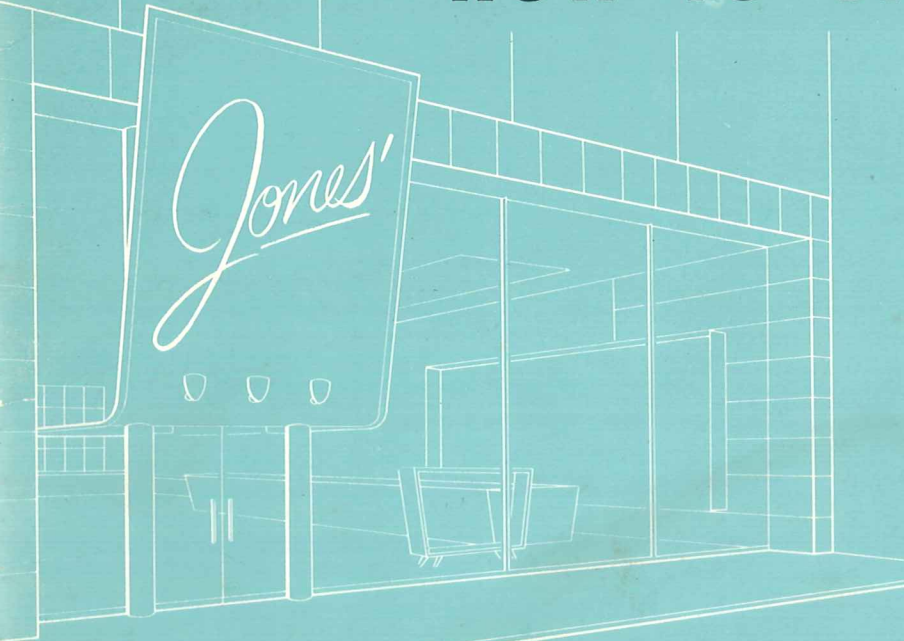


**HOW TO GIVE**



*your  
store*

**THE LOOK THAT**

*sells*

PITTSBURGH



PLATE

GLASS

COMPANY



# Store Modernization...

## *How the times have changed!*

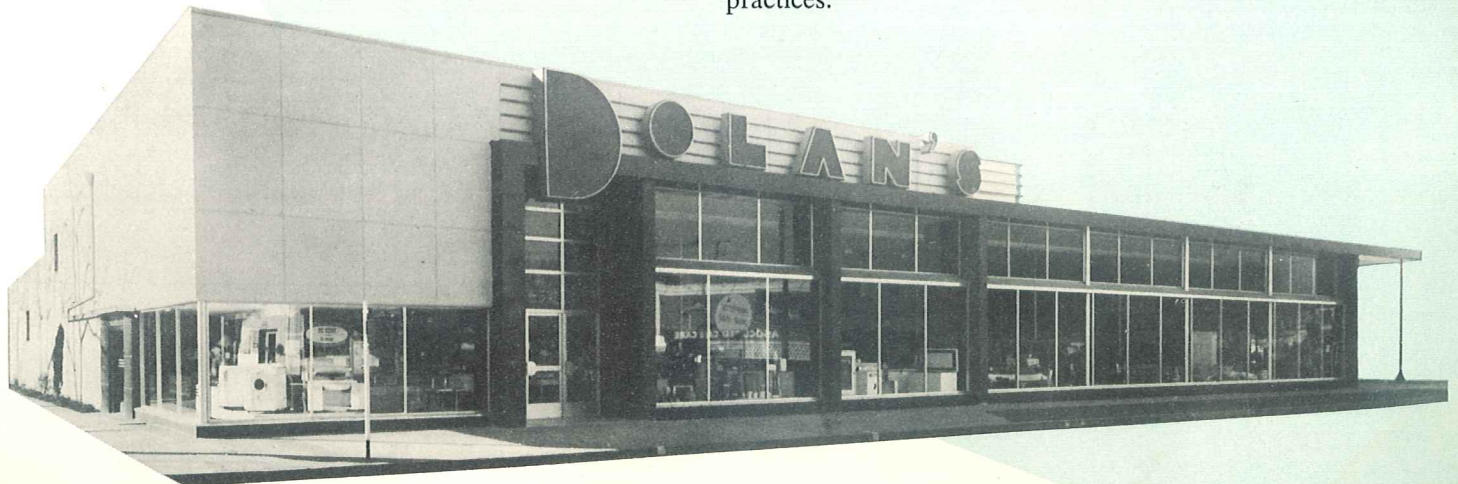


NOT SO LONG AGO retail merchandising was a very simple—if somewhat inefficient—selling process. There wasn't much specialized selling . . . one store stocked just about every known commodity. And the stock area of yesteryear's store consisted, for the most part, of bundles, barrels, bales and bunches stacked helter-skelter. Customers brought their own jugs or pails for liquids. And brown wrapping paper, pokes and string were consumed in huge quantities.

Little consideration was given to the retail salesroom of the "cracker-barrel" era. The customer fought his way along dark, narrow aisles stacked high with inaccessible merchandise to await his turn at the wrapping counter where it seemed 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 luxury 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 rot away in the backroom barrel. So the long, steady climb toward attractive, ample display was started . . . 'til today we find a trend that is a complete reversal of early retailing practices.

● Architect: George Sellon, Sacramento, Calif.





# KEYSTONE TO BETTER BUSINESS

*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 dormant factors of sales psychology, color, light, packaging, etc. are carefully considered and used strategically for their maximum advantages as point-of-purchase promotion media.

For in 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 Herculite 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 customers enter.

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 fairly 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 piers, lintels and bulkheads of Carrara 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 eyes. 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 28-31 of this booklet. There are products that are bright, sparkling, colorful . . . that are sturdy, easy and economical to maintain. For clear ideas of how Pittsburgh Glass and Pittco Store Front Metal can be used in your store check the Pittsburgh installation pictures which follow.



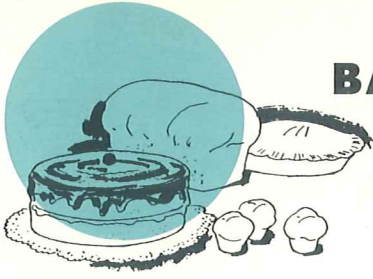
"Since the installation of our new store front business has increased 25%," says Jay L. Wilder, owner, Wilder Drug Co., Inc., Joplin, Mo.

"Our new store front helps us create that desired first impression so necessary in this competitive business," says Carl R. Keltch, Co-owner, Humbrecht & Keltch Drugs, Fort Wayne, Ind.





# BAKERY SHOPS



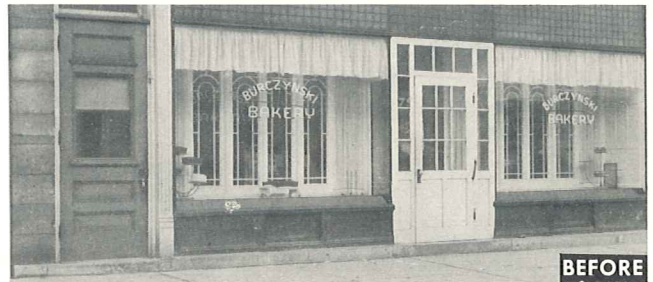
Location: St. Louis, Mo.  
 Architect: Cay G. Weinel, St. Louis.  
 Products Used: Carrara Structural Glass; Pittsburgh Polished Plate Glass; Pittco De Luxe Store Front Metal; Herculite Tempered Plate Glass Door; Herculite Door Frame Assembly.



Location: Detroit, Mich.  
 Architects: Smith, Hinchman & Grylls, Inc., Detroit.  
 Products Used: Pittsburgh Polished Plate Glass; Pittco De Luxe Store Front Metal; Herculite Tempered Plate Glass Door; Herculite Door Frame Assembly.



Location: Buffalo, N. Y.  
 Architects: Foit & Baschnagel, Buffalo.  
 Products Used: Twindow; Carrara Structural Glass; Herculite Tempered Plate Glass Doors; Herculite Door Frame Assembly.





## BARS AND LIQUOR STORES



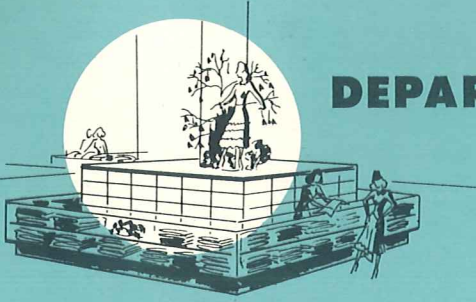
Location: Cumberland, Md.  
Architect: S. Russ Minter, Cumberland.  
Products Used: Pittsburgh Polished Plate Glass; Carrara Structural Glass; Herculite Tempered Plate Glass Door; Herculite Door Frame Assembly.



Location: Brooklyn, N. Y.  
Architect: Herman Siegel, New York City.  
Products Used: Pittsburgh Polished Plate Glass; Herculite Tempered Plate Glass Doors.



## DEPARTMENT STORES



Location: Augusta, Ga.  
 Architects: Harold M. Heatley, Atlanta, Ga., and Ketchum, Gina and Sharp, New York City.  
 Products Used: Pittsburgh Polished Plate Glass; Pittco Premier Store Front Metal



Location: La Grange, Texas.  
 Architect: Lenard Gabert, Houston, Texas.  
 Products Used: Herculite Tempered Plate Glass Doors and Sidelights; Pittsburgh Polished Plate Glass; Pittco De Luxe and Pittco Premier Store Front Metal.



Location: New York, N. Y.  
 Architect: Seymour R. Joseph, New York City.  
 Products Used: Pittsburgh Polished Plate Glass; Herculite Tempered Plate Glass Doors.





## DRUG STORES



Location: Nashville, Tenn.  
 Architects: Marr & Holman, Nashville.  
 Products Used: Pittsburgh Polished Plate Glass; Carrara Structural Glass; Pittco De Luxe Store Front Metal; Herculite Tempered Plate Glass Doors.

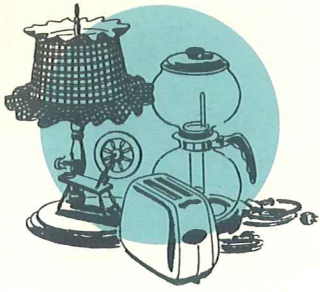
Location: Pittsburg, Kansas.  
 Architect: Arthur M. Scott, Pittsburg, Kansas.  
 Products Used: Pittsburgh Polished Plate Glass; Herculite Tempered Plate Glass Doors and Herculite Door Frame Assembly; Pittco Premier and Pittco De Luxe Store Front Metal; Carrara Structural Glass.



Location: Wichita, Kansas.  
 Architects: Forsblom & Parks, Wichita.  
 Products Used: Pittsburgh Polished Plate Glass; Carrara Structural Glass; Pittco Store Front Metal; Herculite Tempered Plate Glass Doors.







## ELECTRICAL APPLIANCE STORES

Location: Beaumont, Texas.  
 Architect: Wallace B. Livesay,  
 Beaumont.  
 Products Used: Carrara Structural  
 Glass; Pittsburgh Polished Plate  
 Glass; Pittco Store Front Metal;  
 Herculite Tempered Plate Glass  
 Doors.



AFTER

BEFORE



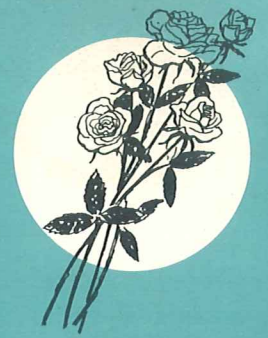
Location: Chicago, Ill.  
 Architect: Sidney C. Finck; Harold  
 S. Pawlan, Associate, Chicago.  
 Products Used: Pittsburgh Polished  
 Plate Glass; Pittco Premier Store  
 Front Metal; Pennvernon Window  
 Glass.



Location: Baltimore, Md.  
 Architect: A. C. Radziszewski, Baltimore.  
 Products Used: Carrara Structural Glass;  
 Pittsburgh Polished Plate Glass;  
 Pittco De Luxe and Pittco Premier Store  
 Front Metal; Herculite Tempered Plate  
 Glass Doors.



# FLOWER SHOPS



Location: St. Louis, Mo.  
 Architects: Wedemeyer & Hecker, St. Louis.  
 Products Used: Pittsburgh Polished Plate Glass; Pittco De Luxe Store Front Metal; Herculite Tempered Plate Glass Doors.



AFTER



Location: Wichita, Kansas.  
 Architects: Forsblom & Parks, Wichita.  
 Products Used: Pittsburgh Polished Plate Glass; Carrara Structural Glass; Pittco De Luxe and Pittco Premier Store Front Metal; Herculite Tempered Plate Glass Door.

BEFORE



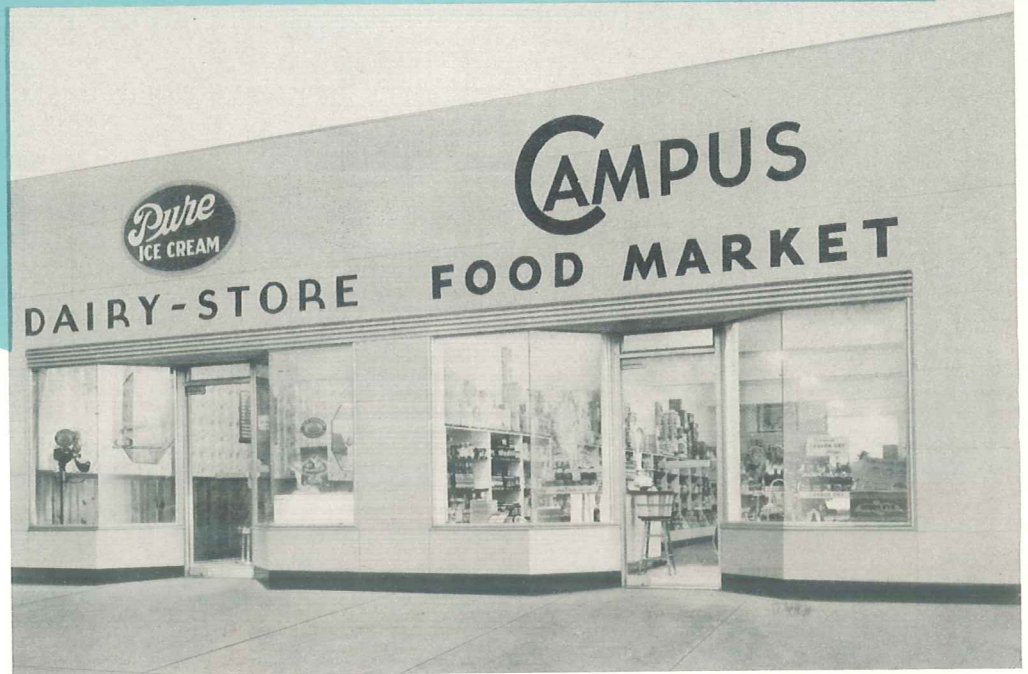
Location: Peoria, Ill.  
 Architect: Cletis R. Foley, Peoria.  
 Products Used: Pittsburgh Polished Plate Glass; Pittco De Luxe Store Front Metal; Herculite Tempered Plate Glass Door.





## FOOD STORES

Location: Parkersburg, West Virginia.  
Architect: Jesse D. Folwell, Parkersburg.  
Products Used: Pittsburgh Polished Plate Glass;  
Pittco De Luxe Store Front Metal;  
Herculite Tempered Plate Glass Doors;  
Carrara Structural Glass.

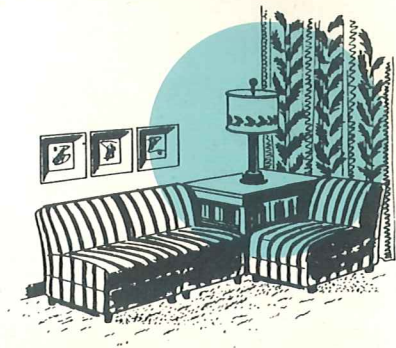


Location: Wichita, Kansas.  
Architects: Forsblom & Parks, Wichita.  
Products Used: Pittsburgh Polished Plate Glass;  
Carrara Structural Glass; Pittco De Luxe and Pittco  
Premier Store Front Metal; Herculite Tempered Plate  
Glass Doors.





## FURNITURE STORES

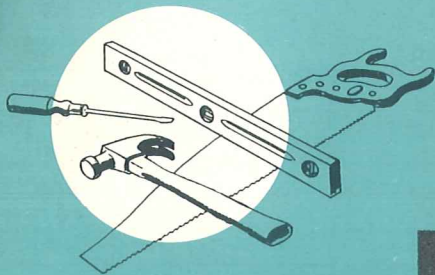


Location: Inglewood, California.  
Gruen & Krummeck, Victor Gruen  
A. I. A. Architect, San Francisco  
and Hollywood.  
Products Used: Pittsburgh Polished  
Plate Glass.



Location: Cincinnati, Ohio.  
Architects: Miller & Martin, Cincinnati.  
Products Used: Pittsburgh Polished Plate  
Glass; Pittco Premier Store Front Metal;  
Herculite Tempered Plate Glass Doors.



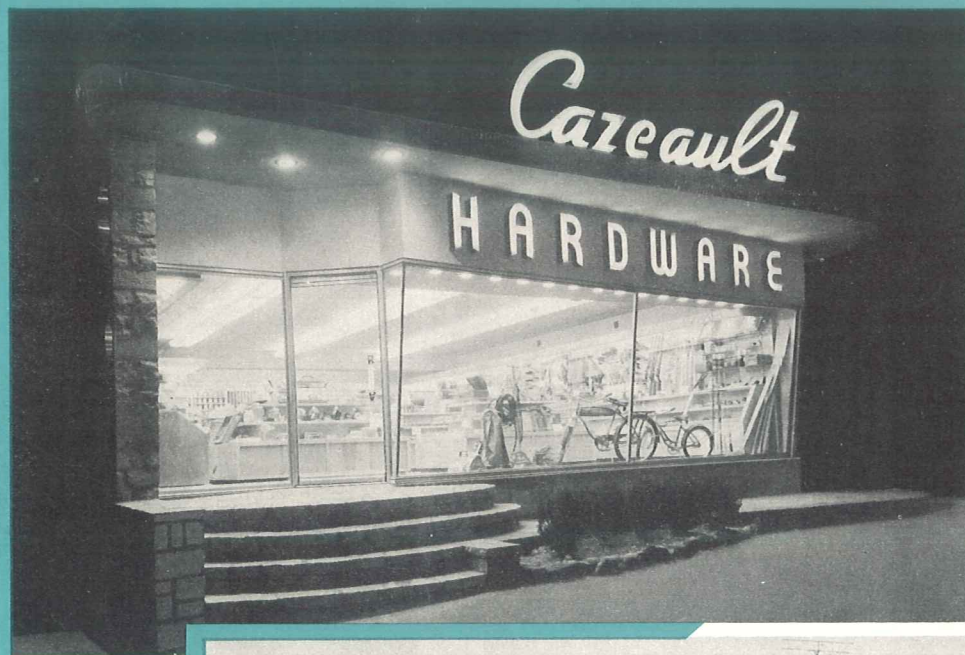


## HARDWARE STORES

Location: Mission, Kansas.  
 Architect: L. O. Willis, Kansas City, Missouri.  
 Products Used: Pittsburgh Polished Plate Glass; Herculite Tempered Plate Glass Door and Herculite Door Frame Assembly; Pittco Store Front Metal.



Location: North Weymouth, Mass.  
 Architect: Bernard E. Healy, Weymouth, Mass.  
 Products Used: Pittsburgh Polished Plate Glass; Pittco Premier Store Front Metal; Herculite Tempered Plate Glass Doors.



Location: Rahway, N. J.  
 Architect: Albert F. Weber, Linden, N. J.  
 Products Used: Pittsburgh Polished Plate Glass; Herculite Tempered Plate Glass Doors; Carrara Structural Glass; Pittco Store Front Metal.







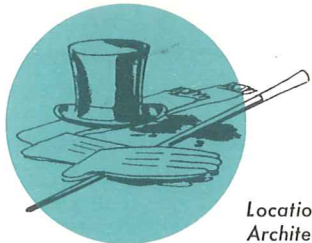
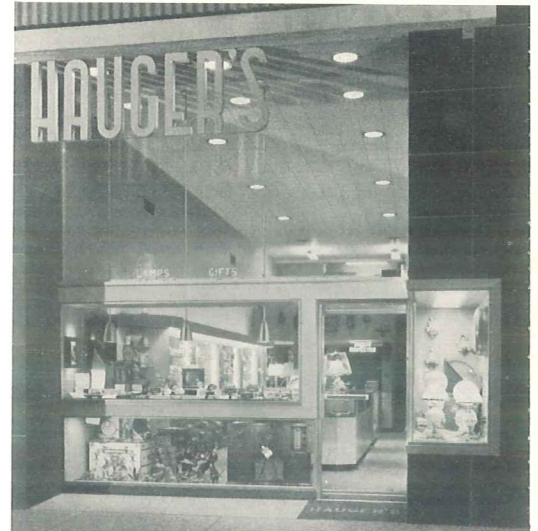
## JEWELRY STORES



**Location:** Atchison, Kansas.  
**Architects:** Griest & Ekdahl, Topeka, Kansas.  
**Products Used:** Bent Pittsburgh Polished Plate Glass; Carrara Structural Glass; Herculite Tempered Plate Glass Doors and Sidelights; Pittsburgh Mirrors; Corrugated Structural Glass.

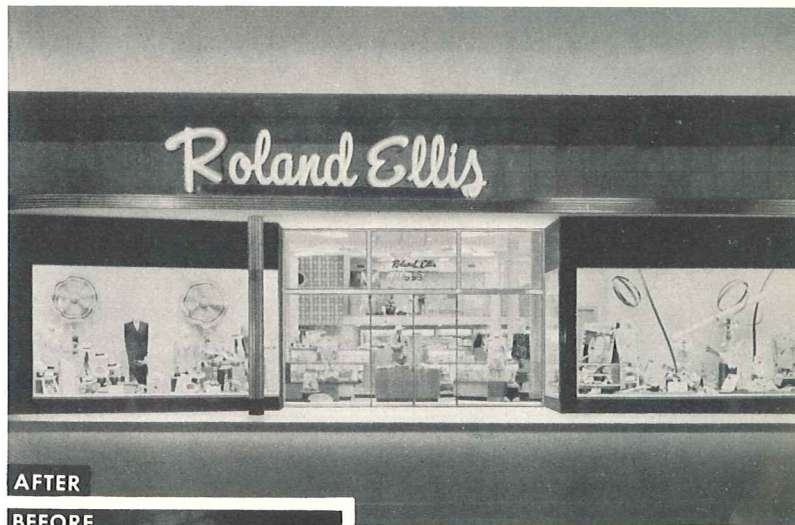


**Location:** Cumberland, Md.  
**Architect:** S. Russ Minter, Cumberland.  
**Products Used:** Carrara Structural Glass; Pittsburgh Polished Plate Glass; Herculite Tempered Plate Glass Doors; Herculite Door Frame Assembly; Pittco De Luxe Store Front Metal.



## MEN'S WEAR STORES

**Location:** Cumberland, Md.  
**Architect:** S. Russ Minter, Cumberland.  
**Products Used:** Carrara Structural Glass; Pittsburgh Polished Plate Glass; Herculite Tempered Plate Glass Door; Herculite Door Frame Assembly; Pittco De Luxe Store Front Metal.

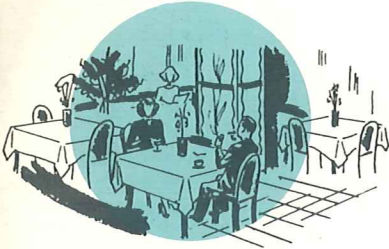


**AFTER**



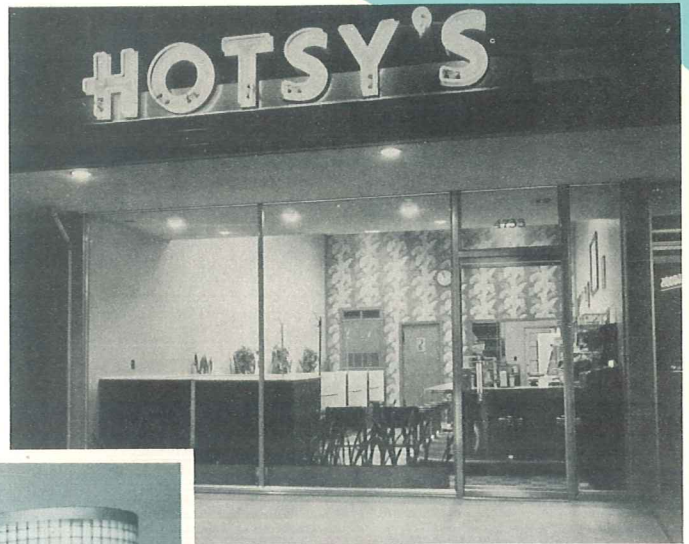
**Location:** Dallas, Texas.  
**Architect:** Phil T. Crown, Dallas.  
**Products Used:** Pittsburgh Polished Plate Glass; Pittco De Luxe Store Front Metal; Herculite Tempered Plate Glass Doors.



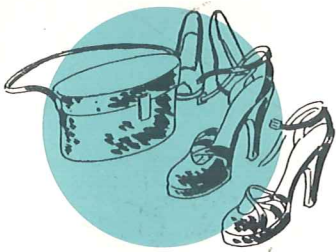


## RESTAURANTS

*Location: Wichita, Kansas.  
Architects: Forsblom and Parks, Wichita.  
Products Used: Pittsburgh Polished Plate Glass;  
Pittco Store Front Metal; Herculite Tempered Plate Glass Door.*

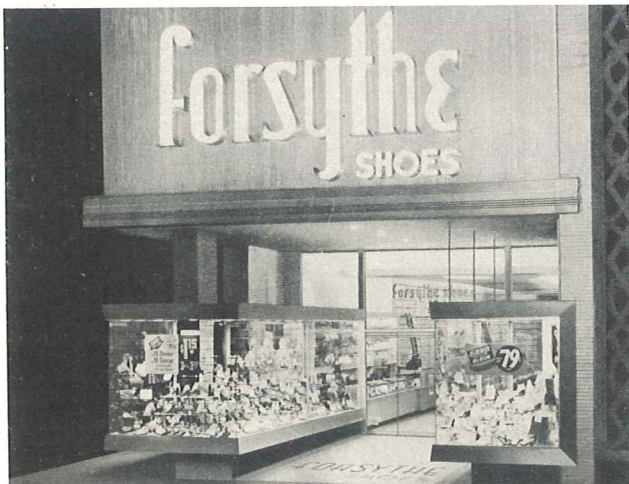


*Location: Pocomoke City, Md.  
Products Used: PC Glass Blocks; Carrara Structural Glass; Twindow; Pittco Premier Store Front Metal; Herculite Tempered Plate Glass Doors; Herculite Door Frame Assembly.*



## SHOE STORES

*Location: Cincinnati, Ohio.  
Architects: Kaplan & Fish, Philadelphia, Pa.  
Products Used: Pittsburgh Polished Plate Glass;  
Pittco De Luxe and Pittco Premier Store Front Metal;  
Herculite Tempered Plate Glass Doors; Pittsburgh Mirrors.*



*Location: Portland, Oregon.  
Architects: Lawrence, Tucker & Wallman, Portland.  
Products Used: Pittsburgh Polished Plate Glass; Carrara Structural Glass.*



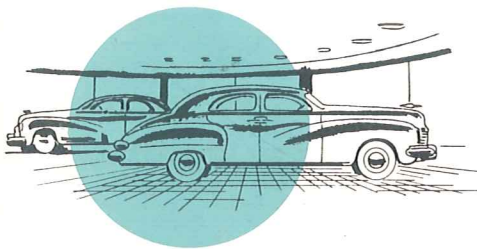


## SERVICE STATIONS



Location: Pittsburgh, Pa.  
 Products Used: Carrara Structural Glass;  
 Pittsburgh Polished Plate Glass; Pittco  
 Premier Store Front Metal.

Location: Lexington, N. C.  
 Products Used: Carrara Structural Glass;  
 Pittsburgh Polished Plate Glass; Pittco  
 Premier Store Front Metal.



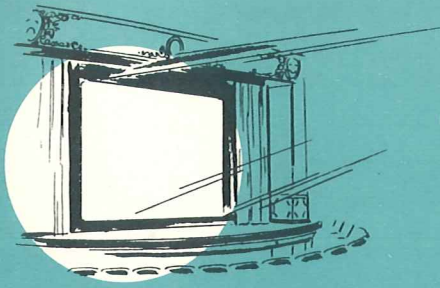
## SHOWROOMS

Location: Billings, Montana.  
 Products Used: Pittsburgh Polished  
 Plate Glass; Pittco Store Front  
 Metal; Herculite Tempered Plate  
 Glass Doors.



Location: Wynnewood, Pa.  
 Architect: J. Bedford Wooley,  
 Philadelphia, Pa.  
 Products Used: Pittsburgh Polished  
 Plate Glass; Pittco Premier Store  
 Front Metal; Herculite Tempered  
 Plate Glass Doors.



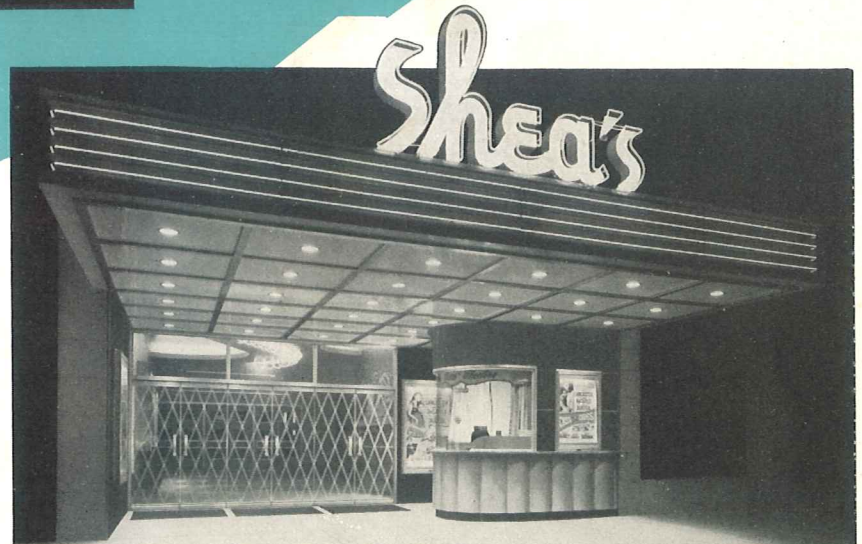


## THEATRES

Location: Milwaukee, Wisconsin.  
 Architect: Carl Lloyd Ames, Milwaukee.  
 Products Used: Pittsburgh Polished Plate Glass; Pittco Store Front Metal; Herculite Tempered Plate Glass Doors and Sidelights; Tubelite Door and Frame.



Location: Lima, Peru.  
 Architect: Florez y Costa, Lima, Peru.  
 Products Used: Herculite Tempered Plate Glass; Pittco Store Front Metal; Herculite Doors and Herculite Door Frame Assembly.



Location: Ashtabula, Ohio.  
 Architect: Michael De Angelis, Rochester, N. Y.  
 Products Used: Carrara Structural Glass; Herculite Tempered Plate Glass Doors.



# Group Modernizing

## HELPS YOUR BUSINESS . . . BENEFITS THE ENTIRE COMMUNITY

THE MODERN, inviting store is the one that attracts the trade that brings you profits. And when merchants get together and remodel their stores in groups, experience has proved that the result is a greater degree of prosperity for *all*. That's because group modernization helps *keep local business at home*. Instead of going off to larger centers nearby to spend their shopping dollars, neighborhood residents decide to trade with their own local merchants . . . because they're convinced that stores that are so modern and up-to-date in appearance must have merchandise for sale that is up-to-the-minute too. And, although the over-all effect of group

modernizing is one of unity in design, with the advanced Pittsburgh group modernization techniques each store front stands on its own feet, keeps its individuality.

Join hands with your local Chamber of Commerce and merchants' trade association, with city planning committees, with other neighborhood merchants and plan improvements. Such action will help keep local business at home . . . and attract *new* business from other areas.

A few examples of actual group modernizations are shown here to illustrate just what can be accomplished with Pittsburgh modernization products.

BEFORE



Location: Beverly Hills, California.  
Architect: Stephen A. Stepanian, Beverly Hills.

AFTER







AFTER



Location: Moline, Illinois.  
 Architect: William A. Schultzke, Moline.





Location: Roeland Park, Mission, Kansas.  
Architect: L. O. Willis, Kansas City, Mo.



Location: Arlington, Virginia.  
Architect: William N. Denton, Washington, D. C.



Location: Wichita, Kansas.  
Architects: Forsblom & Parks, Wichita.



**FOR BIGGEST RETURNS IN INCREASED BUSINESS**

# Modernize Inside...

*French Bootery, New York, N. Y.*

*One whole wall of Pittsburgh Mirrors makes this fitting room seem twice its actual size . . . makes it brighter, more cheerful.*

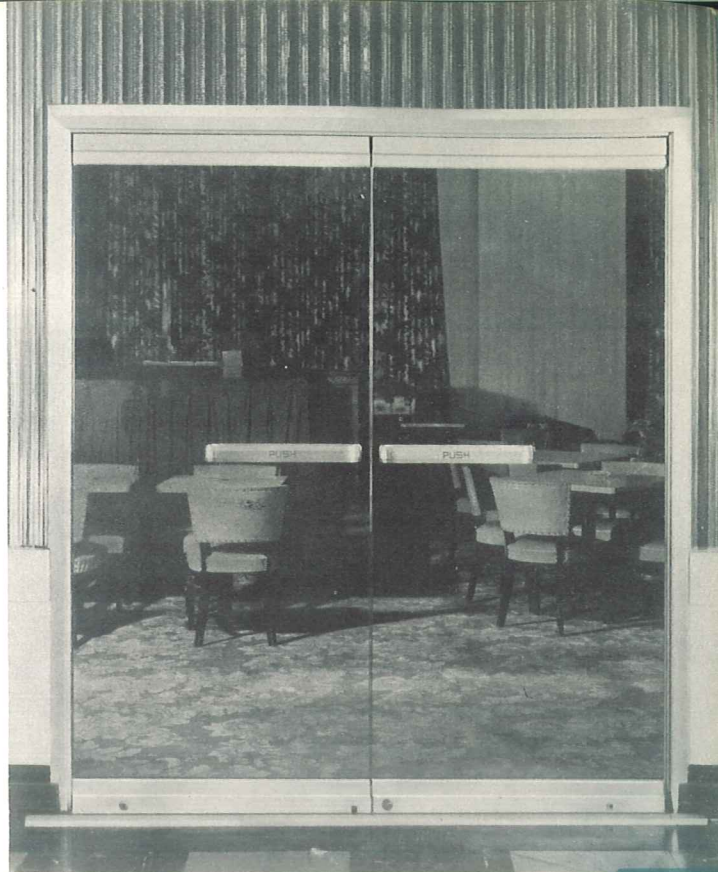
*Architect: Hans N. Wormann, New York City.*





# as well as Outside

*Hotel Sheraton, Pittsburgh, Pa.  
This Pittsburgh Doorway, between a lounge and cocktail room of the Sheraton, actually adds to the hotel's decorative scheme. The Free-Standing Herculite Door Frame Assembly has a border of eye-catching Corrugated Glass around it.  
Architect: Francis W. Swem, Pittsburgh, Pa.*



*Rochester Club, Rochester, N. Y.  
The 1/4" screen of Pittsburgh Polished Plate Glass, with 3/8" perpendiculars, is a decorative feature of the Rochester Club's Main Dining Room. It also serves to dampen lobby noises, make the room lighter. Note the handsome mirrored panel at right.  
Architects: Kaelber & Waasdorp, Rochester, N. Y.*







**C. H. Baker Shoe Store, Oakland, Calif.**

*Pittsburgh Mirrors are utilized to give added depth to this shoe store. The mirrored wall increases impact of displayed merchandise, multiplies color and movement in the cheerful store.*

*Gruen & Krummeck, Victor Gruen A. I. A. Architect, San Francisco and Hollywood.*

**New York beauty salon of Michael-of-the-Waldorf.**

*Among the striking features of this reception room of the beauty salon are the walls of multi-paneled, beveled Pittsburgh Mirrors which pick up and reflect all the beauty, brilliance and subtlety of the furnishings and illumination.*

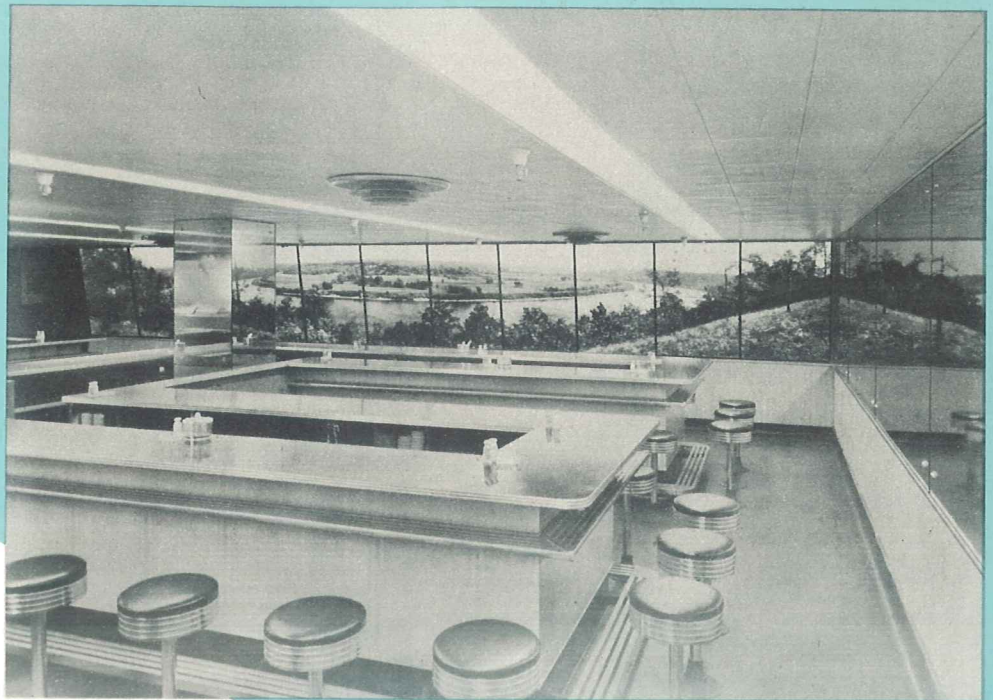
*Designers: Earnshaw, Inc., New York & Philadelphia.*





*Harvey Department Store Restaurant, Nashville, Tenn.*

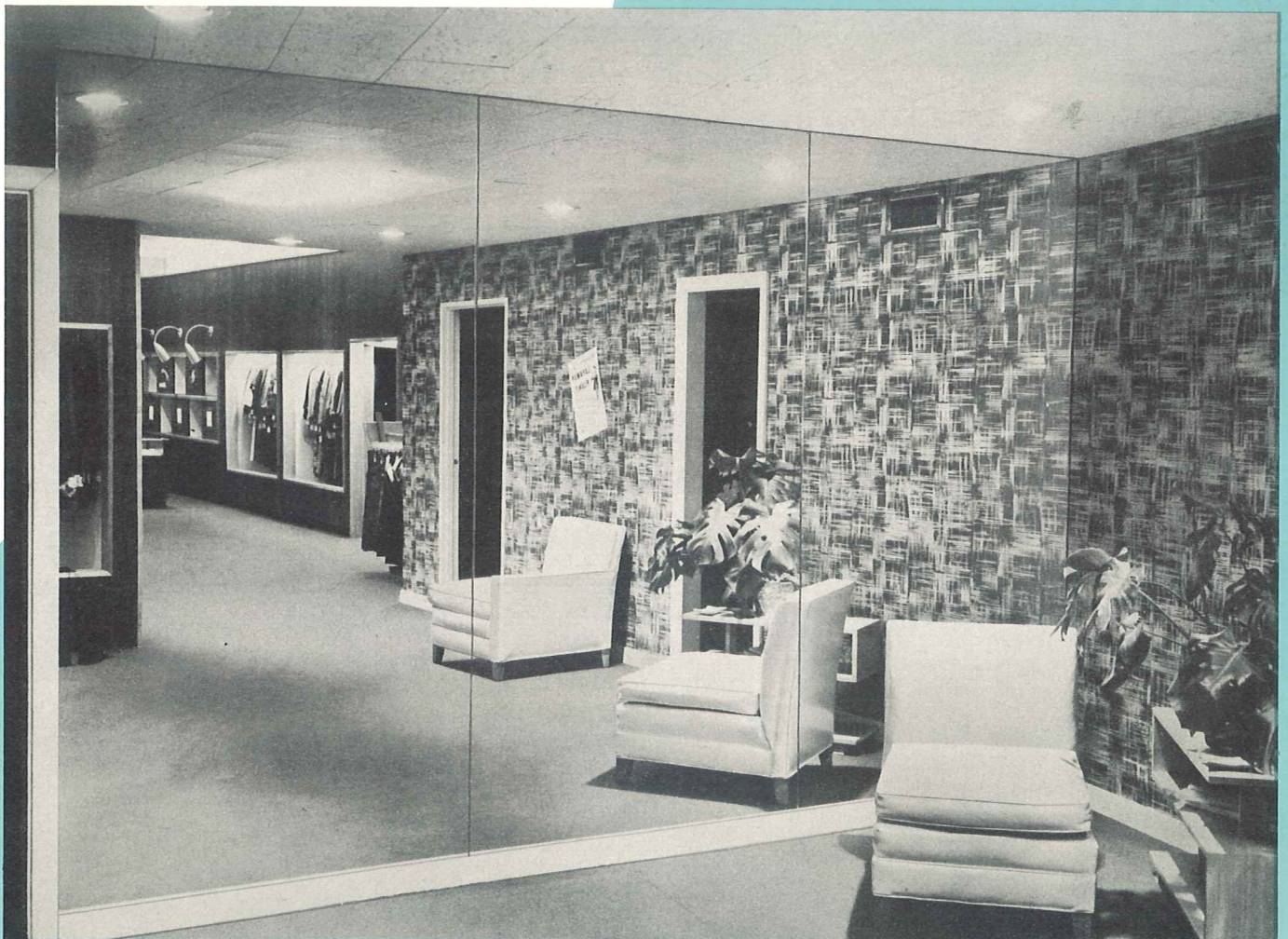
*In the rear of this restaurant a photo mural, sandwiched-in between two lights of Pittsburgh Polished Plate Glass, gives the illusion of looking outdoors through clear windows. The sandblasted back lights of Plate Glass have lighting arrangements behind them and are held secure by means of special steel strips and stainless steel screws. The wall at right and the column at left are covered with quality Pittsburgh Mirrors.*



*Burton's Clothing Store, Raleigh, North Carolina.*

*In this modern shop an unusual effect is achieved through the use of a "wall" of Pittsburgh Mirrors. The mirrors are set at such an angle to the shop as to give the impression of another shop in the rear.*

*Architect: Leif Valand, Raleigh.*





*C. H. Baker Shoe Store, San Francisco, Calif.*

*Through the 35-foot high Pittsburgh Plate Glass wall which separates the arcade from the interior of this store the entering customer can view the special features of both the first and second floor shoe salons. To create an illusion of added width and to reflect more light, the entire left wall is paneled with Pittsburgh Mirrors.*

*Gruen & Krummeck, Victor Gruen A. I. A. Architect, San Francisco and Hollywood.*







*Bond Clothing Store, Cleveland, Ohio.*

*The spectacular design of this store is accented by the use of large areas of glass. The Herculite Tempered Plate Glass Stair Rails shown in this view are among the outstanding features of the design. Also note the extensive Pittsburgh Mirror installations.*

*Architects: Walker & Weeks, Cleveland.*



*Shamrock Hotel's Smart Shop, Houston, Texas.*

*In keeping with the colorful decorative scheme and luxurious appointments of the hotel itself, this shop, located on one of the first floor promenades of the Shamrock, is elegantly decorated with large, cheerful areas of Pittsburgh Glass. Pittsburgh furnished the paints, brushes, mirrors and store front metal, as well as the glass for this fabulous hotel.*

*Architect: Wyatt C. Hedrick, Houston.*





*Western Saving Fund Society, Philadelphia, Pa.*

*This view of the bank building lobby shows one of the secondary entrances. The large lights of Pittsburgh Polished Plate Glass are  $\frac{3}{8}$ " thick and measure 9 by 15 feet. Throughout the building there are 31 spacious Herculite Tempered Plate Glass Doors.*

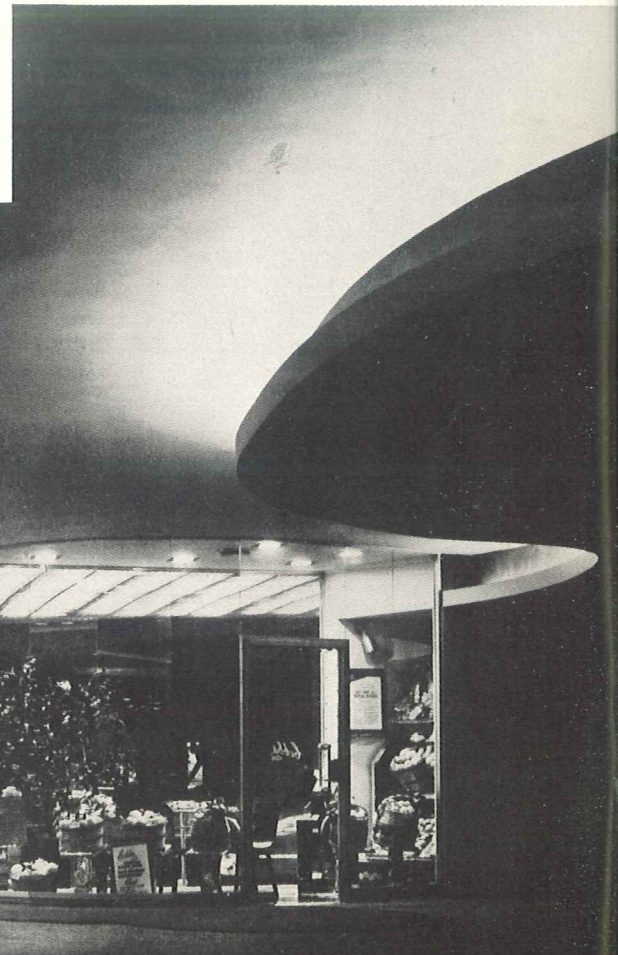
*Architects: Harbeson, Hough, Livingston and Larson of Philadelphia, with Willing, Sims and Talbutt as Associate Architects.*

*Copa City, Miami Beach, Florida.*

*These arcade shops of the luxurious Copa City are almost completely of glass. The sparkling, clear Pittsburgh Polished Plate Glass walls reveal the maximum of merchandise displays, and to the best advantage. Sturdy, clear Herculite Tempered Plate Glass Doors, with Herculite Door Frames, complete the "open" design.*

*Designer: Norman Bel Geddes, New York City.*

*Architect: Norman M. Giller, Miami Beach, Florida.*







*Bar of the Hotel New Yorker, Kansas City, Missouri.*

*An illusion of doubled space is achieved in this bar with the aid of a mitered Pittsburgh Plate Glass Mirror. And the room has twice the charm and beauty too.*

*Architect: J. F. Lauck Associates, Kansas City, Mo.*

*Washroom of Miller and Rhoads Department Store, Richmond, Va.*

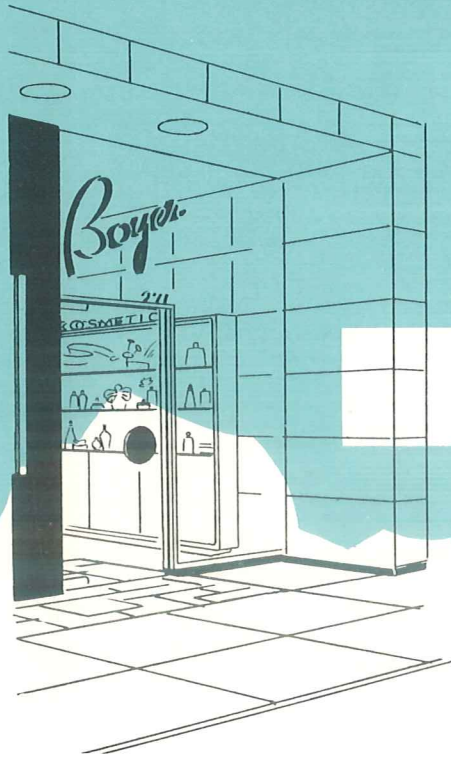
*The sparkling, colorful Carrara Structural Glass walls of this department store washroom are not only attractive to look at but also easy to keep clean, and will last for years and years. The long mirror over the lavatories reflects the color of the room, "enlarges" it, while performing regular utility function.*

*Store Designers: Amos Parrish & Company, Inc., New York, N. Y.*





# Pittsburgh Products for



## CARRARA

**I**N CARRARA GLASS is found a structural material that combines beauty, versatility, sanitation, permanence and reasonable cost. Mechanically ground and polished to a smooth, brilliant surface finish, Carrara Glass has a mirror-like reflectivity. It is the only wall material that has a *polished* surface in all colors and thicknesses. This reflective property adds depth and richness to the clear Carrara colors. There are ten attractive colors from which to choose: Black, White, Ivory, Tranquil Green, Beige, Gray, Forest Green, Rembrandt Blue, Orange, and Wine.

Its adaptability to many kinds of decorative treatment makes Carrara equally suitable for a front of classic simplicity or for one which achieves distinction by an unusual design. It is also ideal for decorating interiors and for the walls, stiles, and partitions of washrooms and lavatories. Carrara Glass can be sandblasted, fluted, shaded, etched in high or shallow relief; it can be laminated to combine two or more colors; or it can be treated with color after sandblasting for unusual effects.

Carrara Glass has a structure that is strong, homogeneous and closely-knit. Its smooth texture offers high resistance to abrasion. It is impervious to heat, cold or moisture. It can withstand the wear

and tear of weather and continue to look bright and shining indefinitely. Carrara Glass will not stain, check, craze, fade, nor change color with age. It is unaffected by chemicals, grease, or grime. It is easy to care for. An occasional wiping with a damp cloth is usually all that is required. It is easily installed, too. There is a special plastic cement used for setting Carrara Glass which gives it added protection against deterioration.

With the "Sandaire" process, intricate glass lettering or designs may be fabricated of Carrara Glass—all in one piece. This process makes it possible actually to paint colored pictures with glass; to embellish a store front or interior with glass lettering or glass figures of almost any type you desire. Designs and lettering produced by the "Sandaire" process are usually laminated to their backgrounds.

Through a special treatment, Carrara Structural Glass also produces a material with an appearance of softness . . . a surface less brilliant and with more restrained reflectivity than the regular ground and polished Carrara Glass. Appropriately, this is called Suede-finish Carrara. It can be substituted for regular Carrara Glass or combined with it to create individual effects in store front design.



# Store Fronts and Interiors

## PITTCO STORE FRONT METAL

Pittco Store Front Metal, outstanding in the field, is available in two lines. Both lines are of fine design . . . modern in appeal. Although they are architecturally simple, they have a dignified beauty and immediate attraction-power. A wide variety of sashes, sills, bars and mouldings is available for the creation of striking store fronts and interiors.

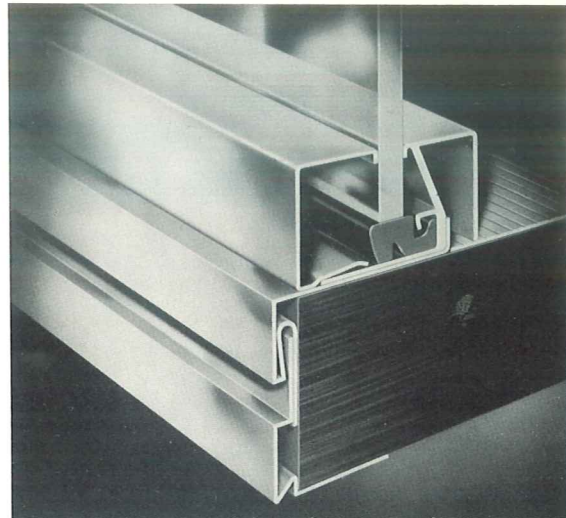
**PITTCO PREMIER** is Pittsburgh's moderately-priced, lightweight line of store front metal. Pittco Premier's line of shapes includes a basic group of mouldings which may properly be considered a *Moulding Kit*. The individual members of this group have carefully-chosen profiles and a high degree of architectural symmetry, making it possible to combine the various members to form a wide range of pleasing designs.

Pittco Premier represents the greatest advance in setting practice in many years. Its installation is quicker, easier and safer than that of any other store front metal available. All setting operations are carried on from the outside . . . the procedure is so simple and easily performed that substantial savings in setting time are effected. And glass replacements can be made with amazing speed and lack of trouble.

Pittco Premier Store Front Metal is available in rich-toned, lustrous Alumilite. The Moulding Kit, Premier Sashes, and principal members are also made in Bronze. Premier Sashes and selected members of the Moulding Kit may be obtained in Stainless Steel.

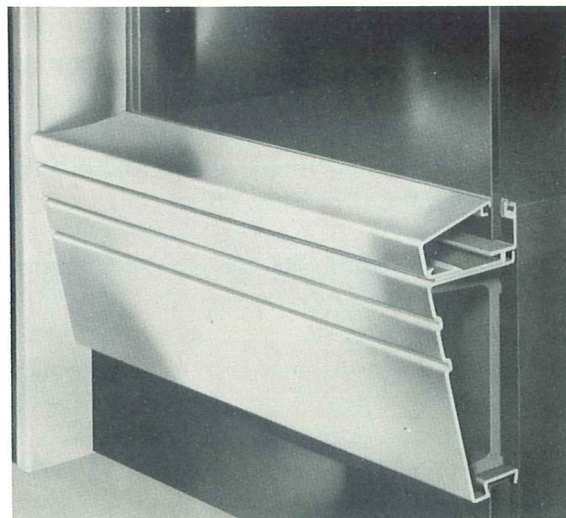
**PITTCO DE LUXE** is just what its name implies . . . the finest line of store front metal that inspired design, modern ingenuity and superior material and workmanship can produce.

All Pittco De Luxe exposed members are formed by the extruded process. This insures more perfect surfaces, sharper lines and more rigid construction. Pittco De Luxe is furnished in clear, lustrous Alumilite . . . some members available in Architectural Bronze.



▲ No. 72-A Double Face Sash with Nos. 2081-2097.

▼ Sill-Sash combination. 12-D Sash—282 Sill—284 Jamb.







## PITTSBURGH DOORWAYS

ARCHITECTURAL STYLING and structural and mechanical engineering have been combined in the Pittsburgh Doorway to produce a unit that is good-looking, well-constructed, simple to install. The unit—consisting of Herculite Tempered Plate Glass Doors, Herculite Door-Frame, and Pittco Checking Floor Hinge—is complete in one package. It's only necessary to unpack the frame, bolt it into the building opening, and hang the Herculite Doors.

**1 HERCULITE DOORS** are noteworthy for their unusual strength and beauty. The  $\frac{3}{4}$ " thick tempered Plate Glass of Herculite Doors is mechanically  $4\frac{1}{2}$  to 5 times stronger than untempered Plate Glass of the same thickness. They may be of any size up to 48 x 108 inches, depending upon the architect's design, and contingent upon the capacity of the hinges. Sturdy Herculite Doors are not affected by varying surface temperatures. They do not become brittle in cold weather . . . are as resistant to impacts at sub-zero temperature as at normal temperatures. With all its ruggedness, Herculite Glass retains the undeniable charm and beauty of Pittsburgh Polished Plate Glass.

**2 HERCULITE DOOR FRAMES** eliminate problems of setting and fitting; do away with details of clearances and a score of other time- and labor-consuming matters. A "packaged" construction, Pittsburgh's Herculite Door Frame is a rugged, strong, and handsome assembly, replacing complicated custom-made frames which require many different kinds of materials and services of various trades to in-

stall. There are twelve standard style frames to accommodate single doors, a door with two side-lights, or a pair of doors, and with heights to 12'0". Also, four standard free-standing door-frames. Standard frames, used individually or in combinations, can be accommodated to most entrances. Available in Alumilited aluminum, brushed or polished bronze and chrome-plated bronze.

**3 PITTCO CHECKING FLOOR HINGES**, especially developed for Pittsburgh Doorways, are efficient, compact. Each hinge has a built-in door holder, positive door-speed control, separate checking control. It is sealed in oil for life. The case and cover of the Pittco Hinge are drop-forged. All main working parts are hardened and ground tool steel. All bearings are anti-friction, precision ground.

*NOTE: A new Pittcomatic mechanical door opener will shortly be available for use with Herculite Doors. This invisible doorman opens and closes heavy Herculite Doors by use of an electric-hydraulic apparatus. It has no visible operating mechanism and can be used with either single-acting or double-acting doors.*



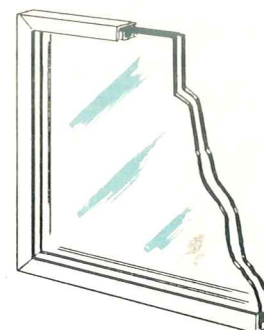
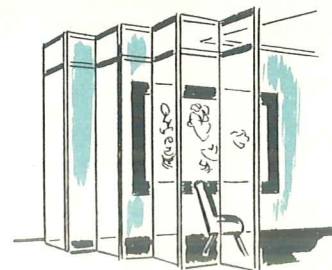
**POLISHED PLATE GLASS** Perfect brilliance and reflectivity of finish are essential requirements of glass used in "open-vision" store fronts. That's why Pittsburgh Polished Plate Glass is used so extensively in this latest advance in sales-winning store front design, as well as for regular show windows, display cases, interior decorations . . . wherever clarity of vision, beauty, and dignity are desired.

**HEAVY PLATE GLASS** Here is a practical decorative medium for a hundred uses—for decorative panels and partitions, shelves, skylights, theatre marquees, bank fixtures, telephone booths, etc. Pittsburgh Heavy Plate Glass is clear and affords excellent vision. It has a brilliant and mirror-like smoothness of surface. It is impervious to moisture, weather, cleaning chemicals, pencil marks and other disfiguring agents. It lends to its surroundings a beauty, dignity and modern touch that is hard to match. It also possesses a strength that protects and endures.

**TWINDOW** is a completely prefabricated insulating unit, consisting of two or more pieces of glass, enclosing a small, hermetically-sealed air space. When made with two panes of glass, it has nearly twice the insulating efficiency of ordinary windows—even more when additional panes are used. Twindow makes an ideal display window for all kinds of stores because its built-in insulation reduces heating costs and helps keep the glass free from condensation. Twindow decreases the load on air-conditioning equipment, helps maintain desired temperature and humidity levels, permits the use of larger windows. No dirt or moisture can enter Twindow's sealed-in air space. Only two surfaces to clean. Forty-seven standard sizes available, adaptable either to wood or steel sash. Maximum size 72" x 96".

**PITTSBURGH MIRRORS** are noteworthy for their beauty, unusually true reflections, and for their long life. They make store interiors look larger, lighter, more cheerful. You can obtain original effects with Pittsburgh Mirrors fabricated from Flesh Tinted, Blue, Solex (green), and Crystalex (water white) Plate Glass, in addition to Plate Glass in its regular color. You have a choice of silver, gold, or gun-metal backing. And Pittsburgh Copper Back Mirrors are obtainable for use where protection against moisture is required.

**PC GLASS BLOCKS** are used for light-transmission panels and for decorative purposes in all types of stores. Made of clear, colorless, all-glass units that have been permanently fused together, PC Glass Blocks are durable and sturdy. A partial vacuum inside each block is responsible for the important insulating properties of PC Glass Blocks. Available in ten distinctive patterns, including blocks designed to meet special light-directing and light-diffusing requirements. There are three sizes: 6", 8", 12".







# PITTSBURGH GLASS PRODUCTS

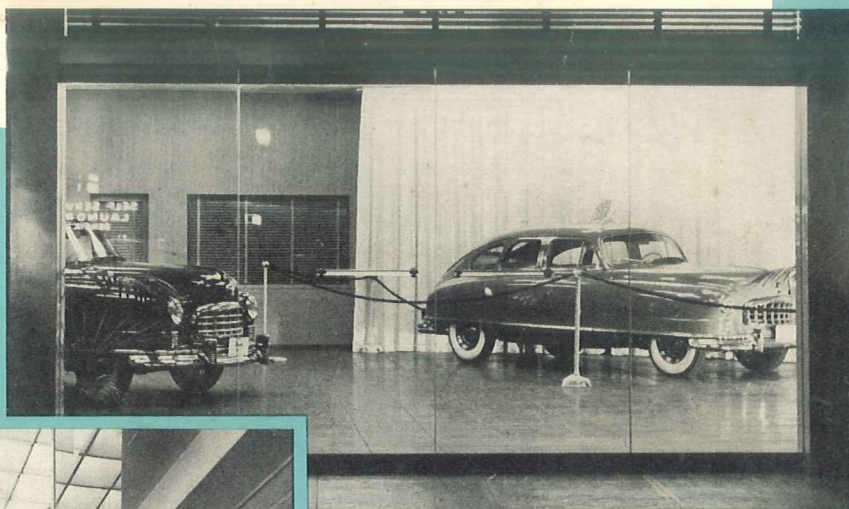
are available through the 180 branches of the  
**PITTSBURGH PLATE GLASS COMPANY**

*and on the Pacific Coast,  
through 57 branches of  
W. P. FULLER & CO.*

*Consult the classified section of your local telephone directory*



*Herculite Doors combine exceptional strength with all the beauty of Polished Plate Glass. Shown here is Kutler's Men's Shop of Long Beach, California, where Herculite Doors have created a handsome, impressive entrance whose "open vision" makes the interior of the store an effective display vehicle. Gruen & Krummeck, Victor Gruen A. I. A. Architect, San Francisco and Hollywood.*



*Here is an effective use of Herculite Doors to give all the benefits of "open vision." Treatments like this make a front exceedingly eye-catching and inviting to passersby. This installation is at the Webb Motor Company, Berkeley, California. Herculite Doors are also well-suited to offices, where they help to achieve a feeling of "up-to-dateness." Architect: Jas. W. Plachek, Berkeley, California.*



*In this department store at El Paso, Texas, Herculite Doors permit clear vision into the interior, add a modern touch to the entrance. Herculite Doors have an appealing, lustrous beauty, are transparent, transmit light, and have four times the strength of regular Plate Glass of the same thickness. Architects: Parr & Aderhold, Oklahoma City, Oklahoma.*