

PPG Products

SEPTEMBER • OCTOBER • 1955

**Spandrelite® . . . New PPG Product
for Glass Clad Buildings**

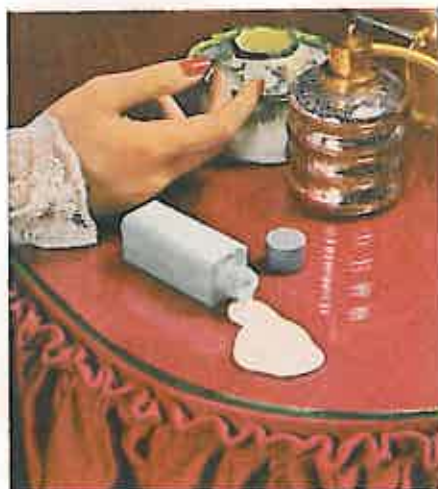


3

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PITTSBURGH PLATE GLASS COMPANY

NORMAN L. PARK, *Manager of Publications*WALTER LEUZINGER, *Editor*

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ON THE COVER

Spandrelite . . . PPG's newest glass construction material . . . is featured on the cover. This new heat-strengthened glass, which is available in almost unlimited variety of fused-on ceramic colors, was developed for use in spandrels of glass-clad buildings. An attractive model (foreground) is pointing out the wide range of color possibilities in this array of Spandrelite samples. An architect's rendering (background) visualizes a possible Spandrelite application. (For additional details regarding this new product, please turn to the next page).

PICTURE CREDITS

Cover—Donald L. Borger 4-5—Donald L. Borger 6—Courtesy RCA 7—Courtesy RCA, except top right by Lawrence S. Williams 8—Top, Photo Associates; bottom, Lawrence S. Williams 9—Courtesy Pittsburgh Corning Corporation, except bottom by Lawrence S. Williams 10-17—Frank Lotz Miller 18-19—E. Segarra 20-23—Donald L. Borger 24—Cortland V. D. Hubbard 25—Top, Edward J. Hagan; bottom, Edgar S. Brinker 26—Courtesy Pittsburgh Corning Corporation 27—Courtesy Pacific Coast Paint Division 28—Top, Courtesy Paint Advertising Dept.; bottom, Sickles Photo-Reporting Service 29—Top, Larry Darst; bottom, Courtesy Pacific Coast Paint Division.

TRADEMARKS

As used in this issue of PPG PRODUCTS magazine, the names of: Carrara, Cemenhide Rubberized, Color Dynamics, Duraface Foamglas, Foamglas, Herculite, Maestro Colors System, Pennvernon, Pitco, Pitcomatic, Solex, Spandrelite, Sun-Proof, Selectron, Tubelite, Twindow, Twindoweld, and Wallhide Rubberized are registered trade marks.

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CHERRY HILL

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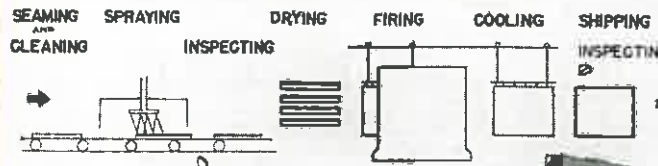
PPG introduces new,
colorful product for
glass-clad structures

SPANDRELITE®

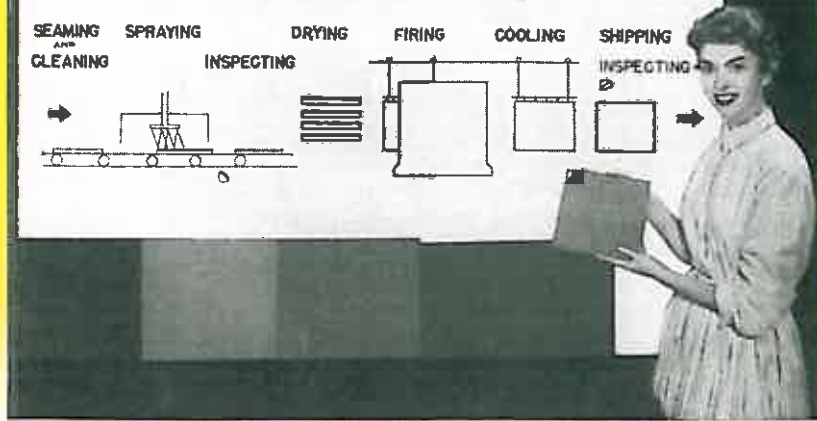


4 Model displays a few of the almost unlimited number of custom colors available in Spandrelite, PPG's new building material.

ENAMELED GLASS PROCESS



Simplified diagram shows major steps in producing an enameled glass. In a process similar to this, Spandrelite is heat-strengthened and the ceramic colors fused to the glass surface.



PPG recently introduced a new product which permits entirely new color concepts for spandrels in glass-clad buildings. The new product . . . Spandrelite . . . is a heat-strengthened glass which can be supplied in an almost unlimited variety of fused-on, ceramic colors.

Today, America is color conscious. You see it in our brightly colored cars, appliances, home furnishings, magazines and movies. Now, Spandrelite permits true color styling in the field of architectural design. This new Glass product was designed specifically for use as a "curtain wall" material on the outside of multi-story buildings.

Eight standard colors of Spandrelite are available: Eye-rest Green, Robinhood Green, Charcoal, Romany Blue, Cavalier Red, Walnut, Rawhide, and Suntone. In addition, an almost unlimited range of custom colors (dependent upon laboratory approval) may be made to specification for individual building projects.

The eye-catching colors in which Spandrelite may be obtained retain their freshness, their impression of depth, their original brightness and their true shades indefinitely . . . for Spandrelite color is a vitreous material, fused to the Glass. Furthermore, in building construction, the side of Spandrelite to which the color is applied is mounted to the inside, providing the additional weather protection of a quarter inch or more of Glass.

Because Spandrelite is a true glass product, it offers the unique combination of properties which only Glass can provide: ageless beauty, variety of surface textures, wide selection of color, greatest resistance to weathering and corrosion as well as the easiest cleaning of any building material.

Spandrelite offers another added advantage in the construction field. It has good impact resistance because it is heat-strengthened. In the enameling process (see top photo) the heat strengthening phase which makes the Glass tough and shock resistant also fuses the ceramic color to the Glass.

In all instances, Spandrelite Glass is opaque in density. It currently is offered in two standard surface finishes (the exterior face): polished plate Glass and twill texture. It is available in sizes up to 48 by 84 inches.

Numerous glass-clad buildings using Spandrelite have been completed throughout the country, while additional

projects are now on the drafting boards. Spandrelite is available through all Pittsburgh Plate Glass distributors and Company Branches. **PPG**



Eight standard colors include: Eye-rest Green, Robinhood Green, Charcoal, Romany Blue, Rawhide, Walnut, Cavalier Red, Suntone. Polished plate and twill surfaces are available.

RCA achieves efficient, low-cost office space with a five-unit building plan located on spacious rural site

Cherry Hill



Design of Administration building is representative of all units in five-building plan at RCA's modern Cherry Hill offices.

MANY office workers today battle commuter traffic for about an hour, struggle for parking space, ride an elevator shaft skyward, and then collapse exhausted at their desks . . . staring out the window at the blank wall of another skyscraper 70-feet away. Any veterans of this commuter's campaign would find the Radio Corporation of America's new Cherry Hill, N. J., offices on

the outskirts of Camden a refreshing change of pace.

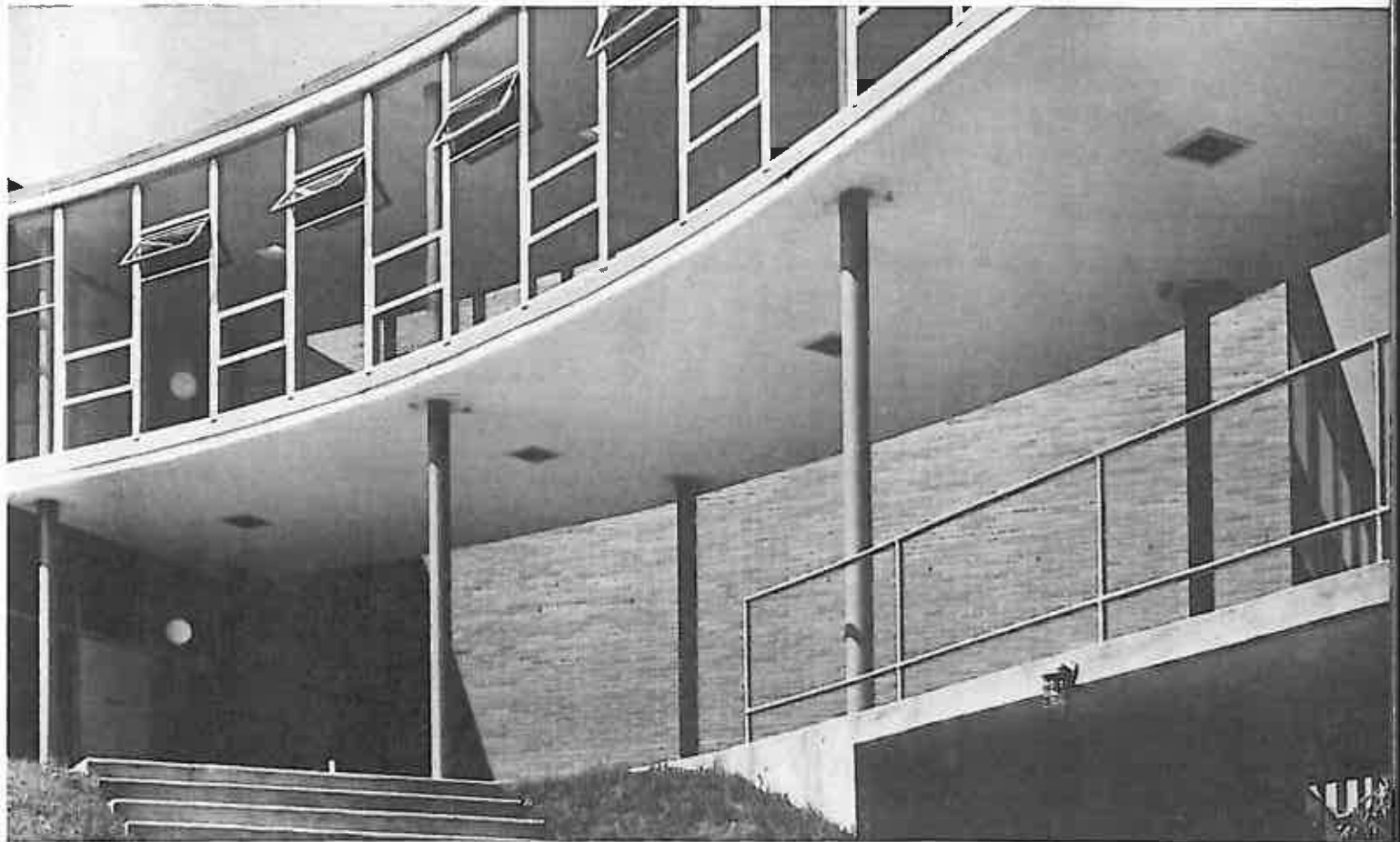
At RCA's new offices, employees travel leisurely to work on open highways, drive into a free 1,000-car capacity parking lot, and step into a nearby ground level office where they can enjoy a view of the rolling, wooded countryside. Although this may sound like a special Eldorado constructed exclusively for the worker's benefit,



Reception area, serving all offices, is in Administration building. Entrance features PPG Herculite doors.



RCA's five-building plan minimizes windowless areas. No employee's desk is more than 35 feet from window.



Glass-enclosed bridges, glazed with Pennvernon Window Glass, connect buildings to shelter pedestrian traffic in bad weather.

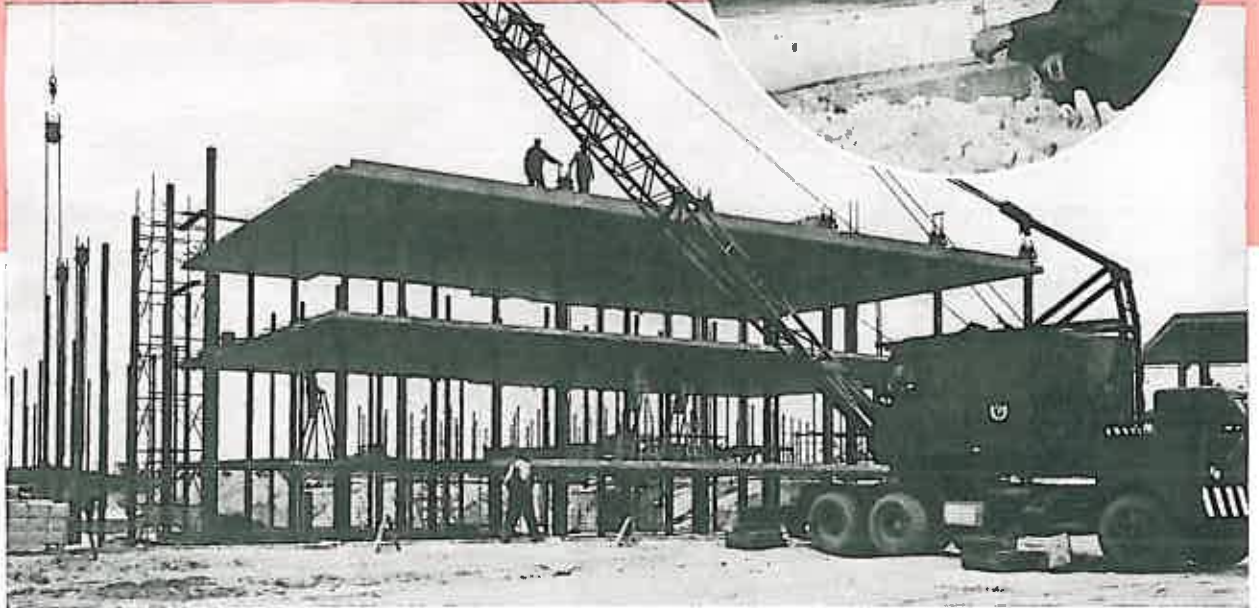
it's also a sound business proposition. Despite some minor inconveniences (mail service and public transportation are not up to metropolitan standards), RCA officials are convinced that their new rural headquarters six miles outside Camden, N. J., represent the most efficient office facilities at the best possible price.

Cherry Hill offices were built to house administrative

and engineering staffs of the RCA Victor Television Division, RCA Victor Radio and "Victrola" Division, and the RCA Service Company, Inc. After studying various single unit designs, RCA decided on a five-building plan as the most practical for its new offices. Philadelphia Architect Vincent G. Kling, A.I.A., because of his broad experience and previous award-winning designs, was

continued on next page

Cherry Hill



These views show two stages in the Lift-Slab method of construction used at Cherry Hill. In this system, all floor and roof

slabs are cast on the ground, then lifted into position with jacks. This, and other techniques, kept building costs down.

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called in to handle the planning of the new offices. Turner Construction Company, also of Philadelphia, served as General Contractor.

Several important factors influenced the selection of a five-building plan: It provides: (1) separate office quarters for two divisions, (2) engineering building common to both activities, (3) minimum site preparation (floor levels varied to suit grade), (4) office layout reduces verticle and long-run traffic, (5) windowless areas minimized (no desk more than 35 feet from window), and (6) it permitted new construction techniques (such as the lift-slab method) which reduced building and maintenance costs.

The five buildings in the Cherry Hill plan are: Administrative (three floors), Service Company Office (three floors), Home Instrument Office (two floors), Engineering (two floors), and Shop and Warehouse (one floor). These five units provide 325,000 square feet of space for 1,400 employees . . . roughly the equivalent of a conventional 35-story office building.

Four of the five buildings in the plan were built by the Youtz-Slick Lift-Slab method of construction. (This system provides for the casting of all floor and roof

slabs on the ground, stacked one on top of the other. Then each slab is, in turn, raised to its ultimate position by a set of hydraulic jacks mounted on top of each steel column).

Although quality materials were used throughout, improved construction techniques kept building costs at an amazingly low average of \$10.12 per square foot. The total project cost (including electrical system and air-conditioning, but excluding land) was only \$14.20 per square foot.

Following the erection of the roof and floor slabs, a vertical and horizontal stainless steel grid framing system was installed. Four by eight-foot pre-assembled and pre-finished "sandwich" panels were then inserted in this frame to form the outer walls of the buildings. The completed sandwich panels which form the major part of the front and rear wall areas are only 2½ inches thick.

A smooth porcelain enameled steel skin forms the interior of each panel. A two-inch thickness of Pittsburgh Corning's Foamglas cellular glass insulation is cemented to this interior panel. A small air space separates the Foamglas from the exterior surface of corrugated porcelain enameled steel. The exterior of the panels are enamel-



Enamelled steel wall panels were prefabricated for job. Here, Foamglas insulation is installed in panel at Beaver Falls, Pa.



Assembled panel is installed with suction device at job site. Prefabricated panels helped cut construction time and costs.

ed in a cheerful shade of yellow. The inner side of the panels, which form the interior office walls, are done in green, blue, grey, and terra cotta pastel colors.

Broad horizontal openings between these panels are glazed with 1/4-inch PPG Solex glass. The layout of the floors permits a maximum number of persons to occupy space near windows, giving them more natural light. Because of its special properties, Solex glass reduces the glare to assure the best working conditions; and also helps cut air conditioning costs.

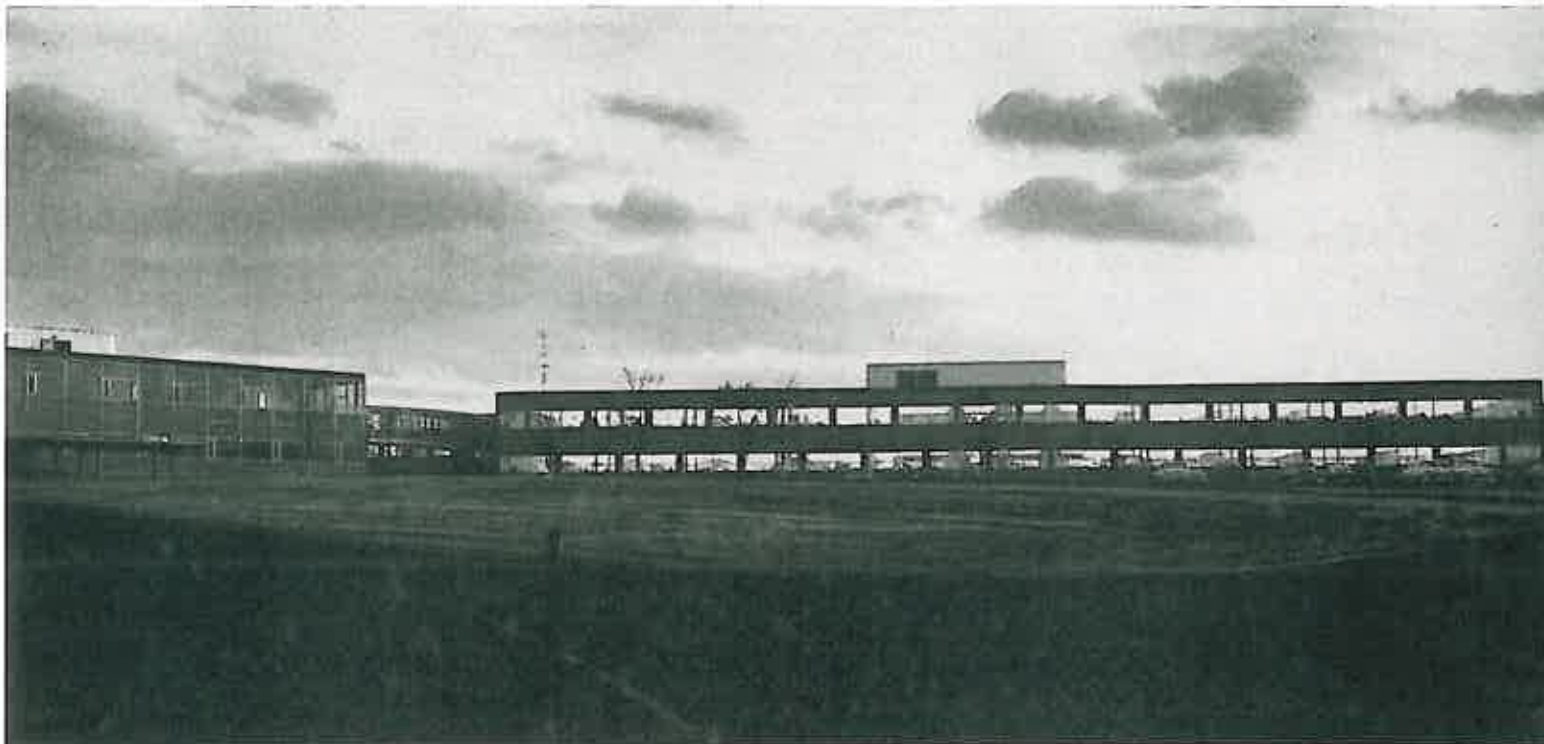
Work space is arranged to achieve a minimum of travel between floors and buildings. All offices in the plan are connected by a series of bridges and covered

walks. These various connecting links are enclosed with PPG glass to protect employees in bad weather. Fixed floor-to-ceiling partitions were virtually eliminated in all office areas to provide flexibility.

In addition to the materials previously mentioned, PPG also supplied polished plate glass, Solex Herculite doors, and copper back mirrors for the project. PC Foamglas was used to insulate the roofs of all buildings.

All *Pittsburgh* materials for the Cherry Hill buildings were supplied and installed by PPG's Philadelphia Branch under the direction of H. E. Zoll, Manager. Architectural details were handled by H. C. Kellogg, PPG Architectural Representative.

PPG



Twilight view shows the Administration Building (left) and Engineering Building. Latter is largest in five-building plan.

New landmark for a historic city skyline..



TEXACO OFFICE BUILDING

New Orleans Office of The Texas Company is glazed with 23,760 square feet of PPG glass

IN one line of a famous Texaco advertising jingle, service station attendants boast: "We're the men of Texaco we work from Maine to Mexico . . ." Actually, this is a rather modest declaration which tells only part of The Texas Company story. Texaco products are distributed through more than 2,000 bulk plants and are marketed through thousands of Texaco dealers in all 48 states and most foreign countries throughout the free world.

In order to keep this vast organization running smoothly, Texaco maintains regional administrative offices in key cities throughout the nation. Hub for Texaco's Louisiana and adjacent area operations is the New Orleans office. Employees of this office recently occupied new quarters in a handsome new 17-story building, erected on Canal Street in downtown New Orleans by The Texas Company.

This new landmark on the New Orleans skyline, which represents the combination of the finest and most up-to-date equipment, was designed by New Orleans

Architect Claude Hooton, Hasse Construction Company, also of New Orleans, served as General Contractor on the project.

With the exception of the first floor, penthouse, and a few other offices (rented to outside firms), all office space in the new building is occupied by Texaco Departments. The Production Department, occupying the seventh through the 15th floors, directs exploration, drilling, and producing of oil and gas in an area embracing part of east Texas and extending from Louisiana to the Atlantic seaboard.

The Sales Department, which occupies the second to the sixth floors, directs marketing in Louisiana and East Texas. The Legal Department, occupying the 16th floor, serves the Producing, Sales, Refining, and the Marine Departments and subsidiary companies of the organization.

Framework of the new building is all welded steel construction, mounted on a base plate supported by 246 concrete piles. Exterior walls of the building are a light

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←
New Texaco Office, located on the corner of Canal and Marais Street in downtown New Orleans, is an impressive addition to city skyline. The new 17-story building is glazed with 23,760 square feet of Pittsburgh glass.

→
PPG polished plate glass dividers, like the ones shown in this photo, are used extensively to separate various office areas in the building. These glass partitions permit visual control of a large area, yet still afford privacy by shutting out distracting noise from other offices.

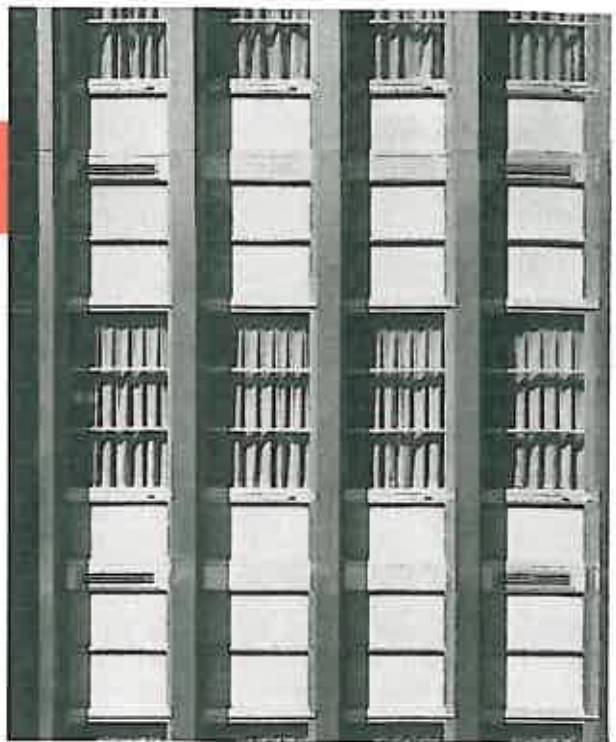


TEXACO OFFICE

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Private offices feature expansive window areas which admit ample natural light and permit view of city. Texaco Departments occupy most of the space in the new 17-story building.



In all, 5,280 lights of PPG glass were used in exterior glazing. Pivoted windows, which may be cleaned from inside, are clear glass. Spandrels are glazed with enameled Pennvernon.

weight skin, constructed of aluminum and glass. Pivoted windows, which may be cleaned from the inside, are glazed with PPG polished plate glass. Glass spandrel areas are glazed with specially enameled Pennvernon Window Glass. Vertical aluminum fins shade the windows from direct sun and bad weather. In all, 5,280 lights of PPG glass, totaling 23,760 square feet, were installed in the building.

The Canal Street entrance to the new building is equipped with Tubelite doors, flanked by large lights of PPG polished plate glass set in Pittco Deluxe metal. Inside the lobby, three passenger elevators provide service to all floors. Every office is air conditioned.

All *Pittsburgh* materials used in the new Texaco building were supplied and installed by PPG's New Orleans Branch under the direction of W. D. Snyder, Manager.
PPG

Floor-to-ceiling lights of PPG glass offer a view of city from penthouse occupied by New Orleans advertising agency.



New Orleans has built one of the finest institutions in the country for the rehabilitation of crippled children

Crippled Children's Hospital

"A Child is an angel dependent upon man!" This old French proverb inscribed near the entrance to Crippled Children's Hospital best describes the spirit behind the planning, design, and construction of this New Orleans institution. It is the first hospital in New Orleans devoted exclusively to the rehabilitation of the crippled child.

As such, Crippled Children's was more than just a project for young New Orleans Architect J. Buchanan

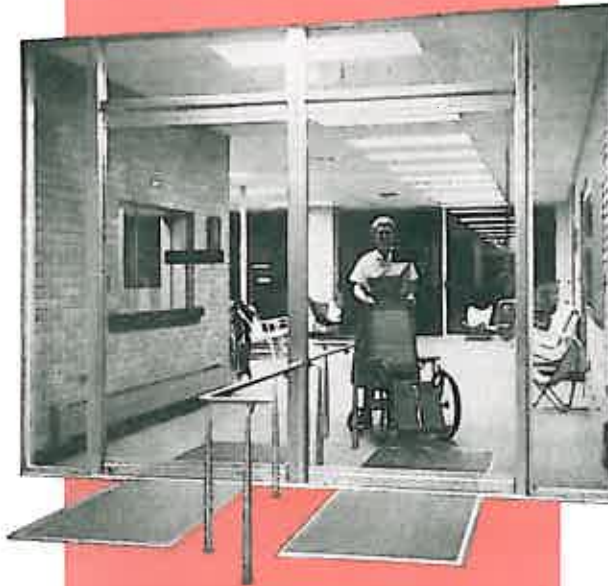
Blich . . . it was a humane dedication. In designing the new hospital, Mr. Blich, a member of the New Orleans Architectural firm of Ricciuti Associates, created every conceivable feature to provide for the safety, comfort, and speedy rehabilitation of a crippled child. J. A. Jones Company, Charlotte, N. C., handled the construction work.

Visitors to the hospital immediately see how this institution is tailored to the capacities of a crippled child.

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Modern Crippled Children's Hospital is first institution in New Orleans devoted solely to rehabilitating crippled children.

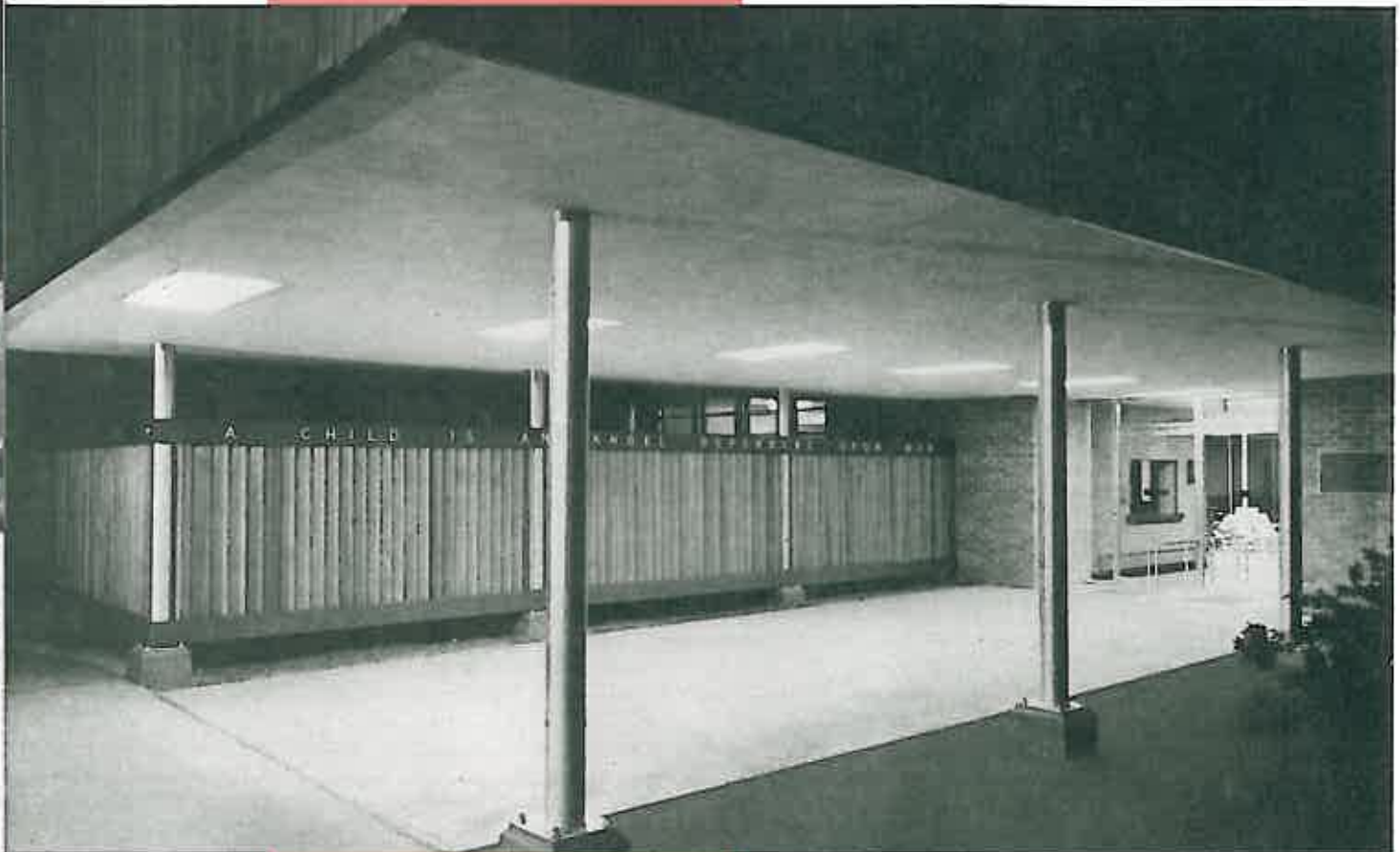


PPG's mat-operated Herculite doors were selected for main entrance because a conventional door would have been difficult for crippled child to operate. Doors provide easiest operation, maximum safety.

Crippled

The entrance, for instance, is equipped with mat-operated glass doors which swing open wide when anyone approaches the threshold. Obviously, a conventional door would have been difficult, if not impossible, for a crippled child to operate. PPG's mat-operated Herculite doors were selected to provide the easiest operation and maximum safety.

Inside the building, all corridors used by patients are finished with non-slip vinyl plastic carpeting. This carpet has a soft rubber cushion underneath which not only provides surer footing, but serves to cushion any falls. Hand rails in the corridor are set at a convenient height for crippled children, as are all fixtures in wash rooms.



Children's Hospital

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Many children will learn to walk for the first time in the hospital's therapeutic pool. Special non-slip tile with a high abrasive content is used in and around the pool to prevent falls. The bottom of the pool is terraced to three depths for different age groups and equipped with guide ropes. Water in the pool is heated to permit year-around use. A translucent plastic roof and sliding glass walls of PPG polished plate glass enclose the pool, giving it a cheerful outdoor atmosphere.

Since many crippled children are highly self-conscious, several patios, or inner courts, are provided. Here, the children may dine or play outdoors, yet still enjoy complete privacy. Sliding glass walls of PPG polished plate

glass provide access to these attractive outdoor patios.

A special classroom also is provided so that children may continue their studies. Chalkboards are adjustable to various heights and are recessed underneath so that a child may roll right up to the board in a wheelchair. Sliding glass doors, glazed with PPG polished plate glass, form the exterior classroom wall.

Inpatient children who are confined to the hospital live in a 50-bed wing of the building known as, the "cottages." This section is subdivided into eight "cottages" of six beds each, plus two isolation rooms. In this system, children are housed in small family-like groups rather than in a huge ward. Here, as in other sections,

continued on next page



Cheerful waiting room for visitors features sliding glass doors, glazed with PPG polished plate glass, which open onto patio.

Crippled Children's Hospital



Colorful classroom features an "open" PPG glass wall treatment and chalkboards which may be adjusted to wheelchair height.

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sliding glass doors of PPG polished plate glass form the outside wall of the "cottages." According to experts, this glass wall offers many psychological benefits.

All cottages are equipped with indirect lighting and radiant heating. Beside each bed is a built-in patient unit. It contains a book shelf, chalk board, writing board, clothes and brace storage, and a nurse call and intercommunication system. All these units are easy to reach from the specially designed, adjustable youth bed.

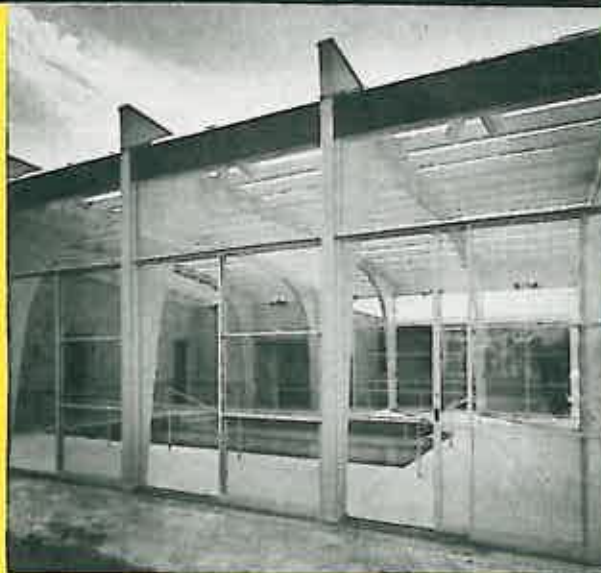
In addition to its many special facilities, Crippled Children's Hospital boasts an air-conditioned out-pa-

tient department with nine examination rooms; X-ray room; physical therapy and hydrotherapy departments; a lecture and assembly room; training division; music room; library; day rooms; nurses' quarters; and an attractive lobby and waiting room for visitors.

All *Pittsburgh* materials in Crippled Children's Hospital, including PPG polished plate glass, Pittco Deluxe metal, Herculite and Tubelite doors, Solex glass, and copper back mirrors, were supplied and installed by PPG's New Orleans Branch under the direction of W. D. Snyder, Manager.



Exercise room is provided where children use special equipment to strengthen crippled limbs. The non-slip vinyl floor is marked off in sections for games, races, training events.



Many children will learn to walk for the first time in this therapeutic pool. Sliding glass walls of PPG polished plate glass give therapeutic pool cheerful "outdoor" atmosphere.



Sliding glass wall treatment, repeated throughout the building, provides pleasant dining area. Sliding glass doors open onto a patio where children dine outdoors in good weather.



Inpatient section of the hospital is divided into eight rooms, like the one shown, known as "cottages." Sliding glass doors, which form the outside wall, open onto a screened-in porch.



South elevation features hospital's "cottage" units. Sliding glass doors behind screened porches can be opened for fresh air.

**New government building
in Mexico City is the latest
addition to an impressive
list of architectural suc-
cesses south of the border**

Mexican Triumph

SEVERAL years ago a spectacular new building like the Ministry of Communications and Public Works in Mexico City, would have startled the architectural world. Today, it is merely the latest addition to an im-

pressive list of architectural triumphs south of the border.

With its ancient Aztec symbols and ultra-modern design, this new Mexican government building greatly resembles University City . . . the futuristic Mexican



This ultra-modern apartment project, built to house employees of the Ministry of Communications and Public Works, provides excellent accommodations for leisure, as well as working hours. PPG paints, polished plate glass, and Pittco members were used in the new building.



college campus completed in 1954. This is understandable, since the new building was constructed under the direction of the Minister of Public Works, Architect Carlos Lazo. Mr. Lazo, Mexico's foremost Architect, also was in charge of construction at University City. Architects who designed the new government building were Raul Cacho and Augusto Perez Palacios.

This ultra-modern new building is ten stories high, slab-like in design, and constructed in the shape of a T. The exterior of the building is glazed entirely with PPG 1/4-inch Solex and Twindow Units. Glass partitions, used extensively to separate interior office areas in the build-

ing, are glazed with Pennvernon heavy sheet glass.

Both the colorful exterior and interior of the new building are finished in *Pittsburgh* paints manufactured by Pinturas Pittsburgh de Mexico. A nearby apartment project, built to house employees of the Ministry of Communications and Public Works, also features *Pittsburgh* paints, PPG polished plate glass, and Pittco members throughout.

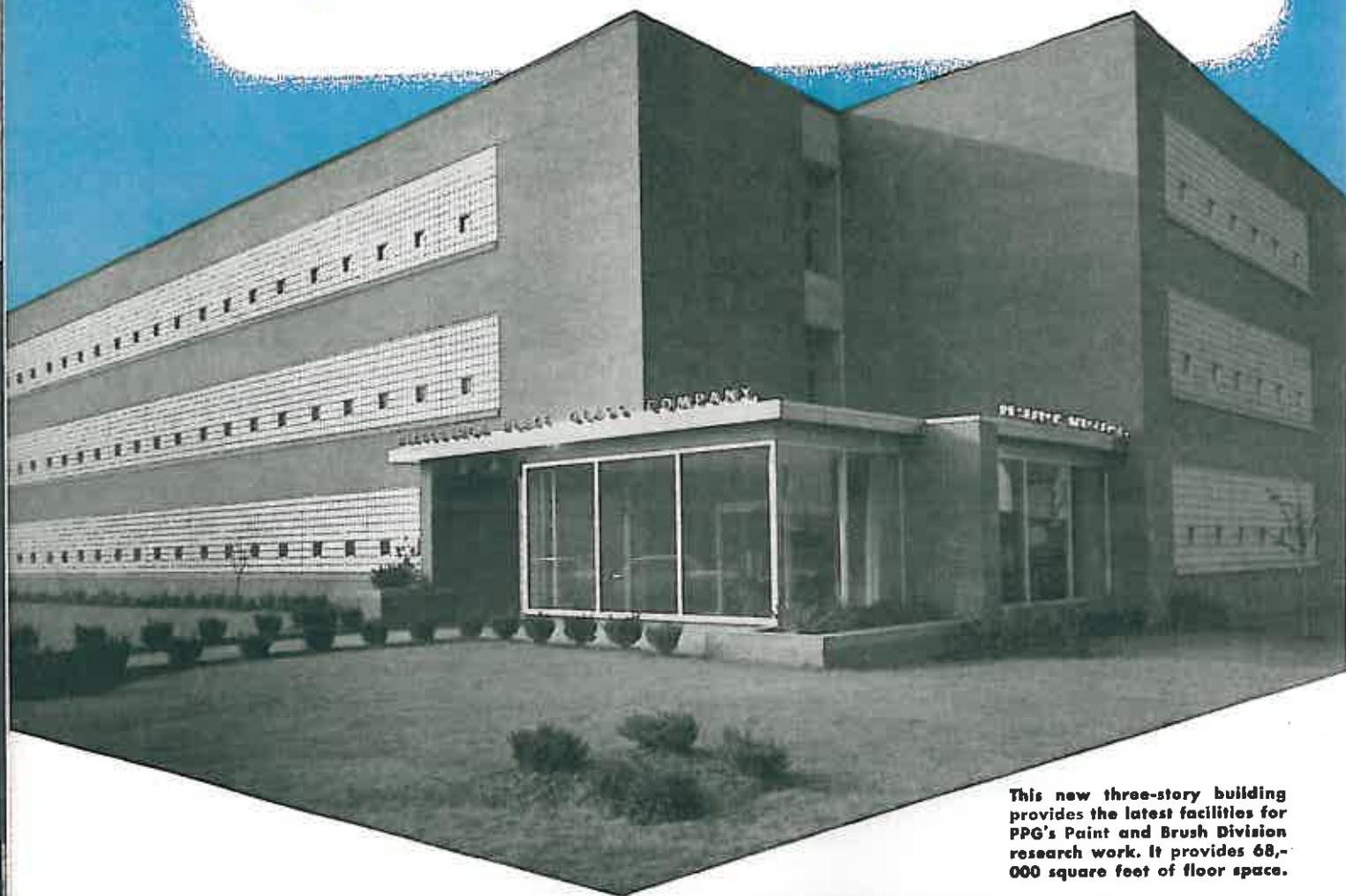
PPG contracts for the new building were secured by Ernesto J. Aguilar, Pittsburgh's General Representative in Mexico. Export details were handled by John H. Henshaw, PPG's General Export Manager. PPG



PPG 1/4-Inch Solex and Twindow Units were used in all exterior glazing to help offset heat from the semi-tropical Mexican sun.

Home of . . .

Tomorrow's Products



This new three-story building provides the latest facilities for PPG's Paint and Brush Division research work. It provides 68,000 square feet of floor space.



20

Lobby of the new Paint and Brush Division Research Center provides an attractive waiting room for visitors. Exterior walls of lobby feature large floor-to-ceiling lights of PPG polished plate glass. Entrance features PPG Herculite doors.



Dr. H. L. Gerhart (above) is Director of Research for the Paint and Brush Division. He is assisted at the Center by Dr. S. W. Gloyer, Assistant Director, Paint Research and Development, and Dr. W. W. Moffatt, Technical Director, Selectron Resins.

FIFTY years ago research scientists generally were regarded as dreamers. When the Wright Brothers announced that man could fly, millions of skeptics laughed.

Today, there are only a few skeptics left. Now, the public generally feels that nothing is impossible . . . surprising, perhaps, but not impossible. And why not? In the past two decades they have seen A-bombs, H-bombs, an atomic submarine, and television perfected. And scientists claim we will see man-made satellites and trips to outer space in our lifetime . . . all the amaz-

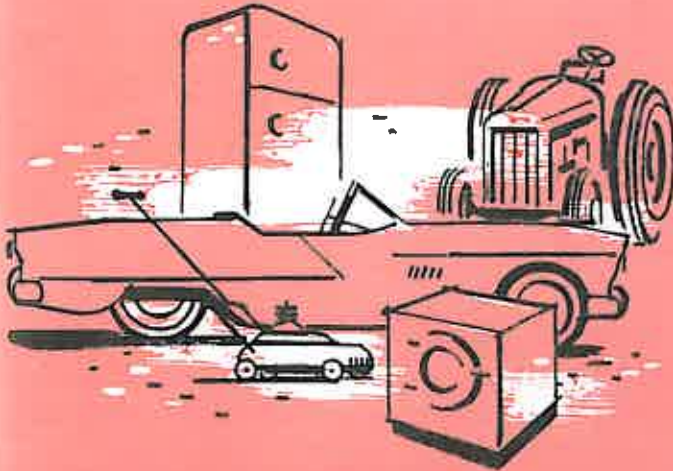
ing products of modern day scientific research.

No one is more aware of the important role research plays in the modern world than PPG. Hundreds of PPG scientists, working in laboratories throughout the country, constantly search for new and improved products. Although it's unlikely that these men will discover anything as spectacular as an A-bomb, they are certain to come up with new and better products for builders, painters, industrial firms, and the average citizen.

This desire to create better products for customers is

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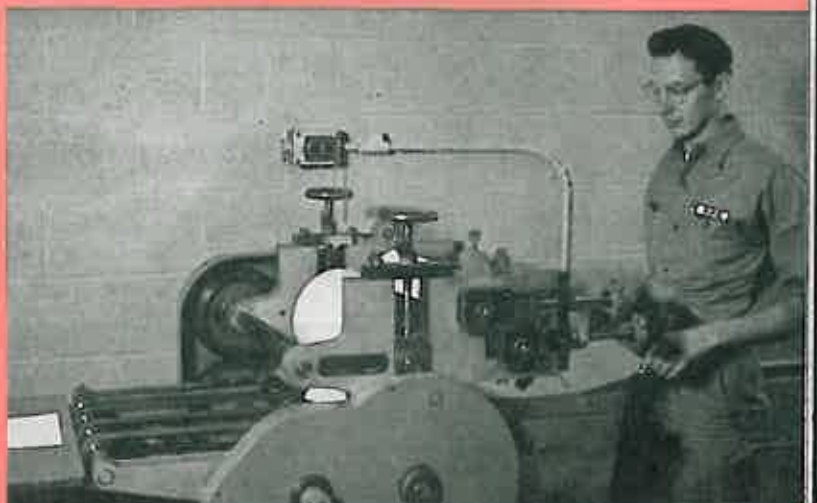
Better paints and coatings



Fundamental work on new coatings is conducted in this section of the new Center. Here, a research worker examines a new polymer which is being processed. If it proves successful, the worker will send this polymer to the Applied Coatings Section where best commercial applications are developed.



All types of special finishes are baked in this gas-fired oven which simulates actual application conditions. PPG scientists constantly work to develop better finishes for: automobiles, refrigerators, air-conditioners, ships, many other products.



This worker in the Container Coatings Section is applying a special coating onto tin plate. In this section, special finishes for all types of containers are developed. (PPG finishes are used on meat, beverage, tobacco, vegetable, etc., cans.)

Home of Tomorrow's Products

evident in the new Paint and Brush Division Research Center opened recently in Springdale, Pa. This new building, with facilities second to none in its field, serves as headquarters in the search for new paints, coatings, and plastics. (The vital functions of Product Development, Quality Control, and Technical Service to customers are carried out in the Technical Laboratories at 15 of the Division's manufacturing plants.)

Two major types of research work are conducted in this new Center . . . Basic and Applied. In the Basic Research Section, scientists deal mainly with the unknown, sailing uncharted waters in quest of a new "discovery." As one scientist described it, this is the home of the "planned accident."

In direct contrast, men in the Applied Research Section deal with known factors, attempting to combine them into a new or improved product. The Applied Research Section also performs another valuable function. In conjunction with the Product Development Depart-

ment, it attempts to solve specific problems for customers. By modifying or improving existing products, this Section develops a material suited to the specific needs of an individual customer.

Research work at the new Center is conducted in two major fields: (1) paints or coatings, and (2) plastics. In the various sections, scientists are working to develop new paints or coatings for: homes and buildings, automobiles, refrigerators, air-conditioners, ships, industrial machinery, farm equipment, and a host of other products. Or they may be attempting to develop new plastics for use in such items as boat hulls, fishing rods, auto bodies, lawn furniture, awnings, etc.

In the past, research activities of the Paint and Brush Division led to such *Pittsburgh* firsts as: the Maestro Colors System, the principles of Color Dynamics, Fume-resistant Sun-Proof paint, Selectron plastic, DRE automobile enamel, the synthetic Neoceta brush bristle, "Vitolized Oils," and the process of "Molecular Selection."

Improved Plastics



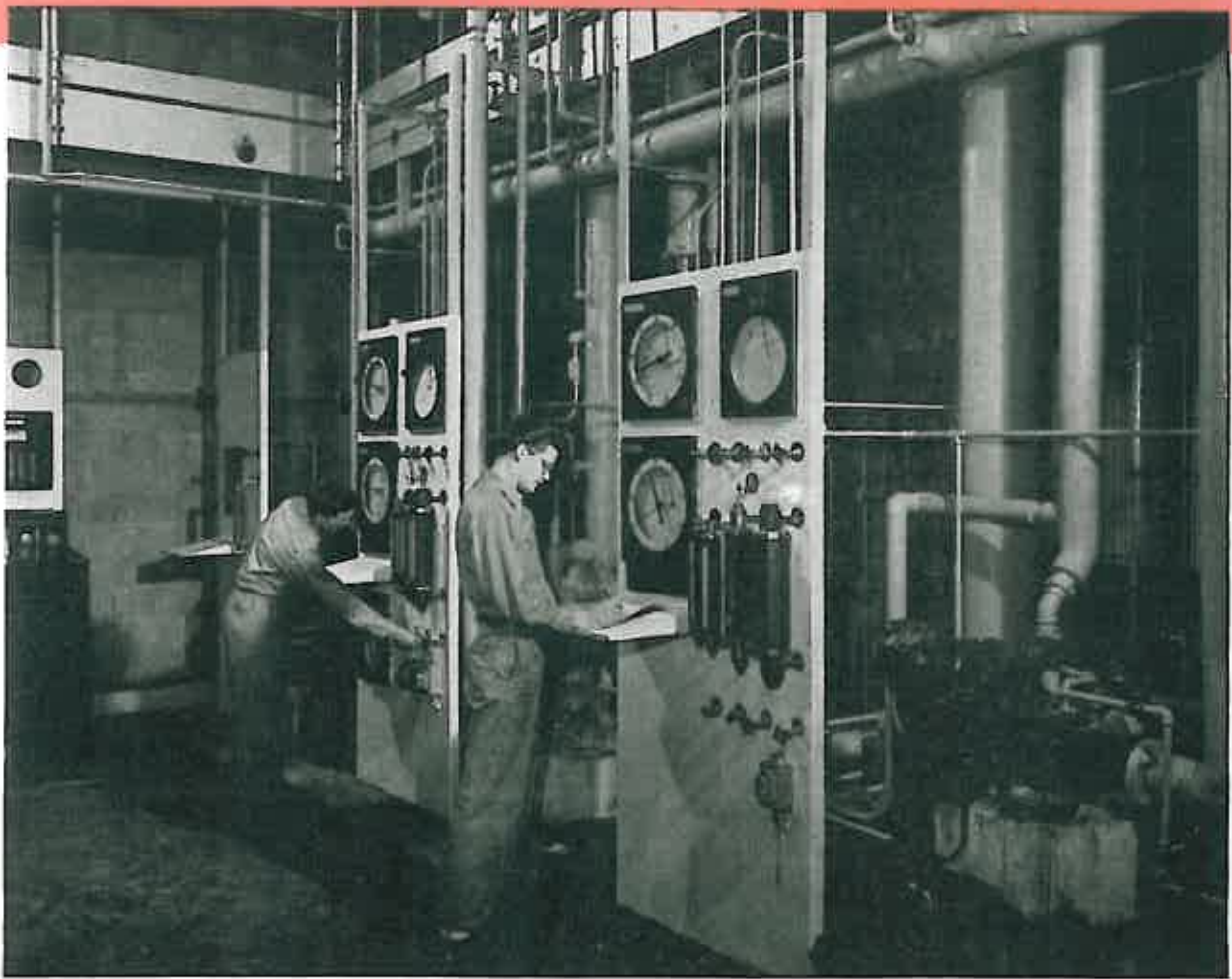
Many workers devote time to Research and Development work with plastics. In this laboratory, a chemist and two assistants are working to produce mixtures which will form better foams. PPD was responsible for Selectron Plastic.

This chemist, conducting research work on plastics, works in a hood which draws off toxic gases. Here, a sample of flexible Selectronam is being made. PPD research has helped lead to: plastic lawn furniture, boat hulls, fishing rods, etc.

**Better
paint
brushes**



One section of the new Research Center is devoted to the development of better brushes. Here, an assistant adjusts a fixture on the fiber drawing machine used in making synthetic brushes. PPG research was responsible for development of synthetic Neoceta bristle.



Engineers in the Development Laboratory have all the equipment necessary to manufacture resins and vehicles in small

quantity. In this pilot plant, engineers make cost analyses and find new and better ways to manufacture materials.



Architectural
Front

Architects presented Glass
Plaque Award for design
of new branch office of the
Western Saving Fund So-
ciety in Philadelphia, Pa.



→
Glass Plaque Award is presented to W. H. Livingston (center), of Harbeson, Hough, Livingston & Larson, by PPG Architectural Representative H. C. Kellogg. Looking on, from left, are: Robert S. Hutchins, Lawrence Anderson, Alexander Cochran, judges; Mr. Livingston and Mr. Kellogg; John Harbeson, president, Philadelphia Chapter, AIA; W. Pope Barney, Chairman of the Glass Plaque Awards Committee.



←
AT the annual dinner meeting of the Philadelphia, Pa., chapter of the American Institute of Architects held last spring the architectural firm of Harbeson, Hough, Livingston & Larson received the Glass Plaque award for 1955.

This award is presented annually to the architect or architectural firm who has used glass in the most interesting and unique fashion in building construction. Presentation of the Glass Plaque Award was made by H. C. Kellogg, PPG Architectural Representative.

Judges for the award were: Robert S. Hutchins, of the New York firm of Moore & Hutchins; Lawrence Anderson, of Massachusetts Institute of Technology;

and Alexander S. Cochran, of Baltimore, Md.

Harbeson, Hough, Livingston & Larson were presented the Glass Plaque Award for the design of the Sixty-ninth Street branch office of the Western Saving Fund Society. The firm of John P. Hallahan, Inc., served as General Contractors on the project.

This handsome new branch office features a two-story high glass front and glass-enclosed vestibule.

Large lights of PPG polished plate glass, set in special Pittco Deluxe members, form the fascia of the building. Double sets of Tubelite doors, which open into a glass-enclosed vestibule, form the 69th Street entrance to the building. **PPG**

← **Attractive styling and interesting use of glass is evident in this interior view of award-winning saving fund branch office.**



← **Two-story high glass front of PPG polished plate glass is a dramatic feature of Western Saving Fund Society's Philadelphia branch office. It was judged the most interesting application of glass in 1955.**

KING-SIZED OVEN

New PC Duraface Foamglas is used to insulate drying room of New Jersey pharmaceutical firm



ORDINARILY, you associate ovens with "the cakes like mother used to bake." However, Schering Corporation, a New Jersey pharmaceutical firm, recently installed an "oven" which is larger than mother's entire kitchen.

This Schering "oven" is used for drying and hardening the coatings on prescription tablets. It is an insulated room 15 feet by 18 feet. Schering engineers used a new Pittsburgh Corning Corporation material, Duraface Foamglas, to insulate this drying room against heat loss, contamination and moisture. Duraface Foamglas is a cellular glass insulating material similar in insulating qualities to the regular dark-colored Foamglas. However, it differs from Foamglas in one major respect. It has a dense hard white crust three-fourths of an inch thick on the surface.

In addition to its excellent insulation qualities, Duraface Foamglas offered two other important advantages in the Schering installation. Because of the hard white surface, a completely insulated and surface-finished wall was erected in one operation. No plaster or similar surfacing material had to be applied to the interior walls. Also, Duraface Foamglas walls are easy to wash down. This was an important consideration in the pharmaceutical business where sanitation is essential. PPG



Schering Corporation, New Jersey pharmaceutical firm, uses this insulated room to dry coatings on prescription tablets. Coatings are dried overnight at 150 degree temperatures in this room walled with PC's new Duraface Foamglas.

Dual-purpose Duraface Foamglas blocks are manufactured by integrally-fusing the dense face with regular Foamglas. This, according to PC engineers, eliminates any possibility of the surface peeling or cracking off. Also, it is easy to wash.



26

With Duraface Foamglas, a wall completely insulated and surface-finished can be erected in one operation. No plaster or similar surfacing need be applied to insulation, since hard white surface of Duraface Foamglas serves as interior wall.



"Mr. Outside"

PPG Cementhide Paint



Actual applications, like the one at the Hollywood Bowl, testify to the beauty, durability, and performance of Pittsburgh's masonry paints

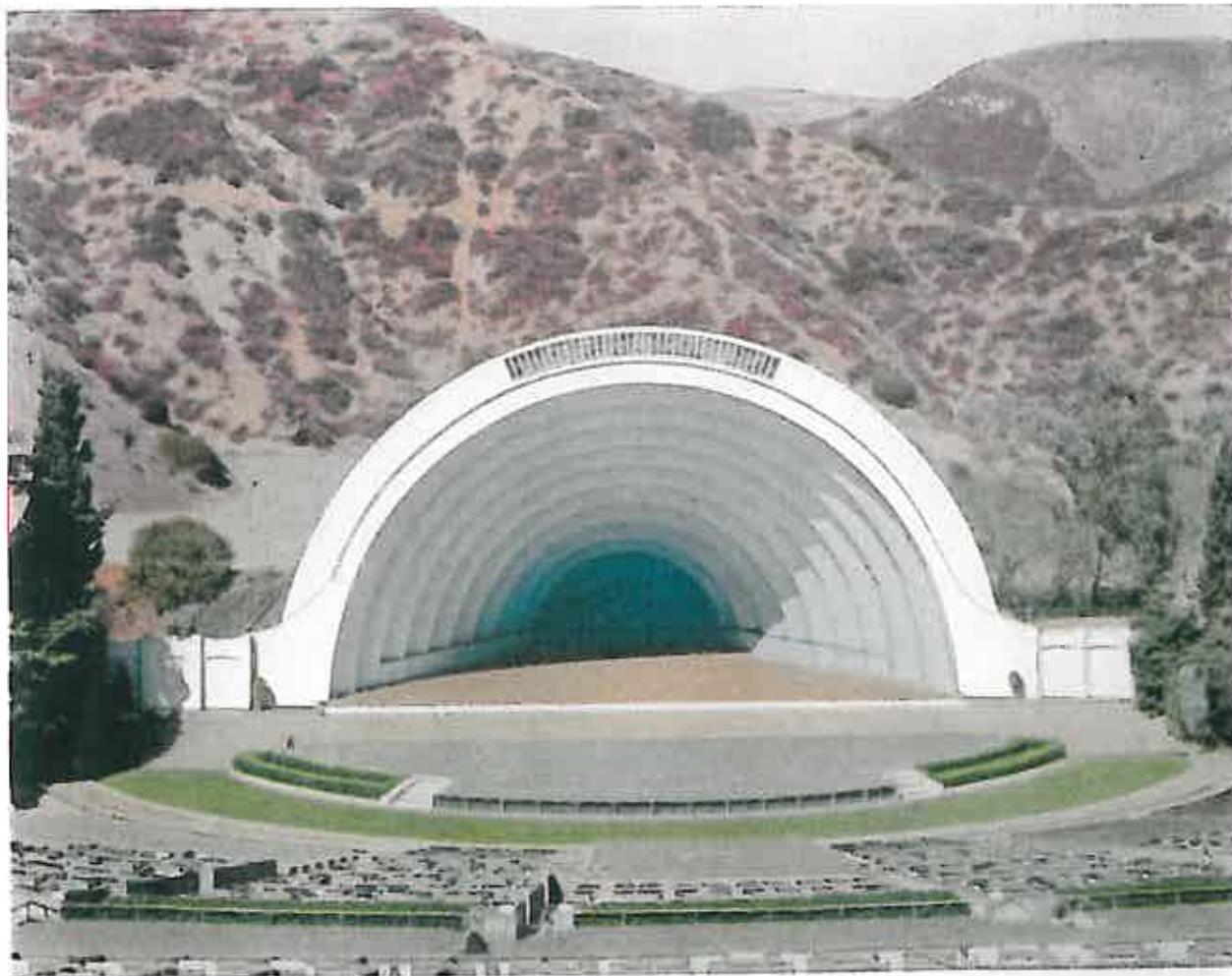
PROOF of the pudding is in the tasting." Nearly everyone is familiar with this adage. It's just a popular way of saying that final results are what count. This is just as true with paint as it is with pudding.

Actual applications provide the only true yardstick for measuring the performance of masonry paints. Significantly, PPG Cementhide paints are selected consistently for all types of exterior masonry work throughout the country . . . both by the large contractor and the

home handyman. (See illustrations on these pages.)

Large contractors . . . men who work with paint practically every day . . . obviously had good reasons for selecting PPG Cementhide paints for these five important jobs. Ease of application, hiding power, and durability (or performance) are three important considerations. Cementhide Rubberized Masonry Paint is a modern polyvinyl emulsion type coating. As such, it is easy to apply with brush, roller, or spray; and painting tools

continued on next page



World-famous Hollywood Bowl is decorated with PPG Cementhide paint applied by Earl G. Corliss & Sons, Los Angeles.

"Mr. Outside"

PPG Cementhide Paint



continued from page 27

can be cleaned quite easily with soap and water.

Durability is another important reason for selecting Cementhide Rubberized paint. Its special characteristics help prevent "blistering" or "burning" . . . two common causes of failure in many exterior masonry paints. A special "breathing" type film in Cementhide Rubberized paint prevents blistering. With this film, water cannot enter from the outside, but water trapped behind

the film can escape as vapor. And since colors are alkali-resistant, they will not "burn out." This durable surface also permits stains to be washed off with a hose.

Versatile Cementhide Rubberized may be applied to concrete, brick, stucco, cement-asbestos siding and shingles, and cement block. And it is now available in a wide range of more than 100 colors in the new Maestro Colors System.



Attractive color styling of this home in Miami, Fla., was obtained with Sun Ray and Coral shades of Cementhide Rubberized.

PPG Cementhide Rubberized paints (now available in over 100 colors) were used to decorate Crescent Drive-In, Nashville, Tenn.



**Pioneer Homes, Inc.,
owned by Samuel
Guido, recently styl-
ed exteriors in an El
Paso, Texas, housing
project with PPG
Cementide Paint.**



Pomeroy Painting Co. applied Cementide paints to Grosvenor House in Seattle. No primer and only one coat of brown needed.



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the
difference

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THE Lebanon Steel Foundry is still operated by the two men who founded it 43 years ago. Yet they are quick to adopt the newest and best production methods, anxious to keep the company young in spirit, modern in appearance.

The new office building shown here proves this.

A 2-story panel of PC Glass Blocks acts as a backdrop for the striking lobby entrance. 12-inch decorative blocks are surrounded with 6-inch blocks. The result is an interesting pattern and texture, a softly glowing wall of light to accent this handsome building.

PC Glass Blocks are literally a "raw material" in the hands of the architect. When used with skill, they combine good taste with breathtaking appearance. Structurally, PC Glass Blocks are a proven product—and your imagination is the only limit to their usefulness.



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improves productive
efficiency as operators
are helped to see
their work better

CF&I

Properly engineered colors reduce eye fatigue and cut down accidents in Mt. Wolf Plant of the American Wire Fabrics Corp.

A **NOTHER** impressive example how Pittsburgh COLOR DYNAMICS improves productive efficiency and reduces danger of time-loss accidents by lessening eye fatigue among employees is the Mt. Wolf, Pennsylvania, plant of the American Wire Fabrics Corporation.

This plant, a subsidiary of The Colorado Fuel and Iron Corporation, one of the nation's leading steel producers and fabricators, manufactures insect wire screening and industrial cloth.

The benefits which derive from the COLOR DYNAMICS system of painting are best expressed in this comment of B. L. Weaver, American Wire Fabrics Corporation executive vice president:

"By the use of focal colors on working parts of our machines in con-

trast to eye-rest colors on stationary parts, operators see their work better. This reduces eye strain considerably. As eye strain is one of the chief causes of physical fatigue, we have found that both the quantity and quality of production are improved. Safety colors on hazard areas reduce danger of accidents.

"The clean, well-ordered appearance of our work areas maintains high morale among our employees and a friendly relationship between working force and management. It also makes our operators take pride in their environment. They help to keep their surroundings clean, simplifying housekeeping.

"We regard these benefits as a highly satisfactory plus, as painting the COLOR DYNAMICS way has cost us no more than conventional maintenance painting."

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system simply and easily. Better still, call your nearest Pittsburgh Plate Glass Company branch and ask to have a representative give you a detailed engineered color study of your plant, without cost or obligation. Or mail coupon at right.

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