

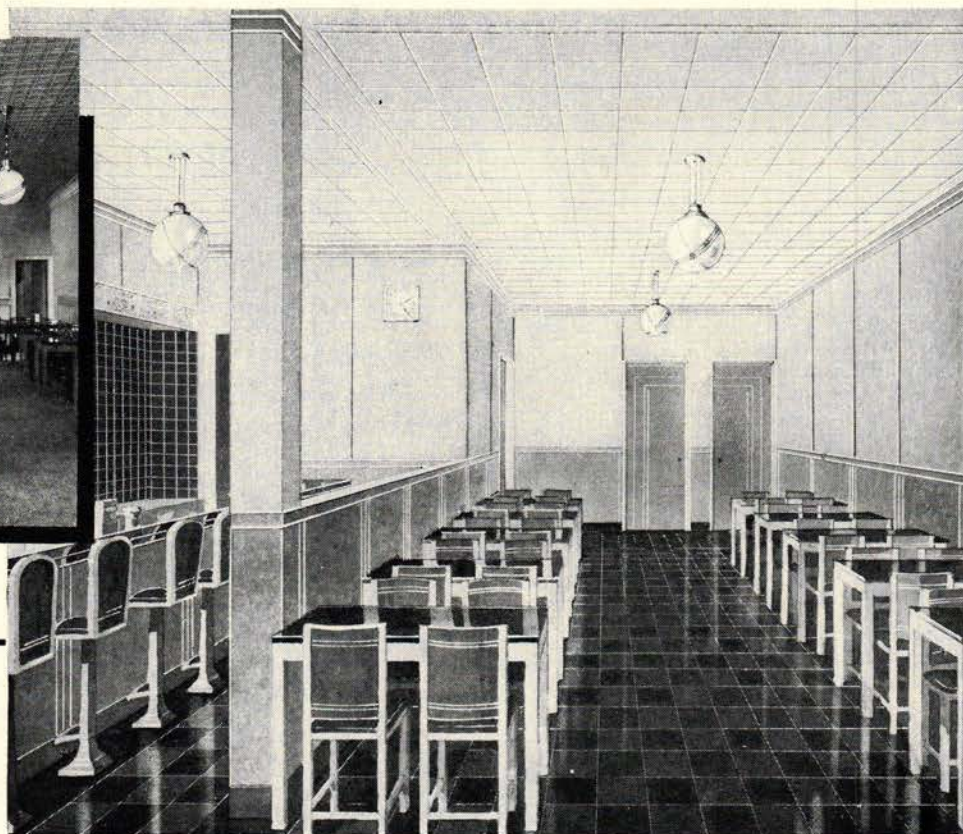


THE
ARCHITECTURAL RECORD
1935

10

Johns-Manville modernizes a Main Street Restaurant

AS IT WAS AS IT WILL BE



**A transformation
made possible by the
low cost of these
Johns-Manville
materials**



CEILING

J-M Decorative Ceiling Tile

... Design C-1, natural light cream. J-M Decorative Insulating Board is available in three pleasing Ceiling Tile patterns. Applied quickly, easily, over old ceilings at approximately half the cost of replastering.



WALLS

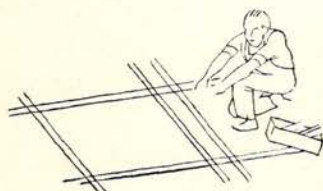
J-M Asbestos Flexboard

... green wainscot, buff above. Flexboard is asbestos, but works like wood. Its four colors go all the way through. It is permanent, fireproof. And installed cost is as little as 30 to 35 cents per sq. ft.



J-M Asbestos Wainscoting

... in black, tile design (wall back of lunch counter). Furnished also in other plain colors, amazingly tile-like in looks, wearing qualities. Marbleized designs also available. Applied with hammer and saw, over old walls.



FLOOR . . . J-M Asphalt Tile Flooring

... in mahogany and tan, black border. J-M Asphalt Tile Flooring is resilient; comfortable to walk on. Extremely durable. Easily kept clean. It thrives on heavy store traffic. Available in many attractive colors, both plain and marbleized.



TO enjoy the pleasure, and profit, of modernizing Main Street's out-of-date restaurants, introduce their owners to Johns-Manville remodeling materials. Low in cost, they bring modernization within the reach of almost *any* client.

Our new catalog describes J-M remodeling materials for *all* types of structures. Let us send you a copy, and tell you also about our deferred payment plan. Address Johns-Manville, 22 East 40th Street, New York City.



THE ARCHITECTURAL RECORD

VOLUME 78 NUMBER 4 OCTOBER, 1935

SPEEDWAY BELOW LINCOLN MEMORIAL IN WASHINGTON, D. C.
Photograph by Sigfrid Larson

Frontispiece

FHA MODERNIZATION CREDIT PLAN OFFERS OPPORTUNITIES TO
ARCHITECTS. By Stewart McDonald, Acting Federal Housing Ad-
ministrator

207, 208

"MODERNIZE-MAIN-STREET" COMPETITION AWARDS

209

PRIZE WINNERS—PORTRAITS AND BIOGRAPHICAL SKETCHES

210

PRIZE-WINNING DESIGNS IN "MODERNIZE-MAIN-STREET" COM-
PETITION

Problem A—Drug Store

211-223

Problem B—Apparel Shop

224-239

Problem C—Food Store

240-254

Problem D—Automotive Sales-and-Service Station

255-266

PORTFOLIO OF COMMERCIAL BUILDINGS AND SHOPS

Real Estate Office and Apartment Building, Palm Springs, California,
for Dr. J. J. Kocher, by A. Lawrence Kocher and Albert Frey • Mod-
ernized Rooms in a Chicago Hotel—J. R. Davidson, Designer •
Storm King Theater and Shops, Cornwall-on-Hudson, New York—
Erard A. Matthiessen, Architect

267-282

BUSINESS PICK-UP BRINGS REVIVAL IN STORE BUILDING. By
L. Seth Schnitman, Chief Statistician, F. W. Dodge Corporation

33, 34 (adv.)

THE ARCHITECT'S LIBRARY

25 (adv.)

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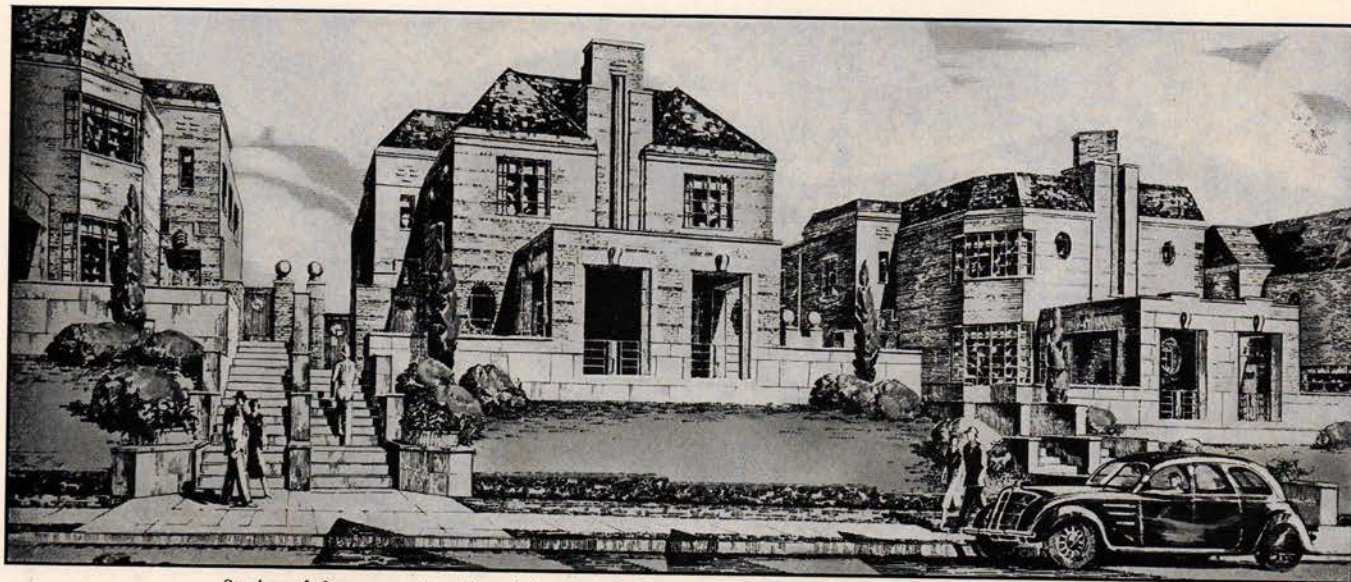
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The World's First Large Home Development WITH *Complete Year-round Air Conditioning*



Section of the community of semi-detached dwellings equipped with year-round G-E Air Conditioning now being completed in Washington, D. C., by Washington Builders, Inc., Harry Sternfeld, Architect.

THERE is pleasing variety in the appearance of forty-eight semi-detached homes which Washington Builders, Inc., are erecting on a tract overlooking Rock Creek Park, but all the houses have at least two things in common: They sell for less than \$12,000, and they have complete summer-and-winter General Electric Air Conditioning.

The G-E equipment comprises a Gas Furnace, a Central Plant Air Conditioner and a Condensing Unit. The air conditioning system is laid out with dampers so that in summer the first floor may be cooled during the day and the second floor at night.

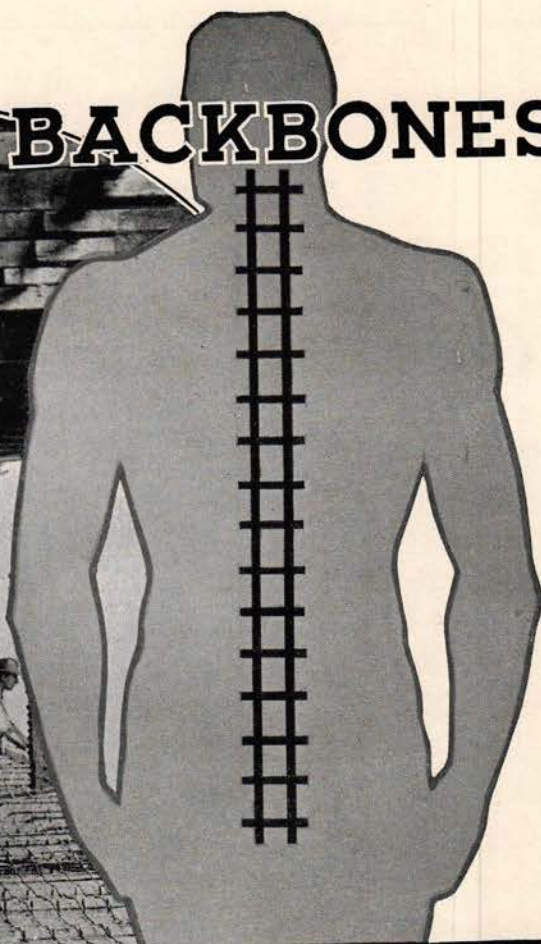
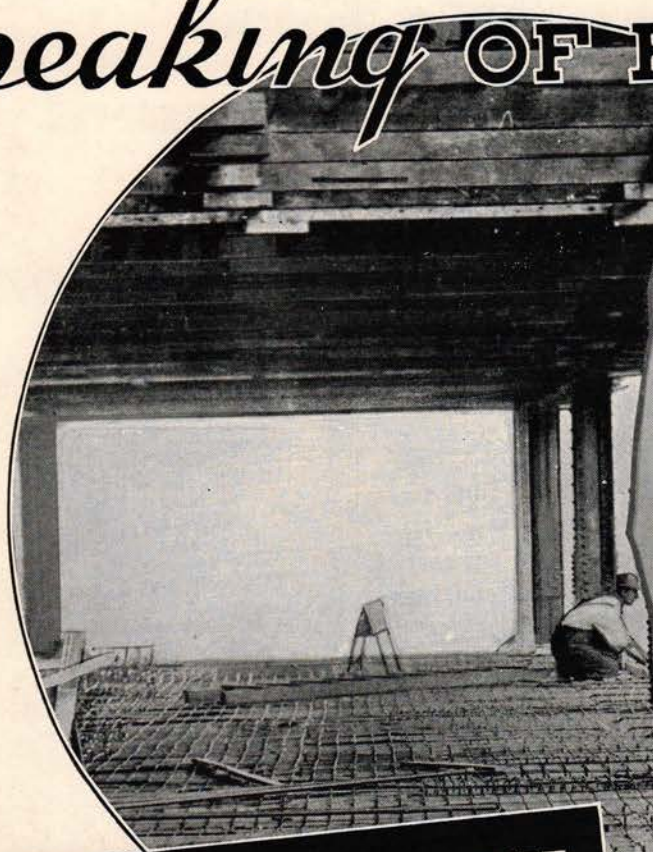
Frank Koplin, head of Washington Builders, Inc., believes that homes without air conditioning will soon be obsolete. He is providing it now because purchasers want it and the cost is much less than after a house is built. He is stressing health and comfort factors and the economical operation of G-E Air Conditioning.

And (note this, progressive architects) he is selling these fully air conditioned houses at a price comparable with that asked a year or two ago for houses of similar grade with only ordinary steam heating.

Architects will find in the complete and flexible line of G-E Air Conditioning equipment exactly what is needed for any home. A unique dealer service in your town, with G-E-trained engineers, works with you on any phase of air conditioning. For details see G-E Air Conditioning section in your 1935 Sweet's Catalog. Or write to General Electric Company, Air Conditioning Dept., Division 42416, Bloomfield, N. J.

GENERAL  ELECTRIC AIR CONDITIONING

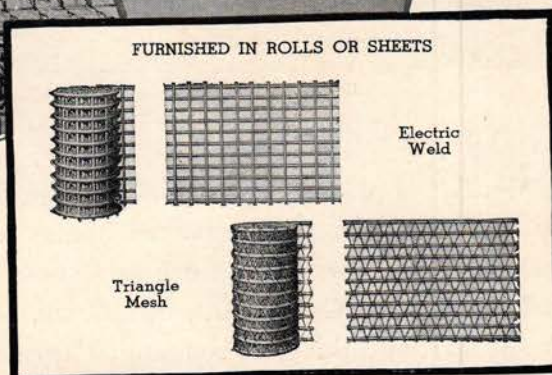
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Backbone of
FLOOR SLAB CONSTRUCTION*

WHATEVER the method employed in constructing a concrete floor, there is one reinforcing material that meets all requirements. It is American Steel & Wire Company Wire Fabric. This giant backbone of permanence reinforces the slab in every direction, and that means a long life floor. The closely spaced wire members bind the slab

AMERICAN STEEL & WIRE COMPANY
WIRE FABRIC
THE STEEL BACKBONE OF CONCRETE



together thereby safeguarding every penny invested in construction costs. Equally important, this "backbone" is easily and quickly placed—lays flat—is convenient to handle. The time and labor saving, alone, is a big item. On your next job, be sure to command all of these advantages. By specifying American Steel & Wire Company Wire Fabric, you make certain of the reinforcing result—and you also get perfect service and cooperation.

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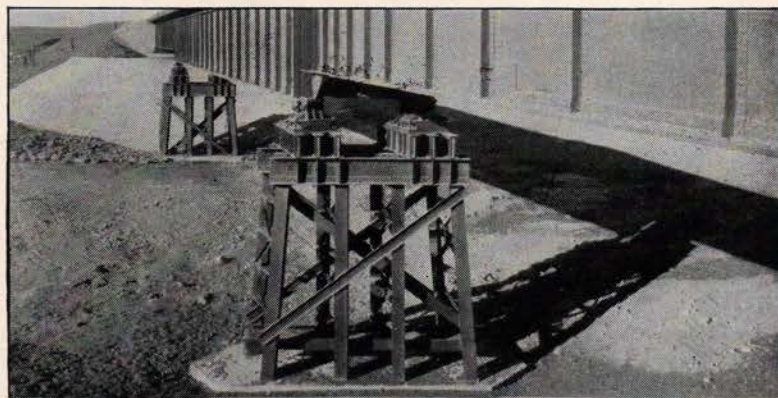
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United States Steel  *Corporation Subsidiary*



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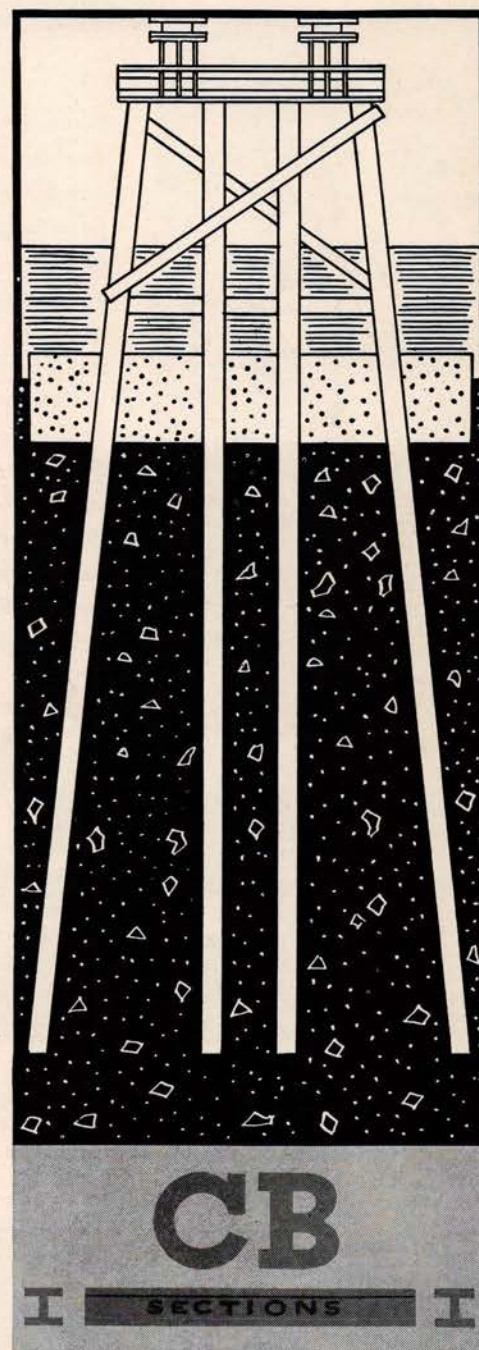
Penetration down to seventy-five feet has been successfully secured with CB Bearing Piles, thus insuring firm and substantial bearing far below the regions of scour. For safety and for economy, investigate CB Bearing Piles for those locations where stream beds are subject to change. Engineering data will be supplied upon request.



IN SPOTS LIKE THIS . . . Here the unusual penetration obtainable with CB Bearing Piles in a sandy stream bed permits material changes due to scour without exposing enough of the piles to minimize their stability or load capacity.

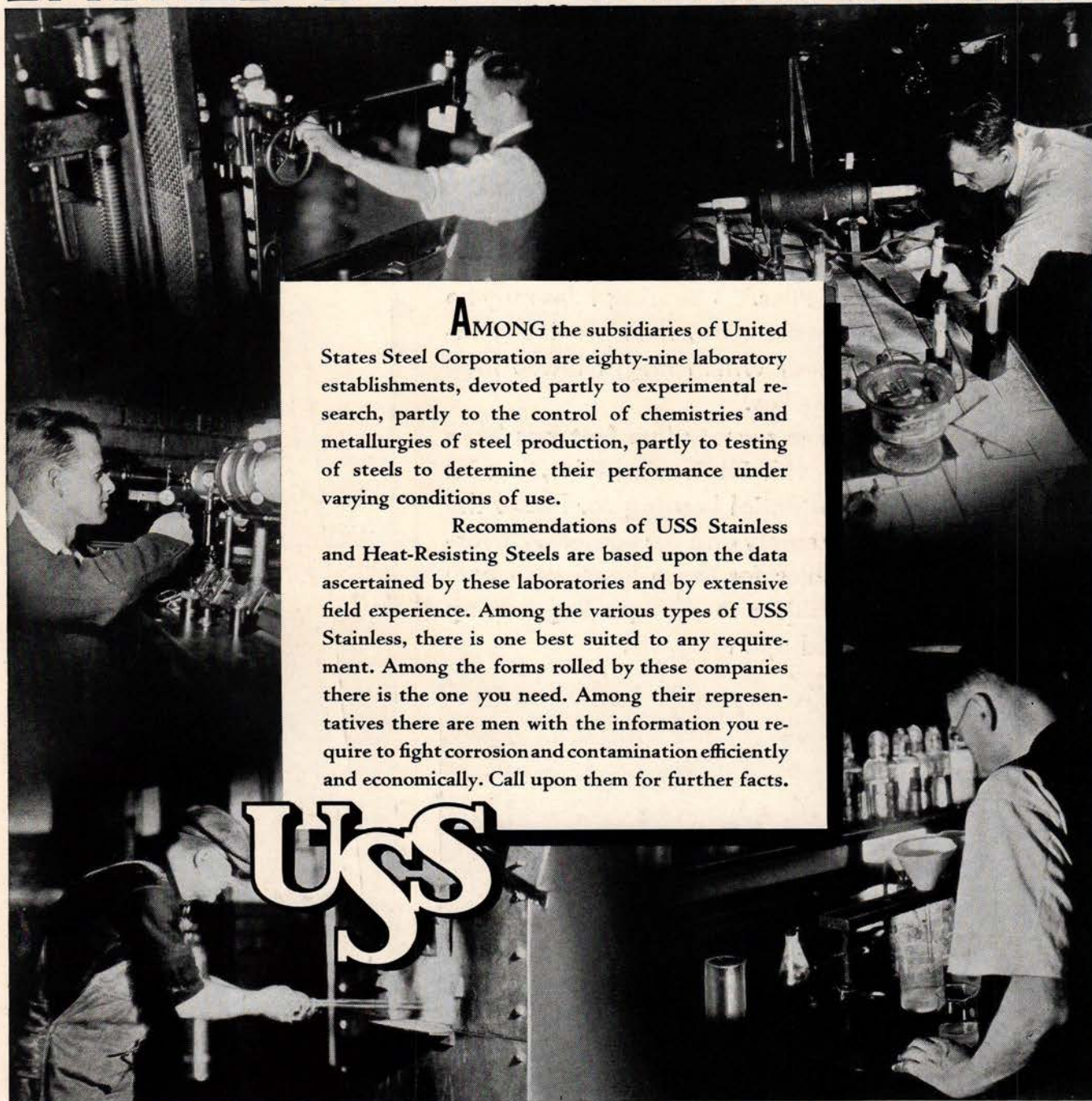
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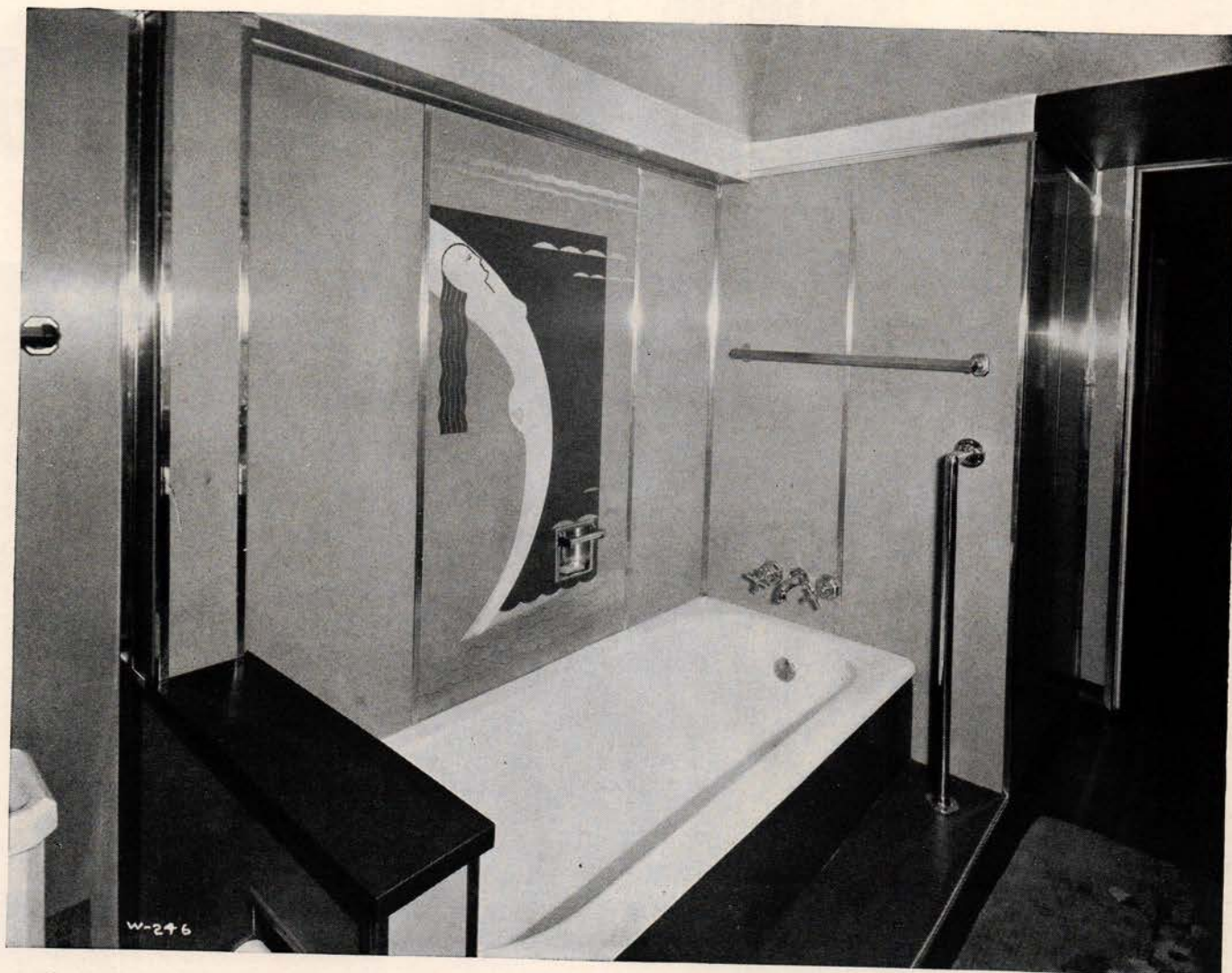
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A NEW IDEA *for* BATH ROOMS

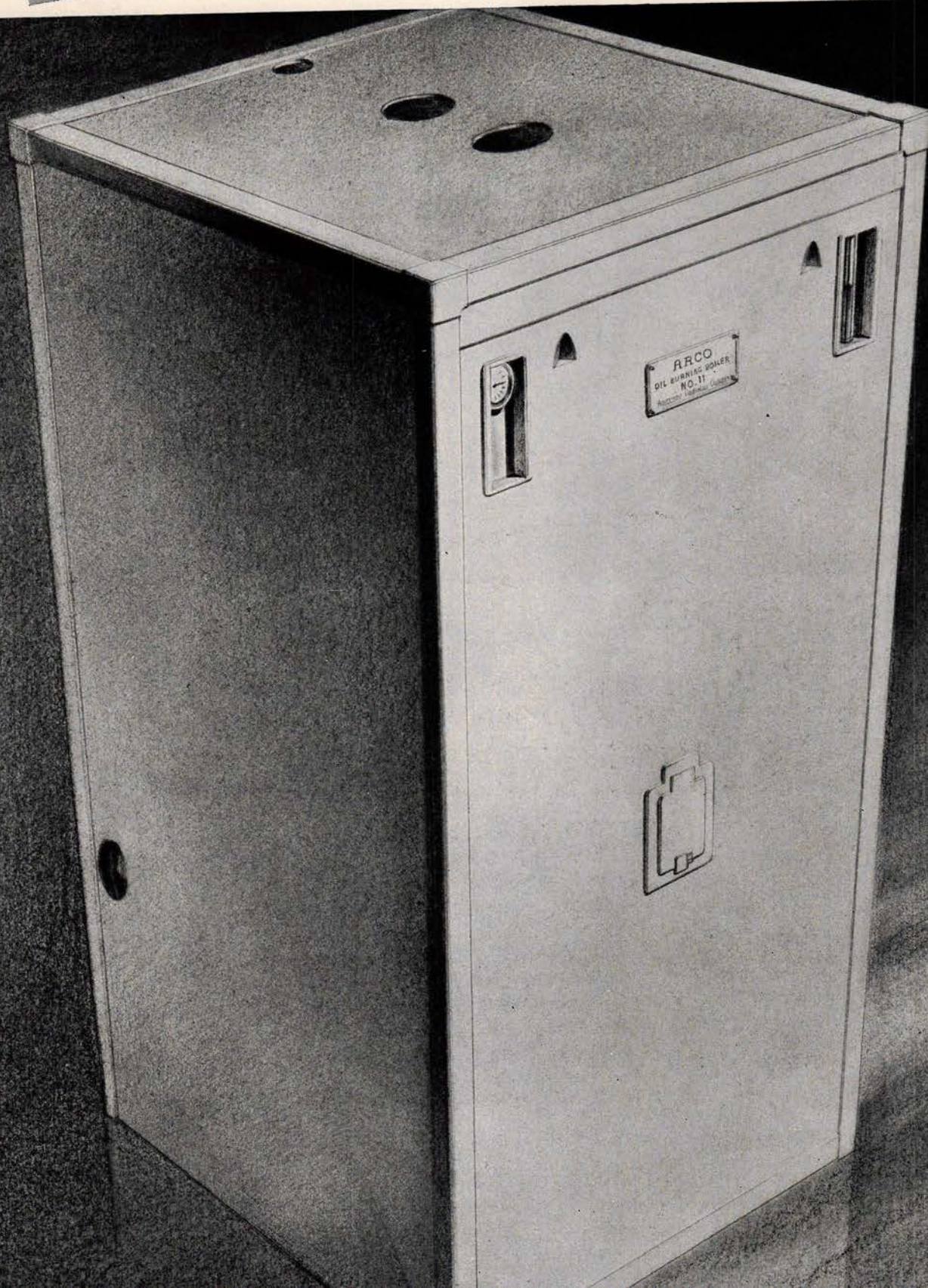
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NEW interest and attractiveness is possible for bathroom walls if the architect uses Formica with inlays in metal or in contrasting colors of Formica itself. . . . Nymphs, fishes, boats—simple silhouette designs of all kinds—can be pressed permanently into this handsome wall sheet when it is made. . . . The picture shows a bath room designed for Don Gardner, of Cincinnati, by Ward Franklin. . . . The house also has kitchen walls covered with Formica, Formica inlaid faces on the built-in electric clocks in several rooms, and Formica shelving and window stools. . . . Let us send you all the facts.

THE FORMICA INSULATION COMPANY
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FORMICA FOR BUILDING PURPOSES

A **NEW** OIL BURNING boiler joins the



products in the complete line of

NO. 11 ARCO

OIL BURNING BOILER
for small homes

*Designed especially to meet the
requirements of automatic heat-
ing in small homes*

*Winter and summer hot water
supply and other necessary ac-
cessories are built in*

*Available with regular or ex-
tended jacket completely enclosing
burner and all controls*

AMERICAN RADIATOR HEATING SYSTEMS

- In the new No. 11, the small home now has a *small*, cast iron, oil burning boiler that is not a makeshift, but was designed specifically to meet the requirements of automatic oil heating.
- The No. 11 is a companion to the famous No. 12. It includes all the features of the No. 12, plus new features developed through field work and research. The design of the sections for example is such that the boiler can lose a considerable amount of water before the line will drop appreciably. This overcomes a common cause of trouble in automatic heating where the boiler is rarely looked after.
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- Like all other heating products in the complete line of American Radiator Heating Systems, the No. 11 Oil Burning Boiler is backed by the resources of the world's largest manufacturer of heating equipment. Its performance is assured by the best known name in heating.

AMERICAN RADIATOR COMPANY

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Division of AMERICAN RADIATOR & STANDARD SANITARY CORPORATION





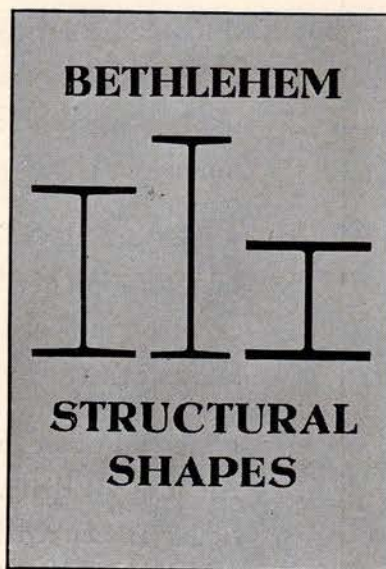
ALLY OF THE ENGINEER

IN transforming his ideas into reality the engineer must call upon skilled collaborators. Chief among them is the steel plant which supplies the structural shapes and other steel products that are necessary before the plans can take material form.

Whatever the structural-steel requirements of the project, engineers and contractors find Bethlehem a prompt and dependable source of supply.

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★ The famous Bethlehem Wide Flange Sections, which revolu-



tionized structural-steel practice when they were introduced by this company a quarter-century ago.

★ A full line of American Standard Shapes.

★ And, supplementing these heavier structurals, Bethlehem Light Sections—beams, columns, joists and stanchions—which in many types of construction offer possibilities of large savings in the use of steel.

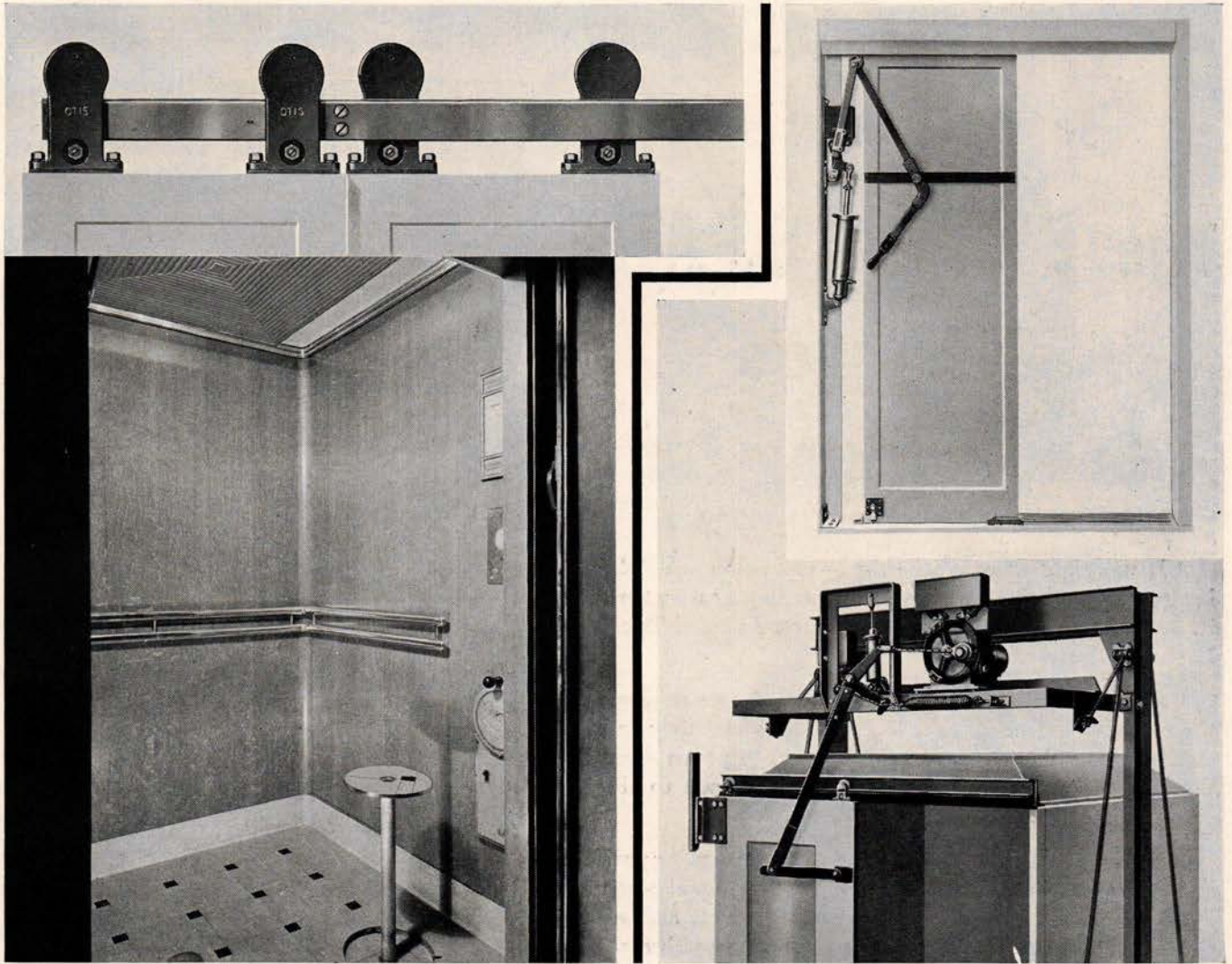
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In order to make sure that not only the elevator machinery but a complete elevator installation of Otis quality is available, Otis has manufactured cars, car doors, door hangers, and door-operating devices for a number of years. Into this apparatus goes the same quality of materials and workmanship as into the Otis Elevator itself.

In designing cars and car doors not only quality of workmanship but also styling and design are important. And Otis craftsmen have developed a wide variety of modern treatments. From these you may choose a design that harmonizes with the architectural treatment of your building. Or, if you wish,

you can have any special design executed. Cars are available in metal, wood and metal, or all wood.

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Your local Otis office will be glad to furnish complete details on any of the apparatus mentioned above. And may we suggest that you get an Otis proposal before buying any of this equipment for either an elevator installation or an elevator modernization project?

Otis Elevator Company

+ Found!

The EXTRA SPACE Everyone's Been Looking For

It was right there all the time—just below the sink and lavatory. Crane Co. discovered it by putting a cabinet around it. And that is how the Crane SUNNYSIDE Sink and TUCAWAY Lavatory came into being.

In new buildings these cabinet units reduce or eliminate the necessity for special closets. In old buildings they provide storage space where none existed before. They even eliminate the necessity for towel bars on the walls, or add to already existing capacity.

There's plenty of space for towels, soaps, cleaning powders and the overflow from the medicine cabinet. Towel bars may be had in two styles—heavy cast brass brackets and square chromium plated bars, or steel brackets and round brass rods, chromium plated or painted white. Heavy-gauge steel walls, bottom and shelf. Baked enamel finish. Perforated openings for ventilation in back. Steel sub-base with recessed toe space. Chromium plated hardware.

In apartments, stores, offices, homes—these cabinet lavatories equipped with regular Crane CORWITH bowl and fixtures, will immediately appeal to tenants and owners because of their great utility, their fine appearance. On display in all Crane showrooms.



+ Crane CORWITH-TUCAWAY Lavatory



+ Crane SUNNYSIDE Cabinet Sink

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MEETS SEVERAL IMPORTANT NEEDS

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Insulates against the passage of heat—assuring more comfortable rooms the year

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by
Sturtevant
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...and in the new
U. S. NAVAL HOSPITAL



All the Navy's money is not spent on dreadnaughts and destroyers . . . The beautiful, modernly equipped new Naval Hospital at Philadelphia is the latest proof of Uncle Sam's concern for the health of the officers and men of his fleets. Walter T. Karcher and Livingston Smith were the architects of this magnificent new addition to the modern hospitals of America. • In the illuminating system Macbeth "Florentine" Monax Globes were used for the major lighting units and

smaller units of Monax were selected for corridor lighting and other purposes. The "Florentine" Monax Globe is a very efficient and attractive unit, rating an overall efficiency of 82.5% by I.E.S. specifications. It is approved for use in accordance with specifications of the Supervising Architect's Office, U. S. Treasury Department. Detailed analysis will be sent upon request. MACBETH-EVANS GLASS COMPANY, Illuminating Division, Charleroi, Pennsylvania.



MACBETH



Monax Illuminating Globes

ANNOUNCEMENT

of winners

"MODERNIZE MAIN STREET"

Competition



● On August 26, there met at Lake Champlain a Jury of Award composed of the following seven men representative of leading contemporary thought in architecture, design and merchandising: Professor Melvin Thomas Copeland, Harvard University; J. Andre Fouilhoux, New York City; Albert Kahn, Detroit; William Lescaze, New York City; John W. Root, Chicago; F. R. Walker, Cleveland and Kenneth C. Welch, Grand Rapids, Michigan.

After a two day session in which were considered hundreds of designs submitted by the more than 3,000 entrants in the Competition, the following awards were made:

FIRST PRIZES

- To M. Righton Swicegood, New York City, \$1,000 for the best design for modernizing a drug store.
- To Suren Pilafian and Maurice Lubin, New York City, \$1,000 for the best design for modernizing an apparel shop.
- To G. Foster Harrell, Junior, New York City, \$1,000 for the best design for modernizing a food store.
- To Alfred Clauss, Knoxville, Tennessee, \$1,000 for the best design for modernizing an automotive sales and service station.

SECOND AND THIRD PRIZES

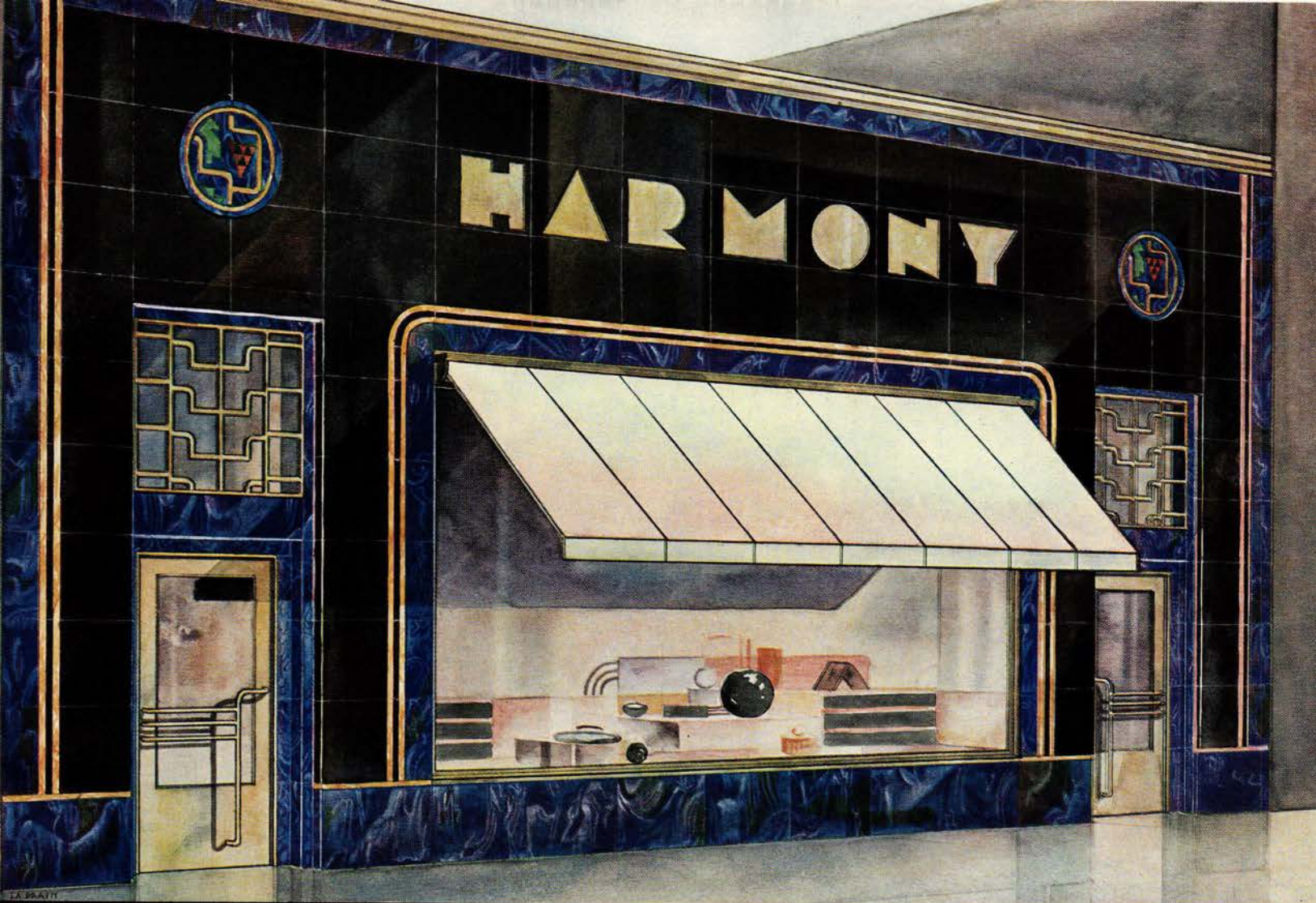
- To G. Foster Harrell, Junior, New York City, \$750 and to Nicholas B. Vassilieve, New York City, \$500, for the second and third best designs, respectively, for modernizing a drug store.
- To Lester Cohn, Chicago, \$750, and to Raoul L. Dubrul and Harry J. Trivisonne, New York City, \$500, for the same awards for modernizing an apparel shop.
- To A. Waldorf and S. T. Katz, Brooklyn, \$750, and to J. R. Sproule, Seattle, Washington, \$500, for the same awards for modernizing a food store.
- To Suren Pilafian and Maurice Lubin, New York City, \$750, and to Isadore Shank, St. Louis, Missouri, \$500, for the same awards for modernizing an automotive sales and service station.

HONORABLE MENTIONS

each award including a cash prize of \$50

- For Drug Store designs: Harry Lon Ross, Philadelphia, Pennsylvania; Michael Auer, New York City; Isadore Shank, St. Louis, Missouri; Morrison Broun, New York City; Montgomery Ferar, Detroit, Michigan; Melvin L. Wolfson, Oak Park, Illinois; Verner Walter Johnson, New York City and Phil Birnbaum, Far Rockaway, New York; Robert F. McClelland and Victor N. Jones, Seattle, Washington; William Tuntke, Hollywood, California.
- For Apparel Shop designs: J. R. Sproule, Seattle, Washington; Irwin A. Sugarman, Chicago, Illinois; Anthony S. Ciresi, Cleveland, Ohio; Herbert L. Rodde, Chicago, Illinois; Lewis Eugene Wilson, Edwin Ellison Merrill and Robert Evans Alexander, Los Angeles, California; Joseph M. Hirshman, New York City; Orlo Heller, New York City; John Hironimus, New York City; Max Feldman, Ralph E. Leff and Harry Gottesman, New York City; J. Gordon Carr, Brooklyn, New York; George E. Recher, Chicago, Illinois; Donald M. Douglass, Georgetown, Connecticut.
- For Food Store designs: Sigismund J. Von Rosen, New York City; Nowland Van Powell, St. Louis, Missouri; Maurice Lubin and Suren Pilafian, New York City; Royal Barry Wills and Hugh A. Stubbins, Boston, Massachusetts; Charles DuBose, New York City; Maitland C. Harper, Woodside, Long Island, New York; J. Gordon Carr, Brooklyn, New York; H. K. Brig, Chicago, Illinois; Edward Hedberg, Homewood, Illinois; Carl Maas, New York City; Theo. B. Voyvodick and Jos. J. Pankuch, New York City.
- For Automotive Sales and Service designs: Thomas D. Taro, East Orange, New Jersey; G. McLaughlin, S. C. Reese and L. Berg, Knoxville, Tennessee; Henry T. Aspinwall and Paul F. Simpson, Great Neck, Long Island, New York; Charles DuBose, New York City; J. R. Sproule, Seattle, Washington; A. Albert Cooling, Los Angeles, California; Horace Hartman and George Wright, Detroit, Michigan; Victor Spector, Chicago, Illinois.

The uniformly high quality of the designs submitted was most gratifying to the sponsors, to the jury, and to the Architectural Record, which conducted the competition with Kenneth K. Stowell, A.I.A., as professional advisor. The widespread interest shown was considered particularly significant, for it presages new and profitable architectural activity in the several representative fields covered by the competition's program. We extend our sincere congratulations to the winners and our equally sincere appreciation of the effort expended by all competitors. The winning designs are reproduced in the October Architectural Record and will be released for general publication shortly thereafter. Checks have been mailed to all winners.



Beautify and Modernize for Permanence with **VITROLITE**

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"BETTER THAN MARBLE"

The *Colorful* Structural Glass



A LIBBEY • OWENS • FORD PRODUCT

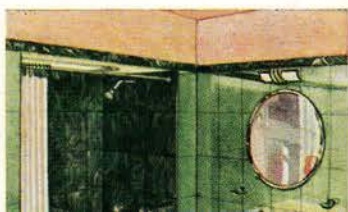
Tear out and mail

Vitrolite Division, Libbey-Owens-Ford Glass Co.
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(I-10)

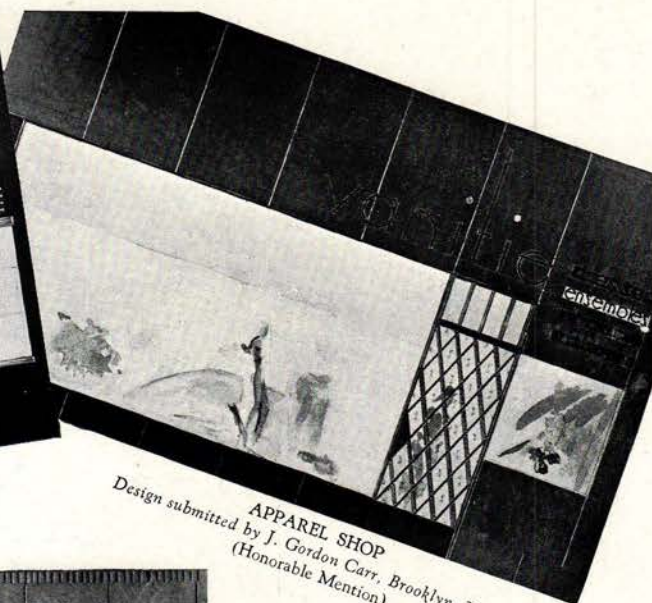
Please send New Vitrolite Color Chart of 16 colors—10 solid hues, 6 agate shades, and various surface effects—together with:

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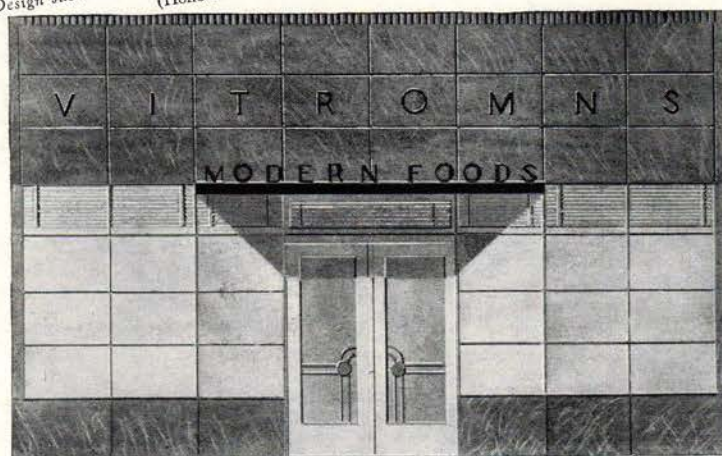




DRUG STORE
Design submitted by Montgomery Ferar, Detroit, Michigan
(Honorable Mention)



APPAREL SHOP
Design submitted by J. Gordon Carr, Brooklyn, N. Y.
(Honorable Mention)



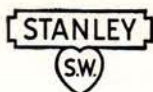
FOOD STORE
Design submitted by Maitland C. Harper, Woodside, Long Island, N. Y.
(Honorable Mention)



Stanley Magic Doors
Photoelectric Control

WINNING DESIGNS MODERNIZE THE ENTRANCE DOORS

STANLEY MAGIC DOORS



The business-building effect of a modern, attractive store front is materially dampened when a customer finds it necessary to struggle with a heavy, unresponsive entrance door. Three winners of the contest described elsewhere in this publication have made it easy for customers to enter and leave the store. Their store entrances are truly modernized with Stanley Magic Doors.

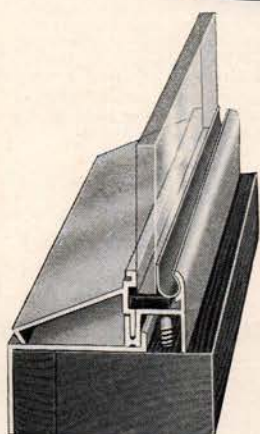
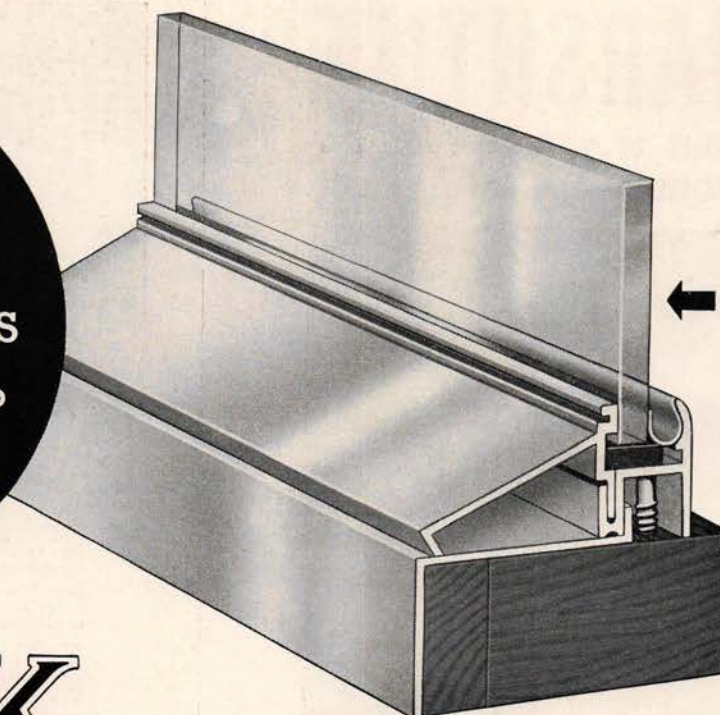
These completely automatic doors operate when a ray of light, falling on a photo-electric cell is interrupted. The door opens and remains in that position until the person passes through, then closes automatically.

Send for descriptive folder No. B77 which gives details and actual installations. Also ask for Don Graf Data Sheets on Stanley Magic Doors.



THE STANLEY WORKS — ELECTRIC DOOR DIVISION — NEW BRITAIN, CONN.

**ENTIRELY
NEW**
ONLY THREE PARTS
Continuous Spring Grip
—Interlocking Face
and Gutter



Note how spring gives continuous, resilient grip — exerts full even pressure along the entire edge of glass. Store front construction reduced to utmost simplicity!

PATENTS PENDING AND APPLIED FOR



KAWNEER ANNOUNCES THE FIRST FUNDAMENTAL CHANGE IN STORE FRONT CONSTRUCTION SINCE 1905!

THIRTY YEARS AGO Kawneer pioneered the first resilient, rustless-metal store front and established principles since followed by the entire industry. TODAY Kawneer breaks with the past again—presents an entirely new and superior store front construction.

Kawneer's new Store Front Sash consists of only 3 parts; a self-supporting gutter, an interlocking face member, and a sturdy resilient, and continuous spring—which, when inserted in the gutter, pushes the glass outwardly against the face member. This change brings important advantages: (1) Perfect miters and sight lines because the glass is aligned with the face member instead of the gutter, as in the past. (2) The use of glass of varying thicknesses without difficulty on the same job since the glass lines up on the outside face. (3) Elimination of caps. (4) Continuous spring grip, absolutely even pressure—avoiding concentration, one of the most common causes of glass breakage. (5) Greater

ease, precision and economy of installation. (6) Self-supporting sash. (7) Better drainage and ventilation. (8) Attractive modern lines.

This new sash is available in extruded sections of aluminum or bronze. Accompanying bars and other members are designed to harmonize. Kawneer has full alumilting equipment, and is prepared to offer complete and quick service on any practical finish.

If you are interested in better store fronts it will pay you to investigate this important new addition to the Kawneer line of rustless-metal store front materials, sold through authorized Kawneer dealers in all principal cities.

Kawneer
STORE FRONT CONSTRUCTION
NILES, MICHIGAN



GET MORE DATA!

Check items desired, write name and address in border and mail to The Kawneer Company, Niles, Michigan.

- ☐ Literature on new Kawneer Store Fronts. ☐ Architect's details.
- ☐ Booklet and details on Kawneer Rustless Metal Doors for store fronts.
- ☐ Booklet "Better Windows" with illustrations and details on Kawneer Sealair Windows.

MARSHTILE

FOR MAIN-STREET
STORE MODERNIZATION



SMART INTERIORS AT LOW COST

■ MARSHTILE, the lustrous, tough-surfaced, easy-to-install wall-sheet which comes in black, white, or attractive colors, will quickly transform the interior of an out-of-date store into an ultra-modern place of business. MARSHTILE allows you the widest latitude in any type of building for the effective use of color and design on walls, ceilings, and counters. Thousands of successful chain and independent stores have proved its economy and its sales-appeal.



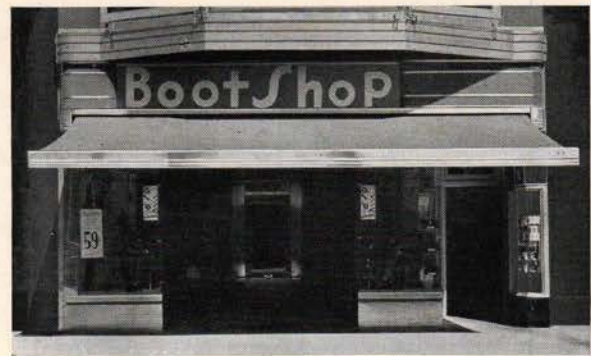
Send for complete illustrated bulletins on MARSHTILE, MAR-LITE, MARSHMARBLE and MARSHWOOD—4 widely useful, washable wall-finishes.

See our display in Radio City, Shop No. 15, Concourse, R. C. A. Bldg., New York City.

**MARSH WALL
TILE COMPANY**

105 Marsh Pl., Dover, O.
Exclusive Manufacturers

MARSHTILE



An Awning Modernization Service for Architects—

Awnings are an essential part of every store front. They are absolutely necessary for protection.

You've a problem to make the Awnings fit into your designs for modern store front construction.

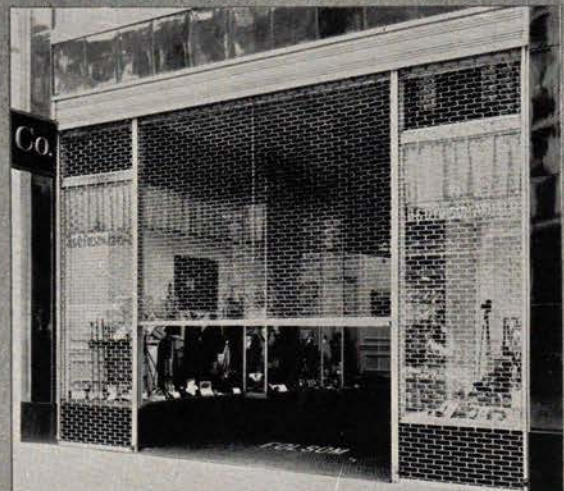
Let Astrup help you as it has helped many Architects. Because of years of experience in manufacturing and designing awning mechanisms and fabrics, Astrup has qualified in producing the most modern, efficient operating awning mechanisms and attractive, blending awning fabrics, meeting completely, the most exacting requirements of all types of store fronts.

You are invited, without obligation, to avail yourself of the services of Astrup's experienced engineering department when you design store fronts requiring awning installations.

THE
**ASTRUP
COMPANY**
2937 West 25th Street
CLEVELAND, OHIO

Branches in
NEW YORK, N. Y.
MIAMI, FLA.
ST. LOUIS, MO.
HOLLYWOOD, Cal.

EST. **CORNELL** 1846



ROLLING GRILLES

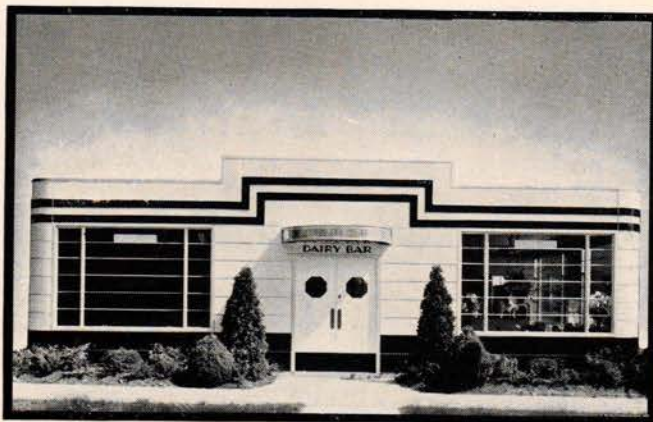
PROTECT Modern Main Street

Store fronts, entrances, in fact any opening is strongly protected from sill to lintel by CORNELL ROLLING GRILLES. At the same time *free passage* of AIR, LIGHT and VISION is permitted.—And they are entirely UNSEEN when rolled up behind fascia.

Cornell Rolling Grilles can be obtained in Rolled Steel, Aluminum, Bronze or Stainless Steel for any opening up to 30' x 30'. Illustrated in Sweet's catalogues.

Write for complete information, details and group of photographs of recent installations.

CORNELL IRON WORKS, Inc., Long Island City, N. Y.



Another CLIP-STRIP installation—
Dairy Bar, Inc., 1914 Dana Ave., Cincinnati, O.

GET INFORMATION ABOUT CLIP-STRIP

Porcelain enamel lends beauty, grace and color to store-fronts, filling stations and other modern structures. The Frameless Steel CLIP-STRIP in either stainless steel or aluminum is an ideal attachment device—simple, secure and inexpensive. Write for complete information to:

INSULATED STEEL CONSTRUCTION COMPANY
MIDDLETOWN, OHIO



IMPERIAL MOTORS are widely used

for pumps, fans, air conditioning,



elevators and other services



in all kinds of buildings . . .



Ratings from 1/2 to 300 h. p. in all types.

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BULLETIN

QUALITY - SERVICE - RIGHT PRICES
COURTEOUS TREATMENT

Imperial
Motors and Generators

THE IMPERIAL ELECTRIC CO. 46 Ira Ave. AKRON, O.



FLOOD LIGHTING

WINDOW LIGHTING

SIGN LIGHTING

*Control
of*

LIGHTING

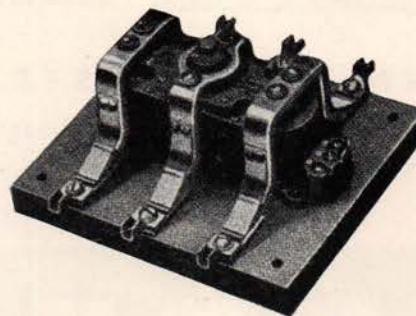
**Plays an Important Part
in the Modernization
of All Buildings**

"DIAMOND H"

REMOTE CONTROL SWITCHES

SOLVE the question of control and are being used by leading architects because they are dependable, economical and practical. Groups of large wattage lights inside or outside of buildings can be easily controlled from one or more convenient points. Wiring to control points by main current lines is not necessary. Smaller wire is used, cutting wiring costs. Manual or time clock control is available.

Include "Diamond H" remote control switches in your electrical specifications for any Modernization job. Bulletin No. 10-A will give complete details of our line of these switches. Our Data sheets explain their uses. Both sent on request.



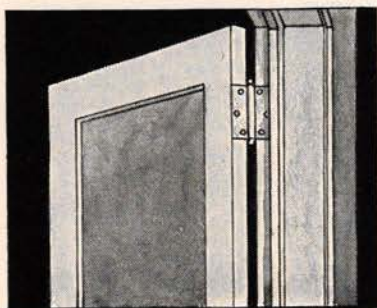
Type "F"

The Hart Mfg. Co., Hartford, Conn.

DIAMOND H SWITCHES

A Modern **STEEL SHEET** *specially adapted to building use*

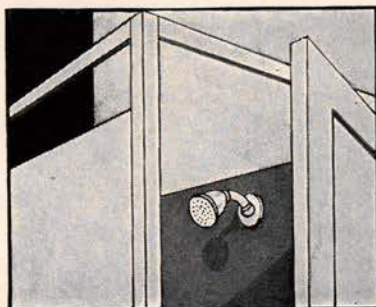
SPECIFICATION No. 7



FOR DOOR BUCKS

SUPERIOR GALVANNEALED SHEETS have just the right temper to suit this work perfectly. It is readily formed into difficult shapes without fracture of body or coating. Its matte surface is ideal for paint, lacquer and enamel finishing.

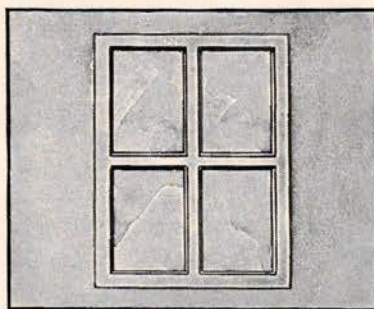
SPECIFICATION No. 8



FOR SHOWER PARTITIONS

The special heat treatment given SUPERIOR GALVANNEALED sheets after being heavily coated with zinc insures protection against corrosion even in the presence of constant moisture. Moreover, this coating adheres so firmly to the base metal that it is not injured by difficult formation.

SPECIFICATION No. 9



FOR WINDOW SASH

Ability to take sharp bends without breaking of the coating or base metal with sufficient structural rigidity and a surface that will receive and retain paint, lacquer, and enamel finishes without preparatory treatment, make SUPERIOR GALVANNEALED the ideal material for metal window sash.

OPEN HEARTH STEEL SHEETS

● Black, Single Pickled, Galvanized, Long Ternes, Super - Metal, Galvannealed and "Copperior" Steel Sheets.

● Modern construction in many instances requires certain new properties and qualities in steel sheets. In Superior Sheets have been incorporated all those qualities which the work demands and which the architect will want to specify to meet the present day requirements of ducts and other sheet metal work. The preparation of building specifications can be greatly expedited and simplified if the data on Superior Standard Sheets is known and referred to. Information and samples will be gladly sent on request.

THE SUPERIOR SHEET STEEL CO.
CANTON, OHIO

Division of Continental Steel Corporation, U. S. A



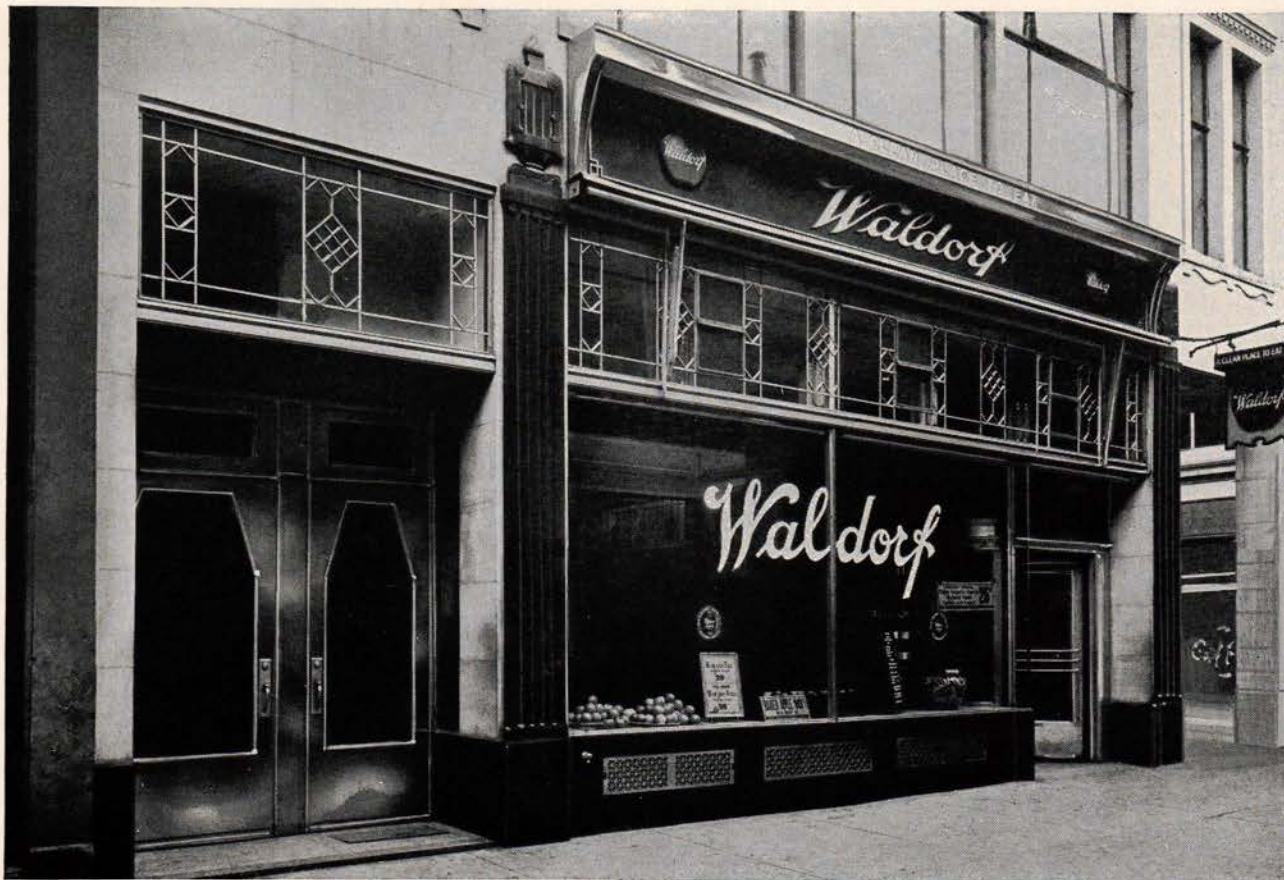
SUPERIOR
COATED SHEETS *for more permanent construction*

*Get
Information
Now*

Complete data
and samples
are waiting for your request.
Write today.

Stainless Steel

FOR MODERNIZING STORE FRONTS



● The store front is the merchant's *silent salesman*, ever reflecting the quality of his store and merchandise. Thus modernization of store fronts with *stainless steel* is good business as well as good taste. It brightens the customer's outlook as well as the store's.

Stainless steel will not rust, tarnish or stain. It does not pit, chip, or peel. Hence *stainless steel* trim keeps the store face permanently bright and attractive. It can be washed as easily

as glass. Neither polishing nor protective coating is required to maintain its gleaming surface. The initial investment is more than compensated by enduring beauty without maintenance. *Stainless steel* is forever new.

Practical and unbiased information on stainless steels and their uses is offered by Electromet, pioneer in the field of ferro-alloys and alloy steels. Your request for this information will not obligate you. Write today.

ELECTRO METALLURGICAL COMPANY
Unit of Union Carbide and Carbon Corporation



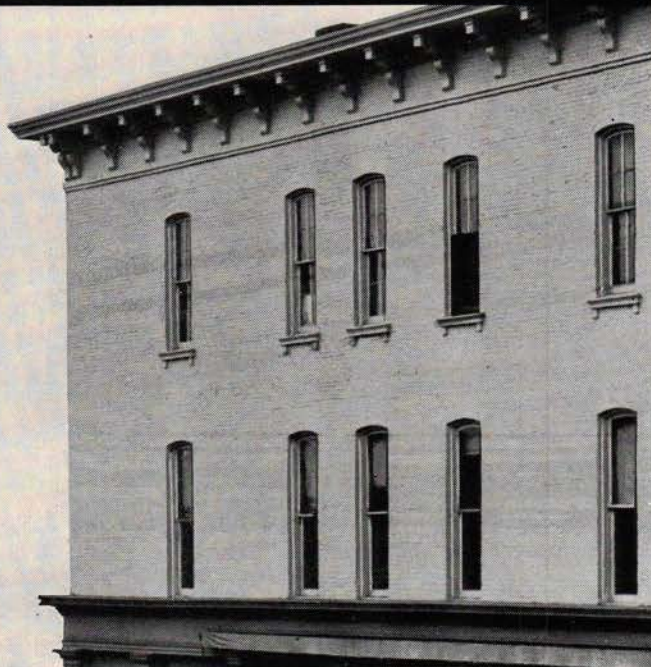
CARBIDE and CARBON BUILDING, 30 EAST 42nd ST., NEW YORK, N. Y.

Electromet
Ferro-Alloys & Metals

INTERIOR DECORATION...PROTECTION



Interior of Jewish Synagogue, Council Bluffs, Iowa, painted with Dutch Boy White-Lead and Lead Mixing Oil by painting contractor, H. J. Mosher. The members of the church are reported exceedingly well pleased with the appearance.



Brick exterior of First National Bank, Council Bluffs, also painted by Mr. H. J. Mosher with Dutch Boy White-Lead and Lead Mixing Oil. Bank officials were so well pleased, they had interior finished with the same paint.

use the same **FLAT PAINT** *for Both!*

● Here's a flat finish so sturdy it stands up outside, and at the same time so rich and beautiful you'll be proud to use it for the finest interior decoration.

The fact that it defies the weather on outside jobs (for this flat paint thoroughly seals and waterproofs stucco, concrete, brick and stone) gives you a good idea how it withstands wear and repeated washing on inside jobs. This is a finish that is difficult to soil perma-

nently. Ink stains, pencil marks, finger smudges, grease and dirt can all be completely removed.

All your painter needs to produce this vastly improved flat paint is Dutch Boy White-Lead and its special companion product...Dutch Boy Lead Mixing Oil.

In addition to extraordinary durability and white-lead's characteristic beauty, you also get these other important advantages:

Easy to mix—just add

Lead Mixing Oil to white-lead. Levels out smooth and even. Requires no stippling. Has excellent sealing qualities. Hides fire-cracks. Brushes with the ease and high spreading rate of all white-lead paint. Gives a white-lead "flat" at a reduced cost per gallon.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 820 West Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany Street, Boston; National Lead & Oil Co. of Pa., 316 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

STANDS THE HEEL TEST



You can actually grind your heel against a Lead Mixing Oil job that is thoroughly dry and then clean off the dirt without damage.



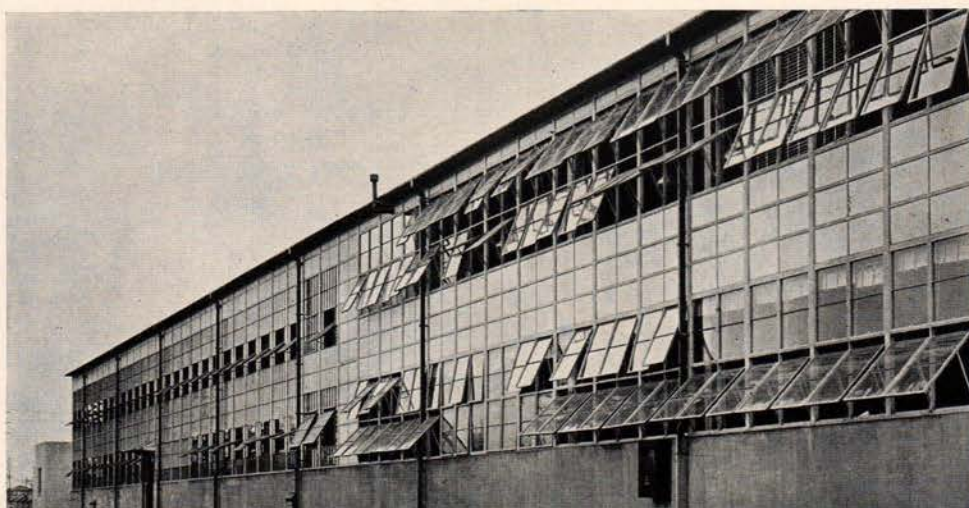
DUTCH BOY

Lead Mixing Oil

for use with



THE ARCHITECT'S LIBRARY



TOKYO OTIS ELEVATOR CO. FACTORY, TOKYO—ANTONIN RAYMOND, ARCHITECT

ANTONIN RAYMOND, HIS WORK IN JAPAN 1920-1935. *Preface by Elie Faure, Paris, and an Article by Antonin and Noémi P. Raymond. Edited by Katsuya Nakamura. Johnan Shoin, Tokyo, Japan. 102 pages. Plate illustrations.*

This book is a pictorial presentation of the work of an American architect who was born in Europe and who has practiced chiefly in Japan.

Antonin Raymond's architectural career begins with his studies at the University of Prague. In 1911 he came to this country, worked in several New York drafting rooms, including Cass Gilbert's, and then joined Frank Lloyd Wright at Taliesin. After serving on a special mission in Switzerland during the War, he went to Japan with Wright at the time the Tokyo Hotel was built. Since then he has been engaged in independent practice in Japan and has more than 400 structures to his credit—including the Women's Christian College, the Embassy and Consular Establishments of U. S. S. R. at Tokyo, the French Embassy, Tokyo Golf Club, various factory and office buildings, service stations and numerous villas and residences.

Raymond's office personnel is largely Japanese, built up over a number of years. Raymond's buildings are likewise influenced by Japanese principles of design, for as he says in a preface—

"An architect working in Japan has the advantage of seeing materialized before him in Japanese architecture and civilization, fundamental principles the rediscovery of which is the goal of modern architecture. Occidentals, hampered as they are by deep-rooted materialism, have not yet realized these principles in all their purity, for this would demand a spiritual outlook.

"These principles express themselves with great clarity in Japanese domestic architecture.

"The Japanese does not wallow in matter for the love of it. It is at all times subservient to an idea. For him matter exists only as a symbol of spiritual truth and to use it unconscious of the truths which it expresses is what constitutes bad taste. . . .

"A beautiful old house may be admired but to it is preferred the immaculate purity of the new one like clarity in water and freshness in a flower. A shinto shrine must be rebuilt every 20 years. . . .

"The house, the objects, have no intrinsic value in Japan. There is nothing monumental in art as for example in China. Everything serves a precise purpose and is only satisfactory relatively to that purpose. The highest satisfaction which a Japanese experiences is to be found in the harmony which he perceives between the idea, the act and the material, space and time."

The book has a preface by Elie Faure.

TESTS AND DESIGN OF STEEL WIND BENT IRREGULARITIES. (Second Progress Report of Model Investigations, June 1935). *By Clyde T. Morris, George E. Large, Samuel T. Carpenter, Engineering Experiment Station, the Ohio State University, in Co-operation with The American Institute of Steel Construction. 54 pages. Illustrated.*

A summary of tests and design of steel wind bents made at the Engineering Experiment Station of Ohio State University in cooperation with the American Institute of Steel Construction. Subject matter covers design of lower stories for wind, two-story buildings, full panel and partial panel setbacks, and building trusses.

RATIONAL MECHANICAL DRAWING, FIRST YEAR. *By Ferdinand A. P. Fischer and George G. Greene. The Bruce Publishing Company, Milwaukee, Wis. 128 pages. Illustrated. 60 cents.*

Intended as a basic text in mechanical drawing for the elementary schools.



**RESIDENCE OF MORINOSUKE KAWASAKI, TOKYO
ANTONIN RAYMOND, ARCHITECT**

CALENDAR OF EXHIBITIONS AND EVENTS

- October 9 Address by Ralph Walker before Architects' Section of the New York Chapter of the Federation of Architects, Engineers, Chemists and Technicians. Time: 8 P.M. Place: 119 East 18 Street. Subject: Junior A.I.A.
- October 15 Closing date of eighth annual small house competition conducted by House Beautiful magazine, 572 Madison Avenue, New York City. Rules and conditions sent on application.
- 1936**
- January 27-31 Fourth International Heating and Ventilating Exposition, Chicago.
- February 10-19 Architectural League Exhibition, Grand Central Palace, New York City.
- June 6 Opening of the Texas Centennial Central Exposition in Dallas, Texas.

NEWS OF THE FIELD

James Edward Agenbroad has opened an office for the practice of architecture at Dayton, Ohio (Oakwood at Far Hills).

The architectural firm of Staab and Richardson has been established at 600 Bloomfield Avenue, Bloomfield, N. J.

Miss Kathleen Carey will continue the office of her father, James L. Carey, paper mill architect and engineer, who died recently. The office address is 208 N. Laramie Avenue, Chicago.

Joseph D. Murphy has been appointed acting associate professor of design in the School of Architecture, Washington University, St. Louis.

In the absence of a favorable vote at the election held August 13, for the approval of a bond issue to provide local funds for a PWA project to erect a Memorial City Hall for Marietta, Ohio, the competition for the selection of an architect has been indefinitely postponed.

The fiftieth annual exhibition of the Architectural League of New York has been postponed from October 10-19, as scheduled, until February 10-19. The last day for advance submission of photographs is Monday, December 16, at 115 East 40 Street. The exhibition will be held at Grand Central Palace.

WILLIAM F. DREWRY

William F. Drewry, architect, died July 20. He was born in Petersburg, Va., attended Virginia Military Institute, and was graduated in 1928 from Columbia University School of Architecture. Two years ago he became assistant professor of architecture at Columbia University after having worked five years as an architect in the office of Greville Rickard. He had just been promoted and was to have had a full professorship at Columbia during the coming semester.

LE CORBUSIER

The Museum of Modern Art, New York City, announces that the famous modern architect, Le Corbusier, will arrive in New York in October to give a

series of lectures throughout the country under the sponsorship of the Museum, where a showing of models and photographs of his work will be held.

As Le Corbusier will lecture in French, he will be accompanied by Robert Jacobs, an American architect, who will act as his interpreter and will translate his lectures from the platform. Mr. Jacobs is a graduate of the Columbia School of Architecture and has worked with Le Corbusier in Paris.

The following institutions have already scheduled lectures by Le Corbusier: Harvard University, Columbia University, Yale University, Princeton University, University of Minnesota, Massachusetts Institute of Technology, Vassar College, Bowdoin College, Wadsworth Atheneum, Philadelphia Art Alliance, Municipal Museum of Baltimore, Cranbrook Academy, Michigan; Kansas City Art Institute and the Wm. Rockhill Nelson Gallery of Art, Seattle Art Museum, Dallas Art Association, Arts Club of Chicago, Kalamazoo Institute of Arts, Museum of Fine Arts of Houston, Planning Associates of Madison, Wisconsin, and the Auditorium Company of Los Angeles.

A. I. A. URGES TAX ON BILLBOARDS

State taxation of outdoor advertising to check the growing menace to life on the highways is urged in a resolution adopted by the American Institute of Architects. Multiplication of billboards and kindred devices obstruct the vision of automobile drivers, destroy the natural beauty of the countryside, and threaten public safety, according to the resolution, which declares that property holders throughout the country are exploited for private ends.

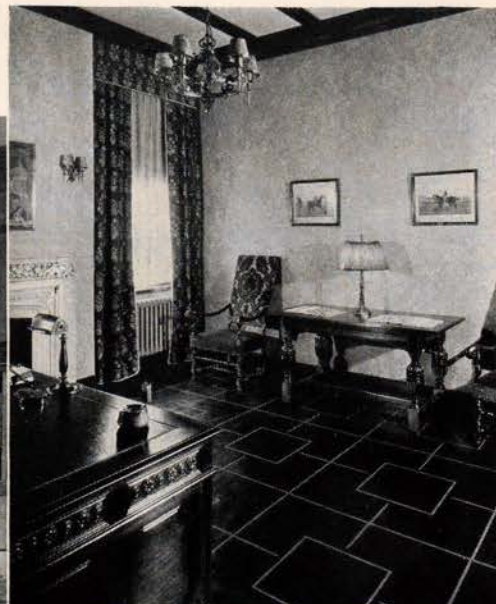
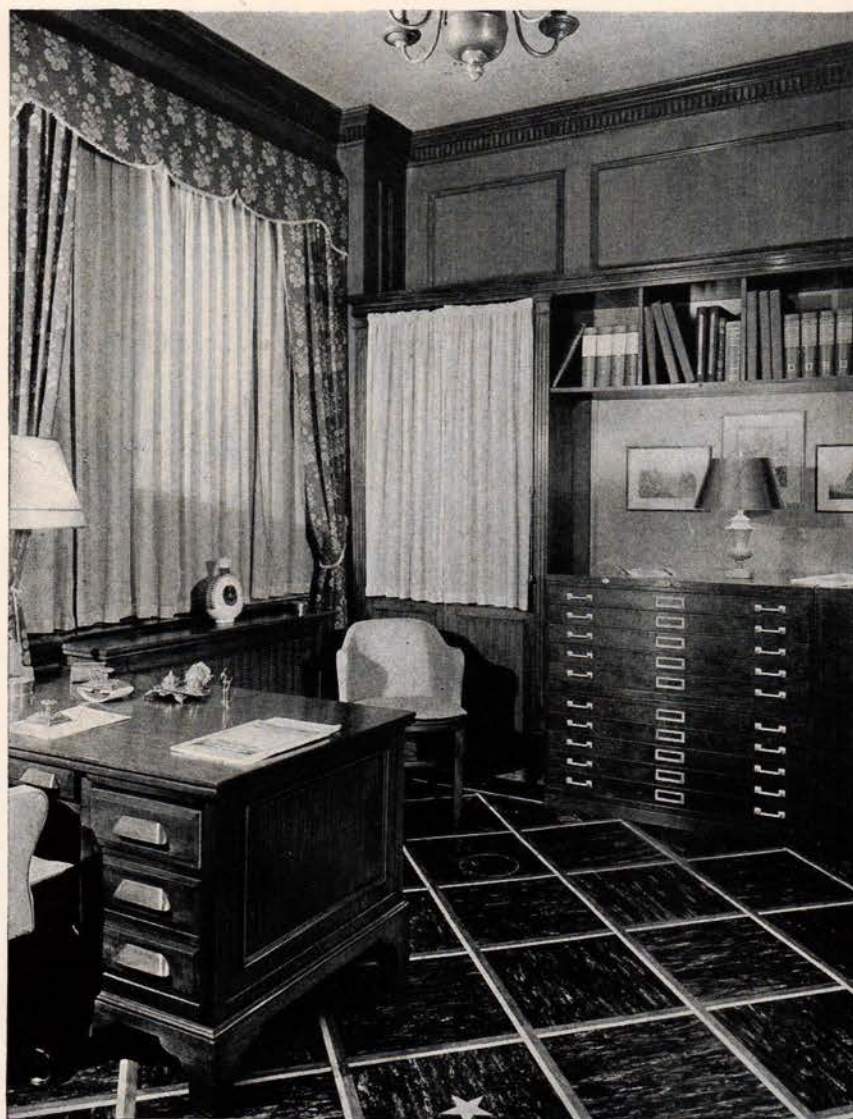
COMMITTEE TO DIRECT COLUMBIA SCHOOL

A Committee of Administration has been appointed by the Columbia University Trustees to direct the work of the School of Architecture, it is announced by President Nicholas Murray Butler. Prof. Leopold Arnaud is chairman. The other members are Prof. Cecil C. Briggs and Jan Ruhtenberg, associate in architecture. The Committee will function until a successor to Dean Joseph Hudnut, who resigned to head the Faculty of Architecture at Harvard, is selected.

For the interior that requires a custom-built floor

Sealex Treadlite Tile

For the full range of colorings and design effects available in Sealex Treadlite Tile and other Sealex Linoleum Floorings, see Sweet's for 1935, Section 15, Catalog No. 36. Included are the latest linoleum decorative treatments which may be quickly and inexpensively installed in new construction or remodeling work.



WITH Sealex Treadlite Linoleum Tile, custom floor designs perfectly suited to the individual decorative requirements of any interior may be executed at moderate cost. Above are shown custom floors of Sealex Treadlite Linoleum Tile specially designed to harmonize with the decorative plan of each interior photographed.

Like all Sealex materials, Treadlite Linoleum Tile is quickly installed (directly over the old floor, if de-

sired) and is long-lasting and inexpensive to maintain.

Your specifications for Sealex Linoleum or Wall-Covering (the permanent linoleum-type decorative material which is applied in appropriate patterns over the walls of the interiors above) will be carried out by authorized Bonded contractors. Such installations are backed by Guaranty Bonds covering the full value of workmanship and materials. Write for information. CONGOLEUM-NAIRN INC., KEARNY, N. J.

SEALEX *Linoleum Floors and Wall-Covering*
REG. U. S. PAT. OFF.

7 REASONS

WHY ARCHITECTS SPECIFY

J & L LIGHT WEIGHT CHANNELS

FOR STAIRWAY CONSTRUCTION

1.

They are only half the weight of the lightest standard rolled channels of equal depth.

2.

They have greater strength than formed plates of equal weight.

3.

They have straight true lines and sharp corners, thus giving a neat well-finished appearance to the completed job.

4.

They are easily and rapidly installed.

5.

They are economical to use.

6.

They require a minimum of shop equipment for their fabrication.

7.

They are adaptable to nearly every type of stairway construction,

and

They have many other uses due to their favorable strength-to-weight ratio.

★ ★ ★

Write for complete engineering data so that you may know the design possibilities of J & L Light Weight Channels. No obligation!

J & L LIGHT WEIGHT CHANNELS

Approximately half the weight of lightest standard rolled channels of equal depth

10", 8.4 lbs. & 12", 10.6 lbs.

**J&L
STEEL**

OTHER J & L PRODUCTS

Bars, Shapes, Plates—
Structural Shapes, including Junior Beams—Standard Pipe—Steel Piling—Concrete Reinforcing Bars—Assembled Road Bar Mats—Nails and Tie Wire—Fabricated Structural Work.

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Photograph by A. Grant Wigitt

SELECTING THE PRIZE-WINNING DESIGNS in the "Modernize-Main-Street" Competition (featured in this issue). The Competition was sponsored by Libbey-Owens-Ford Glass Company and conducted by The Architectural Record. The judgment was held at the Hotel Champlain, Lake Champlain, New York.

The photograph shows the Jury in action. In the foreground is Melvin Thomas Cope-land, professor of marketing at Harvard University. Albert Kahn, Detroit architect, is debating a planning detail on one of the drawings with the aid of a ruler. In the background, left to right, are: John W. Root, Chicago architect; J. André Fouilhoux, New York architect; F. R. Walker, Cleveland architect; Kenneth C. Welch, architect and vice-president of the Grand Rapids Store Equipment Company; Kenneth K. Stowell, professional adviser for the competition, and William Lescaze, New York architect.

Entries in the competition totaled 3,042. Drawings were distributed among the four problems approximately as follows: Drug Store, 22%; Apparel Shop, 31%; Food Store, 19%; Automotive Sales-and-Service Station, 28%.

NEXT MONTH: Check List of Planning and Construction Requirements for the Small House. Portfolio of Moderate-Cost Houses.



Photograph by Sigfrid Larson

VOL · 78 NUMBER 4

1 9 **10** 3 5
O C T O B E R

T H E

ARCHITECTURAL RECORD

FHA MODERNIZATION CREDIT PLAN OFFERS OPPORTUNITIES TO ARCHITECTS

By **STEWART McDONALD**, Acting Federal Housing Administrator

Opportunities for architects to obtain new business have arisen as a result of the amendment by Congress to the National Housing Act permitting the Federal Housing Administration to insure loans made by private financial institutions up to a maximum of \$50,000 under its Modernization Credit Plan.

Formerly the maximum was \$2,000. The change allows large-scale jobs in repairing, improving or altering many types of structures, with consequent possibilities for the retaining of architects, consulting engineers and other professional men.

The principal benefit to architects lies in the obvious fact that modernization projects calling for expenditures from \$2,000 to \$50,000 usually necessitate the aid of competent consultants. A second benefit is the ruling that an architect's fee may be included in the amount of the loan, so that the consultant can be fully reimbursed in cash within a reasonable time after his work is done.

The plan is both an opportunity and a challenge for the architect. His opportunity depends upon whether or not he happens to be retained; but there is a challenge to him to promote his interests by active selling of the Modernization Credit Plan to clients with properties for which repairs and improvements are necessary or desirable.

To sell the plan successfully, the architect must understand it thoroughly, and be able to explain its advantages in an effective way.

The Modernization Credit Plan is essentially a

simple operation. A prospective borrower seeks credit from a bank, trust company or other private financial institution holding a contract of insurance issued by the Federal Housing Administration. If the borrower and the purpose for which he will use the money fulfill certain requirements, a loan is made. The lending agency is insured by the Federal Housing Administration against any loss up to 20 per cent of the aggregate amount of any suitable loans it grants.

The insurance feature is intended, and has operated, as an incentive to private lenders to loosen credit. They are virtually guaranteed against loss, because losses from this type of loan in the past have seldom reached more than three per cent of aggregate amounts loaned, a figure much smaller than the 20 per cent of the aggregate insured under the Modernization Credit Plan.

A maximum amount that may be charged the borrower for the privilege of obtaining the credit has been laid down. It can best be explained as a \$5 discount on each \$100 face amount of a one-year note repayable in equal monthly installments. Lenders may charge less if they desire—and usually do where large amounts are concerned—but all charges for interest, fees or any other purpose cannot exceed the maximum.

Prospective borrowers thus have a means of getting credit readily and comparatively inexpensively. Financial institutions have a means of investing safely. To bring the two together is a rôle which can be played by an architect.

The first requirement, obviously, is to have knowledge of, or find, suitable properties requiring modernization. Under the terms of the amendment to the National Housing Act establishing the \$50,000 loan limit, eligible properties are apartment houses, multiple family houses (two or more separate dwelling units under one roof), hotels, office, business or other commercial buildings, hospitals, orphanages, colleges, schools and manufacturing or industrial plants. Loans in excess of \$2,000 are not insurable when applied to properties other than these, unless it is to convert them into a type of property that is eligible.

Several reasons for modernization of such properties immediately suggest themselves. An old apartment house may be improved to bring in greater revenue, by altering its style; changing the number of rooms in apartment units; installing mechanical refrigeration, air conditioning or new heating and ventilating systems; or by any number of other operations.

Commercial buildings of many types, especially retail stores, are often capable of treatment that will enable them better to meet competition by increasing their comfort, beauty or utility, bringing them in line with modern merchandising requirements.

An industrial or manufacturing plant may need larger quarters, replacements or installations of equipment, or some other improvement, to enable it to increase production, step up efficiency, present a better appearance to the purchasing public or augment the comfort and health of its employees.

Uses to which a modernization loan may be put are simply explained as any structural alteration, repair, improvement of the real estate itself, the enlargement or reduction of the buildings thereon, and the purchase and installation of such permanent equipment as definitely and universally becomes a fixture on the real estate, such as plumbing, wiring, built-in items, and all others which may not be removed thereafter by the purchaser if he is not the owner of the real property.

In addition to such equipment as definitely becomes a permanent fixture attached to the realty, certain other items of movable equipment and machinery are eligible.

Landscaping a property, installing carbonating machinery in a bottling works, replacing store shelving, purchasing a dentist's chair and power drill are all eligible. But furniture, radios, small movable supplies and hand-tools are not. Architects are urged to get from any office of the Federal Housing Administration a copy of its booklet, FHA No. 145, "Equipment and Machinery Eligible for Modernization Credit," which goes into greater detail than could be achieved in this space. Special rulings on eligibility can be obtained from the Washington, D. C., headquarters of the Administration, at 1001 Vermont Avenue, N. W.

Having inspected a piece of property and determined needed or desirable improvements, the architect equipped with a working knowledge of the Modernization Credit Plan is in a position to explain to a client how he can obtain the money—a most important detail inasmuch as credit in many sections has been so tight.

There are several advantages to the borrower under the Modernization Credit Plan, which can be used as talking points by architects. In the first place, the prospective

borrower can readily find sources of credit by asking any office of the Federal Housing Administration for a list of financial institutions offering modernization credit service in his locality.

In the second place, his loan is repaid in monthly installments, allowing him to finance improvements out of future income, without impairing capital.

In the third place, he knows beforehand that financing charges cannot exceed a reasonable maximum, lower than rates involved in many other types of financing.

In the fourth place, he can avoid "red tape." Whether the borrower obtains credit is *determined exclusively by the lending agency*. The borrower deals with no one except the lender in getting a loan.

In the fifth place, a modernization loan may run for any period up to five years, making possible the acquisition of a large sum of money repayable in small, easily-met installments.

Much activity has already been manifested under the plan. Within a week after the passage by Congress, on May 28, of the amendment authorizing the \$50,000 loan limit, two loans for large amounts were made.

An example is the Middle Western brewery which financed the purchase of much needed equipment through a loan of \$50,000. Another loan for the same amount has been granted for the improvement of a factory in the Rocky Mountain region.

A loan of \$10,000 has been applied to improving a school in the Dakotas; \$23,040 for an apartment house in the South; \$37,408 for a combination business house and hotel in the blue grass territory; \$12,000 for a meat-packing plant on the Missouri River; \$31,083 for a winery-distillery in the Pacific area; other properties improved by loans of more than \$10,000 include a tea room, an office building, a cold storage plant, a multiple-family dwelling, and a warehouse.

These loans have been granted by many types of financial institutions approved by the Federal Housing Administration, including State and national banks, trust companies, a land title trust company, a mutual savings bank, etc.

Surveys have demonstrated that many thousands of America's industrial and commercial establishments, apartment buildings and hotels are urgently in need of structural improvements, or machinery and equipment. They require immediate treatment, not only to make them safer, more attractive or efficient, but to place them on equal basis with competition.

The architect is not only needed in curing this condition—he can play an aggressive rôle in bringing about a change. Opportunities exist in every community.

As our economic status advances, the opportunities will become greater and greater. Years of neglect, because of uncertain conditions and the freezing of credit, have made hundreds of thousands of properties immediate prospects for business.

That business can now be promoted through the Modernization Credit Plan, which opens up lines of credit whose use benefits the nation socially and economically. It is squarely up to each individual architect to determine how far and how well he should foster this movement, and thus attain a greater measure of prosperity for himself as well as his fellow citizens.

COMPETITION

Conducted by The Architectural Record, The Jury Report accompanying prize-winning designs copyright 1935 Libbey-Owens-Ford Glass Company and F. W. Dodge Corporation.



Photograph by A. Grant Wight

THE JURY:

Standing (left to right)—Albert Kahn, Melvin T. Copeland, William Lescaze, John W. Root. Seated—F. R. Walker, Kenneth K. Stowell (professional adviser), J. André Fouilhoux, Kenneth C. Welch.

MODERNIZE-MAIN-STREET" COMPETITION AWARDS

THE JURY was impressed by the unusually high standard of workmanship and presentation in the drawings submitted. It was gratifying that so many architects and designers had applied themselves to the solution of the universal problems set forth in the program of this unique competition. However, it was felt that many creditable designs, which showed that much time had been spent in execution, would have been much better had the program been carefully analyzed in advance by the competitor to determine just what would constitute the best solution for successful merchandising.

"The problems had been purposely reduced to their fundamentals. Only the essential requirements were given in order that the competitor might have maximum freedom in imagination and ingenuity. The major objective of the competition was to create designs for remodeling stores which would "attract the public, display goods to the best advantage, and provide space, convenience, and light so that purchasing is a pleasure." The designer, therefore, was forced to analyze both the actions and reactions of purchasers, and the psychology methods and routine of selling. While the standard of the drawings and solutions was high, there seemed to be few designs which were outstandingly superior to the others. Many of the designs, while excellent in some respects, had notable or obvious defects which a little further study of the problem and requirements on the part of the designer would have corrected. Such designs, as a rule, could easily be improved greatly with a few simple changes. Some of these changes would undoubtedly be suggested by the merchant or would be made by an architect executing the project.

"The Jury believes that this competition should have a far-reaching effect on raising the standards of store design, both through directing the interest of the designers to this field, and by providing merchants and dealers with a guide as to what an intelligent public taste will demand.

"The Jury was gratified at the timeliness of the competition which synchronizes with the government's extensive program to "Modernize Main Street," and the announcement of the terms on which guaranteed loans of \$50,000 can be made for modernizing through the FHA.

"The Jury appreciates the service which the sponsors have rendered in the interest of raising the standard of public taste and commercial design, and takes this opportunity to commend The Architectural Record and Kenneth K. Stowell, professional adviser, for the splendid way in which the competition was conducted to insure the fairest possible judgment.

"The Jury believes that the most constructive report is one which comments on both the excellencies and deficiencies of the prize-winning designs, and that such comment is most effective if conveniently placed in conjunction with the reproductions of the designs. The remarks of the Jury on the specific designs are, therefore, published on the following pages of this issue."

Melvin T. Copeland
Albert Kahn
William Lescaze
John W. Root
F. R. Walker
Kenneth C. Welch
J. André Fouilhoux, Chairman.



M. RIGHTON SWICGOOD
Graduate of Georgia School of Technology (1928) and Massachusetts Institute of Technology (1931). Designed theatrical and window displays after graduation. At present designing bridges in office of Borough President of the Bronx, New York.



SUREN PILAFIAN
Born in Smyrna, Turkey. Studied architecture at Pratt Institute, Columbia University, New York University. Worked 7 years in office of Cass Gilbert. At present designing interiors in office of Shreve, Lamb and Harmon. Also own private practice.



MAURICE LUBIN
Graduate of Ohio State University (1928) and New York University (1935). At present supervising preliminary studies, particularly subsurface surveys, for various projects to be undertaken by the Housing Authority of New York City.



G. FOSTER HARRELL, JR.
Graduate of Georgia School of Technology (1930) and University of Pennsylvania (1931). Worked 2 years in office of Hobart Upjohn and Otto F. Langmann. For past 2 years designing store interiors for B. Altman & Co., New York.



ALFRED CLAUSS
Born in Munich, Germany. Graduate of Munich Architectural School (1926). Worked with Howe and Lescaze in New York, Sears Roebuck and Century of Progress in Chicago. At present in Knoxville with Tennessee Valley Authority.



LESTER COHN
Graduate of Carnegie Institute of Technology (1931). Worked with several architectural firms in Chicago, Illinois. At present specializing in merchandise presentation with W. L. Stensgaard and Associates, Chicago.



ADRIAN WALDORF
Studied privately with Lloyd Morgan for past 6 years. Winner of several Beaux Arts awards, including 1931 Fontainebleau Scholarship. Paris Prize logoist in 1933 and 1935. Now at Ecole des Beaux Arts, Paris, France.



SIDNEY L. KATZ
Graduate of New York University (1935). In a recent competition won master's degree scholarship at university. Studied privately with Lloyd Morgan for past 6 years. Placed in Chicago Tribune competition.



JOHN R. SPROULE
Entered University of Washington in 1927 to study painting. Changed to architecture in 1930 and graduated in 1934. Has spent most of his 27 years on the Pacific Coast. Says he "owns a baritone voice."



NICHOLAS B. VASSILIEV
Born in St. Petersburg, Russia. Graduate of Institute of Civil Engineers (1901) and Imperial Academy of Arts (1904). Designed and built the St. Petersburg Mosque. In voluntary exile from U. S. S. R., now resides in New York.



RAOUL L. DUBRUL
Graduate of New York University. Pupil of Lloyd Morgan. At present with office of Frederic P. Wiedersum, Valley Stream, Long Island. Also assistant critic in design, School of Architecture, New York University.



HARRY J. TRIVISONNO
Studied architecture at Pratt Institute. Worked with N. Y. State Department of Engineering and in architectural office of Vahan Hagopian, New York. Author, "Illustrations and Interpretations of the Multiple Dwelling Law."



ISADORE SHANK
Graduate of Washington University, St. Louis. Holder of A. I. A. fellowship (1925). Studied and traveled abroad, 1925 and 1926. Practiced architecture in St. Louis and New York. At present designing advertising exhibits.

PRIZE WINNERS

PROBLEM A

DRUG STORE

Requirements: The modernized corner drug store is to provide for the selling of many types of small merchandise, as well as medicines and prescriptions. Among other things the following "departments" must be provided for: soda fountain and lunch counter, cigars, candy, toilet articles and cosmetics, proprietary medicines and home remedies, sick room supplies and rubber goods, packaged drugs, and prescriptions. ¶ The kitchen for the lunch counter may be considered to be in the basement if proper stairs, conveyors or dumbwaiters and flues are shown on the plan. . . . Dimensions: The building is on a level corner lot 25'-0" x 75'-0", the short side on the north side of Main Street; the long side faces west on the side street. The east party wall extends 6" into store lot. The present clear height, floor to ceiling, 12'-0".

FIRST PRIZE:

M. RIGHTON SWICEGOOD, NEW YORK 212

This design is straightforward and restrained and has window of proper size for the display of drugs. It possesses an intimate character which makes it suitable for a small community. It could effectively adjoin any building or habitation. It is original without being bizarre, and entirely modern in its design. ¶ The corner display is arranged to attract prospective customers. The projecting window recalls the similar projection of the old store which was to be modernized. Many merchants may want to enlarge the display window area by a substitute treatment of area at right of entrance. The objective of this smaller window, with its wall enframement, is evidently to concentrate attention on special objects for display—a principle that has been used with success in several types of stores. ¶ The compounding of prescriptions, which is the original and continuing function of the business, can be emphasized by having the pharmacist work behind glass partitions where he can be seen. Some few neighborhood druggists might prefer to putter in a secluded back room. The plan of the first-prize design is readily adaptable to either type of prescription department. ¶ The exterior, the plan, and the interior design are consistently simple and attractive. The sign is located near the corner where it would be readily seen. ¶ The entrance to the main street is conveniently near the corner; the side street entrance is beyond the center of the store, affording good circulation through the store.

SECOND PRIZE:

G. FOSTER HARRELL, JR., NEW YORK 213

A difference of opinion exists regarding the advisability of corner entrances or center main street entrances. For corner stores the choice is usually a matter of personal preference, or, in particular locations, of greater accessibility versus greater display. ¶ This drug store has the corner entrance and also a large amount of well disposed window display. The projecting hood is an attractive feature, serving both to emphasize the horizontality of the design and to prevent excessive glare from window reflections. ¶ The design is well adapted to a drug store, and is simple and consistent throughout. The plan is a good standard layout. An interesting minor feature of the front is the toe-space for those who must stand close to the window.

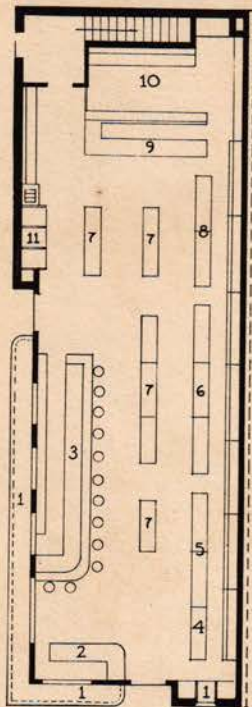
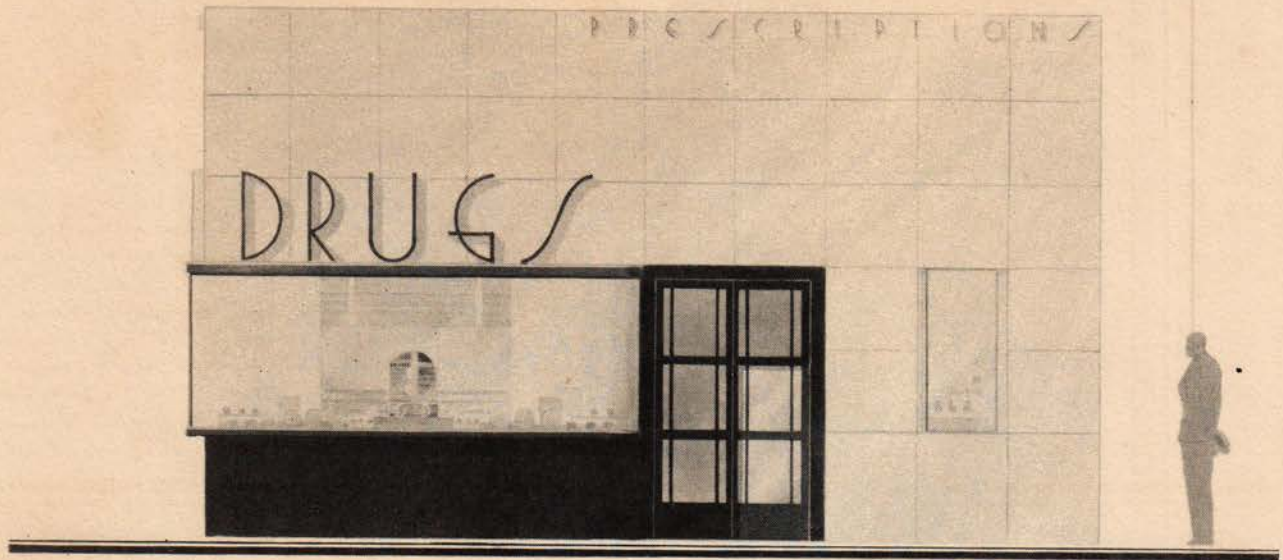
THIRD PRIZE:

NICHOLAS B. VASSILIEVE, NEW YORK 214

Openness of access has been overemphasized with some loss to interior space. In some communities this store would provide more entrances than necessary for the traffic, except at movie hours, and more of the front could be used for show window display. Display has, however, been reclaimed by showcases at side of entrances. ¶ The octagonal corner case would be effective for the display of merchandise. The shadow box window at the right would probably need to be lowered so that small customers could see the special dramatizing display. ¶ The distribution of merchandise in the actual store would undoubtedly be changed for greater convenience than indicated by the lettering on the plan.

HONORABLE MENTIONS:

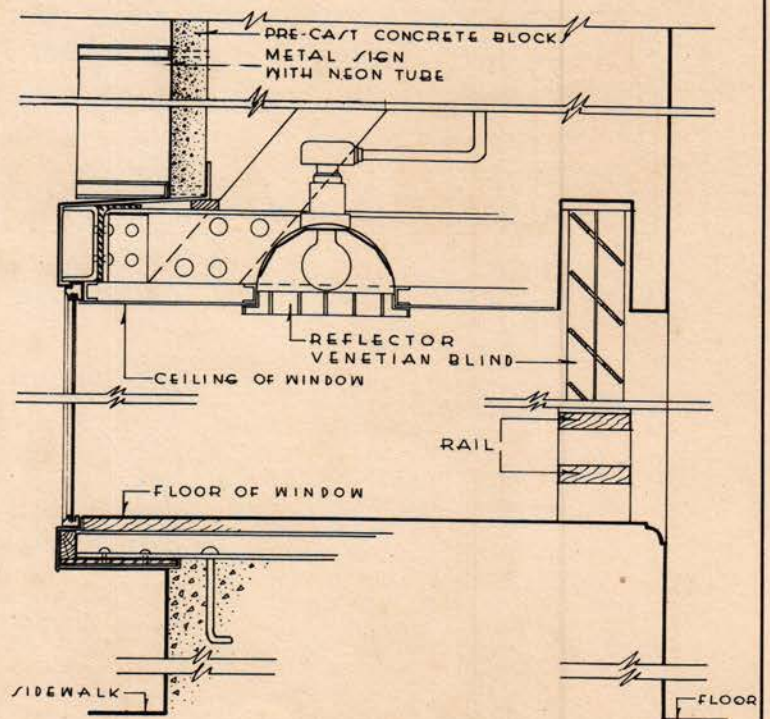
MORRISON BROUNN, NEW YORK 215
 MICHAEL AUER, NEW YORK 216
 ISADORE SHANK, ST. LOUIS 217
 MONTGOMERY FERAR, DETROIT 218
 VERNER WALTER JOHNSON, PHIL BIRNBAUM,
 FAR ROCKAWAY, N. Y. 219
 WILLIAM TUNTKE, HOLLYWOOD, CALIF. 220
 ROBERT F. McCLELLAND, VICTOR N. JONES, SEATTLE, WASH. 221
 HARRY LON ROSS, PHILADELPHIA 222
 MELVIN L. WOLFSON, OAK PARK, ILL. 223



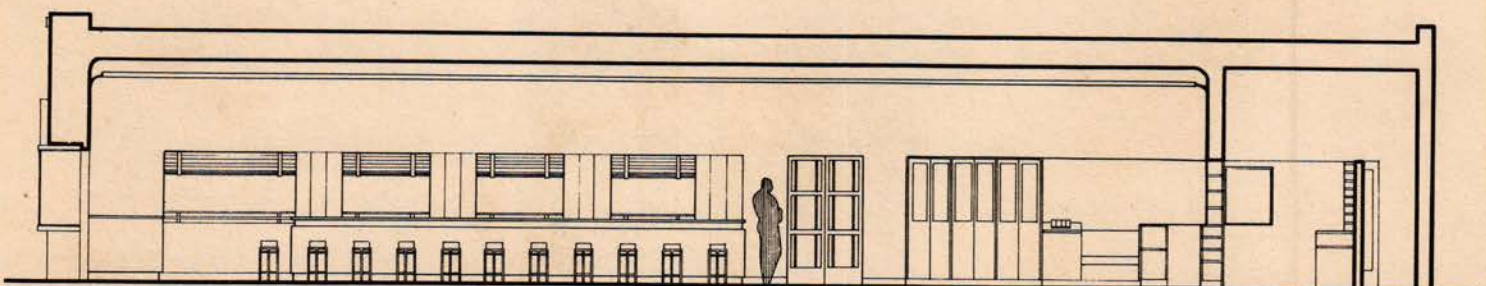
PLAN

LEGEND

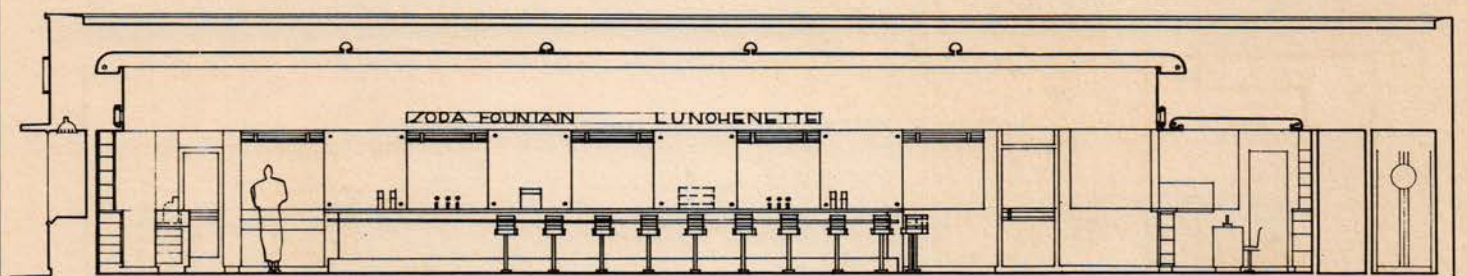
- 1 DISPLAY WINDOW
- 2 CIGARS
- 3 SODA FOUNTAIN &
- 3 LUNCH COUNTER
- 4 CANDY
- 5 COSMETIC &
- 5 TOILET ARTICLES
- 6 PROPRIETARY MEDICINES
- 6 & HOME REMEDIES
- 7 DISPLAY TABLE
- 8 RUBBER GOODS &
- 8 SICK ROOM SUPPLIES
- 9 PACKAGE DRUGS &
- 9 PRESCRIPTION COUNTER
- 10 PRESCRIPTION ROOM
- 11 TELEPHONE



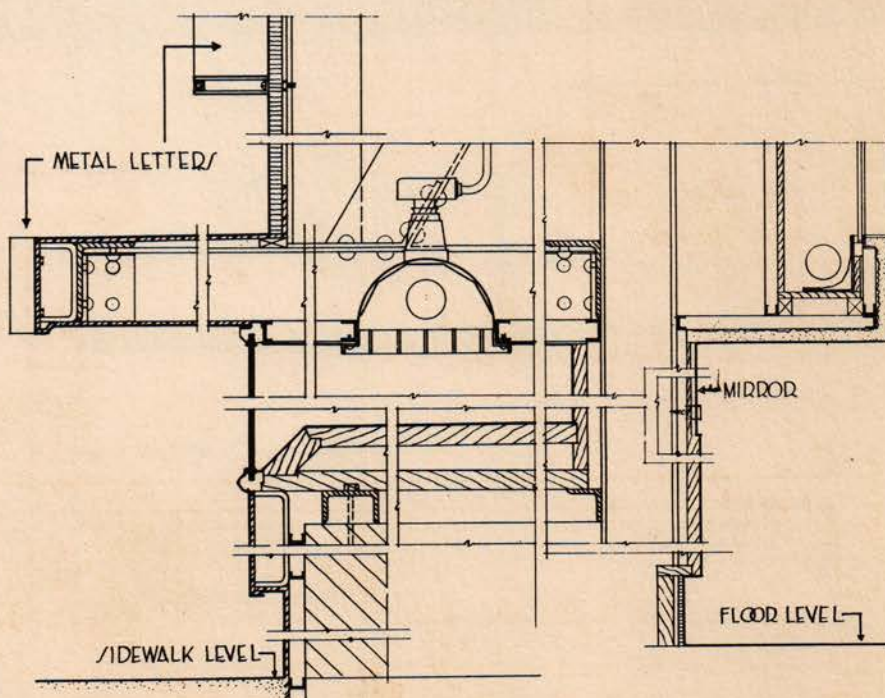
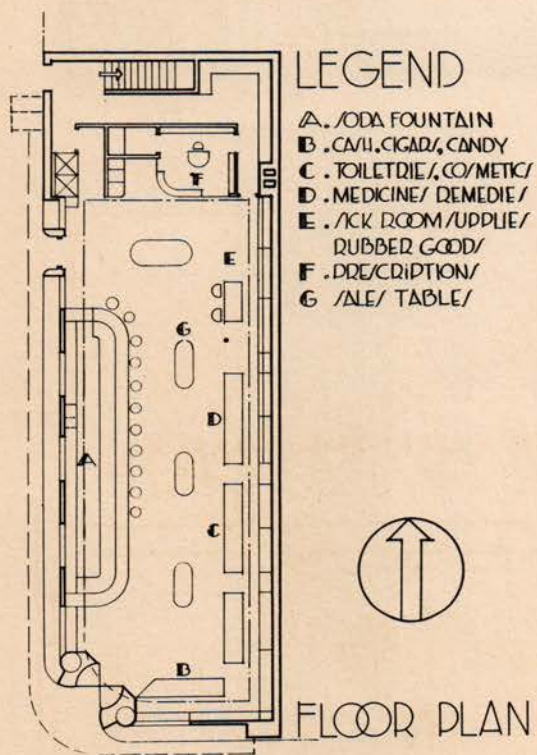
SECTION THROUGH WINDOW

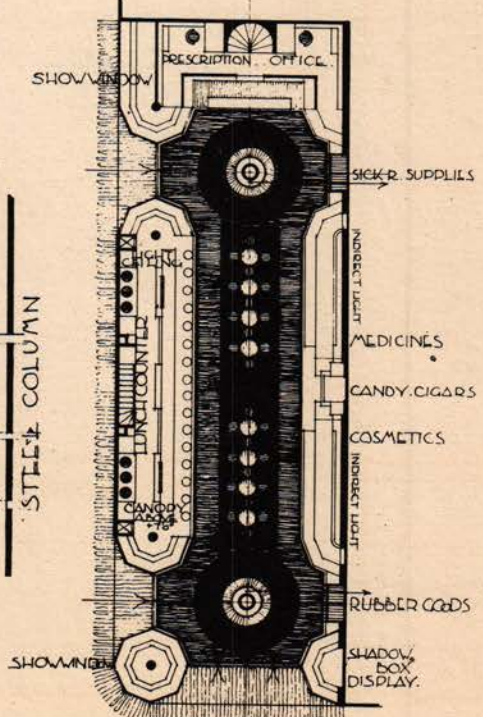
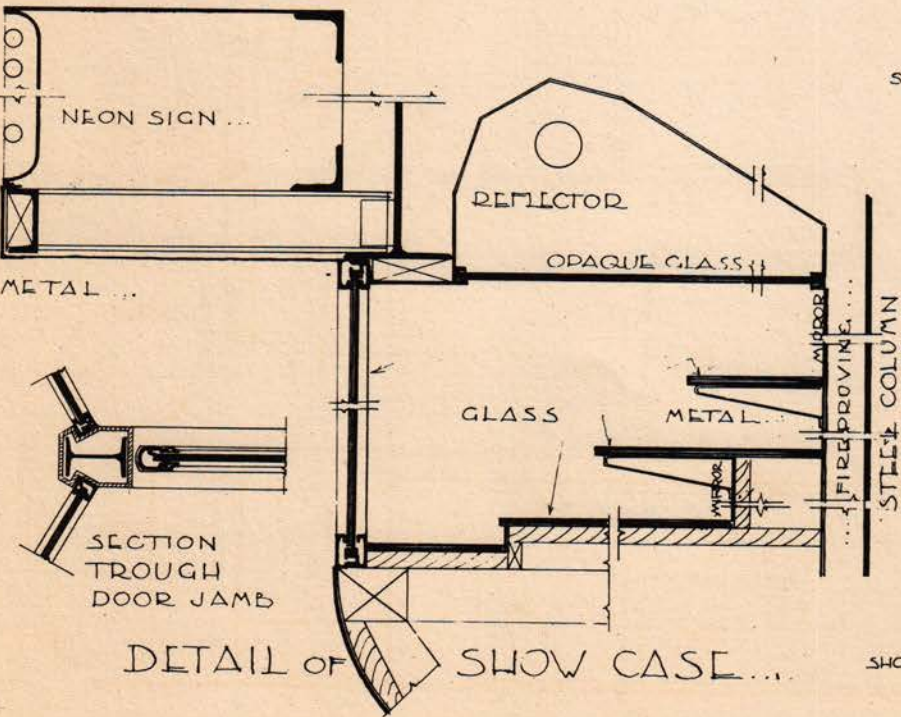
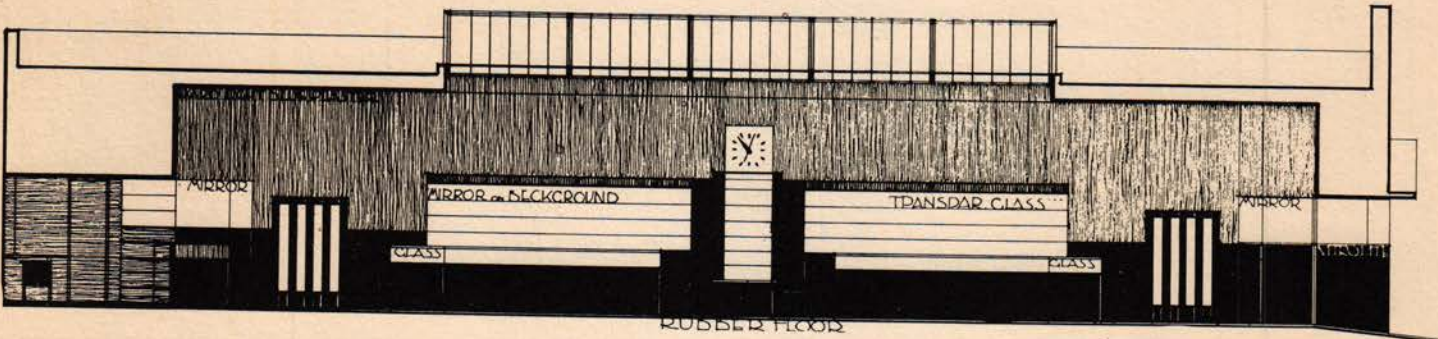
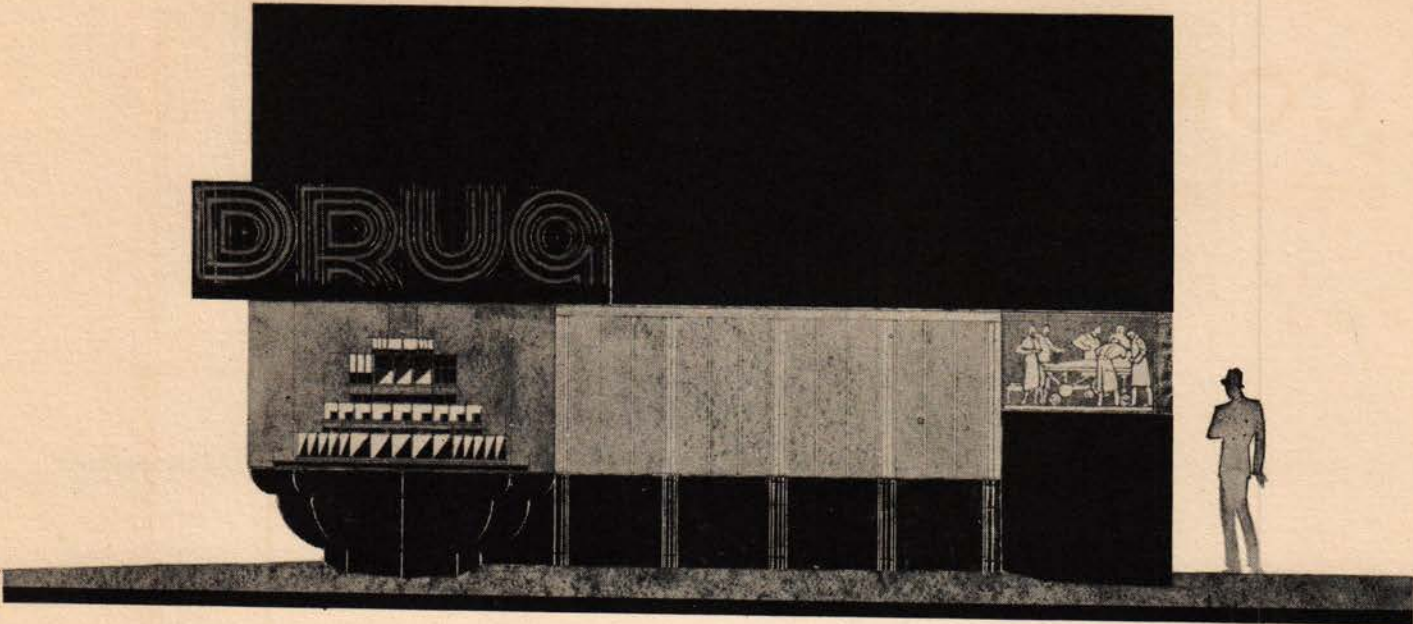


SECTION



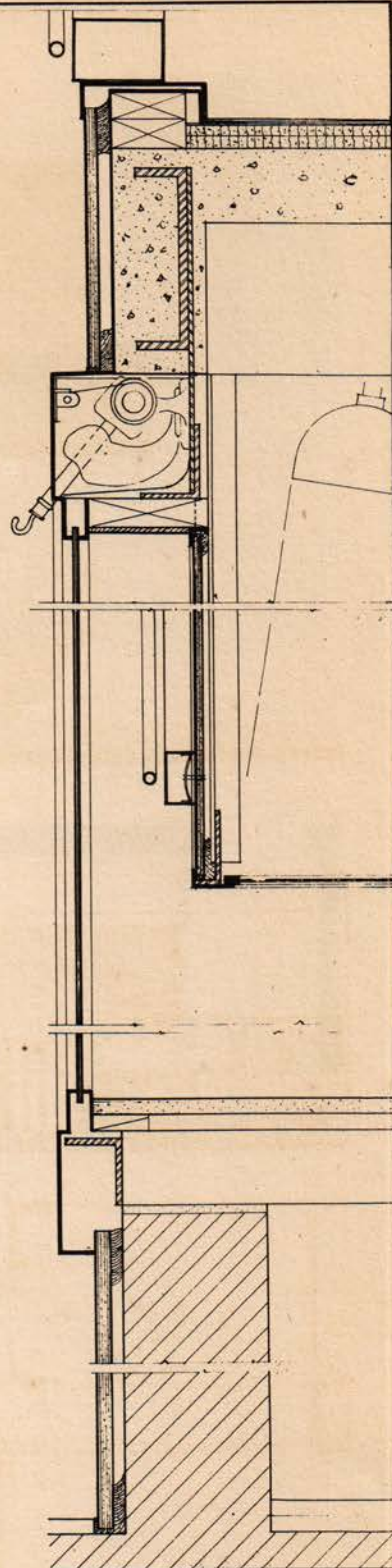
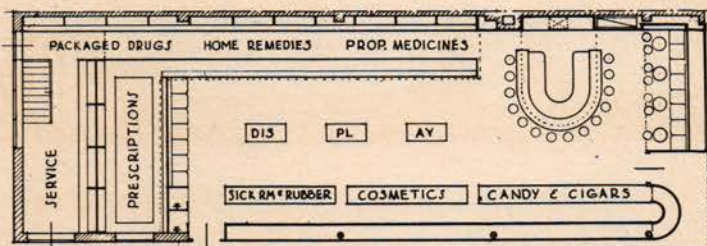
LONGITUDINAL SECTION

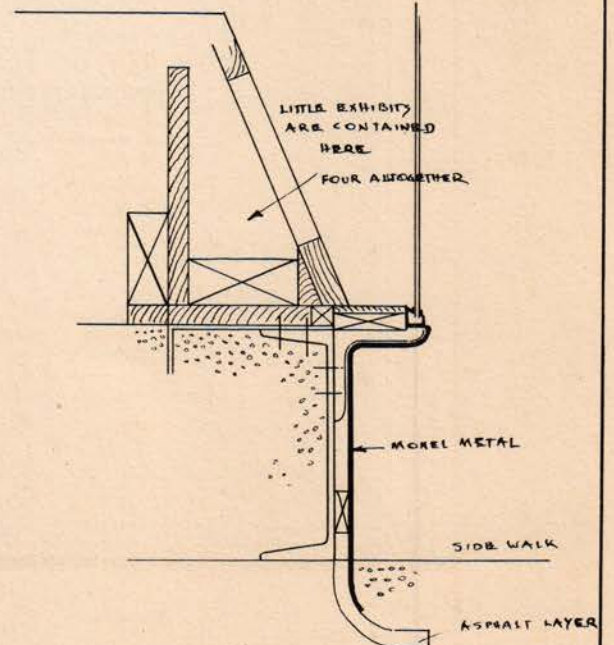
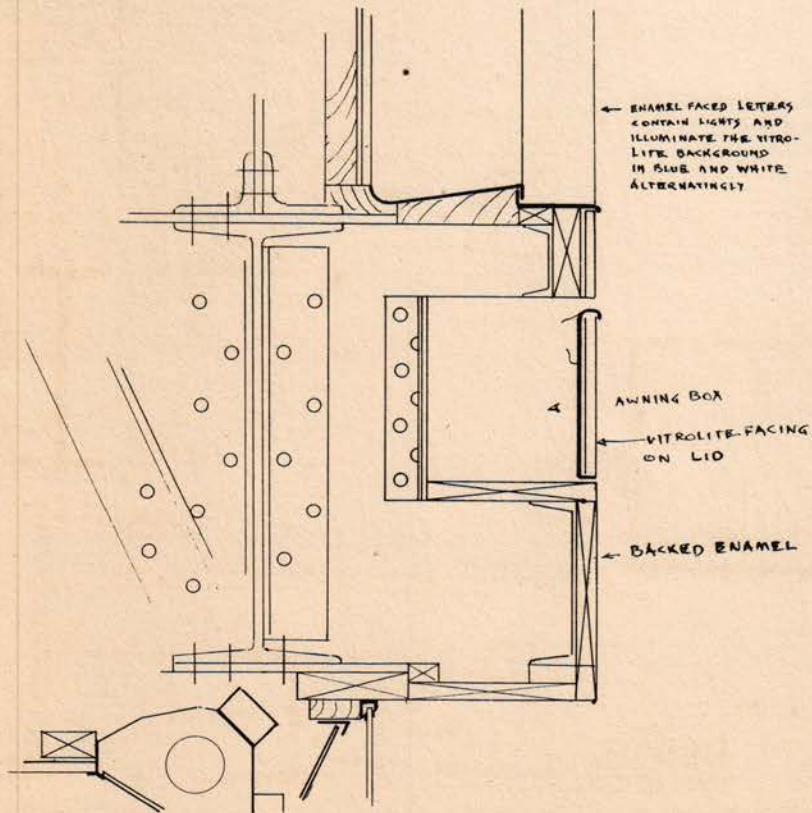
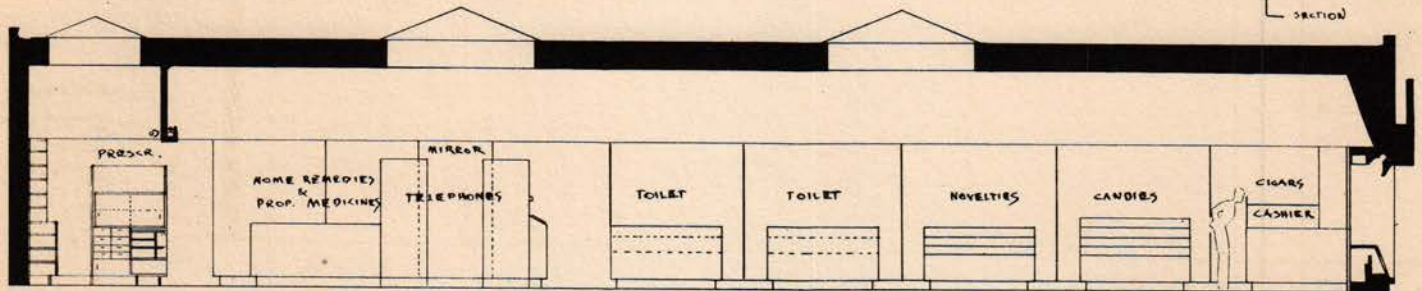
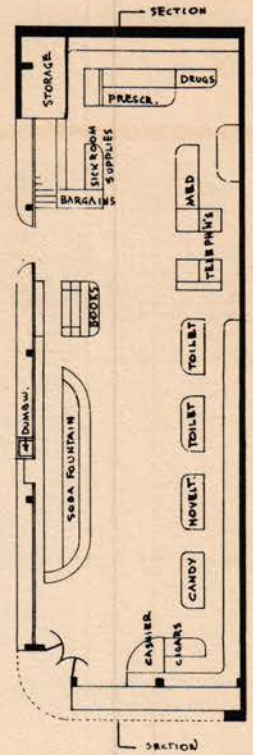
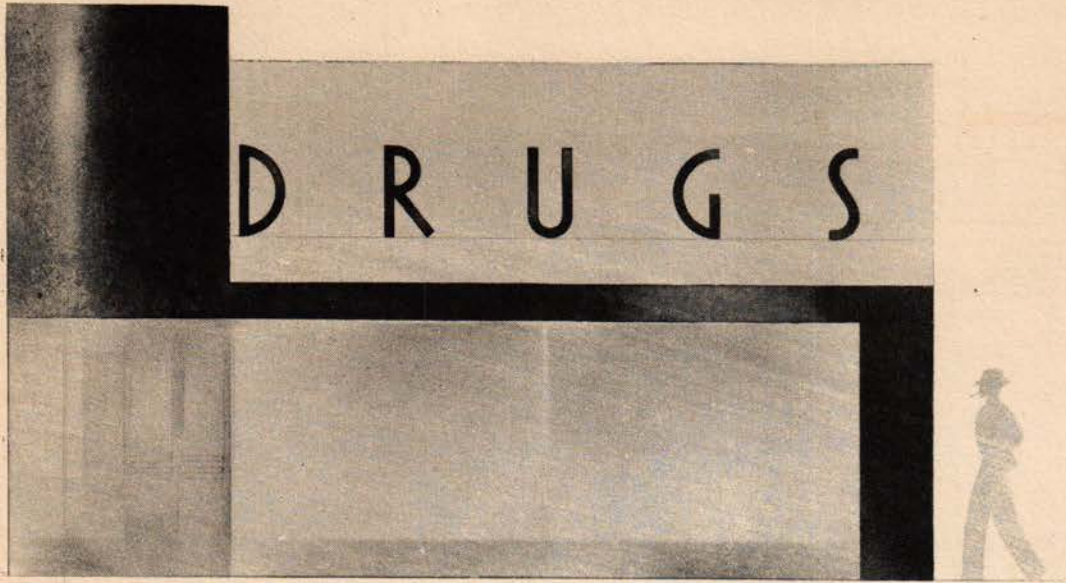


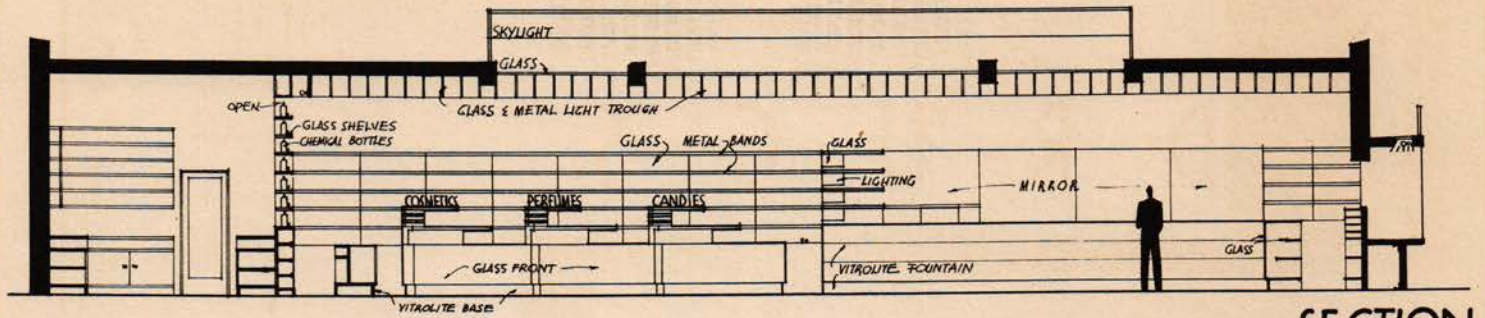


CONSUMER

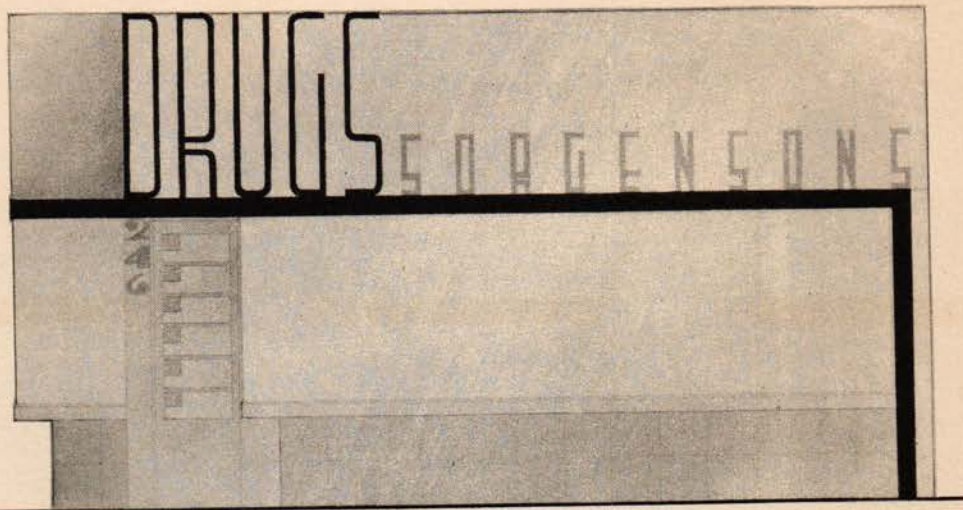
IDRUGS







SECTION
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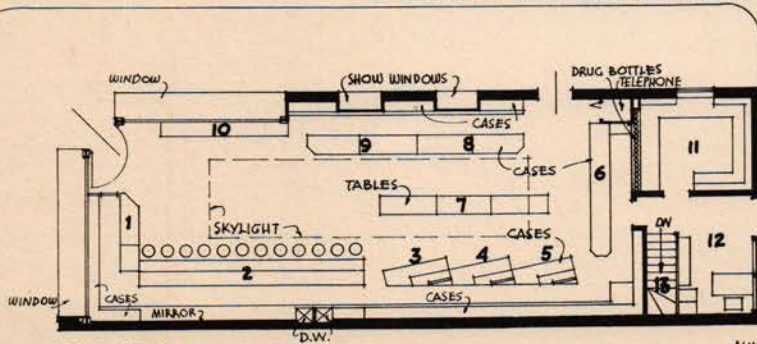


MAIN ST. ELEVATION

SCALE $\frac{1}{2}" = 1'-0"$

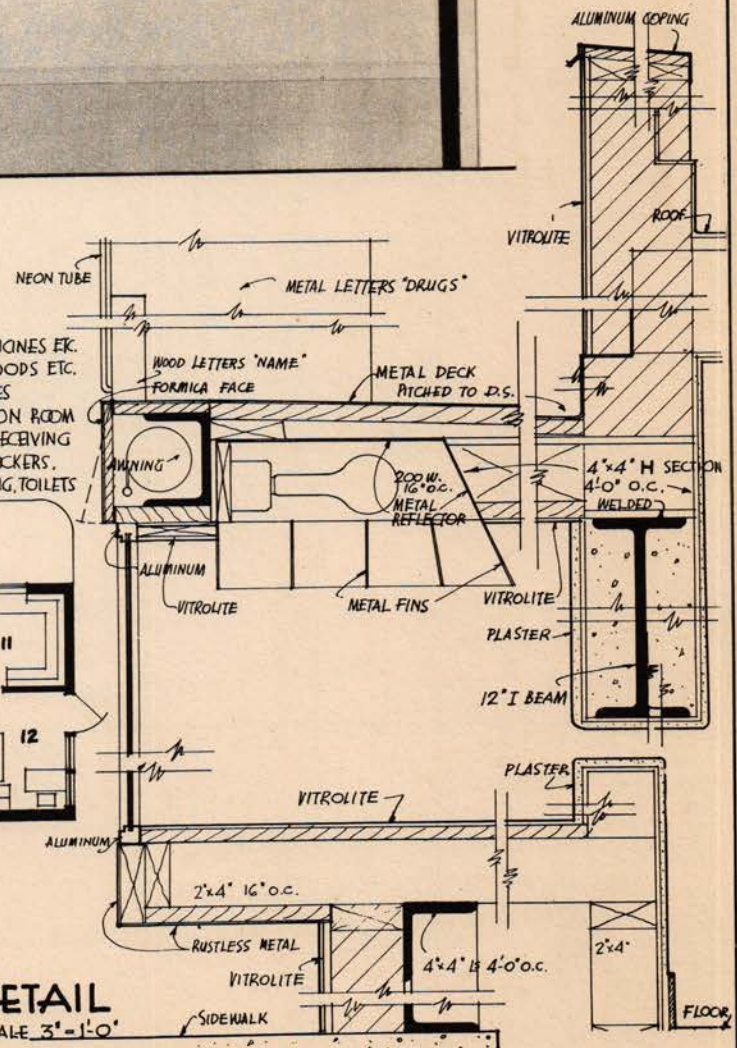
KEY TO PLAN

- | | |
|----------------------------|--|
| 1 CIGARS, CIGARETTES, CASH | 8 PATENT MEDICINES ETC. |
| 2 SODA FOUNTAIN, LUNCH | 9 RUBBER, GOODS ETC. |
| 3 CANDIES | 10 MAGAZINES |
| 4 PERFUMES | 11 PRESCRIPTION ROOM |
| 5 COSMETICS | 12 OFFICE & RECEIVING |
| 6 PRESCRIPTIONS & DRUGS | 13 KITCHEN, LOCKERS, MARKING, STORING, TOILETS |
| 7 SMALL MERCHANDISE | |



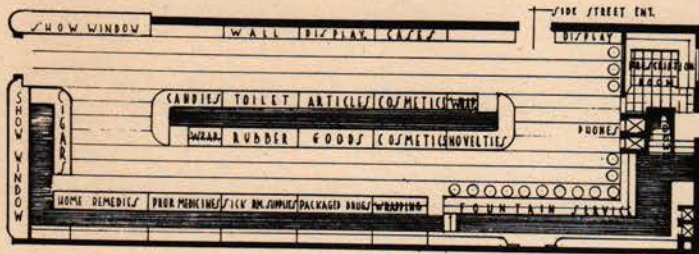
PLAN

SCALE $\frac{1}{8}" = 1'-0"$



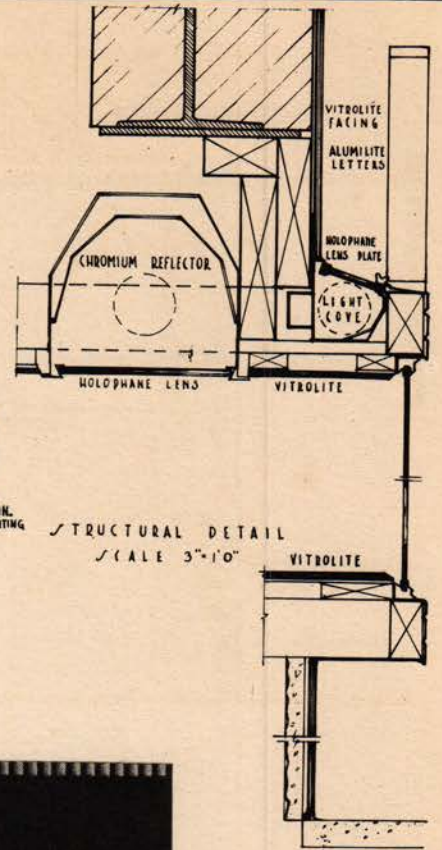
DETAIL

SCALE $\frac{3}{4}" = 1'-0"$



P L A N
 $\frac{1}{8}'' = 1'-0''$

CLEAR GLASS PARTITION FOR PRESCRIPTION ROOM AND CLEAR COATED WINDSCREEN. AUTOMATIC ELECTRIC DOORS TO STREET, RECEIVING, STOCK ROOMS, LOCKERS, TOILET FACILITIES AND KITCHEN TO BE IN BASEMENT. FOUNTAIN FLOOR DROPPED, PERMITTING TABLE HEIGHT FOUNTAIN. FLASH FACE RECESSED UNIT LIGHTING.



STRUCTURAL DETAIL
 SCALE 3"=1'-0"

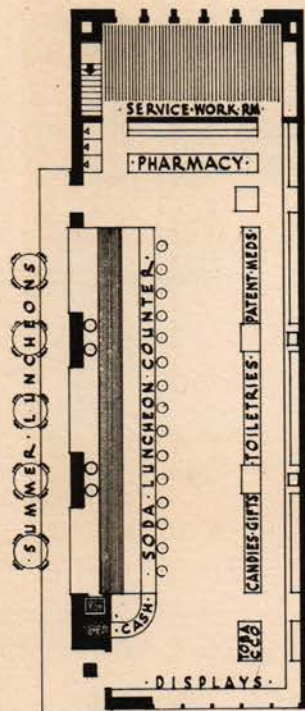
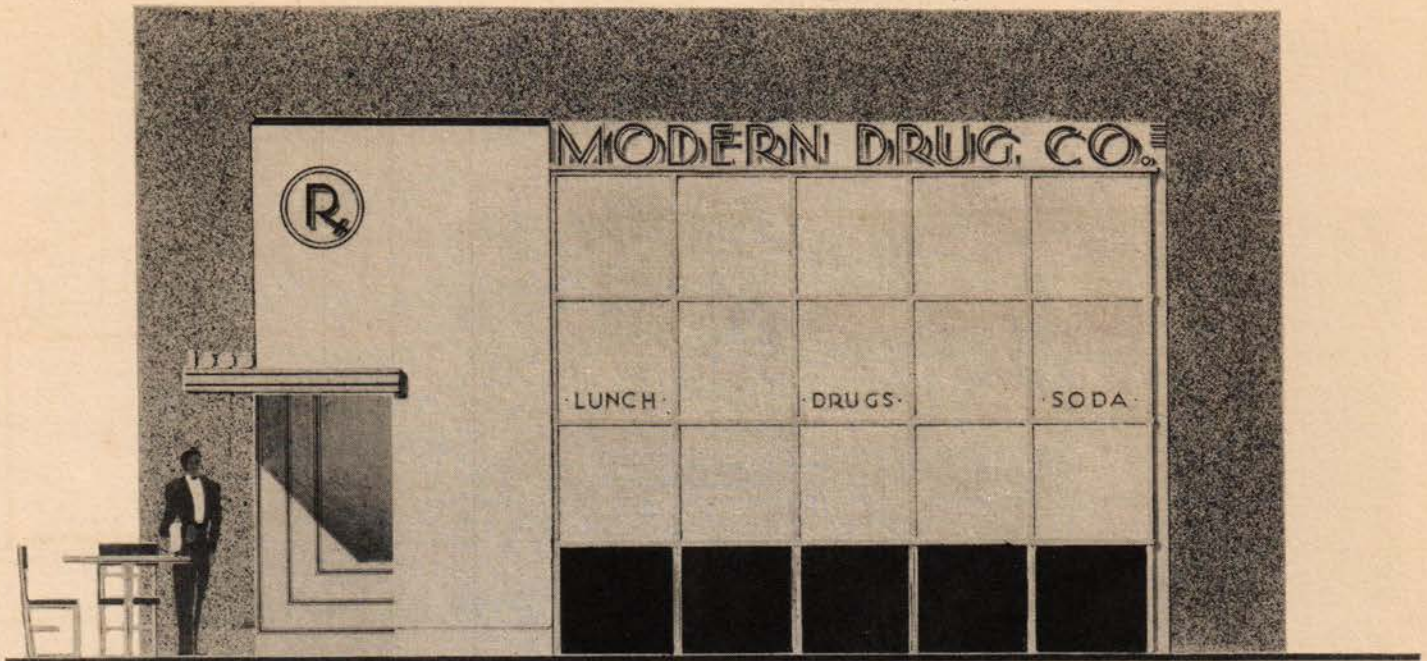


E L E V A T I O N



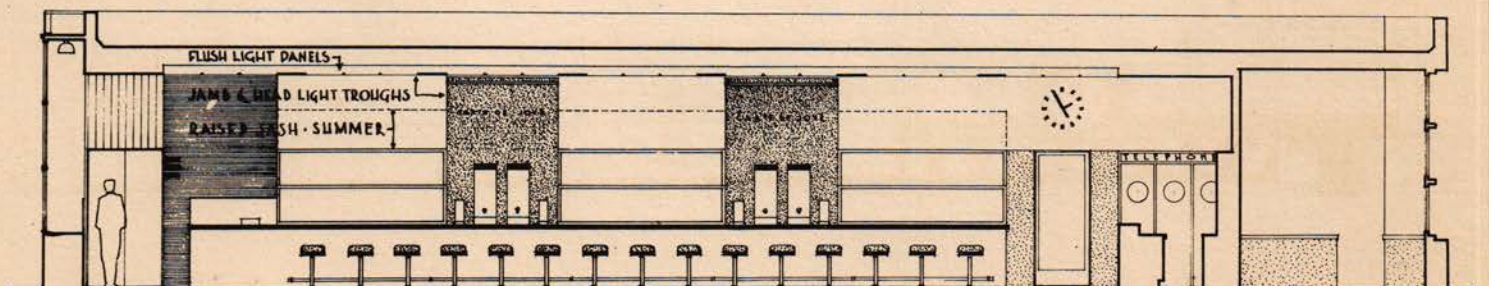
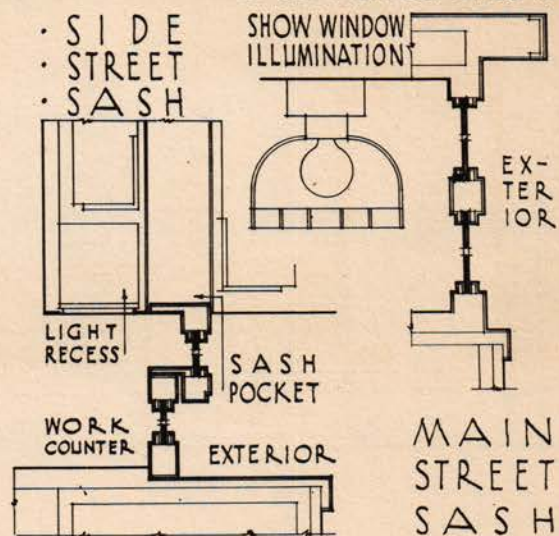
L O N G I T U D I N A L S E C T I O N

SCALE 1/4"=1'-0"



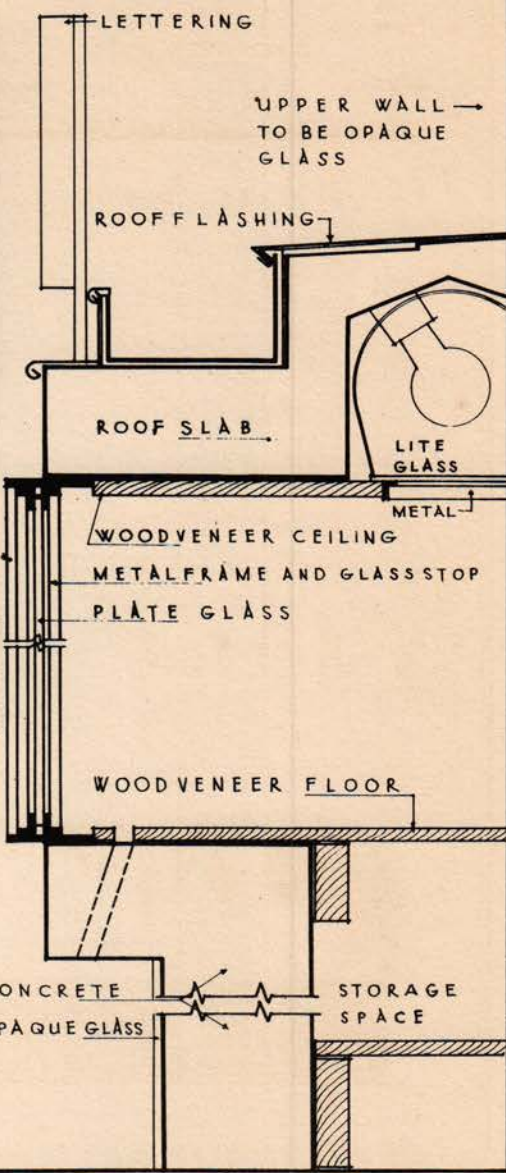
DESIGNING FOR SALES PROMOTION

- MAXIMUM DISPLAY AND VISIBILITY
EXTERIOR & INTERIOR
- INCREASED REVENUE
SIDEWALK LUNCHEON

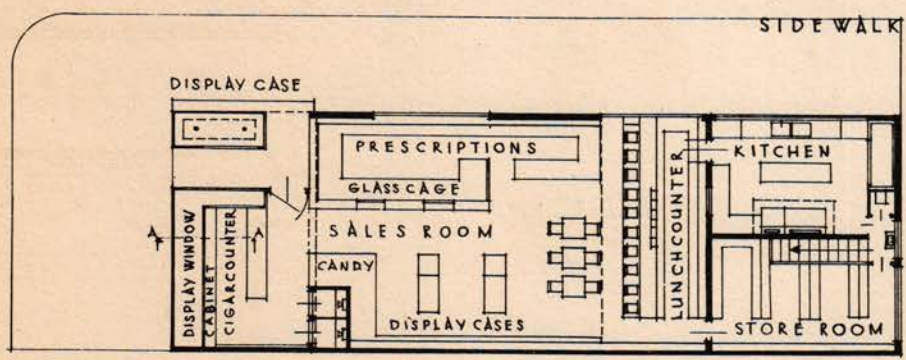




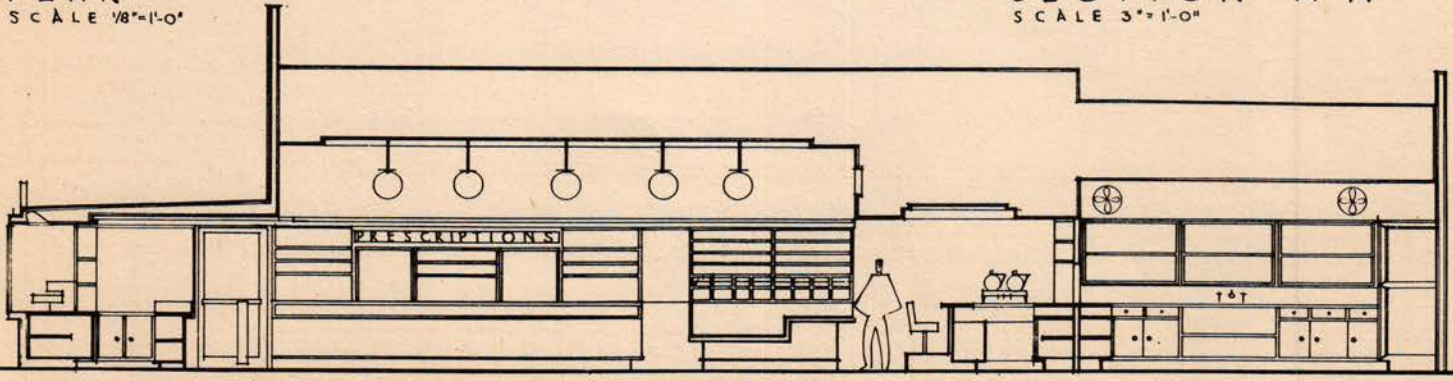
ELEVATION
SCALE 1/2" = 1'-0"



SECTION 'A-A'
SCALE 3" = 1'-0"

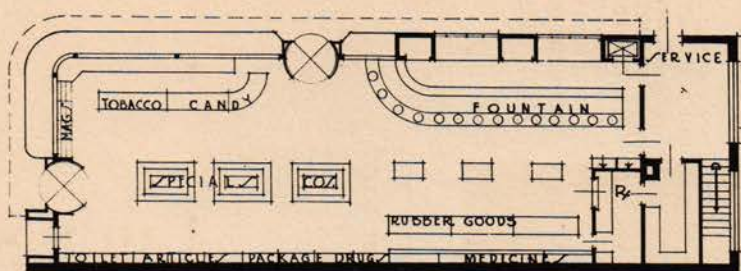


PLAN
SCALE 1/8" = 1'-0"

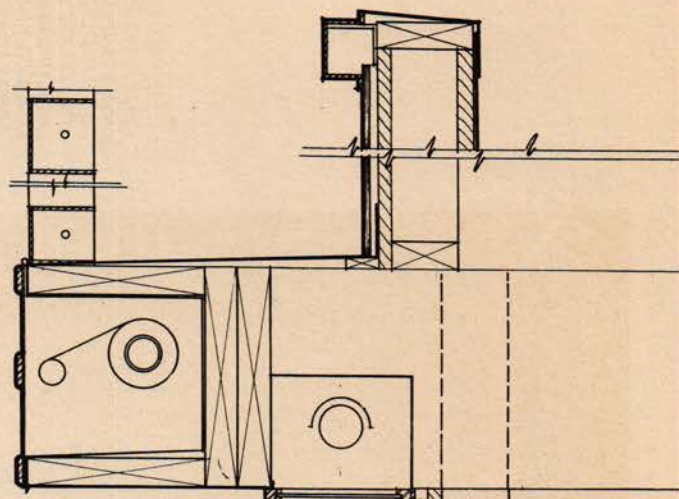


DISPLAY ENTRANCE PRESCRIPTION SALES COUNTER LUNCH COUNTER KITCHEN

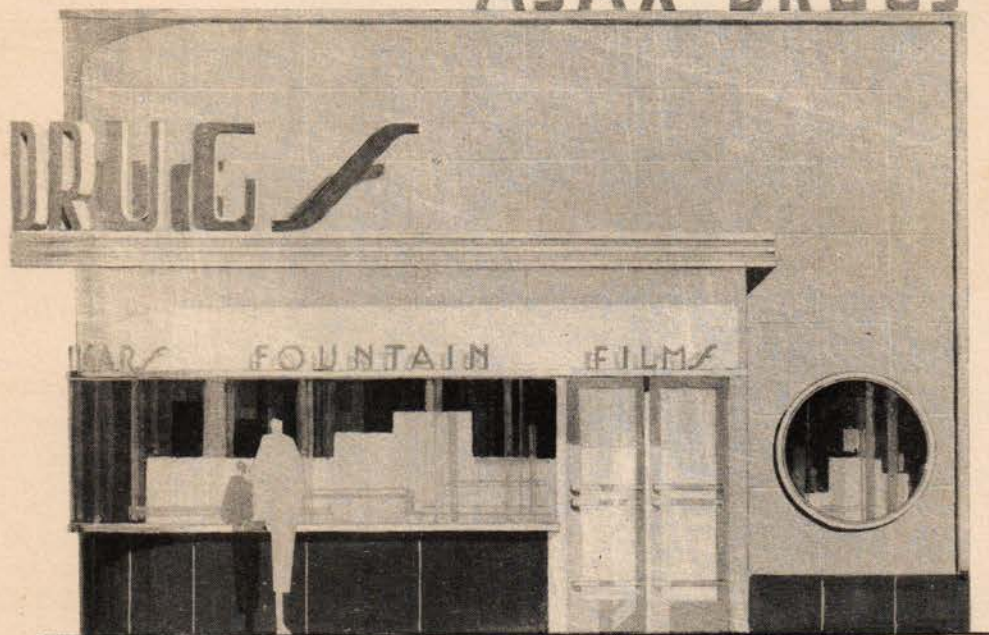
LONGITUDINAL ELEVATION



PLAN SCALE 1" = 8'-0"



AJAX DRUGS

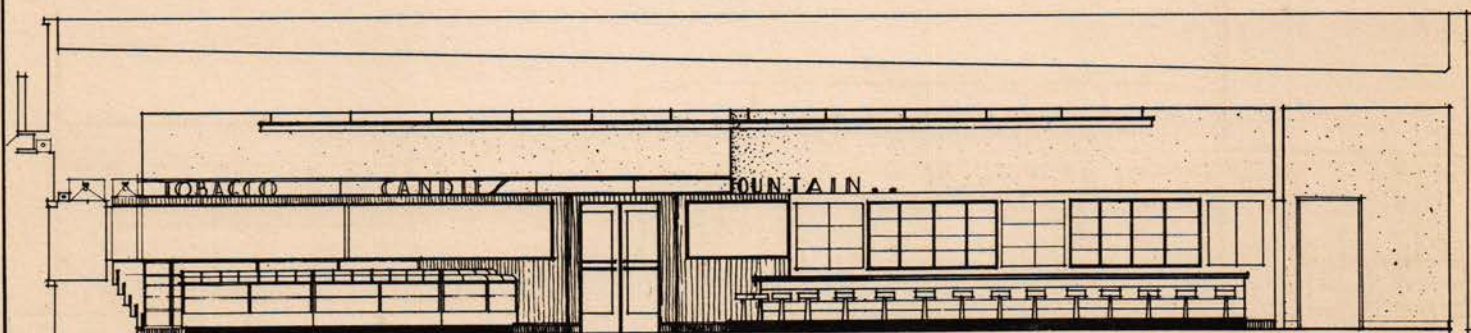


ELEVATION SCALE 1" = 2'-0"

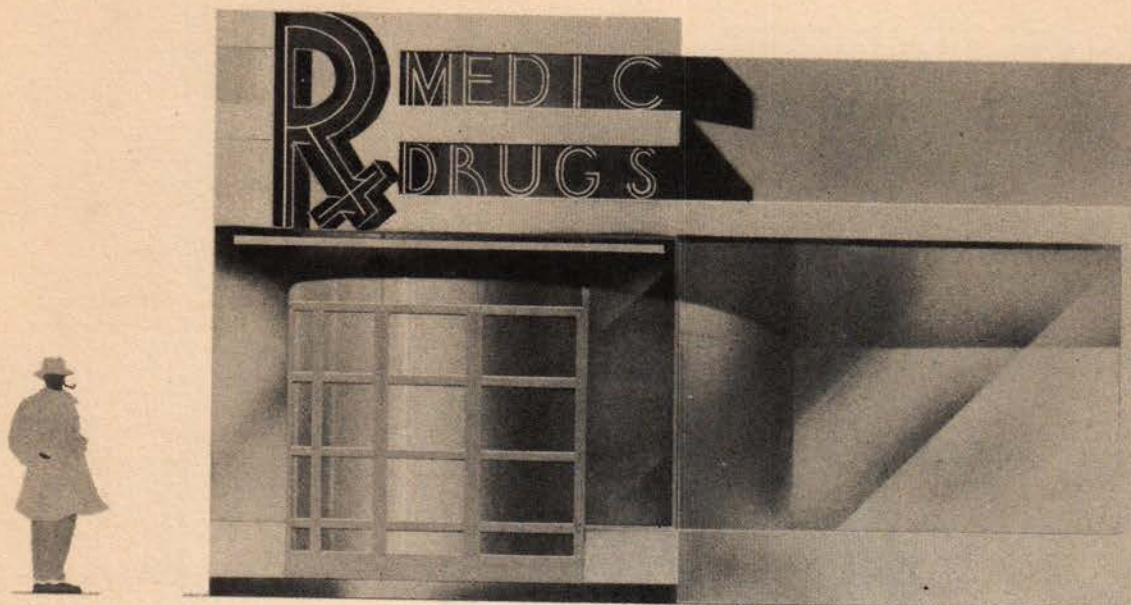
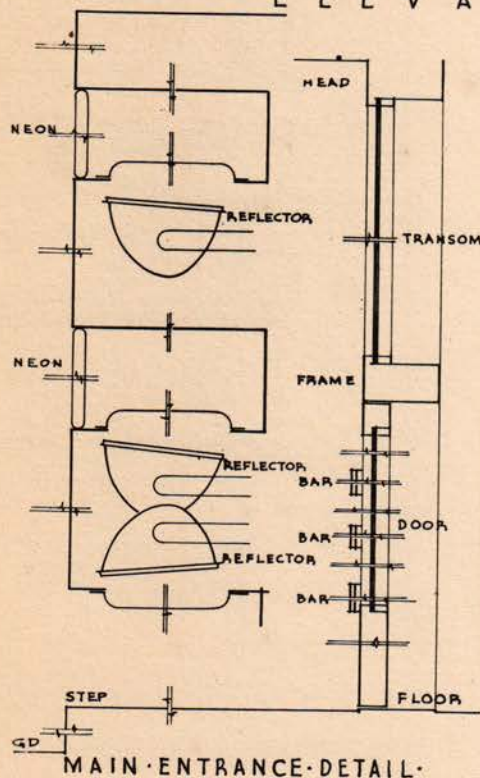
HEAD

JAMB

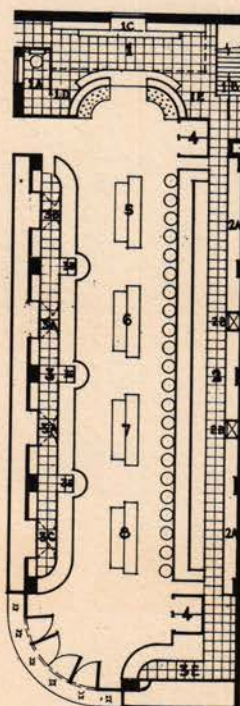
THR



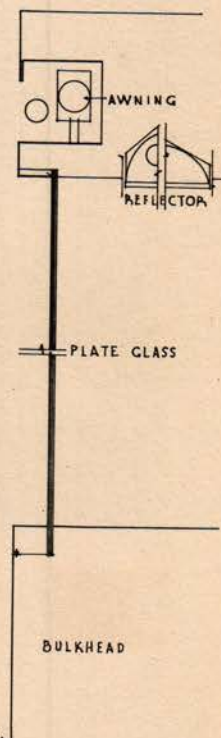
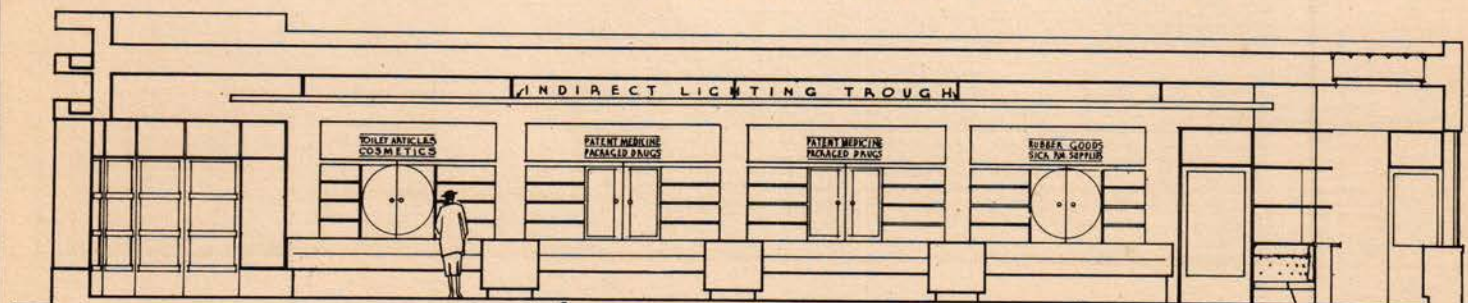
SECTION SCALE 1" = 4'-0"

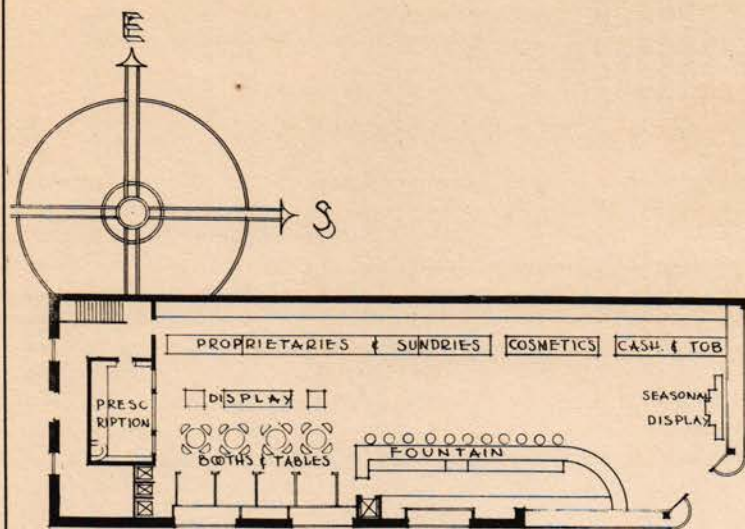
ELEVATION · SCALE $\frac{1}{2}'' = 1 \text{ FT.}$ 

MAIN · ENTRANCE · DETAIL ·

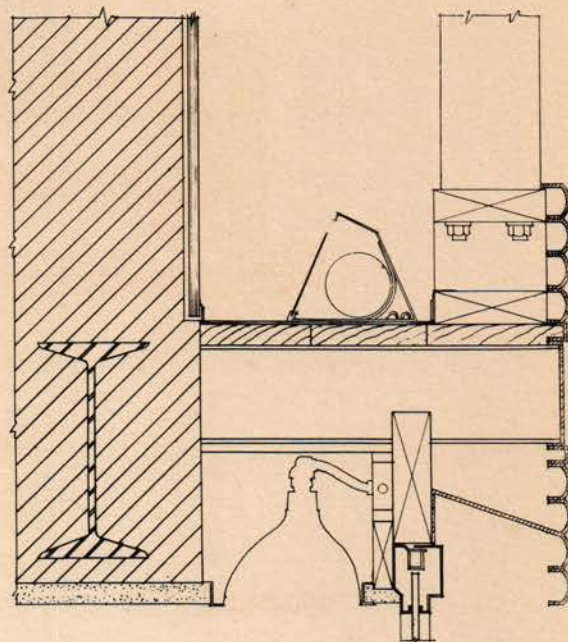


- 1 · PRESCRIPTION · DEPARTMENT
- 1A · COAT · CLOS · AND · TOILET ·
- 1B · SERVICE STAIR · TO · BASEMENT
- 1C · WORK · TABLE · SINK · SHELVING
- 1D · TRANSPARENT · GLASS · PARTITION
- 1E · LEATHER · SEATS · WAIT · FOR · Rx ·
- 2 · FOUNTAIN · SERVICE · AND · LUNCH
- 2A · BACK · BAR · SERVICE · & · DISPLAY
- 2B · DUMB · WAITER · SERVICE · BELOW
- 2C · FLUE · FROM · KITCHEN · BELOW
- 3 · SALES · SERVICE · COUNTER ·
- 3A · PATENT · MED ·; · PACKAGED · DRUG
- 3B · RUBBER · GOODS · SICK · RM · SUPPLIES
- 3C · TOILET · ARTICLES · PERFUME · COSMETICS
- 3D · DISPLAY · BOOTH · WRAPPING · BEHIND
- 3E · CANDY · CIGARS · CASH · SPACE
- 4 · TELEPHONE · BOOTH · SERVICE
- 5 · MERCHANDISE · DISPLAY · TABLES
- 6 · " · " · " · "
- 7 · " · " · " · "
- 8 · " · " · " · "

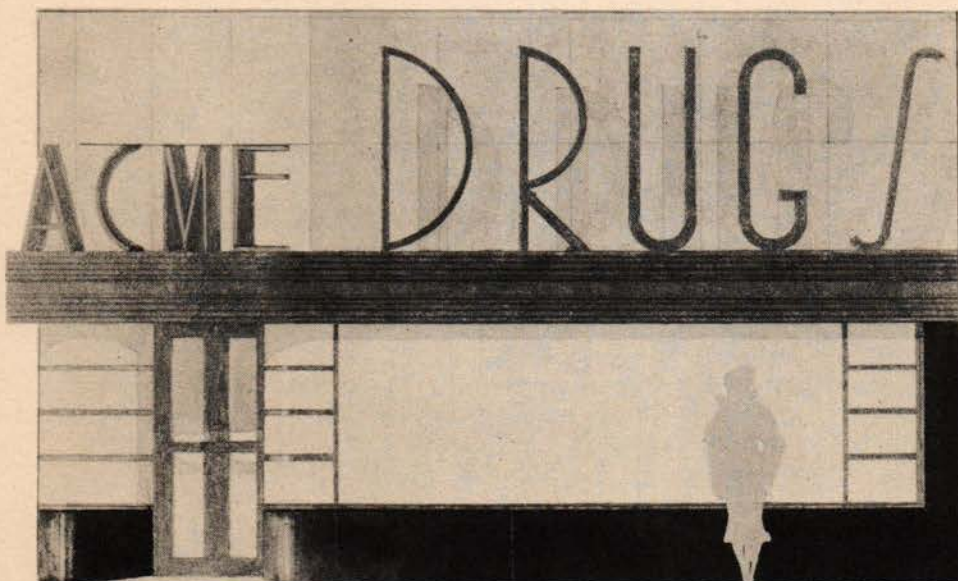
PLAN · SCALE · $\frac{1}{8}'' = 1 \text{ FT.}$ LONGITUDINAL · SECTION · SCALE · $\frac{1}{4}'' = 1 \text{ FT.}$



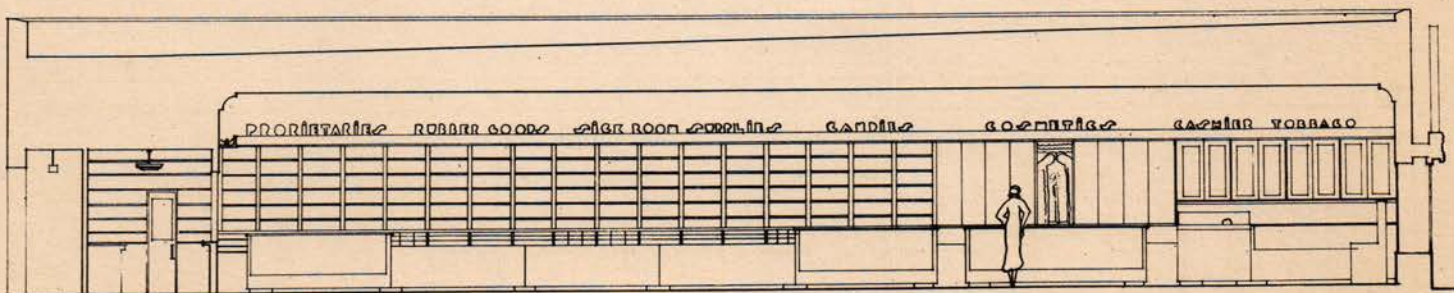
PLAN



SHOW WINDOW
DETAIL



ELEVATION



SECTION

PROBLEM B

APPAREL SHOP

Requirements: The modernized apparel shop is to be devoted to the merchandising of women's wear, suits, dresses, hats, ensembles, gowns, lingerie and underthings, corsets, hose and accessories. The sale of shoes in this store is not contemplated. Among other things customer dressing rooms will be necessary . . . Dimensions: The building covers a level inside lot (not a corner lot), 25'-0" x 75'-0" on the north side of Main Street. There is a service alley at the rear. The clear width between party walls is 24'-0". Party walls are 12" thick. The present clear height, floor to ceiling, is 12'-0".

FIRST PRIZE: SUREN PILAFIAN, MAURICE LUBIN, NEW YORK 225

This shop successfully gives a maximum of window display, arranged to attract customers approaching from either direction. The smaller high windows at the sides would catch the attention of the passer-by and would be useful for the display of accessories—bags, hats, and other small objects. The semicircular form of the larger display windows naturally pulls the customer toward the entrance. In addition, it makes an awning practically unnecessary, as the recessed front provides shadow which prevents sun glare and reflection. It provides shelter on rainy days. It also allows patrons to view the displays without being jostled by others passing by. ¶ Although the elevation is shown as black glass, the design would be equally effective in color, depending upon the adjacent buildings. The sign might be more effective if larger, though its brilliance through the use of Neon tubes and its location might compensate for its lack of size. ¶ The plan is simple and straightforward, providing circulation for the ready-to-wear section without interfering with purchase of accessories. The design is economic because of its simplicity. It also centers attention on the merchandise rather than on the structure itself.

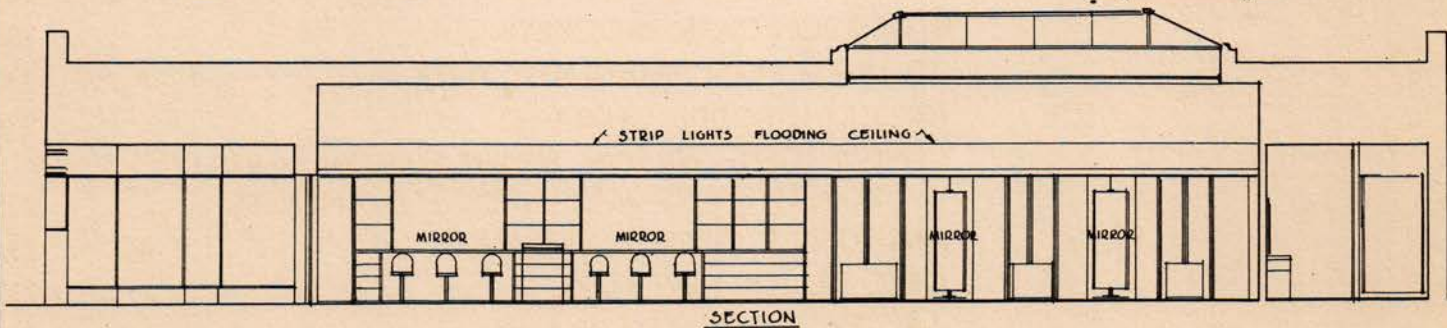
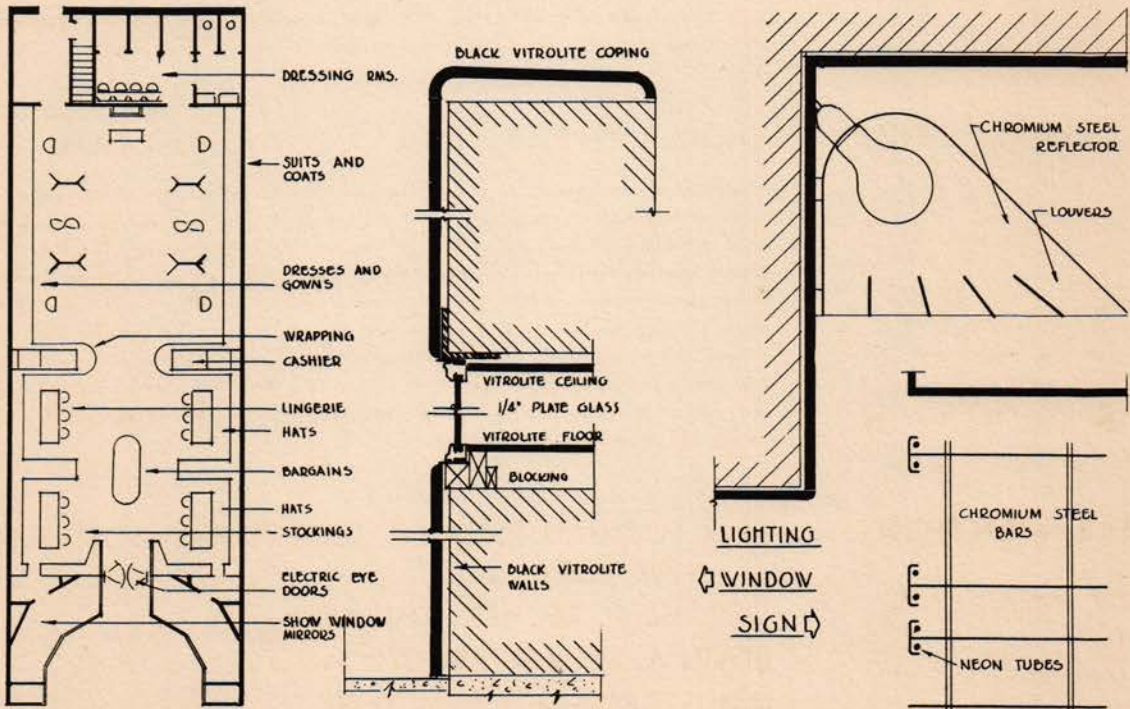
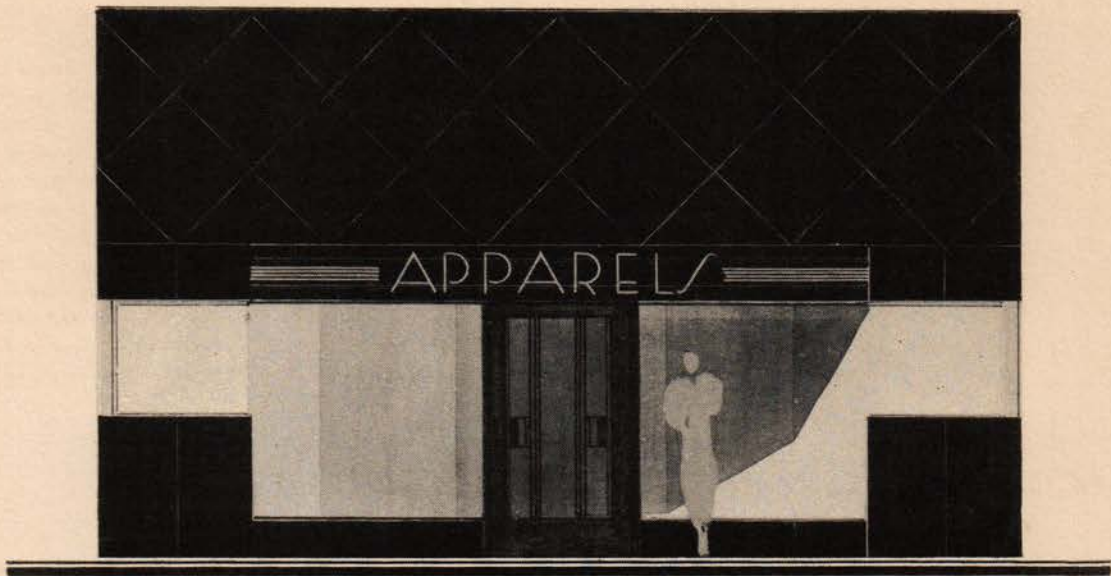
SECOND PRIZE: LESTER COHN, CHICAGO 226

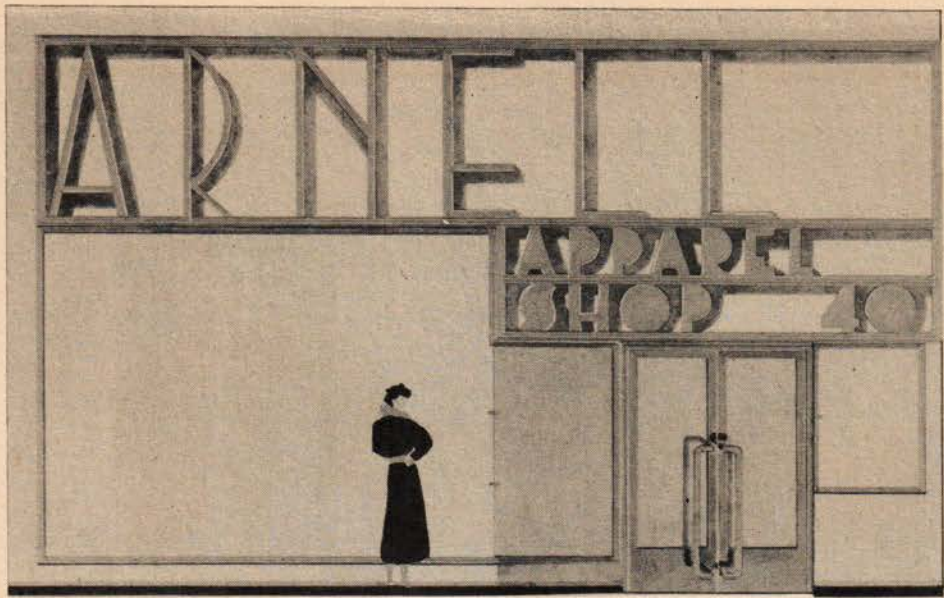
The design is attractive. The larger shop window is useful for ready-to-wear merchandise and the smaller window at the right of the door attracts the eye to the display of accessories. ¶ The arrangement of the sign and lettering leads to the entrance. The display arrangements are well related to the entrance. The splayed window likewise serves to draw in customers. ¶ The display and sign would undoubtedly be effective at night since the lighting of both the sign and the show window have been ingeniously integrated. ¶ The plan is workable and provides adequate circulation with an interesting subdivision of departments for various types of merchandise.

THIRD PRIZE: RAOUL L. Du BRUL, HARRY J. TRIVISONNO, NEW YORK . . . 227

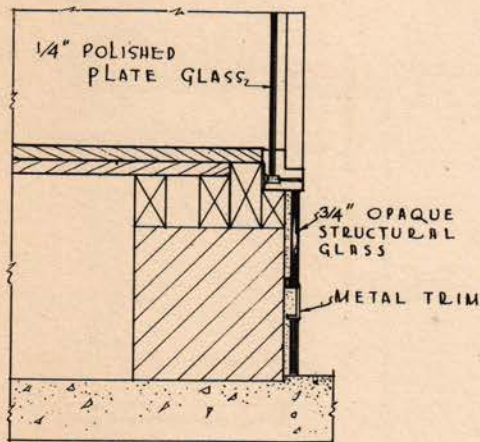
This store is undoubtedly smart and feminine. The bright colors and the well-placed and illuminated sign are obviously designed to attract customers. ¶ The door is well-studied, but might focus too much attention on itself rather than on the displays. The horizontal "keyhole" motif of the window does emphasize the display of ready-to-wear merchandise by providing an almost circular glass area, which automatically makes it the center of interest. ¶ The plan is not fully satisfactory. There is not enough ready-to-wear stock available and the stair is not properly located for convenience. The interior design would be satisfactory for display of small quantities of merchandise, but this is perhaps more characteristic of the city specialty shop than the apparel shop of an average community. ¶ A rise of a single step in plan is always objectionable and dangerous. It might be very difficult to provide an awning for this store.

HONORABLE MENTIONS:	MAX FELDMAN, RALPH E. LEFF, HARRY GOTTESMAN, NEW YORK	228
	GEORGE D. RECHER, CHICAGO	229
	IRWIN A. SUGARMAN, CHICAGO	230
	JOHN HIRONIMUS, NEW YORK	231
	J. GORDON CARR, BROOKLYN	232
	JOSEPH M. HIRSCHMAN, NEW YORK	233
	HERBERT L. RODDE, CHICAGO	234
	LEWIS EUGENE WILSON, EDWIN ELLISON MERRILL, ROBERT EVANS ALEXANDER, LOS ANGELES	235
	ANTHONY S. CIRESI, CLEVELAND	236
	ORLO HELLER, NEW YORK	237
	J. R. SPROULE, SEATTLE, WASH.	238
	DONALD M. DOUGLASS, GEORGETOWN, CONN.	239

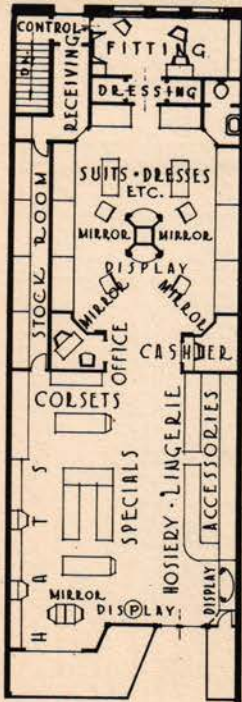




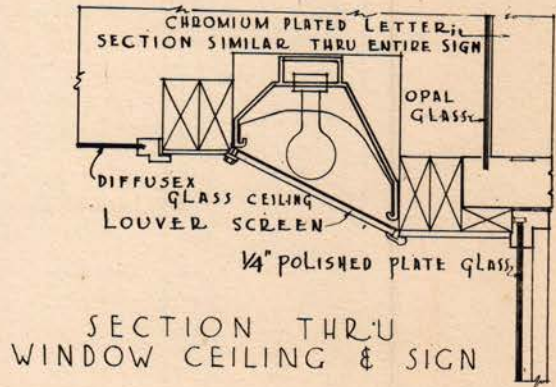
F R O N T E L E V A T I O N



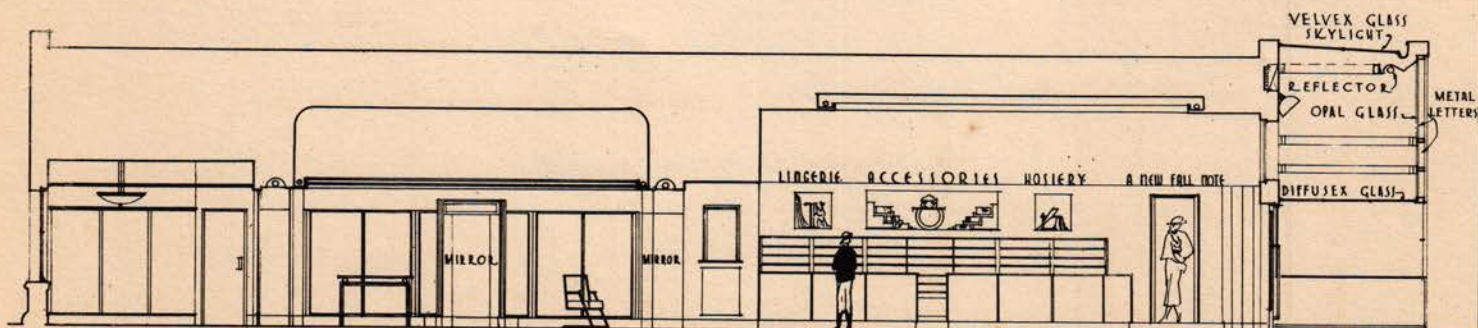
SECTION THRU
BULKHEAD



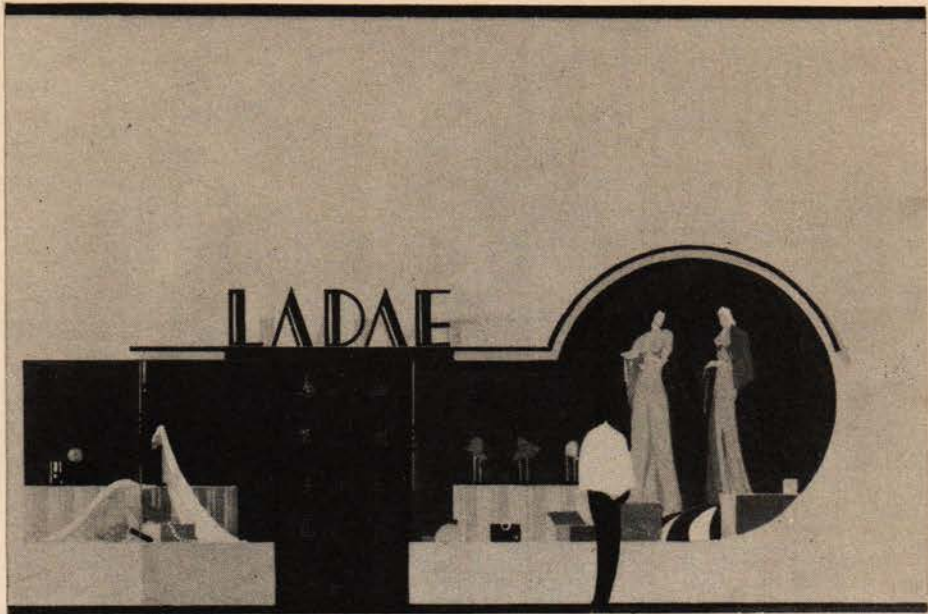
F L O O R P L A N



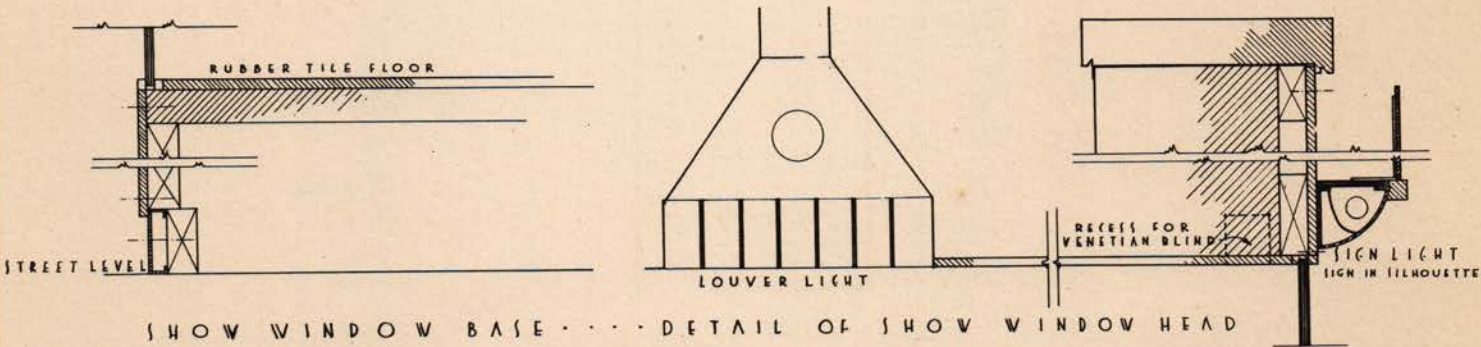
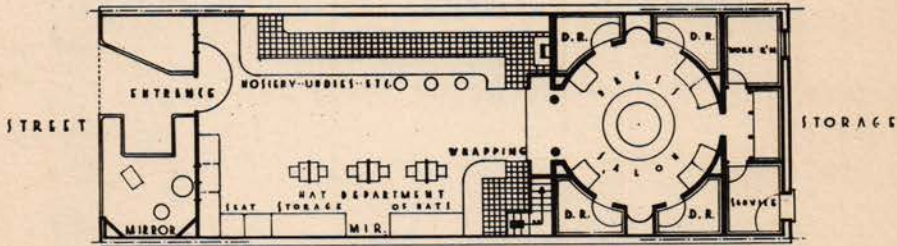
SECTION THRU
WINDOW CEILING & SIGN



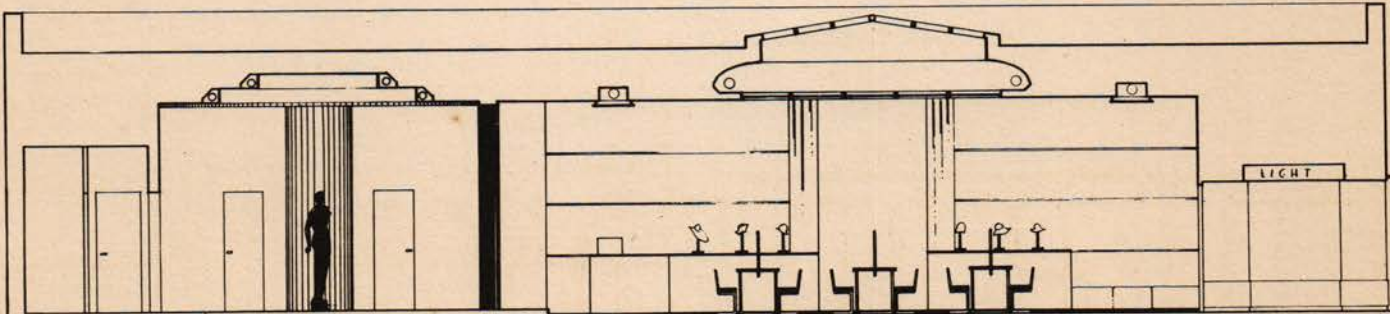
L O N G I T U D I N A L S E C T I O N



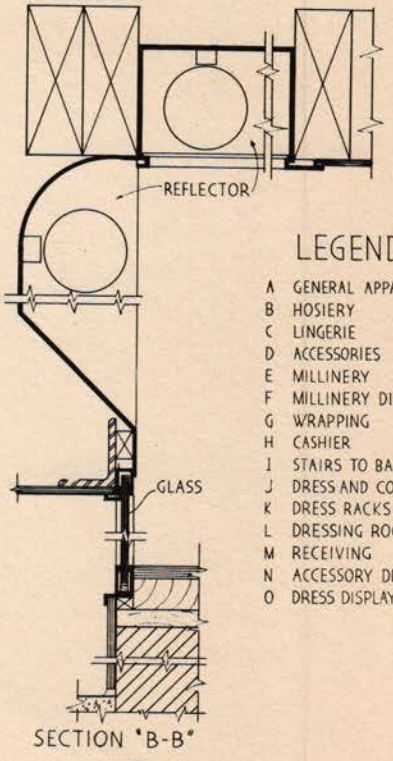
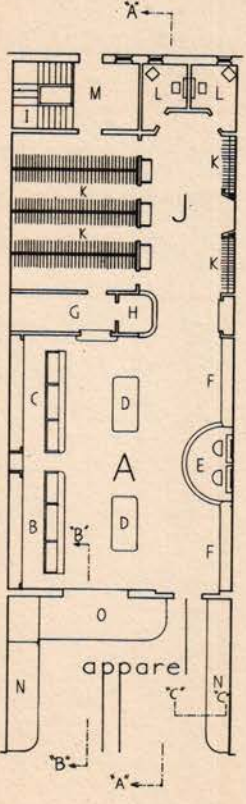
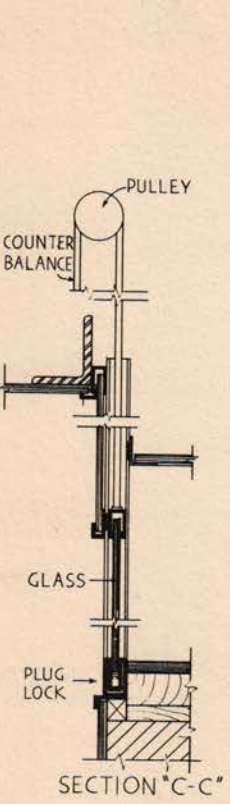
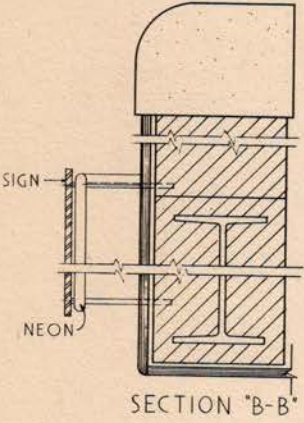
VITROLITE FACE--BRONZE TRIM--ETCHED GLASS DOOR--L.O.F. PLATE GLASS SHOW WINDOW--



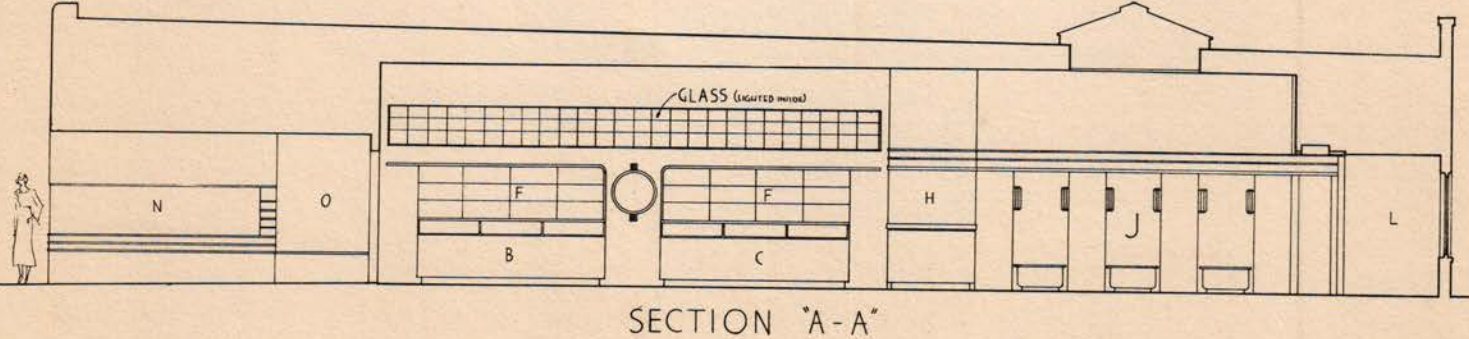
SHOW WINDOW BASE DETAIL OF SHOW WINDOW HEAD

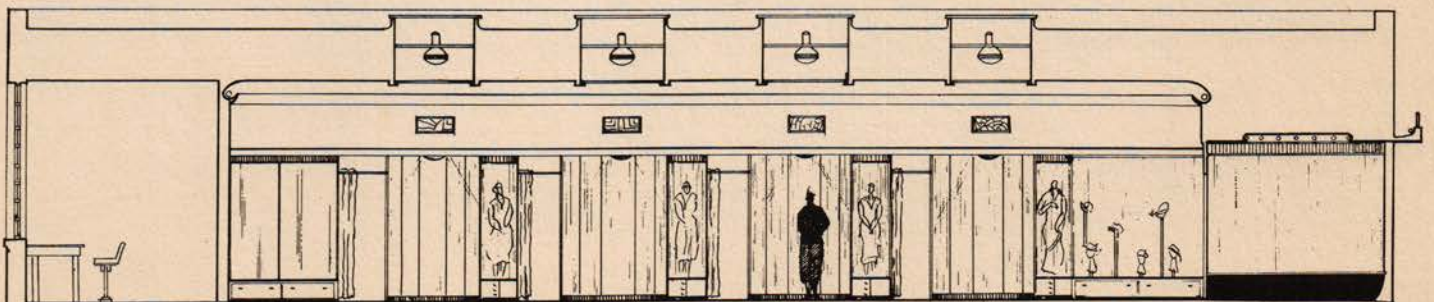
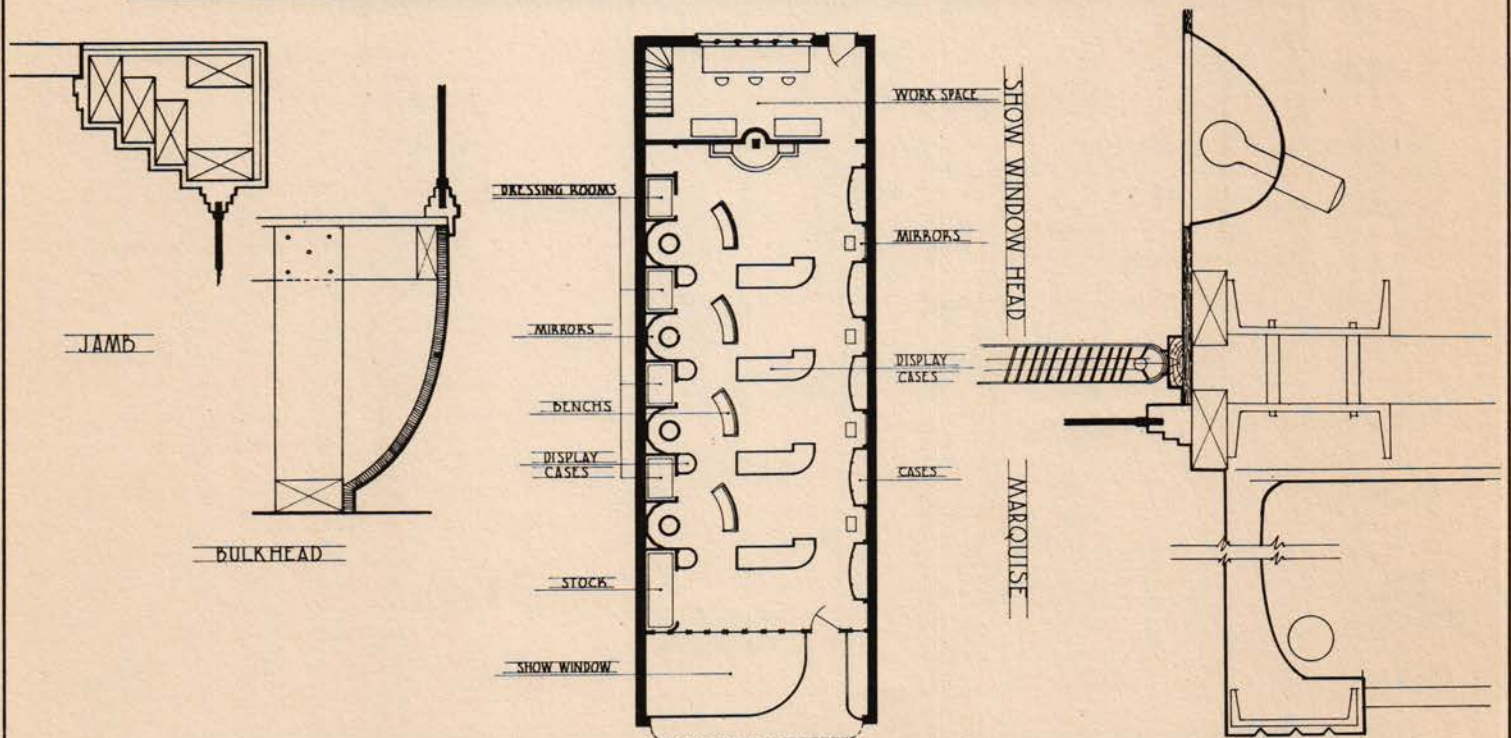
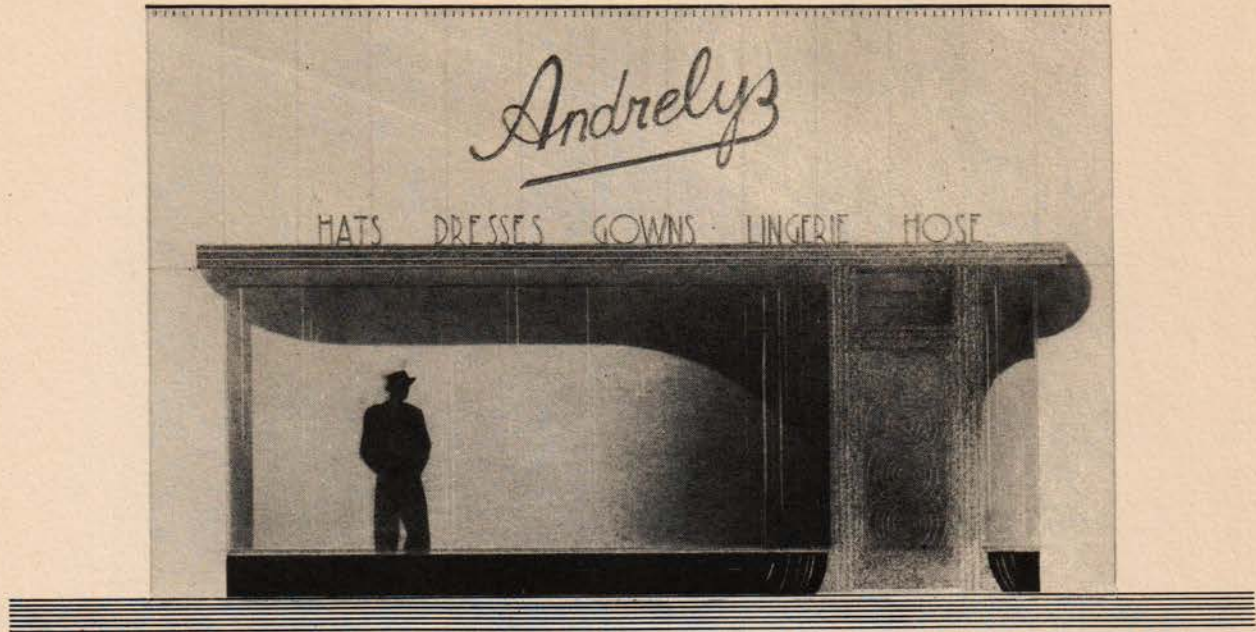


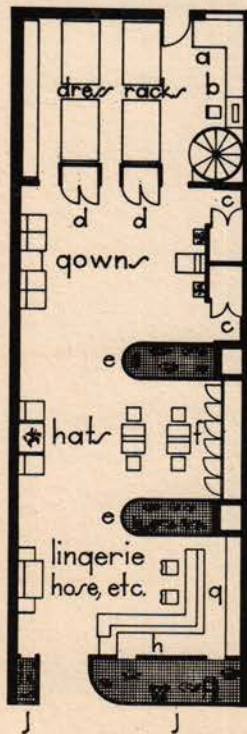
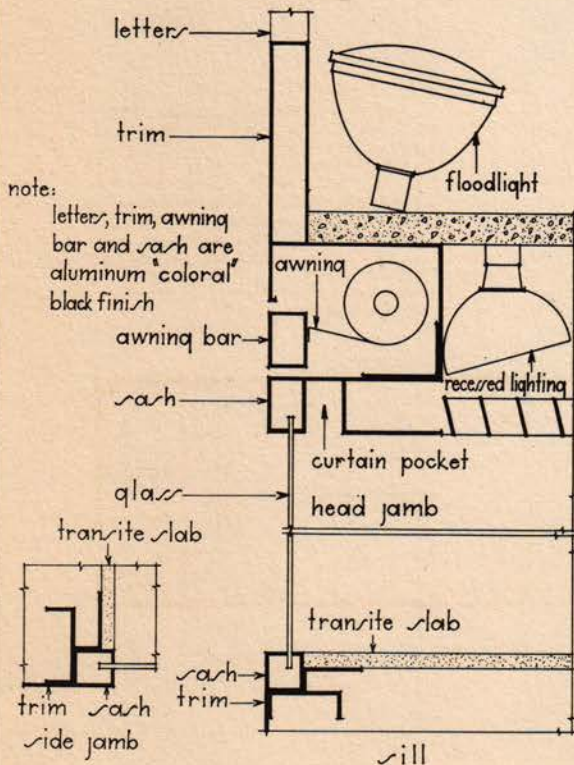
SERVICE DEPT--DRESS SALON AND DRESSING ROOMS--STAIR AND WRAPPING--HATS--TRYON TABLES--MIRROR CABINETS--WALL SEAT (SHOW WINDOW) ETC.



- LEGEND
- A GENERAL APPAREL
 - B HOSE
 - C LINGERIE
 - D ACCESSORIES
 - E MILLINERY
 - F MILLINERY DISPLAY
 - G WRAPPING
 - H CASHIER
 - I STAIRS TO BASEMENT
 - J DRESS AND COAT SHOP
 - K DRESS RACKS
 - L DRESSING ROOMS
 - M RECEIVING
 - N ACCESSORY DISPLAY
 - O DRESS DISPLAY

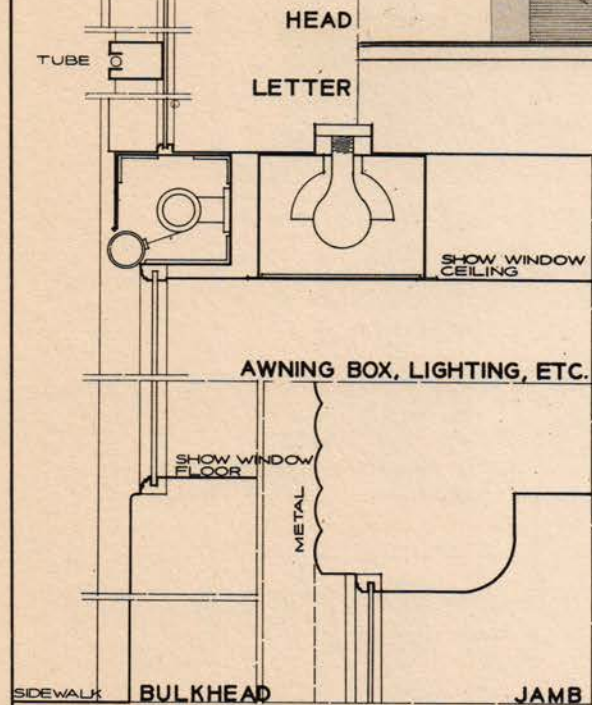
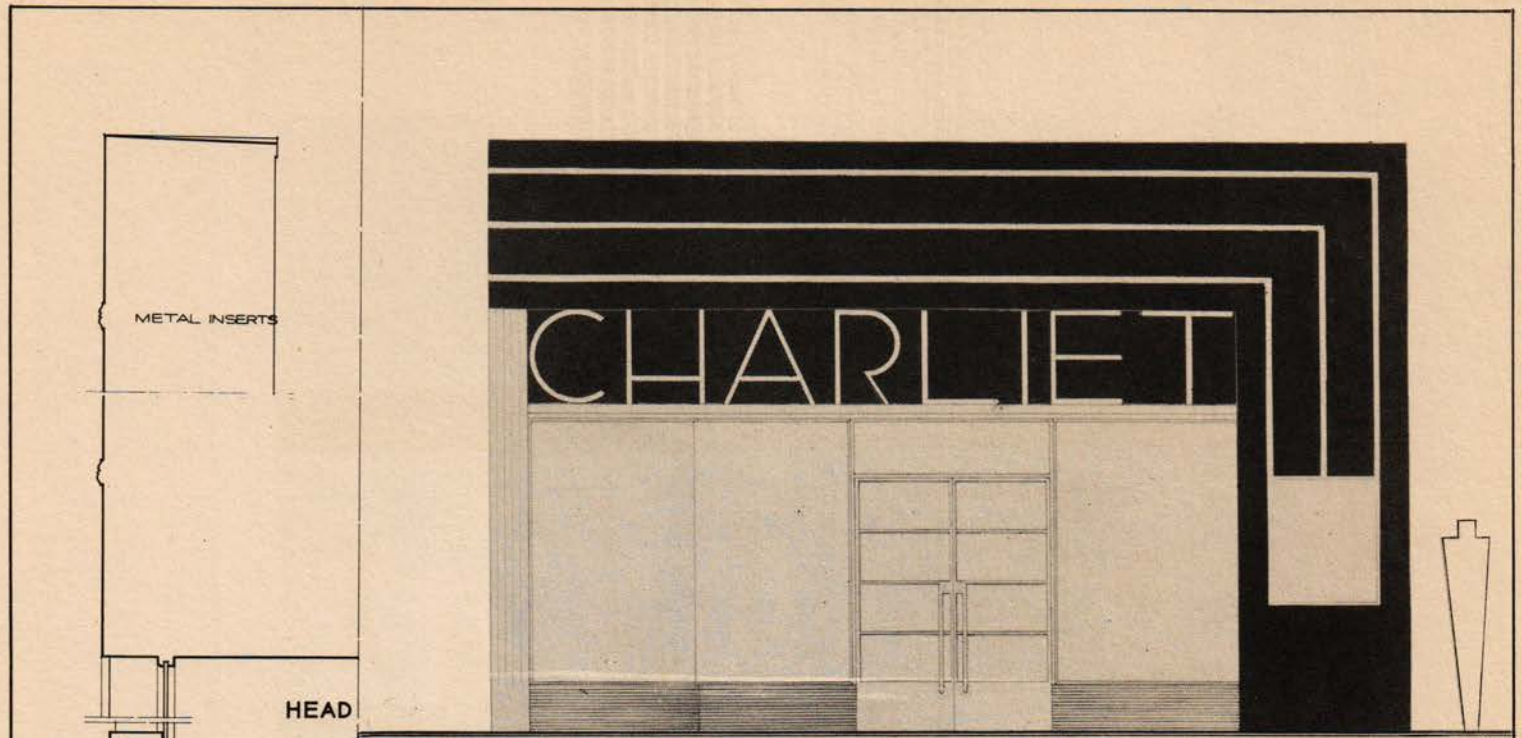






- a receiving
- b alterations
- c dressing rooms with mirrors in front of room
- d dress cabinet
- e glass display case
- f millinery case with satin finished mirrored doors
- g lingerie, hose, etc. wall case
- h gloves, accessories counter
- j show window

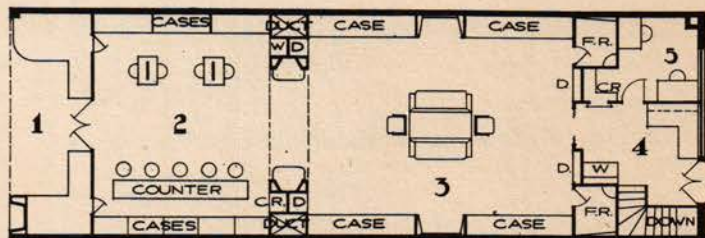




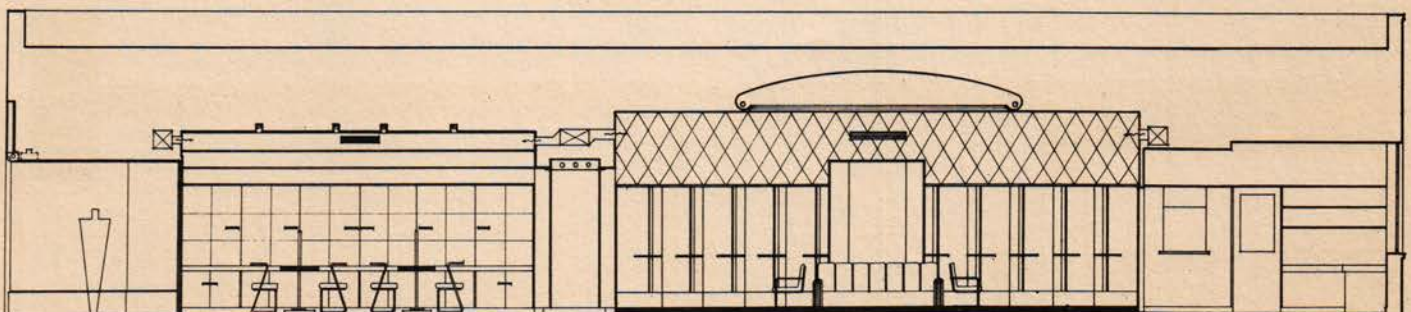
SECTION THRU SHOW WINDOW

THE APPAREL SHOP

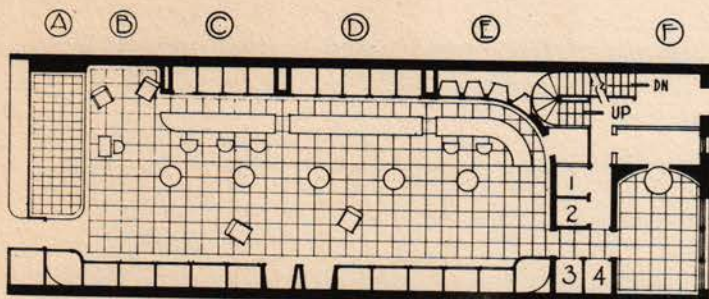
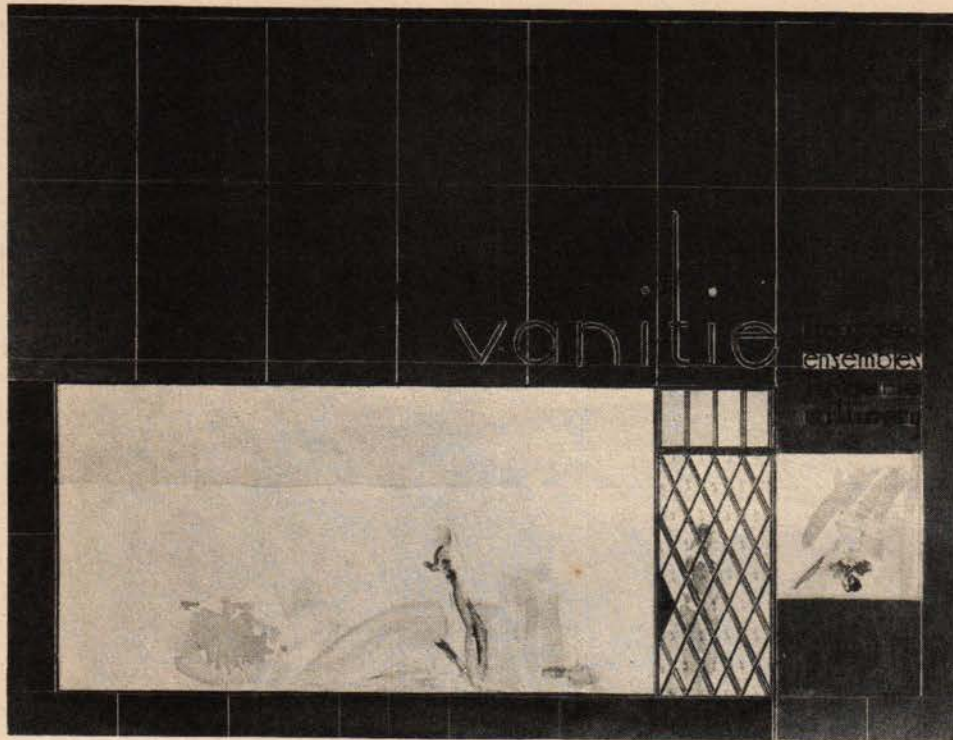
1 THIS SPACE USED FOR STREET DISPLAY PURPOSES. SMALL CASE ON EAST WALL TO BE USED FOR DISPLAY OF LARGE PROFIT ITEMS SUCH AS NEW NOVELTIES. 2 USED FOR SELLING AND DISPLAY OF MILLINERY, HOSE, UNDERTHINGS, CORSETS, ETC. 3 USED FOR DISPLAY AND SELLING OF COATS, SUITS, DRESSES, GOWNS, ETC. 4 THIS SPACE TO BE USED FOR RECEIVING MERCHANDISE, MARKING, WRAPPING FROM SPACE 3, STAIRWAY TO BASEMENT FOR LOCKERS, TOILETS, EMPLOYEES DRESSING ROOMS, STORAGE FOR BULK MERCHANDISE, BOILER ROOM, ETC. 5 OFFICE TO BE USED FOR OWNER OR MANAGER, ACCOUNTING, RECORDING, CASHIER, AND SECRETARY. D-INDICATES INTERIOR DISPLAY CASE. DW-INDICATES CASH REGISTER. DW-INDICATES WRAPPING DESK. DFR-INDICATES FITTING ROOM.



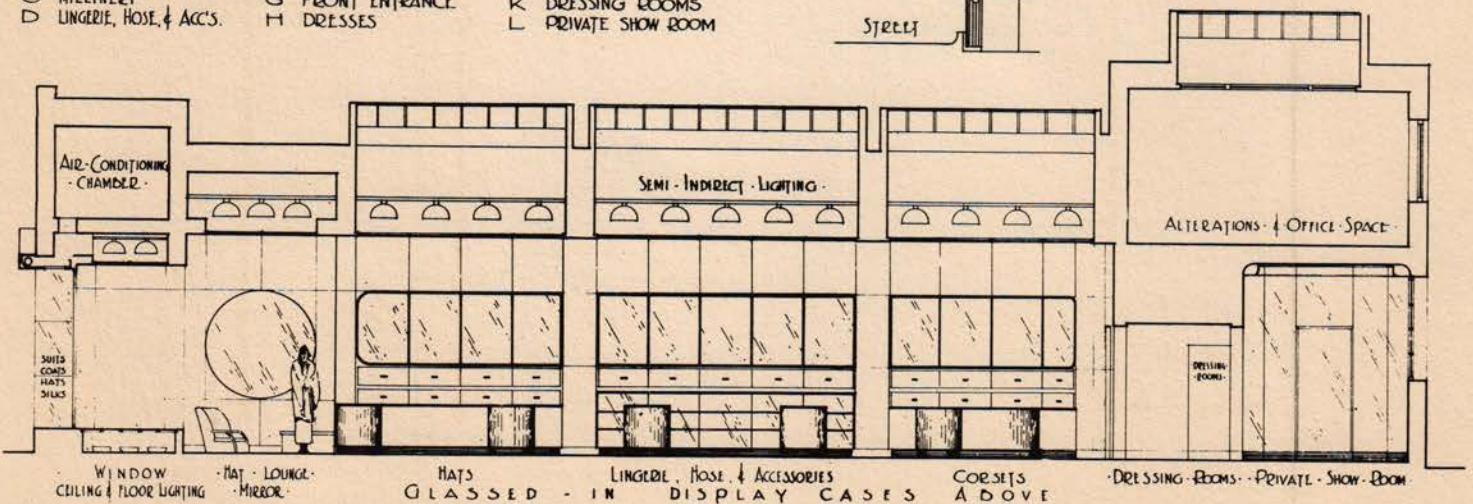
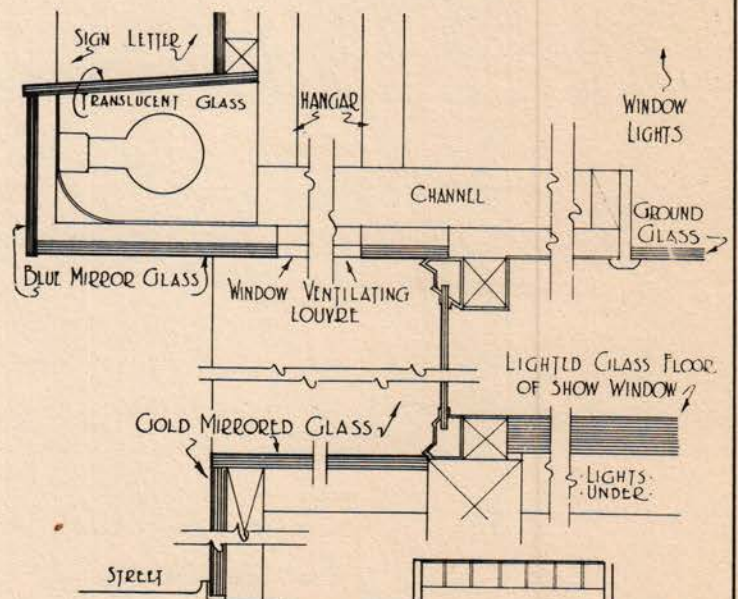
PLAN

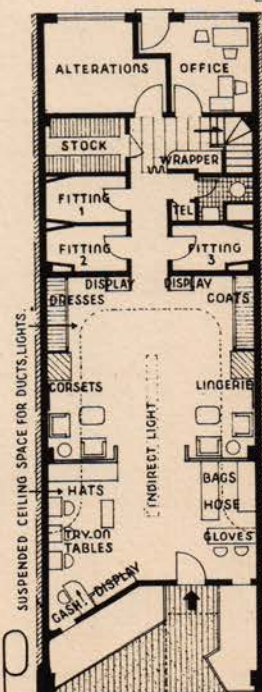
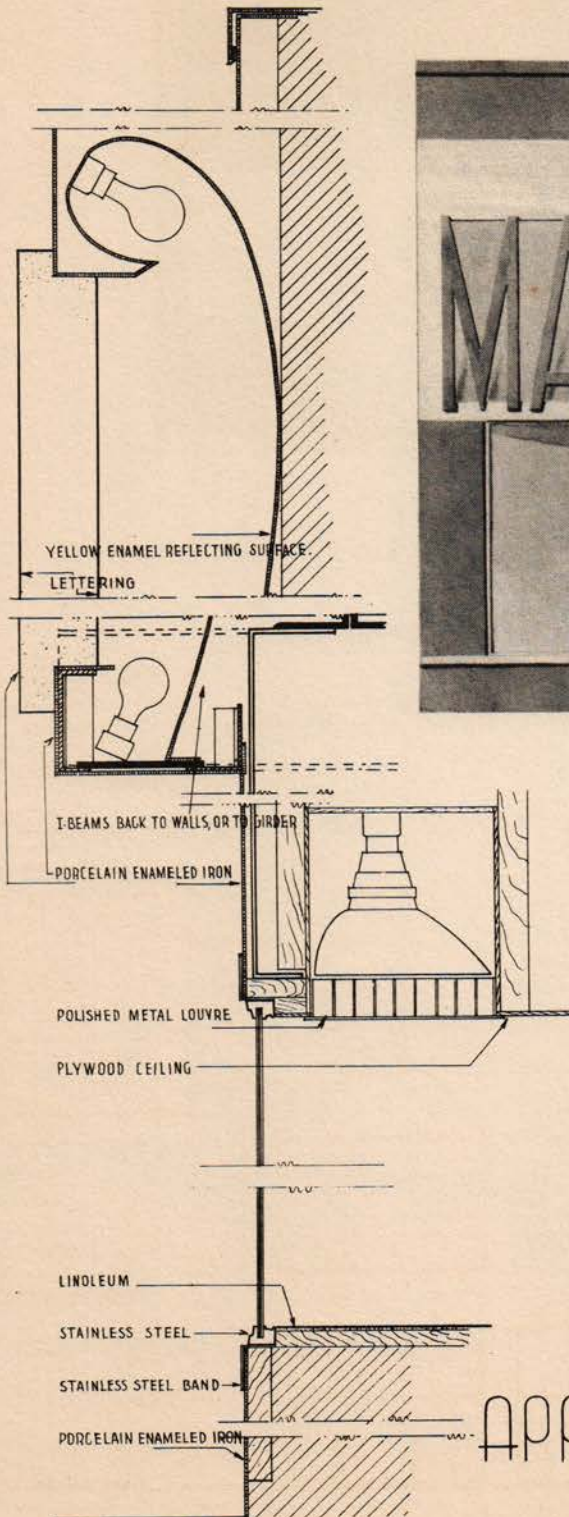
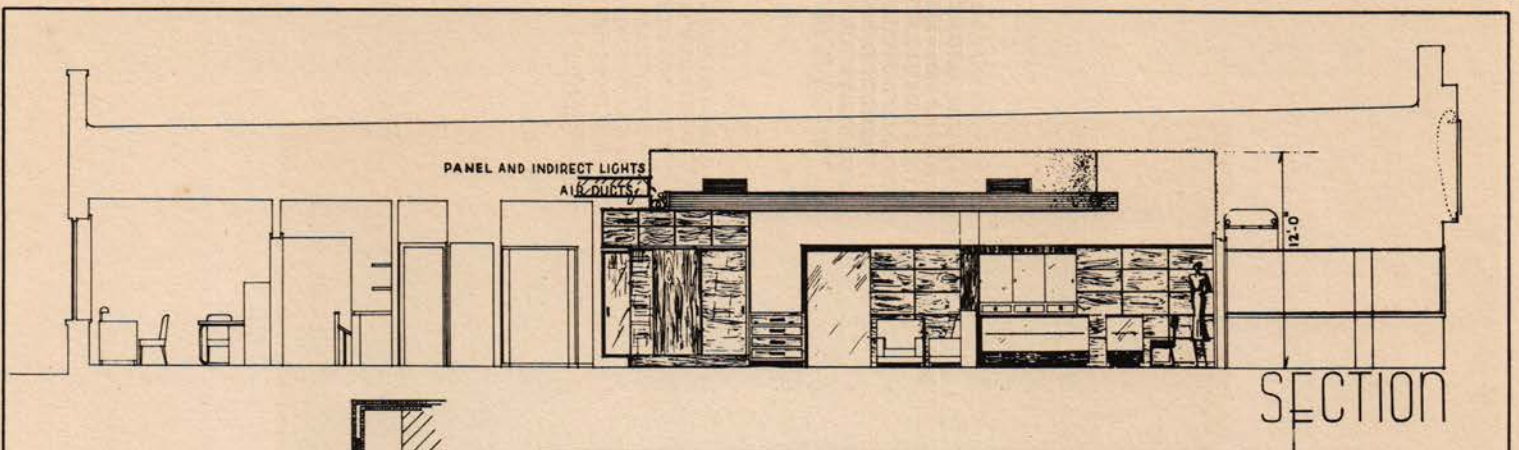


SECTION THRU STORE INTERIOR

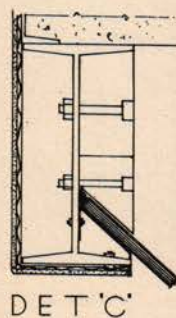
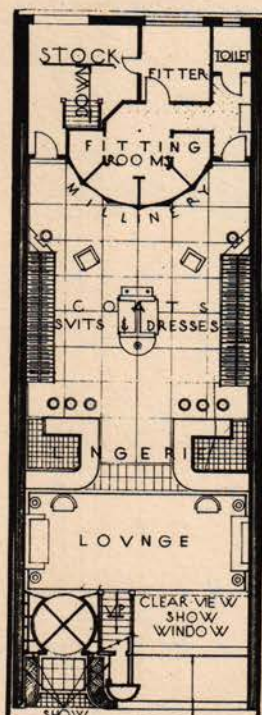
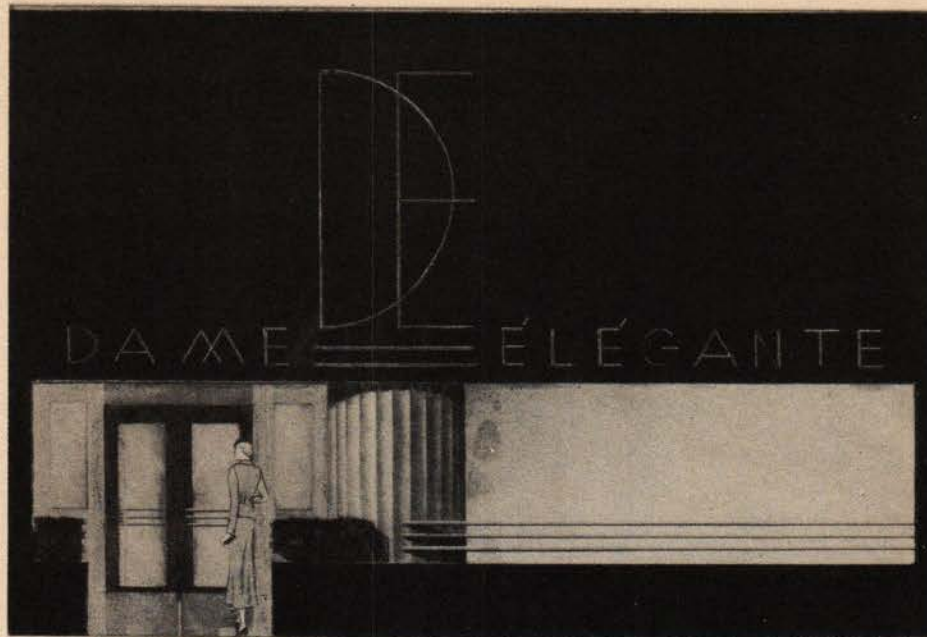


- | | | | | | |
|---|--------------------------|---|--------------------|---|-------------------|
| A | DISPLAY WINDOW | E | CORSETS | I | MIRRORS |
| B | MILLINERY LOUNGE | F | RECEIVING ENTRANCE | J | COATS & SUITS |
| C | MILLINERY | G | FRONT ENTRANCE | K | DRESSING ROOMS |
| D | LINGERIE, HOSE, & ACC'S. | H | DRESSES | L | PRIVATE SHOW ROOM |

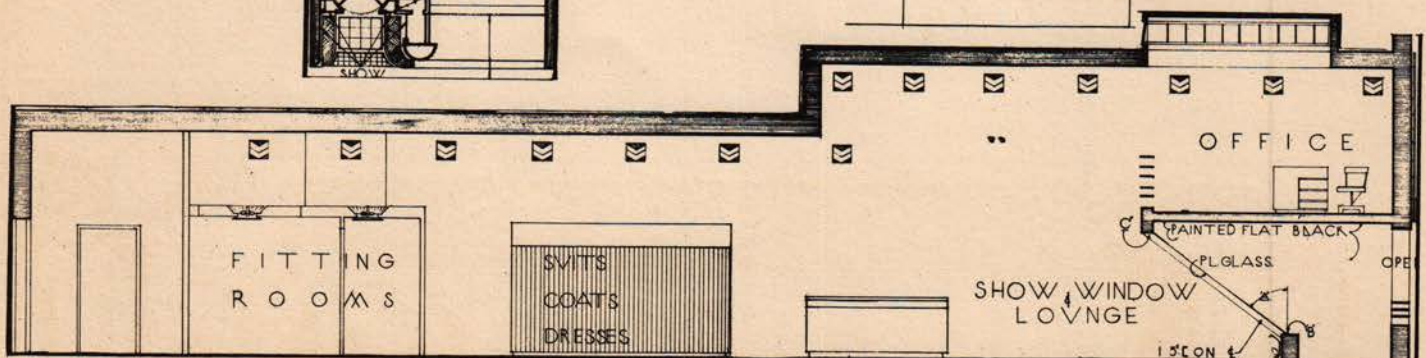
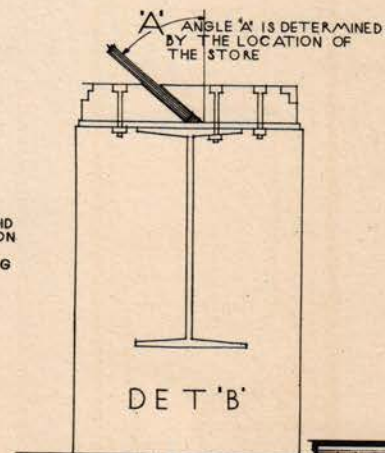


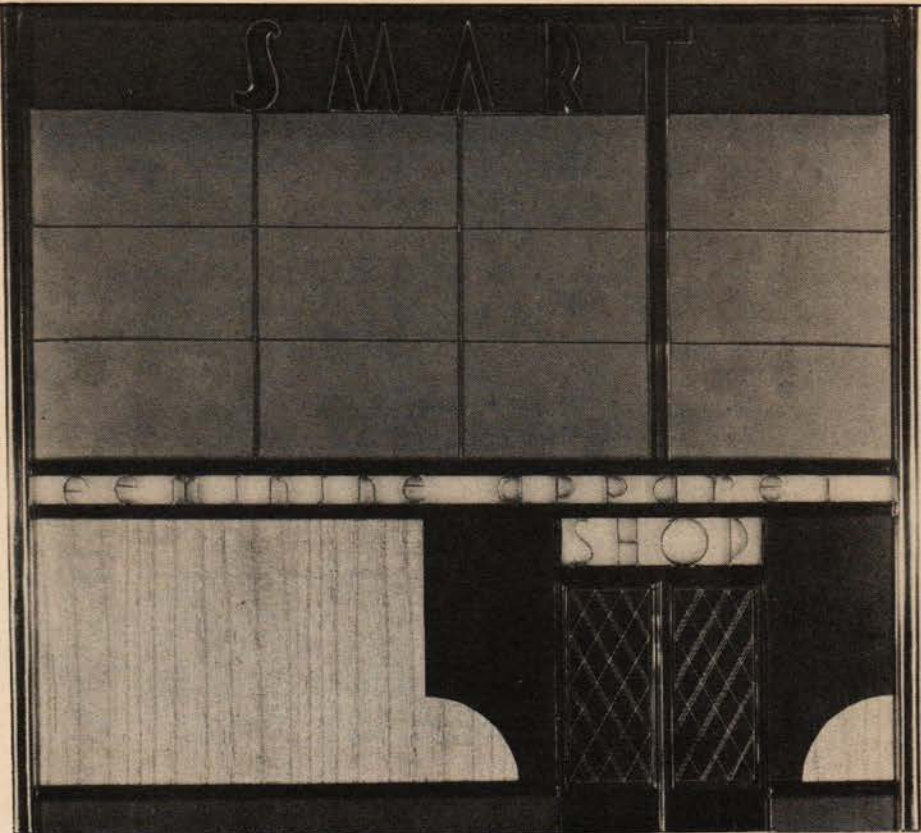


APPAREL SHOP

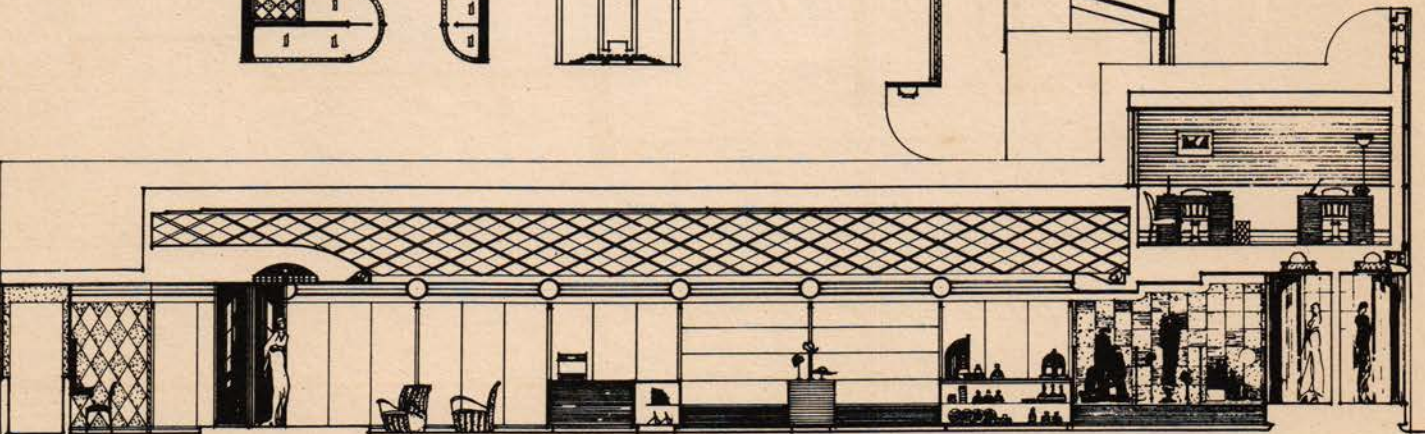
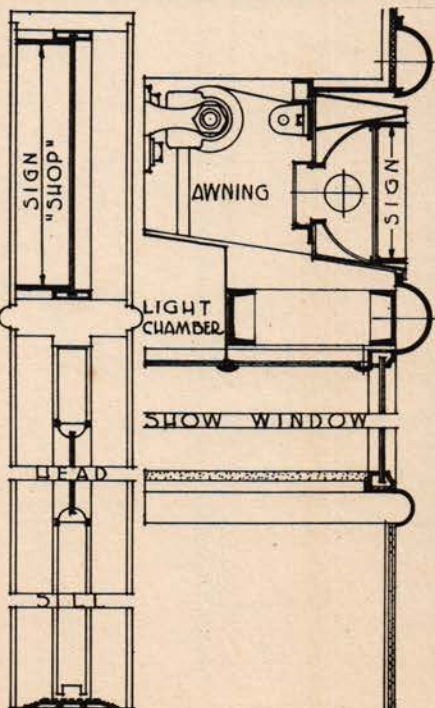
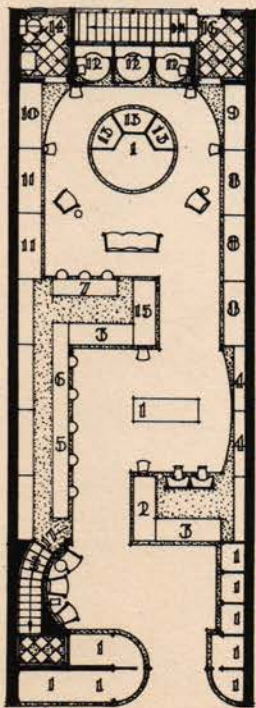


NOTE
ANGLE 'A' WILL AVOID
MIRROR REFLECTION
'SEE'
BACK OF DRAWING



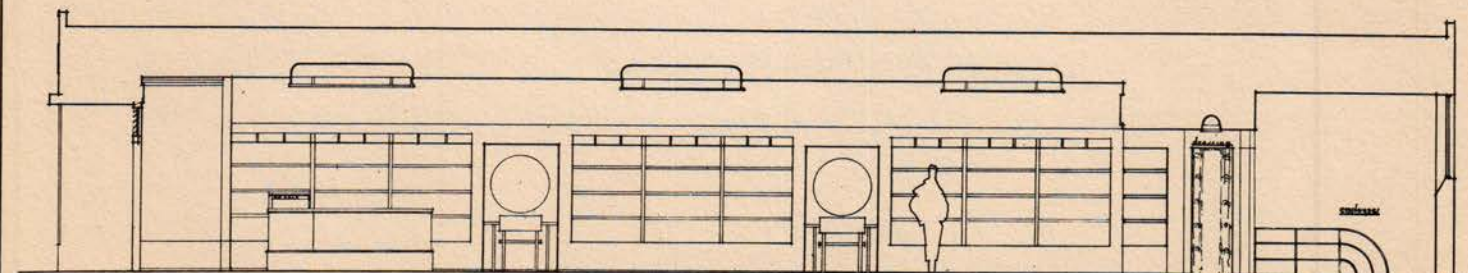
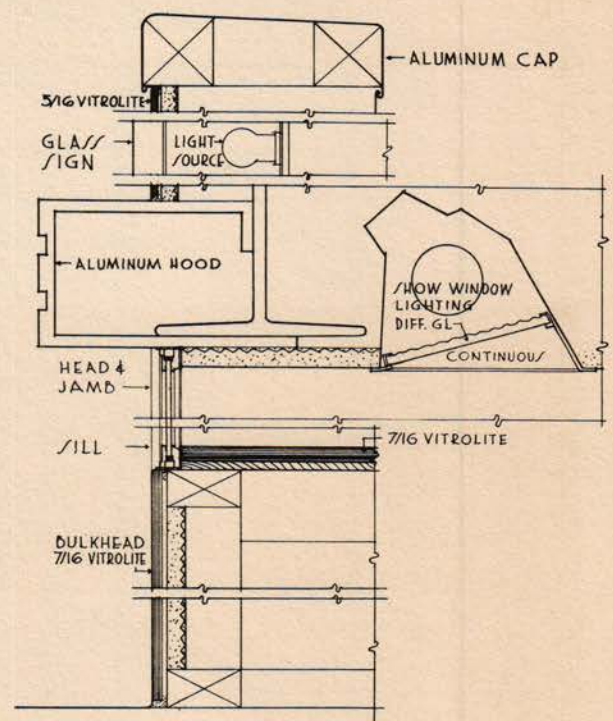
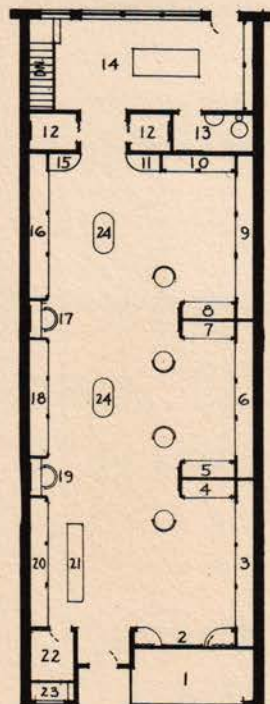


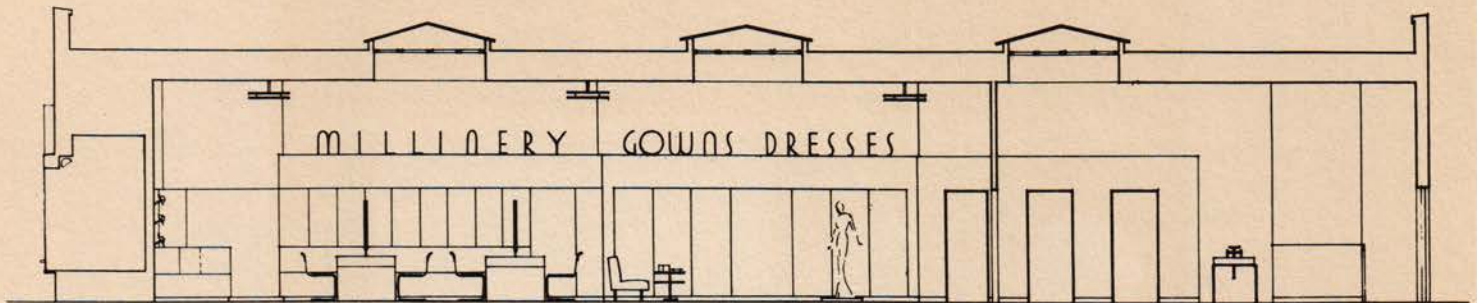
- 1 DISPLAY
- 2 COSMETICS
- 3 ACCESSORIES
- 4 MILLINERY
- 5 H O S E
- 6 LINGERIE
- 7 FOUNDATIONS
- 8 DRESSES
- 9 S U I T S
- 10 ENSEMBLES
- 11 G O W N S
- 12 DRESSING RMS.
- 13 M I R R O R S
- 14 T O I L E T
- 15 CASH & WRAP
- 16 EMPLOYEES
- 17 STORAGE
- 18 AIR CONDITION
- 19 OFFICE
- 20 TELEPHONE



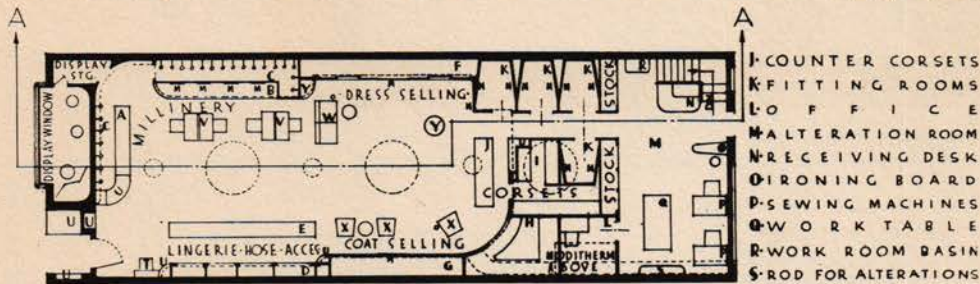


- 1 DI/PLAY WINDOW
- 2 FITTING & ENTRY TO #1
- 3 EN/EMBLE/ & COAT/
- 4 COAT/
- 5 DRE//E/ } MIRROR
- 6 DRE//E/
- 7 DRE//E/ } MIRROR
- 8 GOWN/
- 9 GOWN/
- 10 FORMAL/
- 11 DI/PLAY
- 12 DRE//ING RM/ & MIRROR
- 13 TOILET
- 14 /EAM/TRE// & DELIVERY
- 15 DI/PLAY
- 16 LINGERIE & COR/ET/
- 17 FITTING & MIRROR
- 18 HAT/
- 19 FITTING & MIRROR
- 20 HO/E & ACCE//ORIE/
- 21 COUNTER & CA/H
- 22 /WITCHE/ & ENTRY TO
- 23 DI/PLAY WINDOW
- 24 DI/PLAY RACK/

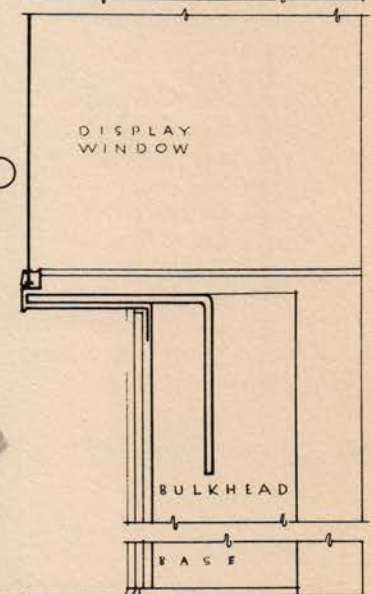
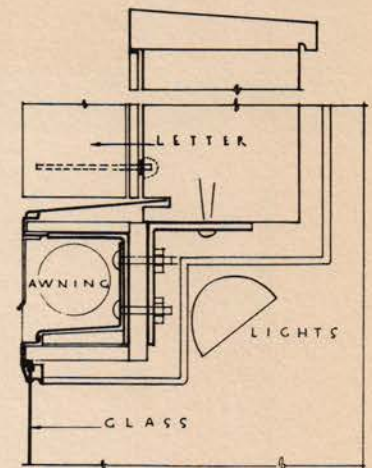


LONGITUDINAL A-A SECTION SCALE $\frac{1}{4}" = 1' - 0"$

NOTE
INDIRECT LIGHTS
ILLUMINATE CUT-OUT
LETTERS, DESIGNATING
DEPARTMENTS

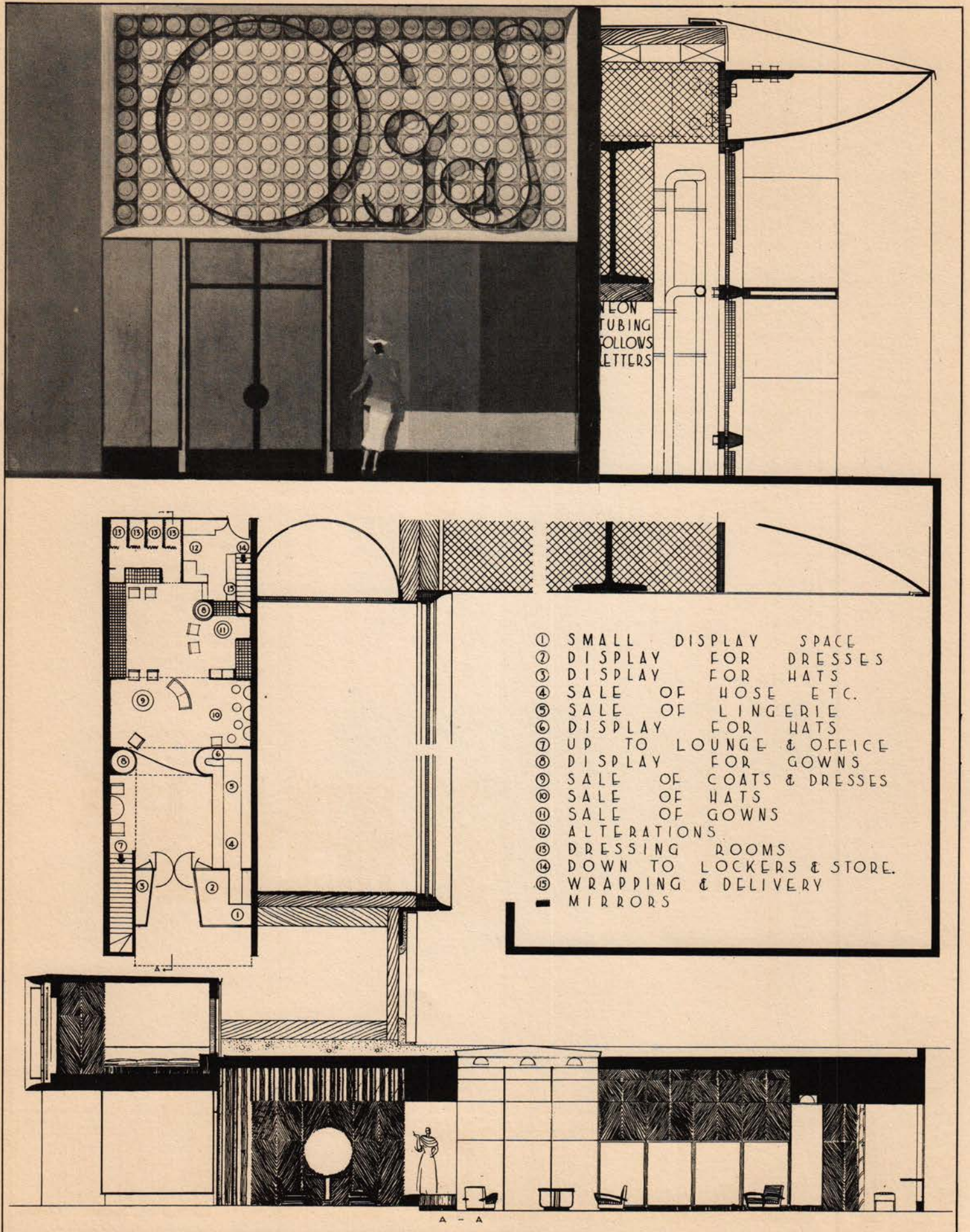
PLAN SCALE $\frac{1}{2}" = 1' - 0"$

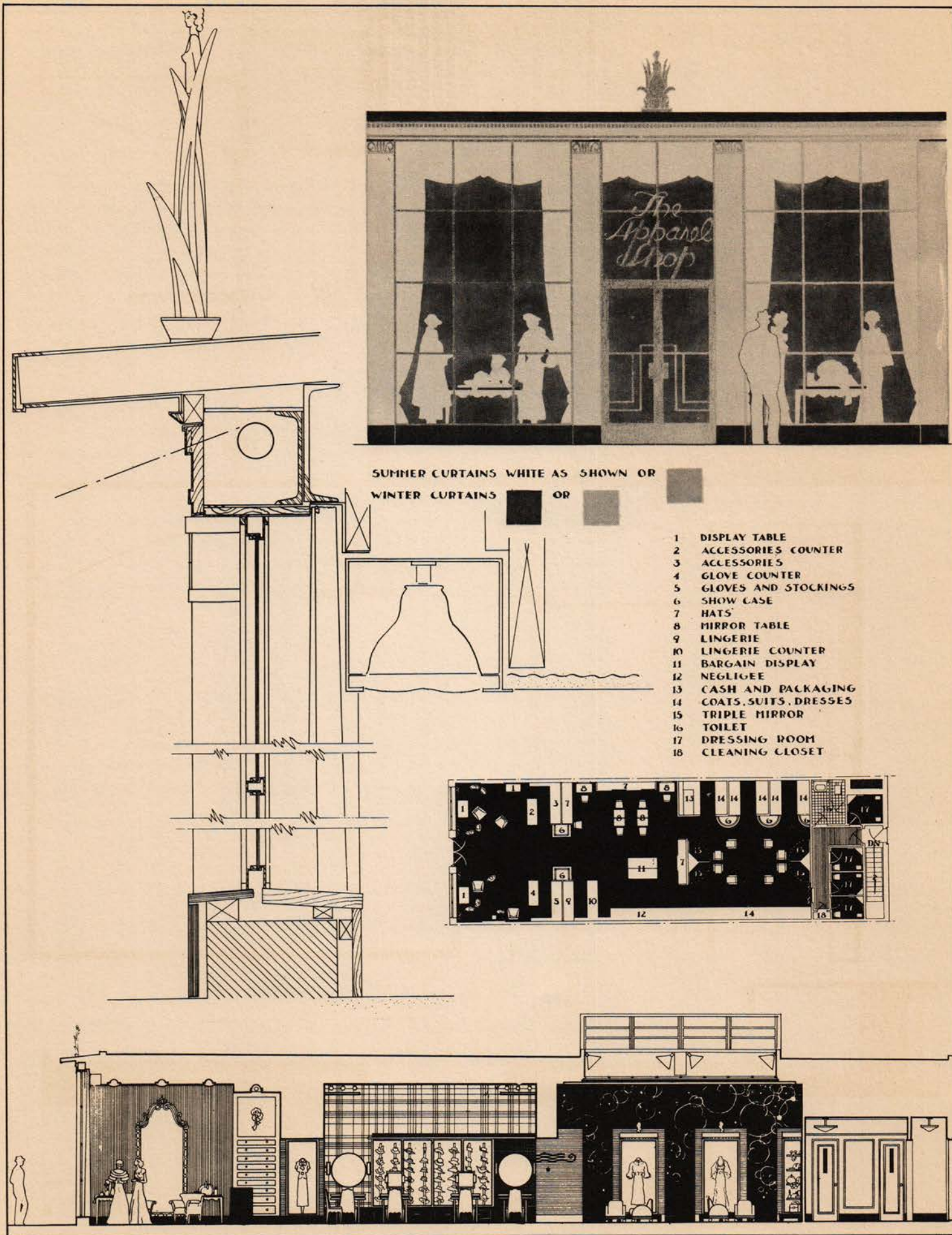
A-COUNTER, ALSO FOR SEASONABLE WDS. D-BACK FIXTURE, LINGERIE HOSE ACCESS. G-FIXTURE COATS-SUITS
B-BETTER HAT DISPLAY, STOCK BELOW. E-COUNTER, LINGERIE HOSE ACCESS. H-WRAPPING UNIT X-CHAIRS AND EASY CHAIRS
C-MILLINERY STOCK ROOM. F-FIXTURE GOWNS-DRESSES I-CORSET STOCK ROOM Y-FIGURE DISPLAY STAND



ELEVATION DETAIL

SCALE $\frac{1}{2}" = 1' - 0"$ SCALE $3" = 1' - 0"$





PROBLEM C FOOD STORE

Requirements: This store is to provide for the merchandising of groceries, packages and canned foods, fresh fruits and vegetables, meats, fish and frozen foods . . . Dimensions: The building covers a level inside lot (not a corner lot), 25'-0" x 75'-0" on the north side of Main Street. There is a service alley at the rear. The clear width between the party walls is 24'-0". The present clear height, floor to ceiling, is 12'-0".

FIRST PRIZE:

G. FOSTER HARRELL, JR., NEW YORK 241

The shop front attracts attention through the pleasing division of surfaces and the contrast in colors. The design is characterized by simplicity throughout. The lettering of the sign is large and well disposed. In character the design would be suitable for almost any neighborhood and is interesting in texture, surface, undulations and color. ¶ The plan is straightforward in arrangement and the circulation of customers is adequately provided for. The interior is spacious, providing well-arranged display and wall shelves. Show windows are wisely arranged without crowding corner. ¶ It is altogether a commendable solution of the problem of the food store.

SECOND PRIZE:

A. WALDORF, S. L. KATZ, BROOKLYN 242

A store, so located that the produce does not need protection from the elements a large part of the year, can be effectively planned with an open front. The display of fruits and vegetables in the center can be a most attractive feature. ¶ The circulation is well arranged and the various departments are convenient. The proportion of storage and work space indicated at the rear of the store might be required in some communities, or could be smaller in others, depending upon the "telephone trade" and the buying habits of the community. ¶ The skylighting might provide a temperature difficulty in a southern climate. ¶ The front with its Neon sign would be visible from some distance. The use of lettering for the narrow side piers is both good design and good merchandising.

THIRD PRIZE:

J. R. SPROULE, SEATTLE, WASH. 243

This design is bold and simple. The name of the store necessarily might be large because of local competition. ¶ The ingenious use of shadow in creating design is pleasing. In plan the arrangement is simple. ¶ The overhead lighting panel in the center of the store would undoubtedly be effective in creating a bright atmosphere and in lighting the displays. ¶ It is doubtful if two sets of double doors would be necessary on a store of this size. If smaller doors were employed, a larger area for the display of merchandise in the show windows would be available.

HONORABLE MENTIONS:

MAURICE LUBIN, SUREN PILAFIAN, NEW YORK 244

THEO. B. VOYVODICK, J. J. PANKUCH, NEW YORK 245

CHARLES Du BOSE, NEW YORK 246

SIGISMUND J. V. Von ROSEN, NEW YORK 247

ROYAL BARRY WILLS, HUGH A. STUBBINS, JR., BOSTON 248

H. K. BIEG, CHICAGO 249

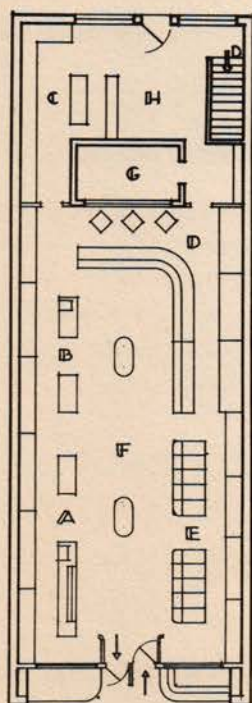
J. GORDON CARR, BROOKLYN 250

CARL MAAS, NEW YORK 251

NOWLAND VAN POWELL, ST. LOUIS 252

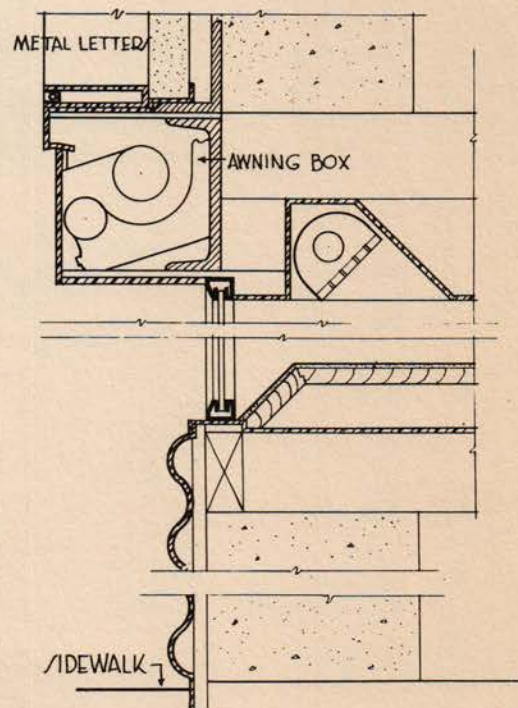
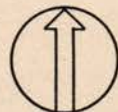
EDWARD HEDBERG, HOMEWOOD, ILL. 253

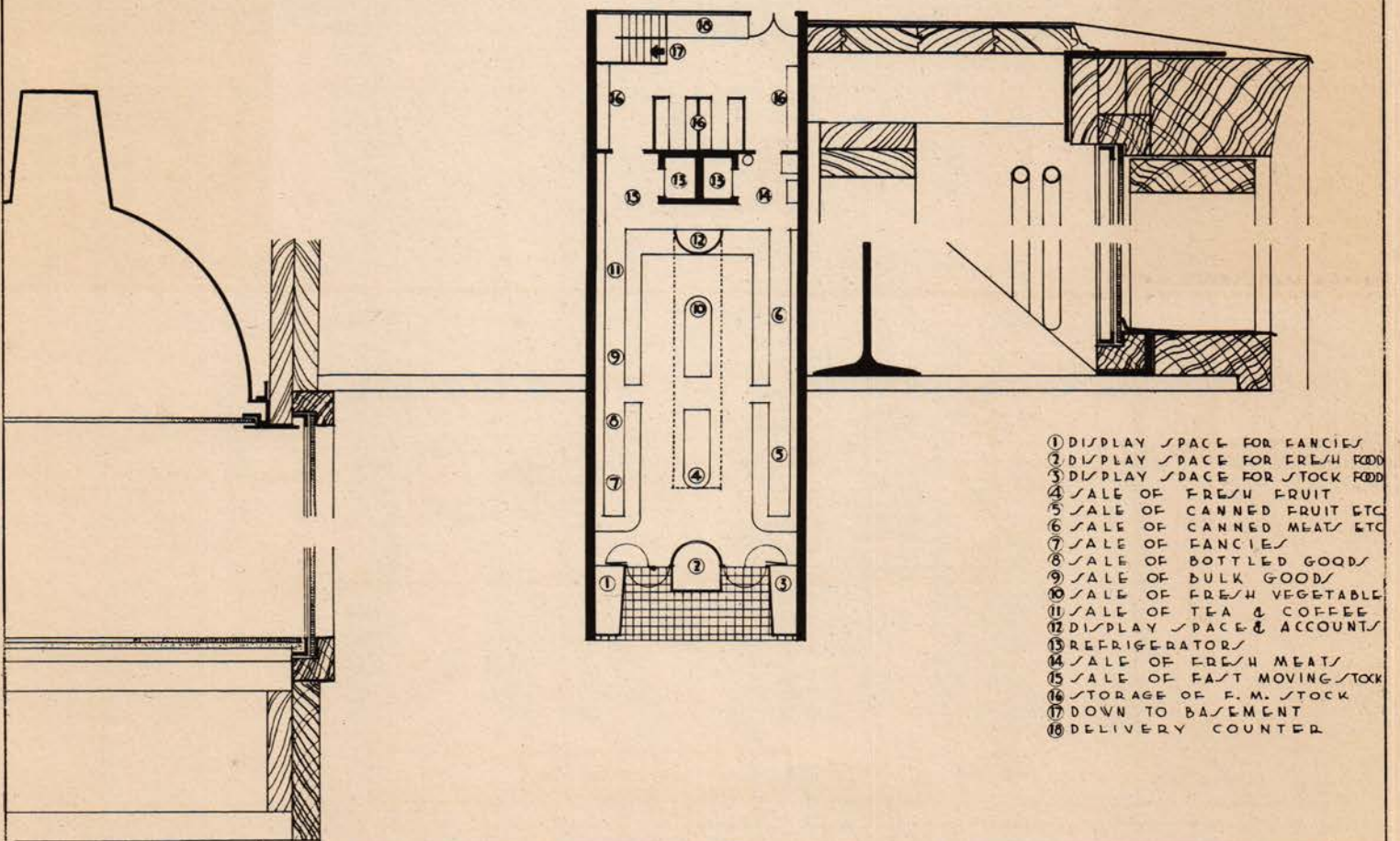
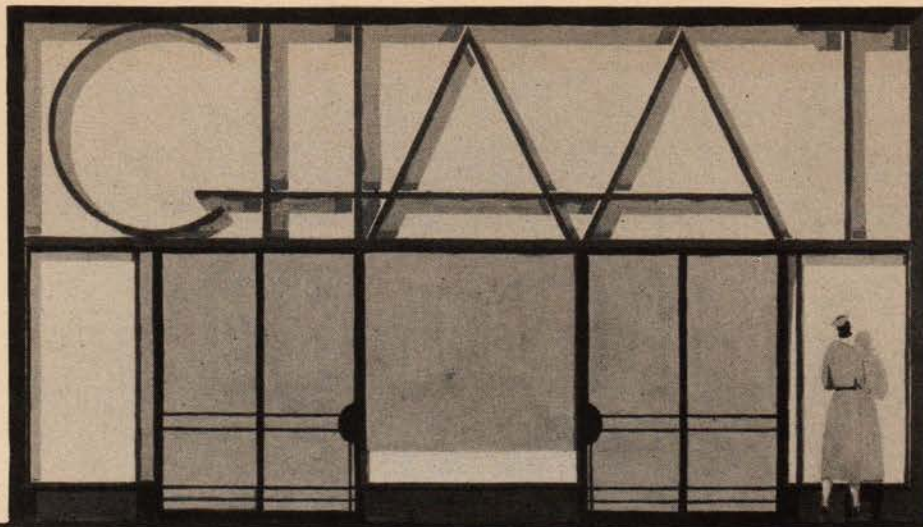
MAITLAND C. HARPER, WOODSIDE, N. Y. 254



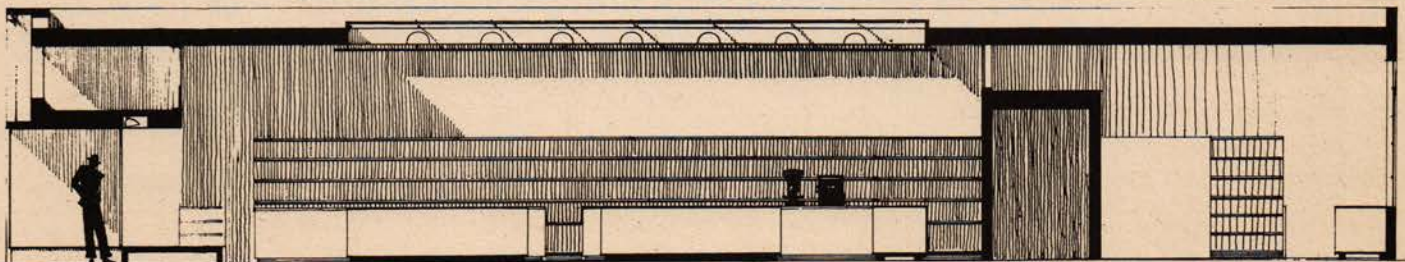
LEGEND

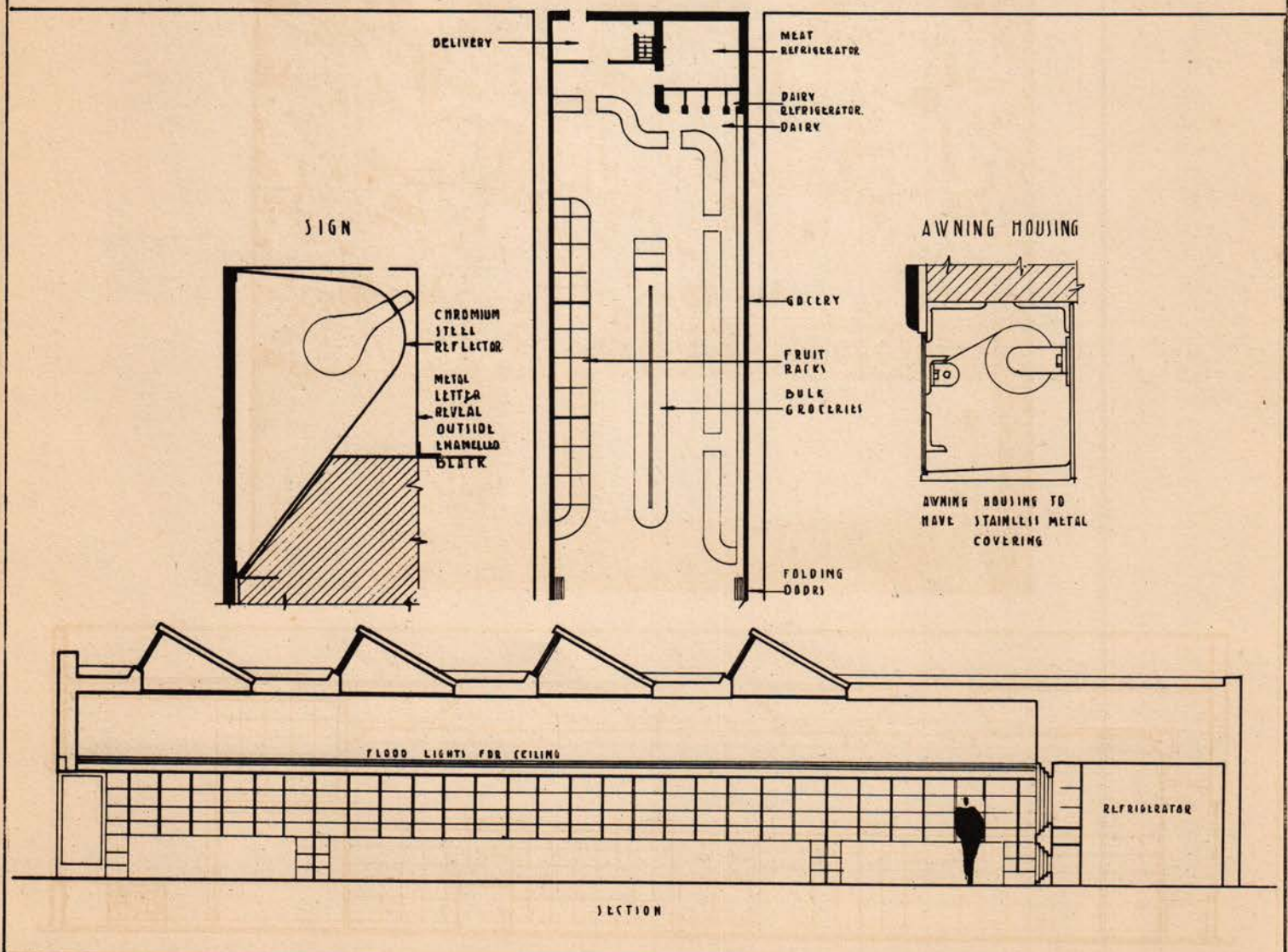
- A. FANCY GROCERIES
- B. STAPLE GROCERIES
- C. ORDER ROOM
- D. MEAT, FISH, FOWL
- E. VEGETABLES
- F. SALES TABLES
- G. REFRIGERATOR
- H. BREAKING UP ROOM

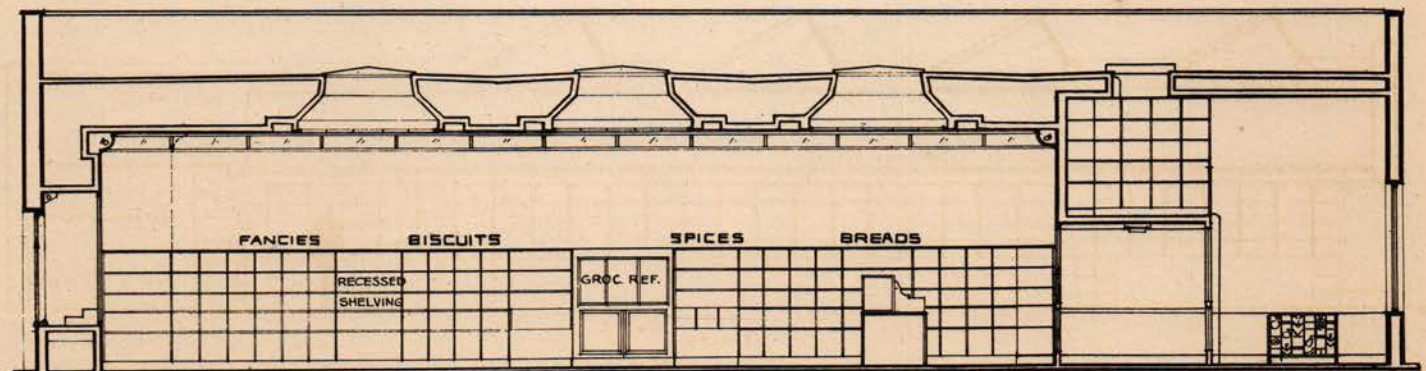
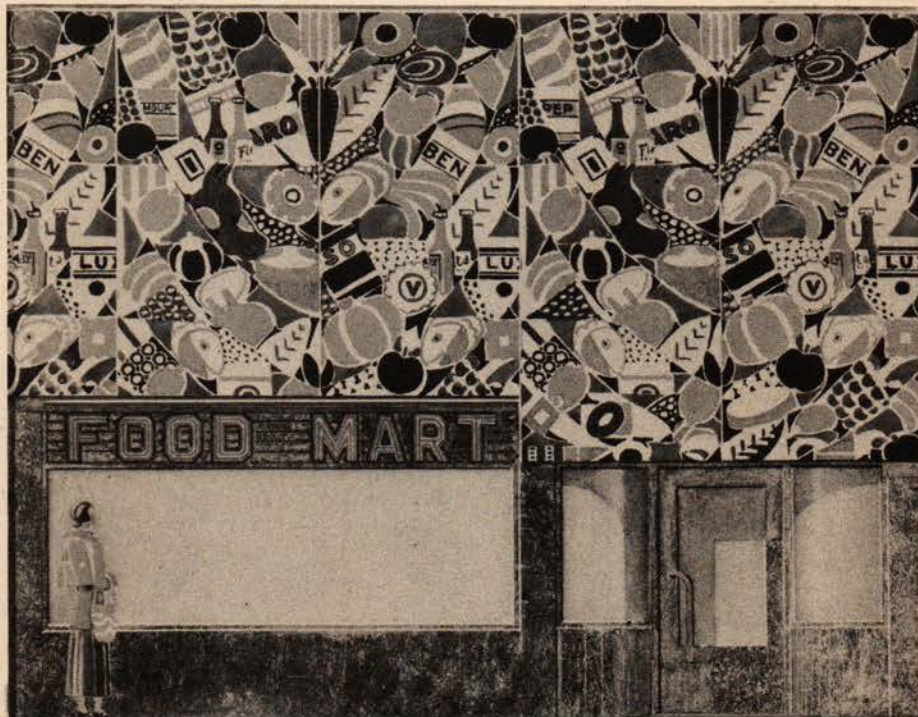
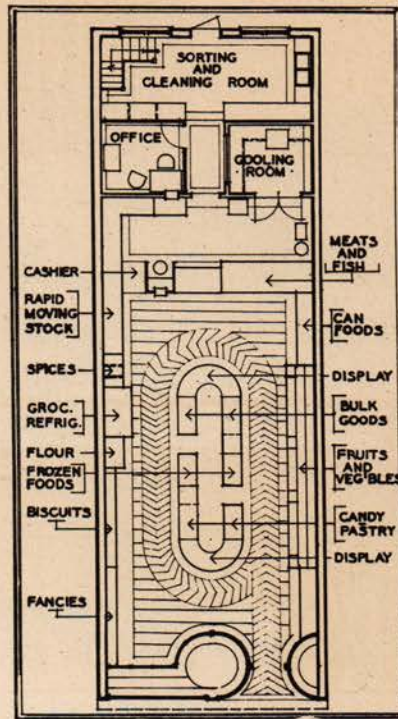
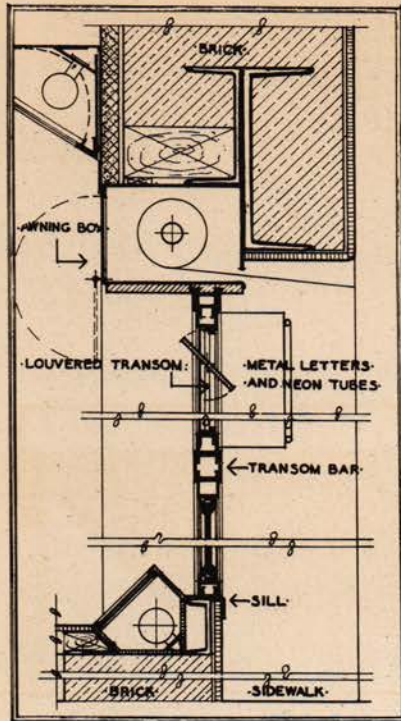


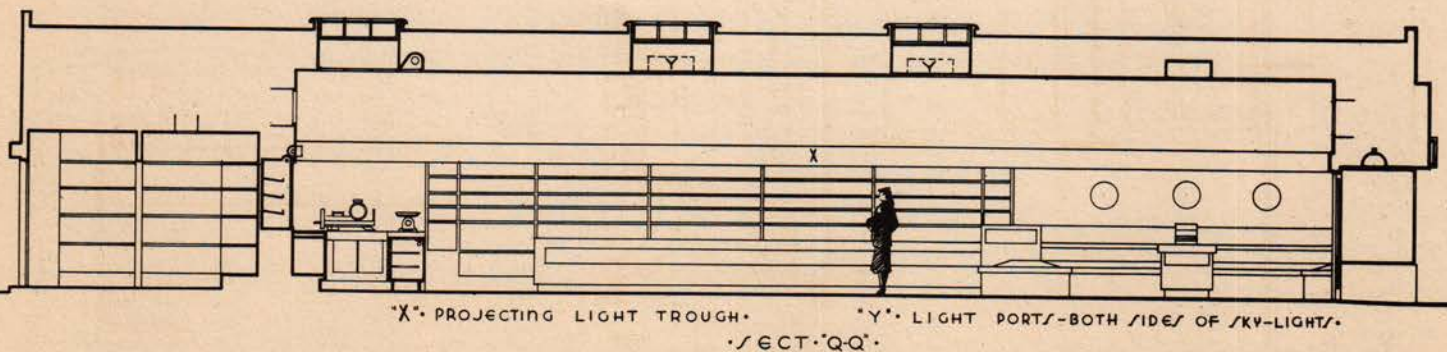
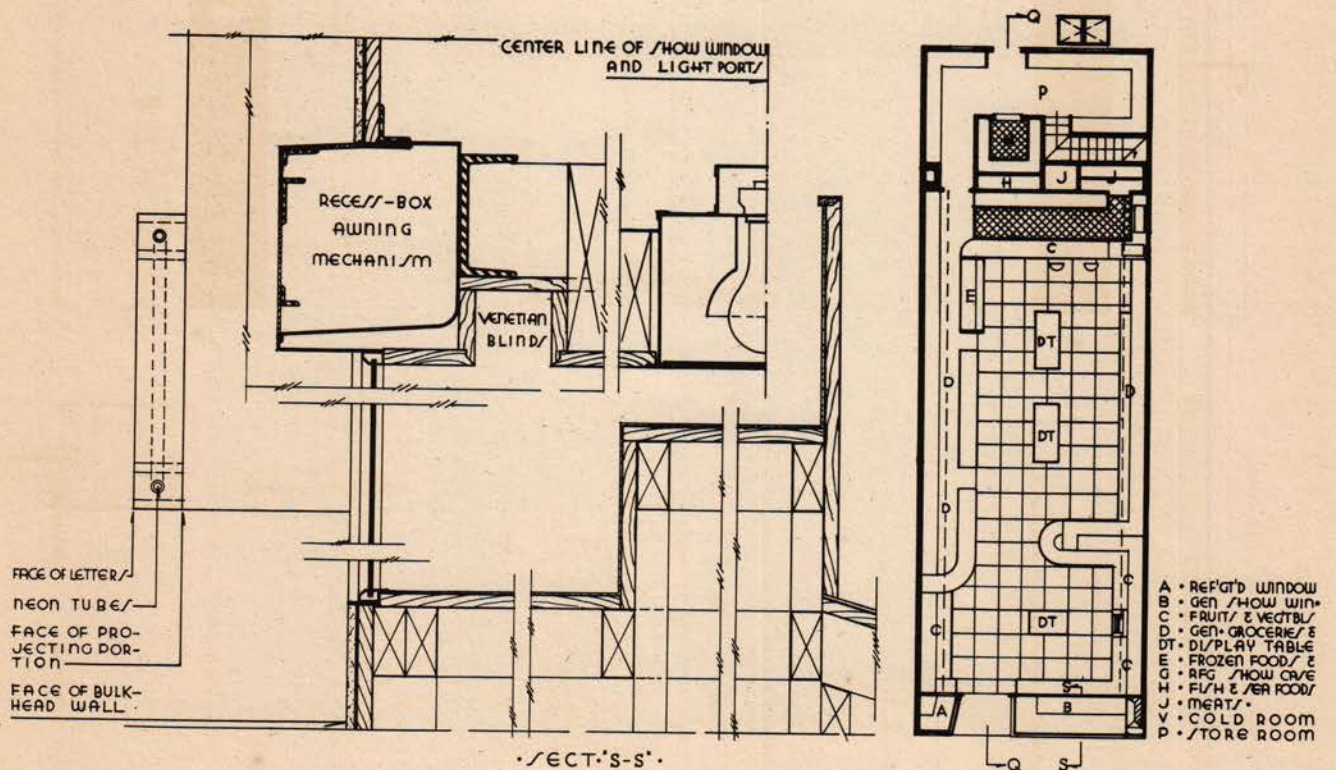


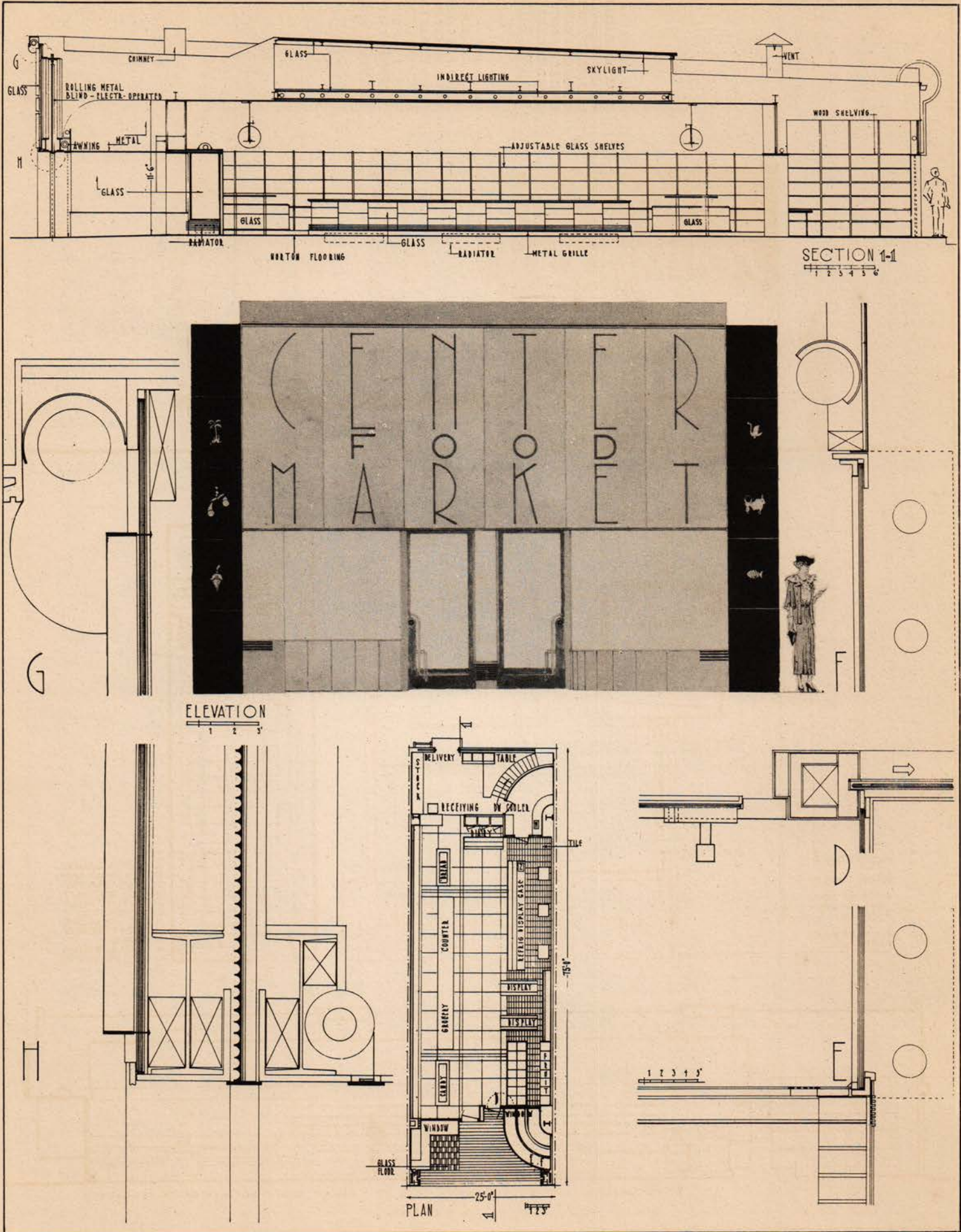
- ① DISPLAY SPACE FOR FANCIES
- ② DISPLAY SPACE FOR FRESH FOOD
- ③ DISPLAY SPACE FOR STOCK FOOD
- ④ SALE OF FRESH FRUIT
- ⑤ SALE OF CANNED FRUIT ETC
- ⑥ SALE OF CANNED MEATS ETC
- ⑦ SALE OF FANCIES
- ⑧ SALE OF BOTTLED GOODS
- ⑨ SALE OF BULK GOODS
- ⑩ SALE OF FRESH VEGETABLE
- ⑪ SALE OF TEA & COFFEE
- ⑫ DISPLAY SPACE & ACCOUNTS
- ⑬ REFRIGERATOR
- ⑭ SALE OF FRESH MEATS
- ⑮ SALE OF FAST MOVING STOCK
- ⑯ STORAGE OF F. M. STOCK
- ⑰ DOWN TO BASEMENT
- ⑱ DELIVERY COUNTER

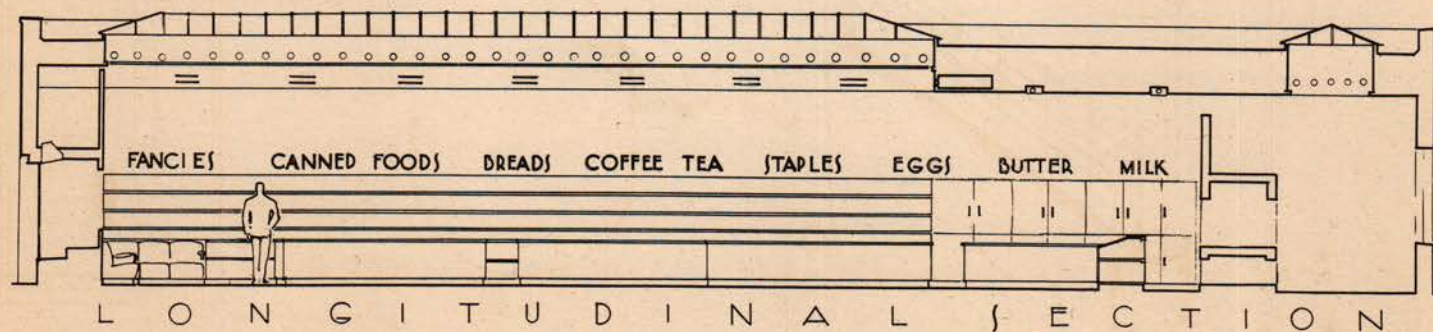
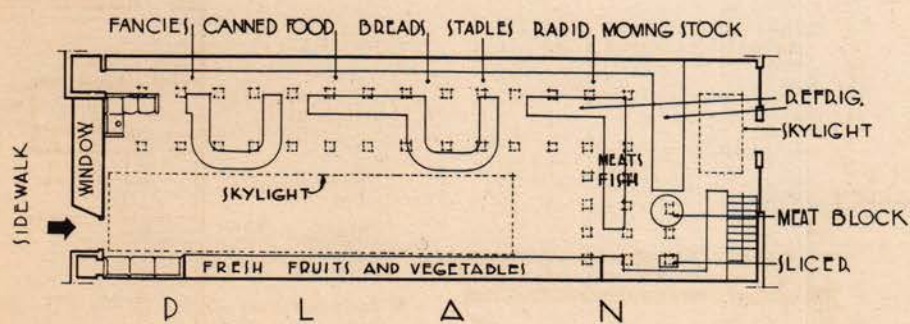
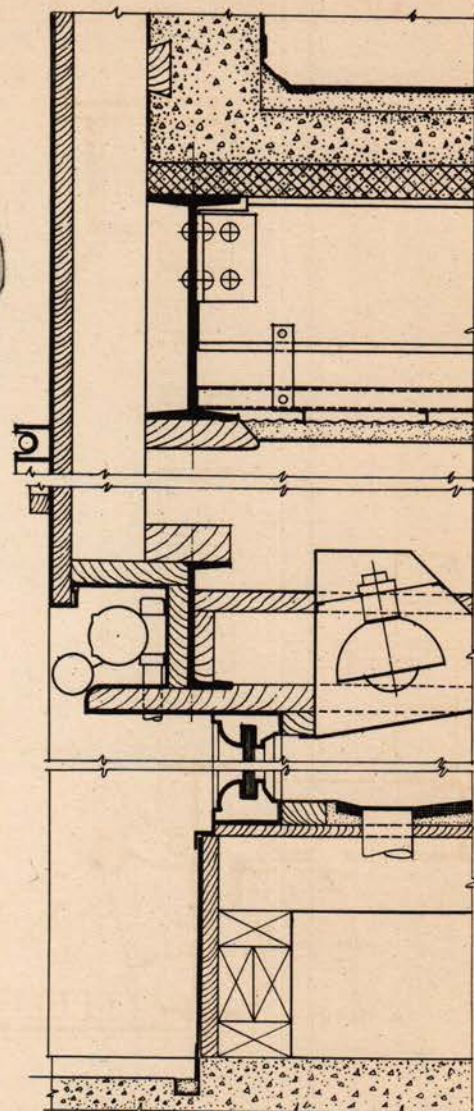
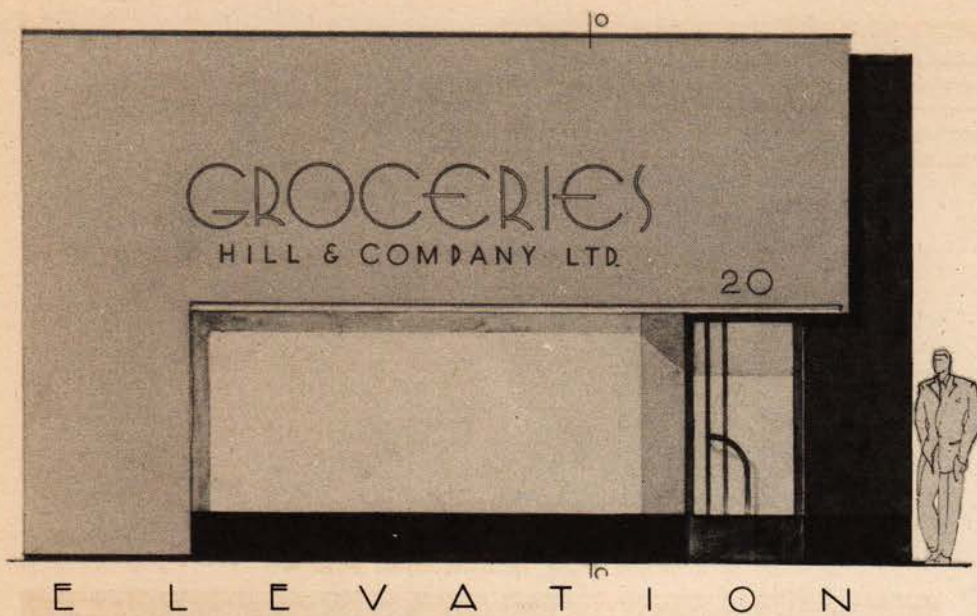


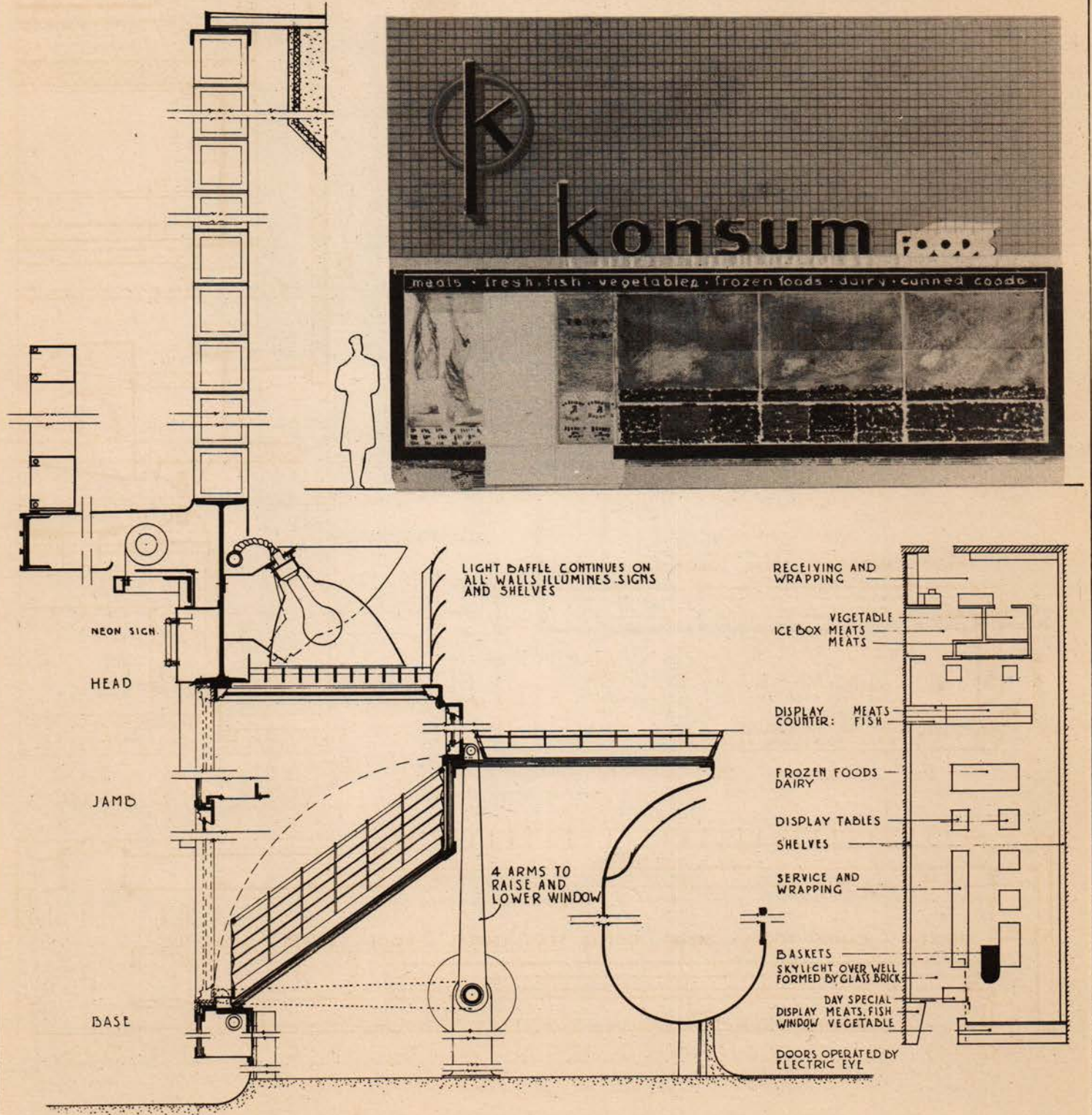
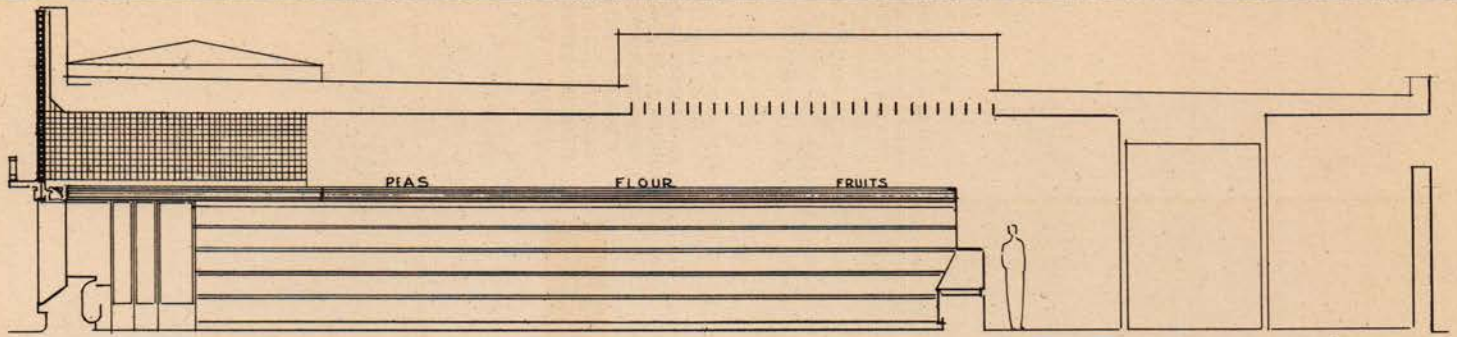


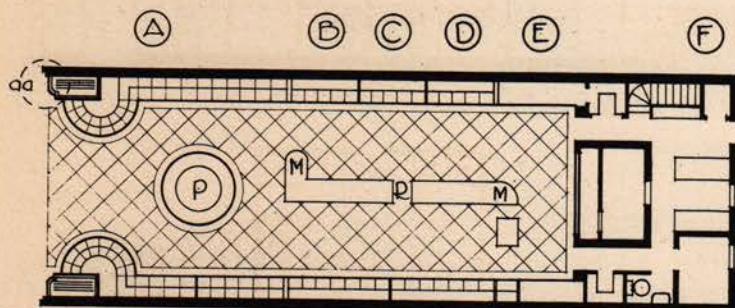
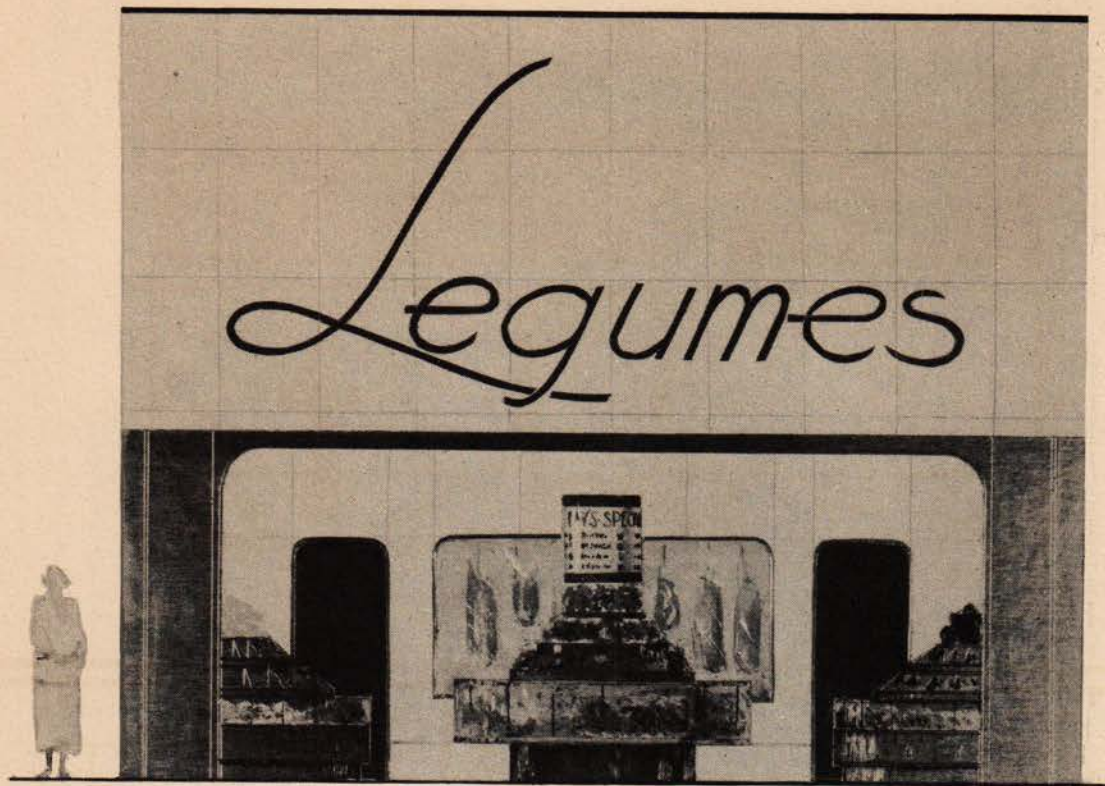




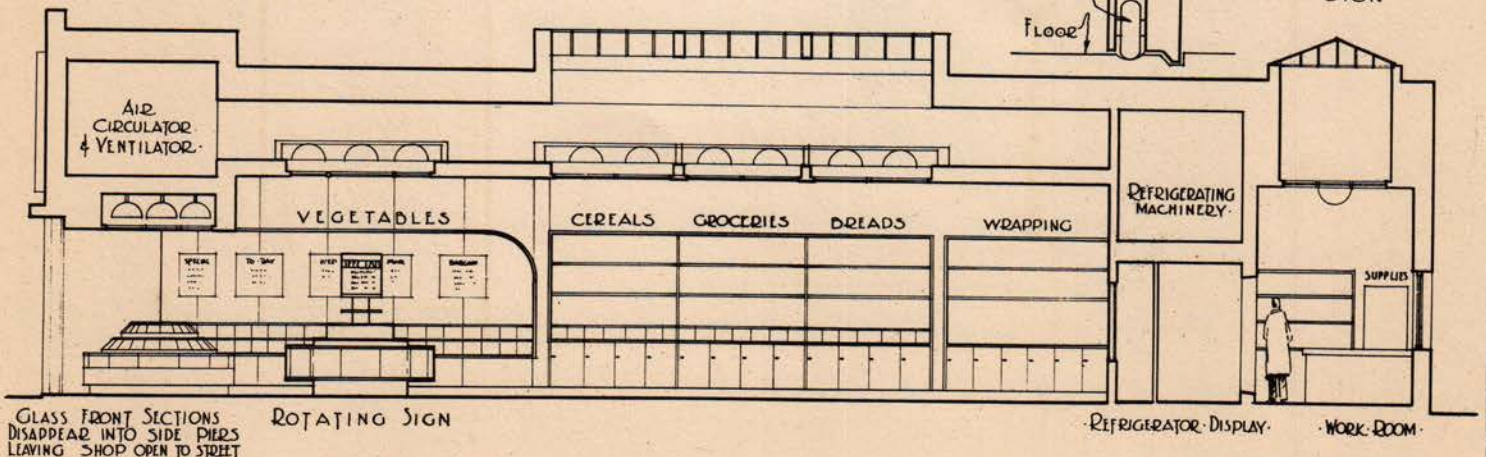
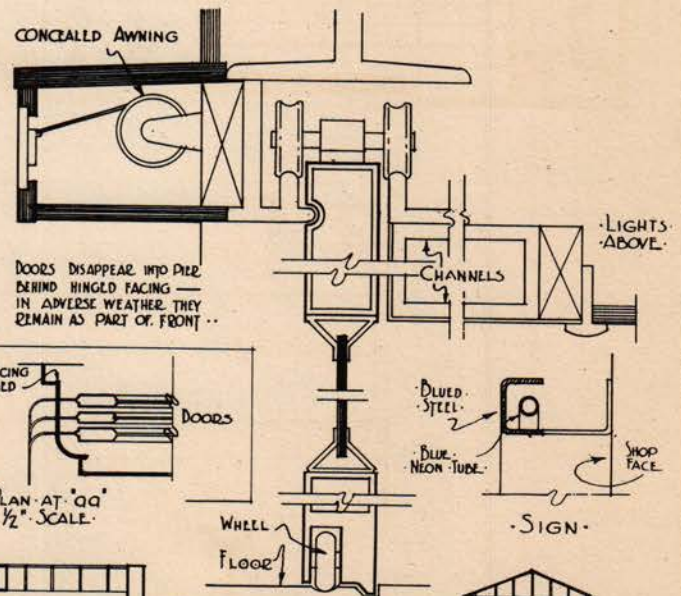


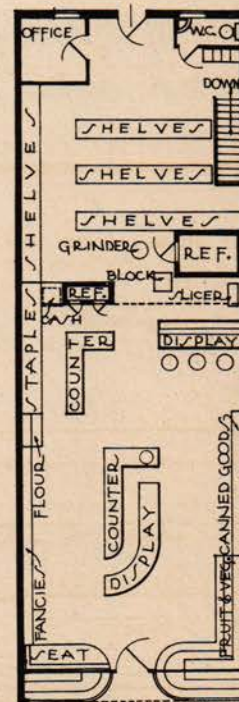
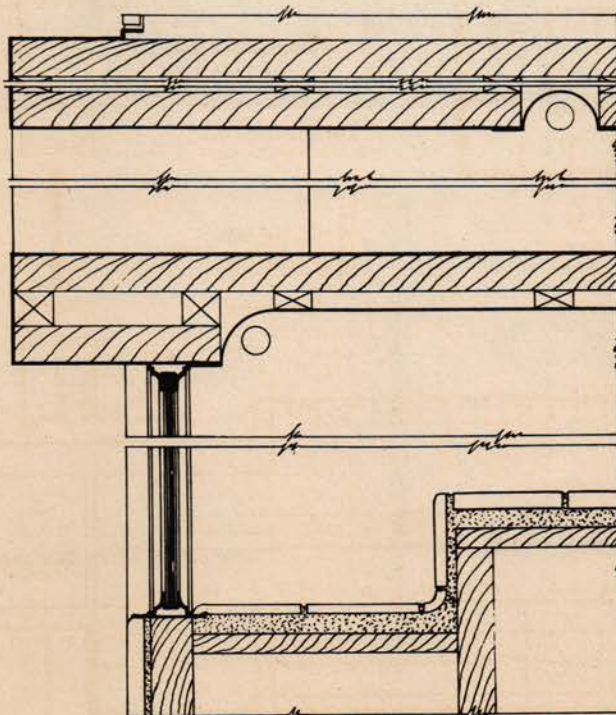
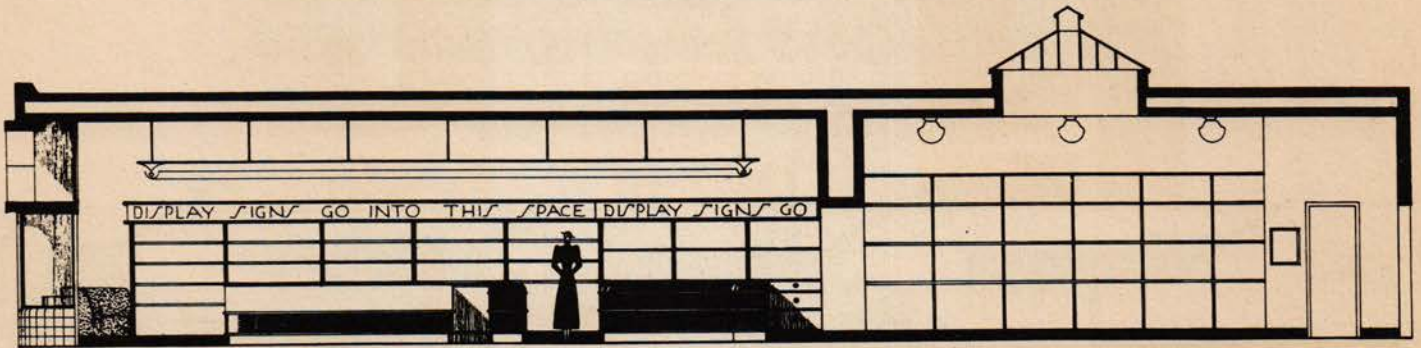
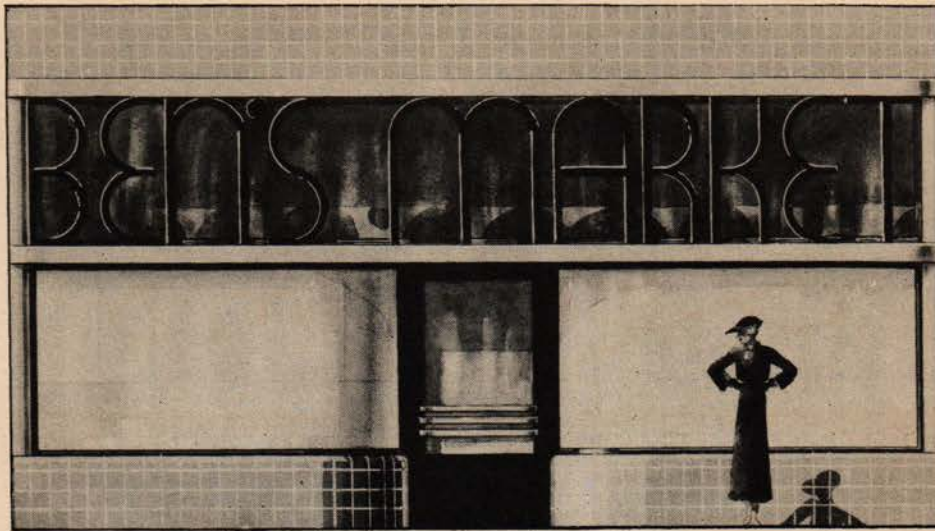






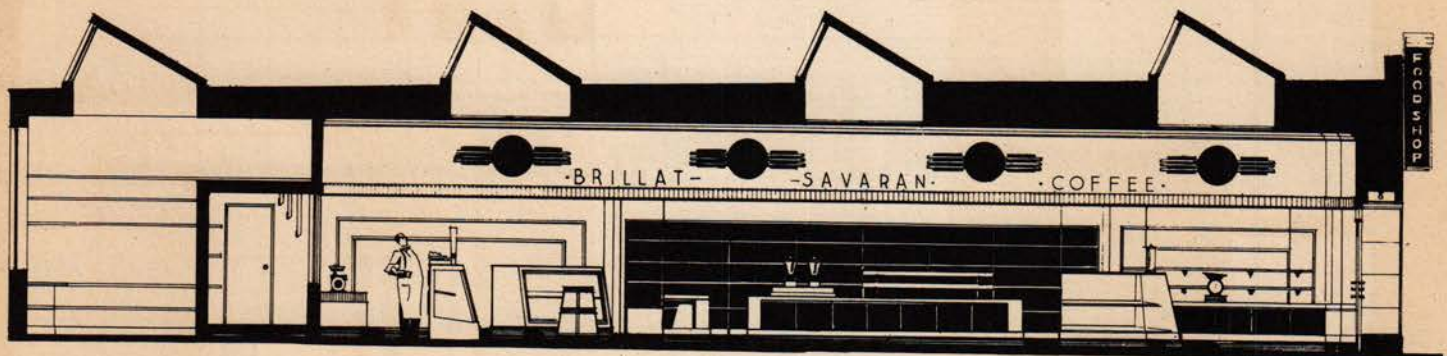
- A VEGETABLES
 B CEREALS
 C GROCERIES
 D BREADS, CAKES, ETC.
 E WRAPPING & PACKAGES
 F RECEIVING & WORK ROOM
 G DOORS HIDDEN IN SIDE PIERS
 H FRUITS
 I NUTS, FANCY GOODS, ETC.
 J CANNED GOODS
 K DAIRY PRODUCTS
 L MEAT CUTTING
 M CASH
 N REFRIGERATOR
 O OFFICE
 P MAIN DISPLAY FEATURE
 R SPECIALS





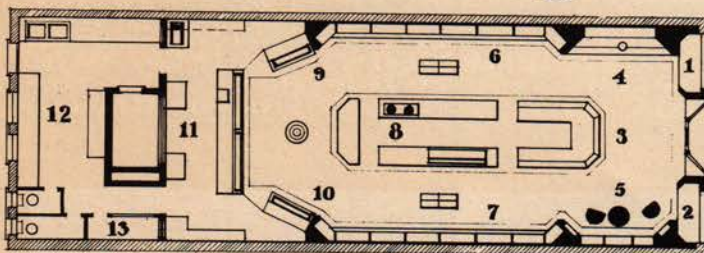


ELEVATION ON MAIN STREET

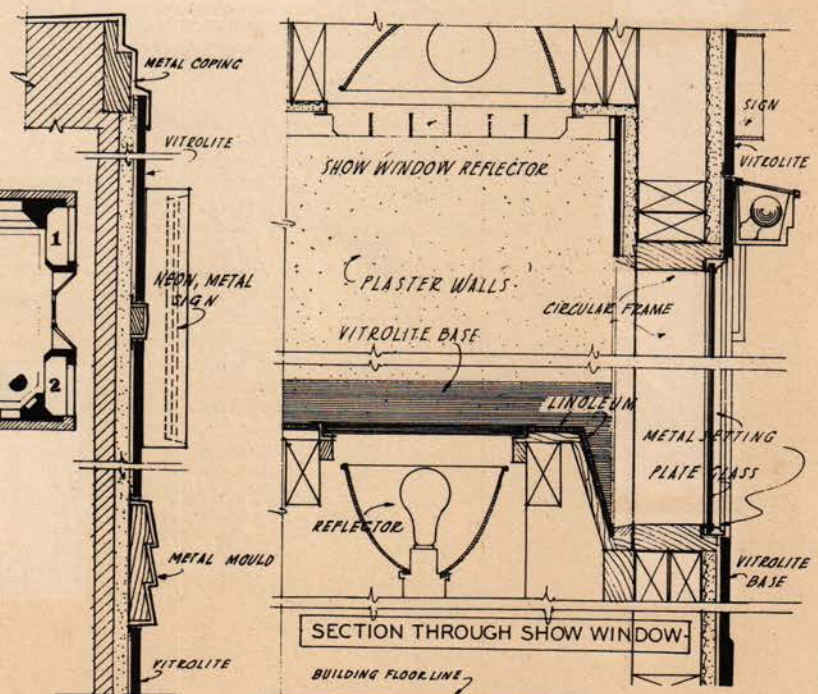


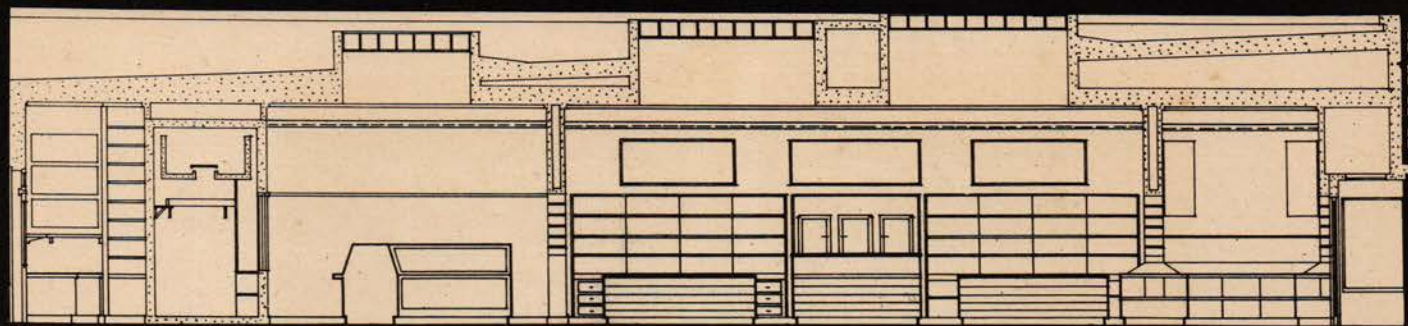
LONGITUDINAL SECTION

FLOOR PLAN



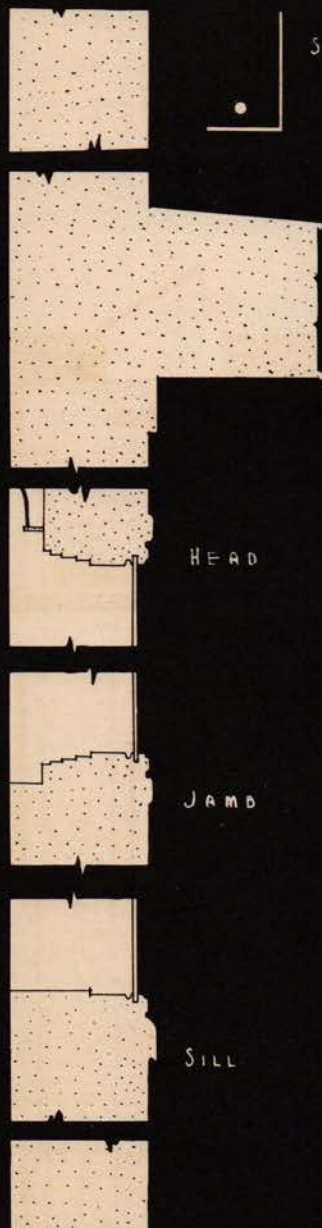
- 1 DISPLAY WINDOW FOR VEGETABLES.
- 2 DISPLAY WINDOW FOR PACKAGED GOODS.
- 3 DISPLAY CASE FOR CANDIES AND BAKED GOODS
- 4 VEGETABLE, SPRAY SHELVES, RACKS AND CASES
- 5 WAITING SPACE, DISPLAY SHELVES FOR CANNED FOODS
- 6 SHELVES FOR FANCY CANNED AND PRESERVED FOODS
- 7 SHELVES FOR STAPLE AND RAPID MOVING PACKAGED GOODS
- 8 WRAPPING COUNTERS, COFFEES, BAKED AND BULK FOODS
- 9 FREEZER CASE FOR DIARY FOODS
- 10 FREEZER CASE FOR FISH AND SEA FOODS.
- 11 BUTCHER DEPARTMENT. COOLER AND FREEZER CASE
- 12 ORDER AND STORAGE (OFFICE AND LAVATORY. 13)





LONGITUDINAL SECTION

----- = 4'-0"



SIGN

HEAD

JAMB

SILL

PROFILE

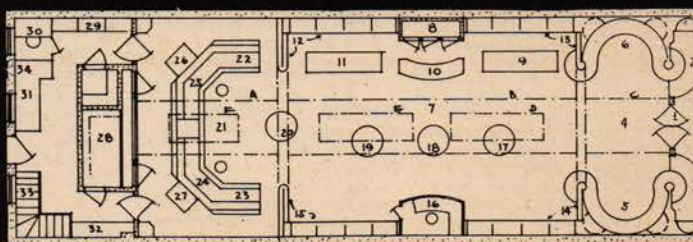
----- = 6"



FRONT ELEVATION

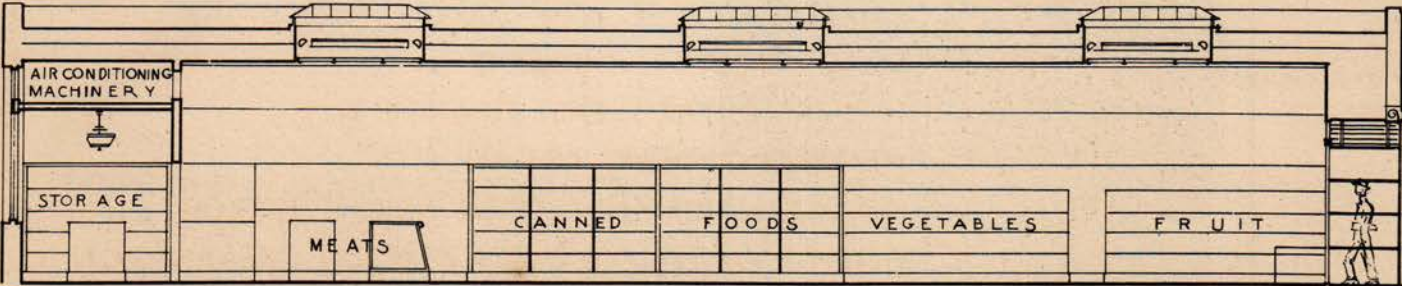
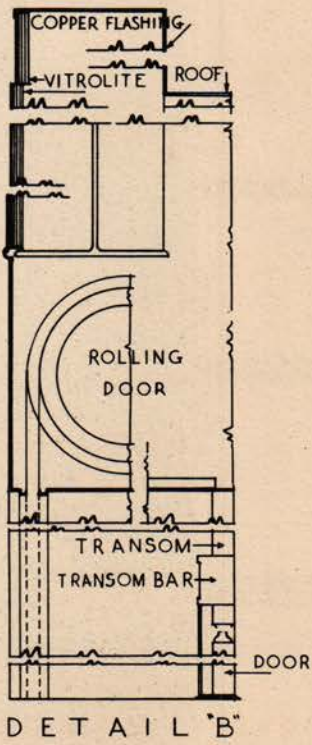
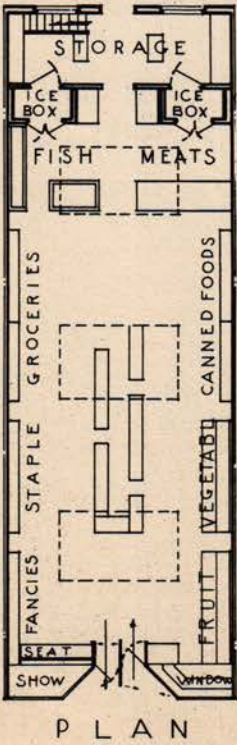
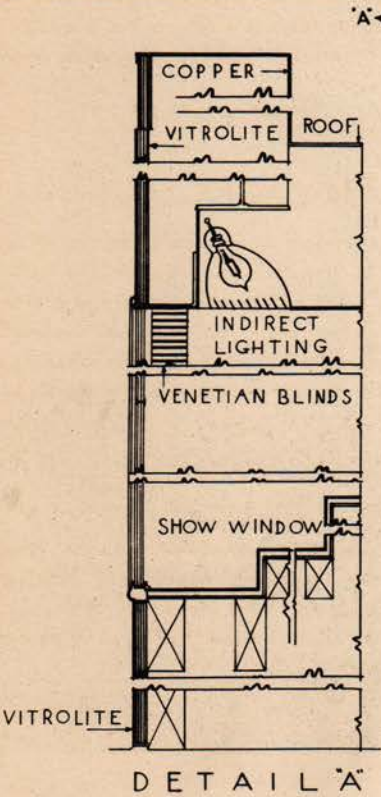
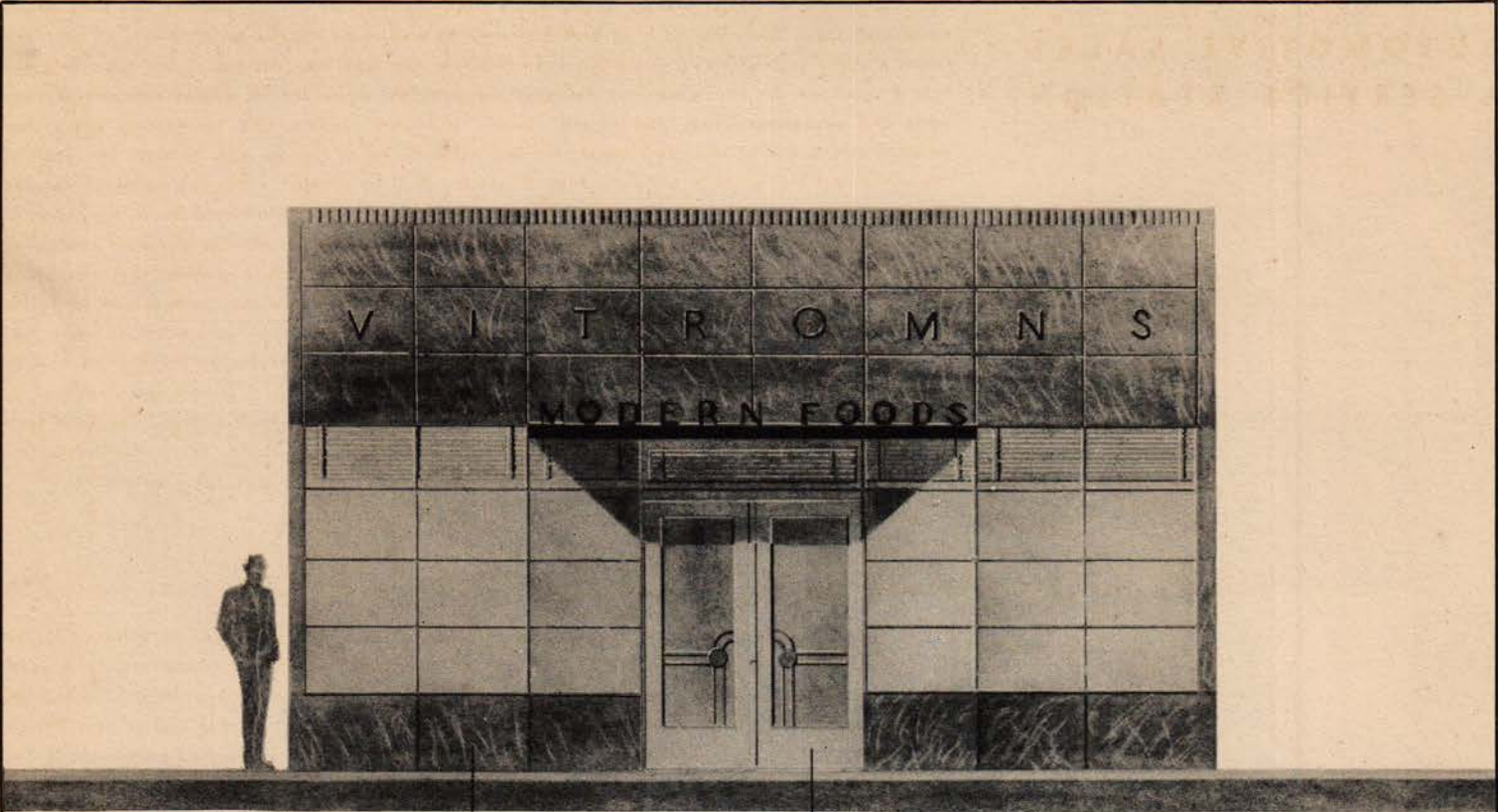
----- = 1'-0"

1-ENTRANCE--2-3-SHOW WINDOWS--4-FRUIT & VEGETABLE SHOP--5-FRUIT
 DISPLAY--6-VEGETABLE DISPLAY--7-GROCERY DEPT--8-DAIRY
 PRODUCTS REFRIGERATOR--9-10-11-COUNTERS--12-13-14-15-SHELVING
 16-CASHIER--17-18-19-20-DISPLAY STANDS--21-MEAT-FISH-POULTRY DEPT--
 22-COLD MEAT DISPLAY--23-FISH DISPLAY--24-25-FRESH & SMOKED MEAT
 AND POULTRY DISPLAY--26-27-MEAT BLOCK--28-MEAT FRUIT AND VEG
 ETABLE STORAGE REFRIGERATOR--29-RESERVE STOCK SHELVING
 30-OFFICE--31-ORDER TABLE--32-TABLE--33-STAIRWAY--34-PACKAGE
 CHUTE--A-B-C
 OVER HEAD
 LIGHT DAFFLES
 D-E-F-SKY-
 LIGHTS
 RECEIVING
 MARKING
 STORAGE
 REFRIGERATING
 LOCKER
 TOILETS
 BOILER ROOMS
 IN BASEMENT



PLAN ----- = 8'-0"

+2-0-0



PROBLEM D

AUTOMOTIVE SALES & SERVICE STATION

Requirements: The gas station, presumably, is to be modernized by an automobile dealer as a "feeder" for his main showroom, as well as to produce a profit through the sale of gasoline, oil, tires, accessories and parts. Servicing, such as greasing, washing and minor repairs on all makes of cars, will return a profit in addition to creating good-will which may lead to a car sale. ¶ The plan shall provide a showroom for two low-priced passenger automobiles; space for the display and sale of tires, parts and accessories; cash and record space; "rest-room" toilets; one car-washing space; two greasing pits, hoists or lifts; work bench and tool racks for minor repairs, with inclosure for repairing one car at a time; gasoline pumps and oil dispensers shall be located within the building lines (no pumps or other structure are permitted at the curb of street). As customers drive in the travel of cars must be considered carefully to prevent traffic congestion and to provide maximum availability of the pumps. ¶ The basement is not to be shown on the drawings. It is assumed that employees' lockers, the heating plant, air compressors, etc., and extra storage space may be provided for in the basement, providing a stairway is shown on the plan. ¶ It is assumed that the present structure may be moved, enlarged, altered, or torn down so that the most efficient design for the lot can be realized. Gasoline pumps, also, may be added, changed or relocated . . . Dimensions: The level lot is on the northeast corner of intersection of Main Street and a through traffic artery. The wide Main Street runs east and west. The rectangular lot measures 100' on Main Street, 75' on the intersecting street. Both are two-way traffic streets. From building line (lot line) to curbs of streets is 12'.

FIRST PRIZE:

ALFRED CLAUSS, KNOXVILLE, TENN. 256

The problem of car traffic to the gasoline pumps with exits to either street and of entrance to the repair and washing has been well solved. ¶ The plan is compact, the different operations are in good relation to each other and are under easy control. ¶ The large showroom with its front following the line of traffic is easily seen from the cars while refilling. ¶ A car, rather than a cashier desk, should occupy the center of the circular showroom and the spare parts should be located convenient to the repairing. ¶ The design is simple yet striking. The show front terminating in the large plain wall surface attracts attention. This wall might serve as a screen to block out an unattractive neighbor. ¶ The sign relamping and other details have been well studied. The whole scheme has a quality of unity and simplicity. It should therefore be economical of construction and operation which would appeal to the dealer.

SECOND PRIZE:

SUREN PILAFIAN, MAURICE LUBIN, NEW YORK 257

The design is attractive from any elevation and the salesroom is well located so that all cars stopping for gas must see the display which can also be seen from the sidewalk. The traffic is well studied to bring the show windows as near the cars as possible without interference to convenience or safety. The separation of the showroom and sales from the repair, lubricating and washing means a more difficult control and a more expensive operation. Space around the cars for repairing or washing seems insufficient. ¶ The feature outside lighting and the sign are effective and dignified.

THIRD PRIZE:

ISADORE SHANK, ST. LOUIS 258

This design is especially striking in exterior color. The elevation would attract more than local motorists, since the signs are prominent and well placed. ¶ The showroom provides a display of new cars which must be seen by any one stopping at the gas pumps. ¶ The plan of the service department is not particularly well studied as there is congestion. The location of the repair department with respect to the car wash, or grease hoists, is unfortunate.

HONORABLE MENTIONS:

J. R. SPROULE, SEATTLE, WASH. 259

CHARLES Du BOSE, NEW YORK 260

VICTOR SPECTOR, CHICAGO 261

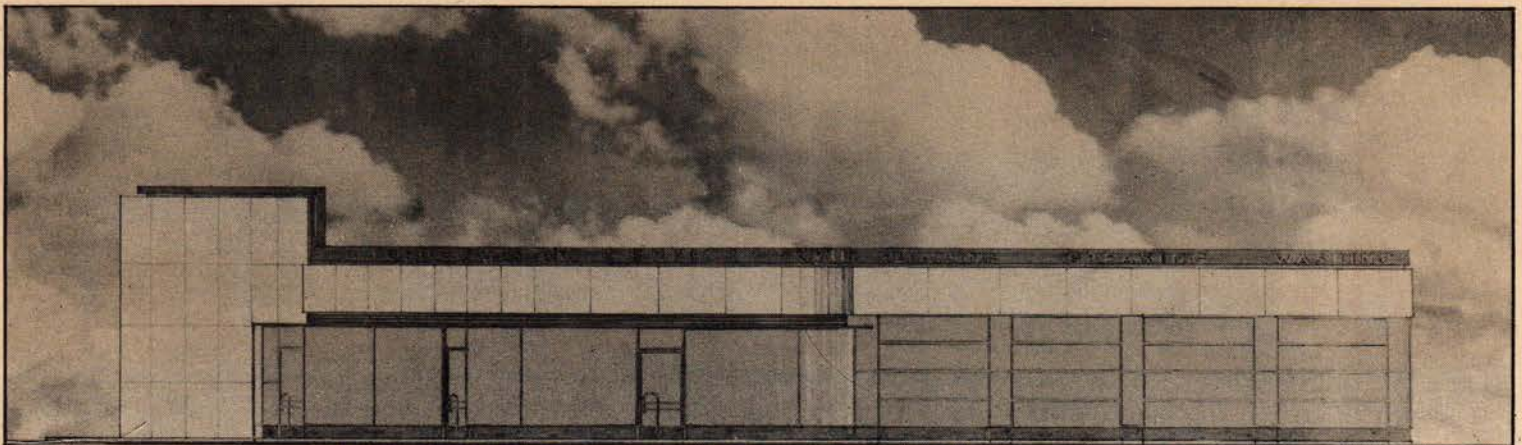
THOMAS D. TARO, EAST ORANGE, N. J. 262

A. ALBERT COOLING, LOS ANGELES 263

HORACE HARTMAN, GEORGE WRIGHT, DETROIT 264

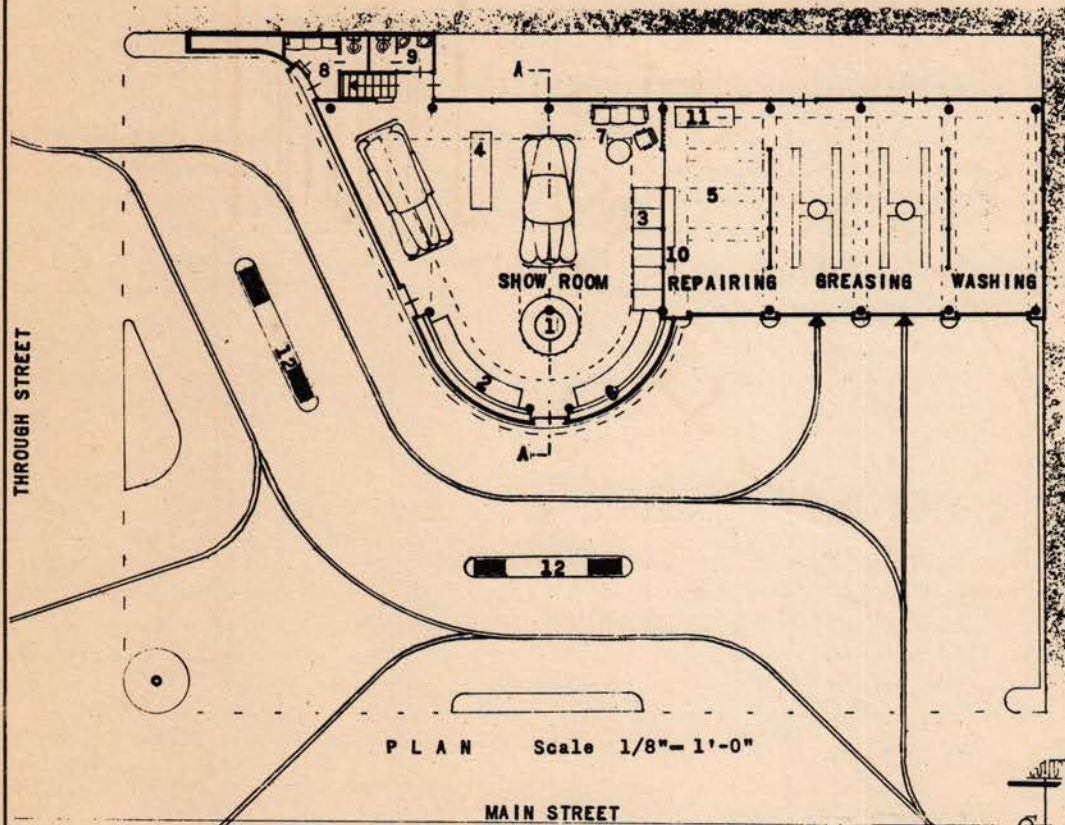
HENRY T. ASPINWALL, PAUL F. SIMPSON, GREAT NECK, N. Y. 265

G. McLAUGHLIN, S. C. REESE, L. BERZ, KNOXVILLE, TENN. 266



MAIN STREET ELEVATION Scale 3/16"=1'-0"

14

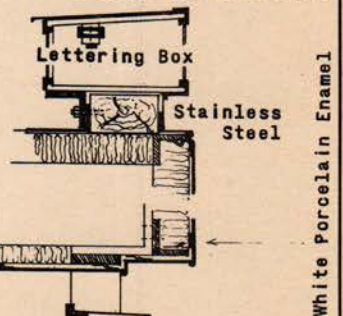


PLAN Scale 1/8"=1'-0"

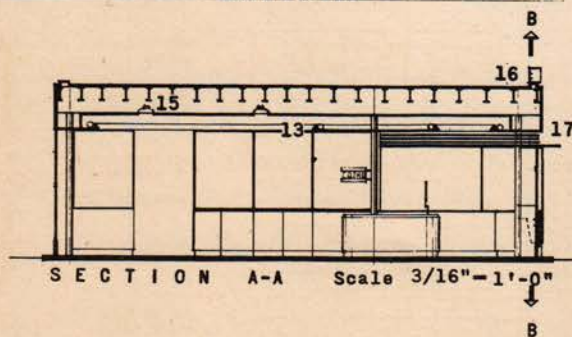
MAIN STREET

1. Cashier's Desk
2. Accessories and Parts
3. Oil
4. Tires
5. Tire Racks from Ceiling
6. Window Display
7. Customers Waiting Space
8. Ladies Rest Room
9. Mens Rest Room
10. Tool Racks
11. Work Bench
12. Gasoline Pumps
13. Light Trough
14. Overhead Doors
15. Ceiling Reflector
16. Lettering Light Box
17. Ventilation Louvers

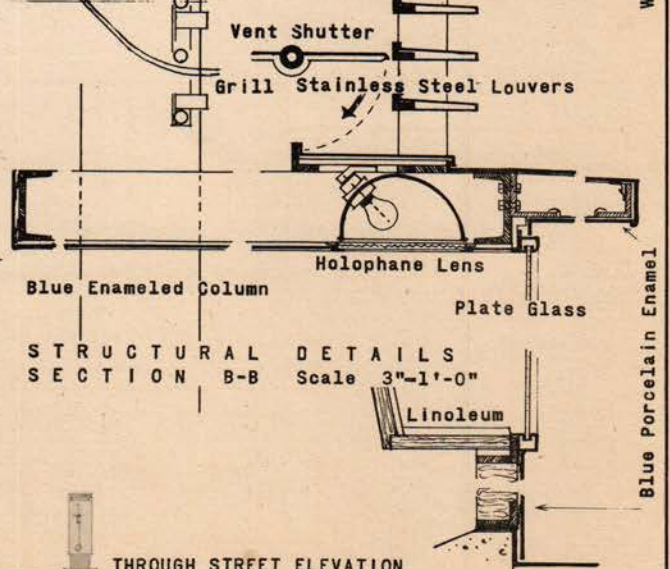
Sandblasted Letters on Blue Glass



White Porcelain Enamel

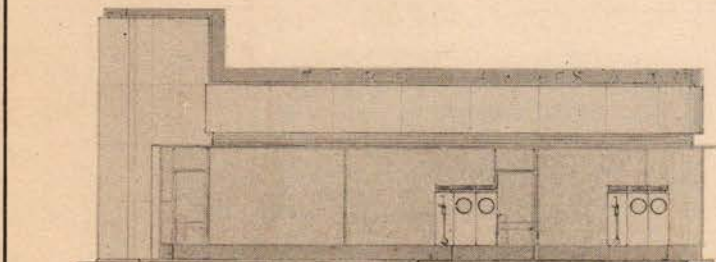


SECTION A-A Scale 3/16"=1'-0"

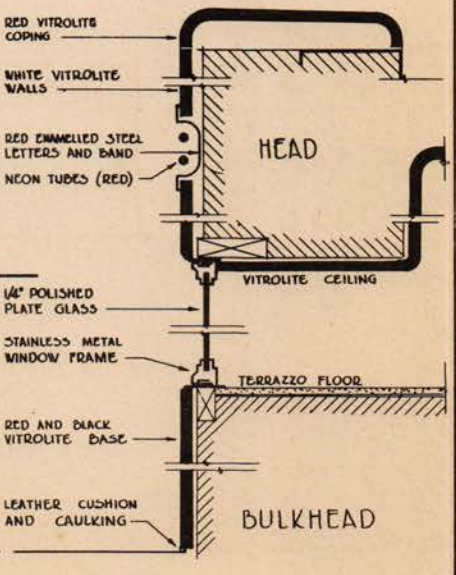
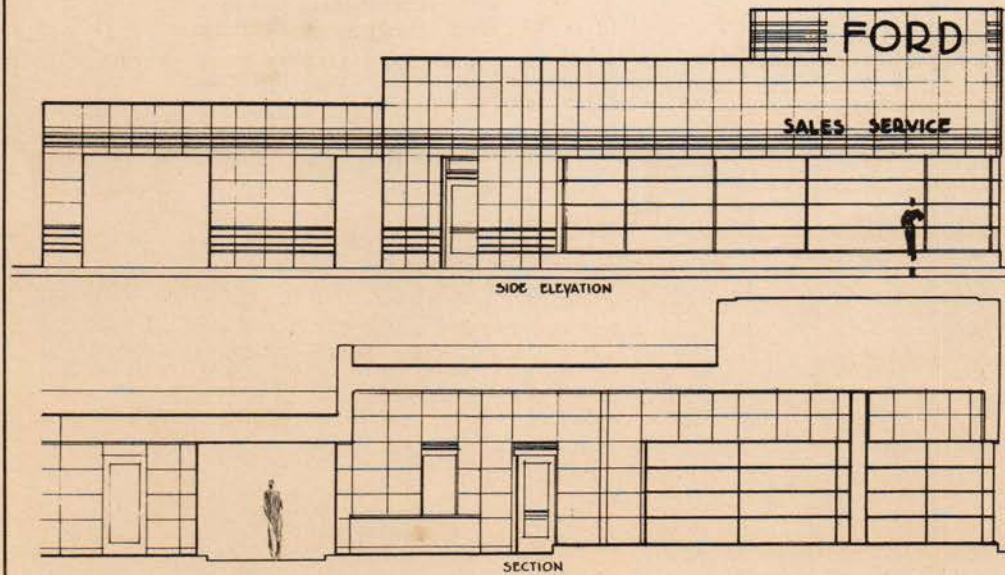
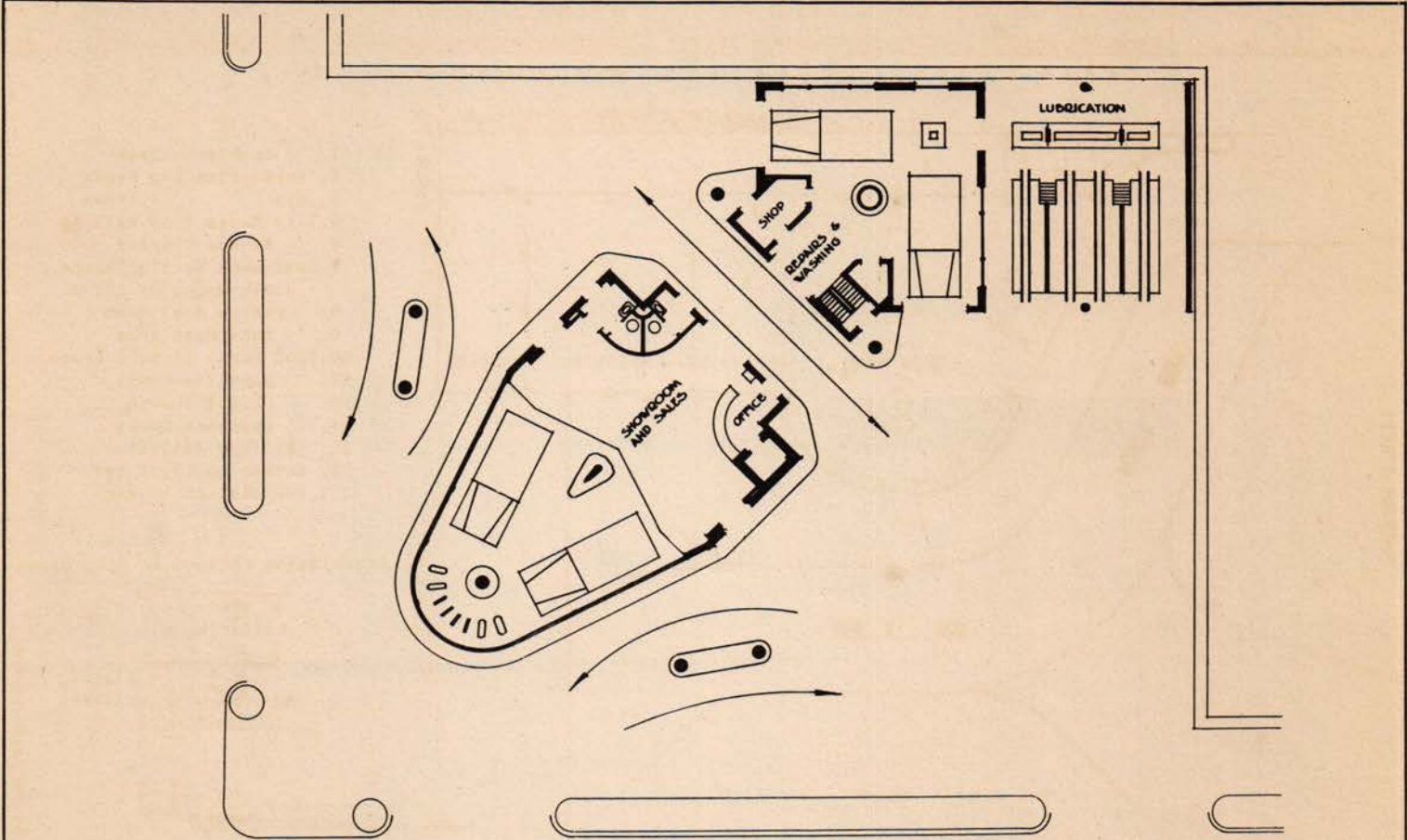
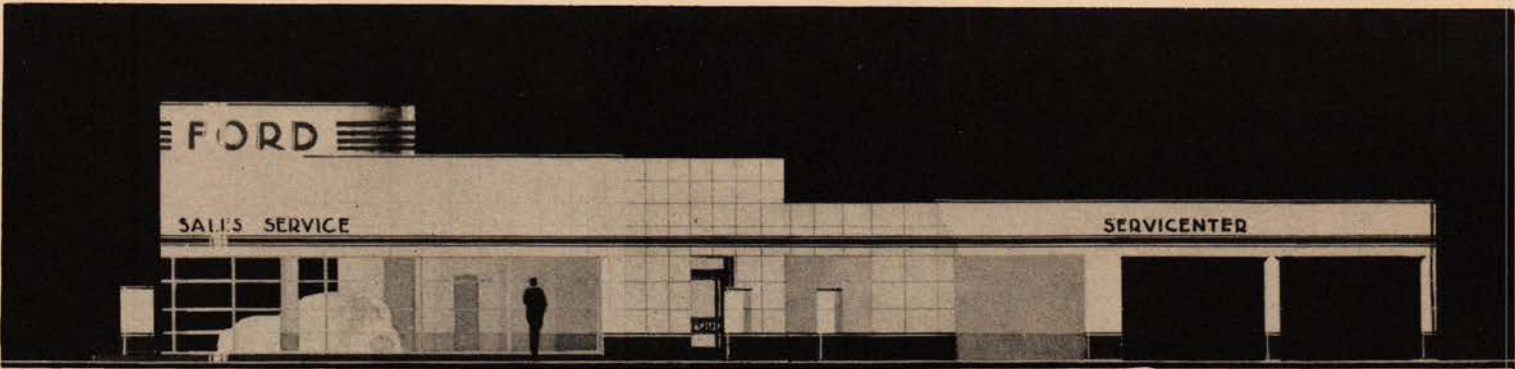


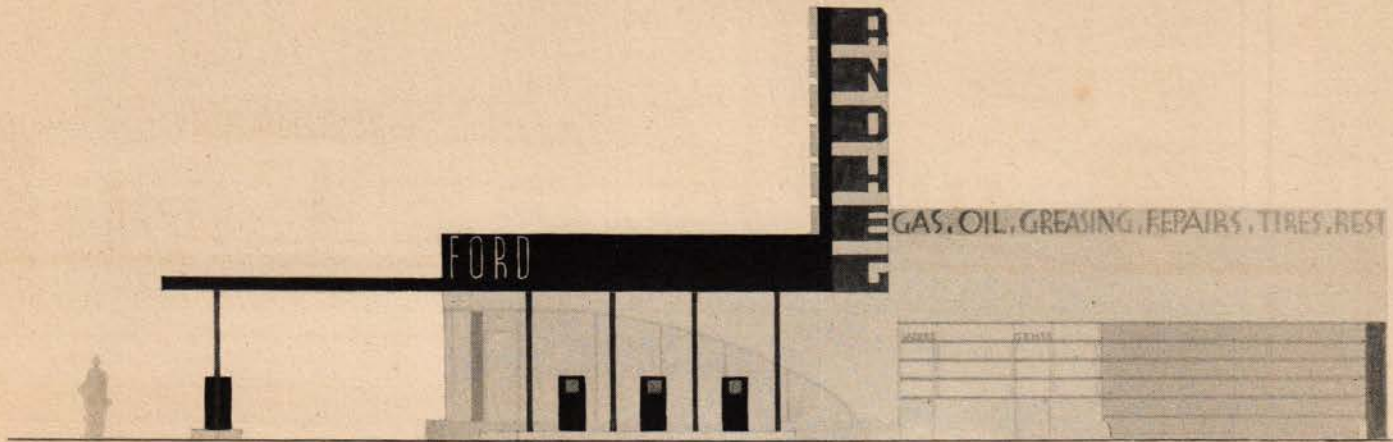
STRUCTURAL DETAILS SECTION B-B Scale 3/16"=1'-0"

Blue Porcelain Enamel

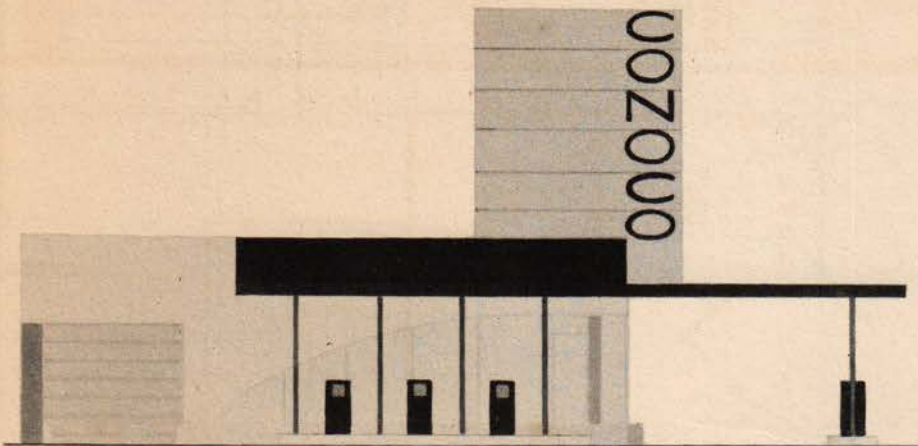


THROUGH STREET ELEVATION

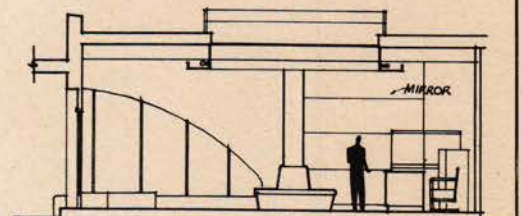




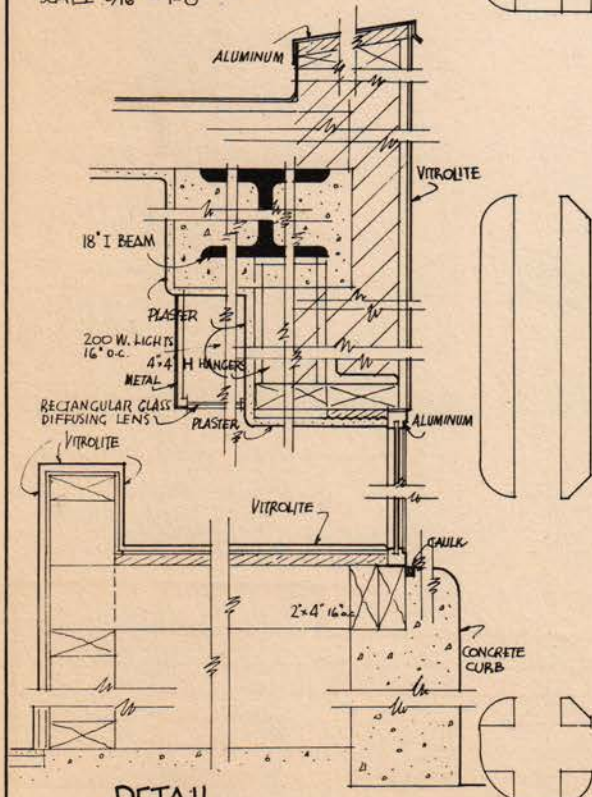
■ MAIN ST. ELEVATION
SCALE $\frac{3}{16}'' = 1'-0''$



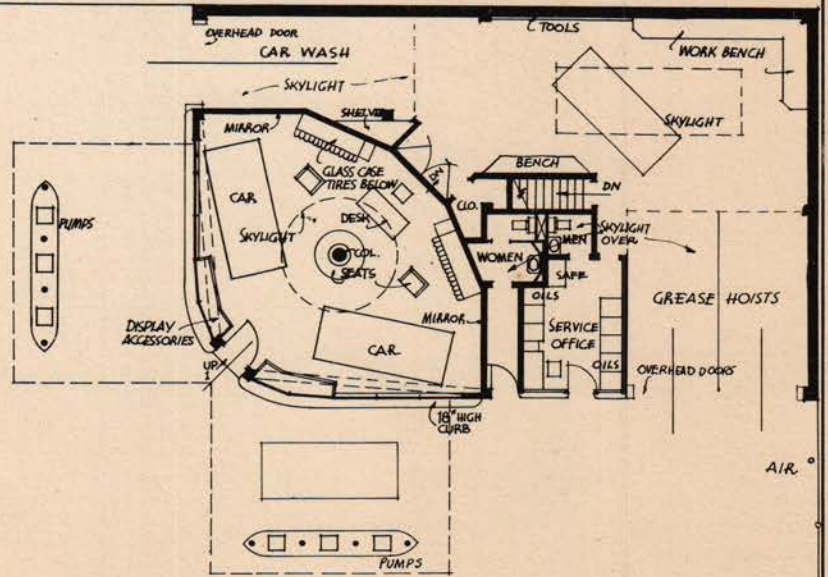
■ B ST. ELEVATION
SCALE $\frac{3}{16}'' = 1'-0''$



■ SECTION Sales Room
SCALE $\frac{3}{16}'' = 1'-0''$

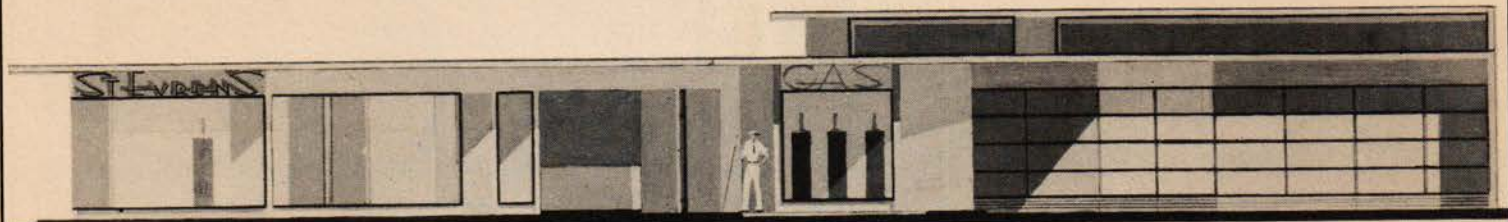
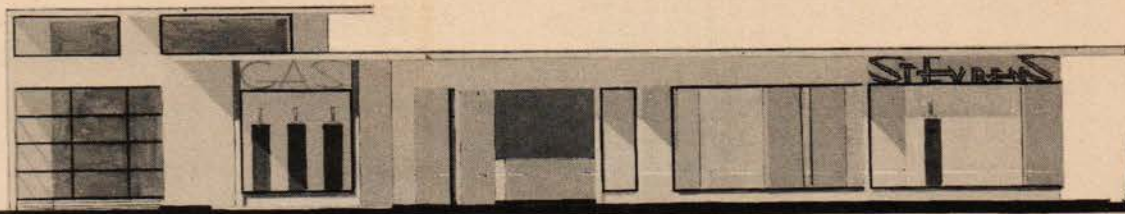


■ DETAIL
SCALE $\frac{3}{8}'' = 1'-0''$

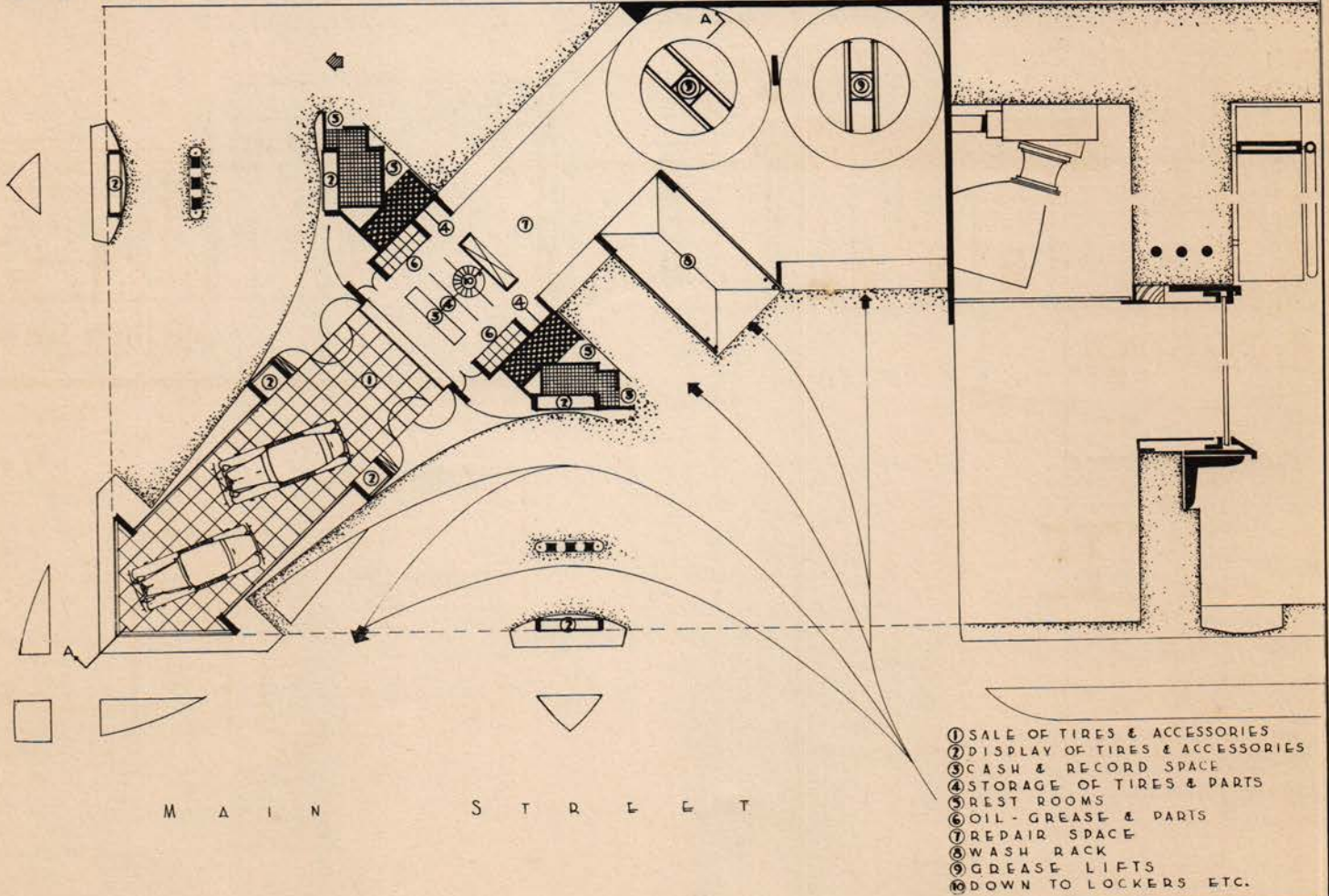


■ PLAN
SCALE $\frac{1}{8}'' = 1'-0''$

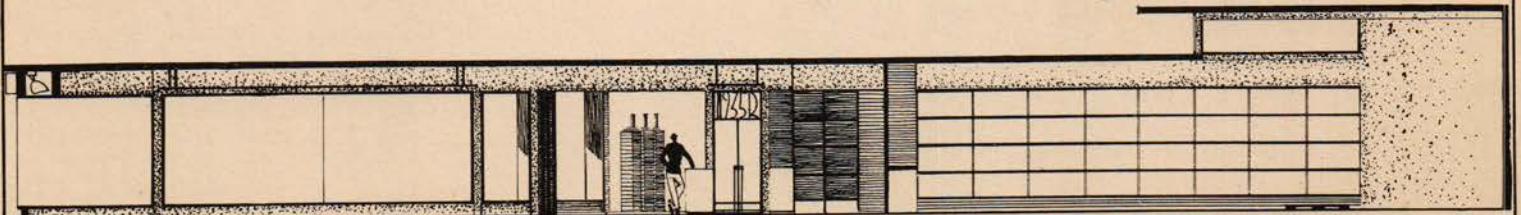
MAIN STREET



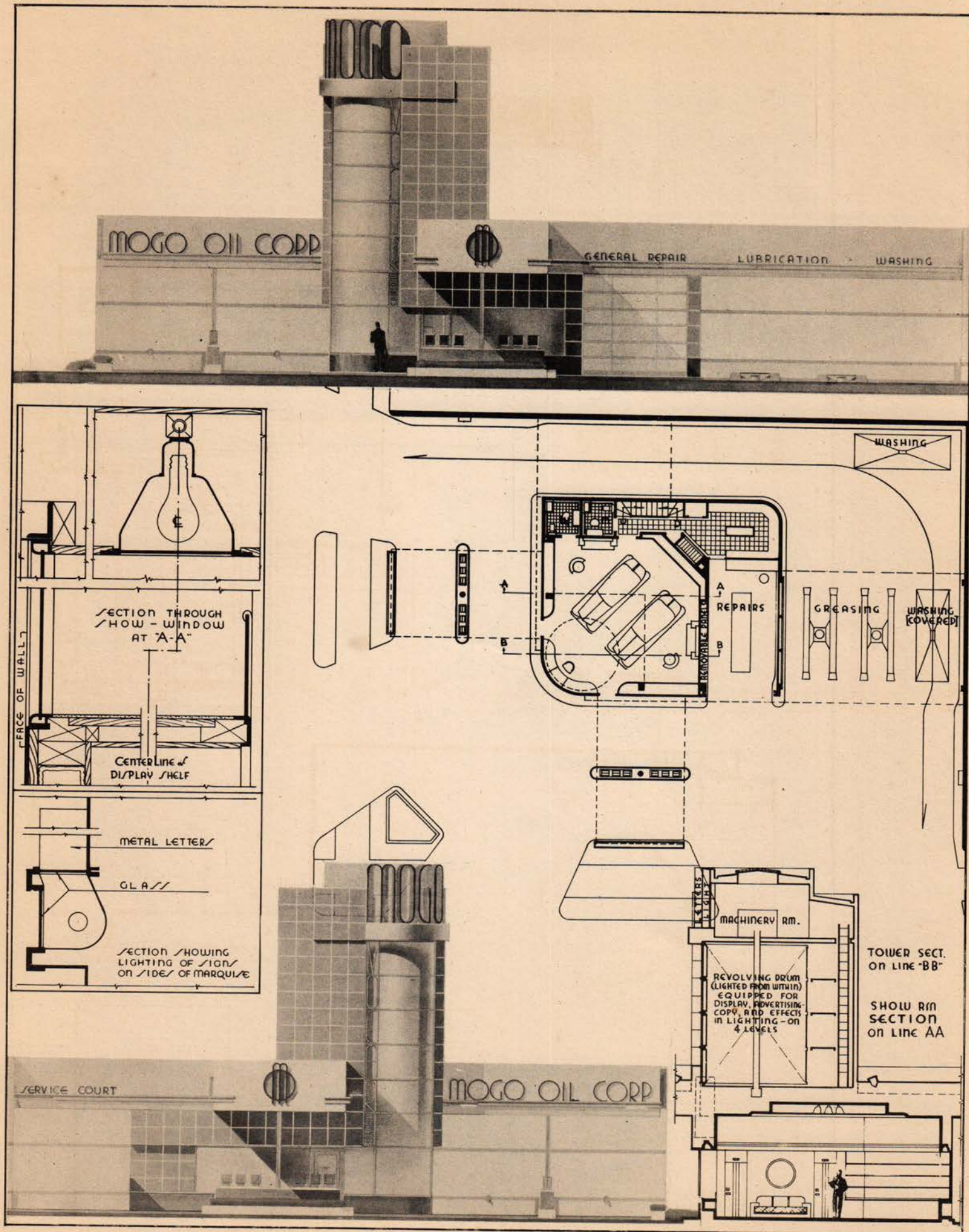
M A I N S T R E E T E L E V A T I O N

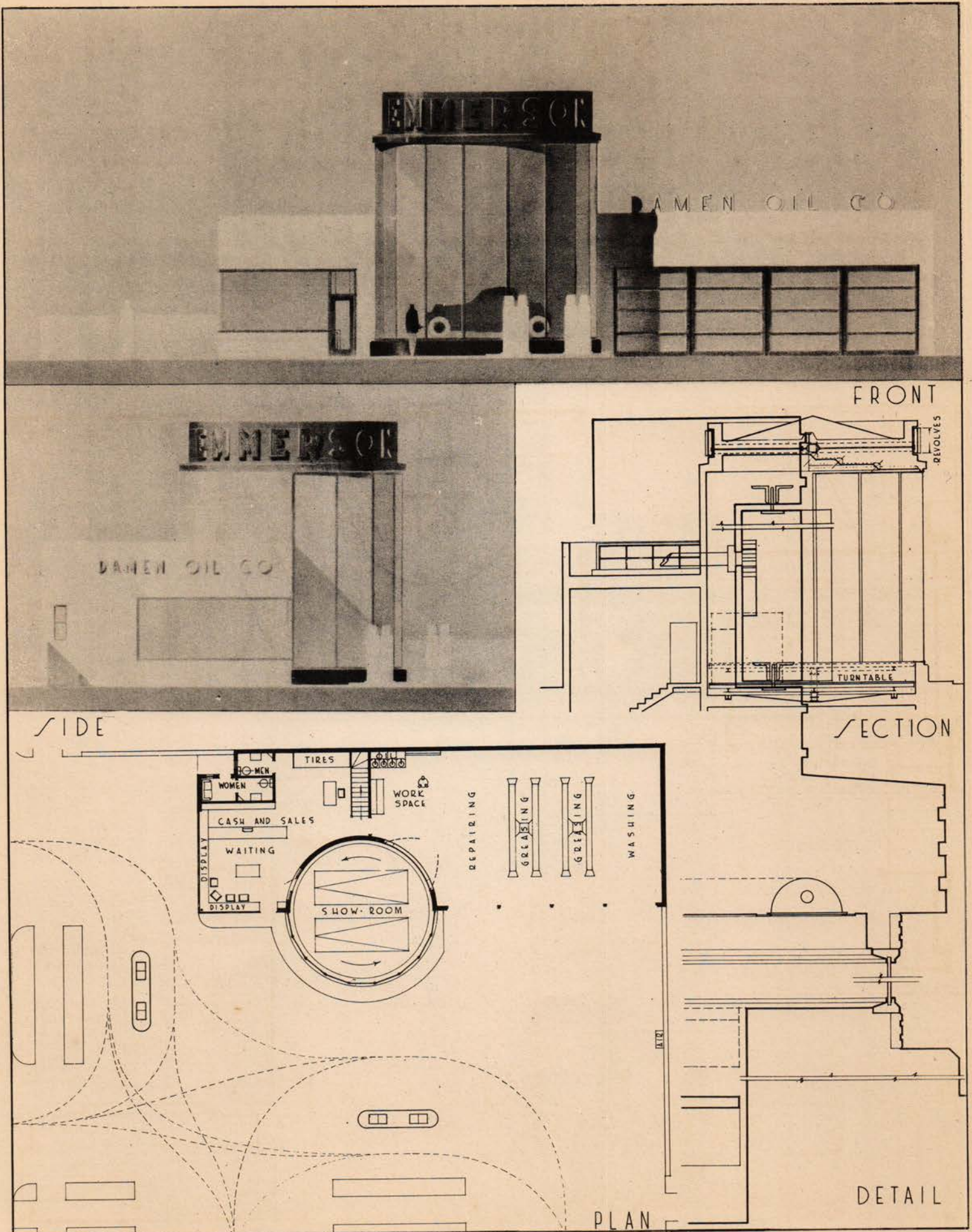


M A I N S T R E E T



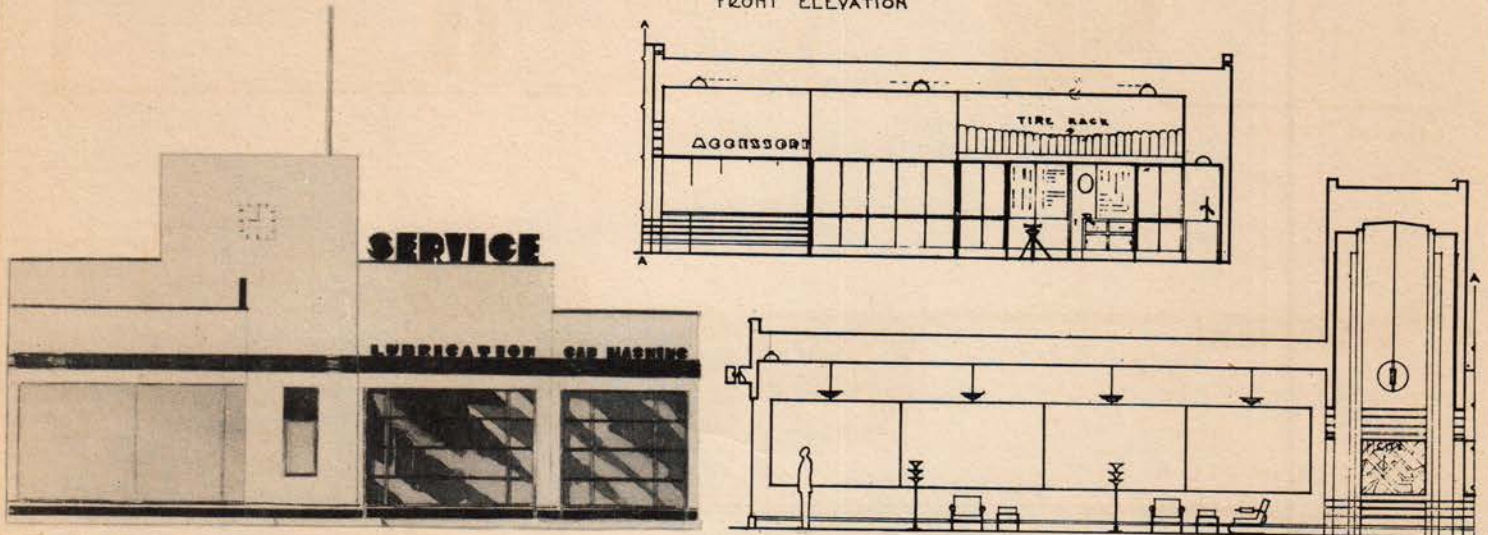
A - A



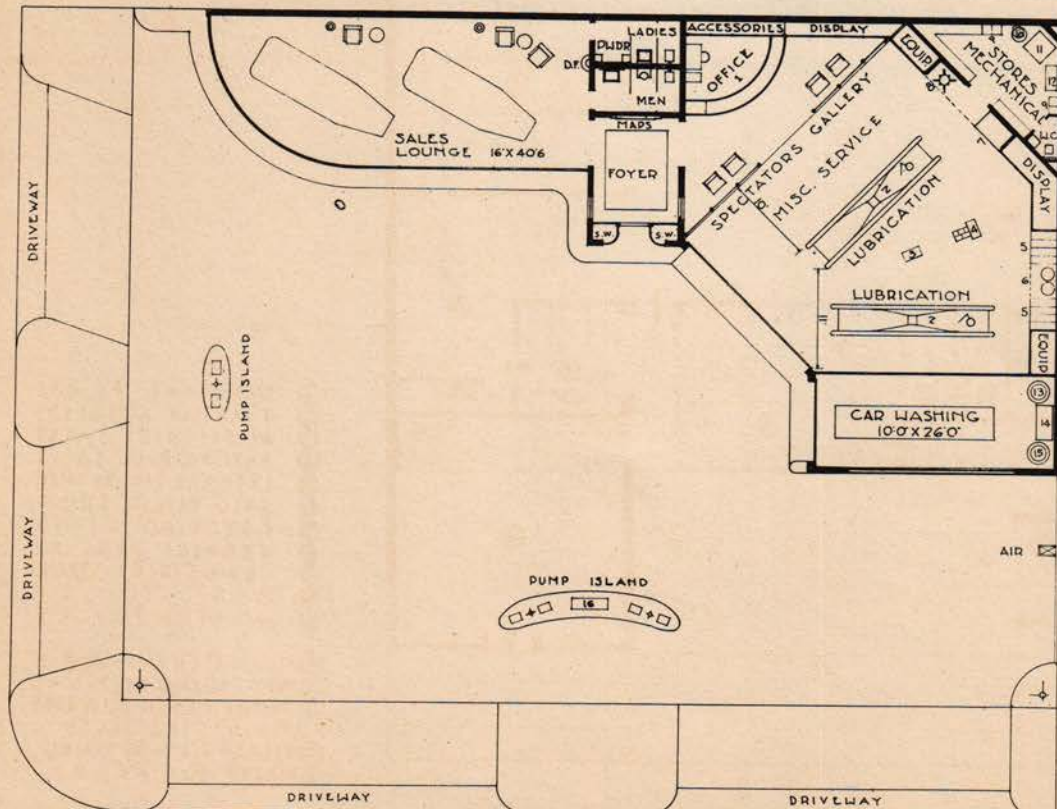




FRONT ELEVATION

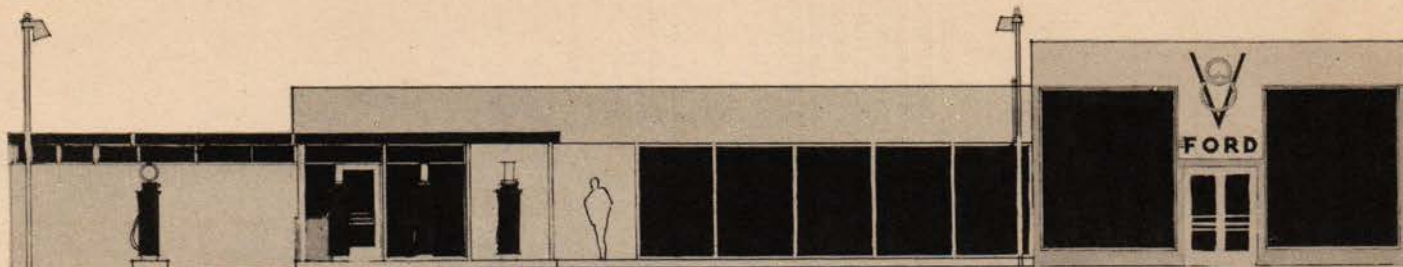


SECTION

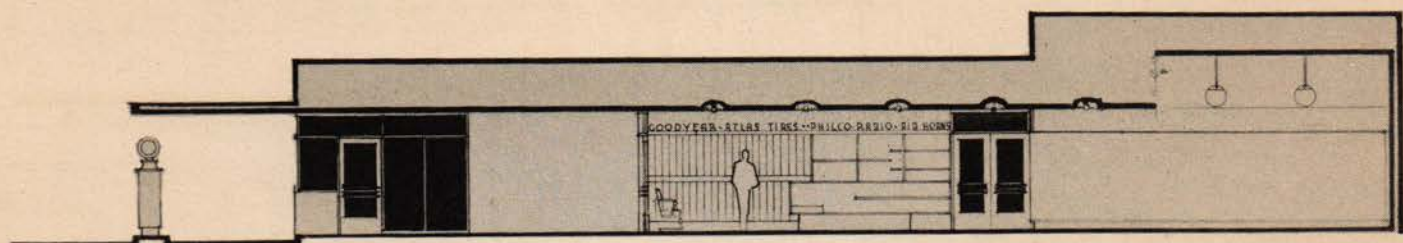


DETAIL

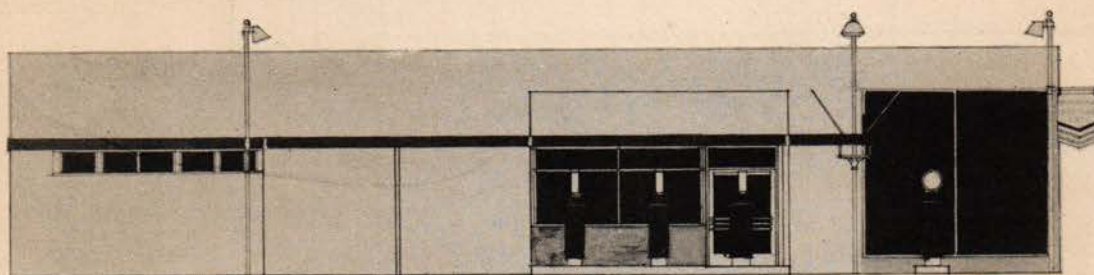
- 1 DESK & FILE CASE, SHOWCASE COUNTER
- 2 HYDRAULIC ROTATING LIFTS
- 3 SPARK PLUG TESTER & CLEANER
- 4 BATTERY CHARGER & RACK
- 5 LUBE OIL MACHINES
- 6 SLOP OIL & WASTE BBL.
- 7 WORK BENCH
- 8 TIRE CHANGING MACHINE
- 9 LOCKERS
- 10 WATER HEATER
- 11 HEATER
- 12 AIR COMPRESSOR
- 13 VACUUM CLEANER
- 14 CAR WASHING MACHINE
- 15 STEAMER
- 16 ISLAND SHOW CASE



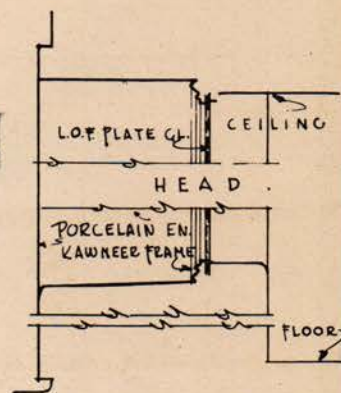
FRONT ELEVATION



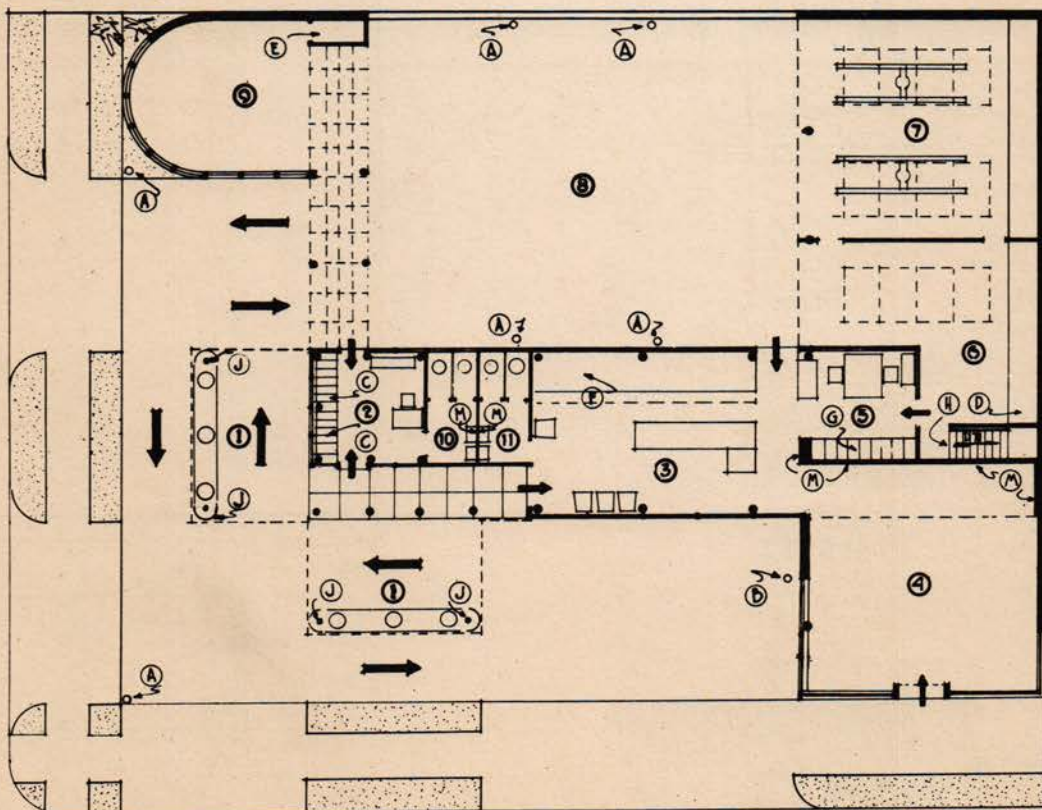
LONGITUDINAL SECTION



SIDE ELEVATION



BULKHEAD SECTION THRU WINDOW



PLAN

- ① GASOLINE PUMPS
- ② STATION ATTENDANT
- ③ ACCESSORIES SALES
- ④ AUTOMOBILE SALES
- ⑤ CASH AND RECORD SPACE
- ⑥ AUTO REPAIR SHOP
- ⑦ GREASING LIFTS
- ⑧ SERVICE PARKING
- ⑨ CAR-WASHING SPACE
- ⑩ MEN'S TOILET
- ⑪ WOMEN'S TOILET

- A FLOODLIGHTS
- B AIR PUMPS
- C OIL DISPENSER
- D WORK BENCH
- E WATER PUMP
- F TIRE SALES
- G RECORD FILES
- H STAIRS
- J WATER
- M MIRRORS

ELEV

SECT

PLAN

ELEV

POWERS SERVICE

• MURAL •

• ZEBRA WOOD VENEER •

SIGN —
STAINLESS STEEL
NEON TUBE LIGHT
'T' BRACES 12' O.C.

DETAIL

• AIR •

REPAIRS

ACCESSORIES

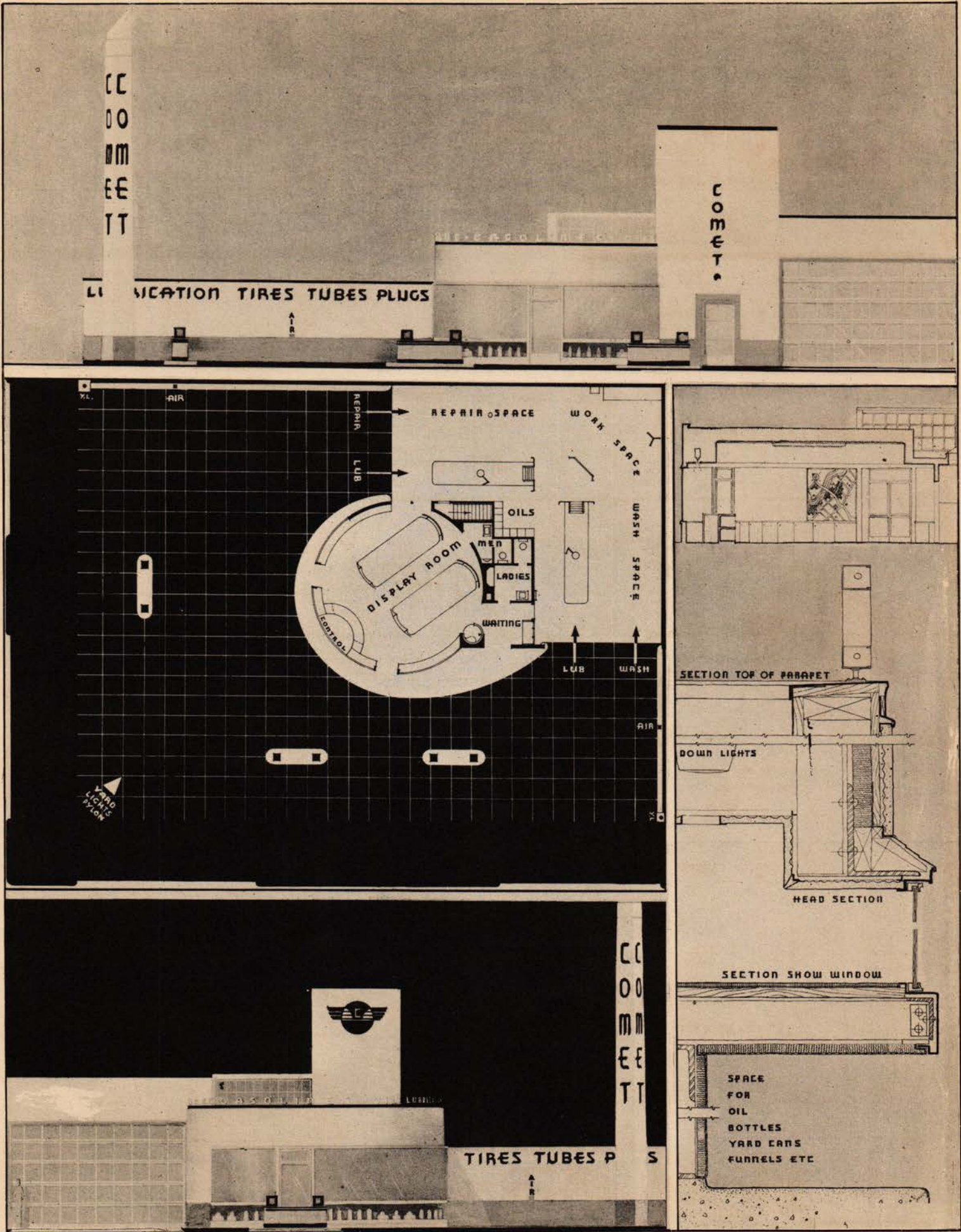
GREASE
PITS

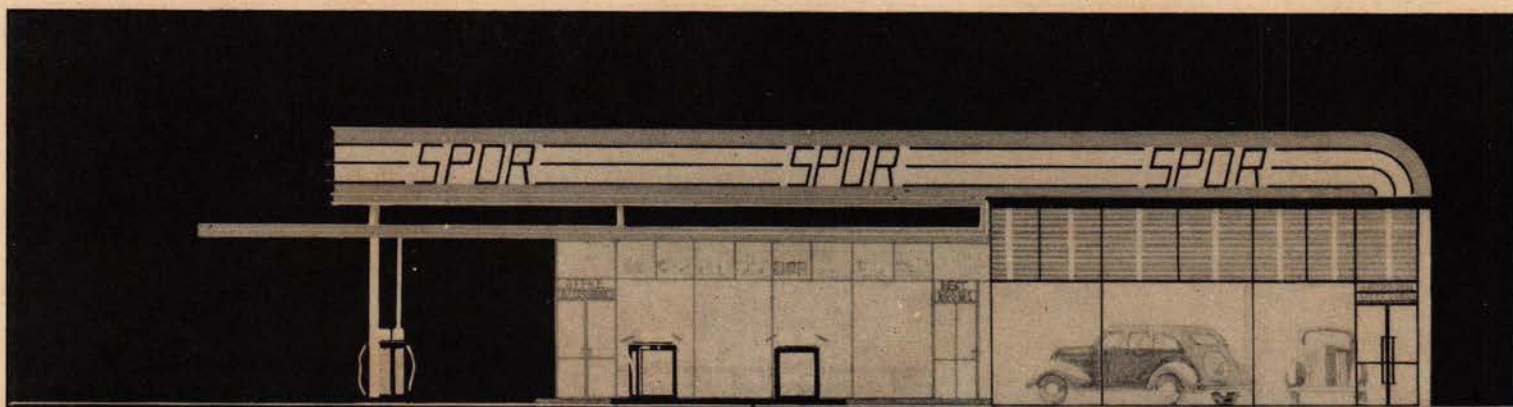
AUTO
WASH

STAINLESS STEEL CLOSURE
REINFORCED CONC. SLAB
REFLECTORS IN SLAB 3' O.C.
DIRECTED LIGHT
 $\frac{3}{4}$ " BEARING PLATE
STAINLESS STEEL COLUMN
PLATE GLASS WINDOW
STAINLESS STEEL SASH
WHITE LINOLEUM FLOOR
FERALUN CURB EDGE

• MAIN • • STREET •

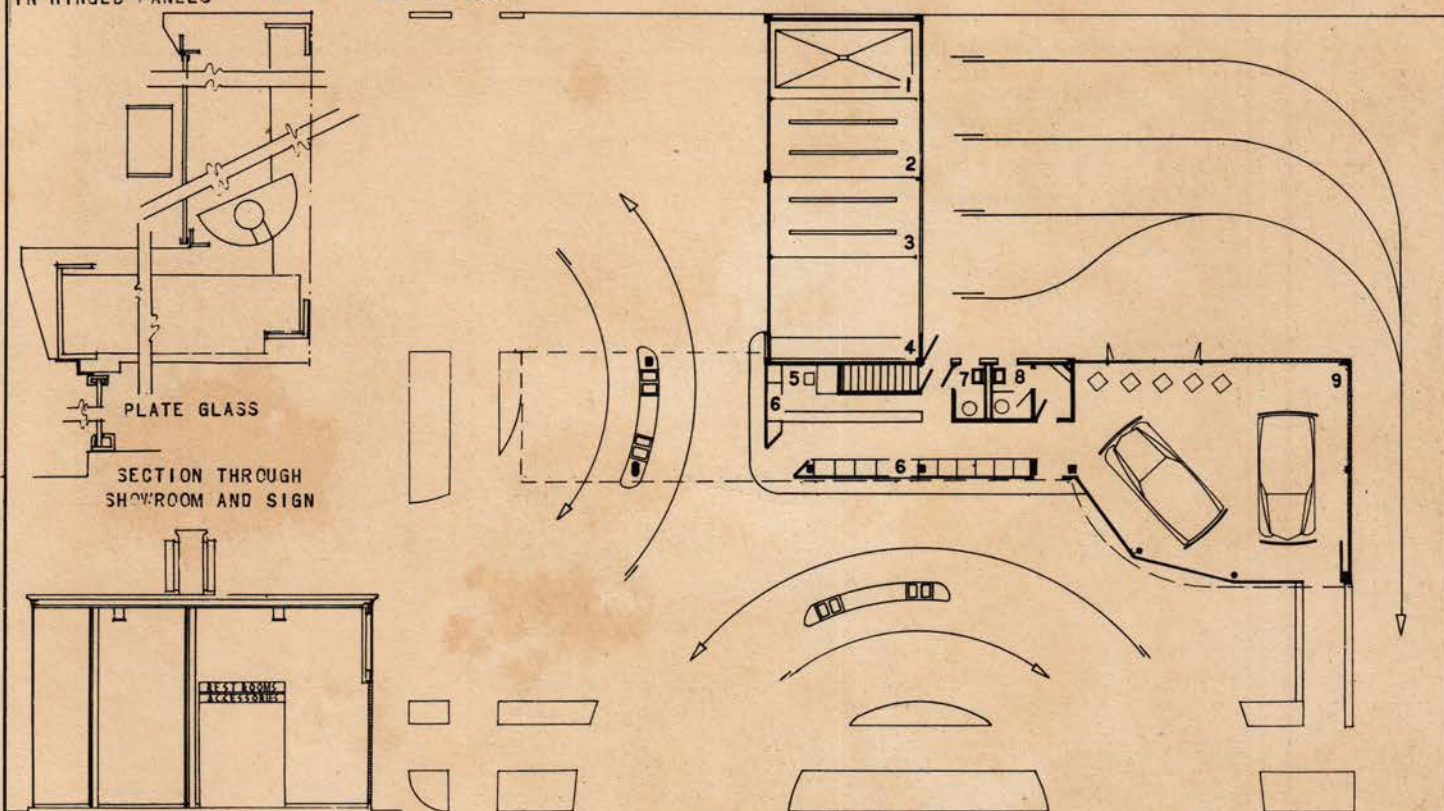
SERVICE





WHITE OPAL GLASS
IN HINGED PANELS

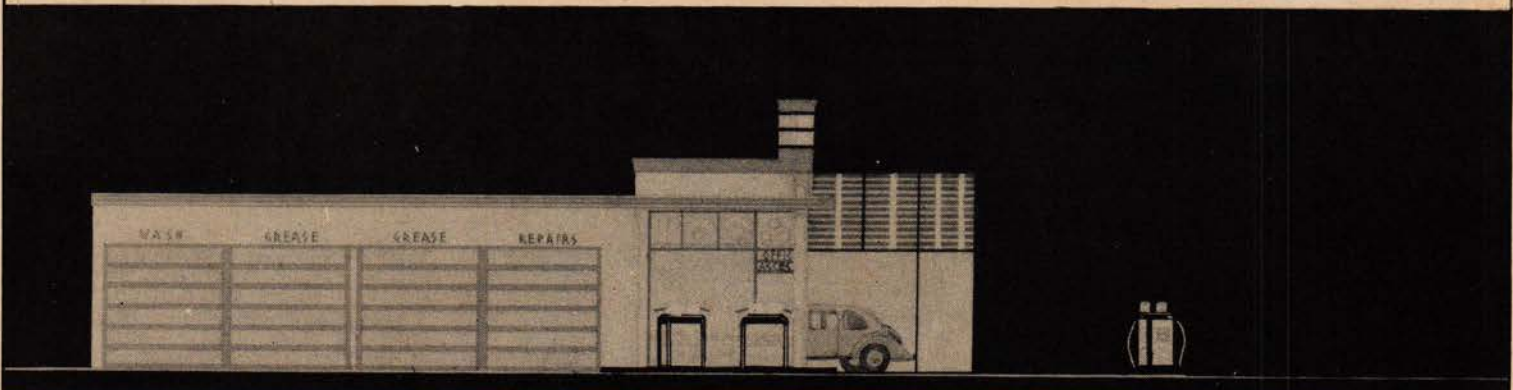
SECTION SYMETRICAL
HINGED PANELS ON BACK



1. Wash
2. Grease
3. Grease

4. Repair
5. Cash and Records
6. Display

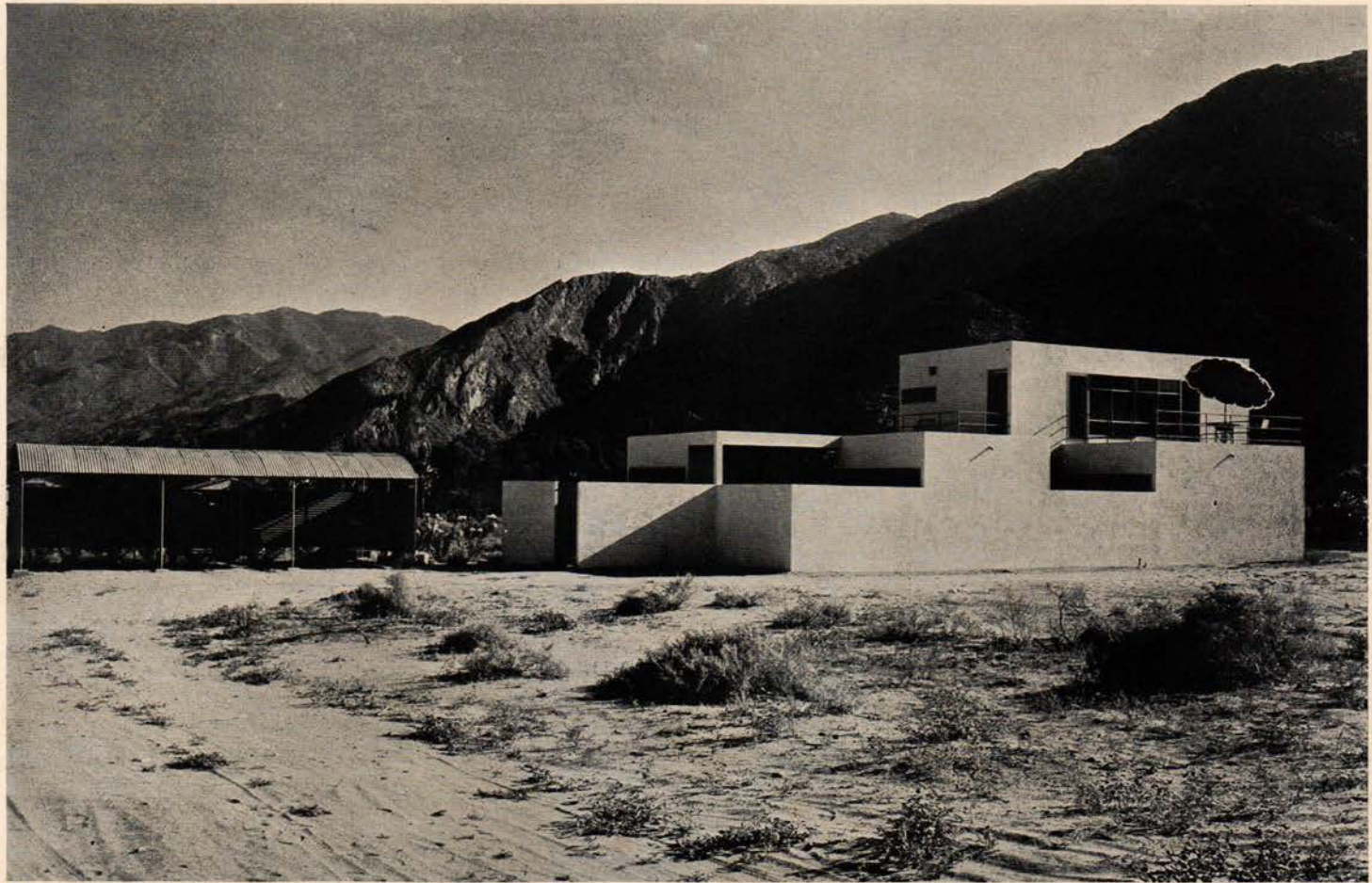
7. Men
8. Women
9. Show Room



REAL ESTATE OFFICE BUILDING AT PALM SPRINGS, CALIFORNIA

FOR DR. J. J. KOCHER

BY A. LAWRENCE KOCHER AND ALBERT FREY



Photograph by Willard

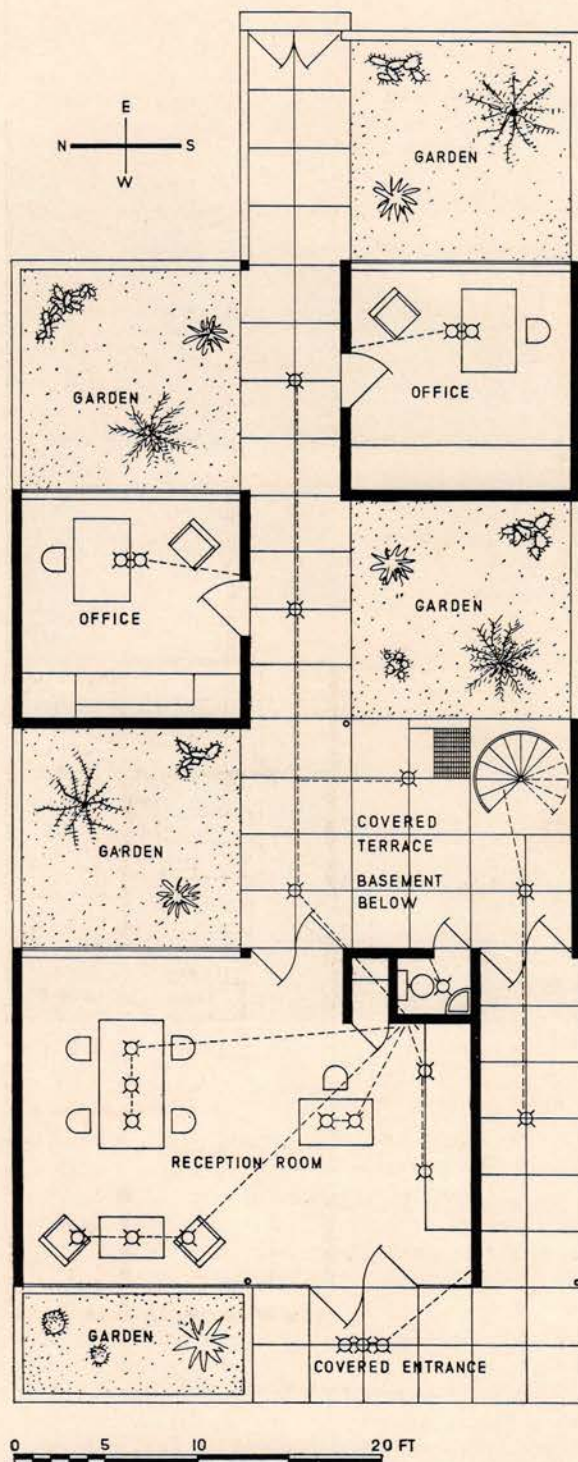
REAL ESTATE OFFICE BUILDING from northeast (side view). Ground floor of building is used for real estate and insurance offices. Car shelter at left. There is an apartment on the second floor with roof terraces on shaded sides, east and north. Walls are warm white; window and door frames, Indian red; railings and columns, jade green.

Nature of Building: Real estate and insurance offices situated on a main Palm Springs boulevard, an extension of the highway from Los Angeles. The site is a typical business plot of narrow but deep dimensions. Because of this narrow lot shape, it was decided to have an arrangement of rooms that open internally. The two limiting sides of the property have blank inclosing walls where, later on, adjoining buildings may cut off view, light and air.

Varied Use: A second story was considered essential, as adding to the vertical size of building (advertising value) and to insulate and shade the rooms below. It was considered desirable to have all required offices on the ground floor. A small apartment with a side entrance was decided on for the second floor. There is an independent car shelter for the use of building occupants, located at the rear of plot. The real estate-insurance office consists of a spacious reception room and separate consultation rooms reached by a central covered corridor. These consultation rooms have completely glazed walls facing north, with a view of an adjoining garden.

Climate: At the beginning and end of the season, September, October and April, May, the temperature varies from warm to hot. 115 degrees Fahrenheit is not unusual at noon during summer months. From November on, until March, the days are warm (through sun radiation) and nights are cool. Complete absence of frost and little rain simplified the problem of footings and minimized precautions such as dampproofing, both a major concern of the builder in a cold climate. The building is designed and equipped with a heating system so as to provide comfortable warmth on cold days. There is likewise insulation and ventilation to insure coolness during hot weather. The latter is attained by excessive insulation and by creation of shaded areas which keep cool and assist air circulation.

OFFICE AND APARTMENT BUILDING AT PALM SPRINGS



GROUND FLOOR PLAN. Reception room is connected with private offices by means of a covered passage. All rooms have a glazed and ventilated wall in the direction of an adjoining garden patio. The side entrance leads to stairway and apartment above. Each garden plot has a sprinkler at pavement edge to produce a desired humidity and coolness, by evaporation.

Site: At entrance of town; on main street; near subdivisions and residential areas.

Soil: Dry sand of uniform density; desirable ground for foundations. There is no quicksand nor danger of washing out; no piling necessary; satisfactory for septic tank sewage disposal.

Winds: North and northwest prevailing; cool breezes almost daily. During December and to February, sheltered areas are preferable because of the coolness of winds. In warm weather it is desirable to take advantage of breezes by cross ventilation.

Kitchen location in apartment on second floor is at side where winds escape, so cooking odors do not enter other rooms.

At times wind develops into a sand storm which sweeps fine sand through every crevice and into the house. Tight construction is essential and all sash weatherstripped with felt.

Sudden gusts of wind occasionally play havoc with large awning, making more sturdy shade imperative.

Construction: Fireproof construction was regarded as an asset to the occupants' business of selling insurance. Footings are of reinforced concrete, 18" wide; 12" to 18" deep. There is a 4" integrally colored concrete slab at first floor.

Floor covering throughout the building interior is linoleum.

First story walls are of concrete blocks with vertical steel rods every six feet, tied to footing and lintels. All wall corners are poured reinforced concrete. There is a continuous bonding beam or lintel at plate line of exact thickness of wall and 8 to 12 inches in height. This occurs over all walls, door openings and windows and forms, together with all reinforcements and footings, a completely rigid frame. This special concrete framing is intended as precaution against twisting and injury by earthquakes.

Second floor walls are of lightweight pressed steel frame welded in sections at factory and electrically welded on site at erection. Factory sections were a maximum size for transportation by trucks.

The outside of frame is faced with expanded metal lath and (Gunitex) cement stucco. The interior is cement plastered on a metal lath that has an aluminum-faced building paper as backing (insulation).

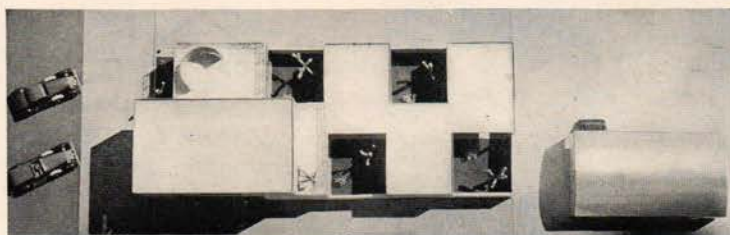
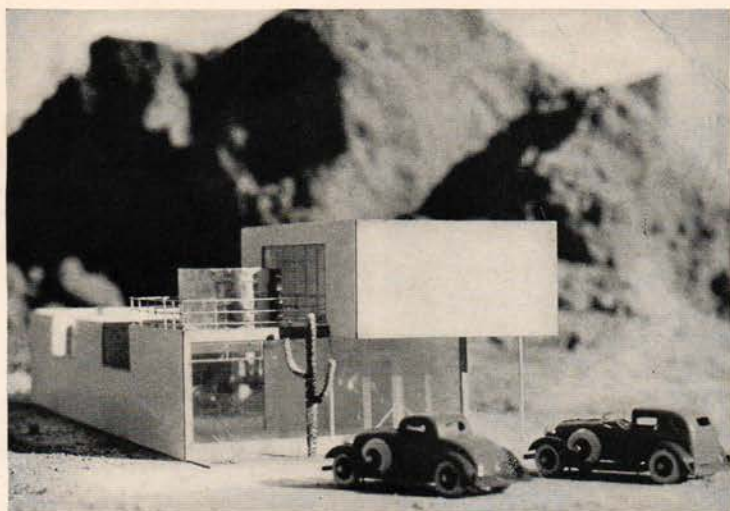
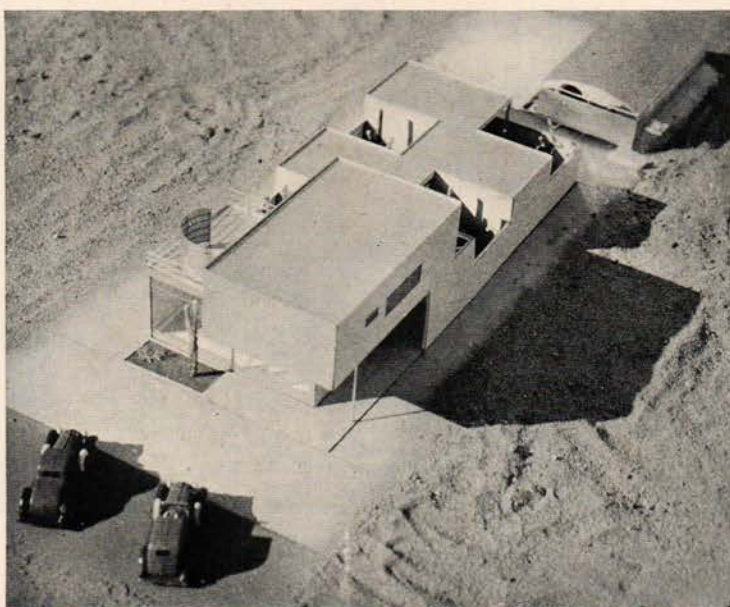
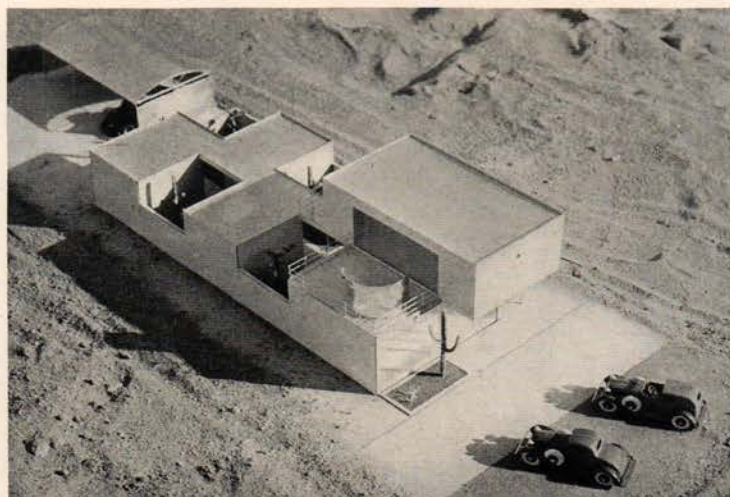
All floors and roofs are of Robertson Keystone beam units of 18-gauge steel. These beams are exposed at ceilings. Floors are supported by bond-beams over walls and anchored or welded to I-beams, which in turn are for bearing. In some cases steel pipe columns serve for supports.

Roofs have 1 1/2" insulation board, mopped to steel deck of Robertson units. A three-ply built-up roofing is applied over insulation board and finally, a graveled surface.

Heating: Warm air, single duct, for reception room and apartment. Gas furnace in basement, below garden terrace. Individual, vented gas heaters circulating warm air, in private offices.

Lighting: Lumiline lamps (30 and 60 watts) recessed in ceiling beams. Lamps are located over working areas to provide a minimum of fifteen foot-candles intensity.

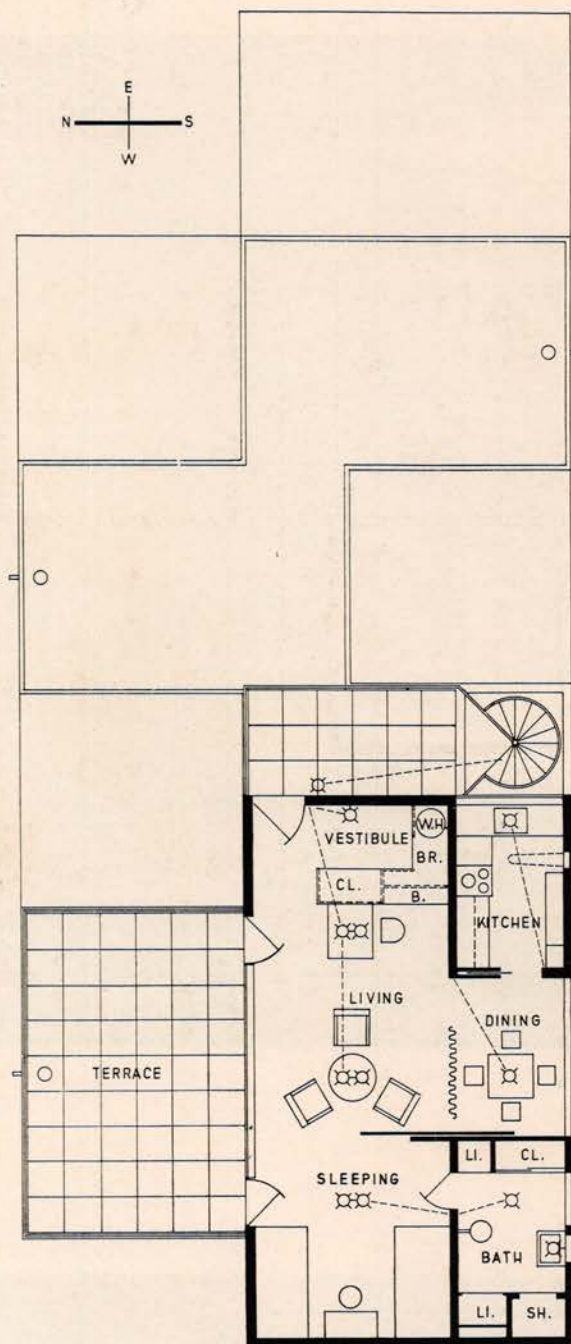
Plumbing: 30 gallon, electric, automatic hot-water tank; flat top G. E. refrigerator and range in combination.



1



2



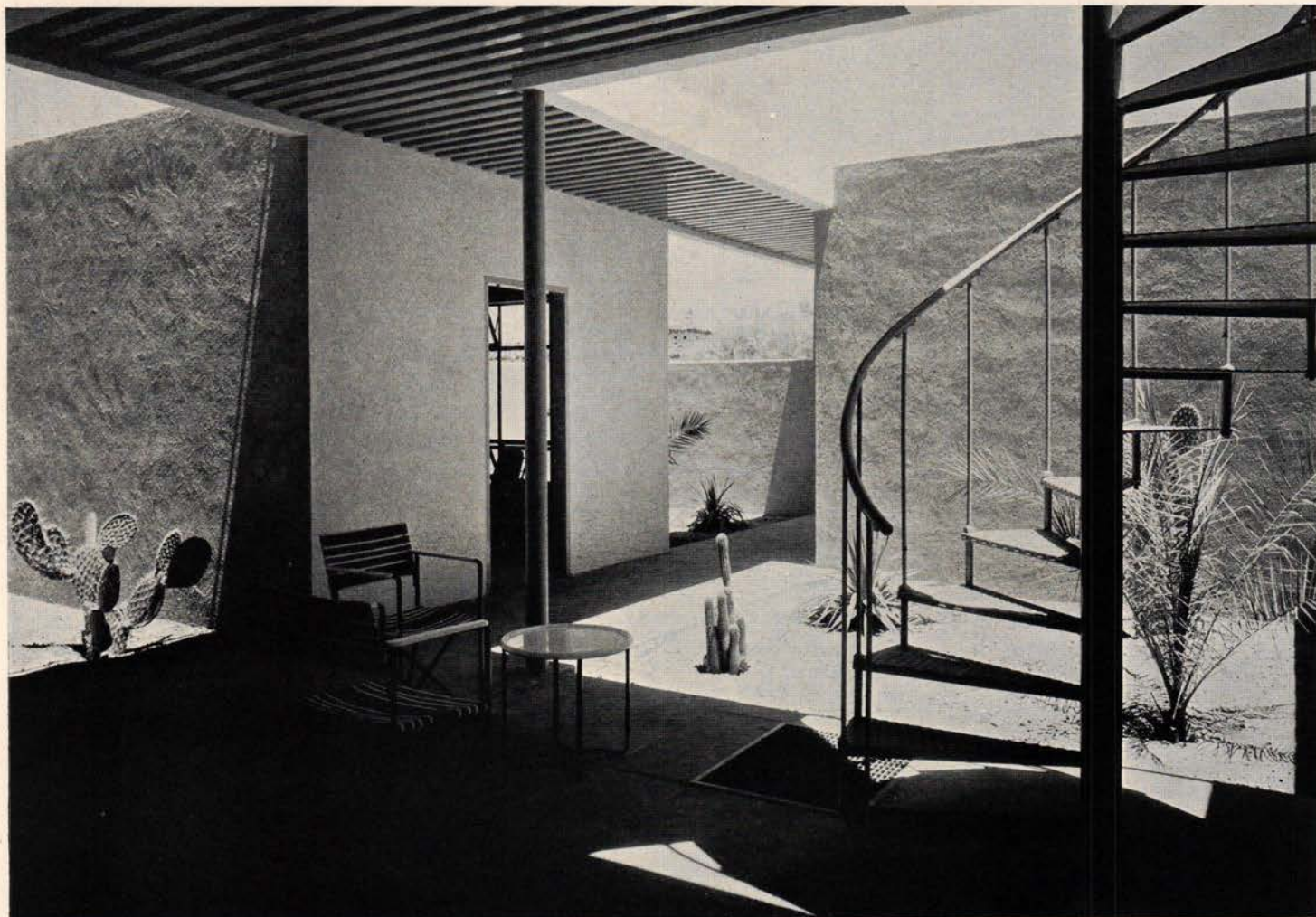
3

SECOND FLOOR PLAN (APARTMENT FLOOR). The large single-room apartment has provision for separating sleeping alcove by a sliding partition and for giving privacy to dining space by a floor to ceiling curtain of oiled silk.

4

STUDY MODELS of Real Estate Office Building at left. (1) View from northwest showing alternate placing of offices and garden courts. All large window openings are to north or east. A semicircular solar screen is used to concentrate sunlight within screen inclosure. This is used during sunny days of winter. (2) View from southwest. (3) Street façade. (4) View from above showing disposition of plan and relation to car shelter.

OFFICE AND APARTMENT BUILDING AT PALM SPRINGS



Photographs by Willard

1

2



(1) COVERED TERRACE adjoining reception room is connected with private offices by a covered passage. The offices alternate with garden patios.

(2) VIEW OF BUILDING FROM SOUTHWEST. In the direction of strong sun, windows for apartment are eliminated or reduced to small size. There is a separate entrance to apartment at right. The site is a typical business plot of narrow but deep dimensions. All rooms face toward interior garden patios. Concrete walls finished with cream color; metal trim in Indian red.

BY A. LAWRENCE KOCHER AND ALBERT FREY



STAIRWAY TO SECOND FLOOR APARTMENT

Open arrangement of building parts aids air circulation and obtains coolness. Over half of ground area is shaded. All rooms face toward interior garden patios.

OFFICE AND APARTMENT BUILDING AT PALM SPRINGS



(1) RECEPTION ROOM. Exposed steel beam ceiling with tube lighting in recesses over working spaces (see plan). Reception room table, at right, is of plate glass with fixed supports. Ceiling of jade green; linoleum floor, sand color. Curtains are "Revolite," aluminum surfaced.

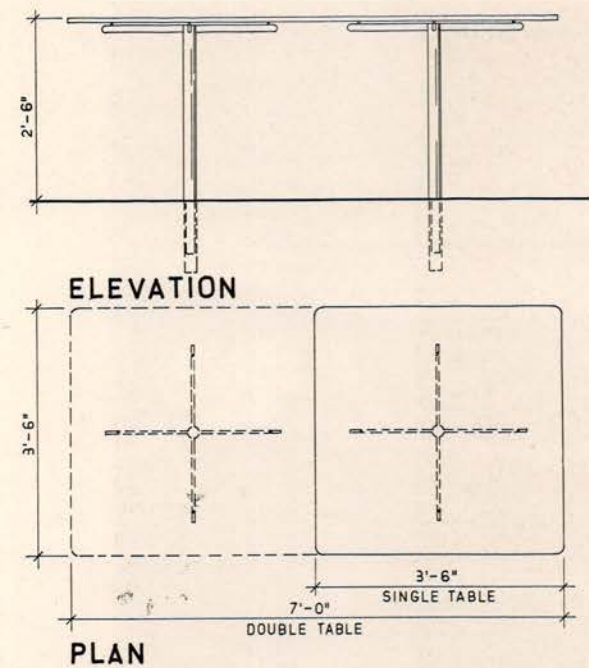
Photographs by Willard

1

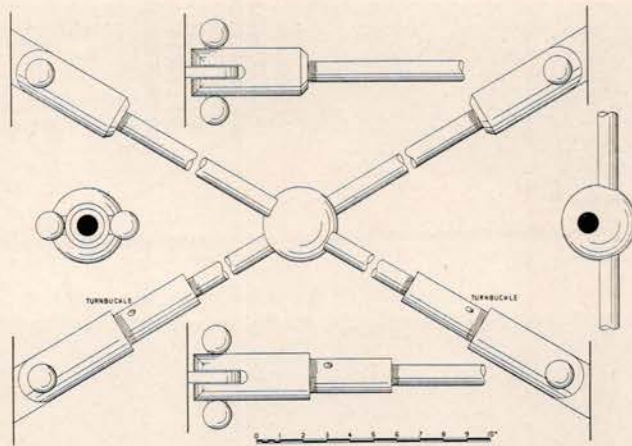
2



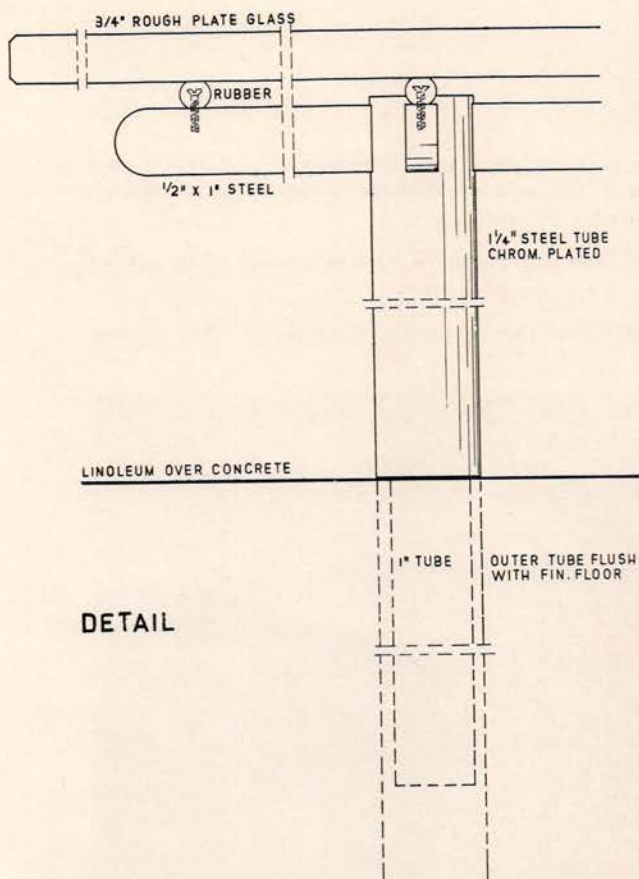
(2) INTERIOR OF APARTMENT. Sliding partition separates living and sleeping areas. Oiled silk curtain divides dining and living when desired. Partitions are faced with mahogany plywood. These operate by track in beam recess. Flooring, sand colored linoleum. Sash curtains, "Revolite."



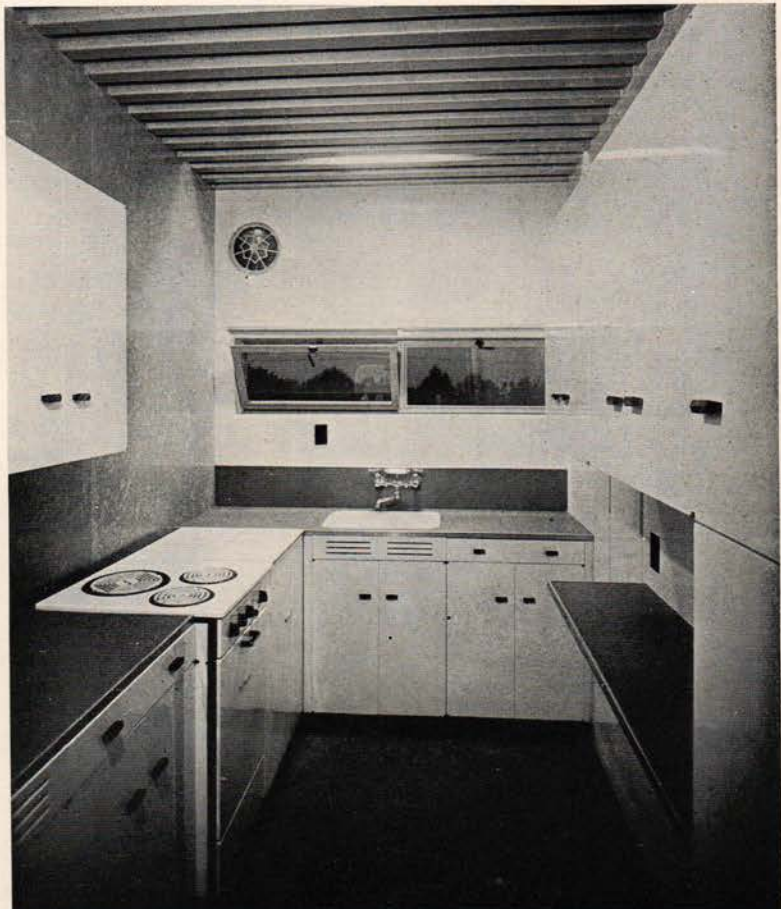
SINGLE AND DOUBLE TABLES for fixed location (see plans). Table top, plate glass. Detail below.



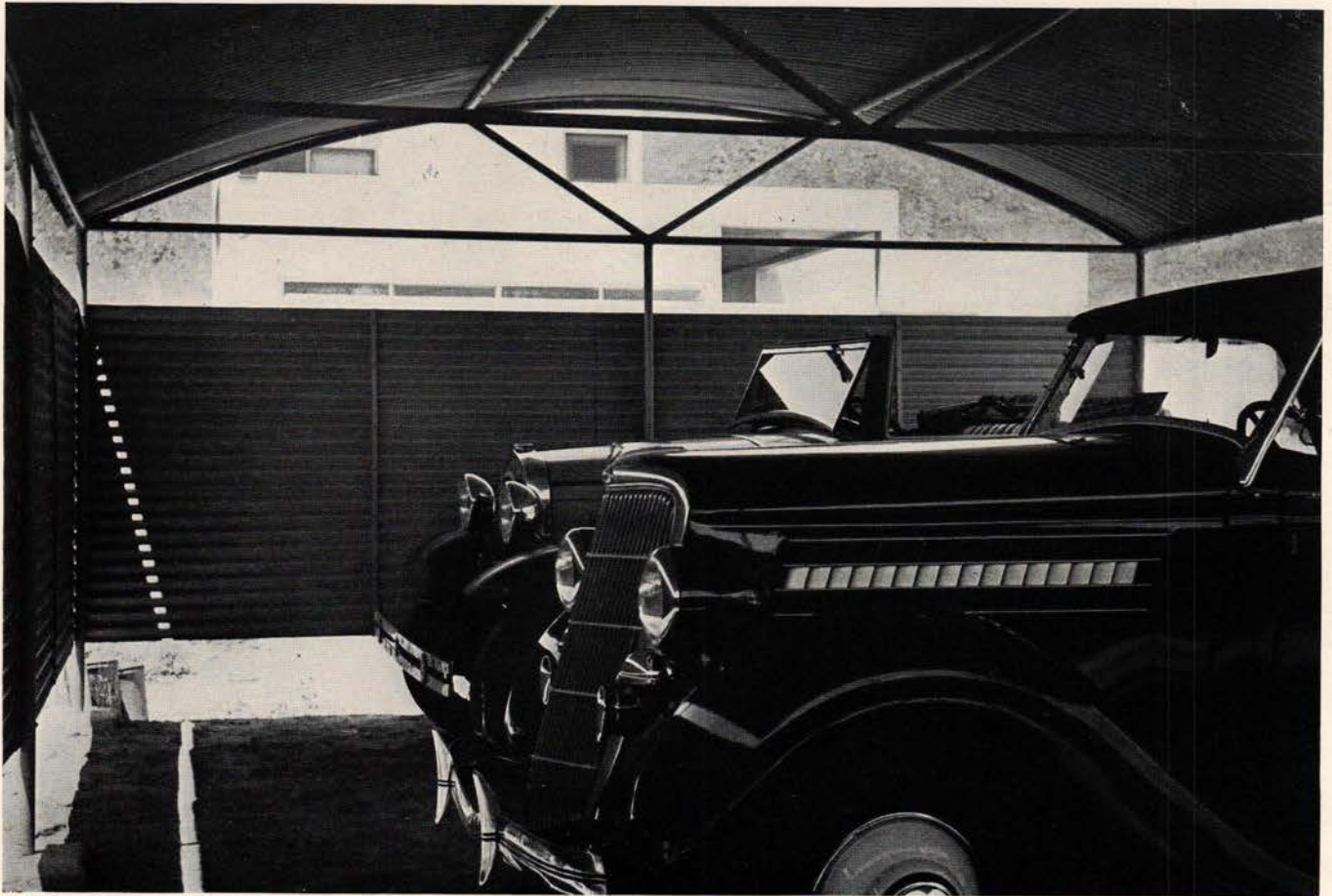
TIE RODS for first floor bracing at glass façade toward street; steel, chromium-plated.



KITCHEN. Built-in flush surface steel cabinets. There is a combined G. E. range and refrigerator to counter height; electric fan for air circulation. Colors: cabinets, white; counters, jade green; plastered walls, white enamel; flexboard partition, jade green; window frames, green; shades, aluminum.



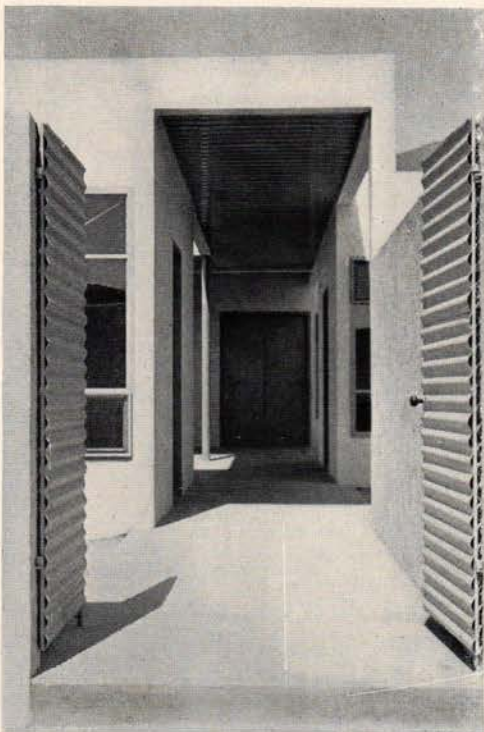
OFFICE AND APARTMENT BUILDING AT PALM SPRINGS



Photographs by Willard

1

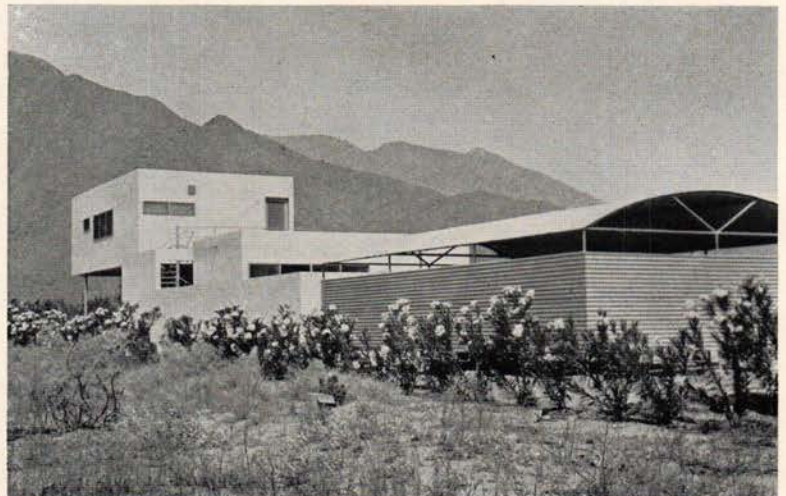
2



(1) CAR SHELTER, to accommodate 3 cars. Framework of 1½" section steel pipes, welded. Roof and side walls of 24-gauge corrugated steel. Interior, painted jade green; exterior, aluminum.

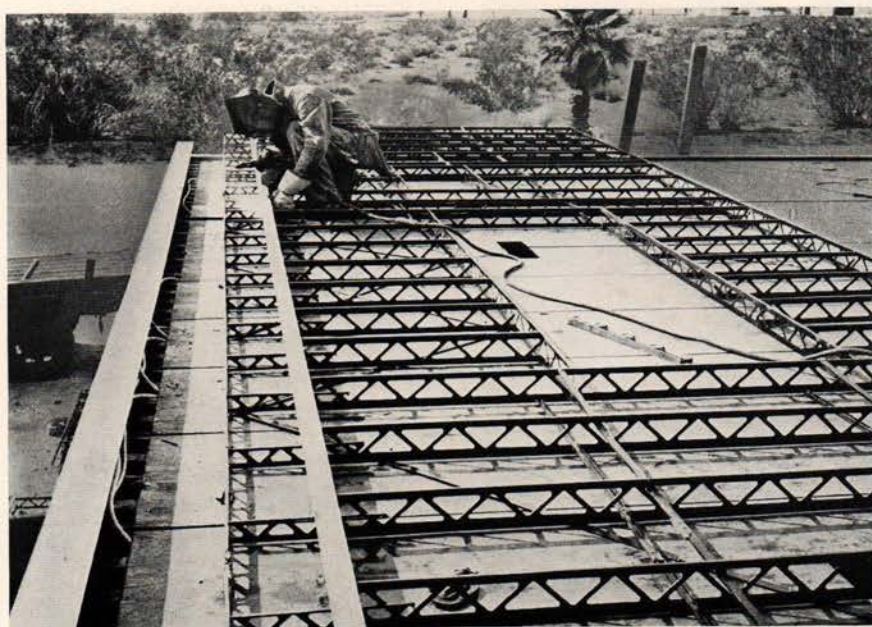
(2) ENTRANCE GATE from car shelter to covered passage. This passage leads to private offices and to reception room.

(3) VIEW FROM SOUTHEAST showing relation of garage to office building.

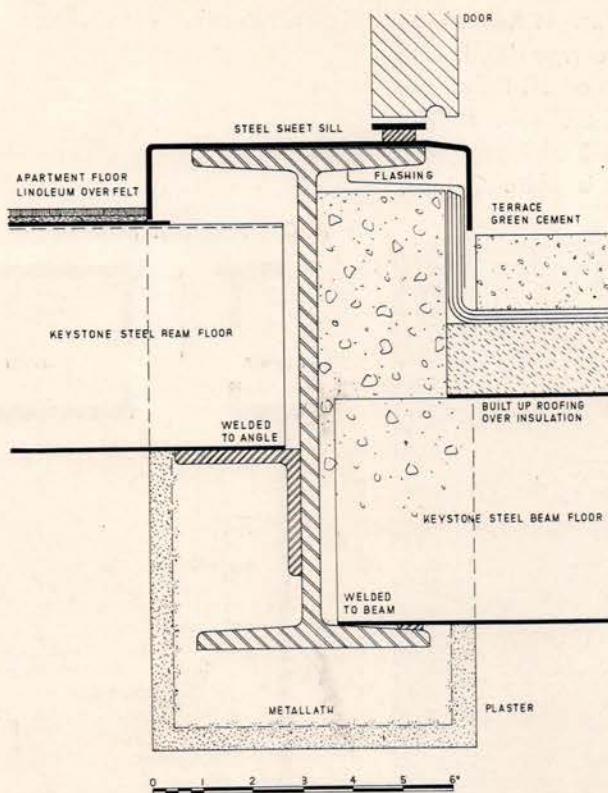


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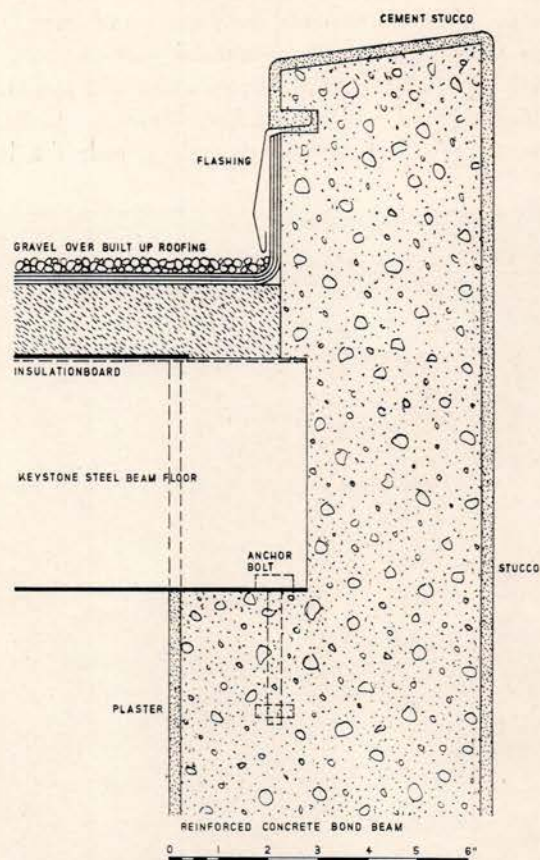
CONSTRUCTION DETAILS



SECOND FLOOR WALL FRAMING. Stamped steel wall units are welded together and to rolled steel beams. All walls have diagonal bracing.



DETAIL OF FLOOR SECTION, showing apartment floor and roof terrace construction. Floors and roof above ground floor have Robertson Keystone stamped steel beams. Sills and trim of sheet steel.



DETAIL OF COPING AT ROOF EDGE.



TYPICAL BEDROOM AFTER REMODELING. Walls are pearl gray with off-white trim. Hardware is white Catalin and chromium. Factory stock lamps. Carpet is deep mulberry color.

BEDROOM BEFORE REMODELING.



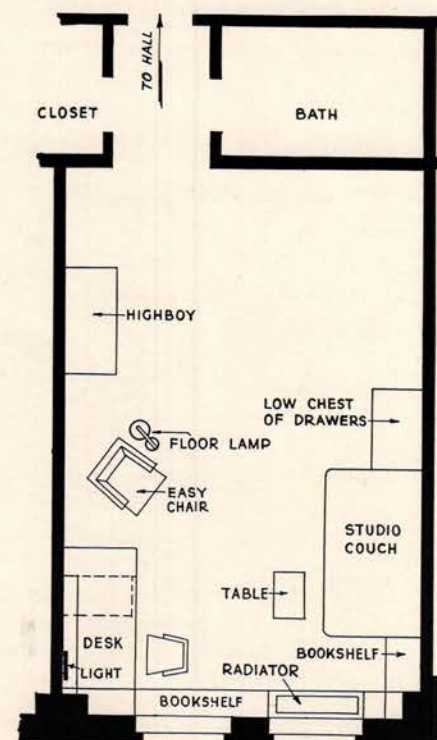
MODERNIZED ROOMS IN A CHICAGO HOTEL

A demand for smaller quarters in residential hotels has resulted in combining living and sleeping facilities in one room. The furnishings of these single rooms, planned originally as bedrooms, were not appropriate for this new demand, but were too valuable and well constructed to be replaced entirely by new pieces. In **Room Type 1**, the highboy, chest of drawers, easy-chair and desk chair were remodeled. The studio couch utilizes existing box spring and mattress; cover and slip covers for pillows to match are especially tailored. Bookshelves and radiator cover are new. Desk is new, specially designed, with top of black Formica. In **Room Type 2**, the furnishings are treated similarly, but lacquered a deep red; the hardware is white Catalin.



Photographs by Hedrich-Blessing Studio

ROOM TYPE NO. 1





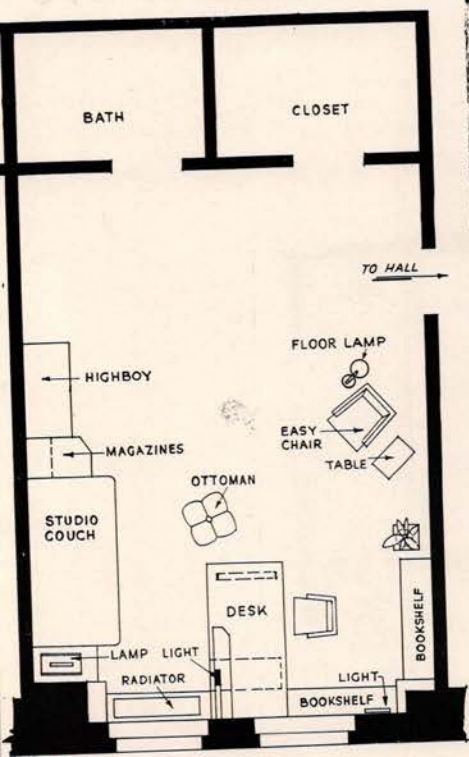
HIGHBOY BEFORE REMODELING
in Room Type No. 2.

ROOM TYPE NO. 2. Living-bedroom
combination.



J. R. DAVIDSON, DESIGNER

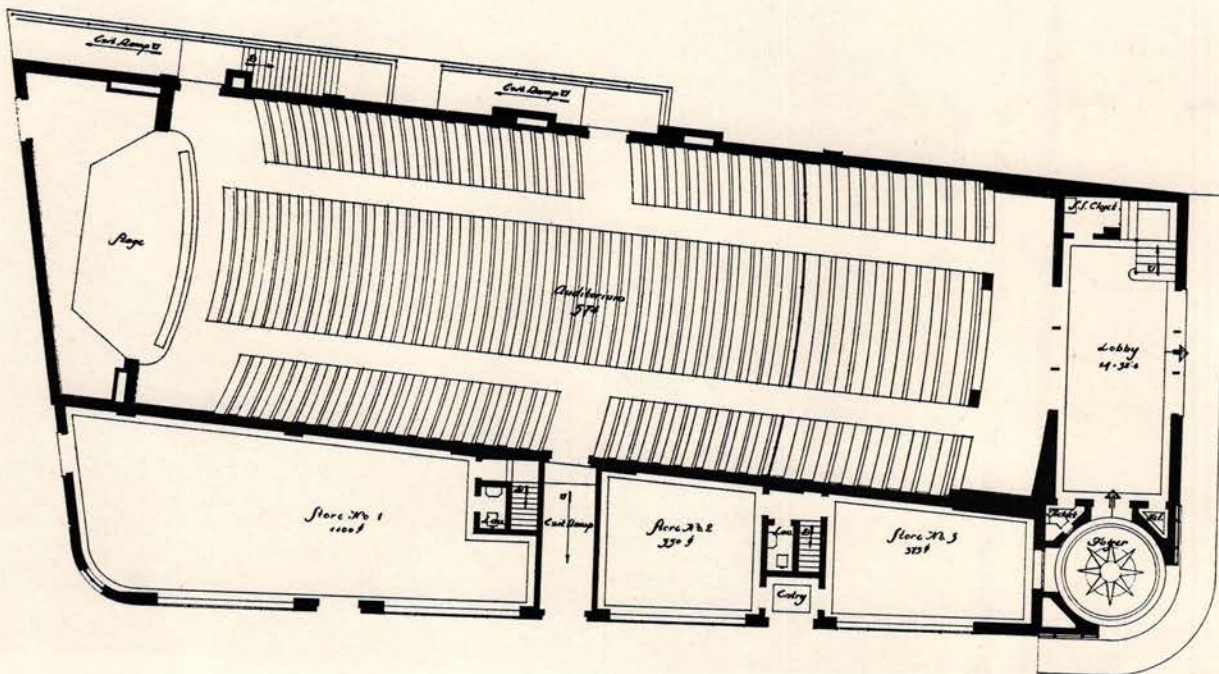
ROOM TYPE NO. 2





Photographs by Richard Garrison

STORM KING THEATER AND SHOPS

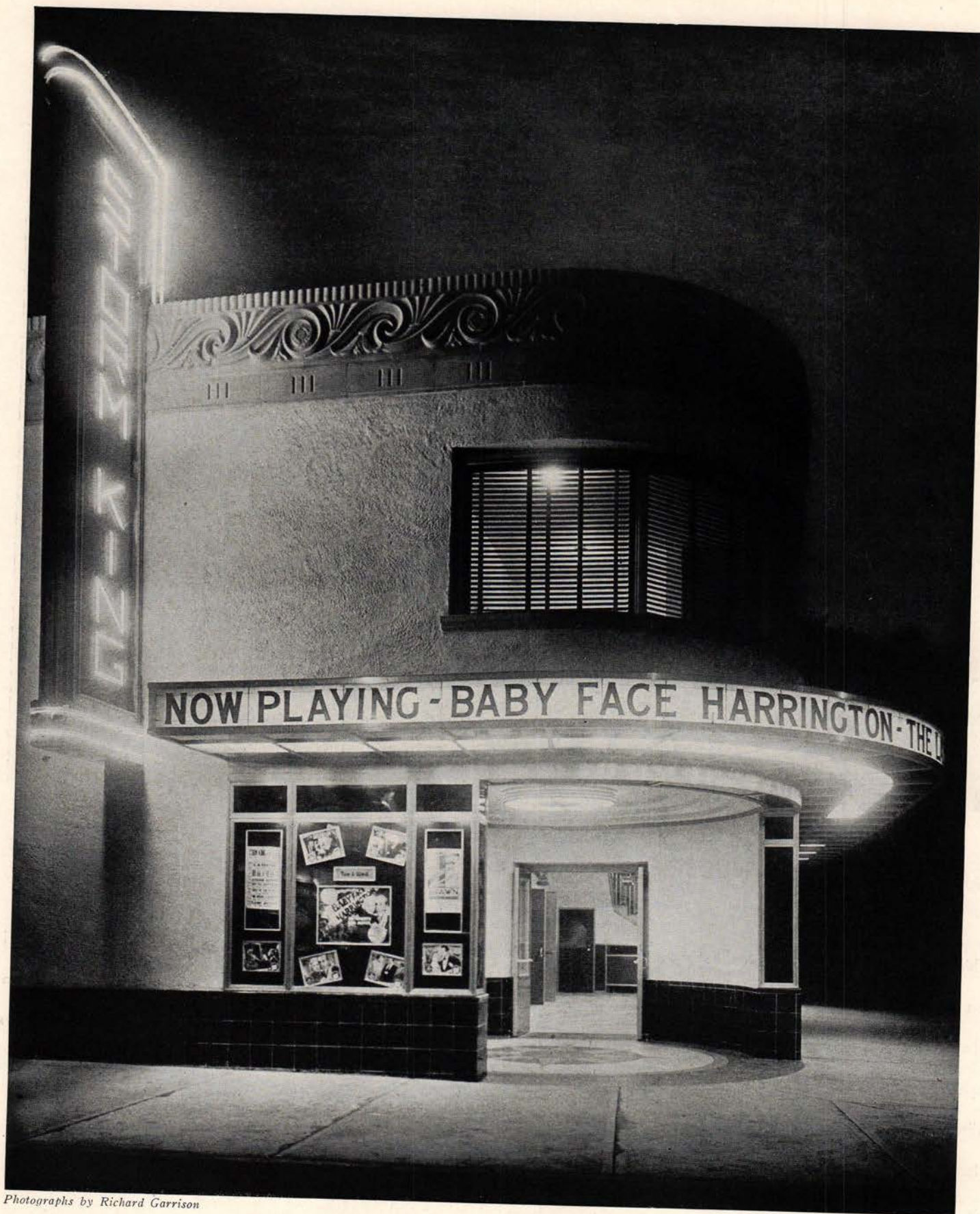




CORNWALL - ON - HUDSON, N. Y. — ERARD A. MATTHIESSEN, ARCHITECT

This building was designed as a theater for motion pictures only, with several small stores on the ground floor. It is located on an irregular plot of ground, one corner of which borders on the main square of the town. The problem was to place the theater entrance on this prominent corner, allowing easy access to the auditorium without using up the valuable store space on the long front of the plot. A solution was reached by placing a circular entrance foyer at the corner and opening directly upon the square. A single pair of entrance doors leads to the lobby, while the exit doors open upon the less important side of the street. This left the entire long side free for the stores, and put the auditorium at the rear of the plot.

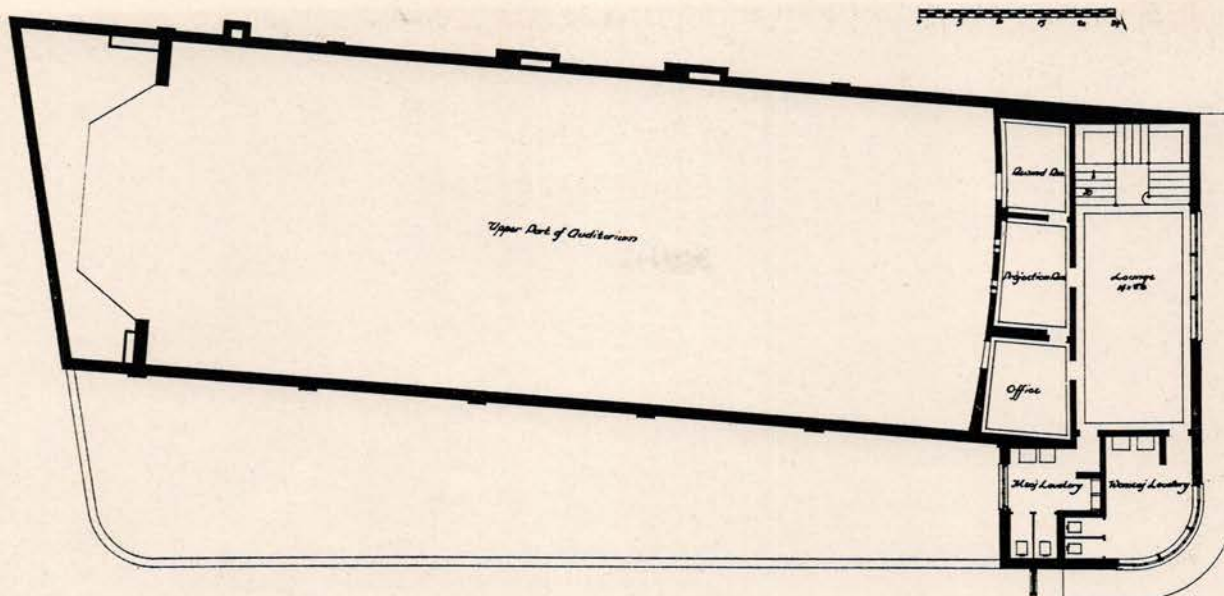
The entire building is brick and steel construction. The outside is finished in white stucco with only a slight amount of texture. The cornice is cast stone of a slightly darker shade than the stucco, with the base of glossy black terra cotta. All exterior trim is satin-finished aluminum; the exterior doors, transoms and panels are black Formica. The metal sash are red. The face of the marquee is finished with red Formica, and the soffit is divided into panels of black Formica with an illuminated row of ground glass panels in the center. The metal trim is aluminum.



Photographs by Richard Garrison

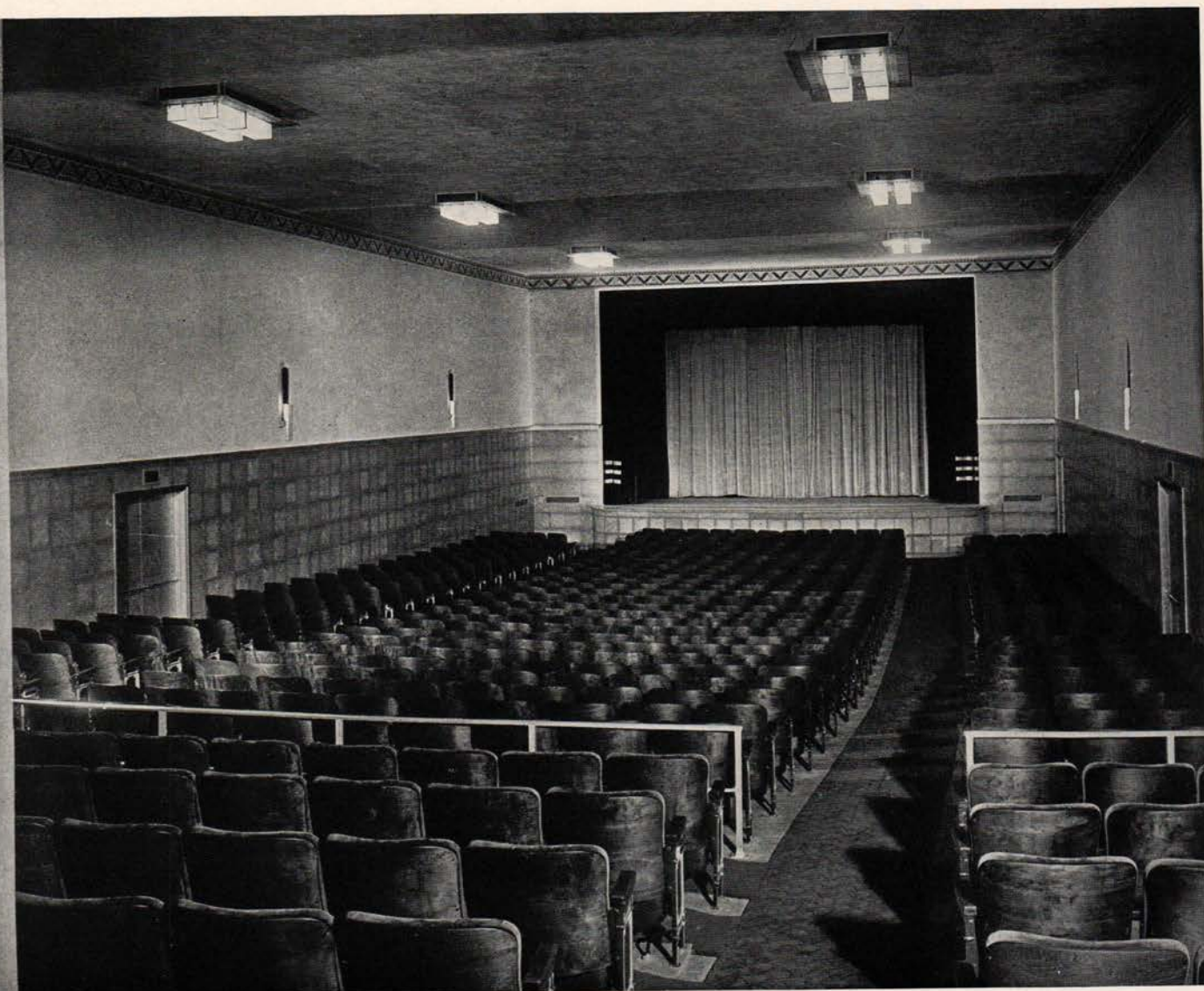
STORM KING THEATER AND SHOPS AT CORNWALL - ON - HUDSON, N. Y.

Black porcelain enamel is used as the field for the theater sign; the letters and frame are aluminum, illuminated with red Neon tubes.



ERARD A. MATTHIESSEN, ARCHITECT

Seating capacity for 574 persons is provided in the auditorium. The walls are finished with buff-colored acoustical plaster above a wainscot of tangerine-colored Zenitherm. The cornice band is designed in tangerine, blue and silver. A deep blue velour has been used on the seats and on the main curtain and side drapes. The screen curtain is tangerine in color. All interior doors and trim are satin-finished aluminum.





1

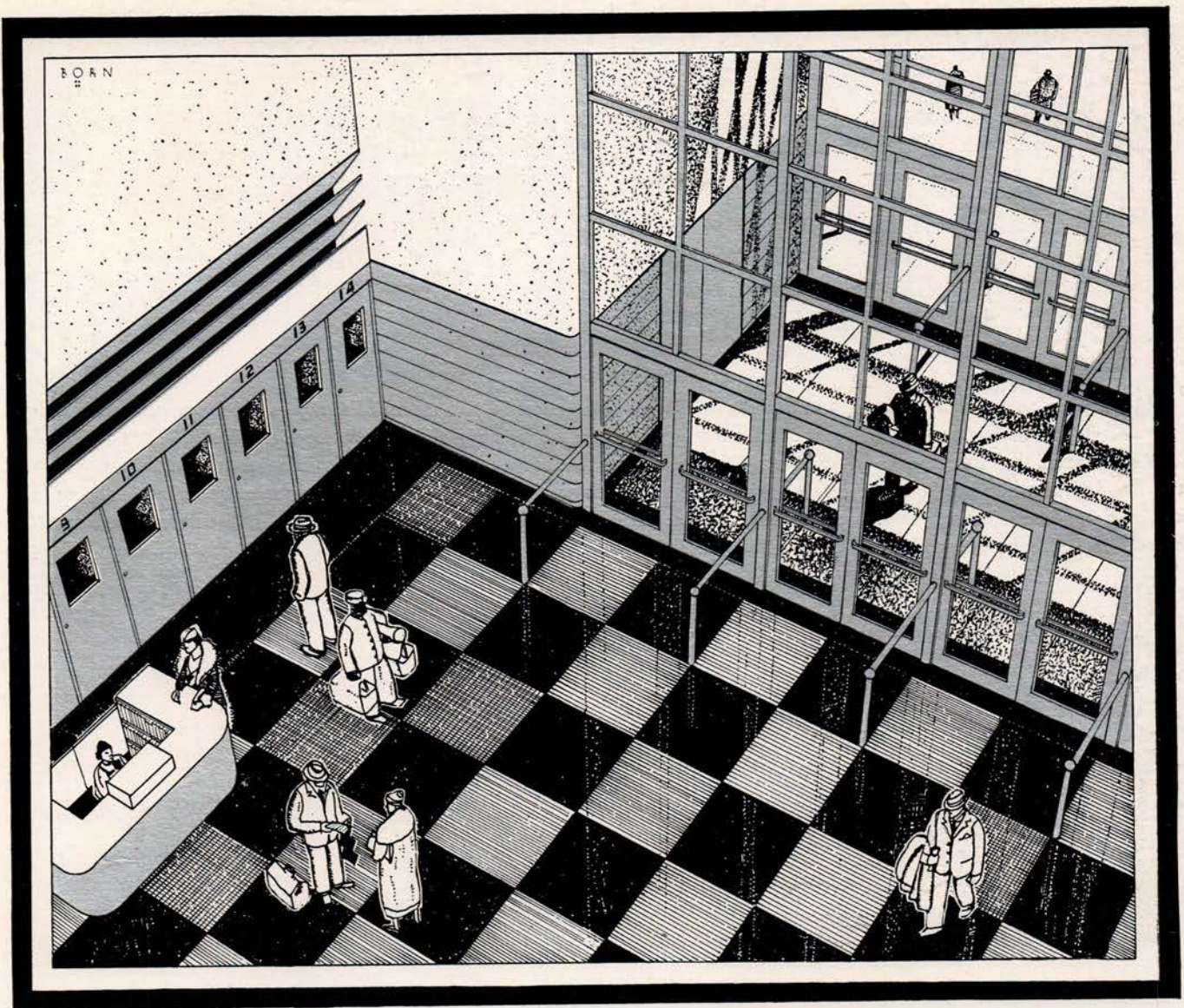
STORM KING THEATRE and SHOPS at CORNWALL-ON-HUDSON, N. Y.

2



ERARD A. MATTHIESSEN
ARCHITECT

(1) In the main lobby a pattern floor of gold Zenitherm has been used, with a wainscot of blue green Formica, trimmed with aluminum, and sand finished plaster walls. (2) The second floor lounge is finished in a combination of greens and silver, the dominant color in the furniture being a deep yellow.



T H E D O O R . . .

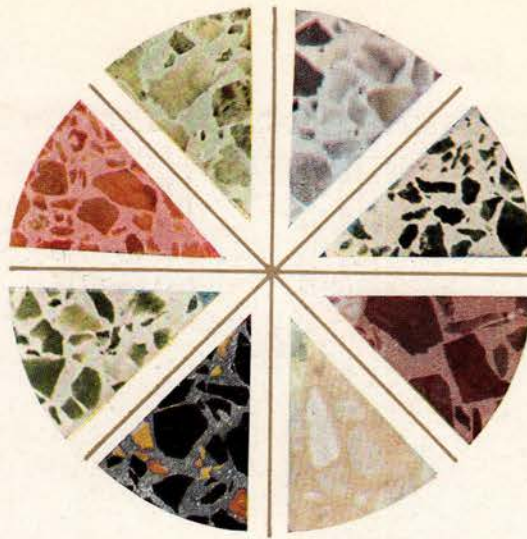
Focal point of design . . . typifying the very spirit of the building ★ Aluminum lends itself perfectly to the execution of architectural details and confers that supreme benefit: light weight ★ A lavish variety of finishes, all luxurious and lasting, is at the command of the designer ★ Manner of construction is dictated only by preference, for versatile alloys in every needed form are available to fabricators ★ Aluminum Company of America, 1867 Gulf Building, Pittsburgh, Pa.

A L C O A



A L U M I N U M

Reading counter-clockwise from top: Verdolite, Red Verona, Royal Green and Belgian Black and Red Verona marbles.



Reading clockwise from top: Blue Turquin, Cardiff Green, Red Champlain and Travertine marbles.

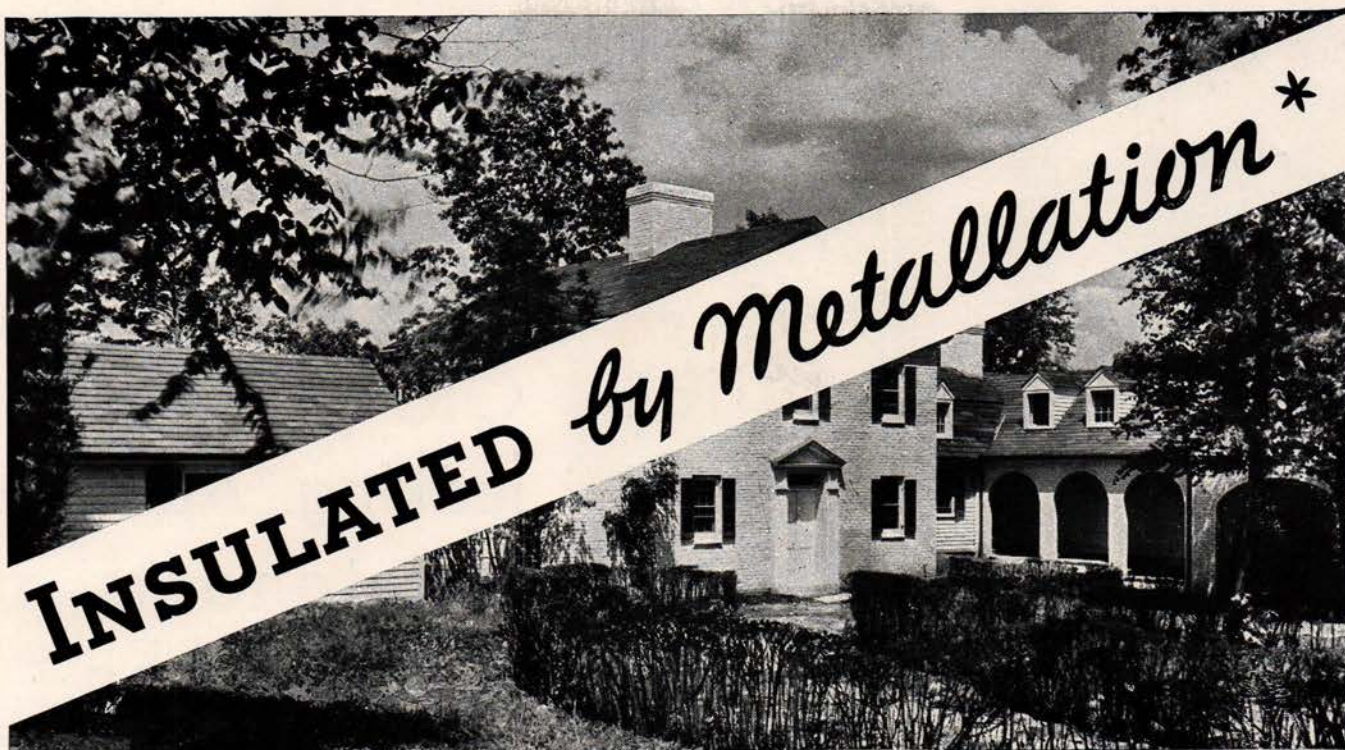
MANY more colors and marbles than are shown above were used in this extraordinarily colorful yet appropriate fine terrazzo hospital floor. In fact, the architect used some marbles that we actually didn't know were available. When you design a floor in terrazzo, you see, the only limits are the colors in the spectrum and your own imagination as to design. Fine terrazzo (made with white portland cement) is not bound by set rules nor by manufacturing requirements. It is a true architectural medium, open to experiment, yet tested in performance. See Sweet's for details, or ask any good terrazzo contractor. Or write direct to Universal Atlas Cement Co. (United States Steel Corporation Subsidiary), 208 South La Salle Street, Chicago.

Fine terrazzo floor, photographed in natural color, installed in Los Angeles County General Hospital. Made with Atlas White portland cement. Venetian Terrazzo & Mosaic Company, terrazzo contractor. Allied Architects, architects. Both of Los Angeles. In the color circle above are shown actual-size, true-color terrazzo samples which illustrate marble and pigment combinations similar to those used for this floor.

227



ATLAS WHITE PORTLAND CEMENT



Lawrence Moore, Architect, of the architectural firm of Evans, Moore and Woodbridge, New York, completely insulated his own home in Wilton, Conn., with Reynolds Metallation and Ecod Fabric.

Less bulk, less heat absorption, moisture-proof...yet saves approximately 50% in cost

Check the definite advantages of Reynolds Metallation, the silver-like insulation that reflects heat just as a mirror reflects light.

No other insulation offers the advantage of less bulk. Reynolds Metallation is thin as a calling card. No other insulation so effectively guards against heat absorption—Reynolds Metallation reflects about 95% of the radiant heat. No other insulation completely combats atmospheric moisture. (Moisture absorption greatly reduces the efficiency of ordinary insulation.)

And with all these advantages Reynolds Metallation reduces insulation costs approximately 50%.

Reynolds Metallation is installed in homes in two forms—strips nailed right over the rafters, roof joists, studs or sheathing—or as Metallated Ecod Fabric which combines Metallation with an electrically welded, metal reinforcing plaster base.

Metallation and Ecod Fabric are only two of the Reynolds Architectural Products that architects are choosing to give the public better values in construction and modernizing work. Learn about them all. Write for descriptive folders.

For complete specifications

See 1935 Sweets, Catalog 11, Section 13

*Trade Mark Reg. U. S. Pat. Off.



You apply Reynolds Metallation right over the rafters, roof joists, studs or sheathing. It is clean and easy to handle and install. Only snips, nails and a hammer are required.



Reynolds Ecod Fabric is supplied in sheets. Quickly installed Metallated Ecod combines efficient insulation with metal plaster base for only 6/10 of a cent extra per square foot, over plain lath.

REYNOLDS ARCHITECTURAL PRODUCTS...

- **Reynolds Metallation**
Efficient insulation at 50% less cost.
- **Reynolds Ecod Fabric**
The insulated, reinforced Plaster Base.
- **Reynolds Metal Wall Coverings**
Decorative, washable, moisture-proof.
- **Reynolds Liquid Metallation**
Protective, bright, the modern paint miracle.



REYNOLDS CORPORATION

19 Rector Street • New York, N. Y.

Offices in Principal Cities



Modernized with "Bridgeport"—Contractors, W. M. Anderson Co., Philadelphia

"Bridgeport"
TRADE MARK

Water ran rusty.
Old pipes started
leaking. Apartment
lost tenants and
money. Then—
REPLACED
WATER LINES WITH

PLUMRITE BRASS PIPE

THE history of this 100-family apartment house, built in 1923 (name and location on request), shows the importance of modern plumbing, and points an interesting moral in protecting an owner's investment.

After 12 years, the hot water ran rusty, and the pipes, almost eaten through in many spots, were so clogged in other places that the water could scarcely flow. Tenants complained and then moved out; rent receipts dropped with alarming speed. But—the owners saved the situation, in the spring of 1935, and won back many of their old leaseholders by *replacing all hot water lines with rust-proof brass*—Bridgeport Plumrite Brass Pipe being used throughout.

The picture above shows installation of 5-inch brass supply line alongside of old rusted pipe.

On any piping job, new or old, Bridgeport Brass Pipe is the finest material obtainable, especially in larger buildings, where utmost strength and generations of service are required.

Where building budgets are limited, Bridgeport Copper Water Tube, with soldered fittings, is advised. It gives a rust-proof job at prices competing with rustable pipe. Excellent for underground service, steam and hot water lines, fuel oil piping, etc.

Bridgeport engineers have studied plumbing problems from every angle . . . Write for free booklets, "Water Pipe Sizes" and "Bridgeport Copper Water Tube." They contain valuable data.

BRIDGEPORT BRASS COMPANY
BRIDGEPORT, CONN. *Established 1865*

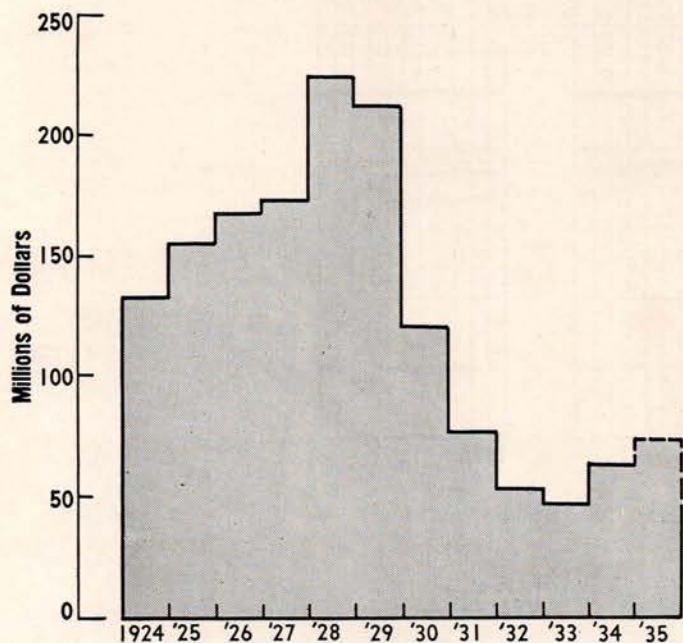


Bridgeport Copper Water Tube is recommended for a good-looking, rust-proof job where costs must be kept down. Can be used with any standard make of soldered or flared fittings that are made according to government specifications.

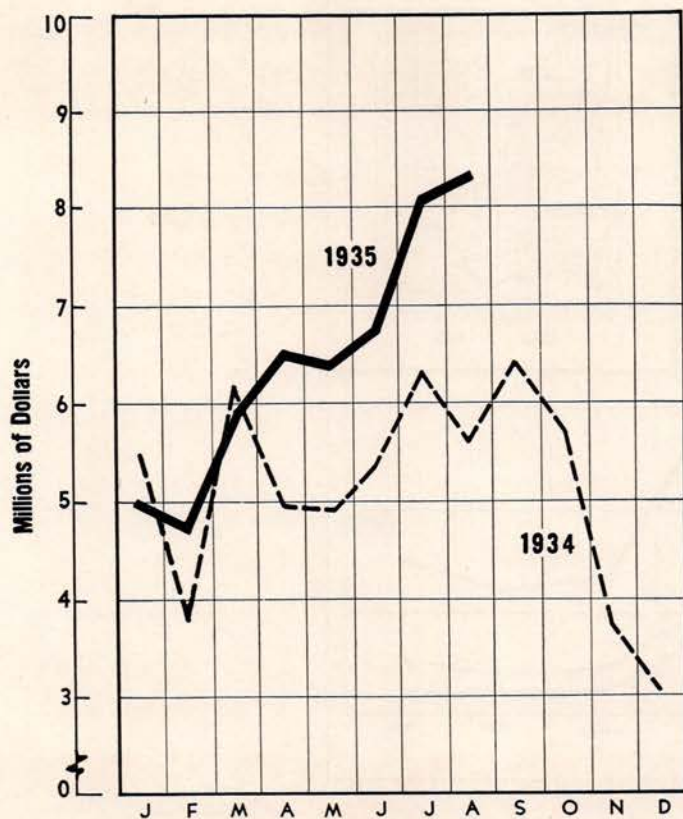


BUSINESS PICK-UP BRINGS REVIVAL IN STORE BUILDING

By L. SETH SCHNITMAN, Chief Statistician
F. W. Dodge Corporation



Store building improvement in 1935 should bring the current year's total to within striking distance of the 1931 level. Should this occur, there would be a gain of about 50 per cent over the low level of 1933.



Month by month since March, the year 1935 has shown store building gains over the corresponding months of 1934. Next to residential building improvement this is one of the most encouraging developments in the construction field.

Modern business demands modern stores. Only to retain his old customers, the wide-awake merchant must constantly improve his plant. To gain custom the new merchant is compelled, other things being equal, to offer his prospects the latest in store layout and design. These factors coupled with definite betterment in business provide the basis for improvement in store building.

Construction of store buildings reached peak levels in 1928. From that year forward, a precipitate decline occurred, extending through the five-year period ended 1933. For 1933, the volume of store building was less than 25 per cent of the 1928 total. This retrenchment, though steeper than the recession in business itself, was a natural phenomenon of the times.

Whatever else may have happened then, the year 1933 brought with it modification and, finally, repeal of prohibition. This occasioned some stepping-up in the rate of store-building expenditures, particularly on the side of alterations.

By this time sufficient additional betterment in merchandising fields had occurred, to bring about further extension of store-building operations. In the upper chart to the left the trend of store building is traced for the years 1924 through 1935; the volume for the current year is estimated on the basis of the figures for the first eight months.

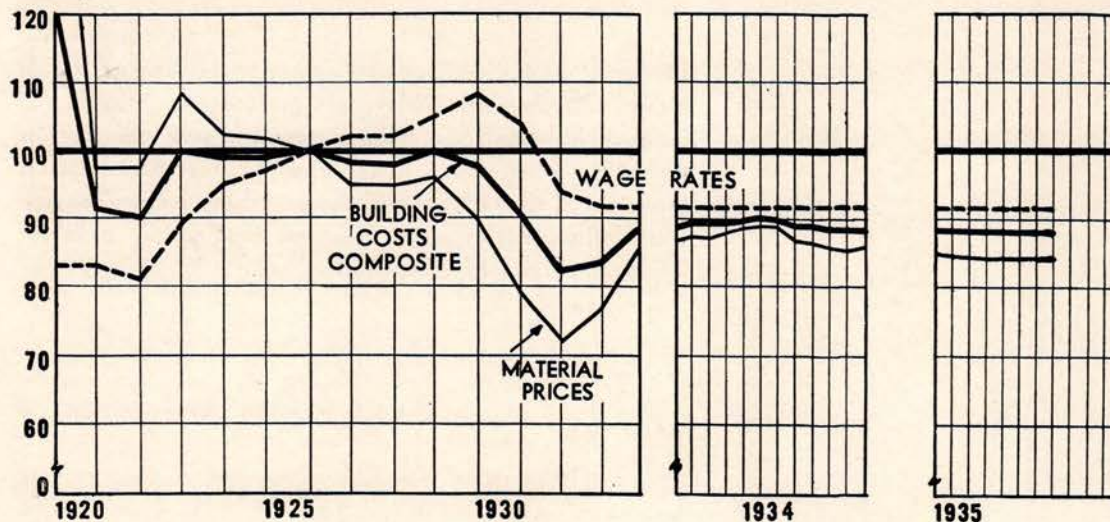
With two relatively unimportant exceptions store building during the initial eight months of 1935 was greater than for the corresponding respective months of 1934. This improvement, on the basis of increases in current planning, bids fair to continue for the remaining months of 1935. Natural recovery forces in business, now in operation, should provide further stimulus to store building and alteration projects for early 1936.

There is reason therefore to believe, that the low ebb in store building for 1933 pictured above, will not soon again be reached.

New store building undertaken in recent months has been chiefly of the taxpayer variety. With expanding business larger store buildings will likely be undertaken. On the side of alterations, most such projects have involved store front changes. This tendency will probably continue.

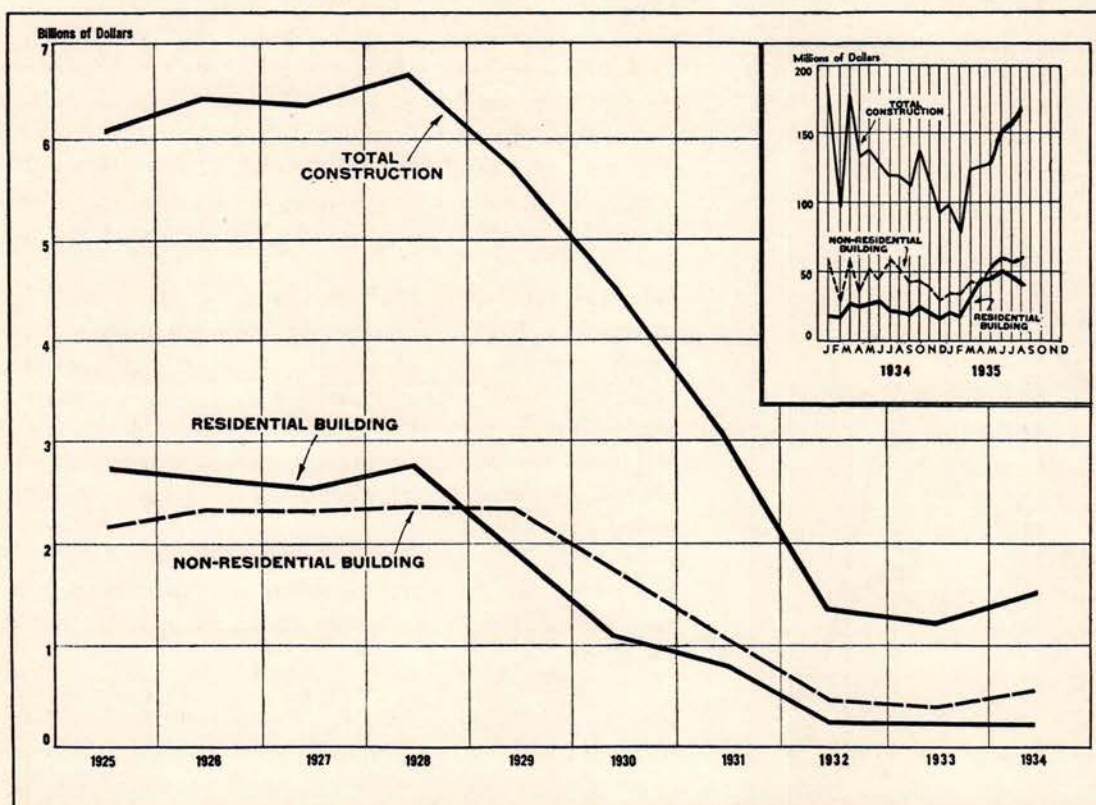
Charts on this page cover both new and alteration projects undertaken in the 37 eastern states.

MATERIAL PRICES, BUILDING WAGE RATES, AND BUILDING COSTS . . . 1926 monthly average = 100

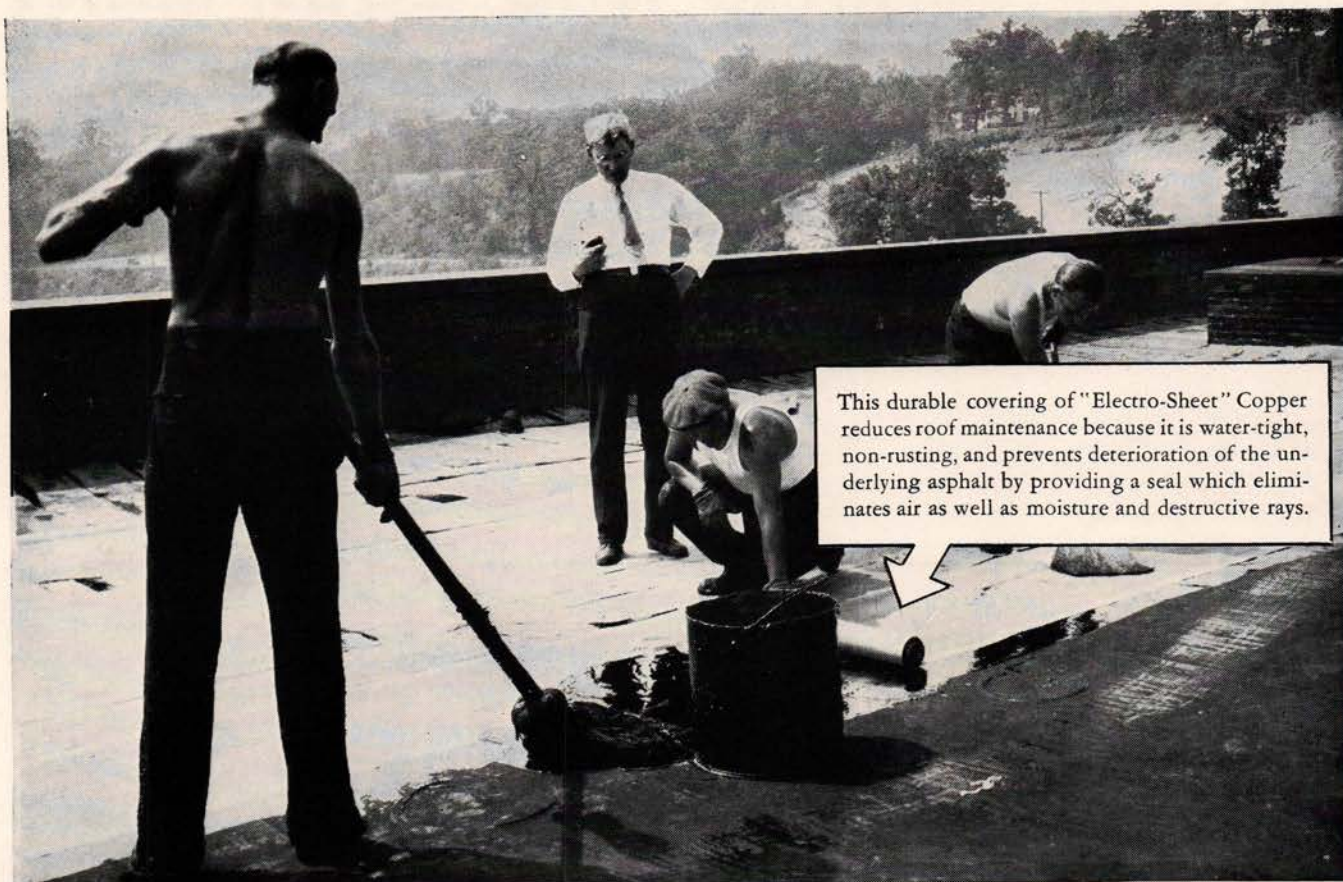


Building costs continue on a stable level. There are no reasons now to believe that any important change impends.

CONTRACTS FOR CONSTRUCTION (1925-35) . . . 37 Eastern States



As may be seen from the insert in the above chart the August 1935 construction total reached a level higher than for any other month since March 1934, when the PWA program was at a higher level of activity than now. Early indications, however, point to a fairly substantial decline for September. Losses from August appear probable for each classification.



This durable covering of "Electro-Sheet" Copper reduces roof maintenance because it is water-tight, non-rusting, and prevents deterioration of the underlying asphalt by providing a seal which eliminates air as well as moisture and destructive rays.

ANACONDA "Electro-Sheet" Copper . . . water-proof . . . rust-proof . . . lasting

New Development for Built-up Roofs

COPPER . . . traditional for its durability . . . is now available *in a form and at a price* which recommends its use in built-up roofs. This new Anaconda development . . . copper in wide, thin sheets of unlimited length . . . makes possible the construction of a more durable type of built-up roof by combining the copper with alternate layers of asphalt.

"Electro-Sheet" is water-proof, rust-proof, lasting. Weighing two ounces per square foot, the impervious copper prevents deterioration of the "undercoats" of asphalt, which retains its original softness and pliability.

In various sections of the country, installations already made have demonstrated (1) the ease with which "Electro-Sheet" can be applied . . . (2) the tight bond between the copper and the asphalt . . . (3) the exceptionally smooth surface of the finished roof. There is every indication that these built-up copper roofs will last indefinitely with a minimum of maintenance!

Detailed information about Anaconda "Electro-Sheet" Copper for built-up roofing is given in our new booklet, Anaconda Publication D-2. Write today for your free copy.



35154

THE AMERICAN BRASS COMPANY

General Offices: Waterbury, Connecticut

Offices and Agencies in Principal Cities

ANACONDA COPPER & BRASS

NEW MATERIALS AND EQUIPMENT

NEW CATALOGS

RESEARCH REPORTS

MANUFACTURERS' LITERATURE

K51

A BOOKLET OF THERMAL INSULATION
The Insulite Company, Minneapolis, Minnesota, has just published a new general insulation book entitled "Building for the Future with Insulite." Beginning with a simple definition of thermal insulation as applied to buildings, the book treats on the various uses of insulation for decoration, sound con-

trol and resistance to the passage of heat.

K52

PATRICIAN HARDWARE

A new line of residence locksets, called the Patrician line, is introduced by the Lockwood Hardware Manufacturing Company. The hardware is new in design and makes use of a plastic material,

Architects are invited to use the coupon on this page as a convenient means of obtaining manufacturers' publications describing in detail the products and materials mentioned

Bakelite, for the knob. Each of the various designs is available in a wide range of colors, as illustrated in a folder offered by the manufacturer. The construction of the new product is said to embody features which render it more durable and effective than the traditional lockset.

K53

IMPROVED COVE AND BASE

New flash type Cove and Base are announced by Armstrong Cork Products Company. They consist of a 5/8-inch wax fillet strip, metal binding strip, and metal inside and outside corners. The metal corners



and binding strip are nailed in position; the fillet strip is cemented at the base of the wall; and the linoleum is coved from the floor, slipped under the binding strip, and

AN OFFER TO ARCHITECTS PRACTICING IN UNITED STATES

TO OBTAIN FURTHER INFORMATION

about any products mentioned, write the index numbers in space below. For literature about products *advertised* in this issue, give name of the product and manufacturer. Return coupon to The Architectural Record, 119 West 40th Street, New York, N. Y.

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Name

Position

Street

City and State

TRUE ECONOMY

To prevent pipe and fittings being eaten away by acids; floors and walls torn up; expense; worry and inconvenience . . . all eliminated forever . . . use

DURIRON
ACID PROOF
DRAIN PIPE

THE DURIRON COMPANY, Inc.

404 N. Findlay Street
DAYTON, OHIO

See Our Catalog in Sweet's



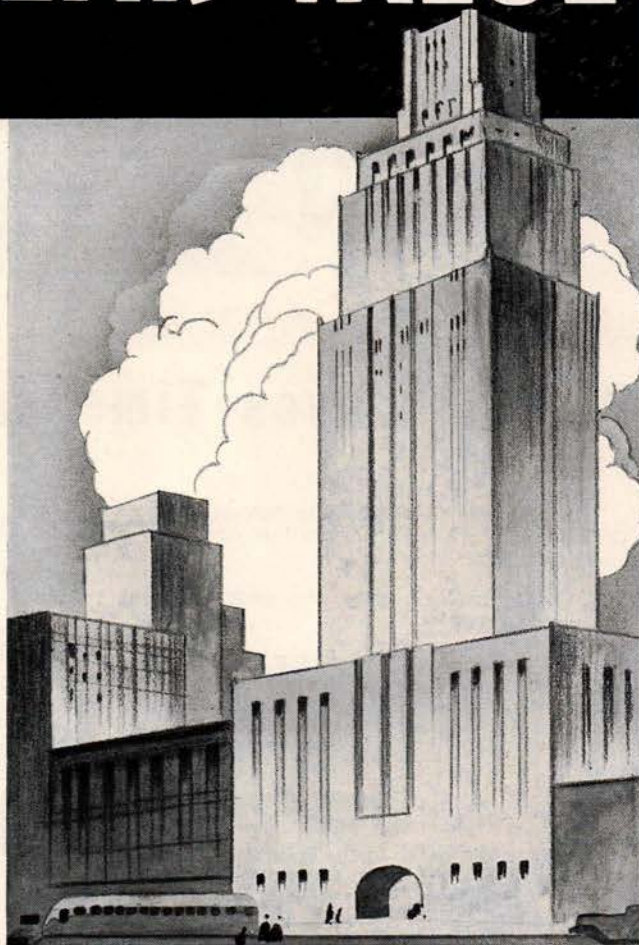
HERE'S GREATER DOLLAR VALUE

...for soil, waste, vent
lines and rain leaders

Dollar for dollar—Copper-Steel Pipe will yield better profits for the owner when used for soil, waste, and vent lines, rain leaders, and steam returns in buildings. Further, architects and engineers can build prestige and confidence in their knowledge of progressive plumbing and heating practice by specifying copper-steel for these services. Over 20 years of service tests have proved that copper-bearing steel has a special resistance to atmospheric corrosion, or alternate wet and dry conditions. Therefore, in the services indicated, Copper-Steel Pipe lasts longer and greater economy will follow its use. The extra cost is negligible—just a trifle above that of regular steel pipe. Begin now to specify NATIONAL Copper-Steel Rust-Resisting Pipe and obtain for your clients greater dollar value for their investment. Descriptive literature sent upon request.

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Pacific Coast Distributors—COLUMBIA STEEL CO., San Francisco, Calif.
Export Distributors—UNITED STATES STEEL PRODUCTS CO., New York, N. Y.

United States Steel  *Corporation Subsidiary*



LOOK FOR THE GREEN COLOR!

*National Copper-Steel Pipe is marked as follows:
Black Pipe—Smaller sizes, colored green. Larger sizes,
two green stripes running lengthwise. Galvanized
Pipe—All sizes, two green stripes running lengthwise.*

NATIONAL
COPPER-STEEL
RUST RESISTING PIPE

WINTER CONSTRUCTION



Erecting PLANK roof on the Artillery Transportation Storage Shed, the Armory Commission, Commonwealth of Massachusetts. J. Theodore Whitney, Engineer.

PLANK* Saves Time and Money

The State of Massachusetts selected GYPSTEEL PLANK for its low cost and durability.

P. J. Cantwell & Son, the general contractor, wrote—

"This roof was erected during severe winter conditions, which would have

made the cost of a concrete roof prohibitive. . . . The erection cost for your PLANK was no more than it would have been had we used a wood plank roof. . . ."

These economies are available in PLANK for floors as well as roofs. Write for literature.

* The term PLANK as applied to cementitious building products is a registered trademark of the American Cyanamid & Chemical Corporation.

GYPSTEEL PLANK

U.S. Pat. No. 1,854,396 Canadian Pat. No. 328,519
Other U.S. and Foreign Patents Pending

STRUCTURAL GYPSUM DIVISION
AMERICAN CYANAMID & CHEMICAL CORPORATION
30 Rockefeller Plaza, New York, N. Y.

cemented into place, thus eliminating a seam. Cut-away sections in photo illustrates method of installation.

K54 RUBBER PUTTY SOLVES AIR CONDITIONING PROBLEMS

A new type of rubber putty, which is highly resistant to moisture, corrosive chemicals and fumes, is offered as the solution to the problem of properly sealing windows

against air leakage in air conditioned buildings. The putty is a product of The B. F. Goodrich Company, Akron, Ohio. It is known as Plastikon and is similar in appearance and consistency to ordinary painters' putty and may be applied with a knife in the same manner. It adheres equally well to steel or wood surfaces and, because it contains little oil, requires no mixing.



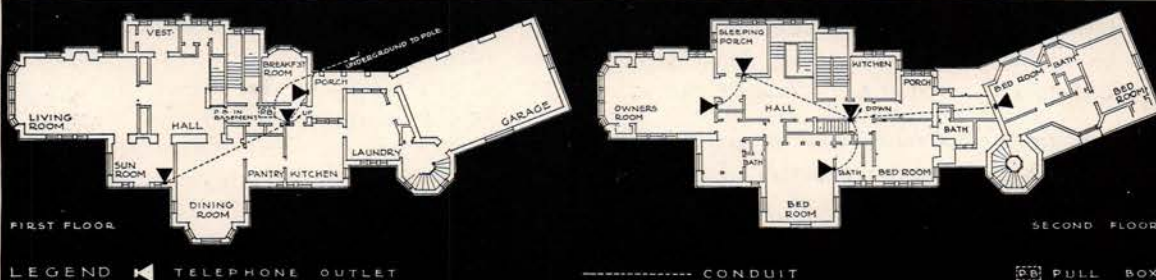
K55 NEW TYPE OF ELECTRIC OUTLET

The problem of adding outlets in already wired buildings is solved by a new material, called "Add-Here," announced by the Bryant Electric Company. It is a flexible rubber raceway through which wires are carried and which can be slit at any point to expose the wires for installing an outlet. Permanent connection is made to an existing receptacle and the raceway is then cemented to the building wall, usually just above the baseboard. The result is a wiring installation which is decorative and which does not mar walls or woodwork and is made without noise, dirt or other inconvenience to tenants. A feature of the new line is the pendant (as illustrated) which is designed to be hung from the picture molding. This permits the location of electrical outlets at any height on the side walls. The "AddHere" is available in several colors to match interior furnishings. The line is being sold through Bryant distributors exclusively, and will be sold only to licensed electrical contractors for installation by them.

K56 CHURCH SANI-BLACK SEATS

A folder released by C. F. Church Manufacturing Co. illustrates and explains construction features of Church Sani-Black Seats. Quoting from the folder: "The core is hardwood, thoroughly kiln-dried. The steel plate is anchored in the core, extending back and housing the axis for the hinge rotation. The whole exterior is a thick coat of composition hard rubber." A copy of the folder giving complete information will be furnished on request.

Built-in conduit and eight outlets provide for telephone convenience in the residence of Mrs. C. M. Kitselman, 2400 West Jackson Street, Muncie, Indiana. Fredrick Wallick, Architect, Indianapolis, Indiana.



TELEPHONE FACILITIES COST LEAST, GIVE MOST when they begin on your drawing board

THE most efficient, economical telephone arrangements for modern residences are born on the drawing table and grow up with the blue-prints. On paper, conduit can be easily run in walls and floors to prevent exposed wiring and protect against certain service interruptions. On paper, outlets can be located at strategic points upstairs and down to make possible a full, flexible telephone convenience.

Pre-planned telephone facilities add little to construction costs. But your client can have as few or as many telephones as he wants, when and where he wants them. He can move them as needs change with the years.

He and all his household will save steps, stairs and minutes . . . have more privacy for personal conversations . . . and be grateful to you for the lasting livability you've provided.

Incidentally, your local telephone company keeps trained telephone engineers always ready to work with you . . . on remodeling jobs or new construction . . . whether you're locating a second-floor outlet in a small house or planning an elaborate intercommunication system for a large estate. There is no charge, of course. Just call the Business Office and ask for "Architects' and Builders' Service."



For further information on Bell System telephone services and equipment, see Sweet's Catalogue

WHATEVER THE BUILDING LESS NOISE BETTER HEARING MEAN ACOUSTI - CELOTEX

There are, of course, honest differences of opinion about various products entering the construction or modernization of a building. But when the problem is acoustical treatment, there is an almost universal agreement on Acousti-Celotex.

This exceptional preference can be attributed to its proven superiorities demonstrated over a period of more than twelve years in all types of buildings.

Architects are thoroughly familiar with the permanent effectiveness of Acousti-Celotex, its adaptability to decorative design, its paintability without lessening its efficiency, its high noise absorbing qualities.

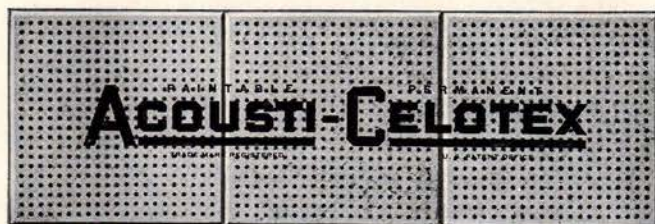
Sound absorption, better hearing, less noise—these requirements today call for Acousti-Celotex whether the specifications are for public or private buildings, churches or theatres, schools or hospitals.

When you are confronted with the problem of acoustical treatment, call in the Acousti-Celotex contracting engineer in your city. He will gladly work with you, submitting scientific analysis and costs. Or write direct.



Acousti-Celotex can now be furnished with a pre-painted hard finished surface especially adaptable to various installation requirements.

THE CELOTEX COMPANY, 919 N. Michigan Ave., Chicago.



SPECIAL NOTE—Acousti-Celotex Sound Absorbing Tiles are applied directly to ceilings, old or new. Unimpaired efficiency after repeated painting is due to patented perforations which permit access of sound waves to the inner absorbent material.

K57

GRASSELLI CHROMATED ZINC CHLORIDE— A WOOD PRESERVATIVE

A series of tests of salt-treating agents suitable for wood preservation have been made by Grasselli Chemical Company and by Wood Preserving Corporation in a joint investigation. Results are fully reported in a booklet offered by Grasselli Chemical Company. Tests are said to have affirmed the preservative values of Zinc Chloride, and especially those of Chromated Zinc Chloride, the properties of which include (1) preservative against decay, (2) repellent to termites, (3) low in cost, (4) odorless, (5) permits satisfactory painting, (6) free of poisonous compounds, (7) fire retardant. A copy of the booklet giving complete reports of various tests will be furnished on request.

K58

STURTEVANT AIR CONDITIONING

The unit ventilator for schools is featured in a booklet released by B. F. Sturtevant Company. The model, known as "Sturtevant De Luxe Unit Ventilator," draws fresh, outdoor air into the lower part of the unit, through an air filter, into the motor driven fans and then blown through the copper heating element, through the Silentflo grille and into the room. The unit is said to comply with all laws applying to schoolroom ventilation.

K59

NEW CIRCUIT BREAKER

A new primary circuit breaker for outlet-box mounting, which provides short circuit and overload protection for 125-volt a-c or d-c circuits and can also be used as a switch control for branch circuits, has been announced by the General Electric Company's Merchandise Department, Bridgeport, Conn.

The device eliminates the inconvenience of replacing blown fuses and prevents the user from fusing a circuit so that it can be loaded to a capacity beyond its ability to carry the load safely. The new breaker is intended for use in residence, apartment, or business structures where localized control and access is desired at convenient decentralized points to re-establish circuits opened by overloads or other abnormal conditions.

K60

AUTOMATIC TIME SWITCHES

Adaptability, simplicity, reliability, and low-cost installation and maintenance are claimed for the new Types T-17 and T-27 automatic time switches now available from the General Electric Company. They are suitable for all general-purpose applications, among which are store and show-window lighting, signs, billboards, all-night lighting in apartment houses, floodlighting of all kinds, domestic water heaters and furnaces, poultry-house lighting and many other domestic and industrial uses. The Type T-17 time switch will control almost any electric circuit on a schedule related to the time of day. It will perform any practical number of operations per day and can be set to skip one or more days if desired.

REPAINTED ONLY ONCE IN 14 YEARS

Eagle Sublimed Blue Lead sets remarkable record as rust-inhibitive paint on Pittsburgh's Bloomfield Bridge (Allegheny County, Pa.)

● The Bloomfield Bridge, built in 1913. Steel given priming coat of Eagle Sublimed Blue Lead at the mill, and two more coats after structure was completed. This long-wearing paint gave good service for 14 years! On the basis of this remarkable performance, Eagle Sublimed Blue Lead is now extensively used by the Department of Highway Bridges and Tunnels on the steel maintenance of 350 bridges in Allegheny County.

A More Enduring Rust-Inhibitive Paint

Here's why more and more engineers every year are recommending Eagle Sublimed Blue Lead as the most efficient rust-inhibitive paint for all metal surfaces:

1 Being pure lead, it is more enduring—gripping metal surfaces tenaciously. Does not chip or peel.

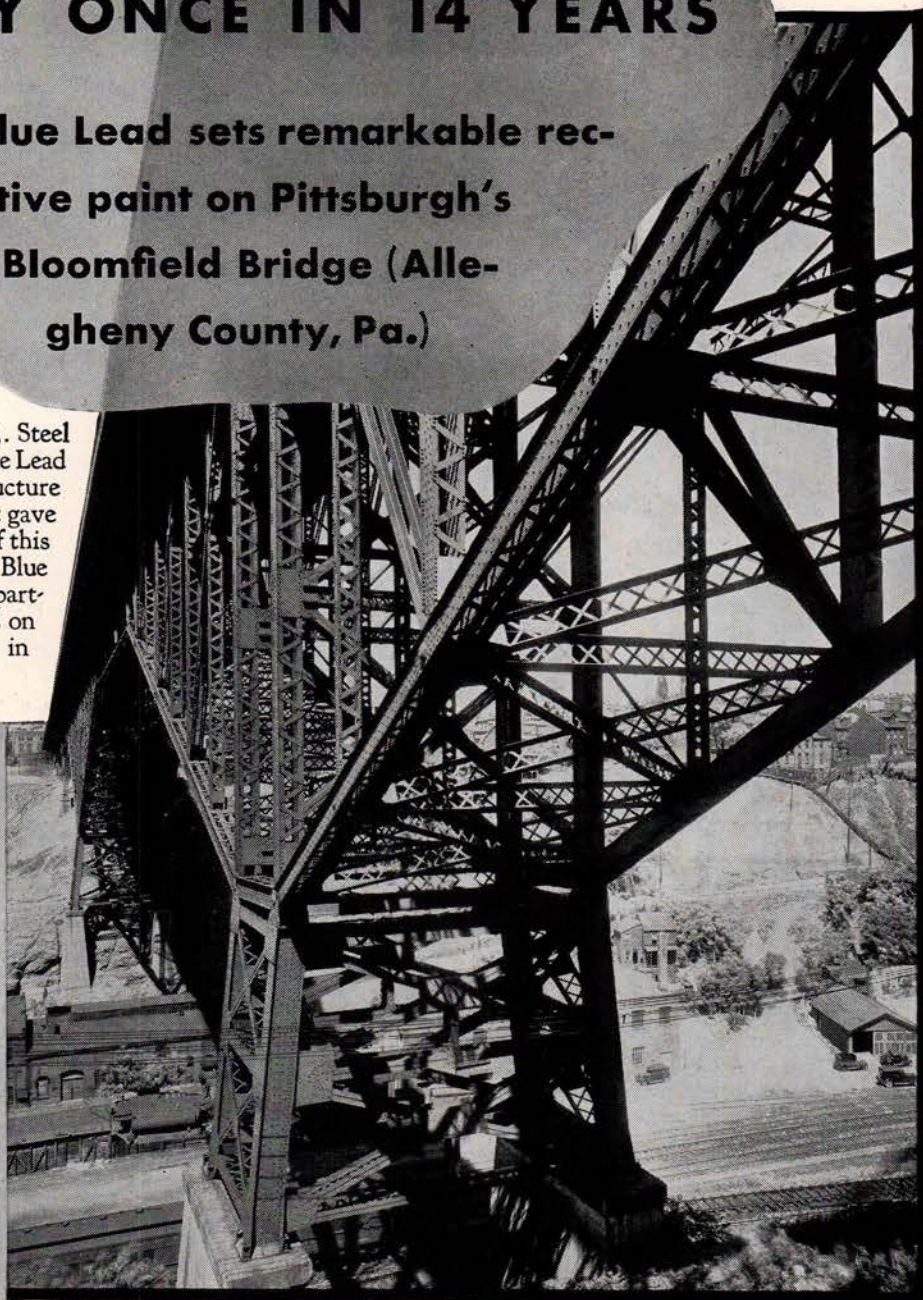
2 Being of extremely fine particles, it stays in suspension. Doesn't harden in container or clog the spraying nozzle. Equally satisfactory for brushing, spraying or dipping.

3 Chemically stops corrosion because of great basicity.

4 Brushes easily, flowing out like enamel. Painters like it.

5 Offers greatest economy. Lower in first cost than other high grade metal paints. Greater coverage—600 to 800 square feet per gallon. Saves 40 to 50% in material cost. Long lasting.

● You can buy Sublimed Blue Lead in paste form (pure lead ground in pure linseed oil) under the Eagle label—or in ready mixed form from reputable manufacturers. Send for descriptive booklet and free sample.



EAGLE *Sublimed* **BLUE LEAD**

BASIC SULPHATE OF LEAD, BLUE

EAGLE RED LEAD

Rapid-drying qualities make it ideal for rush jobs.

MAIL COUPON FOR FREE SAMPLE

The Eagle-Picher Lead Company, Dept. AR 10, Cincinnati, O.

Please send me free sample of Sublimed Blue Lead—also descriptive booklet on this more efficient rust-inhibitive paint.

Name

Address

City State

Architect Wanted as Insurance Executive

Large manufacturing corporation is desirous of securing services of an architect to handle its insurance matters.

Applicant to be graduate architect and preferably one with some experience in the adjustment of insurance losses.

Address Box 16

The Architectural Record
119 West 40th Street, New York City

SAMSON SPOT *sash cord*

Look for the **colored spots** which identify this cord. If it hasn't the *spots* it is not Samson Spot Cord. One quality—the best we can make. The cheapest in terms of service cost.



Write
for specifica-
tion sheet show-
ing sizes and actual
wear tests.

SAMSON CORDAGE WORKS
89 BROAD ST., BOSTON, MASS.

K61

MICARTA BOOKLET

A new 40-page illustrated booklet on the application of Decorative Micarta for interior and exterior finishes is announced by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa. The book contains reproductions of 32 design-colors and patterns and is divided into five general sections covering the use of Decorative Micarta in (1) restaurants, grills, taverns; (2) stores, hotels, hospitals, theaters, public buildings; (3) transportation industry including ships, airplanes, trains; (4) homes including kitchens, bathrooms, mantels, bookshelves; and (5) exterior finishing of commercial establishments. Each section is adequately illustrated with installation photographs and in many cases architectural details are shown by simple sketches.

K62

NEW ARCO AIR CONDITIONER

Air conditioning in an integrated system, using radiator heat and installed in accordance with the existing technique of the radiator heating contractor, is provided through the new Arco Air Conditioner, Model 101. The unit, a product of the American Radiator Company, is an air treatment machine that can be hooked in at any point on the supply line of a radiator heating system and will condition a six-room house from that point. It is designed for the \$3,000 to \$8,000 home. In its simplest form, the conditioner is installed on a basement ceiling with an outlet through the floor above and a register in the floor at a distant point to provide a return of air to the basement. Only a steam or hot water connection together with water supply and drain connection are required. Where construction of a house makes divided distribution desirable, only a small duct or ducts are required, as the heat load is entirely eliminated from the air treatment.

K63

ADHESIVE SEALEX LINOLEUM

This new type of linoleum, announced by Congoleum-Nairn, Inc., eliminates the need for laying the material over a felt lining. An adhesive preparation is applied to the linoleum at the factory, resulting in a reduction of installation time, a stronger and more permanent floor and economy of application. The product is genuine inlaid linoleum—stainproof and easy to clean.

K64

IMPROVEMENTS IN THE OIL BURNER

May Oil Burner Corporation, manufacturers of Quiet May "Oil Heating System" have issued a fully-illustrated book describing certain improvements which are said to reduce the cost of oil heating by as much as 40 per cent under the cost of other oil heating units. The improvements, it is said, are designed to enable the boiler to absorb all the heat that it is practical to use from the burning oil. Copy of the book, giving complete details about these cost-saving features will be supplied on request.

ANOTHER *Koh-i-noor* PRODUCT

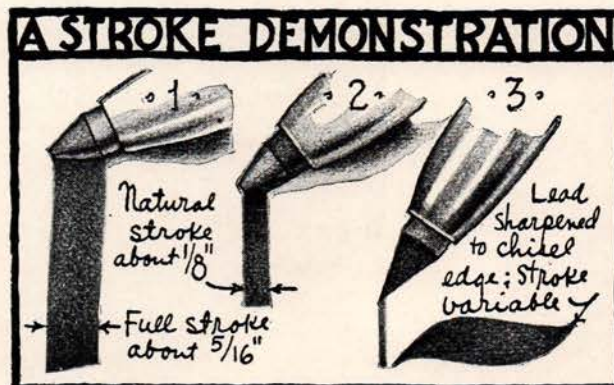
DESCRIBED BY A. L. GUPTILL



MOST ENTHUSIASTIC has been the reception of this adjustable holder, with its incomparable leads! Artists, architects, teachers and students have found it useful for many purposes, especially where speed is essential.

Fifty cents is all Holder No 48 costs. It accommodates four types of leads. There are black graphite leads (No 2018) in 2B, 4B and 6B degrees; black Negro leads (No 2610) in No 1 and No 2 degrees, and Sanguine leads (No 2620) in one degree only; also charcoal leads (No 2625) in degrees 1, 2 and 3. All leads sell for 5 cents each, 30 cents per box of six.

AN INVESTMENT YOU'LL NEVER REGRET!



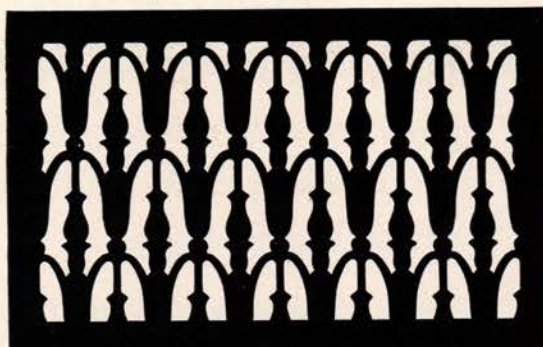
IF YOUR DEALER CAN'T SUPPLY YOU, ORDER DIRECT

KOH-I-NOOR PENCIL CO., INC.

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The Urn...

A RECENT GRILLE
BY **HENDRICK**



Illustrative of the original and distinctive character of Hendrick Grilles is the recent Urn design reproduced here. In addition to many such special designs, Hendrick can furnish all the conventional patterns in a great variety of open areas to fulfill any requirement.

Faithful and accurate rendering

of any design is assured by careful workmanship and the exacting standards of Hendrick inspection.

A wide range of mediums is available . . . aluminum, steel, stainless, brass, bronze . . . in fact, any commercially-rolled metal.

*Remember Hendrick
Headquarters for Grilles*



If you haven't a copy of this well-illustrated, informative 64-page book, please write for one.

HENDRICK MFG. CO.

19 Dundaff Street, Carbondale, Pa.

Sales Offices in Principal Cities: Please Consult Telephone Directory. Mfrs. of Mitco Open Steel Flooring, Mitco Shur-Site Treads and Mitco Armorgrids, Hendrick Perforated Metals and Screens.



THAT'S ALL THERE ARE

The last set of 1935 Sweet's Catalog File (for Architects, Engineers and Contractors) started on its way one afternoon late this summer and like its 14,119 counterparts, is now on daily duty at its destination.

We are doing everything in our power to favor requests that are still coming in—redistributing turned-in sets of the 1934 file and even depleting our slim stock of office copies.

Meanwhile, we are rushing production on the new 1936 files and hope, with the co-operation of hundreds of our manufacturer-clients, to meet the growing demand promptly on schedule.

SWEET'S CATALOG SERVICE

Division of F. W. Dodge Corporation

WHAT IS HAPPENING

IN THE

Roofing Business?

School systems have so many separate buildings and so many of these buildings have flat roofs that the superiority of pitch and tarred felt built-up roofs has been especially visible to school officials. The trend to pitch and tarred felt which might go unnoticed in an industrial plant with a limited number of roofs is glaringly apparent on the records of many a school architect. Within recent months, one State school board and the boards in two large cities with hundreds of school buildings have adopted iron-bound regulations that coal tar pitch and tarred felt must be used on flat decks. For your own information, look into this situation.

KOPPERS PRODUCTS COMPANY

KOPPERS BUILDING, PITTSBURGH, PA.

Birmingham Boston Chicago New York Providence, R. I. St. Louis

Other Koppers Products: Membrane Waterproofing, Dampproofing, Tar Aluminum Paints, Tarmac Road Tar for Streets, Pavements, Drives, Highways

KOPPERS

KOPPERS COAL TAR PITCH
KOPPERS TAR-SATURATED FELT
KOPPERS TAR-SATURATED FABRIC

(*) For obvious reasons, models and settings were used in these pictures, but this is an actual case.

* AN ACTUAL CASE

THE STATE SHOULD
USE COAL TAR PITCH
ON ALL FLAT ROOFS

THESE PHOTOS
WILL SHOW YOU WHY

... a call on the State architect

YOU DON'T HAVE TO SHOW
ME ANY PHOTOS. I'VE JUST
INSPECTED A LOT OF OUR
SCHOOL ROOFS. PITCH AND
TARRED FELT BUILT-UP ROOFS
HAVE STOOD
UP BEST

... his own experience

THE CONDITION
WAS GENERAL...
OUR CONCLUSION
IS LOGICAL

... amply corroborated

WE ARE DRAWING UP SPECIFICATIONS
MAKING COAL TAR PITCH MANDATORY
ON FLAT ROOFS

3 MONTHS LATER

KOPPERS PRODUCTS CO., Pittsburgh, Pa.

AR

Why Knappe & Morris Use Dodge Plan Rooms

ADOLPH H. KNAPPE
GEORGE W. MORRIS

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ARCHITECTS
SPECIALISTS IN SCHOOL PLANNING AND DESIGN
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7774

RICHARD H. MILLSON
HARRISON S. BARNES
WILLIAM A. PETERSON

September 19, 1935.

F. W. Dodge Corporation,
119 West 40th Street,
New York City, New York.

Gentlemen:-

In response to your query relative to your plan room facilities, we are glad to state that we consider this service most valuable to both architects and contractors.

The architects' offices are relieved of a great many subcontractors taking off quantities at the same time and definite information is made available to interested out-of-town contractors by means of this service being co-ordinated in your various offices.

Very truly yours,

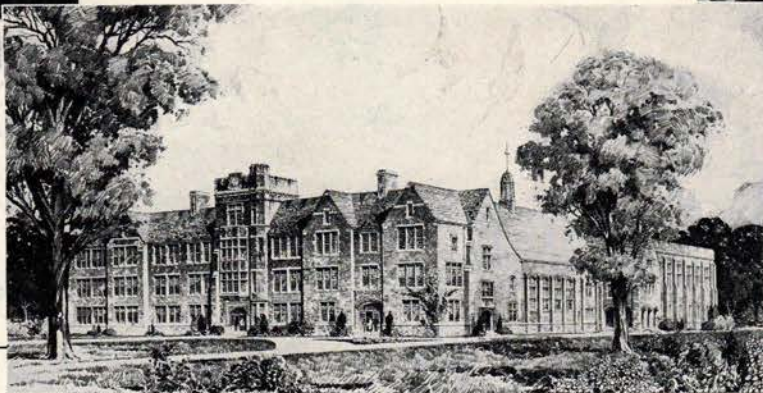
KNAPPE & MORRIS.



DODGE
PLAN ROOM
NEW YORK



DODGE
PLAN ROOM
BOSTON



JUNIOR AND SENIOR HIGH SCHOOL—DOBBS FERRY, N. Y.

Knappe & Morris, Architects

Most architects and engineers know and appreciate the definite value of Dodge Plan Room Service, as does Mr. Morris. In addition to the New York and Boston Plan Rooms pictured above our offices located in Atlanta, Birmingham, Buffalo, Chicago, Cincinnati, Cleveland,

Dallas, Detroit, Greensboro, Houston, Indianapolis, Kansas City, Miami, Milwaukee, New Orleans, Philadelphia, Pittsburgh and St. Louis include Plan Rooms. If you would like to know more about the Service, write us, or ask the Dodge reporter when he calls.

Our Catalog Is Filed In Sweet's

DODGE REPORT SERVICE

119 West 40th Street, New York, N. Y.

WITH
BRIGSTEEL
Beautyware

ARCHITECTS CAN DESIGN LUXURY TYPE BATHROOMS
FOR MODEST HOMES

This revolutionary new type plumbing ware offers five major advantages that cannot be duplicated in any other fixtures on the market. They are (1) An unlimited range of colors that can be combined on the same fixture; (2) An acid-resisting high lustre, vitreous porcelain finish at no extra cost; (3) A two-thirds reduction in weight plus strength that is substantially greater; (4) Ultra modern designs with finer lines and more pleasing contours, made possible by the greater adaptability of formed metal; and (5) Basic materials thoroughly proved by more than 20 years successful use in quality ranges,

refrigerators and other household appliances, yet entirely new to the plumbing industry.

Brigsteel Beautyware gives you an opportunity you have never had before to create truly striking effects in the bathrooms, kitchens and basements you design. Its low price permits you to specify it for even the most modest residence or building.

The history, reputation and general resources of the Briggs Manufacturing Company are your guarantee of the finest materials and workmanship.



PLUMBING WARE DIVISION, BRIGGS MANUFACTURING COMPANY, DETROIT



Distributed exclusively through

REVERE Thru-Wall Flashing*



Revere has developed a reasonably-priced flashing that offers important new advantages for architectural plans. Briefly, these are the advantages:

This new flashing of Revere Copper (soft temper) or non-staining Revere Leadtex (lead-coated sheet copper) is much stronger than plain sheet metal flashing. The design is simple but effective: parallel ribs are rolled at 3-inch intervals along

the full width of the flashing, and embossings are rolled between each rib. Because the ribs are rolled rather than stamped, they are of equal thickness with the rest of the flashing and the metal retains its original softness. Because they extend the full width of the flashing, they provide a stiffened counterflashing face that hugs the wall tightly.

The parallel ribs permit a water-tight interlocking joint with 2-inch overlap to form continuous flashing without the use of solder. The ribs also allow water to drain off quickly. These ribs and embossings make an unusually tight bond between mortar and flashing, prevent all lateral movement of the wall, and allow for expansion and contraction.

Revere Thru-Wall Flashing is considerably less expensive than the customary patented flashing. Due to its interlocking feature, which makes a water-tight joint without the use of solder, it can be installed for less than plain sheet metal flashing with soldered joints.

Another advantage of this flashing is its availability through the country-wide organization of Revere Distributors. The well-known Cheney Flashing is also available at Revere Distributors and is reduced in price. These two flashings answer your requirements for every type of construction. If you would like more complete details, address our Executive Offices.

✓ REVERE FLASHING SPECIFICATION

Thru-Wall Flashing shall be provided below the parapet coping for counterflashing in masonry parapets and where low roofs abut the superstructure and elsewhere as indicated on drawings. That portion in the wall shall be bonded horizontally at intervals of not more than 3 inches by a series of ribs and raised projections three-sixteenths of an inch high, with ribs extending the full width of the wall. End joints shall be interlocking and overlapping at least 2 inches so that a water-tight joint is made without soldering. The flashing shall be Revere Flashing (Revere Copper and Brass Incorporated), and shall be formed so as not to cause any accumulation of water on the horizontal surfaces and the transverse bonding ribs shall not be drawn or stretched.

*Patent No. 1,928,589

Revere Copper *and* Brass

INCORPORATED

Founded by Paul Revere 1801



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Above: A view looking across the gap from one broken end of the tunnel to the other. Below: A photo which gives a clearer idea of what happened to the tunnel and pipe lines.

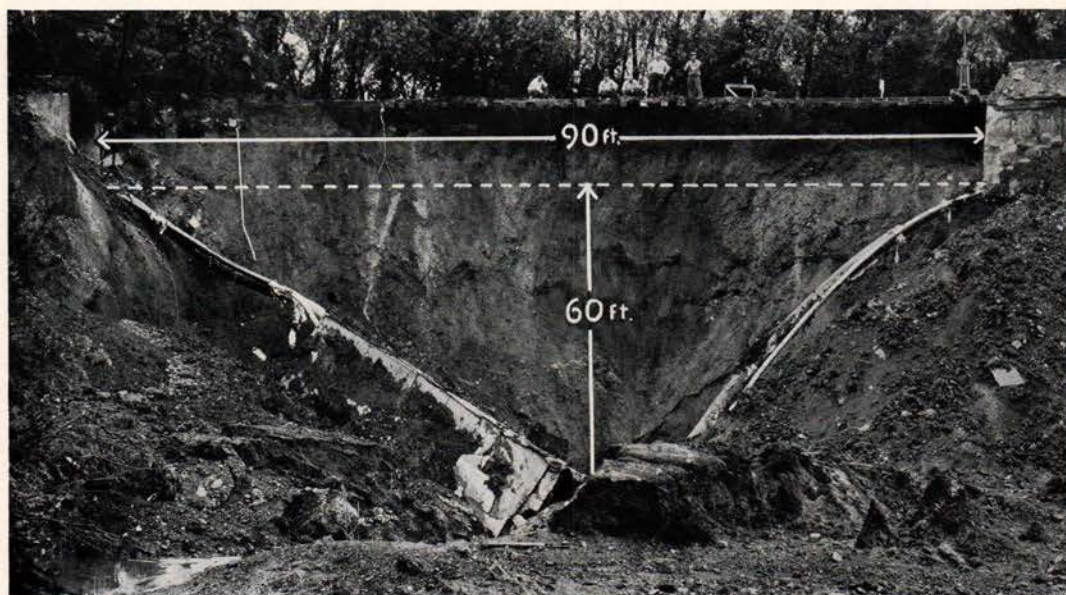
Right in the path of the flood which recently ravaged a large section of Northern New York, is the State Hospital at Willard. When this modern hospital was built a comparatively short while ago, the heating and power piping was AIRCOWELDED throughout. The contractor was John W. Danforth Co., Buffalo, N. Y.

Part of this piping ran through a tunnel. With devastating force the flood washed out a section underneath the tunnel 90 feet wide and 60 feet deep. The tunnel collapsed, forcing the pipe line to support the entire weight of the concrete tunnel, which hung upon it in sections like an enormous string of beads.

Yet not a single weld parted. In fact, the drag of this tremendous weight, sagging the pipe line 60 feet below normal, threatened equipment to which it was connected, and the line was cut, for safety's sake, on both sides of the wash-out.

The welds in those lines must have been subjected to tremendous strains and stresses. *Yet not a single weld broke or cracked.* Nature has proved, beyond the possibility of doubt, the **STRENGTH** of AIRCOWELDED piping. Furthermore,

a 500 ft. emergency line for temporary laundry and kitchen service, was AIRCOWELDED and operating within twelve hours. Speed as well as strength is a feature of AIRCOWELDING.

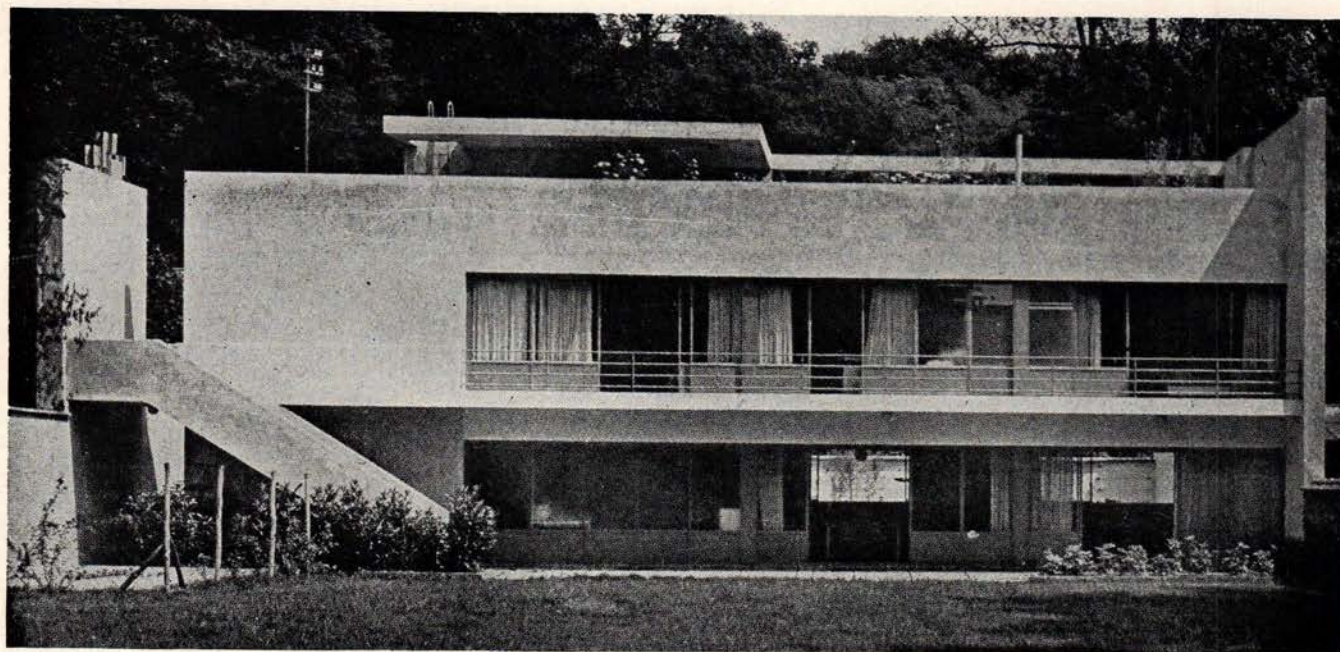


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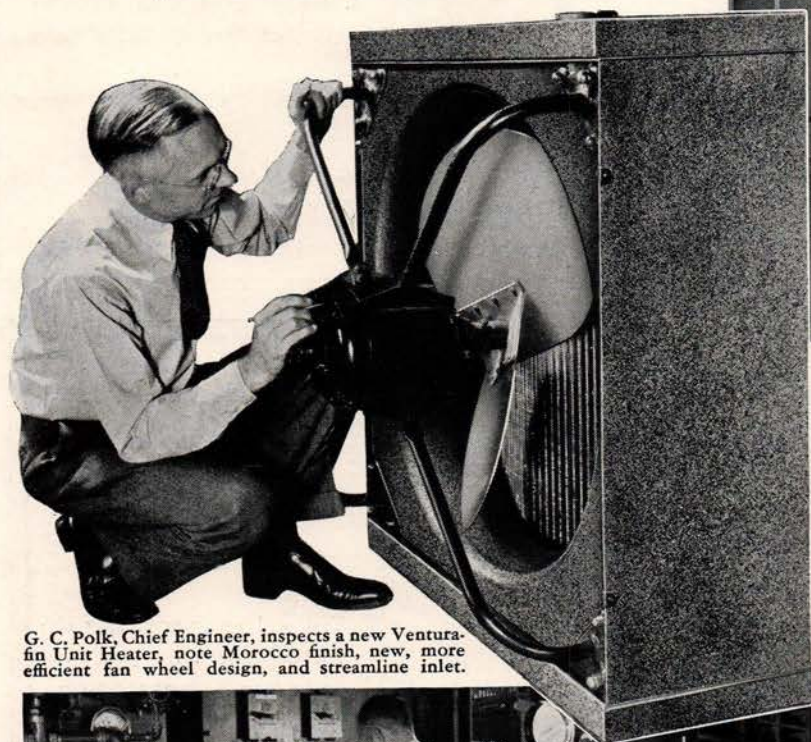
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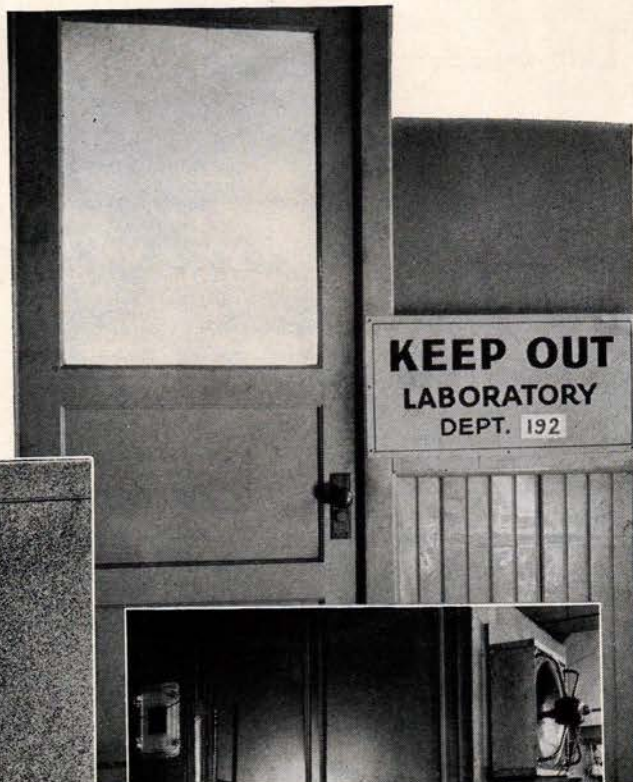
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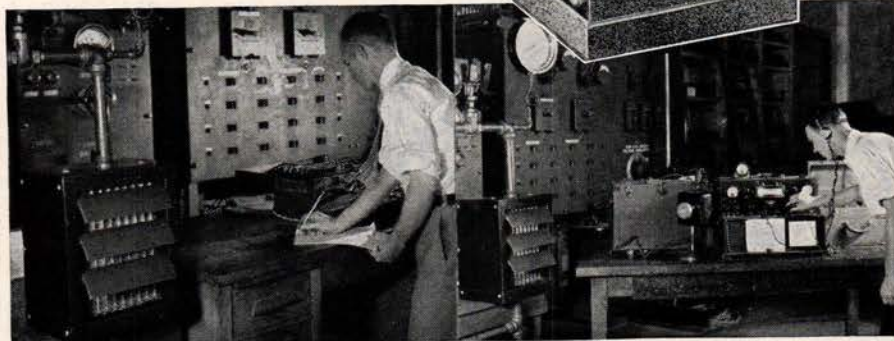


G. C. Polk, Chief Engineer, inspects a new Venturafin Unit Heater, note Morocco finish, new, more efficient fan wheel design, and streamline inlet.



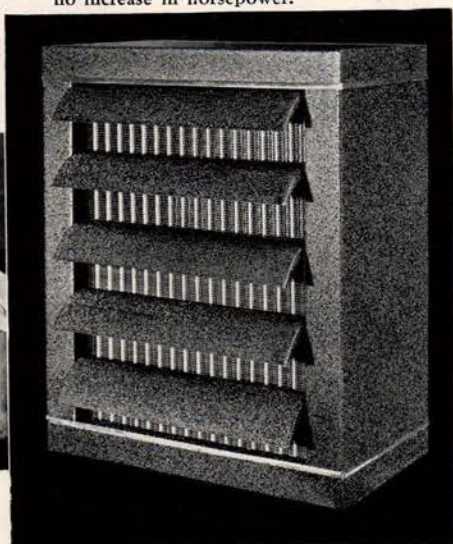
The giant air tunnel used for testing units. The new Venturafin Units deliver 10 to 64% more heat, 4 to 45% more air (depending on size of unit) with no increase in horsepower.

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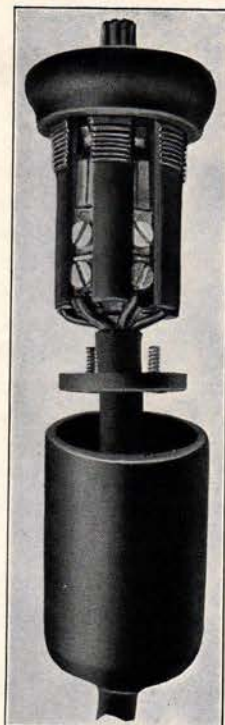
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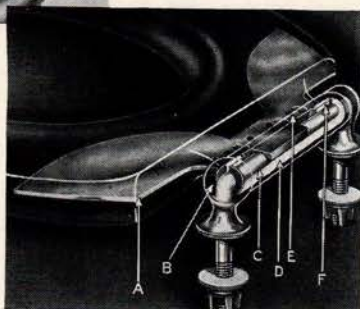
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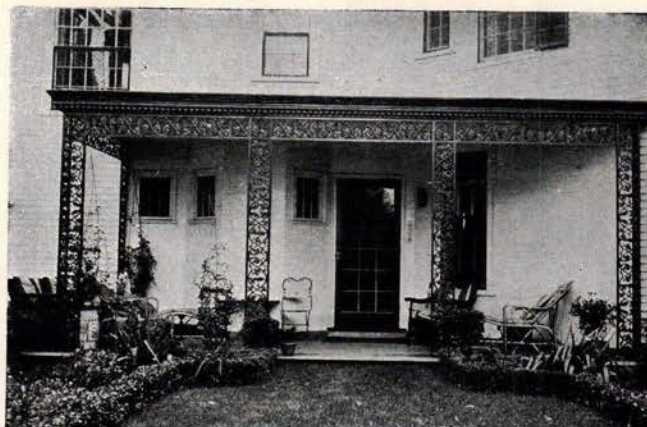
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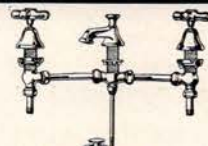
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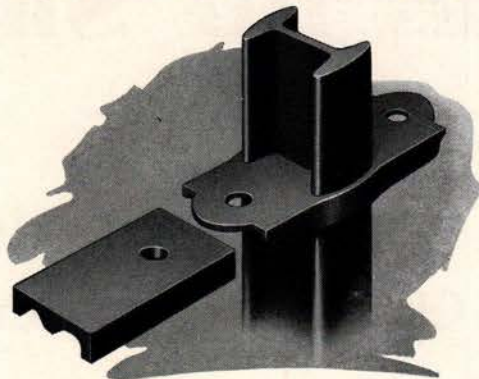
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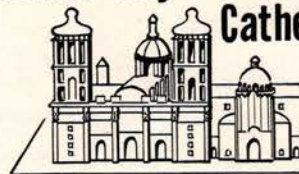
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The STEWART IRON WORKS COMPANY
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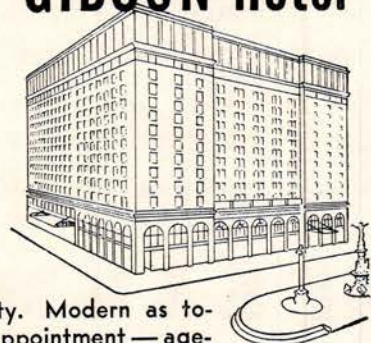
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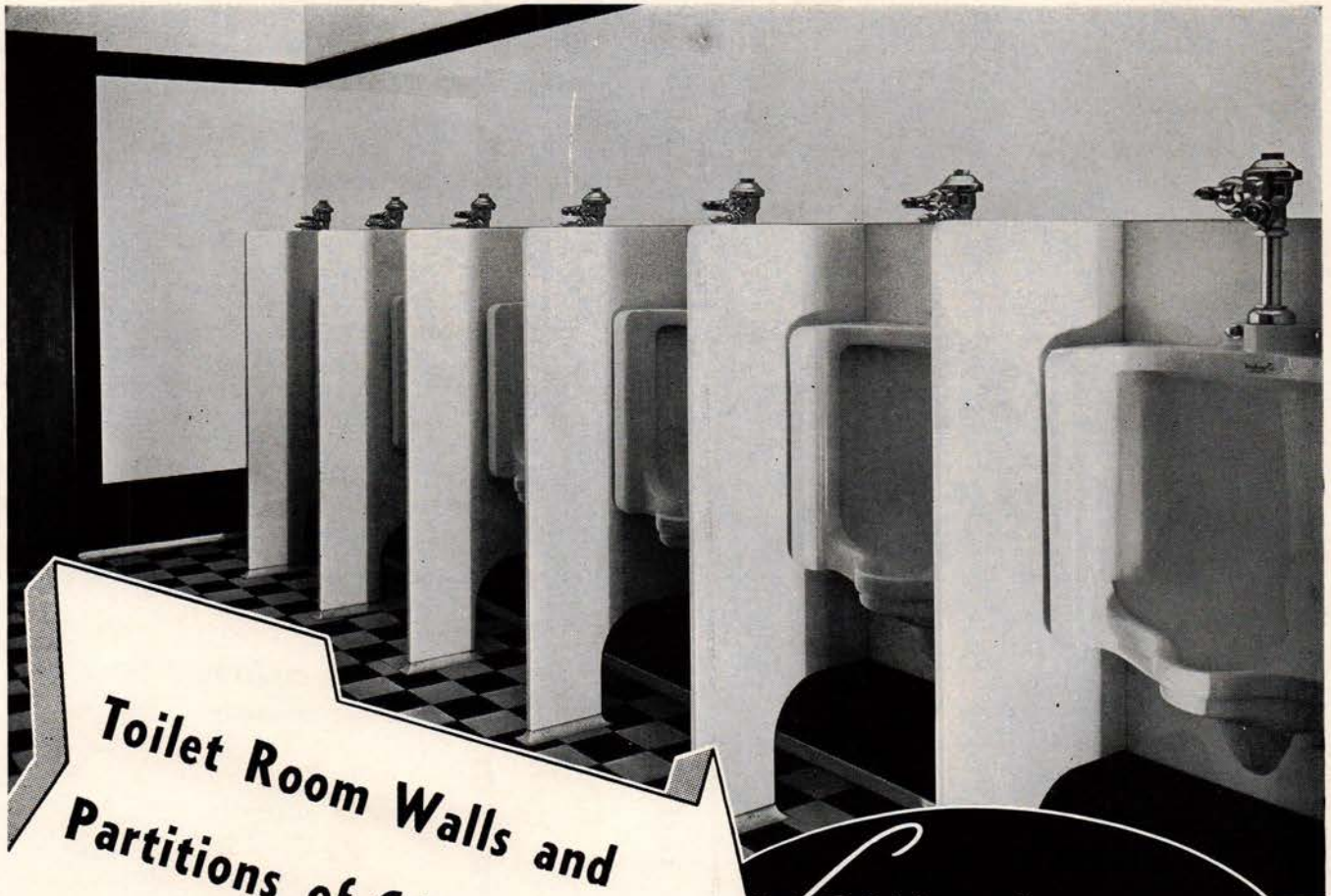
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INDEX TO ADVERTISEMENTS

A

AIR REDUCTION SALES CO.	49
ALUMINUM COMPANY OF AMERICA	29
7-16	
AMERICAN BLOWER CORP.	51
Division of	
American Radiator & Standard Sanitary Corp.	
26	
AMERICAN BRASS COMPANY	35
7-8-24	
AMERICAN RADIATOR COMPANY	8-9
Division of	
American Radiator & Standard Sanitary Corp.	
AMERICAN SHEET & TIN PLATE CO.	6
8	
AMERICAN STEEL & WIRE CO.	4-6
3-14-27-30	
AMERICAN TELEPHONE & TELEGRAPH CO.	39
29	
ARCHITECTURAL RECORD	50
ARCHITECTS' ANNOUNCEMENTS	26
ASTRUP COMPANY	20

B

BELLEVUE-STRATFORD	52
BETHLEHEM STEEL COMPANY	10-53
5-8	
BOOK REVIEWS	25
BRIDGEPORT BRASS COMPANY	32
24	
BRIGGS MFG. CO.	47

C

CARNEGIE STEEL CO.	5-6
5	
CELOTEX COMPANY	40
13	
CHURCH, C. F., MFG. CO.	52
Division of	
American Radiator & Standard Sanitary Corp.	
CONGOLEUM-NAIRN, INC.	27
15	
CORNELL IRON WORKS, INC.	20
6-10-13	
CRANE CO.	12
25-26	

D

DAHLQUIST MFG. CO.	56
24	
DODGE REPORTS	46
1	
DURIRON COMPANY, INC.	36
24	

E

EAGLE PICHER LEAD COMPANY	41
13-16	
ELECTRO METALLURGICAL COMPANY	23
Unit of Union Carbide & Carbon Corporation	
EVANS, W. L.	56
21	

F

FORMICA INSULATION CO.	7
15	

G

GENERAL ELECTRIC CO.	3
Air Conditioning	
26	
GIBSON HOTEL	56

H

HART MANUFACTURING CO.	21
27	
HENDRICK MFG. CO.	43
6-26	
HOLTZER-CABOT ELECTRIC CO.	52
29	

I

ILLINOIS STEEL CO.	5-6
IMPERIAL ELECTRIC CO.	

J

JOHNS-MANVILLE	2nd Cover
8-13-15	
JONES & LAUGHLIN STEEL CORP.	28
3-5-6-24	

K

KAWNEER COMPANY	19
11-17	
KOH-I-NOOR PENCIL COMPANY	43
KOPPERS PRODUCTS COMPANY	45
8	

L

LEONARD-ROOKE CO.	54
25	
LIBBEY-OWENS-FORD GLASS CO.	16
17	

M

MACBETH EVANS GLASS COMPANY	15
28	
MAPLE FLOORING MANUFACTURERS ASSOCIATION	59
15	
MARSH WALL TILE COMPANY	20
15	
MINNEAPOLIS-HONEYWELL REGULATOR CO	4th Cover
26	

N

NATIONAL LEAD COMPANY	24
16	
NATIONAL TUBE COMPANY	6-37
24	

O

OTIS ELEVATOR COMPANY	11
30	

P

PITTSBURGH PLATE GLASS CO.	57
17	

R

REVERE COPPER & BRASS, INC.	48
7-8-24	
REYNOLDS CORPORATION	31
13	

S

SAMSON CORDAGE WORKS	42
18	
SMYSER-ROYER COMPANY	54
7	
SPEAKMAN COMPANY	55
25	
STANDARD LIME & STONE CO.	54
13	
STANLEY WORKS	18
10-18	
STEWART IRON WORKS CO.	56
23	
STREAMLINE PIPE & FITTINGS CO.	3rd Cover
Division Mueller Brass Co.	
24	
STRUCTURAL GYPSUM DIVISION, AMERICAN	
CYANAMID & CHEMICAL CORPORATION	38
3-14	
STURTEVANT, B. F., CO.	14
22-26	
SUPERIOR SHEET STEEL CO.	22
Division of Continental Steel Corp.	
SWEET'S CATALOG SERVICE	44
Division of F. W. Dodge Corp.	
1	

U

UNION CARBIDE & CARBON CORP.	23
U. S. STEEL CORPORATION SUBSIDIARIES	4-5-6-30-37
3-5-8-14-15-24-27-30	
UNIVERSAL ATLAS CEMENT CO.	30
15	

V

VITROLITE COMPANY	17
-------------------	----

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*help you with
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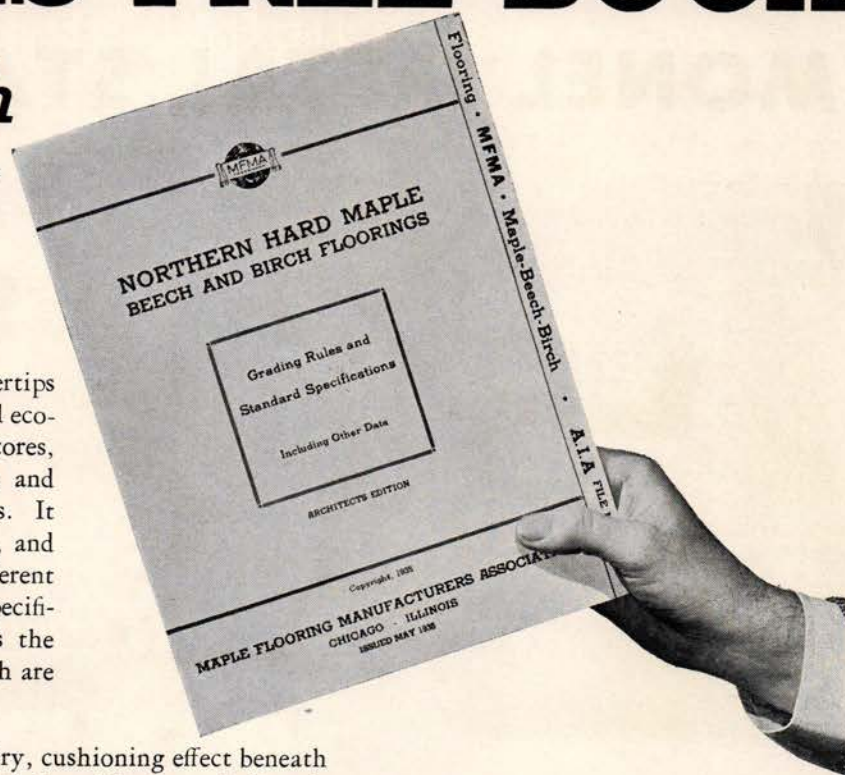
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MAPLE FLOORING MANUFACTURERS ASSOCIATION
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The letters **MFMA** on Maple, Beech or Birch Flooring signify that the flooring is standardized and guaranteed by the Maple Flooring Manufacturers Association, whose members must attain and maintain the highest standards of manufacture and adhere to manufacturing and grading rules which economically conserve these remarkable woods. This trade-mark is for your protection. Look for it on the flooring you use. **MFMA**



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Above: Old-fashioned kitchen in a residence at St. Albans, Long Island. At right: Same kitchen modernized with Monel Metal equipment.



... for only

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YES, just \$391.00 for this gleaming line-up of Monel Metal equipment. That one price includes a lot—the Monel Metal sink, faucet, cabinets, Monel Metal-topped range and all installation charges. No vast sum of money—but a vast improvement in appearance.

Pass the good news on to your clients. Tell them that they can afford to own a Monel Metal kitchen—that present low price levels have brought the de luxe equipment within reach of the home owner of average income. There is no surer way to make a hit with a feminine client than to help her realize her cherished ambition to own a beautiful modern kitchen.

Monel Metal cabinet-type sinks may be specified in any fraction of an inch from 48" to 144". Apron-type sinks from 41" to 82". Once installed they are "in for life."

Monel Metal is rust-proof, chip-proof, crack-proof, accident-proof.



For complete information and prices, get in touch with the distributors, Whitehead Metal Products Co. of New York, Inc., 304 Hudson St., New York, N. Y., or their branches in principal cities.

THE INTERNATIONAL NICKEL COMPANY, INC.
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MONEL METAL

Monel Metal is a registered trade-mark applied to an alloy containing approximately two-thirds Nickel and one-third copper. Monel Metal is mined, smelted, refined, rolled and marketed solely by International Nickel.

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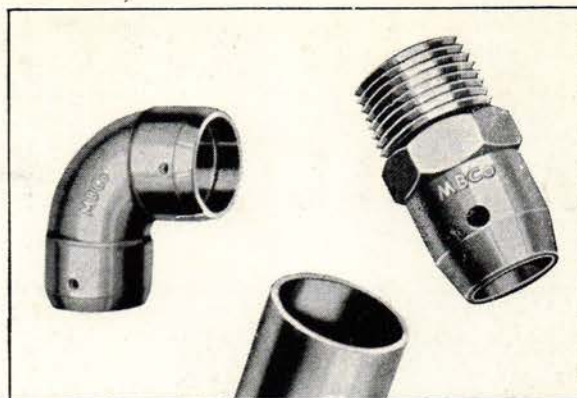
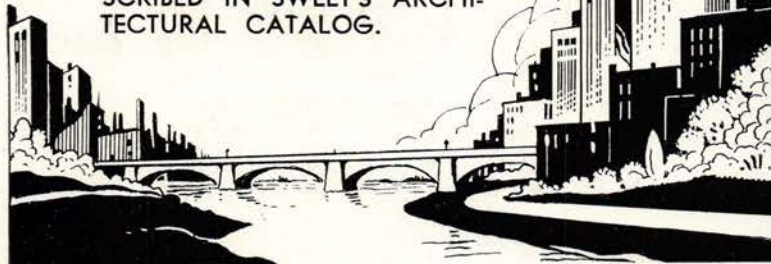
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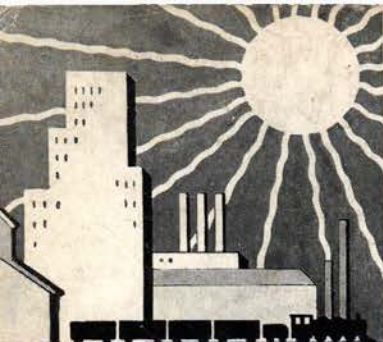
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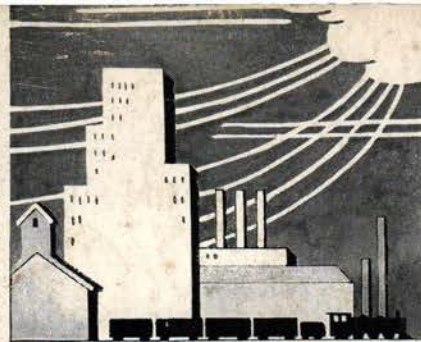
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