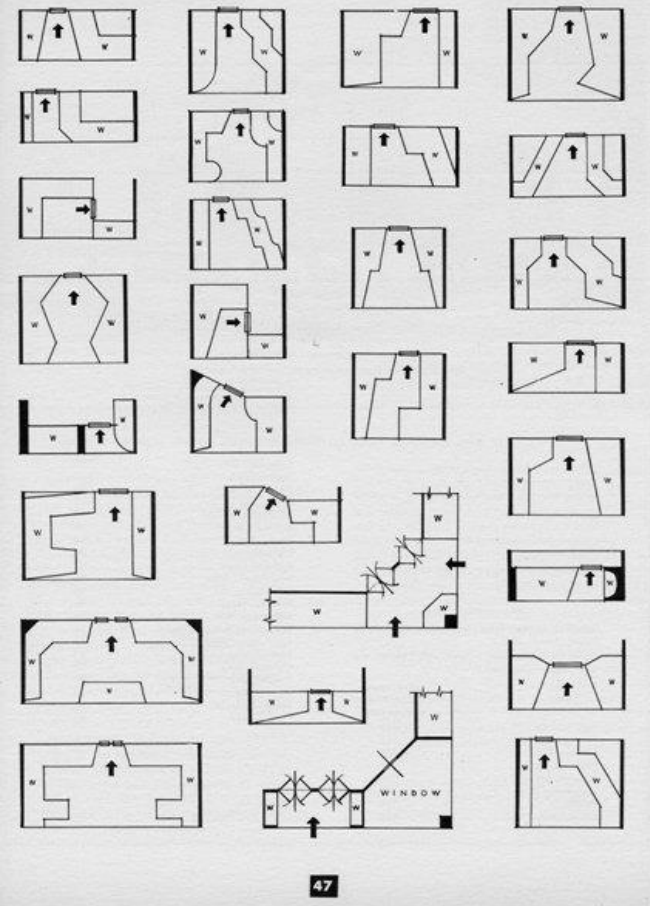


SHOW WINDOW AND ENTRANCE PLANS



MID CENTURY STOREFRONTS

The Main Street of Tomorrow: 1930 to 1970

Michael Houser
State Architectural Historian

May 2013

20TH
CENTURY
STOREFRONTS

Colfax

20TH
CENTURY
STOREFRONTS



52

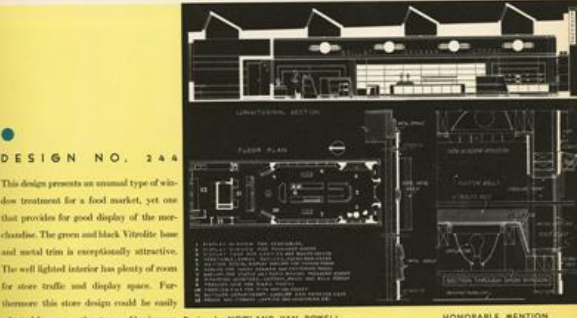
DESIGNS TO MODERNIZE MAIN STREET

with

GLASS



LIBBEY · OWENS · FORD GLASS COMPANY · TOLEDO, OHIO ·



DESIGN NO. 244

This design presents an unusual type of window treatment for a food market, yet one that provides for good display of the merchandise. The green and black Vitrolite base and metal trim is exceptionally attractive. The well lighted interior has plenty of room for store traffic and display space. Furthermore this store design could be easily adapted for many other types of businesses. Design by NOWLAND VAN POWELL

HONORABLE MENTION

"Modernize Main Street" is the name of an interesting competition for architects and designers throughout the United States, and considered by many in the building trades industry as one of the most comprehensive moves yet started in cooperation with the Federal Housing Administration's reemployment program. Falling on the observance of National Better Housing Day, the competition gains added significance from its close tie-in with ground-breaking programs planned for all over the country.

The problem consists of designing a modernized front and interior for existing buildings of four types familiar to Main Street of every city, town, village and community. They are the food store, drug store, apparel shop and automotive sales and service station.

Seattle Times: June 10, 1935

ANNOUNCEMENT of winners "MODERNIZE MAIN STREET" Competition

HONORABLE MENTIONS

● 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 Fourniboux, New York City; Albert Kahn, Detroit; William Lescage, New York City; John W. Root, Chicago; F. R. Walker, Cleveland and Kenneth C. Wylie, 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. Ripstone, Satecood, New York City, \$1,000 for the best design for modernizing a drug store.
 To Suren Pflanz and Maurice Lubin, New York City, \$1,000 for the best design for modernizing an apparel shop.
 To G. Foster Hazell, Junior, New York City, \$1,000 for the best design for modernizing a food store.
 To Alfred Claus, Knoxville, Tennessee, \$1,000 for the best design for modernizing an automotive sales and service station.

SECOND AND THIRD PRIZES
 To G. Foster Hazell, Junior, New York City, \$750 and to Nicholas B. VanHille, New York City, \$500, for the second and third best design, respectively, for modernizing a drug store.
 To Lester Gahn, Chicago, \$750, and to Rosal L. Dahner and Harry J. Trivisonno, New York City, \$500, for the same awards for modernizing an apparel shop.
 To A. Waskoff and S. T. Katz, Brooklyn, \$750, and to J. R. Spradley, Seattle, Washington, \$500, for the same awards for modernizing a food store.
 To Susan Pflanz 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.

The uniformly high quality of the designs submitted was most gratifying to the sponsor, the Jury, and to the Architectural Record, which conducted the competition. The widespread interest shown was considered particularly gratifying. For its part, the Record has endeavored to give the winners and our extended list of honorable mention competitors the most equitable notice possible. The winning designs are reproduced in the October edition. The award will be retained for general public use should the designs be reproduced. Checks have been mailed to all winners.

LIBBEY · OWENS · FORD GLASS COMPANY, TOLEDO, OHIO



Seattle Times: October 14, 1937



Aberdeen



Seattle



Seattle Times: December 20, 1936

FLAT GLASS

20TH
CENTURY
STOREFRONTS

FLAT GLASS

20TH CENTURY STOREFRONTS

The truly MODERN EXTERIOR expressed in Modern VITROLITE



and Co. 1925-1926. Petrolium Corp. Service Station No. 1, Dayton, Ohio, Donald McCormick, Arch't, Tulsa, Okla.

WHAT is more modern or more characteristic of this age than the filling station? With this thought in mind, Architect McCormick has taken a big step forward. Using modern materials—Vitrolite and Aluminum—he has made a filling station that is modern and looks modern. It actually harmonizes with the automobile it serves. This is an epochal development. A great, modern institution, the Mid-Continent Petroleum Corporation, serving modern needs has faced this problem honestly and the result speaks for itself.

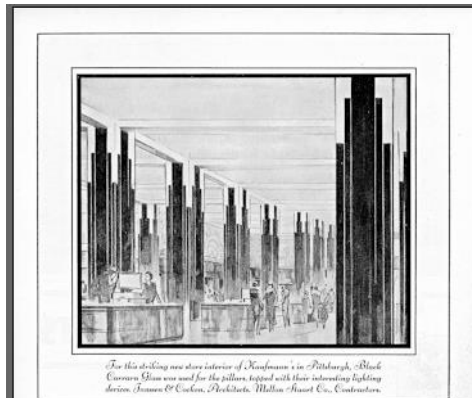
Black and every Vitrolite forms most of the facing, but in the signs made of separate pieces of Vitrolite, additional colors are used.

Architects all over the country are turning to Vitrolite for the modern exterior. Whether for a store front, a modern home, or the entire facing of the highest skyscraper, Vitrolite is entirely practical and appropriate thru the development of new construction methods.

For further information, call on the Vitrolite representative in your city or write to us directly at the address given below.

VITROLITE

THE VITROLITE COMPANY
120 S. LA SALLE ST., ROOM 1105, CHICAGO, ILL., Factory: PARKERSBURG, W. VA.
REPRESENTATIVES IN ALL PRINCIPAL CITIES IN U. S. AND CANADA



PILLARS OF POLISHED BLACK

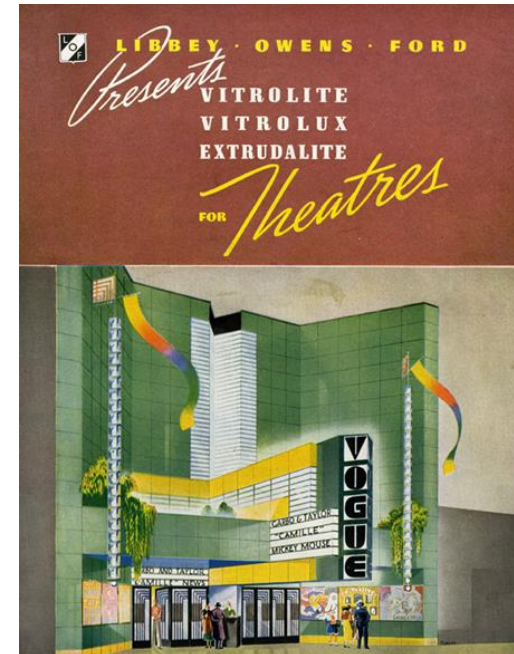
Sheer columns, gleaming black, rising straight from floor to the ceiling—what an accent of modern beauty they create in today's interiors—whether store, hotel, theatre, restaurant or residence!

And this beauty, when secured by the use of Carrara Glass, is permanent. Carrara is easy to handle, easy to keep clean and bright. Its non-porous surface does not stain or lose its polish.

The vogue for black to decoration brings constant need of just such a material as Black Carrara. Let our Architectural Representative give you the complete story of its possibilities and answer any questions you may have.

PITTSBURGH PLATE GLASS COMPANY, PITTSBURGH, PA.


CARRARA
Polished Structural Glass




FLAT GLASS

DID THE JOB

BEFORE REMODELING



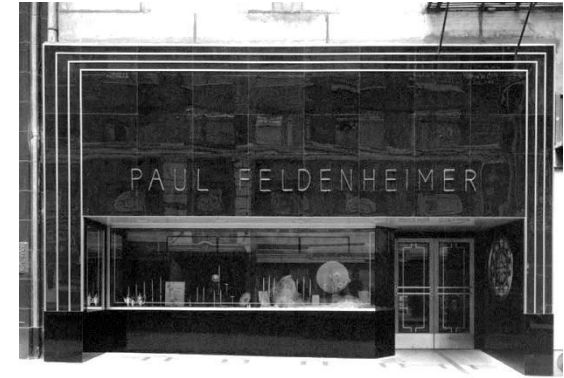
THEN VITROLITE!



VITROLITE - STORE FRONTS AND BUILDING EXTERIORS



Vancouver



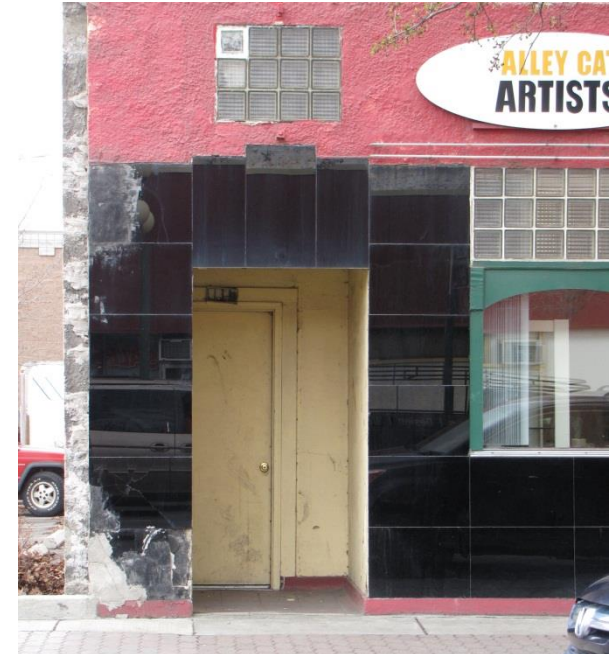
Portland



Aberdeen



Ellensburg



FLAT GLASS



Enumclaw



Spokane



Centralia



Olympia



Hoquiam

CHICAGO FAIR

20TH
CENTURY
STOREFRONTS



NEW BILL OPENS WAY TO BUILDERS

By increasing capitalization of the Home Owners' Loan corporation, President Roosevelt opened the way for improvement of many structures here other than homes. Bruce A. Wilson, deputy administrator for the federal housing administration at San Francisco, revealed before leaving the city Tuesday night.

"When the president signed the bill extending the national housing act's title one section to \$50,000 from its \$2000 limit, he allows lending institutions to grant loans for modernizing and repairing business structures, apartments, hotels, factories and other commercial properties under the better housing program throughout the United States," Mr. Wilson said.

"There will now develop an active campaign known as 'Modernizing Main Street,' with a view toward improving business property," he continued. "The better housing program, already a decided success in Spokane and eastern Washington, is expected to be materially stimulated through this new provision."

Spokane Daily Chronicle:
May 29, 1935



Colfax



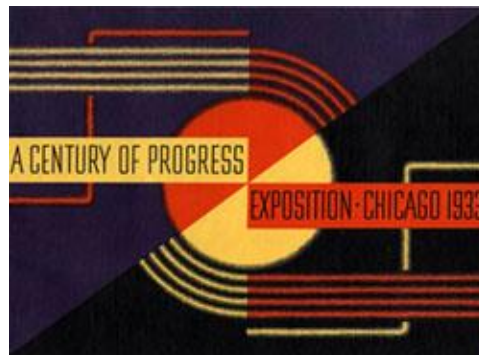
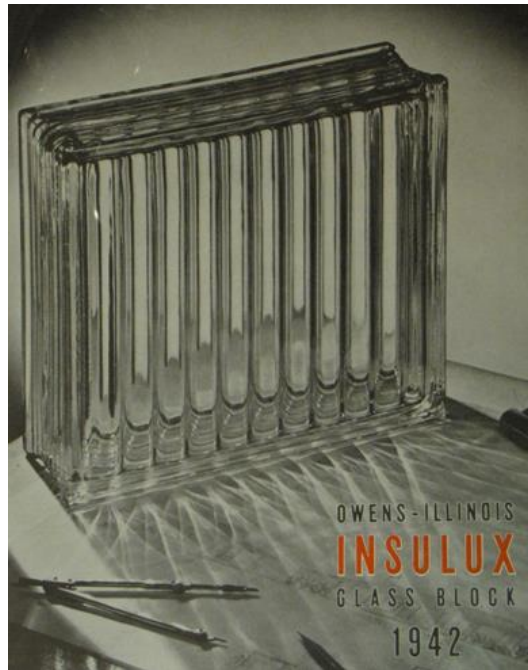
Walla Walla

GLASS BLOCK

20TH
CENTURY
STOREFRONTS

GLASS BLOCK

20TH
CENTURY
STOREFRONTS



GLASS BLOCK

20TH
CENTURY
STOREFRONTS



Colville



Ellensburg



Centralia

GLASS BLOCKS

PC CORNING **GLASS BLOCKS**
standard patterns

ARGUS



Smooth outside faces, interior flutes, identical and assembled at right angles. A conventional pattern designed for general use, both decorative and utilitarian. May be laid with flutes vertical or horizontal on room side with equally pleasing and efficient results. When used in combination with corner or radial blocks, if pattern match is desired, the standard blocks must be laid with flutes horizontal on room side. High light transmission with good light diffusion. (Argus Parallel Flutes will be supplied, when specified, in 5 1/2", 7 1/2", and 11 1/2" square blocks only.)

Supplied in: 5 1/2", 7 1/2", 11 1/2" Square Blocks
5 1/2", 7 1/2" Corner Blocks
7 1/2" Radial Blocks

DECORA



Smooth outside faces, asymmetric design on both interior faces. A decorative pattern ideally suited to harmonize with both modern and conventional design. May be laid without regard to pattern. High light transmission with irregular diffusion and high translucency.

Supplied in: 5 1/2", 7 1/2", 11 1/2" Square Blocks
5 1/2", 7 1/2" Corner Blocks
7 1/2" Radial Blocks

BRUD



Narrow vertical flutes and etched border on both outside faces, horizontal flutes on both inside faces.

Supplied in: 7 1/2" Square Blocks
7 1/2" Corner Blocks
7 1/2" Radial Blocks

ESSEX



Horizontal spreading flutes and lightly etched borders on both exterior faces, vertical prints on both interior faces. Specially designed for low light transmission. For use below eye level in panels containing Privacy Light-Directing Blocks and on elevations subjected to severe exposure to direct sunlight where Privacy Light-Directing Blocks are not adaptable. Must be laid with exterior flutes horizontal.

Supplied in: 7 1/2" Square Blocks only.

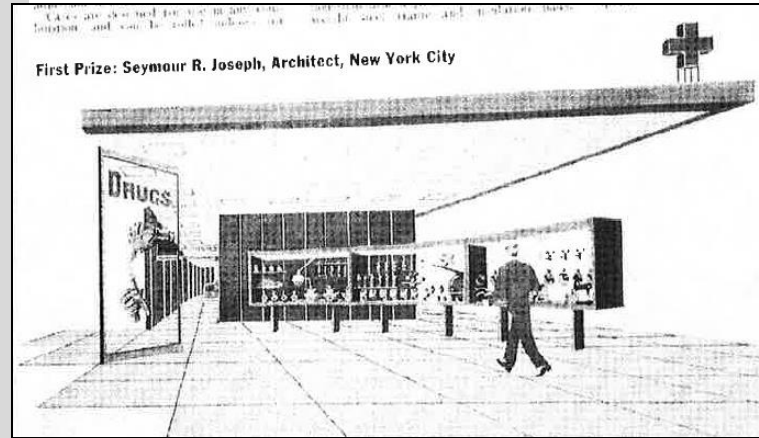
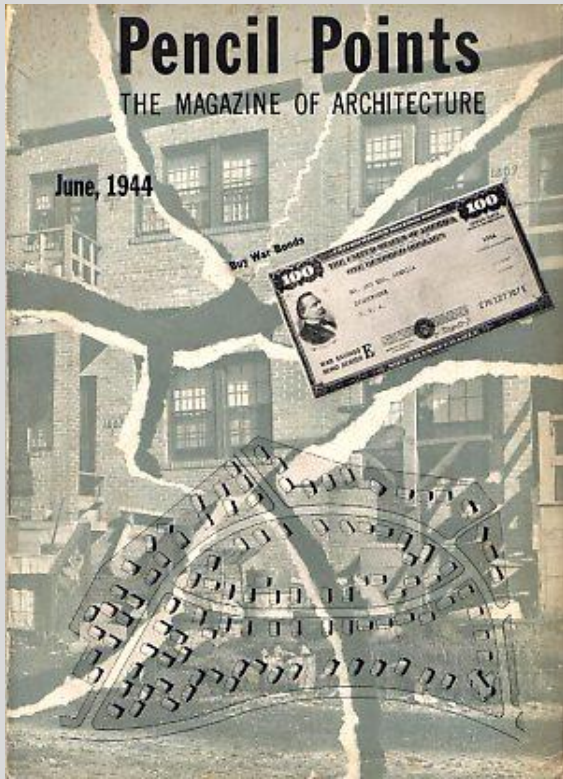
The sparkling character of large glass block inside gives an impression that the glass interior is also used and shows.

Depth and good looks are two of the vital advantages PC Glass Blocks enjoy in the modern glass building.




Wilbur

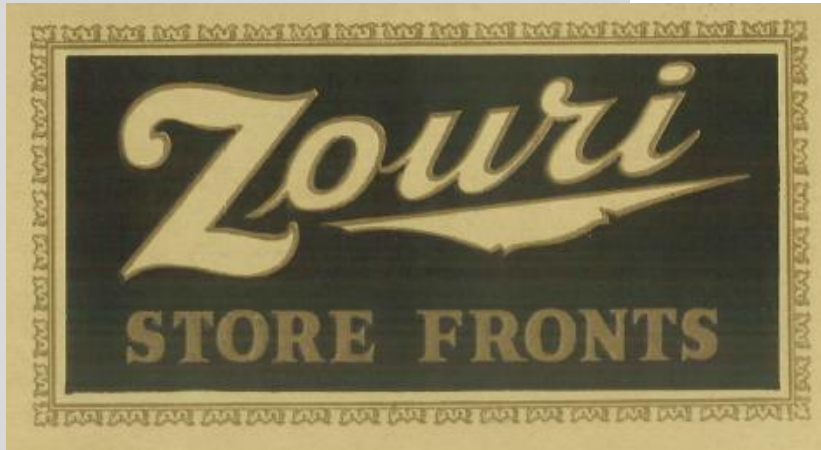
COMPETITIONS



Burlington

ZOURI STOREFRONT

20TH
CENTURY
STOREFRONTS



ZOURI KEY-SET STORE FRONT CONSTRUCTION

A detailed 3D cutaway diagram showing the internal components of a Zouri key-set store front. It illustrates the interaction between the sash, the transom bar, and the head jamb. A separate key is shown to the right, labeled "Key for Setting All Zouri Safety Key-Set Sash".

Full Size Perspective
Zouri Safety Key-Set Sash No. 115 with Sill Covering No. 700
Approved by Underwriters' Laboratories

Zouri, No. 111 Self-Adjusting Setting Blocks are furnished with Safety Key-Set Sash without charge.

Two technical drawings are provided. The left one is a side view of a transom bar, labeled "Transom Bar Underovering over entrance Safety Key-Set Sash No. 115 and Transom". The right one is a cross-section of a head jamb, labeled "No. 505. Vesibule Head Jamb with No. 105 Zouri Safety Key-Set Sash". Both drawings include various dimensions and labels for parts like "Head Jamb", "Transom Bar", and "Sash".

One-half actual size *One-half actual size*

ZOURI
SAFETY KEY-SET
and
INTERNATIONAL
STORE FRONT CONSTRUCTION

All Zouri Safety Key-Set Sash and Bars Carry the Underwriters' Laboratories Inspection Stamp

Catalog No. 12

Zouri Drawn Metals Company
FACTORY AND GENERAL OFFICES
1608 East End Avenue, Chicago Heights, Illinois
Represented in Principal Cities in United States and Canada

LISTED BY THE UNDERWRITERS LABORATORIES

A perspective architectural drawing of a storefront labeled "Zouri Store Front No. 1". It shows a wide entrance with a transom window above the door. Below the perspective view is a side-view technical drawing of the same storefront, showing the structural supports and the transom bar.

Zouri Store Front No. 1

An old type of store front. It does not afford a large display space unless the entrance is made wider and considerably deeper. This style, however, is suitable where displays of individual articles are not so important as the general attractiveness of the entire front. It will do for a front from 15 to 25 feet wide.

Page Eight

ZOURI STOREFRONT

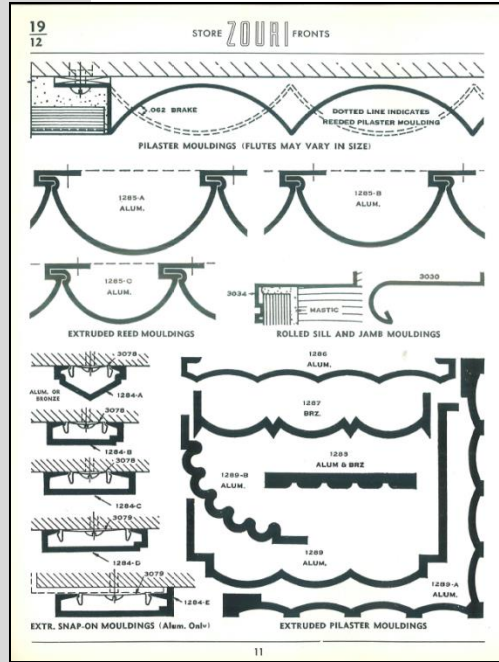
20TH
CENTURY
STOREFRONTS

19
12

DATA ON
RUSTLESS METAL
STORE FRONTS
BY

ZOURI

Information, details, and illustrations on the complete line of Zouri Store Front construction in both Extruded and Cold-Rolled types.



19
12

STORE ZOURI FRONTS

SPECIAL METAL WORK

ZOURI sign letters are recommended for architectural beauty and visibility. Fabricated to special details.

ZOURI craftsmen have had wide and varied experience in fabricating all types of special metal work for store front and other architectural purposes. Such work includes metal sign letters, entrance doors, (also available in standard types) cast ornaments, bulkheads, pilasters, metal paneling, clock frames, and special mouldings, shapes, and decorations.

Since modern store front design is making more and more use of metal, this ZOURI service is especially helpful. Discuss your problems with the ZOURI distributor, or write the factory for specific information. Your details and specifications will be carefully followed.

ZOURI Metal Entrance Doors and pilasters create an inviting entrance for this restaurant.

WRITE ZOURI STORE FRONTS, NILES, MICHIGAN, FOR FURTHER DATA

14

ZOURI

presents

Leeds Shoes
52 Grand Junction
1111 Michigan, S.E.

MODERN STORE FRONTS

STOREFRONT SYSTEMS

20TH
CENTURY
STOREFRONTS

ALFA File No. 2640

21
Kaw

ALUMINUM STORE FRONTS

Kawneer Architectural Products

- Aluminum Wall Systems
- Aluminum Entrances
- Aluminum Store Fronts
- Aluminum Sash/Windows
- Wall Finings
- Aluminum Canopies/Overhangs

1960 catalog

KAWNEER

KAWNEER

DIRECT-ON-MASONRY SASH - DOUBLE GLAZED

10-700
Big, bold lines make 10-700 Sash the ideal selection when you wish the glass holding member to be an obvious part of your design.

For double glazing requirements, Kawneer offers a fully weathered steel and bar system which provides excellent yet prevents glass "walking" through use of neoprene weathering and sealing blocks.

10-702
10-702 utilizes the same basic lines as the 10-700 and is recommended when less emphasis of the glass holding member is desired.

The Kawneer Double Glazing System features lower integrity and comparably increased numbers. It may be used without trim members since a base pocket is provided for caulking or neoprene weathering.

NATCOR Store Fronts

NATCOR GLASS SETTINGS

Our glass settings have the following features: they will support varying thickness of glass; are easy to install, wide trough permits drainage of excessive moisture from glass; invisible indirect screw pressure; screw can not possibly touch glass.

SASH NO. 41 WITH SILL SECTION NO. 3

SASH NO. 44 WITH SILL SECTION NO. 2

SASH NO. 58 WITH SILL SECTION NO. 80

For other Sill Mouldings see Pages: 6, 7 and 8

SASH NO. 57 WITH SILL SECTION NO. 2

SASH NO. 190 WITH SILL SECTION NO. 2

SASH NO. 180 WITH SILL SECTION NO. 74

NATCOR—Providence 9, Rhode Island 3

store front construction

Himco

- anodized aluminum
- stainless steel
- stainless steel laminated
- bronze
- rolled and extruded

CATALOG N-1946

The Himmel Brothers Co. 1409-15 Dixwell Ave., Hamden, Conn., Subsidiary of New Haven

DETAILS OF ALL ROLLED MOULDINGS "HIMCO" ROLLED METAL STORE FRONT CONSTRUCTIONS

28
2

Sheet A

Drawings show views of one half the full size

1409-15 DIXWELL AVENUE, HAMDEN, CONNECTICUT A 10

Natcor

EXTRUDED METAL

Store Fronts

NATCOR—Providence 9, R. I.

1949

FORMS

20TH
CENTURY
STOREFRONTS

FORM



Seattle



Olympia



Longview

FORM



Olympia

Chelan



Seattle

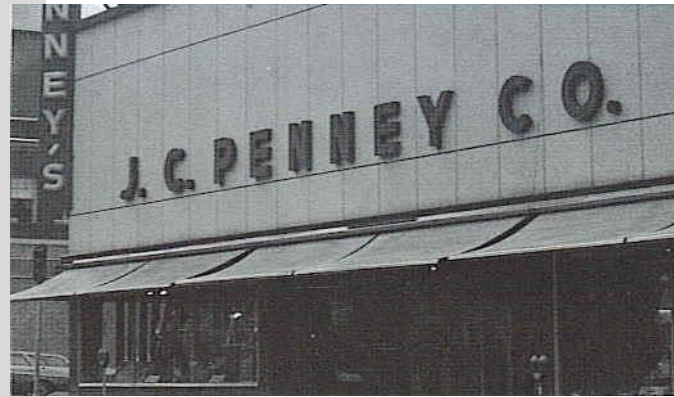
CANOPIES/AWNINGS

20TH
CENTURY
STOREFRONTS

CANOPIES / AWNINGS



Spokane



Olympia

American Builder, October 1939

Pittco Awning Bars

- Modern styling
- Sturdy construction
- Smooth operation

PITTCO STORE FRONT METAL
PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS
PITTSBURGH PLATE GLASS COMPANY



Longview



Puyallup

CANOPIES / AWNINGS

20TH
CENTURY
STOREFRONTS



Aberdeen



Kennewick



Richland

DISPLAY CASES

20TH
CENTURY
STOREFRONTS

DISPLAY CASES

20TH
CENTURY
STOREFRONTS



Centralia



Renton



Puyallup

DISPLAY CASES

20TH
CENTURY
STOREFRONTS



Olympia



Olympia



Tacoma



Burlington

SIGNAGE

20TH
CENTURY
STOREFRONTS

SIGNAGE



Renton



Tacoma



Tacoma



Burlington

SIGNAGE



Aberdeen



Clarkston



Spokane



Port Angeles

SIGNAGE

20TH
CENTURY
STOREFRONTS



Vancouver



Longview



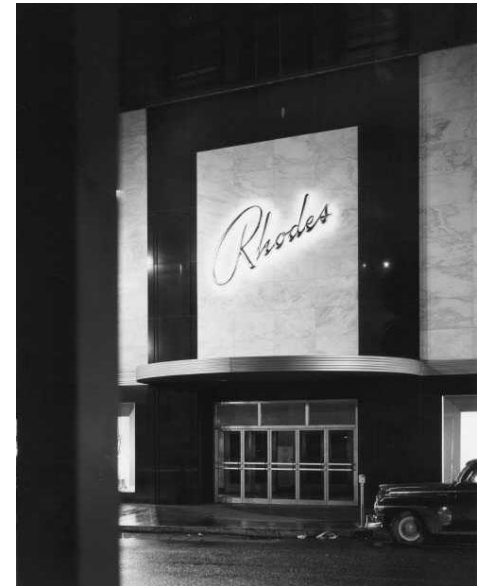
Bellevue



Quincy



Tacoma



Tacoma

SIGNAGE



Yakima



Prosser



Spokane



Ritzville



Centralia

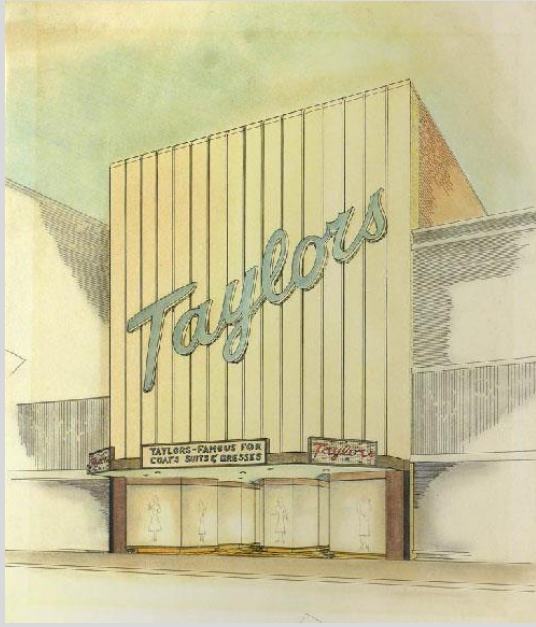


Shelton

SLIPCOVERS

20TH
CENTURY
STOREFRONTS

SLIPCOVERS



Spokane



Aberdeen

SLIPCOVERS - Porcelain

20TH
CENTURY
STOREFRONTS



Prosser



TA
455
+25
WB
1958
G-1

B R A B
conference
report no. 6

Conference Proceedings

PORCELAIN ENAMEL IN THE BUILDING INDUSTRY

Conducted by the
BUILDING RESEARCH INSTITUTE

November 12 and 13, 1953

**National Academy of Sciences—
National Research Council**

1953



THE HOME OF THE NEW ERA
Good Housekeeping - Stran-Steel House

A Steel House You Would Want to Live In

A Century of Progress program among its many wonders the Good Housekeeping-Stran-Steel House. Its simplicity of design and good proportions kinckle the age-old love of home, but the difference between this house and many another is its Stran-Steel frame construction, its modern insulation and its fire resisting exterior of Masonite Panels. The house has six rooms with a detached garage, and with a roof garden over the two wings. It can be built at a cost of from \$8,000 to \$12,000.

Steel framing is the keynote of this modern home. This is not a house which opens as a unit like a ready-cut house, nor is it prefabricated. It can be built just as any house is built, from specifications drawn up by an architect and carried out by a builder, or steel framing is used in place of wood framing. This construction may mean an extra hour or two of extra design, as well as a few extra dollars.

Stran-Steel will be sold by local building material dealers in every section of the United States and in all foreign countries. Stran-Steel is available in many types of finish, color and texture. Just as you would expect a house to be built with the best materials, you would expect a house to be built with the best framing.

However, is the wall. The steel has various metal grooves into which the nails are driven.

- 1. STEEL CONSTRUCTION**—Can be erected by any contractor from the usual set of plans for any style house.
- 2. FIRE PROOF AND SANITARY**—This fire resisting construction is a favorite among fire insurance rates and offers proof against vermin, rodents, fungus and smoky odors.
- 3. GREATER PERMANENCE**—No major repairs are necessary on a Stran-Steel house for many, many years.
- 4. GREATER RESALE VALUE**—Houses built with Stran-Steel frames have greater mortgage and resale values, because they will not rot, warp, crack, and decay.

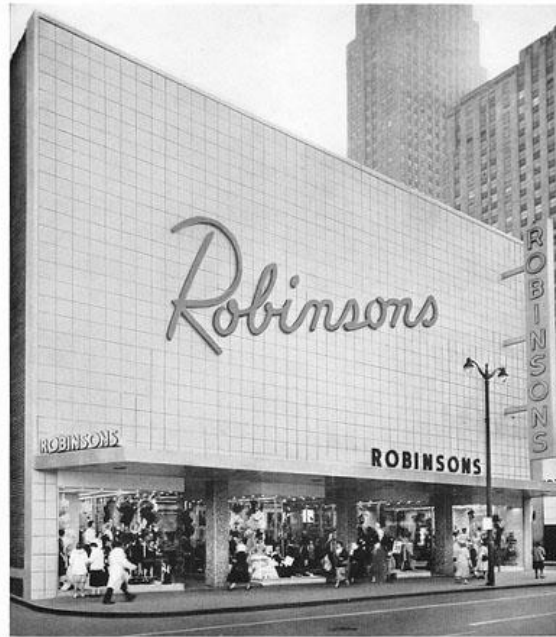
When the living is done an one living place on one end. At the bedroom side a bathroom, a kitchen, a dining room are at the rear of the house.

Just as you would expect a house to be built with the best materials, you would expect a house to be built with the best framing.



SLIPCOVERS - Tile

20TH
CENTURY
STOREFRONTS



CERAMIC VENEER CREATES COLOR INTEREST

for store modernization or new construction on busy city streets or in suburban shopping centers. It is used extensively to give facades a modern, more colorful appearance. For the facing and surroundings of this store in Cincinnati, Ohio, Grayson-Robinson Stores, Inc., architects, specified 3 1/4" thick grey Ceramic Veneer with brown mottled overtones. Kaylan Contractors, Inc. were the builders. Colorful literature illustrating the versatility of Ceramic Veneer is available on request. Also without charge we will gladly furnish construction details, data, color samples and advice on preliminary sketches. Write or phone us today for complete information.

FEDERAL
SEABOARD
TERRA COTTA
CORPORATION

10 E. 40th St., New York 18, N. Y.
Plant at Perth Amboy, N. J.



Striking architectural effect achieved with RS ceramic tile Curtain Wall Panels

Offering unlimited color and design possibilities, RS Panels were the architect's logical choice in designing the exterior of this handsome auto-service center.

These panels are of ceramic tile and reinforced lightweight concrete, cast monolithically and grouted with permanently excellent latex. Each vertical panel is made up of two 5' x 5' sections 2 1/2" thick, with tongue and groove joint between sections and square edges on outer perimeter. Concrete backs provide finished interior walls.

RS Panels are available in thicknesses from 1 1/2" to 4", with or without insulation, and in a complete range of sizes and edge conditions to meet your specific requirements. For complete information on RS Panels, including "L" values, weights and sheet face specifications, write for Bulletin RSP-201, Ceramic Tile Panels, Inc., Dept. B-31, Canton 2, Ohio.

RS Panels
CERAMIC TILE PANELS, INC.
1000 EASTERN AVENUE, CANTON, OHIO 44705

SLIPCOVERS

ONE OF A SERIES OF IDEAS FOR YOUR FILES

ANOTHER NEW IDEA...



WITH CORRUGATED ASBESTONE

Natural shadow lines of Corrugated Asbestone emphasize store-front beauty

Gold Bond CORRUGATED ASBESTONE "BW" has a natural beauty that does several important jobs for store-fronts like the one shown. The vertical shadow lines act as a distinctive background for setting off the raised letters of the store sign. These lines also contrast and blend with other building materials used in the store. There are hundreds of uses for CORRUGATED ASBESTONE as a store-front material. It has an attractive natural gray color but may be painted easily if other decorative schemes are required.

Gold Bond "BW" is so economical as it is handsome. Its rugged rock-like texture resists all weather, fire, rot and corrosion. It never needs maintenance and lasts a building's lifetime. Big sheets go up fast, can be cut to meet any design plans. How many more can you think of for Gold Bond CORRUGATED ASBESTONE? Whether it's in remodeling or new construction, commercial or industrial, ASBESTONE creates striking good looks and permanence—means added strength and lower maintenance. Write for full details on this versatile, good-looking material. Address Dept. AR-54, National Gypsum Company, P. O. Box 5355-R, New Orleans 15, La.

Gold Bond Technical Bulletin No. 9011, and Gold Bond's Business Application Book give full specifications and uses of Gold Bond Construction Adhesives Products.

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

Build better with **Gold Bond**

CORRUGATED ASBESTONE



WHEN A STORE NEEDS

Personality...

PLEXIGLAS comes to the front

"Make my store-front different—distinctive," says your client. And PLEXIGLAS makes this simple statement easy. Clear or in your favorite colors, smooth surfaced, corrugated or artistically patterned—adaptable PLEXIGLAS offers an almost limitless range of design possibilities.

Backlighted PLEXIGLAS gives you completely luminous letters and lettering with light and color, yet minus the confusion of visible light sources. PLEXIGLAS permits textured and three-dimensional lettering—hangings from the marquee and signified. And with all this, PLEXIGLAS saves on weight and maintenance costs, too.

Lightness and strength mean easy erection—with fewer, lighter supporting members. This sparkling, outdoor plastic resists weather and hard blows. Builders or installers, PLEXIGLAS represents a unique combination of beauty and durability.

Lightness and strength mean easy erection—with fewer, lighter supporting members. This sparkling, outdoor plastic resists weather and hard blows. Builders or installers, PLEXIGLAS represents a unique combination of beauty and durability.

WRITE FOR THIS NEW BOOKLET

For your personal information, we have prepared a booklet that tells you all about PLEXIGLAS. It contains a list of dealers and distributors. The booklet is available in English, Spanish, French, German, Italian, Japanese, and Russian. Write for your free copy today. Address: PLEXIGLAS, Inc., 1000 Broadway, New York 19, N.Y.

ROHM & HAAS COMPANY
PHILADELPHIA, PENNSYLVANIA

Designed by Morris Lippman of New York, the 214 1/2-foot building above shown in Boston, Mass., was created by utilizing large panels of corrugated white translucent PLEXIGLAS. The building is illuminated by means of neon tubing behind the facade. And with great economy, it is protected by means of a special PLEXIGLAS covering which is applied to the building's exterior. PLEXIGLAS is used for many homes and business buildings. For more information, write to PLEXIGLAS, Inc., 1000 Broadway, New York 19, N.Y.

American Builder, April 1934



Snappy Store Fronts in FORMICA

• • • SOME of the most vivid and striking store fronts that are now being erected have been designed with the use of Series B Formica in colors and black. Series B is a material that has been especially developed to provide a stable color in strong sunlight.

There are nearly 40 colors—and bright or colored metal inlays of silhouette or conventional designs may be pressed into the sheet. Signs may be inlaid directly in the Formica sheet producing a very attractive effect.

The material is very easily and quickly installed and can be cut on the job by carpenters. It is moderate in price and strikingly effective.

THE FORMICA INSULATION COMPANY
4618 Spring Grove Avenue, Cincinnati, O.

FORMICA

FOR BUILDING PURPOSES •

SLIPCOVERS - Masonite

20TH
CENTURY
STOREFRONTS

there's
money in modernizing
on
main street



with
**MASONITE
PRESWOOD**

The butcher, the baker, the grocer, too...every merchant welcomes extra business. And a proved way of attracting more customers is through a modernizing program.

And, you can sell more remodeling jobs when you use Masonite Preswood. This modern material enables you to achieve better results at lower cost. There are 33 types and thicknesses of this famous hardboard, and you can get just the one you want for practically any modernization problem.

We have just prepared a series of plans that show how eleven different types of stores can be made attractively modern with Preswood.

May we send you this set at no obligation? It will be helpful in talking to your prospects. Just send the coupon.

Preswood is sold by building materials dealers everywhere.

NATURALLY STRONGER WITH OSB

MASONITE[®]
PRESWOOD
CORPORATION
Dept. 447, Box 212, Chicago, Ill. 60616

Material supplied by Masonite Corporation is the source of the product Commercial Modernization.

In Interest, Please send me your set of eleven folders on Commercial Modernization.

Name:

Firm:

Address:

City:

State:

County:

Zip:



Cle Elum



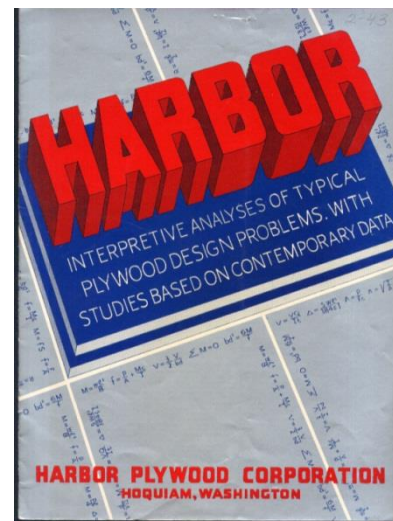
Centralia

SLIPCOVERS - Plywood

20TH
CENTURY
STOREFRONTS

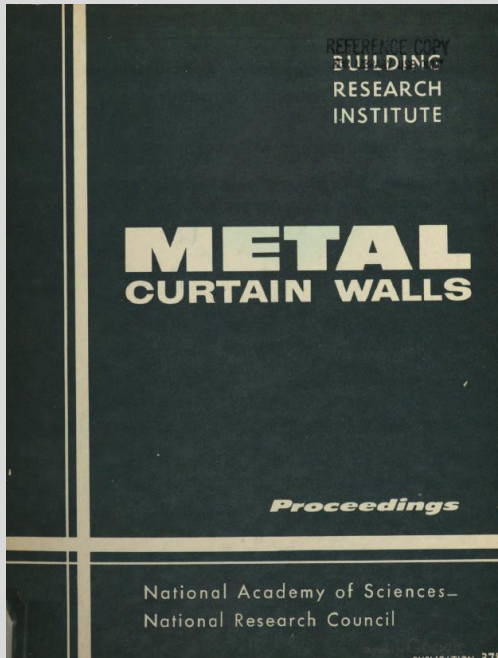


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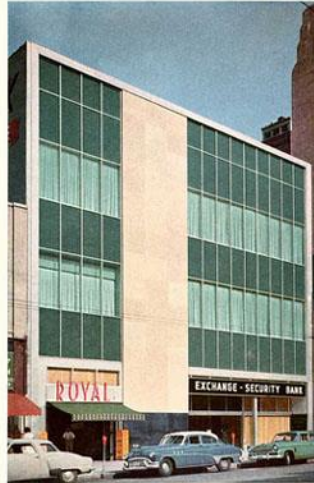
SLIPCOVERS – Curtain Wall

20TH
CENTURY
STOREFRONTS



1955

Cinderella
and the glass curtain wall



Architect: William P. Shaw, Birmingham, Ala.
Contractor: Hubert Construction Co., Birmingham, Ala.
Glass by: Taylor Glass Co., Birmingham, Ala.



Cinderella in this true story is the old-fashioned, architecturally out-dated building above. But just look at the change - at the beauty, style and modernity - that has been wrought by the magic of glass. Cinderella has been glamorized . . . and her life extended indefinitely.

Favored Green **SPANDRELITE** - Pittsburgh's beautiful glass in color - provides the soft, attractive tone on the new face of the Exchange Security Bank in Birmingham, Alabama. Specially designed for curtain wall spandrels, **SPANDRELITE** is a heat-strengthened glass with ceramic color fused to the back. Favored Green is only one of 18 standard colors and a wide range of custom colors, and it is available in polished or frosted finishes. The colors retain their original brightness, impression of depth and true shade indefinitely.

SPANDRELITE is strong enough to withstand impact, and it resists weathering, corrosion and a wide range of temperature variations. It is porous and non-absorbent - a durable and economical investment.

The setting for **SPANDRELITE** is the PPG's 82' x 100' Curtain Wall System which has been thoroughly field-tested in important installations in all sections of the country. It has proved to be a handsome as well as a practical solution to the problem of glass curtain wall construction.

Without obligation to you, our Architectural Representative can supply helpful information that can aid in solving curtain wall problems. Meanwhile, we invite you to send for a free copy of our full color booklet on curtain wall construction. Fill in the coupon. Other Pittsburgh Glass Products used in this building: **NOLEN's Heat-Absorbing Plate Glass**, **HEATVITE's Tempered Plate Glass**, **Therm-X** and **Hi-Tone**.

Pittsburgh Plate Glass Company
Room 5136, 637 East Superior Blvd.
Pittsburgh 22, Pa.

Please send me your full color booklet on Pittsburgh Glass-Clad Curtain Wall Systems mentioned here Section 16 of the 1958 Sewell's Architectural File.

Name _____
Address _____
City _____ State _____



Dayton



Centralia

SLIPCOVERS - Metal

WOMEN'S MISSES' AND JUNIORS
COATS SUITS DRESSES LINEN
joyne lauren shop

Before and after Kawneer Modernization

Everlasting shopper appeal with built-in COLOR

Dash store fronts today do not pay! Customers are attracted by colorful Kawneer Zourite (perforated-anodized or aluminum). It is a facing material that resists chipping, cracking and fading, providing years and years of shopper appeal. Use it as a sign backing, and as a covering for columns, pilasters, bulkheads, soffits and pylons. Plus now to rounded store fronts with practically no interference to normal operations using Kawneer Zourite, doors, store-front metal and sun-control products. See your Kawneer dealer or write for additional information.

Kawneer Aluminum Zourite Facing in ten attractive colors

- Natural White
- Harvest Bronze
- Aluminite
- Spring Green
- Rimble Gray
- Sunset Red
- Redding Blue
- Water White
- Rustic Blue
- Home Orange

Kawneer ARCHITECTURAL PRODUCTS DIVISION
General Offices
HILES, MICHIGAN



Walla Walla



Longview

Kelso

Yakima



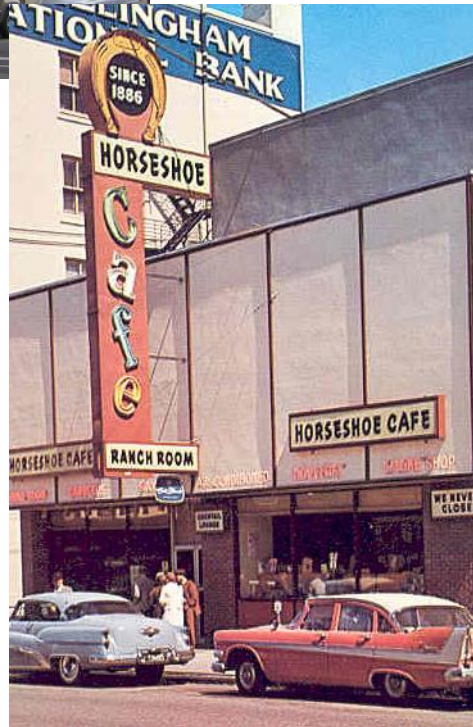
SLIPCOVERS - Marblecrete



Spokane



Catholic NW Progress: Dec 17, 1965



Bellingham



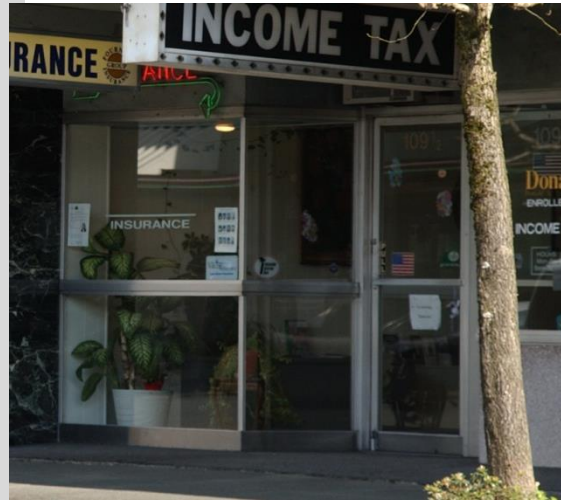
DETAILS

20TH
CENTURY
STOREFRONTS

METALS



Spokane



Aberdeen



Walla Walla

Olympia



TILE



Clarkston



Spokane



Anacortes



Renton

MARBLE

20TH
CENTURY
STOREFRONTS



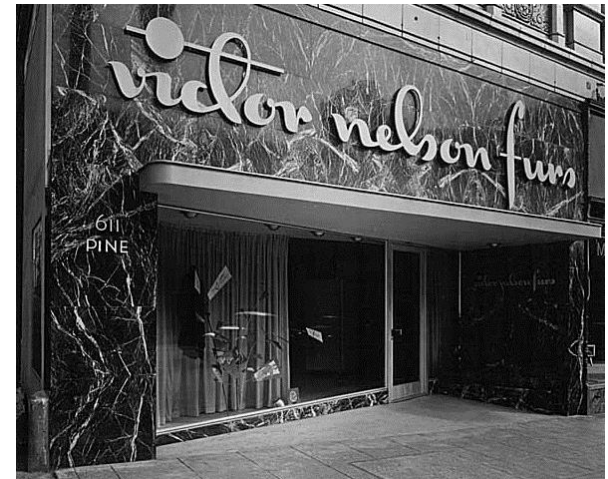
Olympia



Walla Walla



Ellensburg



Seattle

TERRA COTTA

20TH
CENTURY
STOREFRONTS



Bremerton



Vancouver



Aberdeen

BRICK



Burlington



Puyallup



Longview

Colfax



STONE

20TH
CENTURY
STOREFRONTS



Vancouver

Centralia



Aberdeen



Olympia





Port Angeles




Ellensburg

Aberdeen



HOW TO GIVE




your store sells

THE LOOK THAT

SELLS

PITTSBURGH PLATE GLASS COMPANY



Copyright 1951, Pittsburgh Plate Glass Company

1951

Store Modernization...

KEYSTONE TO BETTER BUSINESS

How the times have changed!

Not so long ago retail merchandising was a very simple—somewhat inefficient—selling process. There wasn't much specialized selling... one store stocked just about every known commodity. And the stock area of yesterday's store consisted, for the most part, of handies, hatters, hobs and bunches stacked hater-shades. Customers bought their own jugs or pails for liquids. And brooms, wringing paper, poles and string were contained in huge quantities.

Little consideration was given to the retail take-room of the "cracker-barrel" era. The customer fought his way along dark, narrow aisles stacked high with inaccessible merchandise to reach his turn at the wrapping counter where it averaged everything he wanted was procured in bulk from the dark recesses of the back room.

Only the more advanced establishments used display, and this consisted only of a small glass showcase where heavy items such as the limited candies and notions of the day were shown. But merchants soon found that this small glass showcase was an effective tool in creating a desire for merchandise which would otherwise not stay in the backroom barrel. So the long, slowly climb toward attractive, ample display was started... 'til today we find a trend that is a complete reversal of early retailing practices.



Architect: George Selzer, Sacramento, Calif.



Today we know display as the first requisite of good store design. From the small wrapping counter and sales space of yesterday, the modern retail outlet (stock area and all) has become a huge, functionally arranged showcase... painstakingly designed to give sales impetus to every area of the establishment. All the dramatic factors of sales psychology, color, light, packaging, etc., are carefully considered and used intelligently for their maximum advantage as point-of-purchase promotion media.

For as today's keenly competitive market shoppers have to be sold. Every wile must be used to get the shopper's attention... win his admiration... draw him into the store. The modern, attractive store gets the most attention—and the most sales.

One of the most effective weapons in today's battle of competition is the open-vision store front, distinguished by large areas of Plate Glass and transparent Hurricane Doors. An open-vision front places the entire store on display, presents the store interior and the merchandise displays to the best advantage. Open-vision store fronts help create a desire for displayed merchandise... often make sales before the customer enters.

The power of an attractive entrance is also important in modern merchandising. An entrance should be inviting... should suggest a word of welcome. It should unobtrusively guide patrons from the street to the interior of the store. The all-glass door is particularly effective in this respect. It laily beckons the passer-by to come in.

Framing of the exterior to best enhance and harmonize with the interior is another important consideration in modernizing a store. There should be no distinct demarcation indicating where the store front ends and the interior begins. Rather, they should be treated as a whole... a whole which reflects personality, quality, character. To achieve this end many stores use bright, colorful glass, linoleum and bookshelves of Curves Structural Glass.

Of course, nothing is more valuable as a merchandising asset than a good name. Just as important is to identify that good name with the establishment and the goods it has to offer. So the arrangement and placement of the name is a serious consideration. Signs should be of good proportion... not garish, yet not exceedingly small. They should be decorative, convey a message, and serve as an integral part of the store.

Take a good look at your store... with a shopper's critical eye. Would you stop by if you were a prospective customer? Would you go out of your way to come back again? Does the appearance of the store suggest better and more up-to-date merchandise than that offered by competitors?

If your store needs modernizing, check the many Pittsburgh Products described on pages 25-31 of this booklet. There are products that are light, sparkling, colorful... that are sturdy, easy and economical to maintain. For clear ideas of how Pittsburgh Glass and Plate Store Front Metal can be used in your store check the Pittsburgh installation pictures which follow.



"Our new store front helps us reach the Annual Big Imports in quantity in this competitive business," says Carl F. Kuhn, Customer, Haskins, Kuhn & Kuhn Drug, Fort Wayne, Ind.



"Since the installation of our new store front last year has increased 27%," says Albert J. White, owner, White Drug Co., Inc., Appleton, Wis.

DRUG STORES



HARDWARE STORES



Location: Wichita, Kansas
Architect: C. W. White, Kansas City, Mo.
Products Used: Pittsburgh Plate Glass, Curves Structural Glass, Hurricane Doors, Plate Glass, Plate Store Front Metal.

Location: North Westwood, Massachusetts
Architect: Richard F. Hertz, Boston, Mass.
Products Used: Pittsburgh Plate Glass, Curves Structural Glass, Hurricane Doors, Plate Glass, Hurricane Tempered Plate Glass, Plate Store Front Metal.

Location: Rahway, N. J.
Architect: Albert J. White, Linden, N. J.
Products Used: Pittsburgh Plate Glass, Curves Structural Glass, Hurricane Tempered Plate Glass, Plate Store Front Metal.



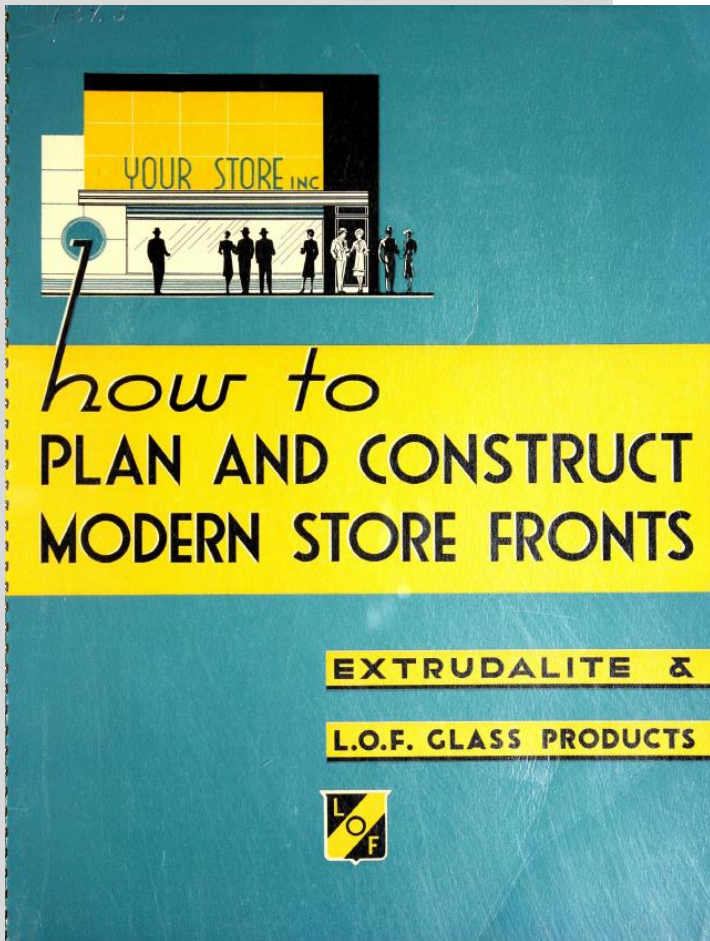
Ritzville



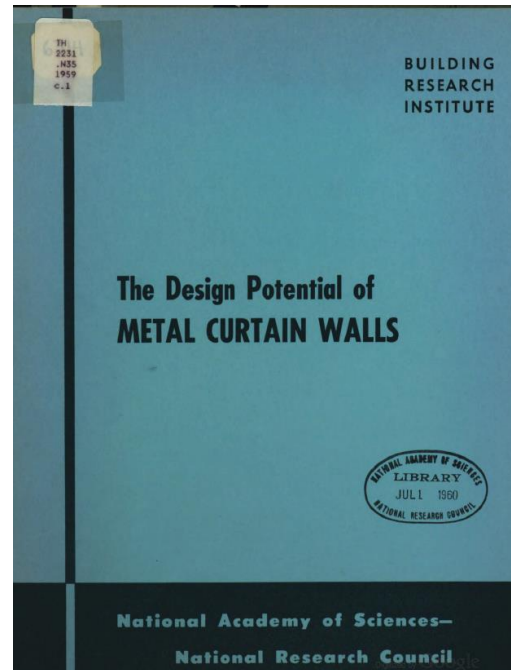
Olympia



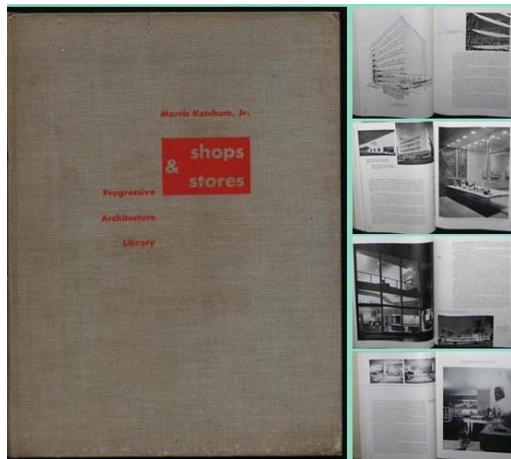
Bremerton



1936



1960



1948



1946



Puyallup

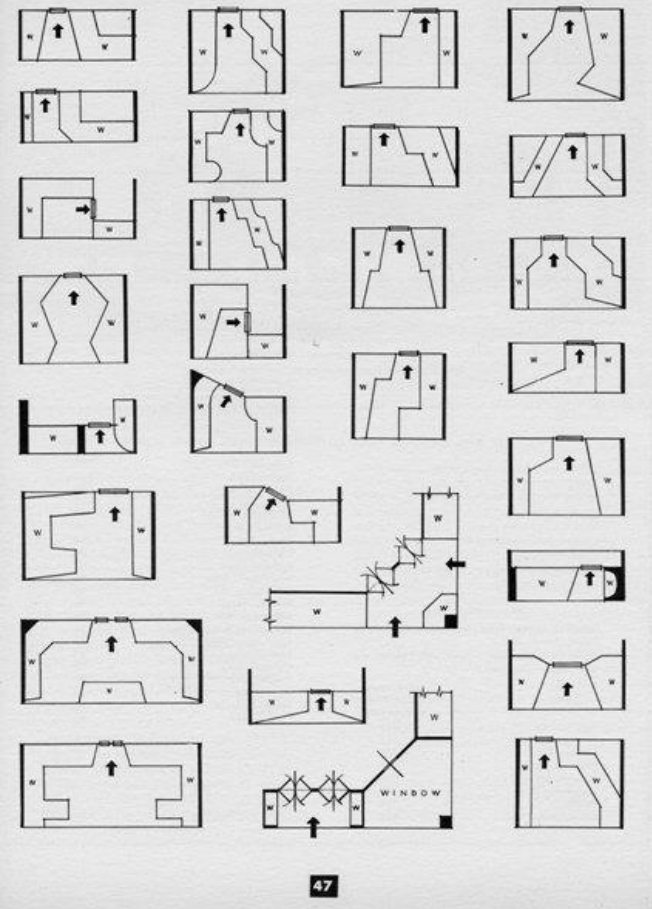


Vancouver



Olympia

SHOW WINDOW AND ENTRANCE PLANS



MID CENTURY STOREFRONTS

The Main Street of Tomorrow: 1930 to 1970

Michael Houser
State Architectural Historian

20TH
CENTURY
STOREFRONTS