

THE  
ARCHITECTURAL  
FORUM

INCLUDING "BUILDING MONEY"

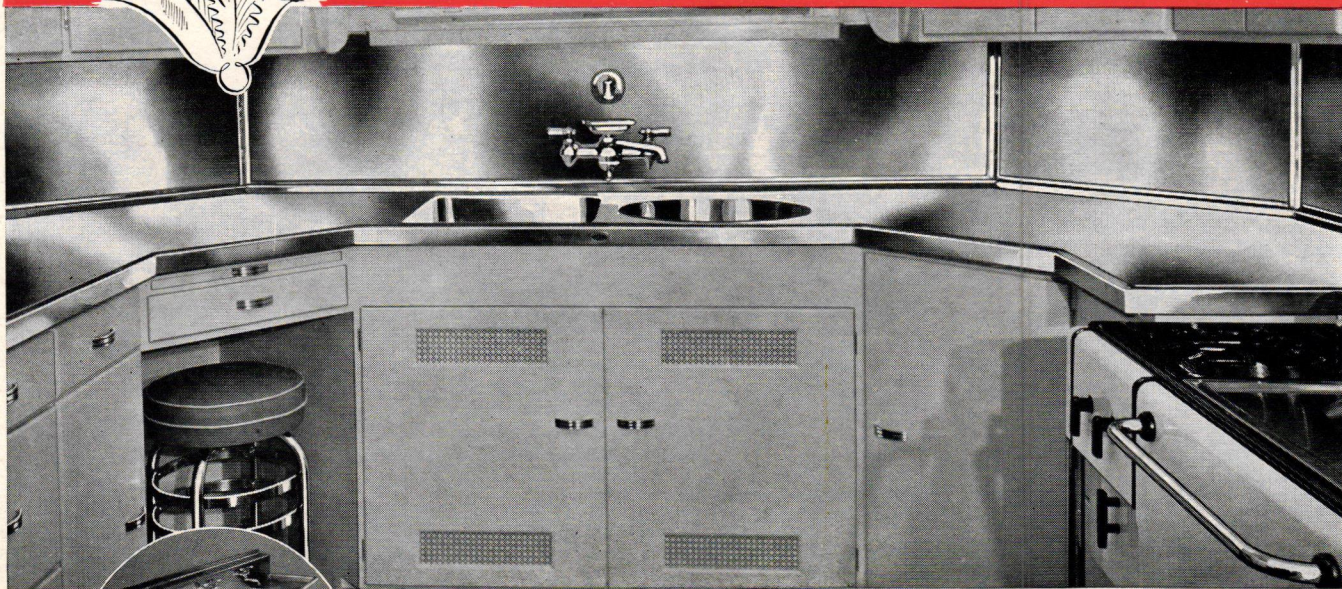
MARCH, 1937

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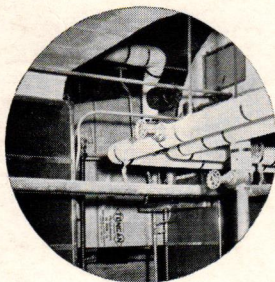
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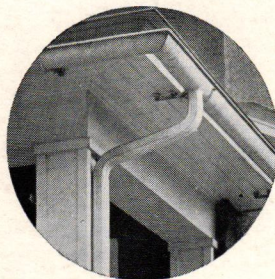
*Please the woman  
and the plan is sold*



*Laundry tubs of gleaming ENDURO Stainless Steel brighten the laundry — are the pride and joy of housewives.*



*\*Toncan Copper Molybdenum Iron resists rust — insures long life and low cost for ducts and piping.*



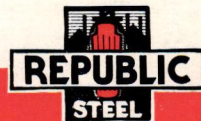
*Roofing, flashing, eaves troughs, conductor pipes, etc., will last years longer when made of Toncan Iron. See Sweet's.*

● "Cherchez la femme"—and win her approval of your plans through the generous use of Republic \*ENDURO Stainless Steel.

Suggest a bright, cheerful kitchen with a lustrous sink and drain, work and back boards of clean, sanitary, stainless ENDURO. It will not cost as much as you or she might think—and, even though it does mean a few dollars more than the cost of less durable, less attractive materials, it will be more than worth it to the home owner and to you in the increased satisfaction produced.

ENDURO—the same perfected stainless steel that is being widely used throughout industry wherever sanitation, cleanliness, beauty and long life are desired—is available in a variety of products and shapes for building purposes. See Sweet's for detailed information and write us for names of fabricators and manufacturers.

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



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*Editor, Howard Myers; Managing Editor, Ruth Goodhue; Associates, George Nelson, A. C. Shire, Cameron Mackenzie, Paul Grotz, Madelaine Kroll Thatcher, Peter Lyon, Henry N. Wright, Nadia Williams, John Belnert.*  
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