowtow to official criteria. Another timely and interesting section of Mr. Abel's text is his discussion of trends in services, construction, building codes, etc., as well as straight design.

Mr. Severud's Part II on structural engineering stands as a volume in itself. As a specialized treatise which sticks entirely to the problems of apartment house construction, it does not offer basic formulae, for it is talking to the experienced architect and engineer. In spite of this, there's nothing dull about it. Mr. Severud proves conclusively that it is quite possible to make good hard sense on the subject of engineering in an easy conversational tone with no words wasted. Who knows, there may be some hope for law as well!

(Continued on page 154)

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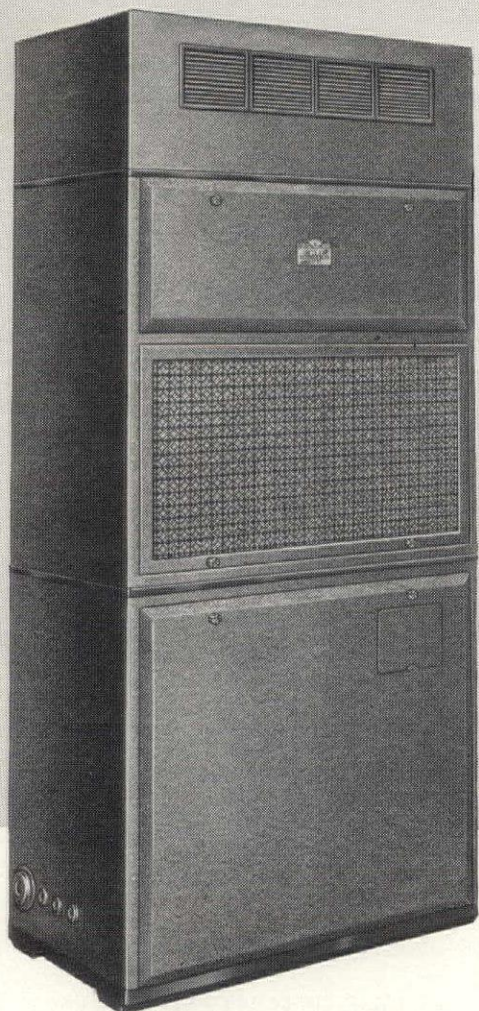
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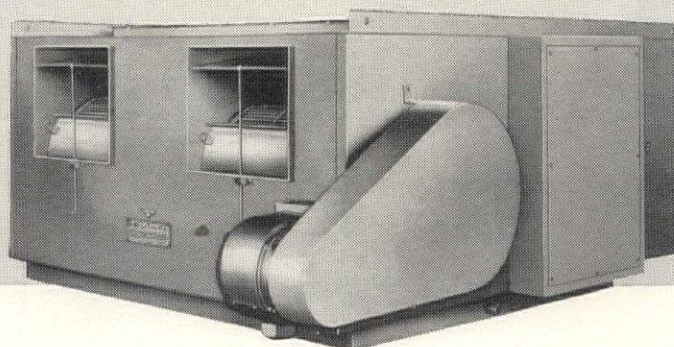
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
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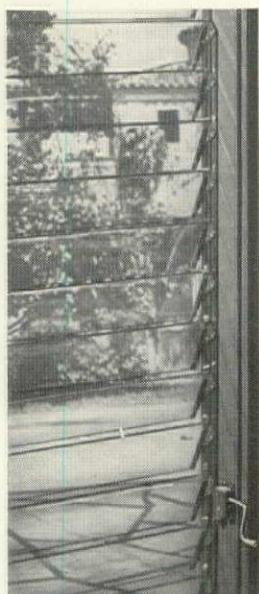
BAKELITE CORPORATION, Unit of Union Carbide and Carbon Corporation  30 East 42nd Street, New York 17, N. Y.



# for dramatic *Beauty*



## and modern functional design



● Suggesting sparkling plate glass weatherstripped louvres for outdoor rooms . . . or for shade and privacy; wood, metal or opaque glass. Adaptable for doors too and ventilating areas above and below large fixed lights.



**THE WIN-DOR System** of Jalousie Hardware opens so many new possibilities in the modern method of handling light and air areas that you will want to get the details right away. Turn to Sweet's for full information. It's in catalog 18F1 or write us. Briefly, you'll find engineering that gives jalousies a maximum of protection and weathering efficiency with the most positive operating control. Integral factory assembly of hardware and weatherstrip permits uniform precision installation. Slat retention is nail-less and rattle-proof yet slats are easily installed or replaced. Inside screening is simply handled.

● Some desirable territory is open for service distributors and inquiries are invited from those who can qualify with a competent organization to assume complete service installation of these WIN-DOR Jalousie Hardware units. Write us today.

**The Casement Hardware Co. • 400 N. Wood St. • Chicago, Ill.**

Appraising this book is difficult because one is so impressed by its completeness and simplicity that all adjectives seem *de trop*. Let's leave it this way. To those who want information about the design and construction of multiple dwellings it is the best-rounded and most authoritative single work available. To the many who don't give a rap for apartment houses, it still has something to offer. It demonstrates that if an author has something to say, professional man or not, he can turn out a thoroughly interesting and readable work on the driest of subjects. M.S.

**LIBRARY BUILDINGS FOR LIBRARY SERVICE.** Papers Presented Before the Library Institute at the University of Chicago, August 5-10, 1946. Herman H. Fussler, Editor, American Library Association, Chicago. 216 pp., incl. bibliography and index. \$3.50.

Standing Room Only signs are hanging in U. S. libraries these days, and many European libraries have been completely destroyed by bombs. So, as editor Fussler states in his foreword, "the present time appeared nearly ideal for a rather formal consideration of the fundamental aspects of designing and planning the physical structures in which a library may be contained.

"A retrospective view of the design of library buildings, as summarized in Mr. Bishop's paper, reveals that there is an early era in library design that might be called the period of improvisation, followed by the monumental or ornamental era as revealed in most of our existing library buildings today. It has been only very recently that the monumental type of building has been subjected to serious and critical scrutiny. . . . We are not so presumptuous as to believe that the ideal building is at all imminent or that it will be erected as a result of the papers presented in this Institute. We are, however, reasonably confident that only chance could produce a building approaching any sort of ideal without careful consideration having been given to some of the problems of design and construction that are presented in the papers of this volume."

Lately a segment of the architectural press has been deprecating certain phases of building research. But a book such as this, largely by non-architects, makes one wish that even more means were available for recording the excellent transient research data now being lost in the verbal shuffle of fast-moving conferences. "Dry-cell architects" (to use a phrase Lewis Mumford coined at one of these recent conferences) might well expose themselves to more contact with the ideas of librarian specialists and planners, especially if they have any library designs on the boards.

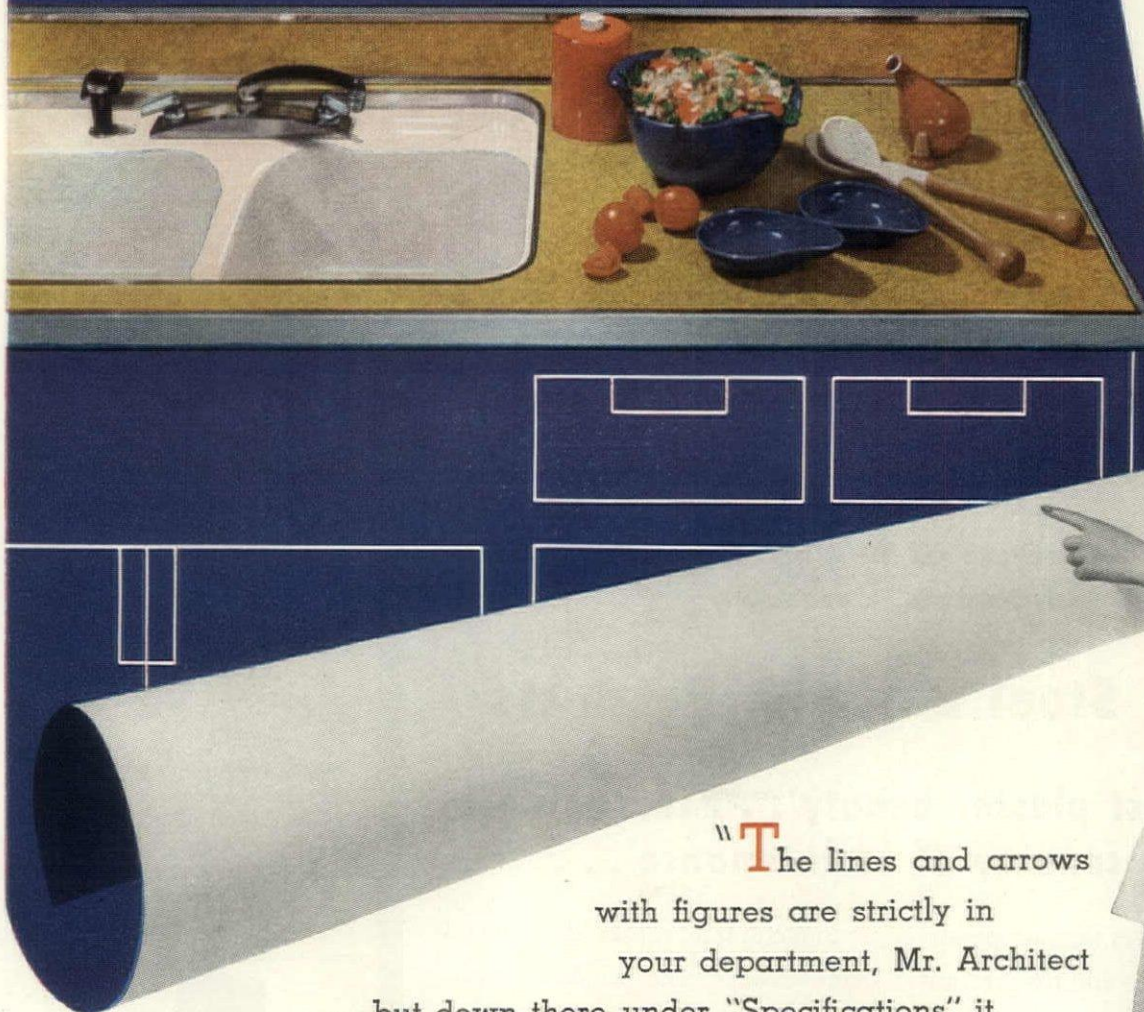
Among the papers in this helpful book are: Historic Development of Library Buildings—W. W. Bishop. Plan of Service—Ralph A. Beals, Frances Henne, L. Martin. Library Building and Reader—Ralph E. Ellsworth. Technical and Administrative Functions—Robert A. Miller. Book Stock—LeRoy Charles Merritt. Legal and Financial Aspects of Planning—Ralph A. Walker. Modern Air Treatment—R. H. Gates. Modern Library Illumination—John O. Kraehenbuehl. E.B.

**THE LIBRARY BUILDING.** Reprinted from Bulletin of The American Institute of Architects. Distributed by American Library Association, 1947. 51 pp., incl. bibliography. Paper-bound. \$1.25.

Supplementing the preceding book, which has several purely theoretical articles (the one on "Modern Building Design," while extremely good in pointing the way toward new  
(Continued on page 158)



*"I can read your blueprint, Mr. A."*



"The lines and arrows with figures are strictly in your department, Mr. Architect . . . but down there under "Specifications" it says "Formica", and that makes sense to me."

Beauty Bonded Formica\* for sink tops is the kind of specification every Architect likes to write. Color and beauty to delight his Client, solidly backed up with physical properties that make Formica ideal material for

sink top conditions. Sink tops of Formica are fabricated for custom kitchens as well as for many "packaged" cabinet units. We'll be glad to send you the names of near-by Fabricators who build with Formica.

Beauty Bonded  
**FORMICA**  
Reg. U. S. Pat. Off.

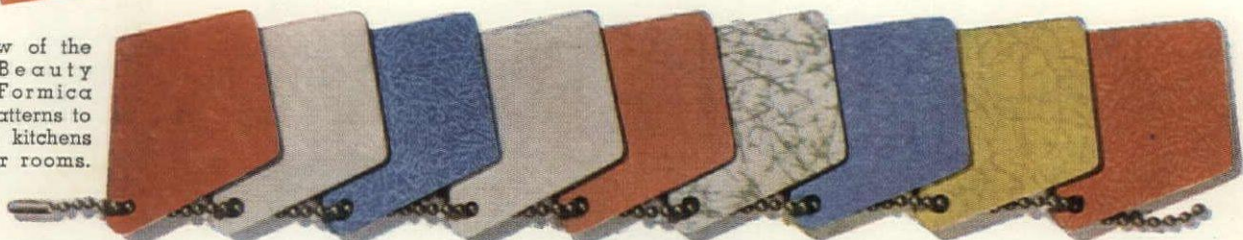
at Home with People  
at Work in Industry

"You and Beauty Bonded Formica" is a new little folder your home-building Clients will appreciate your giving them. Shall we send you a supply? How many, please? And you'll find Beauty Bonded Formica in Sweets'. Formica, 4631 Spring Grove Avenue, Cincinnati 32, Ohio.

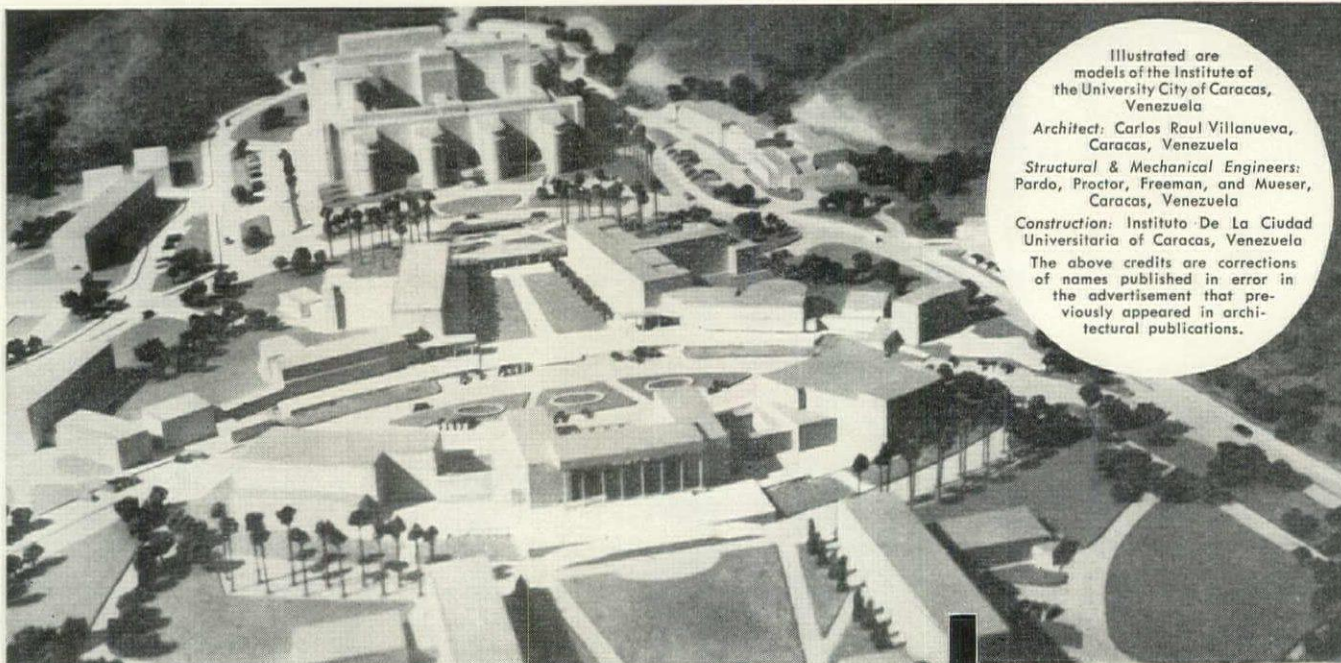
\*Reg. Trade Name, U. S. Pat. Off.

COPYRIGHT 1948, FORMICA, CINTI., O.

Just a few of the many Beauty Bonded Formica colorful patterns to charm-up kitchens and other rooms.







Illustrated are models of the Institute of the University City of Caracas, Venezuela

Architect: Carlos Raul Villanueva, Caracas, Venezuela

Structural & Mechanical Engineers: Pardo, Proctor, Freeman, and Mueser, Caracas, Venezuela

Construction: Instituto De La Ciudad Universitaria of Caracas, Venezuela

The above credits are corrections of names published in error in the advertisement that previously appeared in architectural publications.

**In the Institute of the University City of Caracas, Venezuela**

## Milcor Steel Building Products

**help protect plaster beauty . . . contribute to ease and economy of maintenance . . .**

For plaster surfaces that are permanently beautiful — and for practical utility — it pays to incorporate Milcor Steel Building Products in your designs and specifications.

The Milcor organization has the experience and "know how" to help you attain especially satisfactory results with fireproof construction — on large projects like the one illustrated or on smaller structures.

In metal lath, corner beads, metal trim, casings, and window stools, Milcor leads the field.

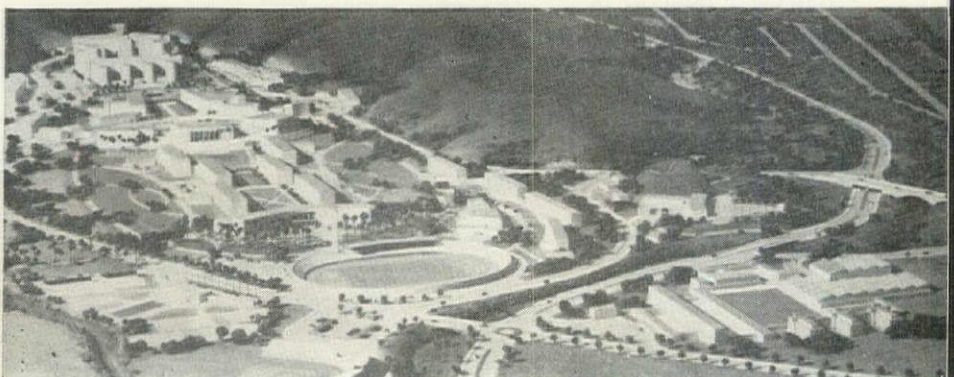
Consult the catalog of Milcor Steel Building Products in Sweet's, or write today for the Milcor Manual.

### Inland Steel Products Company

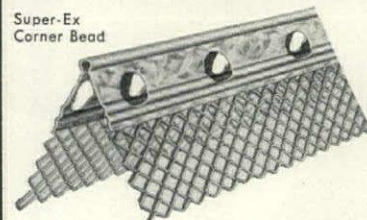
Formerly Milcor Steel Company  
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Super-Ex  
Corner Bead



### Milcor Expansion Corner Beads

Give plaster corners the double reinforcement of a metal bead and expanded metal wings; vulnerable points are protected against unsightly cracks, chipping, or cleavage.

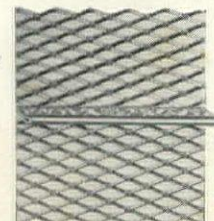
Style K — with  
expansion wings



### Milcor Metal Access Doors

Ready to install flush with finished wall or ceiling surface. Require no special framing. Permit key points in plumbing, heating, electrical, and refrigeration systems to be reached conveniently. Styles are available for use with all modern materials, such as plaster, masonry, brick, stone, tile, acoustical material, wallboard, etc.

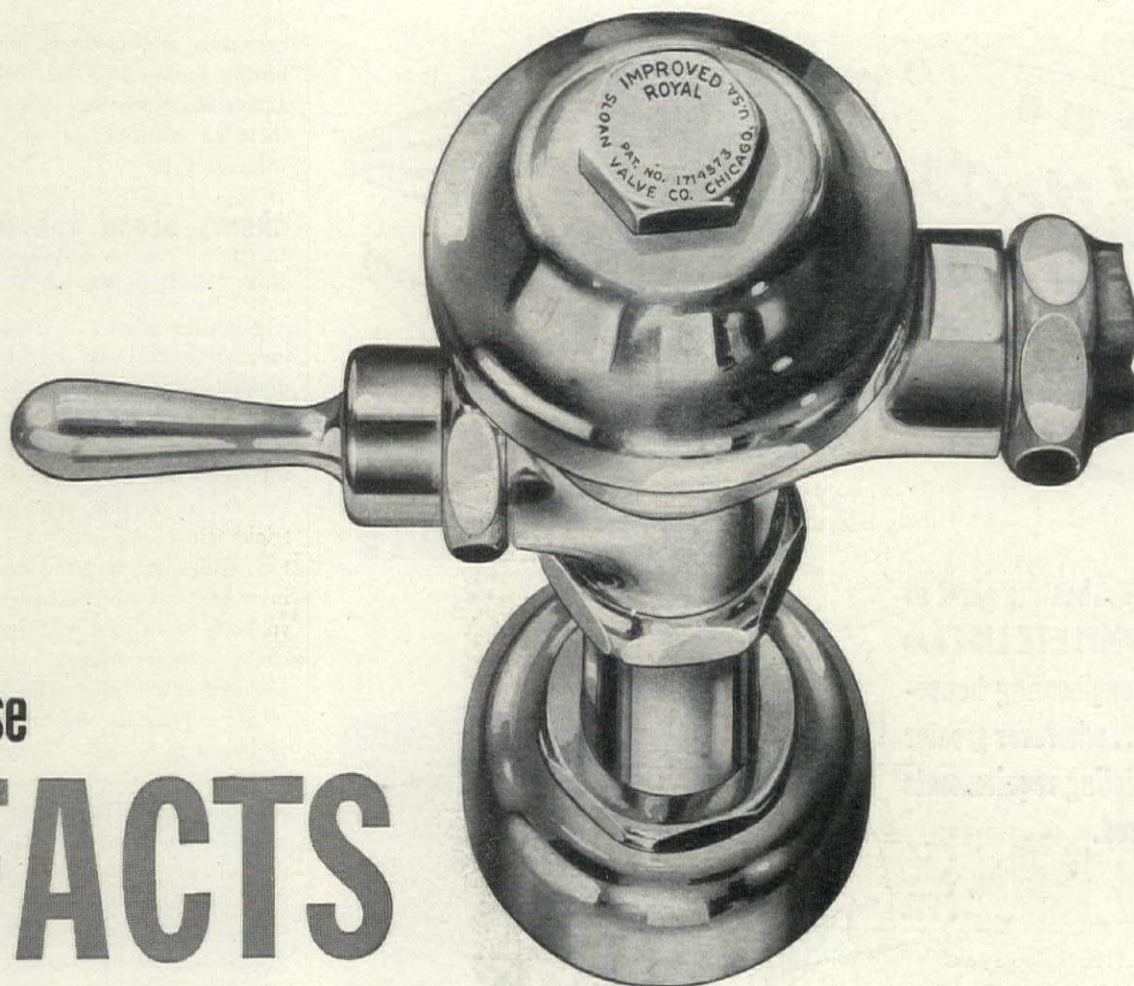
No. 3  
Expansion  
Base  
Screed



### Milcor Expansion Base Screeds —

Provide permanent separation between plaster and flush cement base. Expansion wings of strong mesh lath reinforce against cracks at juncture.





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tell you why there are  
more **SLOAN *Flush* VALVES** sold than  
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**ENDURANCE**—Thousands of the first Sloan Flush Valves installed are still in perfect operation after 37 years of daily use.

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enough to pay for Sloan installations many times over.

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**PRICE**—The plus values of Sloan's unequalled records of performance in the field are yours at costs no higher than others.

**USERS GET MORE \$ VALUE FROM**

**sloan *Flush* valves**

4300 W. LAKE STREET

CHICAGO • ILLINOIS





CO 150  
COAL FIRED WINTER AIR CONDITIONER



**PowerRated®...heating giant of the J&C COMPLETE LINE has become an engineering household word... wherever greater warm air heating requirements are considered.**

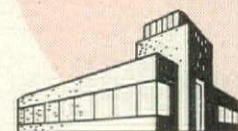
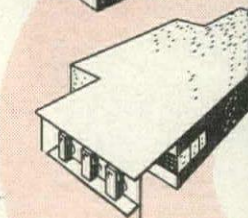
A plus B plus C... have placed J & C ahead of the field by choosing PowerRated® for hard-to-heat factories, stores, airport hangars, schools and churches. They, (A, B and C) have also recognized J & C's leadership in industrial applications for drying and processing.

Because of the proven superiority of the PowerRated® design... Jackson & Church has faithfully reproduced PowerRated® features in the Poweraire and smaller units. J & C now offers A, B and C complete heating coverage in the warm air field from factory to cottage.

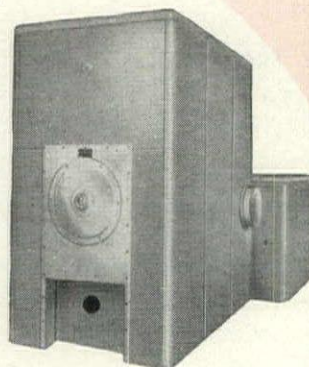
J & C'S COMPLETE LINE includes: over 100 models for coal, oil or gas... gravity or forced air... with outputs from 3,800,000 down to 50,000 Btu's per hour.

Today... the answer to the heating question is as simple as abc... for factory, store or home... of course it's—J & C.

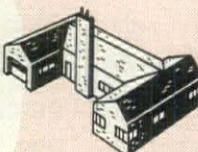
\*Designed to Fit-the-Job... Provide specified Btu output to meet big requirements.



OL 1925  
OIL FIRED WINTER AIR CONDITIONER



MF 63  
MECHANICAL FIRED UNIT  
ADAPTABLE TO OIL, GAS  
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A PRODUCT OF  
**JACKSON & CHURCH COMPANY, SAGINAW, MICHIGAN**

WORK WELL DONE SINCE '81

materials and methods, is not concerned specifically with library buildings), this pamphlet includes a good article by James M. Ketch on Library Lighting. The other material included is brief and somewhat repetitious of the former volume. E.B.

**GHOSTS ALONG THE MISSISSIPPI.** By Clarence John Laughlin. Charles Scribner's Sons, 599 Fifth Ave., New York, N. Y. 211 pp. Illustrated. 13 1/2 x 11. \$10.

Though the artist-author might not be pleased to hear it, this extraordinary book may bridge the abyss which currently divides *avant-garde* camera art from popular comprehension. There have been many other picture sagas dealing with the grandeur and decadence of the deep south, but Mr. Laughlin interprets his subject in an entirely new manner. Through the use of double exposures and more complicated trade tricks (including a living "ghost" who apparently went on tour with him) he produces effects that are hard to describe in words but which convey an eeriness and nostalgia unavoidably associated with bayou scenes of heat, humidity, rot and crumbling majesty. In Mississippi, as at Angkor Wat, nature has provided a backdrop of lush and sinister drama in her infringing vegetation and Mr. Laughlin has capitalized on it to the hilt. Trailing fingers of Spanish moss sweeping across a Greek Revival facade all but run down the reader's neck. The play of light is magnificent, the photographer's imagination, unlimited. But the author does more than simply try to create or recreate specters of a fabulous time and place. His own explanation, given in a two-part prologue, is pretty involved and at times needlessly esoteric. But in essence he claims to approach his subject from two angles, the historico-architectural and the poetic. Quite rightly, he points out that no mass of detailed technical studies can ever convey to the human mind the special kind of life of an old house. Mr. Laughlin has therefore taken full poetic license, (only recently granted to photographers), and made the most of it. Unfortunately, a little too much poesy seeps into his accompanying text. The pictures themselves have a sensuality that should eschew verbal description, particularly since they are not cut-and-dried architectural studies. The following, typical passage may prove the point: "The dark mystery of time, the luminous and living mystery of light—so intricately and strangely interrelated with time—the snake-brown waters of the great serpentine Mississippi—these are the chief protagonists now on the darkening stage occupied by the last structures of the doomed plantation system. They, and they alone, determine everything we see and feel. Lost in a curiously evocative pattern of light and shadow, lost in a nameless union of light and time whose intimations can never be completely phrased in words—we find again a past which, cryptically, is no longer wholly dead, a splendor no longer wholly unreal—but which lives tenuously, yet undeniably, in corroded walls, in empty and discolored chambers, in shadow entities, in the labyrinths of our blood."

Literary criticism aside, *Ghosts Along the Mississippi*, is a superb photographic cavalcade which shows, not for the first time, but with extraordinary clarity, that a cross can be made between the strictly accurate camera recording and the abstract fantasy of Man Ray, and that the result need have neither the dryness of one nor the incomprehensibility of the other. Of course, Laughlin's photography has a third element lacking in the other two—romanticism. Declassé in our time, perhaps, but in this instance it assists a highly skilled

(Continued on page 162)



# Reading time **3½** minutes..

## AND WORTH IT!

This is about putting client-satisfying value into a house.

Admittedly tough to do, these days. But if you recognize certain home-owner characteristics it becomes easier.

(a) He gets his first quick satisfaction out of the chance to brag about *different* features, something other houses do not have.

(b) His long-time and most important satisfaction comes from the *comfort* enjoyed by his family season-by-season over the years. That's why the heating should get your most expert and critical consideration.

Nothing adds as much satisfaction-value to a house for so little cost as a Superfex "Homogen-Air" Heating System. There are a lot of reasons, all provable. For instance . . .

**1** No other system has or can match the "Homogen-Air" continuous three-stage fire, synchronized with automatic variable-speed blower. The economy of this system has real owner appeal, with fuel short in supply and long in price.

**2** Superfex ends the cold-floor, hot-ceiling problem common to stop-and-go furnaces, so familiar to many clients. It "Homogenizes" air by *continuous* circulation and *continuous* reheating with the proper stage of fire. This assures all-over comfort with never more than 4° temperature variation, floor-to-ceiling, all rooms, all the time.

**3** TWO furnaces in ONE . . . FIRST, a powerful cold-weather furnace, synchronizing its high fire with the full-volume speed of the blower . . . SECOND, an easy-going mild-weather furnace,

automatically cutting back to either of two stages of low fire, synchronized with the low blower speed. By fitting its fire to the need, Superfex SAVES FUEL that is wasted by the "all-or-nothing" type of operation.

**4** Automatic humidity *all the time*.

**5** Continuous air cleaning. Ample filtering area.

**6** Summer fanning and filtering facilities. Summer switch controls this.

**7** Gas or oil-fired models. (Designed for it, not conversion burners.)

**8** Scratch and chip-resisting finish. Bonderized steel grips attractive baked enamel, permanently. Heavy, long-life construction throughout.

**9** Fit all kinds of specifications. Sizes for every type of home. Special units for basementless installations. Suspended model for commercial applications.

**10** Easy installation. All but the two largest models are "package" units, completely assembled at the factory.

**11** SUPERFEX AUTOMATIC, STORAGE-TYPE WATER HEATERS correlate installation, service and performance. They assure an ample supply of hot water.

**12** Quality and performance insured by the finest development laboratory in the heating industry. Backed by Perfection's 60-year reputation for reliability and progressiveness.

**13** YOU can make fast, accurate estimates for correct heating installations with Superfex Heat-Loss Calculating Charts. If you'll drop a request to the address below, we'll mail you a set without obligation.

ONLY SUPERFEX  
has the "Homogen-Air" System



Write for the "Homogen-Air" heating booklet,

or let us show you how other architects and builders  
have built client satisfaction with Superfex.

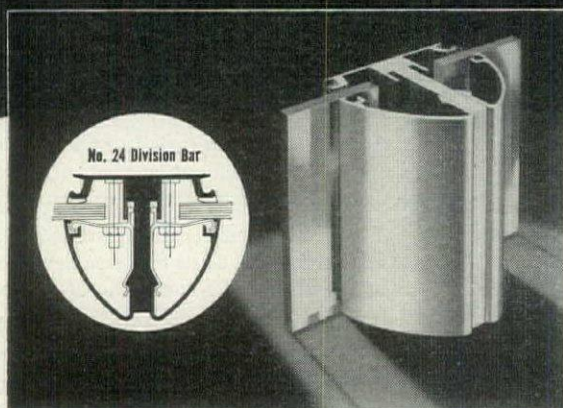
# Superfex

FURNACES • WATER HEATERS  
GAS OR OIL

PERFECTION STOVE COMPANY • 7031-A PLATT AVENUE • CLEVELAND 4, OHIO



# Customers like "the modern look".

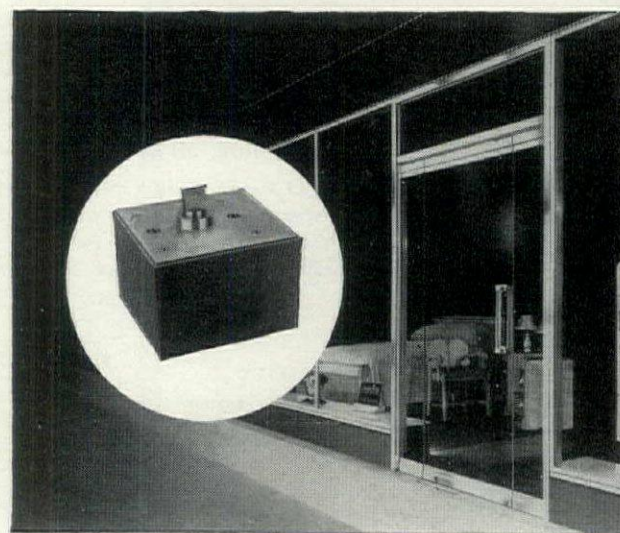


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**Quick, Easy Installation** is possible with both lines of Pittco Store Front Metal. All setting operations are carried on from outside, and the speed and simplicity of setting procedures reduce installation time and save money. Pittco De Luxe is extruded to give it sturdy strength, sharp profiles, and a rich, lustrous finish . . . it is a quality metal for better jobs. Pittco Premier is lighter in weight and more moderately priced than its distinguished companion line . . . it features gracefully curving lines and a smooth, attractive finish.

**Assembled, Ready to Install** . . . that's the new Herculite Door-Frame Assembly to accommodate standard Herculite Doors. The entire assembly comes as a complete package that may be installed as a unit as soon as a building is ready to receive doors. It is available in twelve styles to satisfy every door requirement, and it is one of the sturdiest and handsomest structural shapes ever designed. The Pittco Checking Floor Hinge was specially designed as a part of this assembly. It is precision-made and includes positive door-speed control, separate checking control, built-in hold-open feature, and other unique advantages.

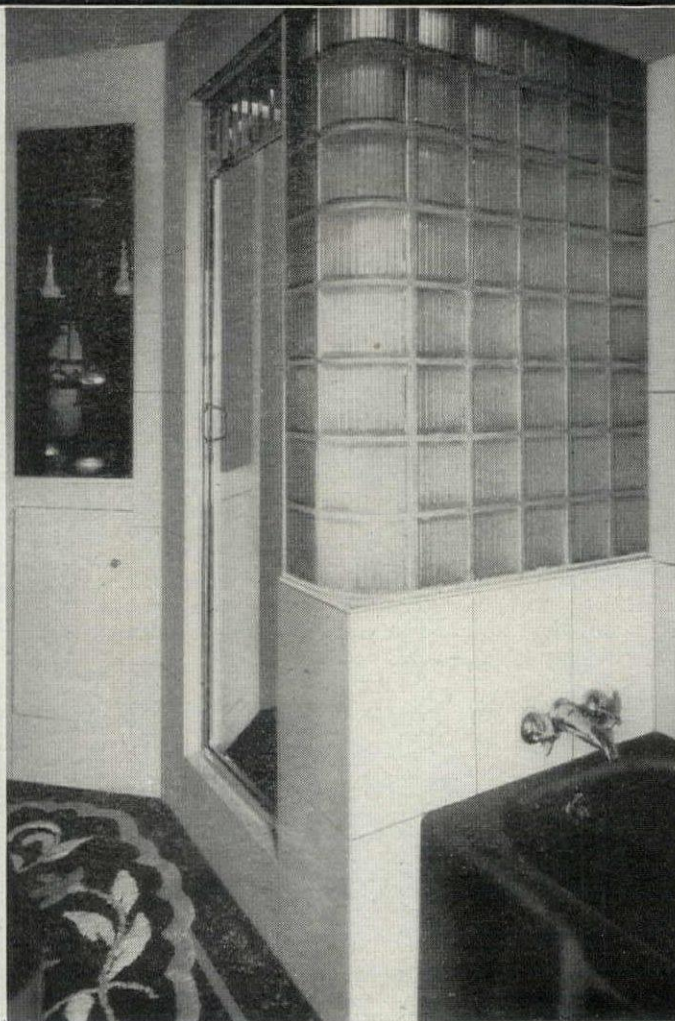
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Please send, without obligation, your "Builder's Kit" of illustrated literature.

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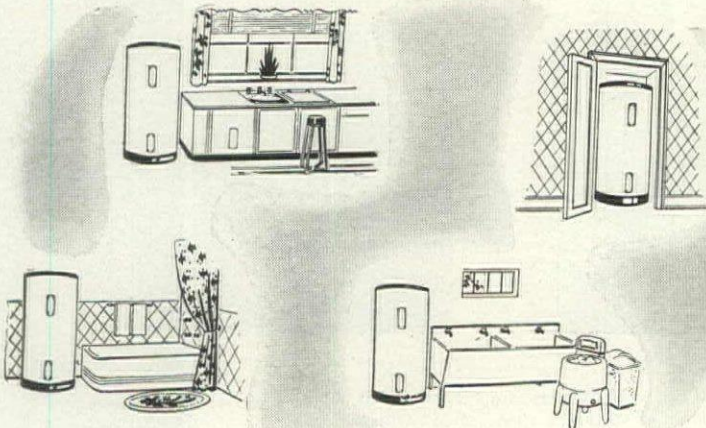


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WITH!



Home buyers' preferences must be handled with care. They prefer automatic Electric Water Heaters. To have your customers completely satisfied with the homes you build—both now and in years to come—install the kind of water heating equipment they want.



## How to reduce construction costs and add customer features

Construction costs can be reduced with Electric Water Heaters because there's no flue or vent, so installation can be made anywhere—in a closet, in the kitchen, in the bathroom, in the utility room. Hot water lines can be short, cutting piping cost.

Customers like Electric Water Heaters because they are: (1) **AUTOMATIC** (continuous hot water, no

attention). (2) **CLEAN** (smokeless, sootless); (3) **DEPENDABLE AND TROUBLE-FREE** (as electric light); (4) **ECONOMICAL** (fully insulated storage, short hot water lines); (5) **SAFE** (all-electric dependable temperature control); (6) **FLEXIBLE** (can be installed anywhere, even in living quarters; no flue or vent).

Electric Water Heater Section NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION  
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HOTSTREAM • JUD WHITEHEAD • KELVINATOR • MERTLAND • MONARCH • NORGE  
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IT'S EASY TO  
INSTALL an **electric** WATER  
HEATER

... in a house wired for an Electric Range!

technician and artist to weld his two talents in a vocabulary that will appeal alike to the architect, the camera addict and the layman. The book is elaborately, almost extravagantly produced in a most un-Scribnerlike fashion. It is expensive, but in design and production, a better buy than most at the same price. M. S.

**SIMPLIFIED PERSPECTIVE.** By William Wirt Turner. The Ronald Press Co., New York, N. Y. 231 pp. Illustrated. 6¼ x 9¼. \$5.

In this, his fourth book, Professor Turner, who is head of the department of engineering drawing at the University of Notre Dame, sets forth the rudiments of perspective in a thoroughgoing but comprehensible manner. It is definitely beginner's material, leading the student from elementary principles to the more advanced aspects of perspective drawing. Particular emphasis is put on the need for reasoning powers as opposed to mimicry or memorized routine. The author attempts to relate various methods and approaches so that the student will be able to solve his problems through logic. The text is amply illustrated by drawings and photographs, all labeled with explanatory notes on construction and reason. Each chapter is concluded with a review exercise. M.S.

**CARPENTRY FOR THE BUILDING TRADES.** By E. A. Lair. The McGraw-Hill Book Co., Inc., 330 W. 42nd St., New York, N. Y. 170 pp. Illustrated. 9¼ x 6. \$2.50.

with explanatory notes on construction and reason. Each difficult to understand. It would be equally useful to many a harried house owner. Although assuming that the reader knows how to drive a nail and keep his thumb out of the way, it nevertheless supplies a wealth of not-too-technical information on the building (or repairing) of small residences and frame houses. Subjects investigated include framing, rafter framing, roofing, siding, lath, plaster, trim on windows and doors, glass, insulation, timber grading and specification. It should be understood that this is not a volume of household hints, but it would come in handy if the hen house roof happened to cave in. M.S.

**CONSTRUCTION ESTIMATES AND COSTS.** By H. E. Pulver, McGraw-Hill Book Co., Inc., 330 W. 42nd St., New York, N. Y. 647 pp. \$6.

Wistfully, in the preface to the second edition of his masterful book, the author notes that he has made every effort "to bring up to date the information concerning wages and prices." However, no matter how titanic the effort, omniscience on this slippery subject is hardly possible today. At the moment *Construction Estimates and Costs* looks much the same and appears as authoritative as the earlier edition. More than half the diagrams have been redrawn and typical estimates revised to keep pace with soaring wages and prices. But if the grain market is any barometer, Mr. Pulver will soon need and get the heartfelt sympathy of this reviewer. M.S.

## EXHIBITIONS

The fifth exhibit in the series currently featured at the House of Italian Handicrafts, 217 E. 49th Street, concentrates on furniture for outdoor and patio living designed by Ignazio Gardella and Ernesto N. Rogers of Milan and Fabrizio Clerici of Rome. The functional severity which we have come to take for granted in modern furniture is here combined with a Latin whimsy which is not unpleasing after a decade of German-

(Continued on page 166)



# Home Buyers can...



**ROAR,  
too!**

**T**O KEEP CUSTOMERS satisfied, it pays to recognize popular home-buyer trends. Today the trend is to Electric Ranges. Another million American families switched to Electric Cooking last year. Conservative estimates indicate that this year at least a million more Electric Ranges will be installed.

This is a definite trend that cannot be ignored. Progressive builders recognize this trend. Electricity is a "must" in any house, and it's simple and economical to include wiring for an Electric Range leading to a range outlet in the kitchen at the time of construction. This is assurance that the houses you build are not only modern today, but will *stay* modern for years to come!

Electric Range Section  
NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION  
155 East 44th Street, New York 17, N. Y.

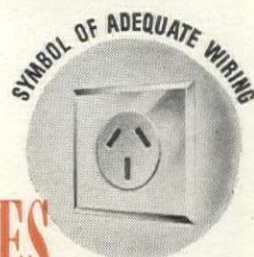
A-B STOVES • ADMIRAL • CROSLEY • ESTATE HEATROLA  
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*Follow  
the trend...*

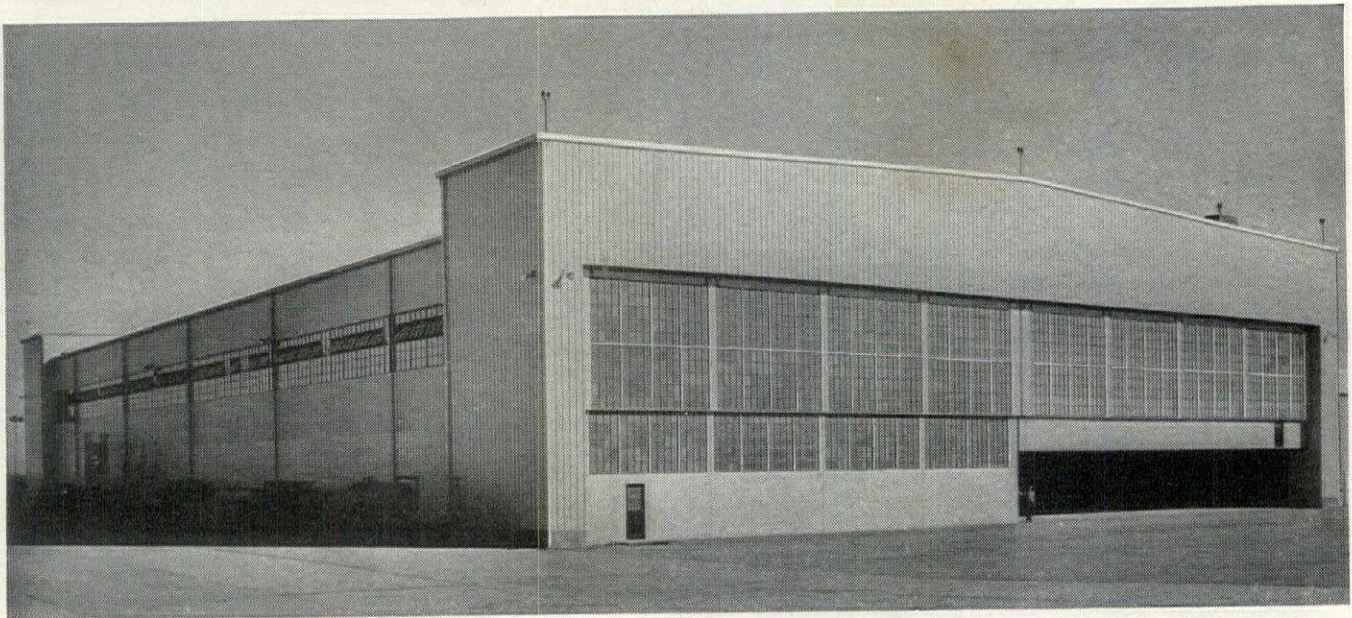
**WIRE** YOUR HOUSES  
**FOR ELECTRIC RANGES**

Another 1,000,000 American families switched to Electric Cooking last year.



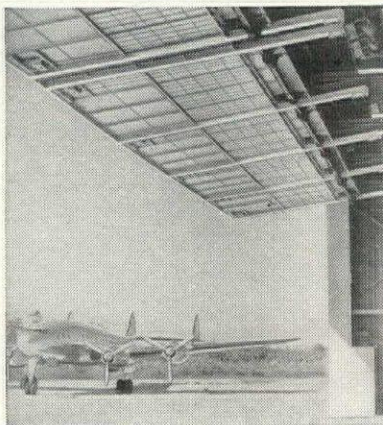
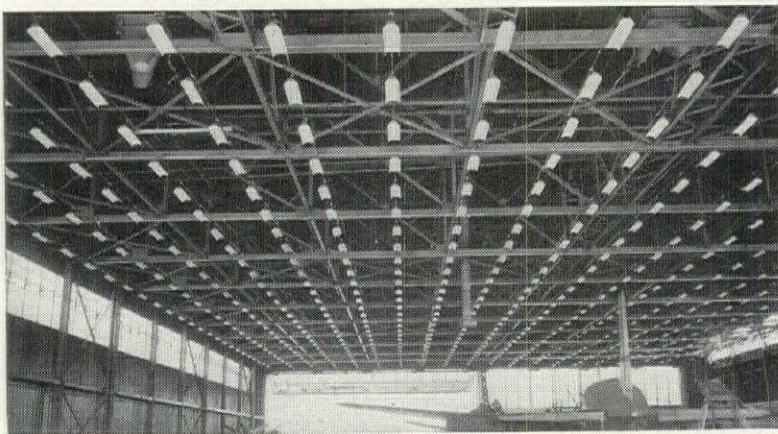


# TRUSCON PLANNING BOARD



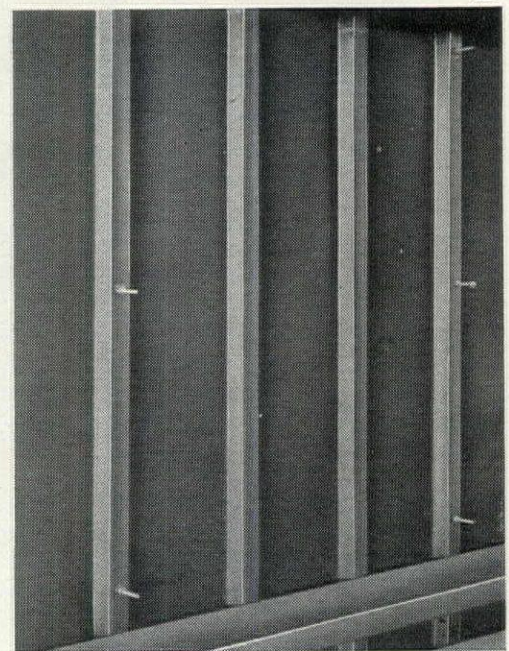
ABOVE. Truscon, world's largest manufacturer of steel building products, supplied the structural steel, Ferroplate Siding, Ferrobord Steeldeck Roof, Pivoted Steel Windows with Mechanical Operators, and electrically operated Vertical Lift Canopy Doors, for this Lockheed Hangar Building, MacArthur Field, Long Island, New York. Practically your entire steel building products needs can be supplied by Truscon—see SWEET'S Catalog, or write for complete literature.

## Lockheed Hangar Building Illustrates Wide Scope of Truscon Steel Building Product Service



ABOVE. A view of the Truscon Structural Steel in the Lockheed Hangar, with the Ferrobord Steeldeck Roof above it, and the Pivoted Steel Windows, mechanically operated, at the left. Write for complete illustrated literature on these products.

AT LEFT. One of the electrically operated Truscon Braced Vertical Lift Canopy Doors installed in the Lockheed Building. Truscon can supply efficient steel doors for any type or size of hangar installation. Write for illustrated literature describing the entire Truscon line.



ABOVE. Detail view of the Truscon Ferroplate Siding, an innovation in hangar building construction. Offers the advantages of economy, quick construction, rigidity, future application of insulation, and many other desirable features. Write for complete detailed description of this new industrial steel siding material.

Lockheed Hangar Building, MacArthur Field, Long Island, New York. Lowe Construction Company, Contractors; Clarkson & Petrov, Architects.

## TRUSCON STEEL COMPANY

YOUNGSTOWN 1, OHIO • *Subsidiary of Republic Steel Corporation*



# How to give Mr. and Mrs. Public A Warm Welcome!



**1. MODERN LOOK** of Modine's new Unit Heaters matches interior of this newly remodeled supermarket. Overhead, out of the way, they always keep store at right shopping temperatures.



**2. CUSTOMER COMFORT** is important to this camera dealer. That's why you see a Modine Vertical Unit Heater mounted directly over the door to keep entrance free from chilling drafts.



**3. NO FUEL WASTE!** Thanks to a Modine Horizontal Unit Heater, this automobile dealer has a comfortable showroom. There's no fuel wasted regardless of room area or outside temperature.



**4. SAVES SPACE!** In high rental areas where display counters and racks need all possible room, Modine Unit Heaters handle the heating problem from above with style, beauty, comfort.

## Specify Unit Heating...and specify Modine

EASY ON THE EYES—that's what you'll say about these new Modines—functionally designed and streamlined to add beauty to any store interior. Easy on the ears, too, because Modines are sound-silenced for hush-hush service. And like light, you can beam, flood, or gently diffuse heated air where and when you want it. Simple to install—either exposed, recessed or concealed. Call Modine's representative, listed in the "Where-to-Buy-it" section of your phone book, or send in coupon at right.

# Modine

**UNIT  
HEATERS**

MODINE MANUFACTURING CO.  
1507 Dekoven Ave.  
Racine, Wisconsin

Yes! I want all the facts about Modine's Integrated Unit Heater Line. Please send me complete information.

NAME .....

ADDRESS .....

CITY ..... STATE .....



# R.O.W.

REMOVABLE WINDOW



*Easy to Remove*

for washing both sides indoors; good house-keepers like that! Complete window units, weatherstripped, available in many sizes and designs.

**Costs No More!**

...than other good wood windows

Always a free-and-easy slide. No sticking—no rattling; held snug by metal cushion spring. Once installed they are service-free... See your building materials dealer, or 'phone or write R.O.W. Sales Company, Royal Oak, Michigan.

inspired austerity. There is, for example, a floor lamp as simple and flexible as the Kurt Versen designs for General Lighting Co. It consists of two movable lamps with conical shades mounted on a slender rod; but the base of this severe piece of lighting equipment is a modular form, of irregular polished marble. For no clearly defined reason except the obvious one of contrast, the combination is extremely effective. An Italian interpretation of America's sectional-flexible-reversible fad, is a group of small tables with marble triangular tops which can be combined to make larger tables. When all six of the basic units are put together the result is a big, hexagon-shaped table for dining. These pieces are from the



Milan group of furniture. Perhaps the most startling item in the show, however, is from the Rome group. It is a combination aviary and shelf unit shown in the patio project by Fabrizio Clerici. Glass boxes designed to contain live birds are stacked in a modular frame alternating with space for bric-a-brac and flowering plants and given a surrealist touch with an antique oboe out of which curl a few brown tree roots. Considering the grimness of life in Italy today, this is a pretty macabre fancy. But the humor with which it has been executed perhaps excuses its obvious extravagance. In a more practical vein are the series of wool and hemp scatter rugs, graceful pottery and glassware and a handsome glass-topped teawagon with brass and steel base (see cut). The overall impression of the collection is one of restrained elegance—a welcome quality and one not found in most contemporary furniture. Prices, of course, are to match.

The exhibit runs through May and sales inquiries can be made through the House of Italian Handicrafts, a non-profit outfit founded by Dr. Max Ascoli. E.R.

## FRENCH TAPESTRIES

A second European importation to hit the American market this month is the exhibition of French tapestries shown by the Associated American Artists galleries. Large and impressive, both in design and craftsmanship, these hangings are similar to the ones shown at the Metropolitan Museum last winter.

(Continued on page 170)





# weather- wrecker

**NOW...double thick**

## Carey

### SUPER STRIP SHINGLES



Here it is... a top-quality, pre-tested **CAREY** product—the **CAREY** extra heavy Super Strip Shingle! Just check its outstanding features, listed below, and you'll see how you can do a *better* roofing job, obtain more satisfied customers and increase your sales... with this quality shingle that defies the weather!

## more sales - more profits

**HEAVIER WEIGHT**—250 lbs. per square... 40 lbs. *more* per square than most other shingles. No wonder they give extra years of weather protection!

**SUPER STRIP IS DOUBLE THICK** — Double coating of asphalt and mineral granules over the entire surface of the shingle serves as a protective blanket to add years of efficient roof covering.

**HIGH WIND RESISTANCE**—Because of extra weight, thickness and rigidity, Super Strip

Shingles offer greatest resistance to wind. They're held securely with six nails. (In extreme high wind areas, cementing down the tabs is recommended.)

**EXTRA BEAUTY AND COLOR HARMONY** — Super Strip's extra thickness provides heavy shadow lines! And Super Strip comes in 10 shades to match any exterior color scheme of the home—Dixie Green, Harvest Blend, Blue-Black, Tile Red, Slate Blend, Slate Green, Green Blend, Azure Blend, Red Blend, Brown Blend.

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CAREY DEALER TODAY

Ask him for complete details about easy-to-install and easy-to-sell Super Strip Shingles—the beautiful, fire-resistant, long-life shingles that sell. Or write Dept. AF-5.

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Asphalt Shingles and Roofings  
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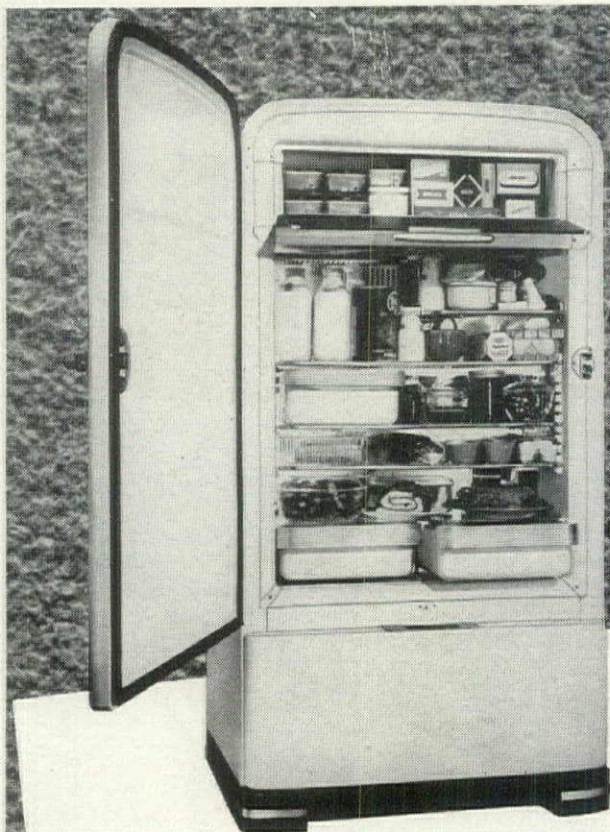
## Carey

75  
years serving home and industry

THE PHILIP CAREY MANUFACTURING CO., CINCINNATI 15, OHIO

In Canada: The Philip Carey Company, Ltd., 1557 MacKay Street, Montreal 25, P. Q.





# No noise...

## These exclusive features

### "BACK IN 1937..."

we installed 90 Servel Gas Refrigerators . . . and they're still giving my tenants noiseless, dependable service . . . at continued low cost, too."

*Maurice Gordon*

MAURICE GORDON  
Kinross Apartments  
Brighton, Mass.



**It's truer today than ever before.** Servel is the best refrigerator investment you can make . . . whether it's for apartments, multiple housing developments, or private homes. That's because the Gas Refrigerator's freezing system is different, simpler, more modern . . . and operates at amazingly low cost. It has no moving parts. There's no machinery to wear and lower efficiency . . . to break down and need fixing. A tiny, silent gas flame does all the work. That's why operating costs for each succeeding year remain as low as they were the first year. Repair and replacement bills are at a minimum.

### Servel is modern in features . . . modern in design

It has all the worthwhile, up-to-date cabinet features including a spacious frozen food compartment . . . moist cold, dry cold . . . roomy, flexible interior . . . large ice cube trays . . . and many other advantages and conveniences.

Servel's outer shell is made of heavy gauge, premium steel . . . finished with lustrous Newton Cabinet lining is seamless, one-piece steel with rounded corners. For all the facts, figures, and features, see your Sweet's Catalog . . . or write to Servel Inc., Evansville 20, Indiana.



# *no wear...longer life*

## make SERVEL your best refrigerator buy

### "OUR BRAND NEW 1948 SERVELS..."

installed only a few months ago —  
have already convinced me that  
Servel is my best refrigerator in-  
vestment . . . by far!"

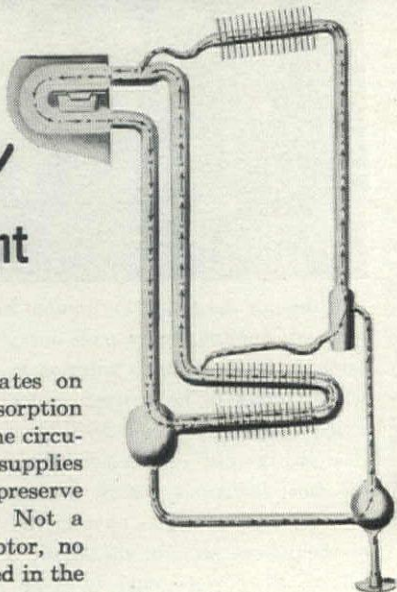
*Paul Livoli*

PAUL LIVOLI  
Fairfield Gardens  
Watertown, Mass.



### HERE'S WHY Servel stays silent ...lasts longer

The Gas Refrigerator operates on the simple, continuous absorption principle. The small gas flame circulates the refrigerant that supplies the constant cold needed to preserve food and make ice cubes. Not a single moving part (no motor, no pump, no compressor) is used in the entire freezing operation.



STAYS SILENT  
LASTS LONGER

# Servel

The GAS  
Refrigerator



## REVIEWS

### FRIENDLY AND LIVABLE CABINETS OF WOOD

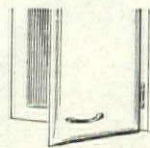


The beauty of wood adds warmth and livability to most any modern interior. To the kitchen—inclined to be cold and clinical—wood perhaps contributes most. Kitchen Maid cabinets of selected hardwood make the kitchen friendly and hospitable. Kitchen Maid's modern styling—flush panel doors, gently sweeping contours and up-to-the-minute hardware—puts it years ahead of the field, assures harmony with any make of appliance your clients may choose.

Get the benefits of Kitchen Maid's Composite Construction—wood, aluminum and newest compositions each used where it serves best, gives greatest strength and utility. Get the advantages of factory applied finishes, beautiful and lasting, hard to chip or mar.

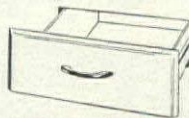
#### SKILLED HELP AVAILABLE

Kitchen Maid dealers are kitchen specialists—oldest and most experienced in the field. They are ready to assist you in any planning or installation problem you may have. Call your dealer today or send coupon below for colorful new booklet containing illustrations, floor plans and details of ten model kitchens. No obligation.



#### FLO-LINE DESIGN

Smooth, overlapping, flush type doors. Gently sweeping edges. Guaranteed against warping.



#### ALUMINUM DRAWERS

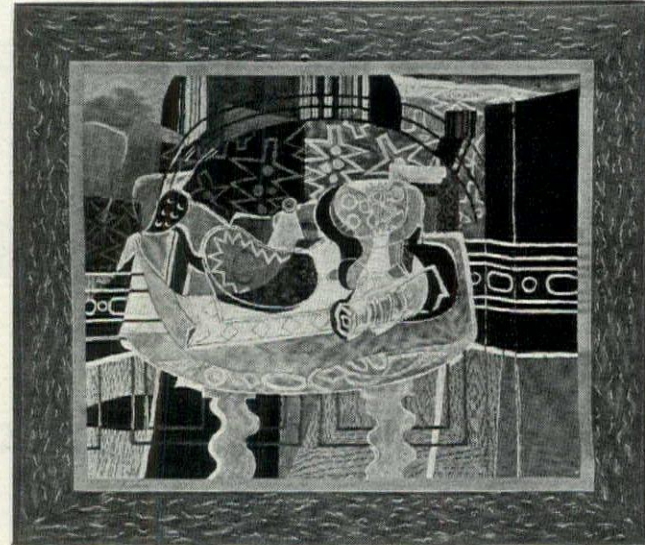
Rustless aluminum drawers slide smoothly and quietly.



#### HALF ROUND END SHELVES

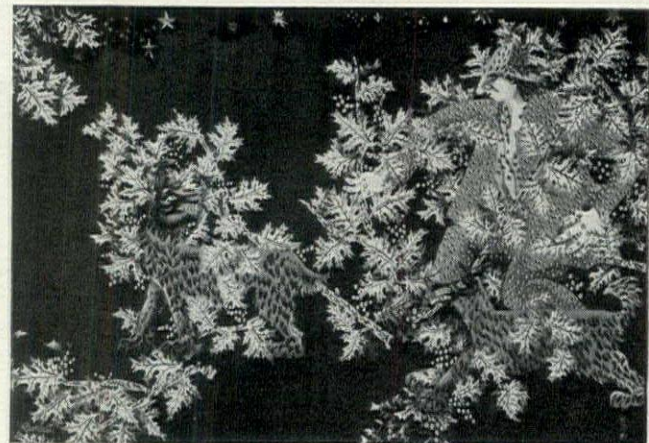
End shelves provide additional storage space. Compartment holds large hard-to-store trays.

Like them, they are a product of the French tapestry works near Aubusson and Gobelin which have undertaken a program of modernizing their designs while retaining the traditional techniques of tapestry-loom. Jean Lurçat and Mme. Cuttoli serve as "editors" in the new program, supervising pro-



duction of tapestries from paintings of such well known modern artists as Picasso, Braque, Roualt, Matisse, Dufy and others.

The exhibit includes two types of work: a "simple" technique using only ten or twelve basic colors, which necessitates a rather hard, angular, spotty design (such as those of Marc Saint Saens and Lurçat—see cut); and a complex process which results in soft, tone-blended pieces. Here colors are mixed and shaded into one another to produce a faithful copy of the master painting. This group happily includes the work of top rank artists—a particularly lovely hanging by Raoul Dufy blending soft greens, blues, lilacs, corals; one by Braque using grays, browns and deep black (see cut); a typical Roualt reproducing every splashy, brush-stroke of the original painting.



Although the use of an ancient handicraft to produce modern wall hangings may pain our strictest Twentieth Century esthetes, it does offer a solution to the bare wall—a problem which seems to be getting a deal of attention these days. Prices range from about \$840 for a Dodane to \$12,000 for the Braque, thereby eliminating the question of use in all but the most luxurious homes. Orders are taken for six months delivery and architects have already ordered replicas of some of the pieces seen in the show—for instance, Lurçat's "La Chasse Bleu" (see cut) is to be reproduced for a modern

(Continued on page 172)

**KITCHEN MAID**  
FIRST AND BEST IN  
KITCHENS

THE KITCHEN MAID CORPORATION  
485 Snowden Street, Andrews, Ind.  
Please send new booklet containing 10 practical kitchens with floor plans and details. I am an ☐ Architect ☐ Builder ☐ Dealer.

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# Its Simplicity

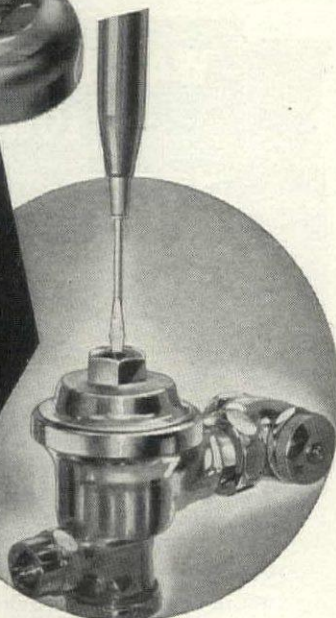
is your assurance  
of efficiency

The Delany Flush Valve has only 6 moving parts, the simplest assembly of any flush valve and the quickest and easiest to repair.



DELANY FLUSH VALVES are highly recommended for private homes, and particularly for "rental construction" as now planned by the Government.

INSTANT  
OUTSIDE  
CONTROL  
OF FLOW



The simplicity of DELANY VALVES and DELANY VACUUM BREAKERS guarantees long lasting efficiency of operation. The proof of which is:

1. The obviously, simple outside control provides a pin point adjustment of water consumption, compensating for all of the variable factors of volume, pressure and flush fixtures (left illustration).
2. The simplified operating assembly, only six parts, insures low replacement costs (see illustration above).
3. The accessibility, when repairs are necessary, reduces maintenance man hours to the absolute minimum.

Available thru all leading supply houses.

SINCE 1879  
**Coyne & Delany Co.**  
BROOKLYN N.Y.  
FLUSH VALVES · VACUUM BREAKERS · PLUMBING SPECIALTIES

IN CANADA: THE JAMES ROBERTSON COMPANY, LIMITED • MONTREAL • TORONTO • ST. JOHN, N. B.



# Sales Recipe

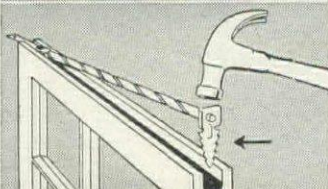
for Builders . . . Dealers . . . Architects



Plus +



Plus +



= Equals =

1.

## PRODUCT LEADERSHIP

Laboratory tests prove that the "Grand Rapids Invisible" is the most practical and efficient sash balance for double hung windows of every type.

2.

## PUBLIC ACCEPTANCE

Advertised to 134,445,000 readership in Better Homes and Gardens, American Home, Farm Journal and Small Homes Guide, the "Grand Rapids Invisible" Sash Balance is first choice of home owners everywhere.

3.

## SIMPLIFIED INSTALLATION

Just drive in one fastener—screw in one screw. Simple to adjust without removing sash. Saves hours of costly installation.

**LARGER VOLUME  
BIGGER PROFITS**

*Preferred* because they are actually invisible, the "Grand Rapids Invisible" Sash Balances are dependable and easy to operate under all climatic conditions. You'll find them easier to sell—easier to make a profit on.

## AT YOUR SERVICE NEVER IN YOUR SIGHT

No tapes . . . no cables . . . no exposed tubes . . . nothing to catch dust or paint . . . nothing to explain away.

## GRAND RAPIDS SASH PULLEYS

No. 103 face plate, cone bearing type, and Nos. 175, 109, 110 sawtooth drive type sash pulleys cover 95% of all sash pulley requirements.



**WRITE**  
for Illustrated  
Specifications  
and Instructions

**GRAND RAPIDS HARDWARE COMPANY**  
GRAND RAPIDS 2, MICHIGAN  
Quality Leaders in Sash Hardware for over 50 Years

house in California; another has been order for Helena Rubinstein's newly-opened New York salon.

Designers Kim Hoffman and Stephen Heidrich have prepared drawings to illustrate interesting uses of these tapestries in room settings. E.B.

## HAND-TAILORED HANDLE

The Lamb Wedge-Lock Handle (at the Museum of Modern Art, New York City, until May 16th) has arrived on the industrial design scene with some of the reverence accorded by science to the discovery of radium. There is this much justification—it too has introduced a new element into its field. The new grip, designed by Thomas Lamb, is the first handle really fitted to the hand, and as such is the first to receive a full patent.

It is conceived on the common sense, but revolutionary, principle of apportioning the weight of a lifted object to the strength of various hand-parts. In doing so, the Wedge-Lock handle claims to double the efficiency of the hand using it. The thumb in particular is a wasted potential on conventional handles. Forced to function in a locked, strained position, it can exert but half its strength and becomes the greatest single source of hand fatigue.

The simplicity of this one-piece plastic gadget hides the fact that its evolution took six years of research into thousands of hand contours and operations. So perfectly studied

(Continued on page 174)

## WANTED! LONG WEAR AT LOW COST . . .



## "So they MASTIPAVED the FLOOR"

For 24 years Pabco Mastipave has solved the world's toughest floor-problems. Hundreds of millions of square feet in use in buildings, factories, hospitals, institutions, schools, stores, warehouses, etc.! Write us for "no obligation" survey of your floor-problems.

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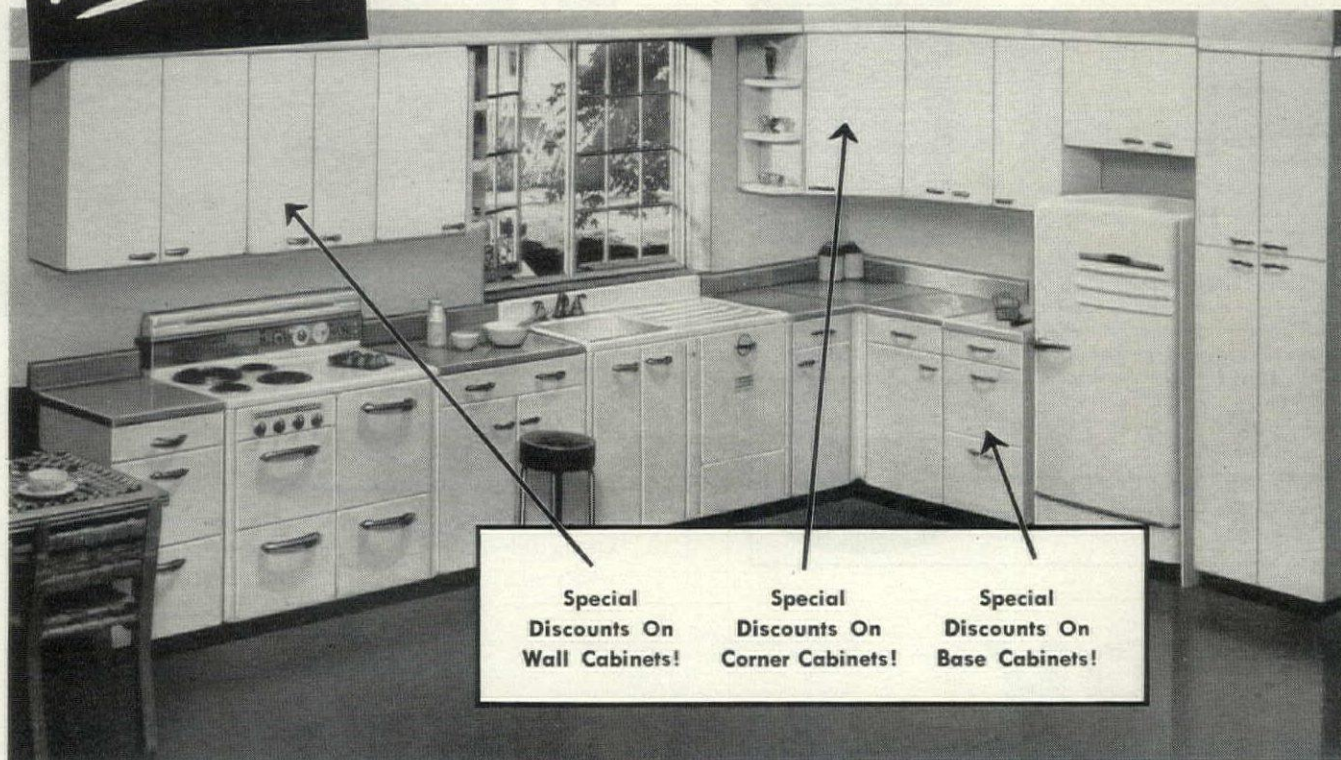
San Francisco 19





**NEW  
LOW PRICES  
TO BUILDERS**

# Hotpoint Matched Aluminum Kitchen Cabinets



**See Your Hotpoint Distributor Today  
For All The Money-Saving Details!**

**H**ERE'S NEWS that means bigger profits and easier sales for home builders everywhere! Hotpoint now offers you special low prices on their famous Matched Aluminum Cabinets—finer quality equipment that puts extra value into the kitchen, the room that sells today's new houses.

● Be sure you specify Hotpoint Cabinets and Sinks in all your building plans. These exceptional buys offer outstanding advantages to you, to your architect and to the ultimate owner!

● Your Hotpoint distributor has a complete selection of Hotpoint Matched Aluminum Kitchen Cabinets for you. Ask him today about the special discounts now available to you, or write Hotpoint Inc., 5600 West Taylor Street, Chicago 44, Illinois.

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Enjoy These Important Features  
Of Hotpoint Aluminum Cabinets:**

**Easy To Plan With**—Wide range of sizes makes Hotpoint Matched Alumi-

num Cabinets suitable for every kitchen design, and assures a room of beauty.

**Easy To Install**—Far lighter than steel, Hotpoint's non-corrosive aluminum construction is extremely durable and strong. Cabinet backs are recessed for easier installation.

**A Joy To Own**—Beautifully finished with two coats of baked-on enamel, Hotpoint Kitchen Cabinets are easy to keep clean. All doors and drawers are insulated. Drawers operate smoothly on roller bearings—are stopped by safety catches. Adjustable shelves are mounted on one-inch centers.

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*Everybody's Pointing to* **Hotpoint**

**CABINETS AND SINKS**

**PIONEER OF THE ALL-ELECTRIC KITCHEN**



## REVIEWS



### The Newest Thing in **TUB** Enclosures

*It's called the Sliding Door Tub Enclosure, made by Gultspray. All the mechanism is at the top, where neither dirt, grit, nor grime can clog it. It keeps the bathroom tidy, dry and clean... Its doors glide like a swan.*

Gultspray Sliding Door Tub Enclosures come in satin aluminum or brite aluminum trim, with towel bar. . . . Your choice of clear or obscure glass. For complete, colorful catalog, specifications, and latest price list, covering the entire versatile Gultspray line, write today to:

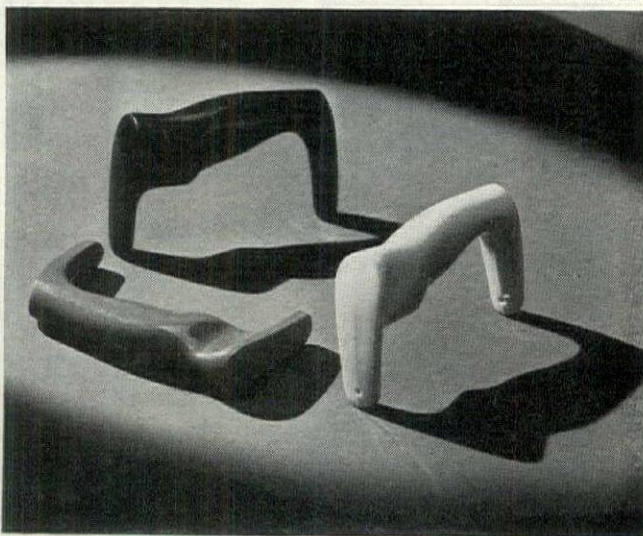
**BINSWANGER & CO. OF TEXAS**

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*Gultspray*  
DIVISION

is the final product that it can be used equally well by left and right hands, by hands of any size, and if necessary, can be operated by thumb and index finger only, or by fingers three, four and five together.

*Charles Kanarian*



Originally developed during the war to ease the use of crutches, the Wedge-Lock principle is now worked out for a multiplicity of civilian uses—over 800 to date.

Two leading rival luggage firms have incorporated it as a principal selling feature, proof of its ability to make objects seem pounds lighter by establishing a proper shift of gravity. New lines of knives, tools and kitchen utensils are already taking advantage of its unique anti-slip protection, which works even when used by wet or greasy hands. S.K.

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**QUIET,**  
**CORK** *is*

*Beautiful*



**F**or homes, offices, churches, schools, and public buildings of all kinds, there's nothing like Corinco Cork Flooring. It's quiet. It's beautiful. It keeps its resilience for years. It's easy to install on either old or new construction, on metal, concrete

or wood. It's easy to maintain—with an occasional dusting. No wonder so many far-sighted architects and contractors are giving their clients the benefits of this versatile flooring. Write our engineering office for specifications, details and layouts.



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**"We *Save time and money* with  
Modern J&L Steel Junior Beam Floors"**

*DeLashmutt Brothers, Barcroft Apartments, Arlington, Va.*



Construction view, Barcroft Apartments, No. 6 & No. 7, Arlington, Va.—containing 469 apartments; part of a \$10,500,000 apartment project. DeLashmutt Brothers, Owners & Contractors; Rosslyn Steel and Cement Company, Washington, D.C., Junior Beam Distributor.

Simple, time-and-work-saving construction features J&L Steel Junior Beam floors.

Easy-to-install J&L Steel Junior Beam floors are widely used for modern homes, too.



**Fire-proof, vermin-proof, shrink-proof floors for both residences and apartments**

There are three reasons why DeLashmutt Brothers, owners and contractors, and Albert D. Lueders, Architect, selected J&L Steel Junior Beam Floors for the modern \$3,500,000 Barcroft Apartments just being completed in Arlington County, Virginia, near Washington, District of Columbia.

**First**—they cost less, in both time and labor. The extreme simplicity of construction with J&L Junior Beams cuts labor cost and saves time on the job—factors of vital importance under today's conditions.

**Second**—they cut maintenance cost to a minimum. Because they are rigid, vibration-free and shrink-proof, J&L Junior Beam floors elim-

inate the "settling" which causes plaster cracks, sagging doors, sticking windows—and costly repairs.

**Third**—J&L Junior Beam floors are fire-safe, which means an additional saving through the lowest possible insurance rates.

There is a nation-wide trend to this modern type of steel floor construction—for residences, apartments and other light occupancy buildings. This trend is a "natural," because J&L Steel Junior Beam floors are: • Rigid and Vibration-free • Shrink-proof • Termite-proof • Fire-proof • Permanent • Easy to install • Adaptable to any finished floor • Economical

When you build, build better at lower over-all cost, with J&L Steel

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**ARCHITECTS! CONTRACTORS! BUILDERS!**

Send for descriptive literature and engineering data on J&L Junior Beams and J&L Junior Beam floors. Use the coupon!

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Room 401, 311 Ross St., Pittsburgh, Pa.

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# The next time you hear voices —LISTEN!

IT MAY BE your conscience speaking.

It may be saying: "Save some of that money, mister. Your future depends on it!"

**Listen closely next time.** Those are words of wisdom. Your future—and that of your family—does depend on the money you put aside in savings.

If you can hear that voice speaking clearly, do this:

Start *now* on the road to *automatic* saving by signing up on your company's Payroll Savings Plan for the purchase of U.S. Savings Bonds.

There's no better, no surer way to save money. Surer because it's automatic . . . better because it pays you back four dollars for every three you invest.

**Do it now.** If you can't join the Payroll Savings Plan, tell your banker to enroll you in the Bond-A-Month Plan that enables you to purchase a bond a month through your checking account.

Remember—better save than sorry!

## Automatic saving is sure saving— U.S. Savings Bonds



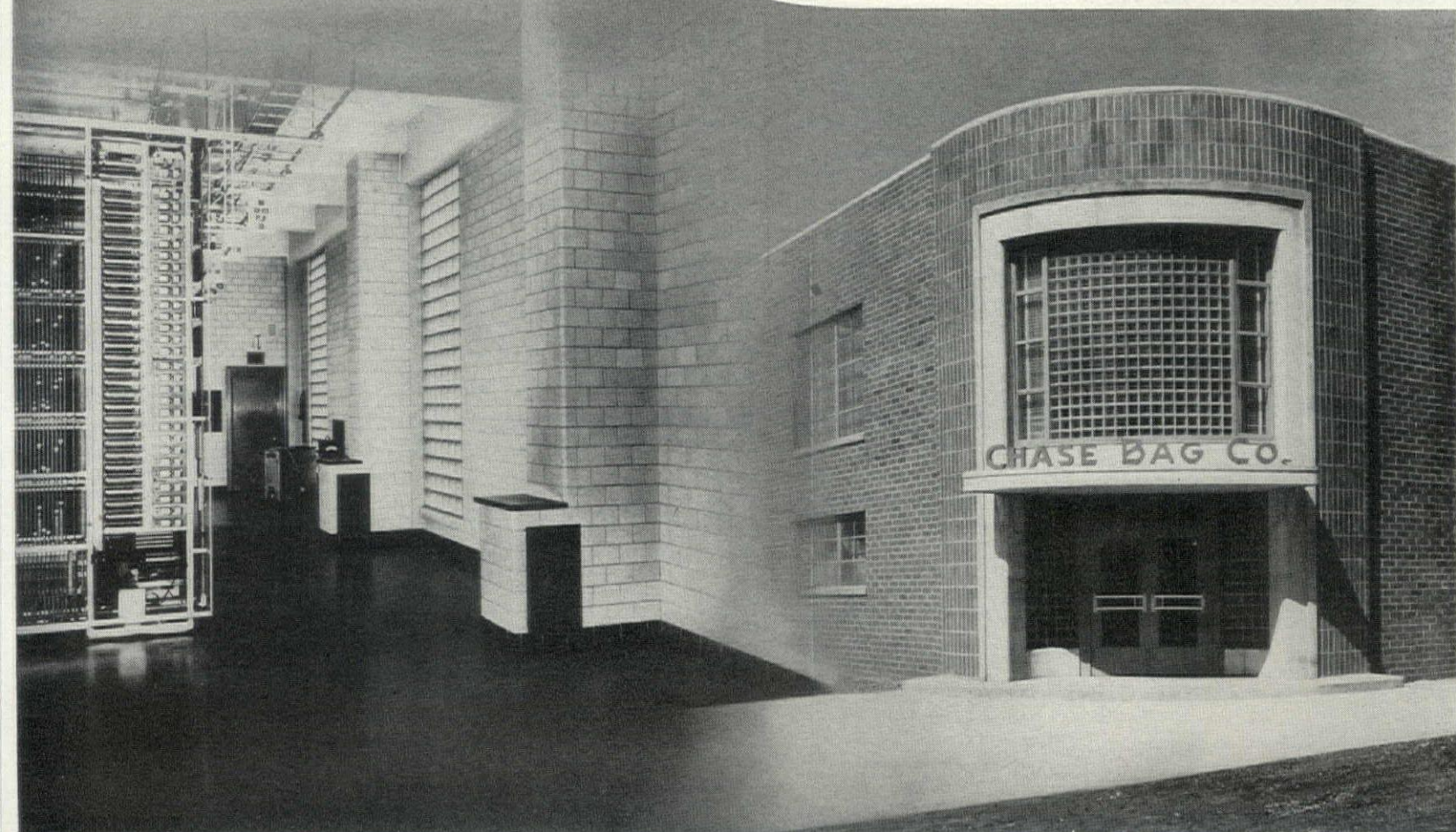
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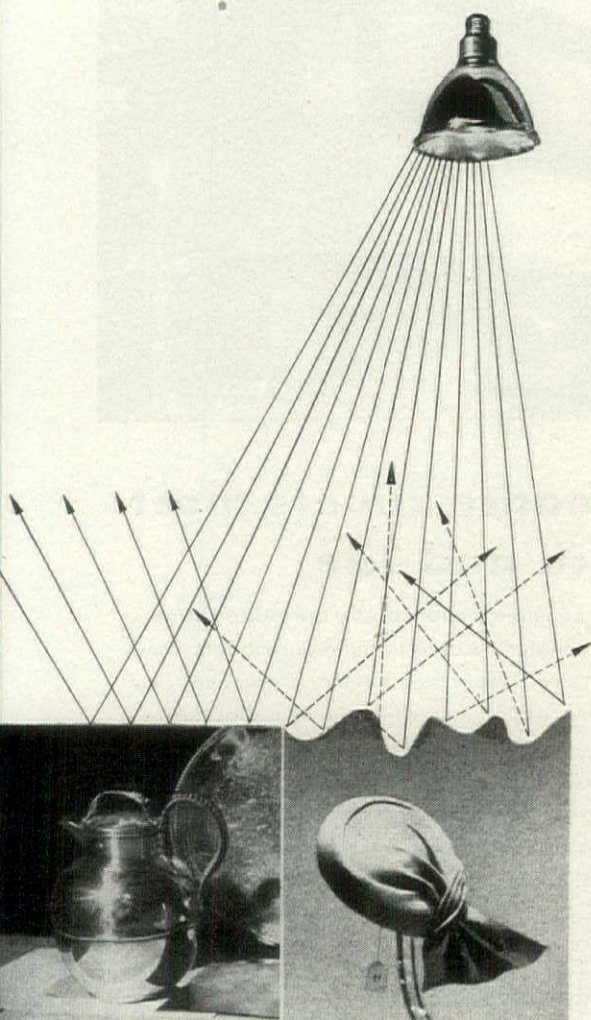
## When performance counts most it's Brick and Tile

Men, equipment and products in commerce and industry are judged largely by performance. So, too, are the materials used to build our modern commercial and industrial plants. You can depend on brick and structural clay facing tile for attractive, flexible design...reasonable material cost... great load-bearing strength... permanence... lower maintenance and repair charges... ease of upkeep... colorful, light-reflecting, sanitary interiors. Economy in construction is now made more possible by modular sizes. Send for our two new basic handbooks "Brick Engineering", and "Tile Engineering", available at \$2.50 each, postpaid. Write Structural Clay Products Institute, Dept. AF-5, 1756 K St., N. W., Washington 6, D. C.

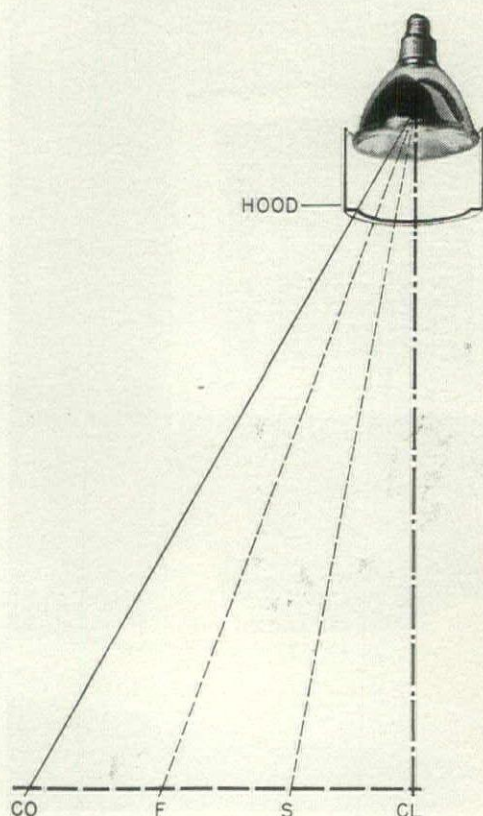




## BRIGHTNESS ENGINEERING, Architect Kenneth Welch's techniques for the more effective selling of impulse merchandise.



**SPECULAR AND DIFFUSE SURFACES** vary in that the specular—silver, to left—has a smooth and hard texture, reflecting light directly. The irregular weave of the hat diffuses the rays of light and casts small shadows.



**PAR PROJECTOR LAMP**, with shield, is used for lighting impulse merchandise. Angle from center line CL to axis S indicates "coverage beam" for effective high level spot-light illumination. Level of illumination at S is about half that at CL. Angle from CL to F indicates the radius for the "coverage circle" for the flood lamp. Given these angles, and the projection distance for any beam, effective area of high brightness can be planned.

When a woman goes into a store with her mind made up to buy a blanket, there is little real selling to be done. A clerk shows the woman the blanket, under adequate lighting; if the quality and price are satisfactory she buys one, checks the item off the list, and starts off to the hairdresser. The store has moved an item of staple merchandise, and made a profit. Logically, business with that lady is completed for the day. But if effective merchandising were limited to this logic, most variety stores would do only half their present business. This is the estimate of such merchandising experts as Architect Kenneth Welch and it is amply confirmed in this merchandising issue. Today's stores show a widened recognition of the importance of making the blanket only the beginning of the bargain. Merchandising, it is more widely realized, should just start with the staple item, the blanket. It is the same with the man who buys a can of lubricating oil, or a pair of waterwings, and starts for the nearest exit. The game is just beginning with the oil. The wheels of commerce have just begun to roll.

The object of merchant and store designer alike is to persuade the lady to buy a new cardigan—special clearance—on her way out of the store, and the man to buy a new grass basket for his lawn mower—the newest thing, patent pending—before he reaches the door. These extra items—the cardigan and the grass basket—are what are called *impulse sales*, and today are getting the major part of merchandising attention. The blanket and the lubricating oil are *demand goods*, which do not, in the strict sense, have to be sold—customers will beat a path to the department store for them. But the others are luxury and novelty goods—source of high profits—and would never move out of the warehouse without some pressure selling.

A larger and larger proportion of most merchandisers' volume of sales is coming to depend upon impulse selling in these times of large money circulation. And since impulse selling depends to a great—directly demonstrable—degree upon lighting, the science of

lighting merchandise has become of larger and larger importance in stores, and has undergone many recent refinements.

**Brightness Is Engineered.** Kenneth Welch, closely identified with this new development in store lighting, points out that the first of these refinements is a surprisingly simple one, verbally. It is a matter of control of light, not at its source, but from the merchandise lighted. *Brightness engineering* is the descriptive title which is given this approach, and it—more than sales psychology—really contains the essential element of progress. Although merchants have been putting the ladies' room at the ends of aisles of merchandise for a long time, it is only recently that they have realized that they can virtually hide the so-called demand goods. At the same time, by the new brightness techniques in displaying and lighting impulse items within the store, they can increase total sales revenue sometimes as much as half again. With this recognition, the designer's value in selling is advancing another notch.

Brightness engineering abandons the idea that merchandise lighting is entirely a quantitative problem—an idea still held by most store men, who flood interior displays with illumination, and let it go at that. Lighting now has reached the point where it is qualitative, says Welch. The important consideration is not how much light you direct on a display, but the results that a given lumen output produces—what kind of signals that display sends via the shopper's vision to his presumably reluctant brain. The problem is how the object displayed takes the light and sends it back—reflectance.

So the footlambert now becomes the important measure of merchandising light, superseding the more obvious measure, the footcandle. *Brightness*, in footlamberts, equals footcandles times reflectance. For example, 50 footcandles of illumination on a diffuse surface of 80 per cent reflectance yields a brightness of 40 footlamberts. On a less reflective surface, such as dark blue wool fabric, the yield resulting from 50 footcandles illumination is as low as 2 footlamberts.

**Bright Spots, Buoyant Background.** For maximum selling, Welch says, the background in a store should be illuminated to a cheerful brightness level but without any distracting light concentrations such as bright fixtures. Against this buoyant background spot displays

(Continued on page 179)



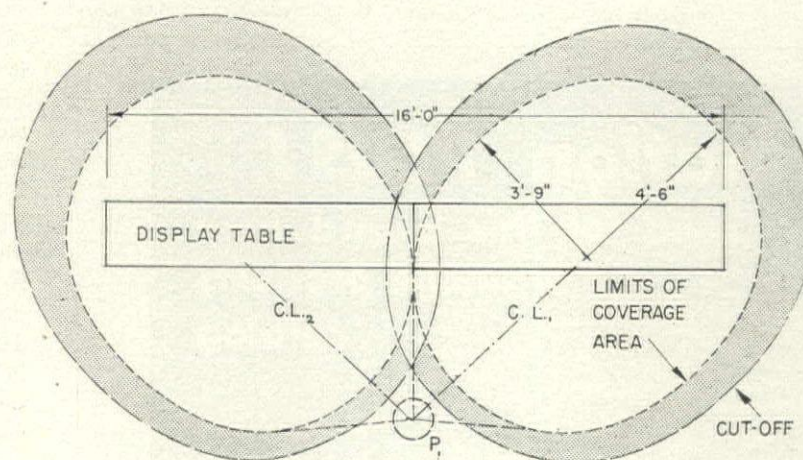
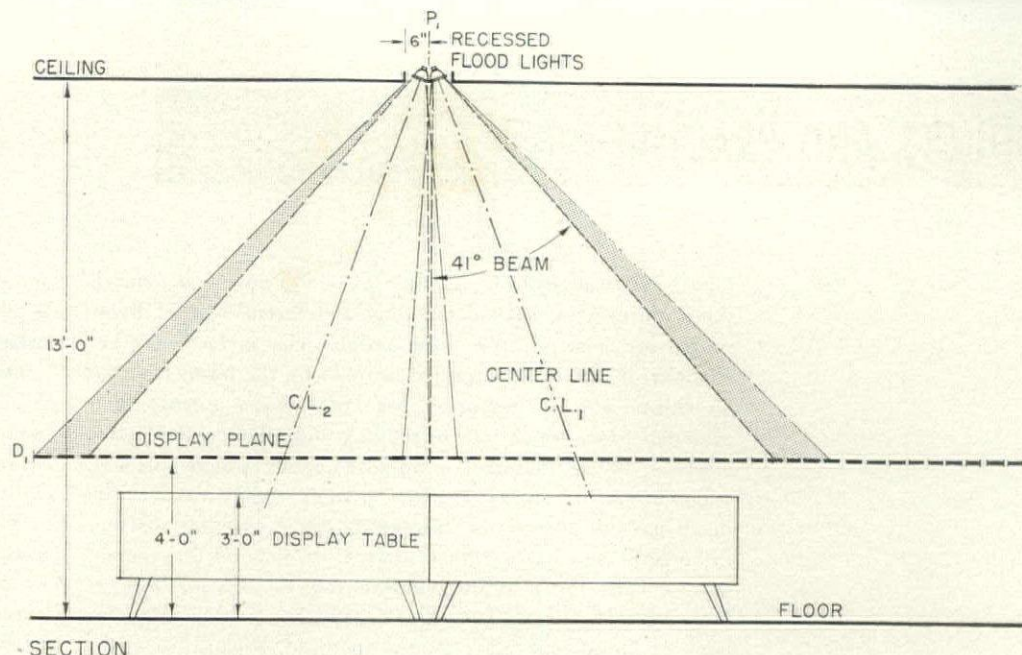
of impulse items should then be lighted brighter than anything else in the customer's field of vision. Consideration of this field of vision is important because the customer is assumed to be in motion—moving toward the exit or the ladies room—until she is halted by a display. Though a light-filled background is important, it is a mistake to attract even the subconscious attention of the customer upward and overhead by creating excessive brightness patterns, no matter how cleverly they may be designed. (Excessive brightness patterns can be defined conservatively as brightness ratios exceeding three). For general environmental lighting, Welch's objective is to bathe the room in light, without bright, visible sources of origin.

The arrangement of impulse item displays need to be limited only in an upward direction, ranging through a horizontal arc of 360 degrees, and in a downward direction depending only upon the height of the display framework. Most merchandise must be concentrated in these horizontal and downward viewpoints, as these are the most important visually. After design emphasis has been created, the job of attracting the shopper is a matter of illumination, using the principle of attraction by means of relative brightness.

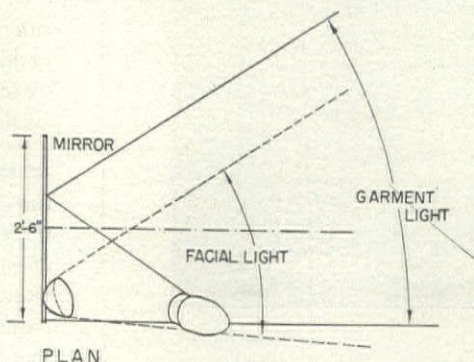
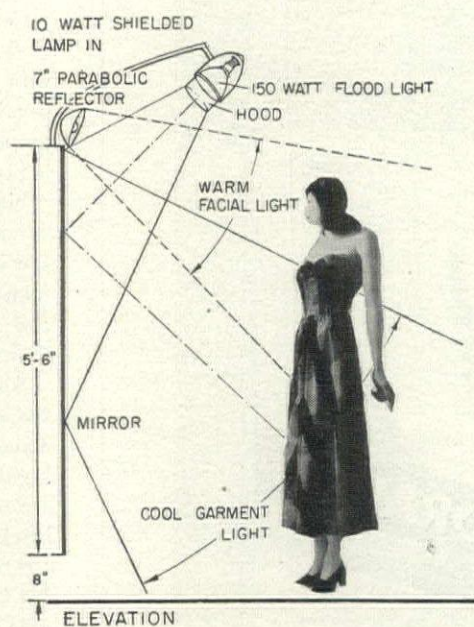
When this is done, the "normal viewpoint" can be assumed limited to an angle above the central axis of vision to 15 degrees from the horizontal. The other limit can be fixed—because of the eyebrow mechanism—to an angle of 45 degrees from the horizontal (with 40 degrees as desirable). Any overhead primary light source or overhead surface that is no any degree brighter than the brightest merchandise on display should be carefully shielded or cut off. Ample room for imaginative design remains, for this horizon-wise and downward view includes all the wall and column treatments, all the merchandise displayed (within other practical limitations), and all the important decorative effects—which should be designed as background aids to selling with dynamic "alive" lighting levels, but carefully controlled brightness. Words for the brightness engineer to keep in mind are *contrast* without *diversion*—a high level of brightness where it counts. Too much attention, Welch maintains, has been given the creation of a glamorous environment in most stores, at the sacrifice of the effect of the lighting on the merchandise. Though the glamour background is sound selling practice, especially for high fashion stock—which are perhaps the most "impulsive" items of all—the background should not be distracting, at least not in the immediate selling area. It is probably much wiser to concentrate the lavishness of finish, the *overwhelming* part of the sales process, somewhere else along the path to the selling area, and there switch to an elegantly restrained background. Bareness is not a necessary ingredient of this lighting effect; but lack of distraction makes the job easier.

**Textural Classification.** The first specific consideration in lighting impulse goods is the

(Continued on page 180)



PLAN showing light coverage on display plane



**AN EVEN BRIGHTNESS LEVEL** on a long display area of impulse items can be obtained by calculated placing of the recessed light sources in the ceiling. The problem: to overlap the pools of light CL 1 and CL 2 just enough so that a light meter, when moved the length of the table, will register no great variation. The solution: multiply the axis length by the tangent of half the angle, obtaining the approximate radius of the effective pool (at the edge of which the brightness rating is half that of the middle). Then aim beams so that the edges of these two pools meet. Overlapping area of lesser light will supplement pool edges to reach general high level.

**FULL LENGTH MIRROR** for apparel stores is designed to flatter both the wearer's face and the material of the garment. First, a general room atmosphere of diffuse fluorescent light is created to make cool shadows. Then a semi-directional soft warm light is placed to reach only the head, and a more powerful incandescent spotlight is reflected on the clothing from the mirror—from the same general direction as the facial light.



nature of the items to be lighted. They will have two general types of surfaces, each demanding a different type of light source for most effective presentation. The surface may be *specular* or *diffuse*. As applied to surfaces, the terms have to do with microscopic texture. Specular indicates a dense, fine grained surface which returns the light unbroken, rays intact; whereas diffuse indicates a microscopically rough surface, which breaks up the incident ray of light so that it reflects it in all possible directions. Silverware has a specular surface . . . a serge suit has a diffuse surface. In general a specular surface calls for a diffuse lighting source—lighting with a large area of origin. The silverware is better seen under a bank of fluorescent tubes than a spotlight, because its slick horizontal specular surface mirrors the light source. Obviously if the source is intensely bright, (such as a 150 watt

projector lamp) and is mirrored back to the eye, it can create a glare that destroys visibility, and is exceedingly annoying, even harmful, to the eye.

On the other hand, a diffuse surfaced object is best lighted from one or more point-source lights, spotlights, because the weave and deep soft texture of a material is best demonstrated if tiny sharp shadows are cast. Only directional light will throw these shadows.

The inevitable complication of this classification of surfaces is that merchandise is seldom classifiable purely as specular or diffuse. It would be difficult to imagine a harder, more specular surface than that of a polished diamond, but experience has shown that diamonds, and other faceted gems which consist of many carefully disposed small and highly specular surfaces, are best displayed under at least three *point sources* of light reflecting from the stones to the eye. Glitter is desired in this instance. This example of the fabrication of a specular surface into a diffuse form is not unusual, but recurs in the merchandise lighting problem endlessly, since either specular or diffuse materials can be so worked that they can have not only form but many degrees or varying scales of texture.

Specular materials that have been, for another example, woven to create textures of fine scale (metallic cloths) should be lighted much the same as textured diffuse materials (wool jersey), because any material with texture needs varying degrees of single directional light to bring out that texture—in other words to create highlights and shadows at a very small scale. While small and medium texture in specular materials reflect diffuse brightness patterns in varying degrees to show the texture, diffuse materials with texture or form at any scale of course require some point source directional illumination to make such textures instantly apparent to the eye.

Certain woven materials such as a fine light-toned broadcloth, are instantly seen and appreciated when illuminated with 30 or more footcandles of single directional source. The usual test before buying cloth is the sense of touch, but with proper lighting and the best use of both touch and sight, selling is made easier and faster.

Sheen, a characteristic of such materials as woven silk, rayon, and nylon, is another example of the working of a specular material into a textured, semi-specular surface. When folded or shaped it can form textured highlights and shadows, and it is evident that some measure of single directional illumination can best show up the forms thus created.

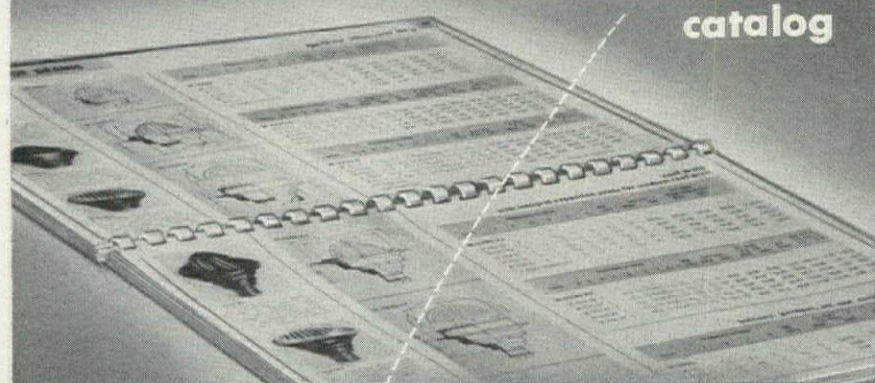
Automobiles or highly polished appliances, which have shaped mirror-like surfaces of large area, can almost be manipulated in apparent form by a certain amount of careful highlighting. A polished automobile will often reflect the entire environment, and if the environment includes very bright light sources which are not carefully located, the best lighting effect is probably not achieved. But a few spotlighted *hard* points, together with carefully designed shapes, and even areas of deliberate low brightness with a definite color can materially enhance such merchandise. In some cases, the architect is, in a sense, controlling the apparent form of the merchandise in that he is designing the highlights and the shadows—even their color.

**Improving on Daylight for Sales.** As though the problem of texture-lighting impulse merchandise was not complex enough, there is the further question of color, especially in the display of such subtly tinted articles as women's hosiery and underwear. A few years ago many stores attempted to reproduce natural daylight conditions entire, with the development of the 6,500 degree K. fluorescent source, but this has been

(Continued on page 182)

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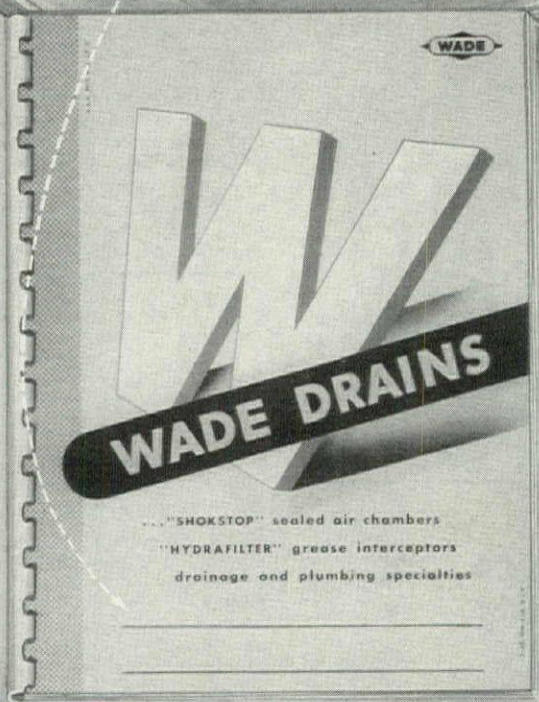


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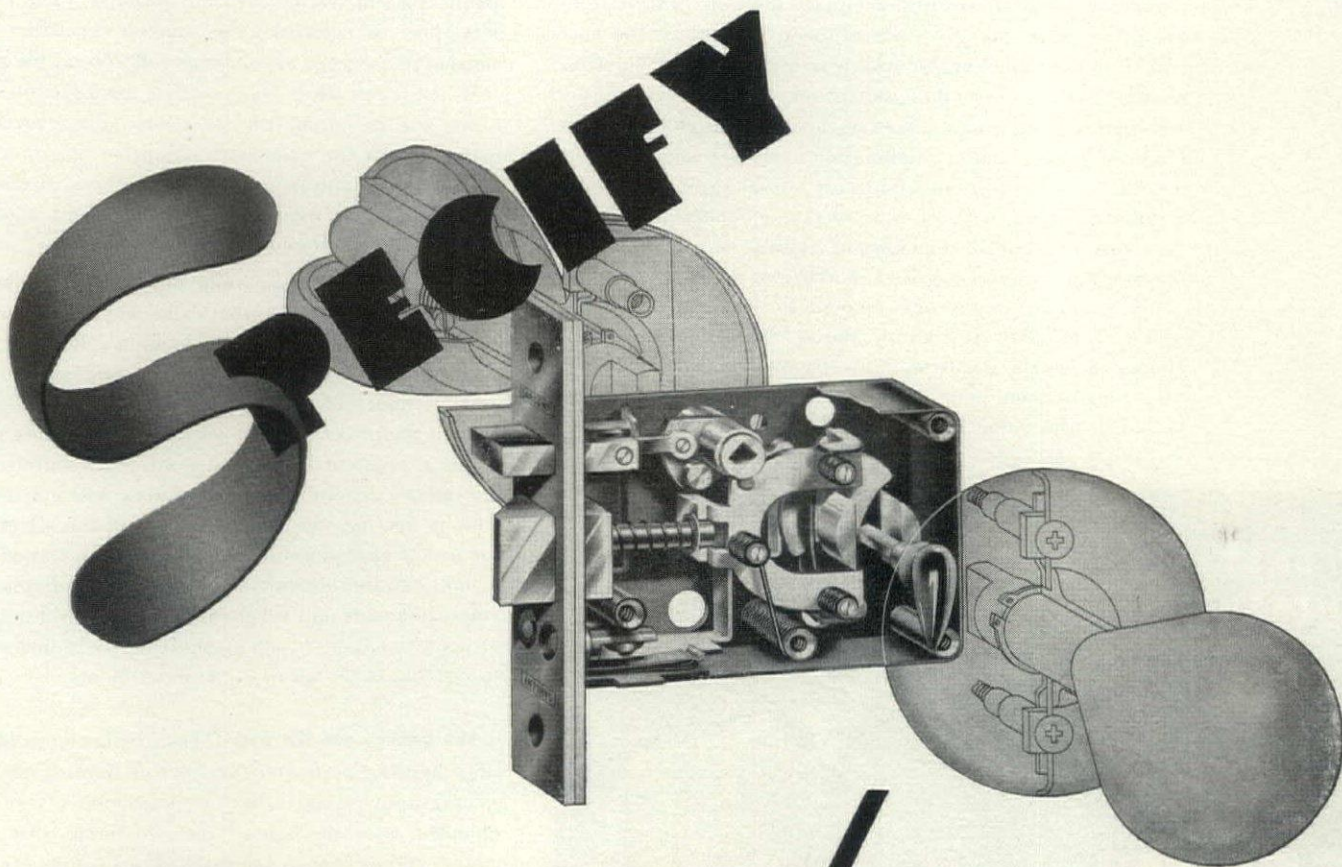
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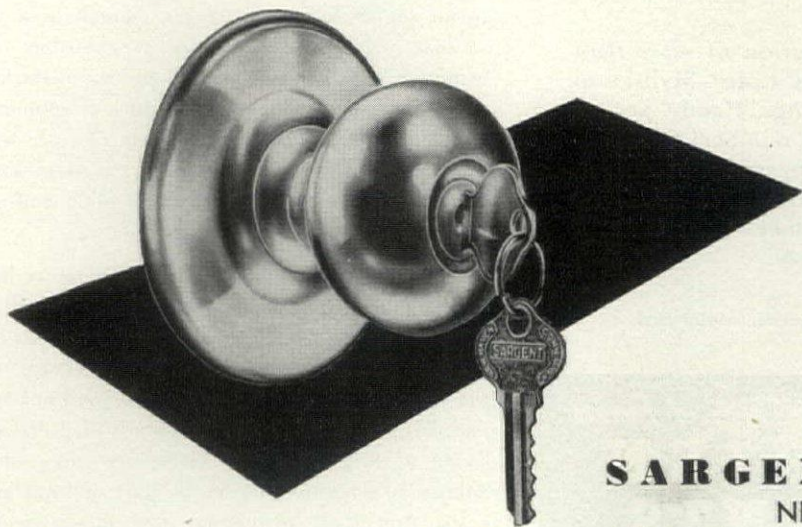


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found not to be an entirely adequate solution. Two reasons are given: first, that the "warm" deep red end of the spectrum is not included in this otherwise highly efficient lighting; second, that customers do not insist on real duplication of outside lighting conditions in selling areas. Though it has been found in general that a combination of fluorescent and incandescent can furnish an admirably close approximation of average daylight (with an overcast sky, not cheerful sunlight) even this solution—a matching of nature—is not enough for the brightness engineer-salesman. He can do better.

For example, in the environment for the silverware, it is practical to plan to reflect mostly cool tones—including elongated panels of diffuse light—up to 2,000 footlamberts in brightness. Some blue light, such as fluorescent, may be included, plus some small areas of blue black, or even some

small areas of warm tones for accents. (The lamps and the very dark or colorful areas can be concealed from normal viewpoints—except of course as reflected in the silver.)

If the silver then has a warm background, its designed forms will be emphasized to a maximum degree, and it will better attract the customers' attention. Further, silver looks best when not tarnished, and reflections of cool tones have the tendency to minimize tarnishing, and accordingly save merchandise maintenance to some degree.

So far as color is concerned, our other example, diamonds—which have a greater market value when white or blue in color—also can be prevented from looking yellow or brown (which is partly the case when yellowish incandescent direct lighting alone is used) by throwing either indirect or direct cool light from a fluorescent source on them. Diamonds remain essentially a problem for diffusion of point-source light, though any added general glow in the area will not be detrimental. This is not the case in the display of the silver, however, so far as extraneous point-source light is concerned. Too intense a light can there result in impairment of display effect. And since diamonds and silverware are often sold in the same shop or department, provision must obviously be made for flexibility in lighting in design of these departments.


**The Camera and the Eye.** These refinements of interior display lighting approach the level of lighting in a commercial photography studio, where each portion of the subject merchandise may be lighted inch by inch with precisely the proper type light. Approached even more closely is the scientific perfection of the window displays in a few of the country's department stores. But always, in the lighting of interior impulse merchandise displays, there is the added complication of the myriad viewpoints which will be taken by circulating customers, and also the limitation imposed by the fact that the exposed sources of light must not be bulky or prominent enough to distract attention. The commercial photographer may have twelve different spot lights and reflectors trained on an item in his studio with only the one viewpoint occupied by the lens of his camera. The designer of an interior lighting island has the same aims, with many viewpoints and constricting space limitations.

One closely analogous situation of the store designer to the photographer is in the lighting of the full length mirrors of apparel stores or departments. The face of the person who is regarding himself gravely in the mirror should, as any portrait photographer knows, be lighted for flattery by a directional source but with a large enough area of light origin so that it does not emphasize irregularities of the skin, or bring out the features harshly. But the material of the clothing he is trying on is best seen under directional, point-source lighting. Welch solves the problem cleverly with a combination of general fluorescent light, a semi-directional lamp placed to shine on the head, and an incandescent spotlight reflected from the mirror on the clothing.

Although only one small part of the store lighting picture is seen in this discussion of impulse selling, all these developments in lighting technique are valid in both the design and business sense—which, in store architecture, must be much the same. Thus, electrical energy is used not only to a better end, but less of it is used. The study of contrasts and emphasizing of brightness cuts electricity bills—and the cost of energy is generally the major part of total annual lighting costs. And in all commercial work, minimum operating costs are an essential part of a very necessary profit.

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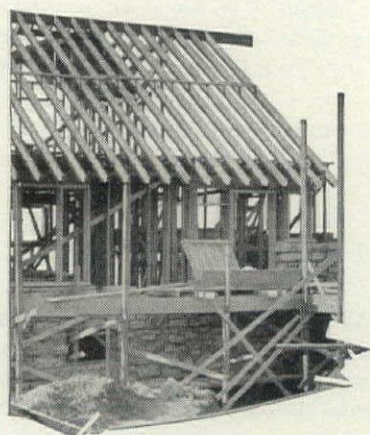
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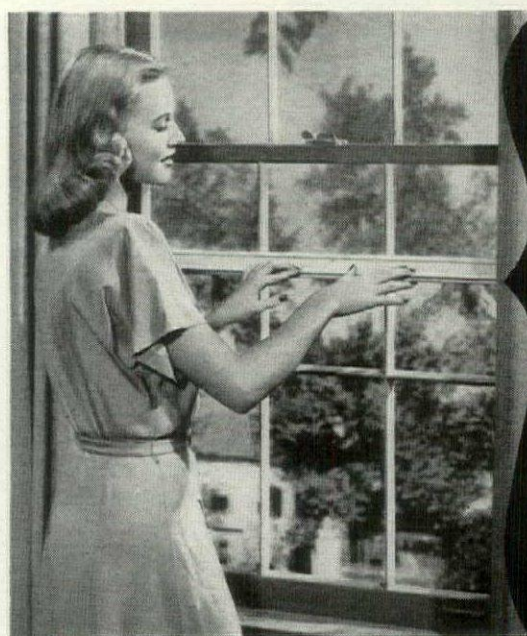
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(Continued on page 188)



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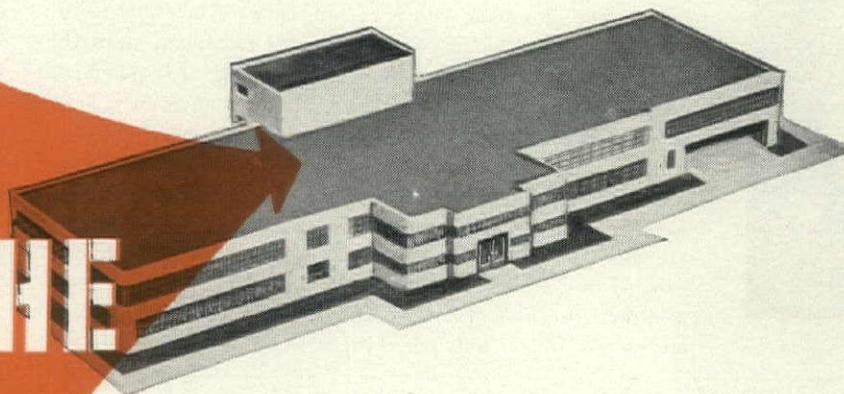


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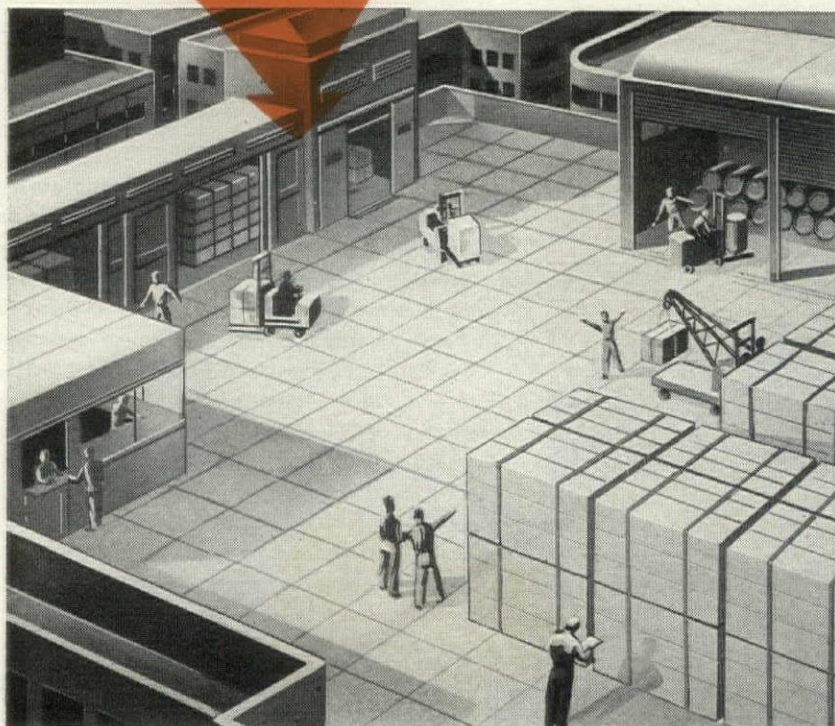
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Whether the building you are planning is commercial, institutional, religious, industrial or public — let Ruberoid help you make full use of valuable roof areas. Complete specifications can be had through your nearest Ruberoid office . . . or consult your Ruberoid Approved Roofer.



## ← HEAVY TRAFFIC ROOF

Here's extra shipping, packing and storage space through modern, productive use of the roof area.

The tough, husky concrete surface allows any kind of activity that wouldn't damage a concrete sidewalk — year after year!

### The right roof for any job— from ONE source!

Ruberoid makes every type of built-up roof — Smooth Surfaced Asbestos, Coal Tar Pitch with gravel or slag surfacing, or smooth or gravel-and-slag surfaced asphalt... in specifications to meet any need. Ruberoid Approved Roofers are not prejudiced in favor of any one type. Their services assure you of one source for all materials, centralized responsibility, smoother operation, uniform quality!

## The RUBEROID Co.

### BUILT-UP ROOFINGS

Building Materials for Industry, Home and Farm  
Executive Offices: 500 Fifth Avenue, N. Y. 18, N. Y.

#### SALES OFFICES:

Baltimore, Md.  
Chicago, Ill.  
Dallas, Texas  
Erie, Penn.

Millis, Mass.  
Minneapolis, Minn.  
Mobile, Ala.  
New York, N. Y.



## ALUMINUM ROOFING AND SIDING features strength, weather-tightness, durability and appearance.



Kaiser's new line of residential aluminum clapboard siding and roofing, designed with a curved, concave face and using a spring tension locking joint, provides maximum strength, ultimate rigidity and deep shadow lines. Pre-punched, elongated holes on the nailing lip, or lower edge only, help speed erection and at the same time permit expansion and contraction. Siding is applied from the top of the building down and each section locks with a spring action that assures weather-tightness and uniform appearance. Carpenter's tools are used to work the material and it may be applied over existing wood sheathing, wood clapboard or stucco as well as directly to studs of new dwellings. It can be easily handled and stored, weighs only one third as much as wood clapboard

siding for equivalent coverage and is available in 10, 12, 14, and 16 ft. lengths. Delivered with a zinc chromate prime coat which provides a smooth base for any house paint, it is shipped nested in bundles. Kaiser's new tension-seal roofing, supplied unpainted to take advantage of the high heat reflectivity of aluminum, also incorporates the curved surface for strength and rigidity. Unlike wood shingles that are applied piece by piece, it is laid on in long horizontal strips which is said to result in appreciable cost savings. The new line also includes window flashings, door openings and corner trims. *Manufacturer:* The Permanente Metals Corp., Kaiser Bldg., 1924 Broadway, Oakland 12, Calif.

## RUBBER BASE ENAMEL for concrete and metal floors reduces skidding, dries in one hour.

Rubber-Gard Skid-Check Floor Enamel is a medium priced, semi-gloss concrete or metal floor enamel with non-skid properties. Actually a one hour drying enamel made with a full rubber base, it is said to have the grip of a rubber sole thus to reduce accidents due to skidding. The new finish also has the same constant resistance to washing chemicals and submersion in water as rubber and is not affected by accidental spillage of alcohol or gasoline. According to the manufacturer, Skid-Check can be used alone, but where dustproofing and color hardening are desired, an undercoat of Crete-Color Rubberized Color Hardener is recommended. Skid-Check is available in eight colors, costs the home owner about 1.2 cents per sq. ft.

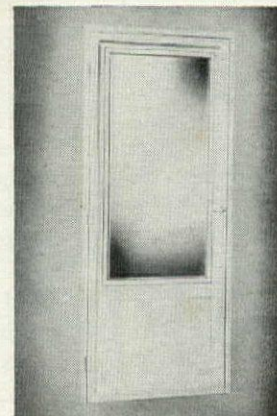
*Manufacturer:* The Wilbur & Williams Paint Corp., 43 Leon St., Boston 15, Mass.

## ABRASION RESISTANT PAINT for concrete has water repellent qualities, resists acids, alkalis, heat and cold.

A new heavy-duty, long wearing synthetic paint, Oncrete protects concrete surfaces with an abrasion-resisting coating that does not check, crack or dust. It dries in three to four hours to a hard, durable, glossy finish, seals concrete surfaces from moisture, resists acids, alkali and extreme degrees of heat and cold. In tests conducted to demonstrate the paint's superior water-repellent qualities, painted surfaces showed no deterioration signs after being submerged in water one month. Further tests indicated that it withstands up to 81 per cent more abrasions than all other types of paints tested. Oncrete is easy to apply, one gallon covers from 300 to 600 sq. ft. on the first coat, approximately 700 sq. ft. on the second. *Manufacturer:* Lowebco Inc., 1525 East 53rd St., Chicago, Ill.

## ALUMINUM COMBINATION STORM AND SCREEN DOOR for all season service is ruggedly constructed.

The new Alumatic Combination Door is a non-rusting, non-warping combination storm and screen door that offers all season service without maintenance. Constructed of lightweight, strong, extruded hollow aluminum sections with instantly interchangeable storm panel and screen inserts, it is said to be ruggedly built to resist abuse, particularly from that offered by growing children. Another feature of the new door, according to the manufacturer, is the special Alumatic frame which, when fitted to the door-frame



(Continued on page 192)



## SEA VIEW HOTEL

Miami, Florida

Architect: Roy France

Builder:

Feldman Const. Co.

*Where luxury  
is demanded  
and space  
must be saved*



## MURPHY-CABRANETTE KITCHENS

PORCELAIN ON STEEL

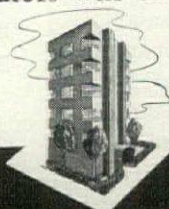
Only in these remarkable kitchens will you find the permanent beauty of genuine vitreous porcelain so easy to keep clean . . . the complete convenience of a modern kitchen in such compact space.

Available in 4 sizes, these new models feature electric refrigeration with push-button doors and frozen food compartments of stainless steel . . . gas or electric ranges of advanced design . . . one-piece sink-and-range tops.

Tenants are quick to tell you how well they like Murphy-Cabranette Kitchens. Building owners and operators will tell you of their trouble-free operation and their negligible cost of maintenance.

Write for new catalog now in process.

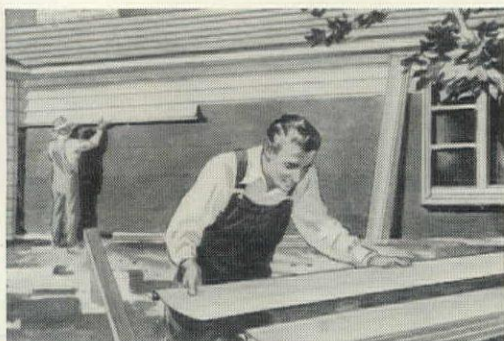
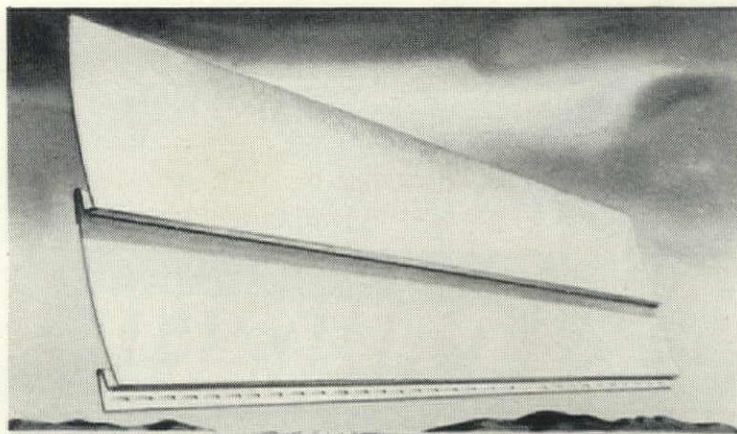
**DWYER PRODUCTS CORPORATION**  
Dept. F5 — MICHIGAN CITY, INDIANA



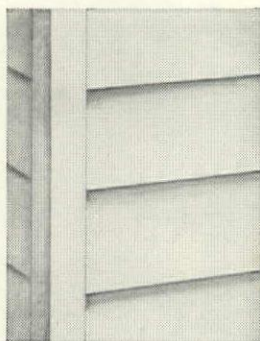
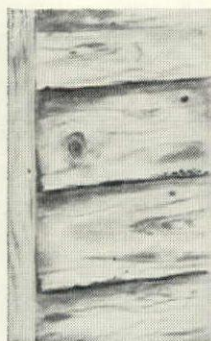


# Facts you should know about a brand new material

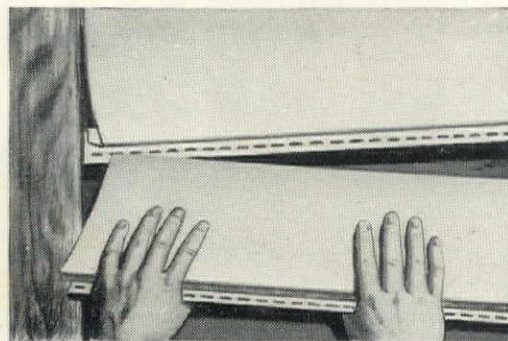
A totally new kind of building material—one of superior design—is ready for you now: precision-produced Kaiser Aluminum clapboard Siding and Roofing. Along with permanent, flawless beauty, this tough, high grade aluminum siding and roofing assures *long lasting economy—maximum strength.*



**IT COSTS NO MORE** than conventional materials. In fact, it actually *saves* on construction costs. Here's how: Pre-punched nail holes speed construction. It requires fewer nails, less paint (because it absorbs none) and needs no underlying wood sheathing. And it can be cut and worked easily with ordinary wood tools.



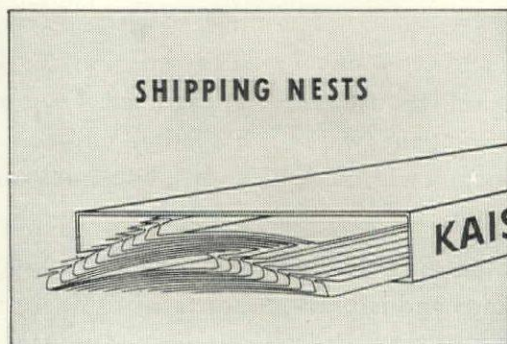
**SAVES CLIENTS** money, too! Besides lasting for generations, it will never need ordinary maintenance. For this light, strong metal can't rust, warp, rot or crack. Can't be weakened or marred by knots, splits or sawing scars. Can't be damaged by rats or termites. Resists fire. When dirty it can be washed easily.



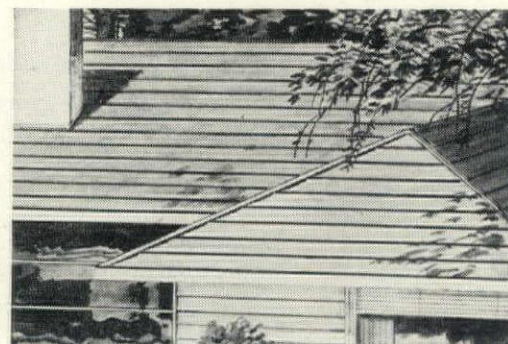
**ONLY KAISER ALUMINUM** clapboard Siding and Roofing has a curved surface. When each piece is nailed down by its lower edge, the pre-formed curve produces a tension which results in a rigid, weathertight joint. The concave surface also eliminates wrinkles and sheen, produces deep, attractive shadow lines.



**BECAUSE** it comes from the mill already prime-painted, it offers a smooth, firm base for superb paint finishes of any color. Paint lasts longer, too, with less danger of cracking, peeling or blistering. And colors stay alive longer, for aluminum doesn't soak up paint-fading moisture. Notice how all nails are hidden!



**IT IS SUPPLIED** in standard lengths of 10, 12, 14 and 16 feet. Siding is 6 $\frac{7}{8}$ " wide, .030" thick. 1143 base feet weighs 580 lbs., will give 1000 square feet of wall coverage. Roofing has an exposed width of 8 $\frac{1}{2}$ ", is .025" thick. Siding shipped in boxes containing 200 base square feet, weighing approx. 106 lbs.



**KAISER ALUMINUM** clapboard Roofing has the same basic design and beauty. Precurved surface makes a weathertight joint when nailed down. No underlying wood sheathing is needed—so it is both a *structural* material and a waterproof roofing material! And it can be applied at a lower cost than shingles!

Kaiser Aluminum clapboard Siding and Roofing is the logical successor to all other exterior building materials. Nothing else can match its combination of sheer beauty, long life and lasting economy!

You can't afford to pass up all these advantages. Learn more about them! Phone, wire, or write today for free folder packed with detailed information.

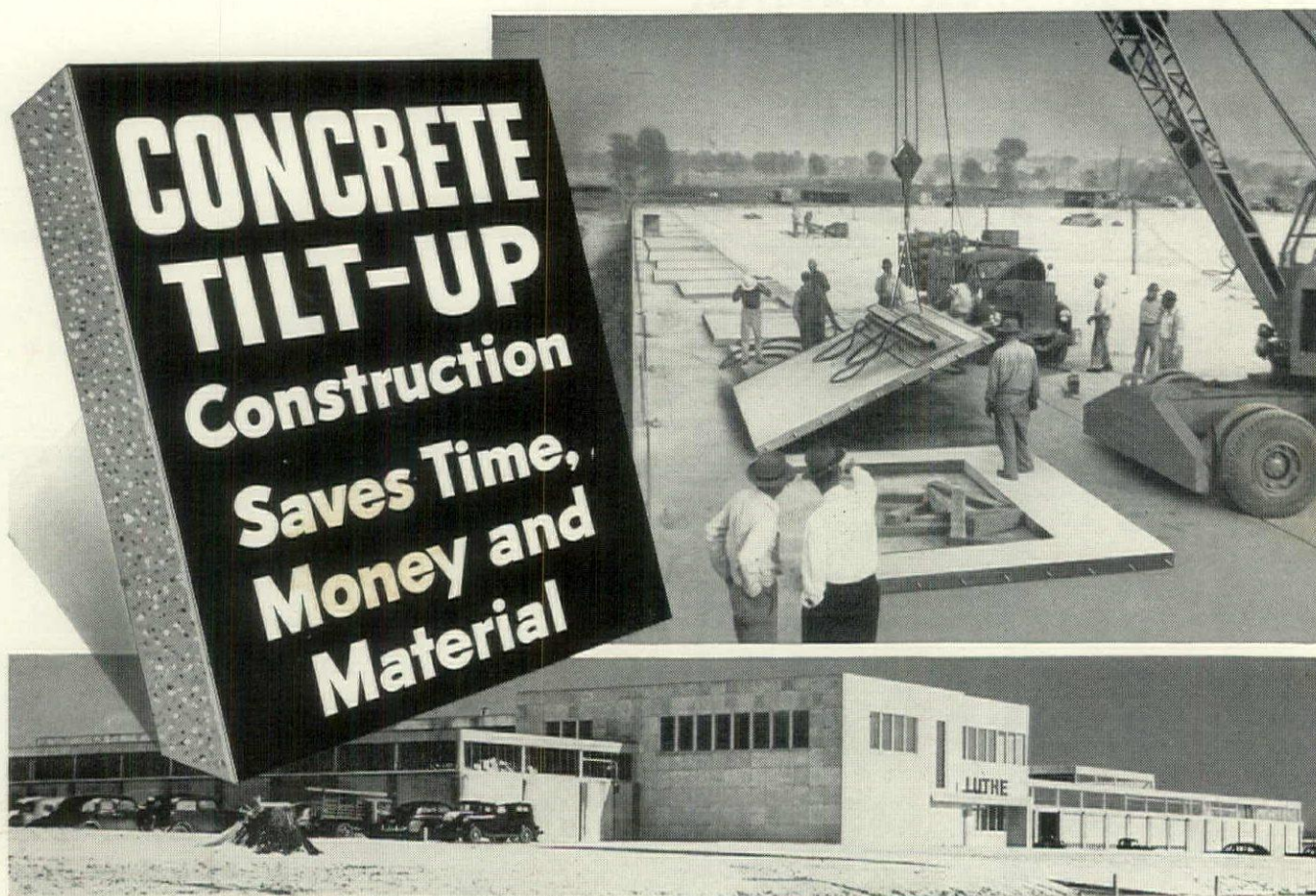
## Kaiser Aluminum

### SIDING AND ROOFING

a Permanente Metals product

SOLD BY PERMANENTE PRODUCTS COMPANY, KAISER BUILDING, OAKLAND 12, CALIFORNIA . . . WITH OFFICES IN:  
Atlanta • Boston • Buffalo • Chicago • Cincinnati • Cleveland • Dallas • Detroit • Indianapolis • Kansas City • Los Angeles • Milwaukee  
Minneapolis • New York • Oakland • Philadelphia • Salt Lake City • Seattle • Spokane • St. Louis • Wichita





**TILT-UP**, the fast, modern and economical method of concrete construction was used in building the Luthe Hardware Company warehouse in Des Moines, Iowa—a structure with more than two acres of floor space.

Tilt-up construction is adaptable to individually designed or standard buildings and is practical for one-story or multi-story structures. It is quick and easy and reduces form building and form handling to a minimum.

Wall panels are cast flat in simple edge forms—usually right on the concrete floor—and then tilted up into position with power cranes or hoists. Panels can be sized to meet a wide variety of requirements. Cast-in-place piers and beams tie the panels together into one integrated unit.

Structures built by the tilt-up method have all the desirable properties of any concrete building.

They are firesafe, decay-proof, trim and neat in appearance. Their first cost is moderate, they last a lifetime and cost little to maintain. They are truly **low-annual-cost** construction.

Learn more about this time-saving, economical method. Write today for free technical bulletins, containing design and construction details. Distributed only in the United States and Canada.

The new Luthe Hardware Company concrete warehouse in Des Moines is a 240 x 420 ft. structure with a two-story, 45 x 75 ft. office wing. Tilt-up construction was used throughout, except for the office wing projection, which is cast stone.

Tilt-up panels are 11 ft. high, 13 ft. 8 in. long and 6 in. thick. Only seven sets of edge forms were used to build 73 wall panels.

Engineering and construction work by The Weitz Company, Inc.; Brooks-Borg, architects of Des Moines, consultants on architectural design.

Upper photo shows 5½-ton wall section being tilted into position. Lower photo is a view of the completed building.

## PORTLAND CEMENT ASSOCIATION

Dept. 5-7, 33 W. Grand Avenue, Chicago 10, Ill.

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work

*Now Available . . .*

### SOUND FILM ON TILT-UP CONSTRUCTION

Our new 16 mm. sound film on tilt-up construction is available for showing at group meetings of architects, engineers or contractors. Requests should be made at least three weeks before date of meeting.



*Now Ready!*

...an interesting new booklet on



## Hydro-Flo Heating

You've never seen a more attractive, convincing presentation of *forced hot water heating* . . . prepared especially to answer the pressing demand for information on B & G Hydro-Flo Heating Systems. You'll

find this booklet an excellent help in visualizing to your prospects the benefits of today's preferred heating method . . . a valuable contribution in the interest of better heating for modern homes.



*Send for Your Copy*

Beautifully printed in four colors—every page alive with interesting, vital information on forced hot water heating . . . fascinating reading for home planners. Shows how the comforts of radiant heating can be obtained with radiators, panels, baseboards or convectors—plus the convenience of year 'round, low-cost hot water for kitchen, laundry and bath.

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*Company*

Dept. AN-10 Morton Grove, Illinois

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## TEMPRITE DRINKING WATER COOLERS

1. Bubbler design gives maximum sanitary protection. 2. Smart, streamlined styling blends harmoniously into all surroundings. 3. Effortless finger-tip pressure produces a steady stream of perfect-temperature drinking water. 4. No spouting, no splashing, no annoying fluctuations in water flow.

User Protected by Temprite's  
5-Year Warranty Plan

All models meet  
requirements  
of the National  
Bureau of  
Standards and  
Underwriters  
Laboratories,  
Inc.



Write for  
name of  
distributor  
in your  
neighborhood.

Manufacturers  
of water cooling equipment  
since 1929.

**TEMPRITE PRODUCTS CORP.**

39 PIQUETTE AVE. DETROIT 2, MICH.

insures a trouble-free fit that will last years without planing or refitting. Alumatic Combination Doors are suitable for use on front or rear doors of homes and apartments and are reported to require no semi-annual repairs of any kind.

Manufacturer: Aluminum Building Products Co., Milwaukee, Wis.

### FLEXIBLE ALUMINUM WINDOW SCREENS facilitate window washing, install and store easily.

Featuring a unique tension design, Durall Aluminum Tension Screens are efficient, inexpensive, flexible screens for use on double hung windows. Lightweight and easily handled, they install quickly from inside the house and can be loosened for window washing by merely unscrewing several sill-mounted wing nuts. At the top and bottom of the new unit are aluminum bars. A specially reinforced multi-strand edge on the aluminum screening provides needed rigidity yet allows tension screws on the window sill to pull the screen up tight against the window frame. The top bar has a patented device for securing and removing the screen from the window frame while the bottom bar incorporates patented tension catches for holding the screen snugly to the sill. Non-rusting, warping or staining, the new screens can be left in place the year round, or if desired, can be stored seasonally in a small space. They are available in standard and modular sizes, retail for approximately \$4 for an average size window.



Manufacturer: New York Wire Cloth Co., 500 Fifth Ave., New York, N. Y.

### LOW COST FLEXIBLE DOOR CLOSER serves right and left hand, inside and outside doors, push and pull conditions.

Utilizing a brake lining control similar to that used in automobiles, the new Brake-O-Matic Door Closer features unusual



flexibility in mounting, noiseless, smooth operation and low cost. Without disassembly or mechanical change it handles both right and left hand doors, inside and outside doors and push and pull activation conditions. Brake-O-Matic's operation is based on the use of two blocks of specially treated Raybestos Brake Lining. This lining is applied to the stainless steel rod by means of a screw which is easily adjustable to control closing speed. Another feature of the unit is a built-in shock absorber to protect against damage from impact when the door is open. Brake-O-Matic is made with precision engineered stainless steel working parts and aluminum housings, is available in a Yoke model for medium weight doors and a Torpedo model (illustrated) for heavier doors. Models retail for \$2.95 and \$3.95 respectively, both may be easily installed with six screws.

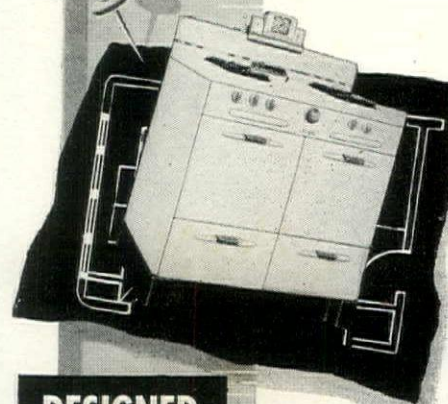
Manufacturer: Mitchell-White & Co., Inc., 12 East 22nd St., New York, N. Y.

(Continued on page 196)

here's  
how

# WELBILT GAS RANGE

fits  
into  
your  
plans



**DESIGNED** to fill  
your specifications

**BUILT** to satisfy  
your customer's demands

**SHIPPED** to meet  
your construction deadlines

**PRICED** to hold  
your costs DOWN

For City and L.P. (bottled) gas.  
A.G.A. Approved

Send for complete specifications, NOW!

WELBILT STOVE CO., Inc.

Maspeth, L. I., N. Y.

Please send me complete specifications for  
the Welbilt line of gas ranges.

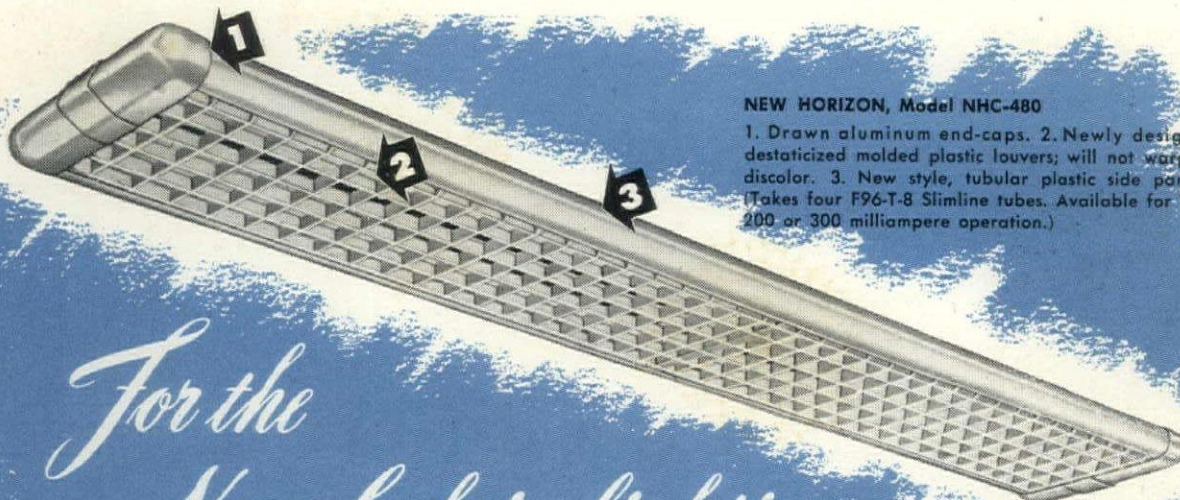
Name .....

Address .....

City .....

State .....





**NEW HORIZON, Model NHC-480**

1. Drawn aluminum end-caps. 2. Newly designed, destaticized molded plastic louvers; will not warp or discolor. 3. New style, tubular plastic side panels. (Takes four F96-T-8 Slimline tubes. Available for 100, 200 or 300 milliamperes operation.)

*For the  
New Look in lighting...*

**Leader**

**NEW HORIZON Fluorescent Fixture**

- A look at *tomorrow* in luminaires: our NEW HORIZON. A slimmed-down silhouette that blends naturally and easily into smart architectural trends. But—above all—this latest of LEADERS has these definite operational advantages:

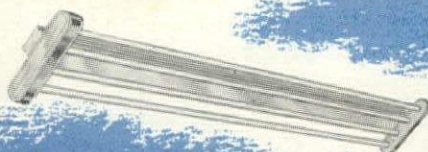
The beautiful NEW HORIZON (nesting instant-start Slimline lamps) is *easy to install... easy to service... releases more light with less surface glare*. And it gives its abundance of light longer... at *lower maintenance costs*.

For full information on the carefully-conceived advantages of the *New Horizon* series, write today.



**LEADER ELECTRIC COMPANY**

3500 NORTH KEDZIE • CHICAGO 18, ILL. • West Coast Factory • 2040 Livingston • Oakland 6, Calif.



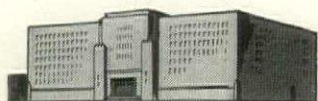
Leader NEW HORIZON Open Type Fixture, especially designed for mass lighting of large establishments. Available in one lamp (NHO-180), two lamp (NHO-280), three lamp (NHO-380) and 4 lamp (NHO-480) operation; 100, 200 or 300 milliamperes operation.



The NEW HORIZON Incandescent Spotlight. Excellent for highlighting displays. Available for corner installations (Cat. No. LS-40) or between fixtures in continuous runs (Cat. No. LS-70).







#### HOSPITALS

Johns Hopkins  
Baltimore, Md.  
New Jersey State Hospital  
Greystone Park, N. J.  
Presbyterian Hospital  
New York, N. Y.



#### CHURCHES

Cathedral of the  
Immaculate Conception  
Denver, Colo.  
First Methodist Church  
Chicago, Ill.  
Keneseth Israel-Beth Shalom  
Kansas City, Mo.  
Pasadena Community Church  
St. Petersburg, Fla.  
Riverside Church  
New York, N. Y.



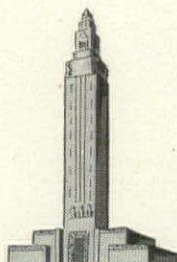
#### FACTORIES

Acme Steel Company  
Chicago, Ill.  
General Cable Corp.  
(5 plants)  
Sangamo Electric Co.  
Springfield, Ill.  
Sunbeam Corporation  
Chicago 50, Ill.



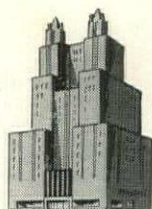
#### SCHOOLS

Brown University  
Providence, R. I.  
La Salle Military Academy  
Oakdale, N. Y.  
Thomas Jefferson High School  
San Antonio, Tex.  
Vassar College  
Poughkeepsie, N. Y.



#### CARILLONS

Deeds Carillon  
Dayton, Ohio



#### HOTELS

Biltmore  
Los Angeles, Calif.  
Edgewater Beach  
Chicago, Ill.  
Greenbrier  
White Sulphur Springs, W. Va.  
Royal Hawaiian  
Honolulu, T. H.  
Waldorf-Astoria  
New York, N. Y.



#### TRANSPORTATION TERMINALS

Chicago North Shore & Milwaukee R.R.  
Chicago, Ill.  
Pennsylvania Station  
New York, N. Y.  
San Francisco Airport  
San Francisco, Calif.



#### RETAIL STORES

Gimbels  
New York, N. Y.  
Hess Brothers  
Allentown, Pa.  
Charles A. Stevens & Co.  
Chicago, Ill.



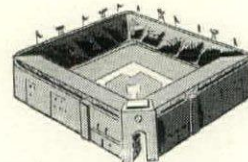
#### RESTAURANTS

Blackhawk Restaurant  
Chicago, Ill.  
Chukker Club  
San Mateo, Calif.  
Diamond Horseshoe  
New York, N. Y.  
Park Avenue Restaurant  
Miami Beach, Fla.  
Stouffer's Shaker Square  
Cleveland, Ohio



#### AUDITORIUMS

Madison Square Garden  
New York, N. Y.  
Scottish Rite Temple  
Cleveland, Ohio  
Scottish Rite Temple  
St. Louis, Mo.



#### AMUSEMENT BUILDINGS AND PARKS

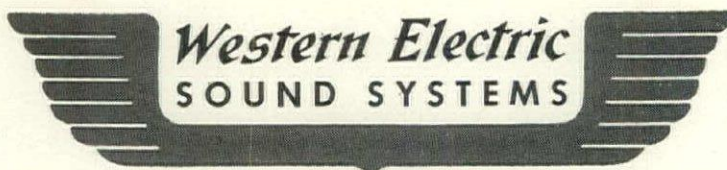
Aragon Ballroom  
Chicago, Ill.  
Cleveland Municipal Stadium  
Cleveland, Ohio  
Miami Beach Kennel Club  
Miami Beach, Fla.  
Oklahoma State Fair Grounds  
Oklahoma City, Okla.  
Wrigley Field  
Chicago, Ill.

## Each had a different SOUND problem

... but all found the right answer!

Every one of these 46 sound system installations presented its own tough problems. In each case—as in hundreds of others—Western Electric provided the answer. Many years ago it became evident that no packaged sound distribution system could hope to meet all requirements—individual needs and acoustic conditions varied too widely. So a full line of *standard* Western Electric components was developed—all engineered to work together in countless combinations. Using these *standard* elements as building blocks, Western Electric Sound Specialists custom-tailor your installation to fit your exact requirements.

That is the right way to provide *highest quality* reproduction of speech and music—a “must” in this era of sound. If you have a *sound distribution problem*, the authorized dealer in Western Electric sound systems can be of great help. For the name of the nearest one, call the distributor: Graybar Electric Co. (offices in 95 principal cities) or write Graybar, 420 Lexington Ave., New York 17, N. Y.



— QUALITY COUNTS —



#### MISCELLANEOUS

S. S. President Cleveland  
of American President Lines  
Time, Inc.  
Chicago, Ill.  
Westchester Country Club  
Rye, N. Y.



#### PUBLIC BUILDINGS

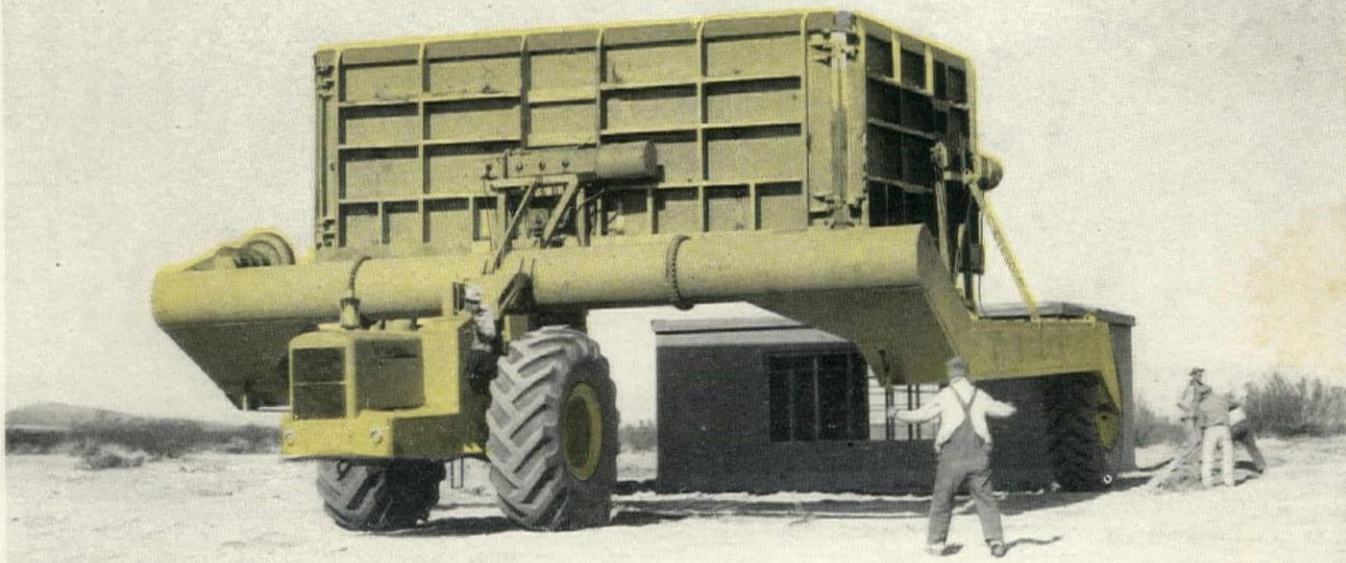
House of Representatives  
Washington, D. C.  
Senate Building  
Hartford, Conn.

DISTRIBUTORS: IN THE U.S.A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.



# TOURNALAYER

## New Job-Proved Home-Building Method



### More Profitable 4 Ways

#### 1. Lower Construction Costs

Tournalayer\* simplicity has drastically cut total man hours required for home building . . . Skilled labor, usual major cost factor, has been greatly reduced . . . LeTourneau homes are poured in one piece with no joints or seams to point up or caulk . . . Abundant materials are used . . . Insulating concrete eliminates need for furring, lathing and plastering . . . All this means more saving in man hours and materials!

#### 2. Faster Unit Production

Tournalayer mass-home-building method produces distinctive, permanent homes at the rate of one basic unit per day with each set of forms employed . . . Number of forms used is determined by contractor . . . Pre-design of each basic unit is possible and any number or combination of various-sized basic units may be utilized in the planning and construction



ARIZONA — Actual job photo of operations at Yuma, Arizona, where 38 homes 1344 sq. ft. in size are currently being completed

TEXAS — These LeTourneau homes recently completed in South Texas show three variations in architectural treatment.

of a house . . . This means virtually unlimited freedom of design!

#### 3. Better Long Range Investment

LeTourneau homes are built of insulating concrete reinforced with steel-masonry homes that are storm-proof and fire safe, qualifying for a much lower than average insurance rate . . . Extremely durable, LeTourneau homes are termite-proof and cost little to maintain . . . They're cooler in summer — cost less to heat in winter . . . Permanence and individuality of

each house design assures high resale value years from now!

#### 4. Quality Homes That Can Be Sold for Less

LeTourneau homes are not prefabricated, but are permanent, masonry homes that the builder can design individually, yet mass produce and sell for less than the price of a conventional house . . . These beautiful, well-built homes are now being constructed by firms in North and South America as the low-cost answer to critical need for permanent, livable homes.

**TOURNALAYER DIVISION**  
**R.G. LETOURNEAU INC.**

Manufacturers of  
Tournalayers\*  
Tournacranes\*

Longview, Texas

\*Trade Mark Reg. U. S. Pat. Off.

Tournamixers  
Tournamovers  
Tournahaulers

**FREE BOOKLET.** For more information about the Tournalayer, which is designed for use on large-scale housing projects, write for our new booklet "On-site Monolithic Construction — The Modern Way to Build Better Homes Faster, More Economically."

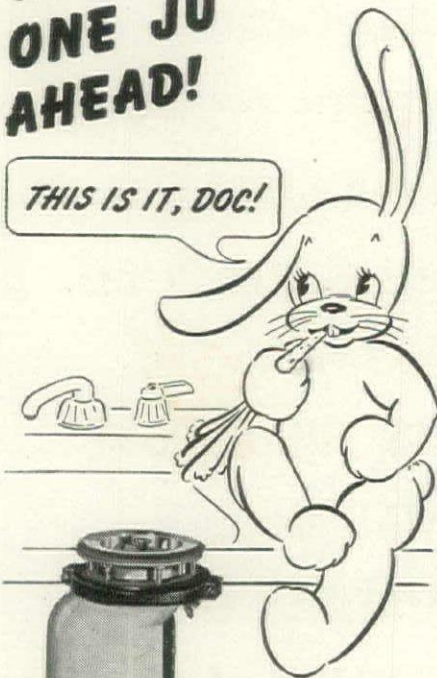


## IN-SINK-ERATOR

AUTOMATIC GARBAGE DISPOSER

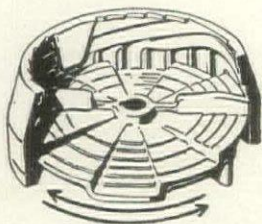
ALWAYS  
ONE JU  
AHEAD!

THIS IS IT, DOC!



With  
THESE  
OUTSTANDING  
FEATURES

- REVERSIBLE ACTING ROTOR SHREDDER



- TWO - DIRECTIONAL SHREDDING ELEMENTS
- GLEAMING WHITE FINISH
- STREAMLINED, COMPACT DESIGN

Add to all these a distribution set-up that pleases the man who makes the installation—the plumber—and you've got a garbage grinder you will own with pride, specify with confidence.

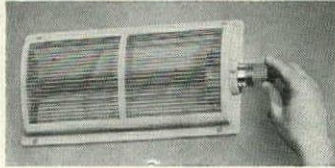
FOR FURTHER INFORMATION—WRITE DEPT. F

**IN-SINK-ERATOR**  
MANUFACTURING CO. RACINE, WIS.

Specializing Exclusively in the Manufacture of Automatic Garbage Disposers Since 1938

## THERMOSTATICALLY CONTROLLED REGISTER for forced warm air heating systems gives individual room control.

Dole's new Thermo-Matic Register is a device for controlling individual room temperatures in homes equipped with forced warm air heating systems. Designed to regulate the warm air input from each register in direct relationship to the heat loss from each room, a simple turn of the thermo dial on the register's right hand side selects the desired room temperature. This setting adjusts the thermostatic element, which in turn, quickly activates the damper controlling the volume of heated air entering the room. According to the manufacturer, the new self-contained register is usually placed in "easy to heat" rooms so that these rooms will not overheat before the balance of the house reaches the desired temperature. The replacement of one or more standard registers with the new Dole Thermo-Matic Register is said to correct many unsatisfactory heating installations and materially improve any forced warm air system. Since damper operation is mechanical, no electrical connections are required.



Manufacturer: The Dole Valve Co., 1933 Carroll Ave., Chicago 12, Ill.

## PLUG-IN THERMOSTAT replaces manually operated thermostats, provides fuel-saving day-night control.

Designed to replace manually operated thermostats, Minneapolis-Honeywell's new Plug-In Clock Thermostat can be quickly installed by the homeowner to achieve convenient, automatic, fuel-saving day-night control. In less than five minutes one can remove the present thermostat, mount the new clock instrument and plug it into the nearest electrical outlet for operation. The new device is actually the standard Honeywell Chronotherm but uses a 110 v. clock motor instead of the 24 v. motor.



This eliminates the necessity of installing a transformer in the basement and running wires to the thermostat location. A universal wall plate which is applicable to almost all types of existing thermostats fits exactly over the old thermostat base and automatically makes electrical connections with the existing thermostat wires. The new day-night instrument is said to save the user up to 19 per cent on fuel bills and, because installation costs are eliminated, provide this convenient automatic night set back at a cost considerably below total cost of clock thermostats today.

Manufacturer: Minneapolis-Honeywell Regulator Co., 2747 Fourth Ave., So., Minneapolis, Minn.

## AUTOMATIC CEILING SPRINKLER offers improved fire protection for places where appearance counts.

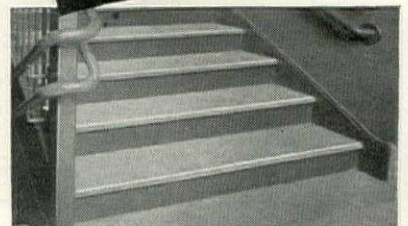
Fed by concealed piping, Grinnell's new Quartzoid Ceiling Sprinkler is said to offer the finest in fire protection for the most distinguished surroundings. The product is a development of the company's research and engineering division for use in those places where fire protection has long been rejected for esthetic reasons. With the new sprinkler nothing but the deflector supported by its arms and the attractive Quartzoid bulb show below the ceiling level. Yet



(Continued on page 200)

safe  
stairs  
with

**ALBERENE**  
Tread Stock



Wet or dry, Alberene stone's highly toothed surface is always safe. You'll find it's comfortable, too — retarding your feet, but never bringing them to a dead stop.

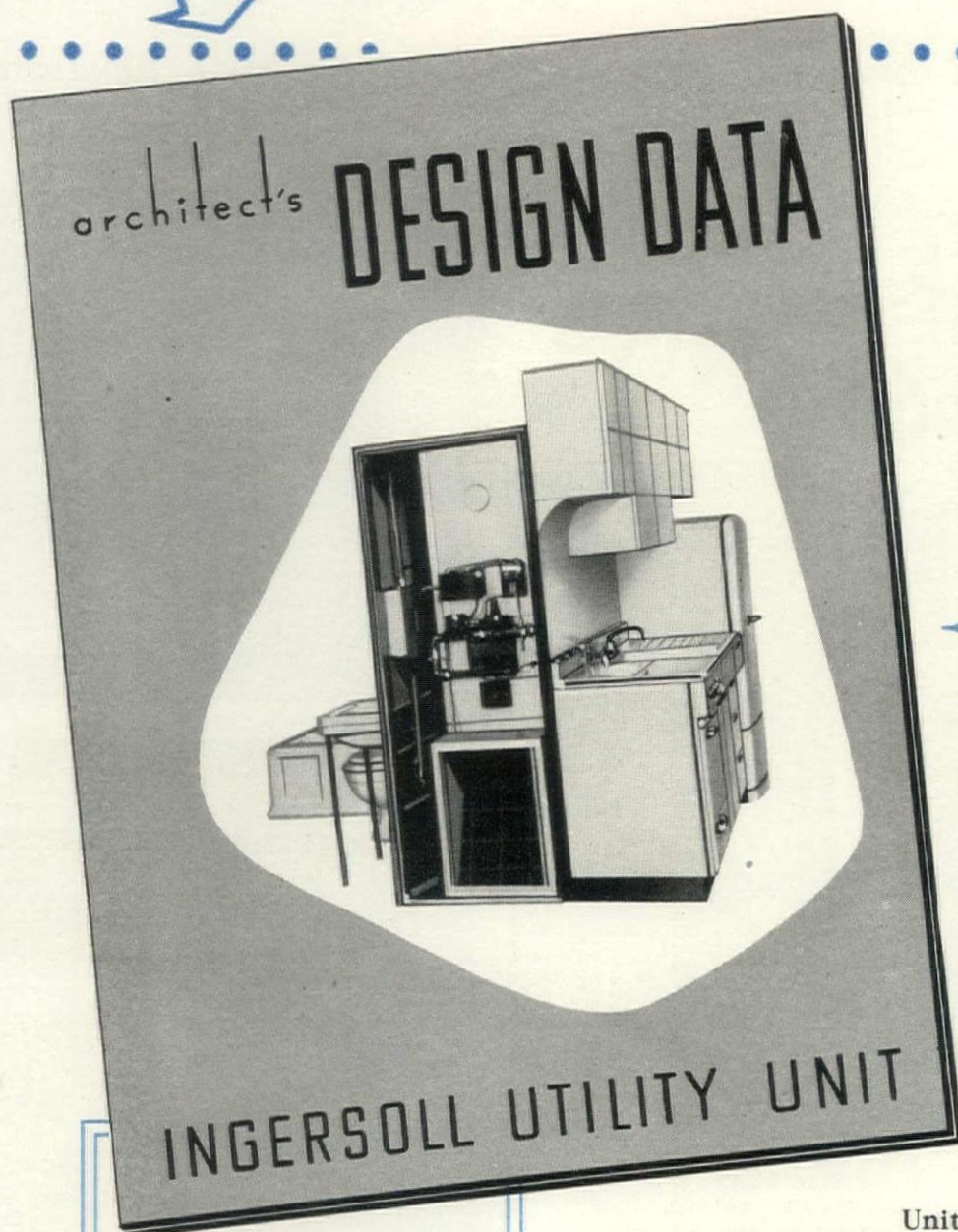
Learn about the many other advantages of Alberene tread stock by writing—

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*A real timesaver for you—*



The Ingersoll Utility Unit is a single engineered assembly of the fixtures, appliances, controls and fittings of Kitchen, Bathroom, and Heating Plant, plus interior plumbing and electrical connections.

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**ARCHITECT'S DESIGN  
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Contains FLOOR PLANS,  
SPECIFICATIONS and  
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SHOWING the  
ADAPTABILITY and  
CONVENIENCE of the  
**Ingersoll**  
UTILITY UNIT

IN SMALL HOME CONSTRUCTION

Designed to give you complete information on the Ingersoll Utility Unit, the new Architect's Design Data will be of real value to you in your planning small home construction. In it you'll find standard installations and the many possibilities for expansion to meet individual needs . . . there's a concise, factual listing of the advantages of using the Ingersoll Utility Unit . . . detailed descriptions of each section — Mechanical Core, Kitchen, Bathroom . . . then, to show its adaptability, a section of practical, proven floor plans . . . hints on installation . . . heating layouts . . . and complete specifications that can save you hours of time. Just mail the coupon below—we'll send your copy immediately.

418

Installations in  Cities Prove That Unit Meets  
Local Requirements, Fits Individual Plans and Needs



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# Rainbow Granites

PRODUCTS OF COLD SPRING GRANITE COMPANY

COLD SPRING, MINNESOTA

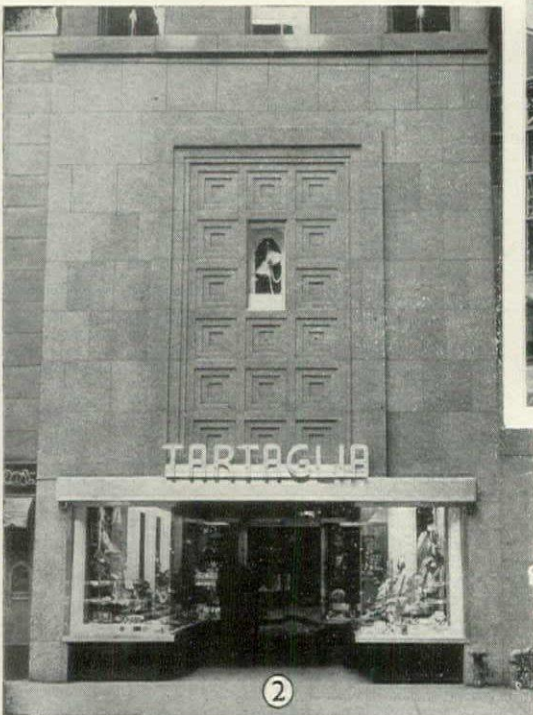
A few ideas  
in  
**GRANITE**



①



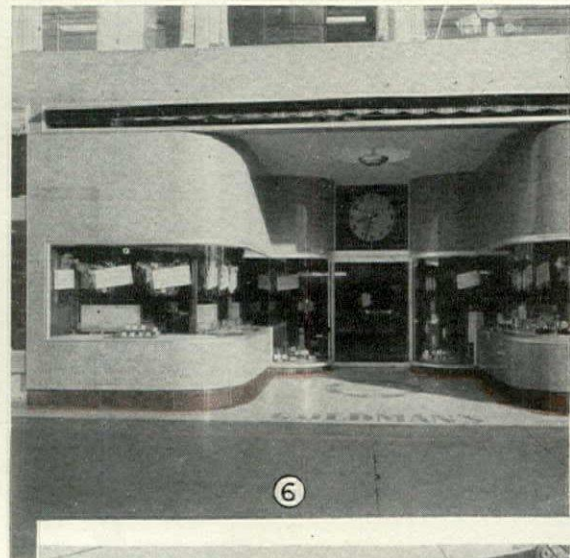
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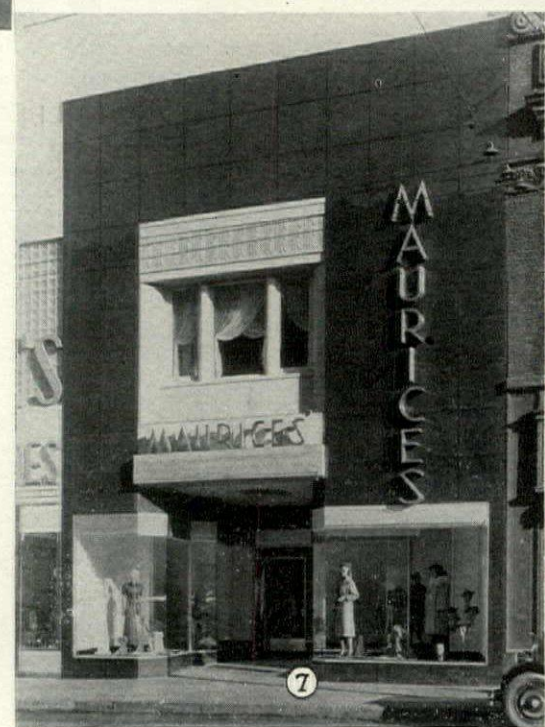
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⑥



③



⑦

1. Morgan Store, Evanston, Illinois.  
James Roy Allen, Architect.  
Carnelian Polished Granite.
2. The Tartaglia Building, Philadelphia, Pa.  
Kaplan and Fish, Architects.  
Diamond Pink Granite.
3. Esquire Theatre, Chicago, Illinois.  
Pereira & Pereira, Architects.  
Rainbow Granite.
4. Wasson and Company, Indianapolis, Ind.  
Rubush and Hunter, Architects.  
Carnelian Granite.
5. Seaboard Citizens Nat'l Bank, Norfolk, Va.  
Rudolph Cooke and VanUwen, Architects.  
Veined Ebony Black Granite.
6. Goldman Store, Kansas City, Mo.  
Bloomgarten and Frohwerk, Architects.  
Diamond Gray & Veined Ebony Black Granite.
7. Maurices Dress Shop, Duluth, Minnesota.  
Harold St. Claire Starin, Architect.  
Veined Ebony Black Granite.

Write for "IDEAS IN GRANITE" and  
"QUICK REFERENCE FACTS ABOUT ROCKS"

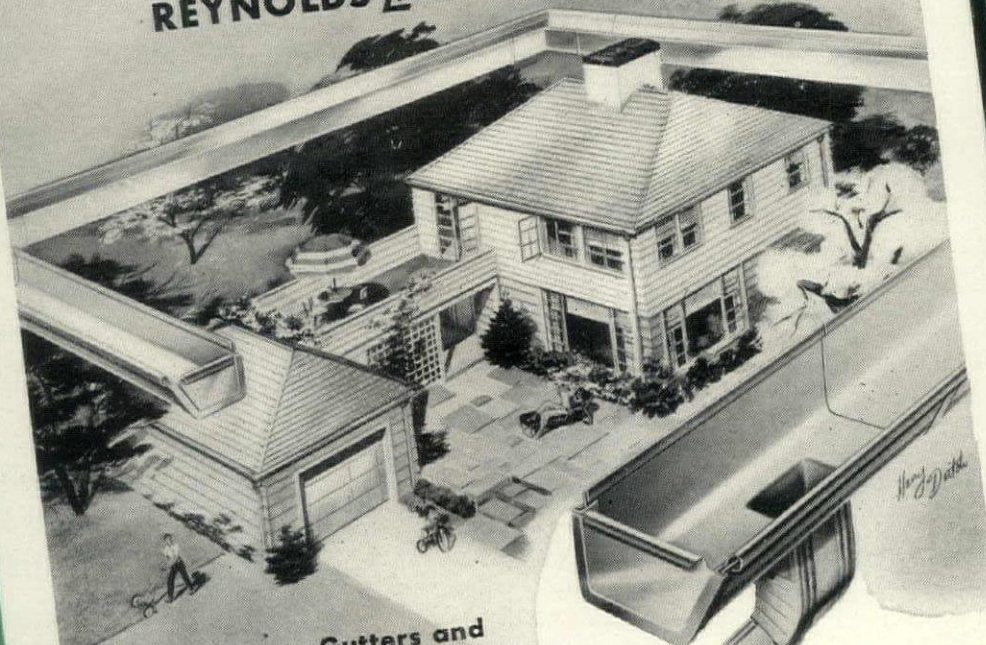
COLD SPRING GRANITE COMPANY

Cold Spring—Minnesota





...and all around the house it's  
**REYNOLDS *Lifetime* ALUMINUM**



**Yes, Aluminum Gutters and Downspouts...rust-proof, stain-proof, need no painting**

One of a series of 4-color national advertisements on the new gutters preferred by Architects for choice of design... by Builders for ease of handling and application... by Owners for appearance, performance and price!

"All around the house" can mean everything pictured here...roofing, siding, casement and picture windows, all of Reynolds Lifetime Aluminum. But even more literally it means this latest boon to all home-owners... aluminum gutters and downspouts. Here are gutters that last a lifetime without painting. They will never rust or stain a wall. They are light to put up, light on the eaves...a 10-foot length weighs less than 3½ pounds. They need no soldering. They are good-looking...in either the colonial box type or the round design. And here's the best news of all, you can get this ideal

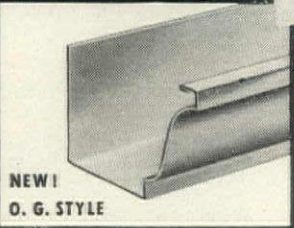
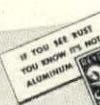
rain-carrying equipment for about one-half the price of the only rust-proof material used in the past! You can get it now, complete with fittings, through your local building supply or hardware dealer or sheet metal shop...backed by a great name in aluminum and the greatest of all in aluminum building products. Order yours today. And let it be your introduction to the advantages of Reynolds Lifetime Aluminum in all your building and remodeling. Check the list below and write for literature. Reynolds Metals Company, Building Products Division, Louisville 1, Kentucky.

**ROUND or COLONIAL BOX TYPE**

**PLAIN or CORRUGATED Conductor Pipe**

Reynolds Pioneering made Aluminum Competitive... Take Advantage of It!

**WORLD'S LARGEST PRODUCER OF ALUMINUM BUILDING PRODUCTS:**  
Shingles, Clapboard Siding, Sheet Roofing and Siding, Embossed Aluminum Built-Up Roofing, Gutters and Downspouts, Ceiling Panels, Wall Tile, Residential Windows, Reflective Insulation, "Alumi-Drome" (a farm and commercial utility building).



**NEW!  
O. G. STYLE**

**15,000,000 feet already sold!**


**Write for illustrated A. I. A. File brochure!**

**REYNOLDS METALS COMPANY, BUILDING PRODUCTS DIVISION**

**Louisville 1, Ky.—Offices in 32 principal cities**



## BUILDING REPORTER



*Speed Your Work with*  
**norma**  
*4-Color Pencil*

How much more efficiently you can make, mark or correct plans when you work with a Norma Pencil! Just a flick-flick of your finger, and the lead switches instantly from black to red, or green, or blue (or yellow, if preferred). You'll find NORMA one of your most valuable tools! Unconditionally guaranteed for mechanical perfection. \$4.50 up.

Wherever fine writing instruments are sold or write for nearest dealer.

The Pencil of Tomorrow  
**NORMA PENCIL CORP.**  
Norma Bldg., 137 W. 14th St., New York 11

### HEERWAGEN ACOUSTIC DIAPHRAGM TILE

**ABSORPTION**  
by diaphragmatic action

**DIFFUSION**  
by non-symmetrical movements of diaphragm

**LIVELINESS**  
by combination of both plus damped air space

**Heerwagen Acoustic Decoration Co.**  
FACTORY • FAYETTEVILLE, ARK.

should a fire occur, the improved distribution provided by the new deflector is said to assure maximum effectiveness. The ceiling temperature over a starting fire has only to reach 135° F. (30° F. lower than the rating for conventional fusible sprinklers) to burst the Quartzoid bulb, release the water and begin extinguishing the fire. According to the manufacturer, a small fire will raise the ceiling temperature to 135° F. and the smaller the fire the easier it is to extinguish.

*Manufacturer:* Grinnell Co., Inc., 260 West Exchange St., Providence, R. I.

### TRIPLE OUTLET RECEPTACLE installs in standard outlet box, provides convenience.

The new Sierra Triplex Receptacle with its smartly styled harmonizing wall plate provides three convenience outlets for lamps and appliances instead of the usual two. Engineered for structural strength and easily installed in standard outlet boxes, it has double contacts of heavy-duty bronze and is side wired with ample wiring space between screws. A one-piece molded body assures definite alignment of contacts. The new unit is UL approved, can be mounted vertically or horizontally, is available in brown or ivory.

*Manufacturer:* McDonald Manufacturing Co., 544 East 31 St., Los Angeles, Calif.

### LOW-PRICED ELECTRIC GARBAGE DISPOSER can be economically installed in most double bowl sinks.

A new mass-produced, low-budget food waste disposer, Little King Pulverator is designed to meet the demands for a low-priced, easily installed disposal unit for use in completely packaged electric kitchens. It can, according to reports, be installed for 20 to 30 per cent less than other disposers and requires only two connections—a simple toggle switch and a waste line connection for installation. Little King is said to fit most double bowl sinks without lowering the waste line and to incorporate the quality features of the Pulverator line: enamel finish, double wall construction with dead air space, Dura-Steel cutting parts and glyptol coating of water-exposed surfaces. Like its more expensive sister, "Waste King Pulverator," it shreds and grinds bones, fruit pits, parings, seeds, shells and other food wastes to tiny particles. These are washed down the drain.

*Manufacturer:* Given Manufacturing Co., 3855 Santa Fe, Los Angeles, Calif.



### MODULAR DESIGN sheets present 4 in. module guides in various common scales for use under tracing paper.

Palmer's "Time-Saver" scales for modular design consist of scale-dimensioned sheets in multiples of the 4 in. increment adopted by the American Standards Association. The object is to cut the amount of scaling necessary in drafting, and save time, by placing the scaled grid sheets directly under tracing paper, for use as direct reference. The sheets are available in various scales— $\frac{1}{8}$  in.,  $\frac{1}{4}$  in.,  $\frac{3}{8}$  in.,  $\frac{1}{2}$  in.,  $\frac{3}{4}$  in.,  $1\frac{1}{2}$  in., and 3 in.—and in various sizes—large sheets for drafting boards, 25-sheet tablets for field work. The company also makes a set of projection scales for brick, tile, and concrete block planning. Ten scales, priced at \$1.50 for the set, include a wide variety of courses, horizontal and vertical.

*Manufacturer:* The Palmer Manufacturing Co., 3207 11th Street, South, Arlington, Va.

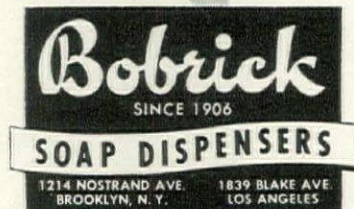
## ARE YOUR WASHROOMS LIKE "TOPSY"?

NOT if the Architect has planned and specified the auxiliary equipment such as Soap Dispensers. Specifications for well-equipped sanitary washrooms call for Bobrick liquid, lather or powdered soap dispensers and lotion dispensers. Bobrick equipment has been installed in the new Bullocks and Magnin Stores, as well as other leading stores, office-buildings, factories, schools and restrooms throughout the world.\*

### Dependable Dispensers For More Than 40 Years

Bobrick sells its products through wholesale plumbing supply and sanitary supply dealers.

WRITE FOR CATALOGUE NO. 46a



\* Partial List of Users: Bell Telephone Co. - Firestone Tire & Rubber Co. - Ford Motor - General Electric - General Motors - General Petroleum - Sears Roebuck & Co. - Southern Pacific Railroad - Standard Oil Co. - United States Lines.

## Specify the BED-A-WAY; It Saves an Extra Room; Cuts Costs \$2,100



Specify the Bed-a-Way for any home, apartment, hotel or motel where space-saving is important. It's the new leader in the disappearing bed field.

See your distributor or write us. Distributors—A few territories open.

**The HOLMES Products Co.**

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*Now Available!*

# STAINLESS STEEL

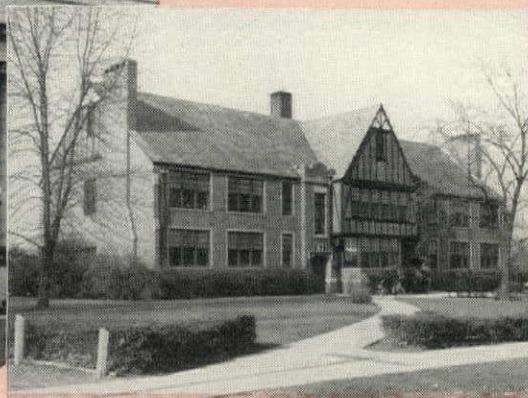


FOR GUTTER

DOWNSPOUT

CONDUCTOR PIPE

FLASHING



## For Schools, Churches, and other Public Buildings

**Roof** drainage systems of Sharon stainless are more practical for larger structures. They are permanent, lighter in weight, and their extra strength provides year in and year out dependability with a minimum of maintenance expense. Sharon stainless does not stain stucco, masonry, brick walls or painted surfaces. Building need not be delayed because stainless steel is available NOW.

**Architects** prefer stainless steel because it is a proven functional material in the modern style. Stainless steel is everlasting . . . and available right now.

**Builders** prefer stainless steel because its permanence makes a better, more salable product. Corrosion-proof stainless steel gutter, downspout, conductor pipe and flashing are light, water-tight . . . never need replacement . . . can be erected with or without paint.

*Complete details upon request. Write*

## SHARON STEEL CORPORATION

*Sharon, Pennsylvania*

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PRODUCTS OF SHARON STEEL CORPORATION AND SUBSIDIARIES: THE NILES ROLLING MILL COMPANY, NILES, OHIO; DETROIT TUBE AND STEEL COMPANY, DETROIT, MICHIGAN; BRAINARD STEEL COMPANY, WARREN, OHIO; SHARON STEEL PRODUCTS COMPANY, DETROIT, MICHIGAN, AND FARRELL, PENNSYLVANIA; CARPENTERTOWN COAL & COKE CO., MT. PLEASANT, PENNA.; FAIRMONT COKE WORKS, FAIRMONT, W. VA. Hot and Cold Rolled Stainless Strip Steel—Alloy Strip Steel—High Carbon Strip Steel—Galvanite Special Coated Products—Cooperage Hoop—Detroit Seamless Steel Tubing—Seamless Steel Tubing in Alloy and Carbon Grades for Mechanical, Pressure and Aircraft Applications—Electrical Steel Sheets—Hot Rolled Annealed and Deoxidized Sheets—Galvanized Sheets—Enameling Grade Steel—Welded Tubing—Galvanized and Fabricated Steel Strip—Steel Strapping, Tools and Accessories.

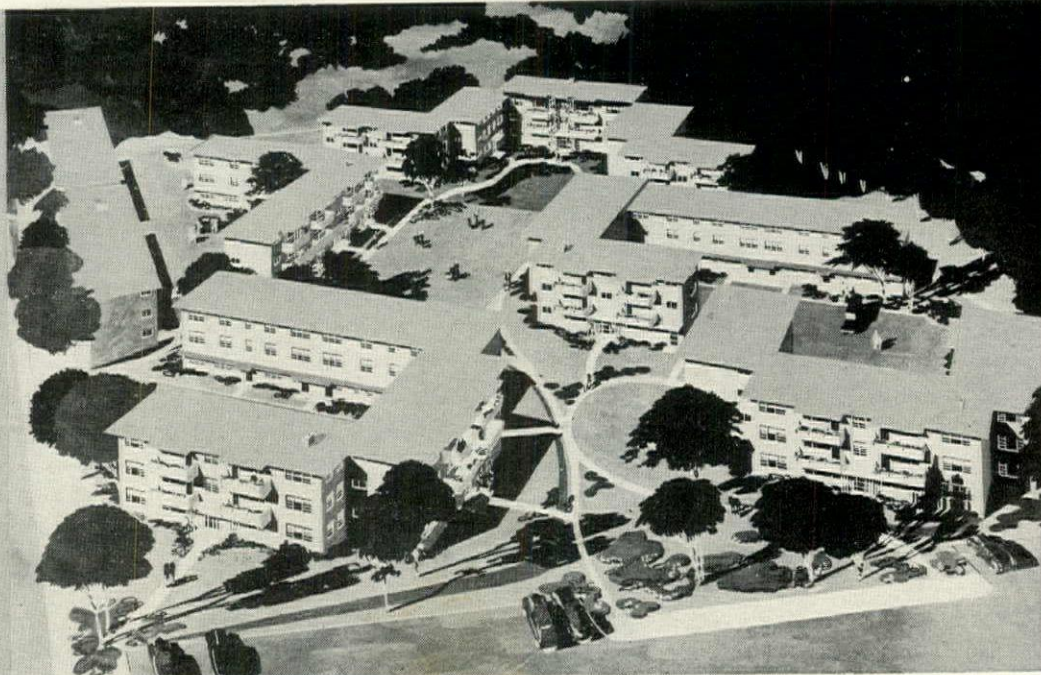
DISTRICT SALES OFFICES: Chicago, Ill., Cincinnati, O., Cleveland, O., Dayton, O., Detroit, Mich., Indianapolis, Ind., Milwaukee, Wis., New York, N. Y., Philadelphia, Pa., Rochester, N. Y., Los Angeles, Calif., San Francisco, Calif., St. Louis, Mo., Montreal, Que., Toronto, Ont.



**LOW  
INSTALLATION  
COSTS**

*plus*

**LOW-COST  
MAINTENANCE**



254 Alwintite picture windows and 2,634 double-hung windows and screens were used in (above) Callaway Apartments and (left) Flippen D. Burge Apartments.

Architects: Stevens & Wilkinson, Inc., Atlanta, Ga. Contractor: J. A. Jones Construction Co., Charlotte, N. C. Alwintite Distributor: Randall Brothers, Inc., Atlanta, Ga.



"Will it cut maintenance costs?"

Today this question is of first importance to architects, builders and management operators when they consider any building material.

Because they do cut maintenance costs, ALWINTITE aluminum double-hung and picture windows were selected by Stevens & Wilkinson, architects, for the new 222 unit apartments for veterans attending the Georgia School of Technology in Atlanta.

ALWINTITE windows operate without trouble, will never need painting for the life of the building! That means big savings in painting and repair costs every year from now on!

#### **LOW-COST, EASY INSTALLATION**

ALWINTITE aluminum windows cut initial costs and save you money on installation, too. They're delivered on the job completely assembled,

with no extras to add, ready for quick, easy installation.

For any size job—large or small—you can specify ALWINTITE windows with complete confidence. Tested and approved, they meet F.H.A. requirements. Their sound design and sturdy construction are based on more than 35 years' experience in fine window manufacture.

#### **COMPLETE LINE AVAILABLE**

Leading building materials dealers everywhere carry the complete ALWINTITE line. There are 12 stock sizes and four styles of double-hung windows, with screens and storm sash to fit. Picture and base-ment windows, as well as mullions for multiple window arrangements, are also available. The vast facilities of the world's largest aluminum window plant assure a constant supply without delay.

See Sweet's or write for complete information to Dept. AF-5.

#### **THE ALUMINUM WINDOW CORPORATION**

A Subsidiary of General Bronze Corp.

1003 Stewart Avenue

Garden City, N. Y.

**ALWINTITE**

TESTED &  
APPROVED  
by the  
Pittsburgh  
Testing  
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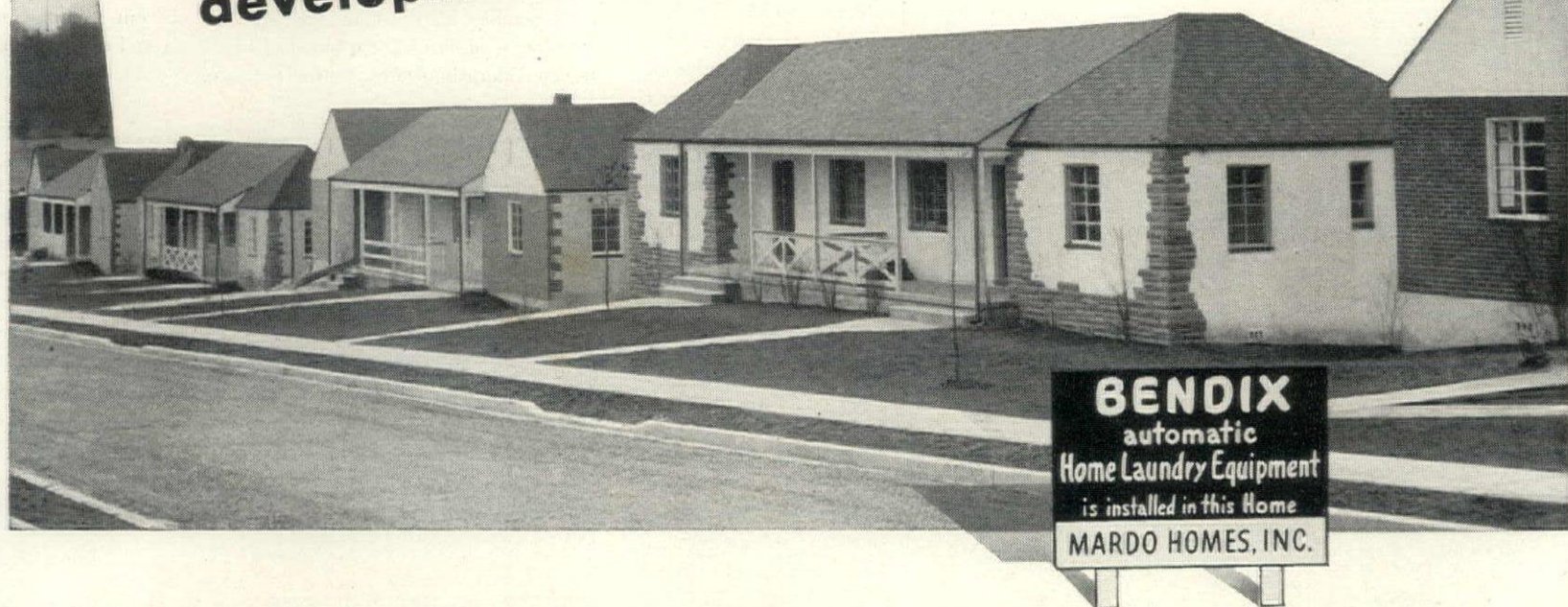
**DOUBLE HUNG**

**aluminum WINDOWS**

**"BUILD RIGHT WITH ALWINTITE"**



**Why does every home in this great Mardo development feature a Bendix Washer?**



Good question . . . and easy answer! Because look-ahead builders like Mardo believe in giving more for the money . . . not just today . . . but any day!

Women today want the convenience and ease of electrical living — and electrical washdays take the sting out of the housewife's toughest job! By planning every Mardo home in the blueprint stage to fit the washday problem, this far-sighted builder has laid the groundwork that will bring in more profits today . . . and tomorrow, when homes will be harder to sell!

A look through the list of America's great builders who are now installing Bendix equipment, will open your eyes to the tremendous profit possibilities in planned home laundries! By displaying the "Sign of a Look-Ahead Builder" on your next project — whether it's one home or a thousand, whether it's a vertical, horizontal or garden development . . . you'll be on the way toward establishing a reputation that will keep you selling homes in a coming buyer's market!

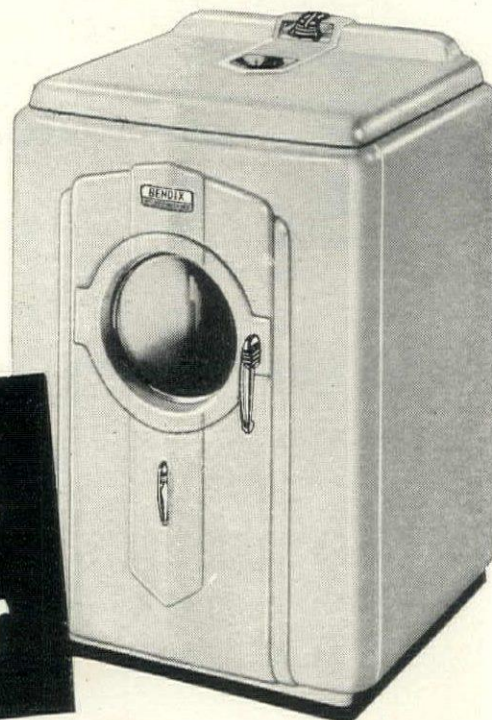
**Write for handy Handbook today!**

Find out for yourself the tremendous profit possibilities in Home Laundry pre-planning! Send for your copy of the "Architect's Handbook". 40 pages of money-making home laundry ideas!

Mardo's Elmwood Development, near Baltimore, features semi-detached 6-room brick bungalows, priced from \$6990. Monthly payments from \$49.94 (including the Bendix).

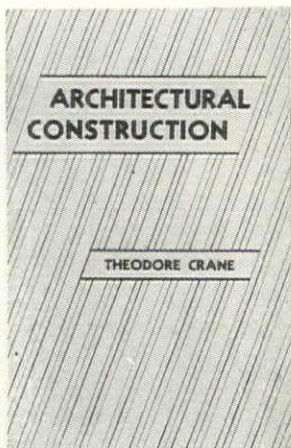
**Bendix equipment available on mortgage!**  
Under FHA package mortgage, monthly payments include the price of Bendix Home Laundry!

**BENDIX**  
automatic  
**Washer**



**BENDIX HOME APPLIANCES, INC. • SOUTH BEND, INDIANA**





**MATERIALS AND METHODS.** Architectural Construction. By Theodore Crane. John Wiley & Sons, Inc. 440 Fourth Avenue, New York 16, N. Y. 414 pp. 6 1/2 x 10 in. Price \$6.00.

This is a structural engineering book without computations, which is just about what a materials text or reference should be. Professor Crane, who subtitles his book "*The Choice of Structural Design*," has gone about organizing a guide to the use of the many proven building materials in the many tried methods. He examines structural problems in chapters dealing with: the framing material, structural floor system, structural roof system, wall assembly, and type of foundation. Other chapters concern building codes and design standards, planning the framing, wide-span designs, and masonry walls. Having posed a problem—for instance, the framing—he then discusses in separate sections the advantages in various situations of structural steel, reinforced concrete, wall-bearing,

wood-frame, and light-weight steel and prefabricated framing, giving details on the use of each method. While he does not approach, in this handsome book (bound in the colors of the horse artillery) the actual computation of stresses and loads, he does give good approximations of how the materials can be expected to perform, used in the various methods he describes. This is necessarily, and fortunately, a dated book, but the date is today. It is a book of cool, fact-backed judgments, of considerable restraint in the light of current engineering standards, of shrewd appraisal of materials and methods and the considerations affecting their choice.

**INDUSTRY-ENGINEERED HOMES PROGRAM.** Here's A Better Way To Build. National Building Material Dealers Service Corp., 302 Ring Building, 18th & M Sts., N.W., Washington, D. C. 128 pp. 8 7/16 x 10 15/16 in. Price \$1.00.

This book contains all the principles, techniques, methods and recommendations for design and construction of the small home developed and presented by the Industry-Engineered Homes Program. (FORUM, Sept. '47) Two Efficient, compact houses are analyzed in detail to illustrate how the program's principles can be applied to small home construction and just how they can reduce home building costs. Simple in style and well illustrated, the presentation is directed toward making available to the smaller builder the most efficient construction methods using modular plans and materials to reduce cutting, fitting and waste.

**INDUSTRY ENGINEERED HOMES.** Brick Engineered Homes. Structural Clay Products Institute, 1756 K St., N.W., Washington, D. C. 28 pp. 8 3/8 x 10 7/8 in. Price 25 cents.

Brick Engineered Homes includes floor plans and elevations of six new modern brick homes designed in accordance with the principles established by the Industry Engineered Homes Program. Text explains how these home-cost reducing principles (which are based on modular coordination) result in lower building costs. Plans feature a two bedroom one-story house, a two bedroom two story house, three bedroom homes of one and two stories and two, four bedroom homes. The advantages of brick construction are also briefly discussed.

**BUILDING PRODUCTS.** Technical Information Series. U. S. Gypsum Co., 300 W. Adams St., Chicago, Ill. 22 pamphlets ranging from 4 pp. to 24 pp. 8 1/2 x 11 in.

This series of standardized, handsomely illustrated booklets presents complete technical information on U. S. Gypsum's numerous building products. An informative booklet is devoted to each of the following materials: Lime for Masonry Mortar; Floor Grating and Other Expanded Metal Products; Precast Gypsum Roof Decks; Sheetrock Pyrofill Roof Decks; Pyrobar Gypsum Partition Tile; USG Trussteel Hollow Partition Studs; Asphalt Roofing, Asbestos Cement Siding; USG Steel Roof Decks; USG Sheathing; Metal Lath, Corner Beads, Channels, Partition Systems, Resilient Systems; Rocklath Plaster Bases and Attachment Systems; Two-inch Solid Rocklath Partition; Gypsum Plaster Base Coats and Finishes; Weatherwood Decorative Insulation; Sheetrock Gypsum Wallboard; Imperial Texolite Washable Oil Resin Flat Paint; Exterior Texolite Oil-Resin Masonry Paint; Cementico Masonry Paint; Weatherwood Structural Insulation; Red Top Insulating Wool; Acoustone and Auditone Acoustical Tiles; Sabinite Acoustical Plaster. Each booklet is fully illustrated with photographs, charts and tables, and contains such technical data as physical properties, application methods, specifications, on all of the products discussed.

(Continued on page 206)

## ADD MORE *Visible Value*



### **Kintrim** decorative and protective metal mouldings

REG. U. S. PAT. OFF.

Accent the smart, modern design of your interiors with graceful, lustrous *Stainless KINTRIM*. Along the edge of counters, on paneled walls and wall corners, on the floors and stairs—wherever wall coverings and linoleum are installed! For KINTRIM Mouldings are precision-made, in all gauges, to fit all coverings snugly—protectively—beautifully!

Engineered for sturdiness, designed for beauty—KINTRIM enables you to make effective use of attractive, serviceable coverings. With the accent always on eye-appeal!

A LITTLE KINTRIM  
ADDS A LOT MORE

*Visible Value*



See KINTRIM in Section 13J-2 of Sweet's 1947 Architects' File—or write us, Dept. 58, for reprint.

**KINKEAD INDUSTRIES**  
INCORPORATED  
440 W. SUPERIOR ST., CHICAGO 10, ILL.



# FIRST

in heating and plumbing

because **AMERICAN-Standard** products

cover every type of installation!

■ You have access to the widest range of heating equipment and plumbing fixtures when you turn to American-Standard. In number of products . . . in variety of types and styles . . . no line is more complete. But large selection isn't all you get when you specify American-Standard. You also get the finest quality that money can buy. That's why more American homes have heating and plumbing by American-Standard than by any other single company. Your Heating and Plumbing Contractor will be glad to give you full information. **American Radiator & Standard Sanitary Corporation**, P. O. Box 1226, Pittsburgh 30, Pa.



The living room above is as invitingly comfortable as it is modern. And adding immeasurably to its hospitality is the newest heating development by American-Standard, **BASEBOARD RADIANT PANELS**. Replacing ordinary baseboards, they are an inconspicuous source of radiant heat, and they distribute warmth evenly throughout the room. **Baseboard Radiant Panels** are available in two types—one for normal heating requirements and one for above-average needs.



◀ This practical kitchen, as cheerful as any housewife could wish for, is proof of the **ROYAL HOSTESS Sink's** versatility. The smart sink fits easily into continuous cabinet arrangements, and the new **Union Strip** by American-Standard forms a watertight seal between sink and adjacent counter tops. The **Royal Hostess** comes in models and sizes to fit virtually any kitchen plan . . . in white and many colors to harmonize with any decorating scheme. Made in one piece of rigid cast iron with a heavy coating of lustrous, acid-resisting enamel, it is built to give years of service.



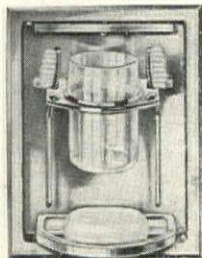
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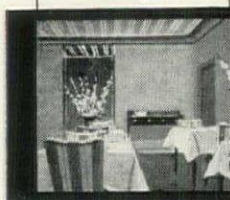
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**DRY WALL CONSTRUCTION.** Short Course No. 901. The Reardon Co., 2200 No. 2nd St., St. Louis, Mo. 9 pp. 8½ x 11 in. Written from the contractors' viewpoint, *Short Course No. 901* gives illustrated, detailed data on how to cover joints and finish walls in dry wall construction. Promoting the use of several Reardon products—joint cement, perforated paper joint tape and textured paint, it discusses the tools required, surface preparation and application of the products to achieve a textured wall.

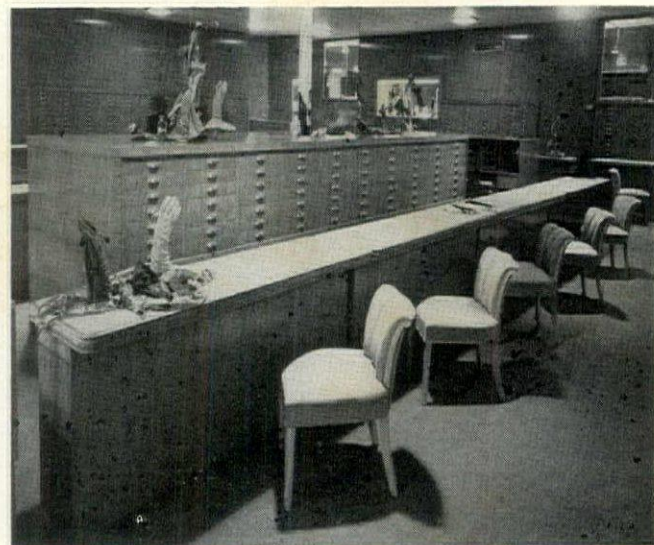
**ROOFING.** Specifications for Carey Built-up Roofs. The Philip Carey Mfg. Co., 217 E. Eighth St., Cincinnati 15, Ohio. 28 pp. 8¾ x 11 in.

Carey's 1948 catalog contains complete drawings and material specifications for both hot and cold process built-up roofs plus a Rooffinder Index. The index shows how to select the correct type of bonded built-up roofing, while the drawings and specifications give detailed information on surface preparation and application.

**WINDOWS.** How To Plan A Better Home With Metal Windows. Mesker Brothers, 4330 Geraldine Ave., St. Louis, Mo. 26 pp. 9 x 12 in. Price 50 cents.

The advantages of metal windows for home construction, particularly Mesker's metal casement windows, are stressed in this elaborate presentation. The booklet begins with the thesis that there are four fundamentals of good construction which cannot be altered without prohibitive costs, and that one of these is windows. Following pages then present four enlightening, well-illustrated articles on the various aspects of windows, written by a well-known architect, decorator, magazine editor, and real estate economist. Succeeding sections discuss at length the features of metal casements and give complete size and installation data on two Mesker windows.

(Continued on page 210)



Emanuel cabinet-work in Magnin's

## SERVICE TO ARCHITECTS

That which the architect has in mind, we carry out to the last degree of perfection, from the erection of a building down to the manufacture and installation of fixtures. Examples of our precision-work are seen in the Magnin, Ciro and Hallawell photos in this issue.

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UNDERFOOT COMFORT • COLOR  
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to an unexcelled degree

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The best features of linoleum, asphalt, rubber, and cork tile are molded into this strikingly beautiful new vinyl plastic floor tile.

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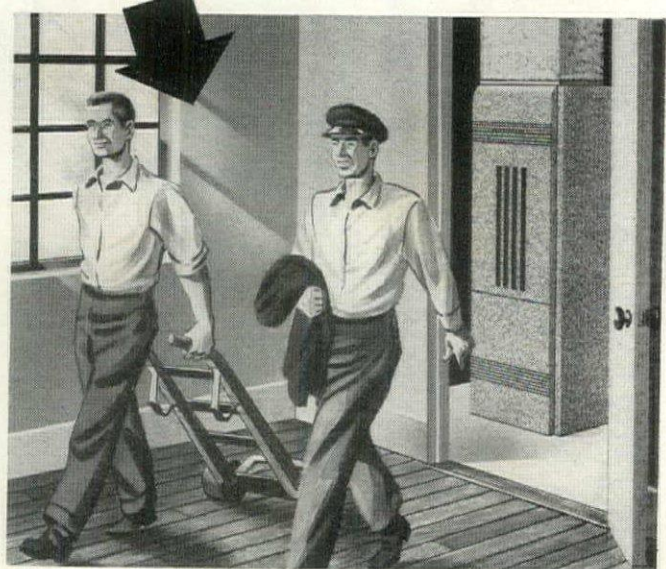
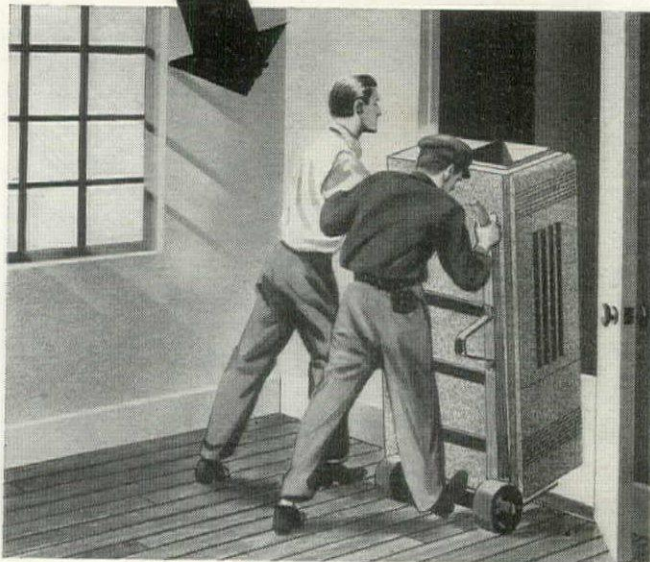
Plastile requires minimum maintenance expense. It is as easy to clean as a china dish, with ordinary soap and water. It waxes beautifully.

Plastile is resistant to staining, is not affected by acids, alkalis, oil, water or alcohols.

While new, Plastile is already stocked and on display in leading flooring houses and department stores. If Plastile is not available in your favorite store, won't you write us? We'll be happy to send you literature, color charts and samples.



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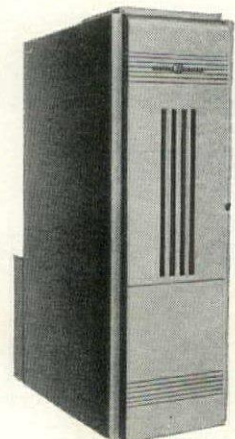
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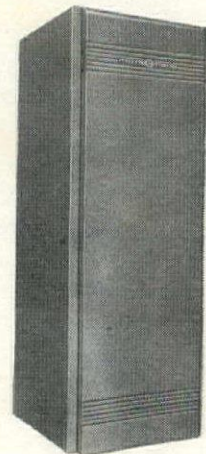
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Warm Air Furnace**



**The G-E Oil-Fired  
Warm Air Furnace**

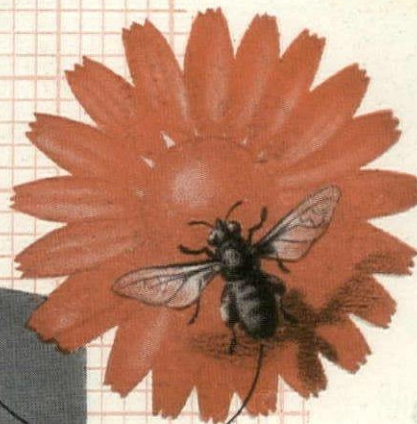
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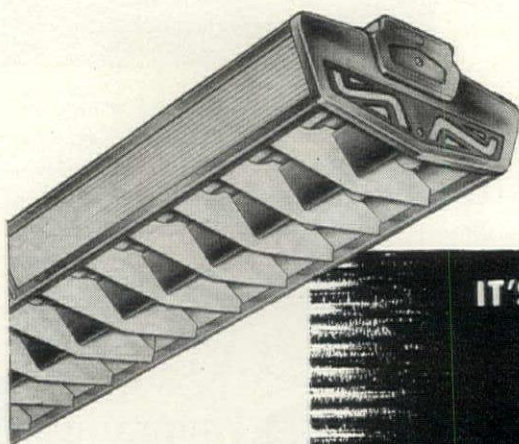
for surface or suspension mounting . . . unit or continuous installations. Designed for two 40- or two 100-watt lamps, U. S. Patent Nos. D-138990, D-143641 and 2411952.

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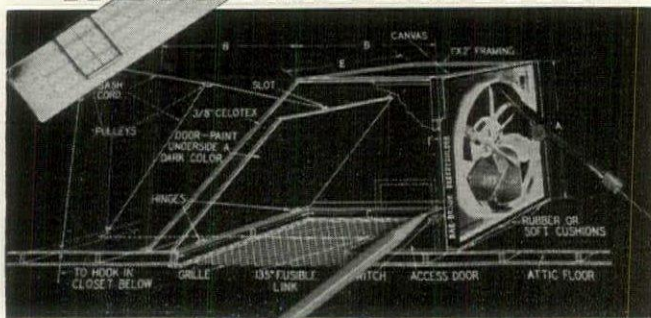
IT'S EASY TO SEE WHEN IT'S

# DAY-BRITE

*Lighting*



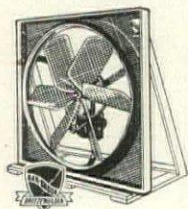
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Consult your telephone directory for the names of our installing distributors.

**GLARE PREVENTION.** Better Vision Means Better Work. The Skybryte Co., 3125 Perkins Ave., Cleveland, Ohio. 1 p. 8 3/4 x 11 1/4 in. This one-page folder describes Skyco No-Glare, a light blue translucent material that is brushed or sprayed on windows to shut out glare and keep plants cooler.

**LIGHTING.** Recessed Troffers by Day-Brite. Bulletin 20-A. Day-Brite Lighting Inc., 5411 Bulwer Ave., St. Louis, Mo. 44 pp. 8 1/2 x 11 in.

Bulletin 20-A contains complete catalog information on Day-Brite Recessed Troffers for 40 w. fluorescent lamps and incandescent boxes with Holophane Controlens. Part I covers listings on recessed troffers for use with Tee Bar Ceiling construction while Part II is devoted to troffers for use with acoustical and plaster ceilings of all types. Each section features complete data on Boxco louver, glass panel, Holophane Controlens and lateral louver troffers. Incandescent boxes for use with snap-in and flange-type troffers are handled separately. The booklet's convenient layout provides specifications and construction information, prices of individual sections, ends, couplings, etc. on one page with a complete pricing table opposite. Utilization tables and direct reading tables for rooms of various sizes and interior treatments are also included along with installation data and complete indexes.

**SHOWERS.** Flat Shower Cabinets, Shower Doors, Shower Receptors. Fiat Metal Manufacturing Co., 1205 Roscoe St., Chicago, Ill. 12 pp. 8 3/4 x 11 in.

Catalog data on seven Fiat shower cabinets, three shower doors and three precast terrazzo receptors are included in this brochure. Each product is well illustrated and its advantages, applications and specifications are listed. A one page insert features the company's corner type Cadet shower cabinet, a moderately priced cabinet designed to utilize limited space.

(Continued on page 214)



IN the designing of schools, churches, hospitals, and other public buildings, the provision of safe drinking water supply is as vital as any phase of the specifications. Halsey Taylor Drinking Fountains are accepted as foremost in hygiene, convenience and design. Ask for latest catalog.  
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A3



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Actually, you can't find Selectomatic City on a map. But it is a city, nonetheless, because it's made up of many of America's well-known buildings that are being equipped with Westinghouse Selectomatic elevators. These buildings—some old, some new—

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# Westinghouse

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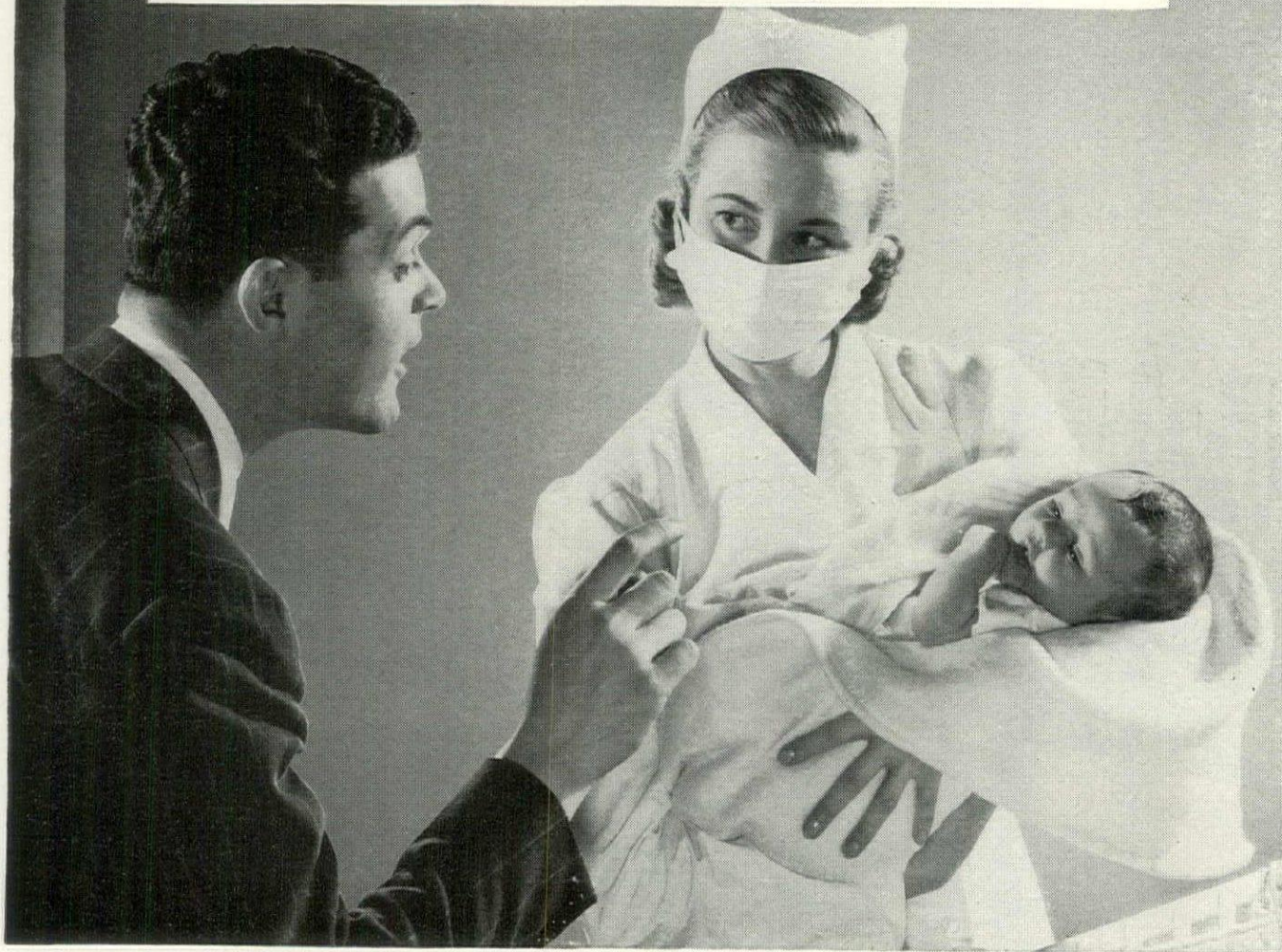


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Mother, too . . . safe and smiling just down the hall, secure in the knowledge that modern aseptic practices have virtually banished the old causes for a father's fear at "blessed event" time. And baby, in his germ-free kingdom of cribs, will live to learn that any boy may grow up to be president!

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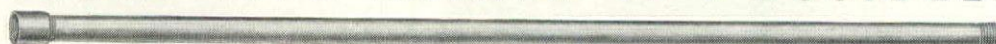
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The above book, prepared with the help of architects for the home owner, talks both good sense and good taste in roofs. On the practical side, it talks values in weather protection, fire safety, economy. Then, it urges attention to the "fair weather" side where the roof keynotes the mood or color scheme of the entire exterior. The use of color in mass, in accent . . . in harmony, in contrast . . . is discussed by color experts.

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**SAFETY.** Safety for the Household, NBS Circular 463. Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. 200 pp. 6 x 9 1/4 in. Price 75 cents.

*Safety For The Household* discusses in detail the principal hazards to safety in the home, and the means for eliminating or reducing them. As new trends in home design, new equipment and toys have brought new sources of accidents, the aim of this circular is to emphasize the seriousness of certain risks to life and property frequently occurring in or about the home, to give simple methods of care and caution against such hazards and to stimulate interest in public measures directed toward safety for household and community. The chapter on suggestions for building a home and the discussion of hazards in the use of hand tools and machinery are particularly noteworthy. Circular 463, while written mainly for the average present day household, provides information that is also of value in the construction and safe operation of schools, hotels, hospitals, stores, warehouses and industrial plants.

### REQUESTS FOR LITERATURE.

J. REX ANGELOTTE, engineer and general contractor, P.O. Box 4325, Miami Beach, Fla.

H. C. AVERY, JR., architect, P.O. Drawer 952, Midland, Tex.

PETER J. BALL, 26 Romway Ave., Evington, Leicester, England.

THE BALLINGER CO., architects and engineers, 105 South 12th St., Philadelphia 7, Pa.

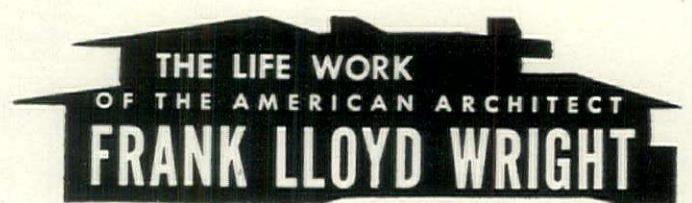
C. E. WORTH BAUGH, architectural student, 230 Oak Grove Cts., Austin 22, Tex.

WILLIAM BREGER, architect, Planning & Design Group, 320 E. 39th St., New York, N. Y.

S. G. COOK, 12 Glengarry Rd., East Dulwich, London S.E. 22, England.

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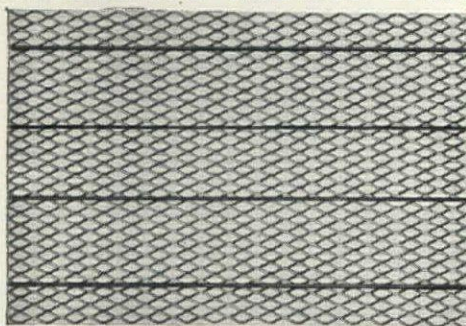
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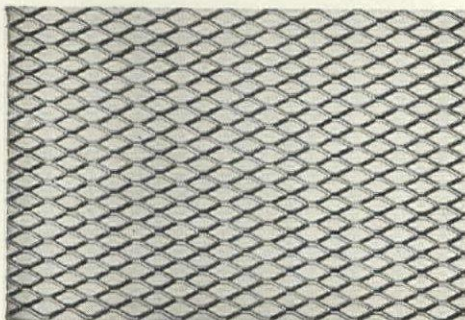
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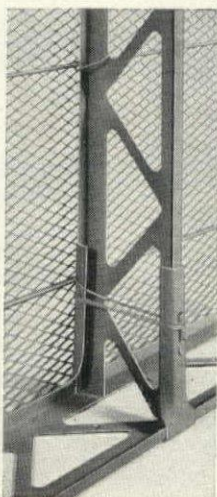
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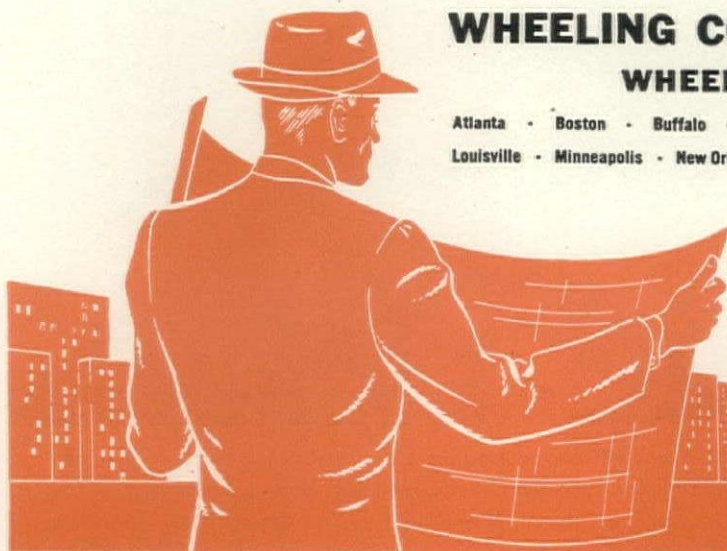


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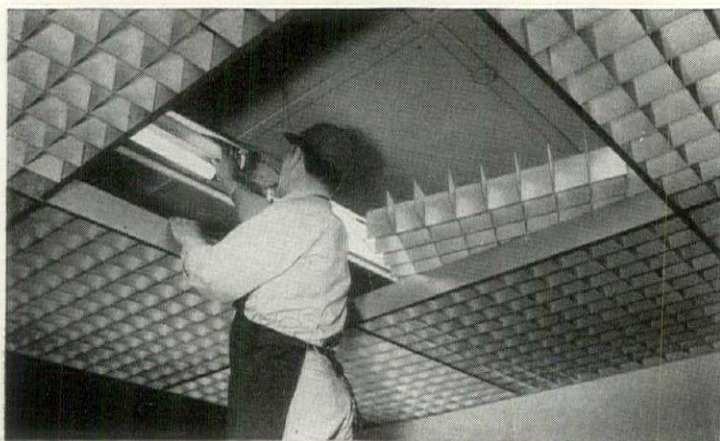
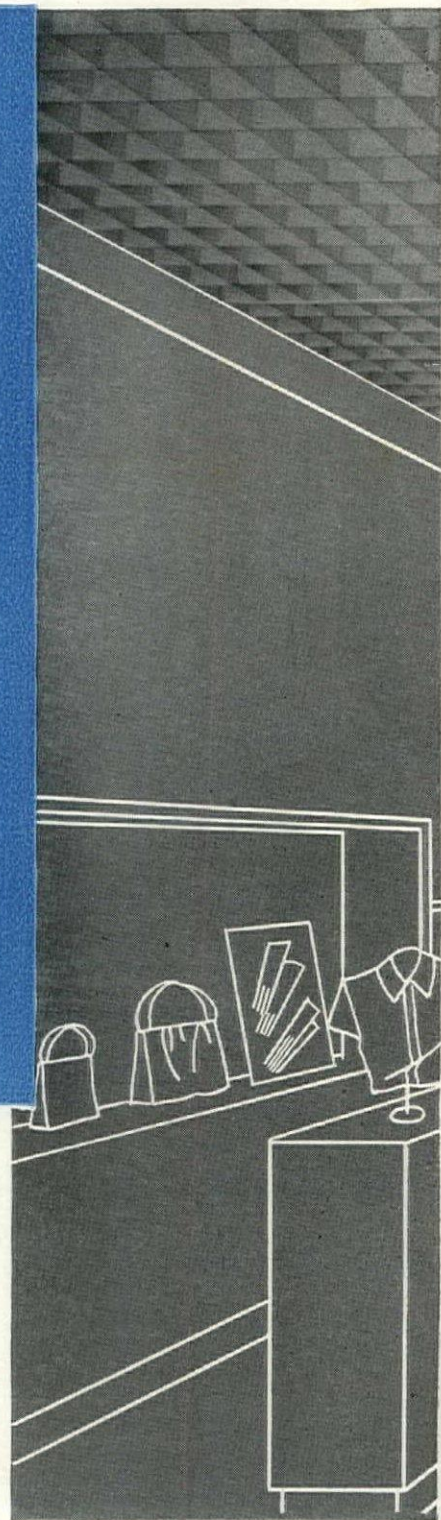


# New Decorative Alumigrid

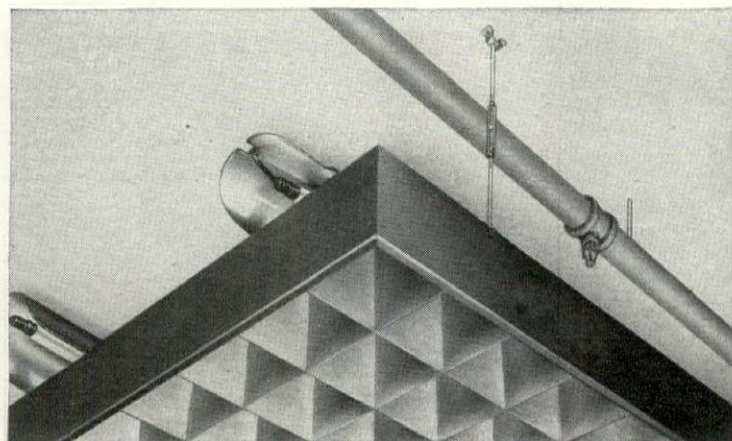
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**Kawneer's aluminum louvred ceiling—**

- Handsome, contemporary styling
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- Easy to install—Economical to use
- For new construction or remodeling

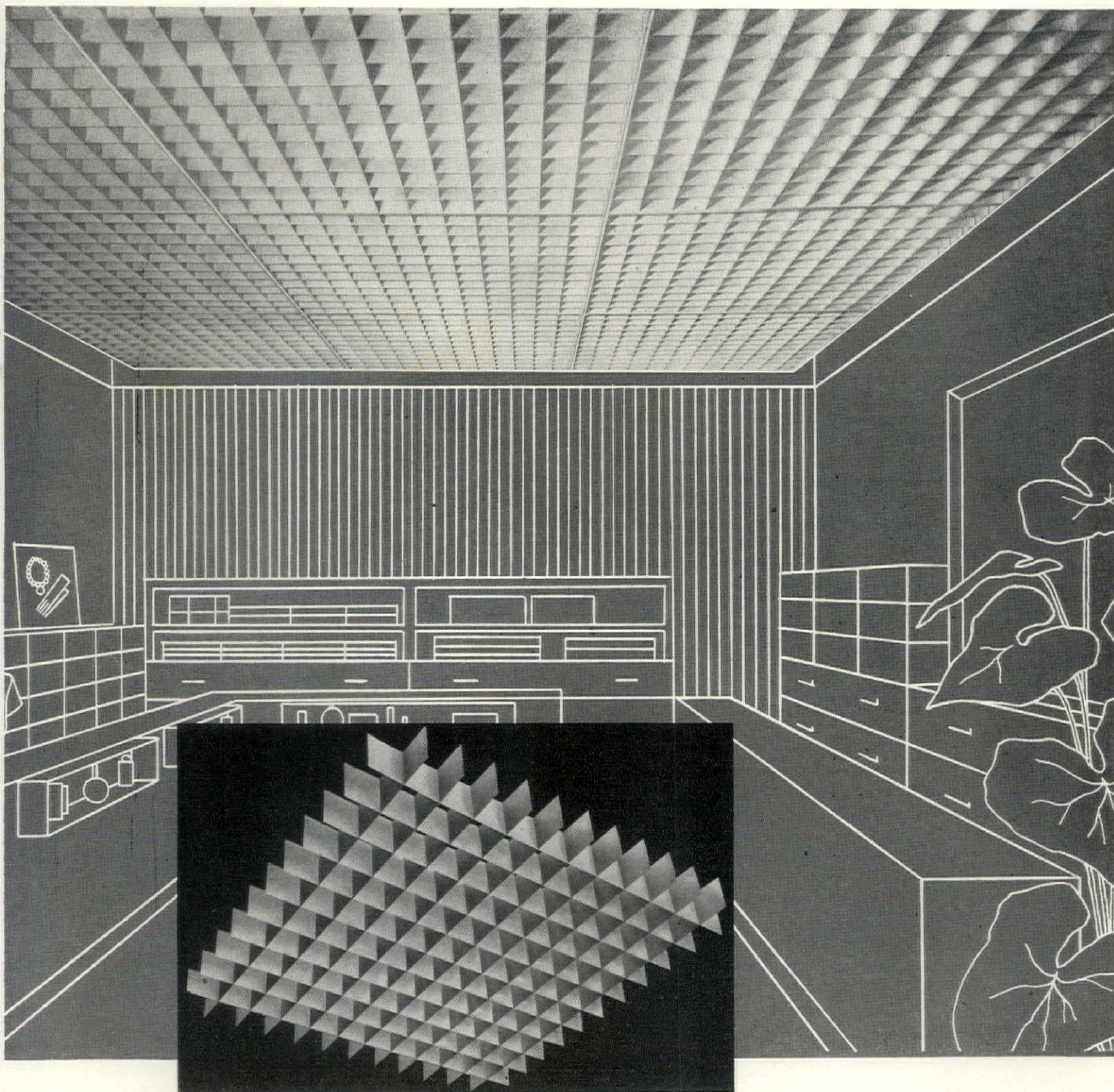


Easy-to-install Alumigrid units are 4-foot square and weigh only 10 pounds. Supported by a framework of aluminum rails, these units are easily lifted aside for re-lamping or maintenance work on ceiling elements above.



A perfect ceiling treatment for remodeling work or new construction, Alumigrid is suspended and anchored from the ceiling overhead. It conceals beams, pipes, ducts, sprinklers, and electrical systems.





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Alumigrid is easy and economical to install because it is suspended below the ceiling without interfering with its structural elements. The lightweight 4-foot square units are

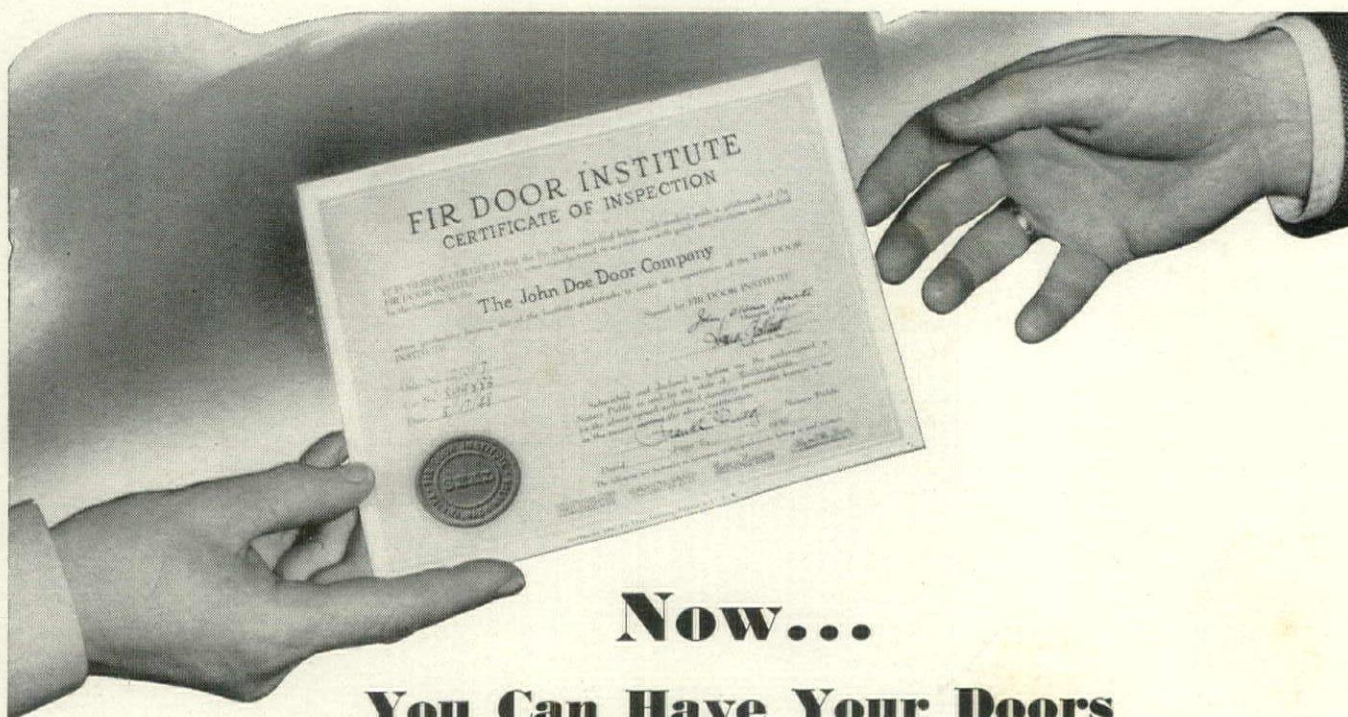
supported by a framework of aluminum rails which are securely anchored to the ceiling.

Each Alumigrid unit weighs only ten pounds and is quickly slid to one side for re-lamping or maintenance work on ducts, sprinklers and wiring.

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# Pittsburgh Steeltex

## REINFORCING FOR STUCCO SAFEGUARDS BEAUTY—REDUCES MAINTENANCE IN YOUR MODERNIZATION PROJECTS



Architect, William B. Wiener; Structural Engineer, E. M. Freeman and Associates; Contractor, Welch Construction Company

**Economical, effective modernization of Palais Royal Department Store, Shreveport, La., protected by positive reinforcing of Pittsburgh Steeltex for Stucco.**

The sleek, modern appearance of the Palais Royal Department Store at Shreveport, La. is more than skin deep. Back of it is the strength of Pittsburgh Steeltex Reinforcing for Stucco. This combination of welded wire fabric and a double ply backing guards against moisture penetration and minimizes stucco cracking—helps reduce maintenance costs.

On this job, 4" structural steel channels were first attached horizontally to the old structure. Then  $\frac{3}{4}$ " prong channels were installed vertically on 16" centers to support the Steeltex. Next, Steeltex in rolls 49" wide and 110½' long (50 sq. yds. each) was attached horizontally to the pronged channels. Three coats of stucco were applied to the Steeltex. The result—the owners are delighted.

Pittsburgh Steeltex for Stucco has proven equally successful on other large projects and small jobs as well. It is especially designed as a base to receive and hold wet stucco and to

furnish proper reinforcement through embedment of welded wire fabric in stucco. The square mesh provides resistances to strains from any direction. Steeltex is made of galvanized, cold-drawn steel wire, spot-welded on 2" centers. This fabric is attached to the double-ply waterproof backing by crimped stitch wires. The absorbent face of the backing develops a suction bond with wet stucco. The waterproof side assists in proper setting and curing and prevents moisture penetration.

There are many applications for Steeltex for Stucco—all of them will prove to your advantage in modernizing small and large buildings and in new construction too. For more information on how Pittsburgh Steeltex can be used to give you strong reinforcing for economical construction, write for your copy of our technical bulletin DS 131. Address Pittsburgh Steel Products Company, 3232 Grant Building, Pittsburgh 30, Pennsylvania.

**AVAILABLE NOW—Pittsburgh Steeltex for Stucco, Plaster, Veneer, Floors**

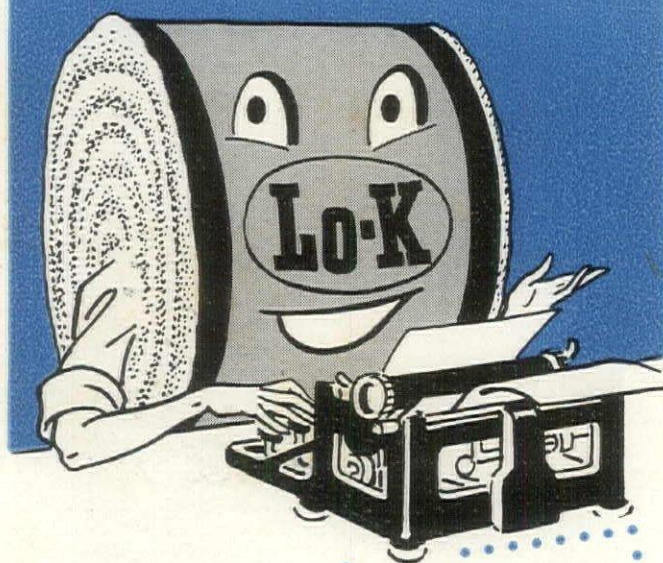
Background photo shows Steeltex for Stucco, one-third actual size

### Pittsburgh Steel Products Company

Subsidiary of Pittsburgh Steel Company



# Lo-"K" INSULATION



writes a new success story  
for contractors, architects  
and prefabricators

Contractors, architects and prefabricators who have sought for years to provide a better insulation at no increase in cost are now turning to Lo-"K" in force.

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Gentlemen: Please send me full information  
on Lo-"K" Cotton Insulation.

Name .....

Address .....

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## SPECIFICATION AN

The advertising pages of FORUM are the recognized market place for those engaged in building. A house or any building could be built completely of products advertised in THE FORUM. While it is not possible to certify building products, it is possible to open these pages only to those manufacturers whose reputation merits confidence. This THE FORUM does.

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## REAL Radiant Heating for Modern Schools



Drummondville High School, Drummondville, Quebec, Canada.  
Mr. A. Leslie Perry, Architect. Messrs. Wiggs, Walford, Frost  
& Lindsay, Consulting Engineers. Crittall Radiant Heating.

Crittall radiant heating is in modern schools the world over. Because it is real radiant heating, it offers certain definite advantages over any other system for schools, including:

1. Gentle, exhilarating, spring-like warmth.
2. Most healthful comfort.
3. No cold floor drafts.
4. No overheated air.
5. No radiators or registers.
6. No "radiator smudge."
7. Concealed coils.
8. Coils can cool in summer.
9. Low fuel cost.
10. Initial costs that are competitive with other first-class systems.
11. Installation methods that fit easily into construction job schedules.

BUT . . . to make sure of these advantages, you would be well advised to entrust the design and installation to those whose specialized knowledge and successful experience are beyond question. Otherwise, you may not get *real* radiant heating at all!

**Electrical** To solve your auxiliary heating problems, Crittall offers immediate shipment of *Medrae* electrical radiant heating panels. Size 24" x 36". Rated at 600 watts. Approved by Underwriters' Laboratories. Easy to install. Just plug in.

### Consult with CRITTALL

Through your architect and consulting engineer, you can have the benefit of Crittall's technical skill and 40 years of successful world-wide experience in the design and installation of radiant heating systems. Our full co-operation is yours for the asking.

## RICHARD CRITTALL

*Radiant Heating, Inc.*

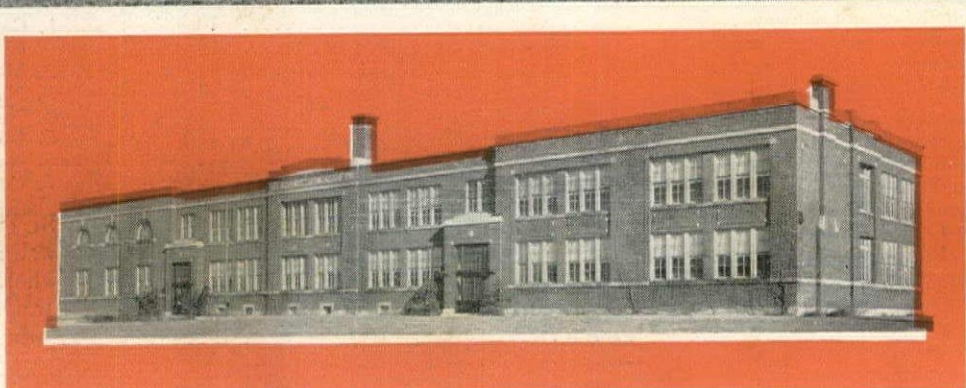
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# *After taking a beating for 20 years* this Koppers Roof is in fine shape



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*This Koppers Roof was completed on the Pere Le Moyne School, Syracuse, N.Y., in January, 1928, by the Sheridan Roofing Company of 821 West Fayette Street, Syracuse. Architect: A. L. Brockway.*

ability to heal themselves and seal themselves when small breaks occur because of expansion, contraction, settlement, or vibration of the building.

Let a Koppers Approved Roofer apply a Koppers Roof to your building and bond it for 20 years.

**KOPPERS COMPANY, INC.**



**PITTSBURGH 19, PA.**

## **KOPPERS SUPPLIES MANY KINDS OF WATER-REPELLENT, CORROSION-RESISTANT COATINGS.**



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(2) Bitumastic Protective Coatings for pipe, structural steel



and other metal, concrete, masonry and insulation. (3) Plastipitch Protected Metal for roofing and siding of industrial and farm buildings



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# The ELJER Crystal Fountain



THE CRYSTAL  
FOUNTAIN  
B-4595  
Width—11"  
Projection from Wall—11½"

**Chrome-Plated Fittings  
with Non-Squirting  
Bubbler**

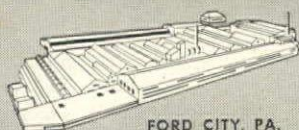
- Vitreous China
- Easy to Clean
- Easy to Keep Clean
- Automatic Stream Regulator
- Sanitary Bubbler
- Chrome-Plated Fittings
- Trouble-Free Strainer
- Moderate Price

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When planning, building or remodeling most all types of structures, you can wisely recommend extra Eljer Crystal Fountains in convenient locations at small additional cost. No other fountain in a comparative price range offers the features of the Eljer Crystal . . . and it's a money-maker, too. For complete information, see your Eljer Distributor or write Eljer Co., Ford City, Pennsylvania.

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