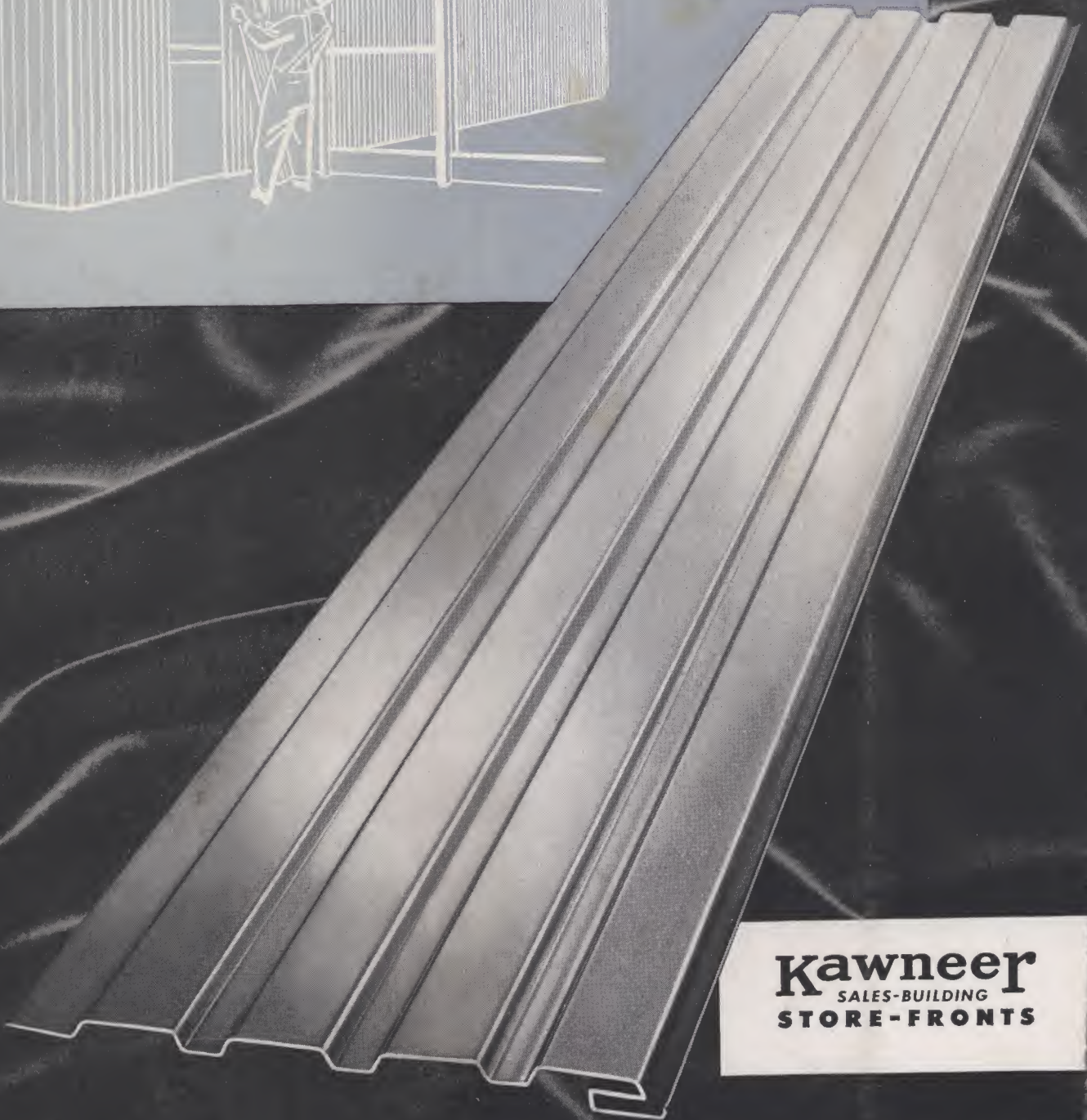


Kawneer presents

Zourite

the new aluminum
facing material



Kawneer
SALES-BUILDING
STORE-FRONTS

Zourite...The Modern



The clean-lined beauty of Zourite is illustrated by this 14-story building which is now under construction in Yakima, Washington. Architect, Thomas F. Hargis, Jr. Owner, Frederick Mercy.

Aluminum Facing Material

... for all facing jobs ... on all types of buildings ... under all building conditions

Handsome in appearance

Styled to the highest standards of contemporary design, Zourite's clean-lined pattern and rich finish make a decorative covering for the largest facade or the smallest area of trim.

Made of aluminum with a semi-lustrous, non-glaring finish, Zourite is handsome and durable.

Easy to install

Engineered to meet modern construction requirements, Zourite is shipped complete with furring strips, fastening clips*, and trim mouldings.

It can be applied horizontally or vertically to masonry, wood, or metal surfaces.

It can be installed to fit around corners, angles, and curved surfaces.

Zourite can be applied to exterior or interior surfaces without making major changes on existing structures. High costs for demolitions and alterations are thus eliminated.

Adjustable tongue and groove joints* reduce job-site labor and eliminate the special manufacture of odd sizes and shapes to meet individual job requirements. They also allow for expansion, contraction, and building settlement after installation.

This easy-to-work new facing material comes in 8½-inch and 4¼-inch widths and in 20-foot lengths which can be cut quickly and accurately to desired lengths on the job.

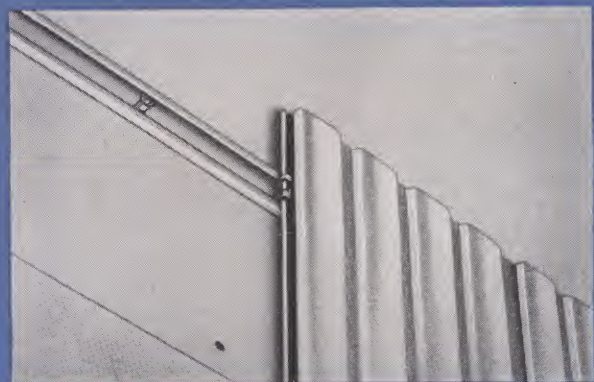
Economical to maintain

Zourite is easily washed clean with clear water, and it never requires painting.

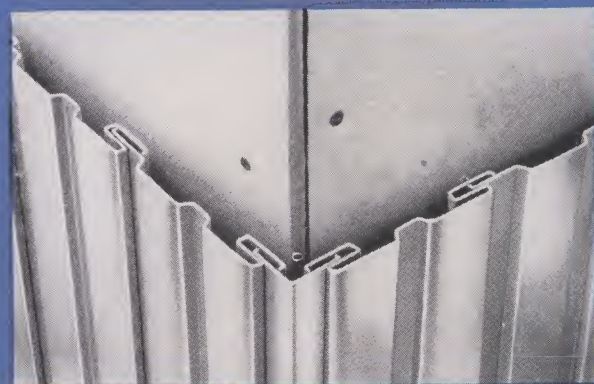
Maintenance costs are further reduced because Zourite can't crack, chip, rust, or scale.

*Patent applied for

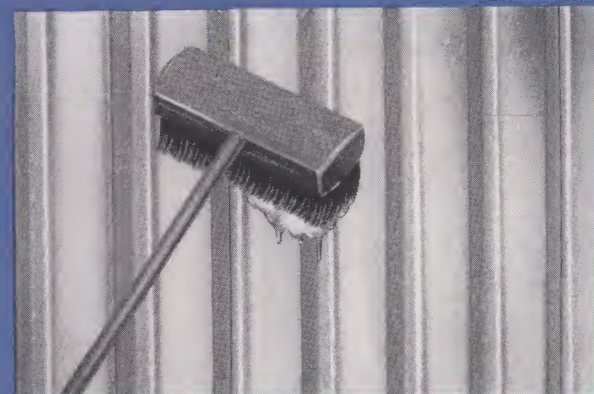
Kawneer
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Zourite is applied by means of furring strips and fastening clips. See pages 14-15.



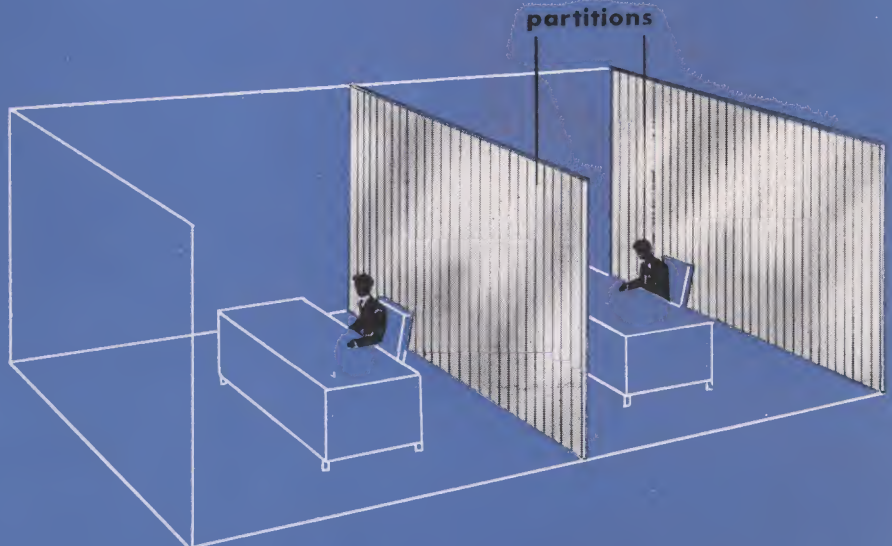
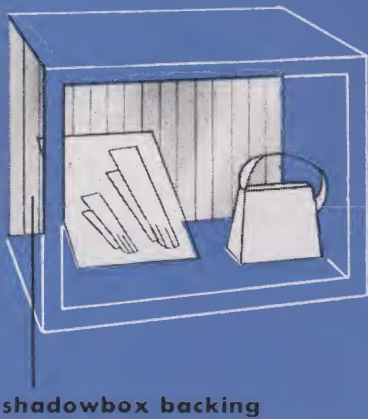
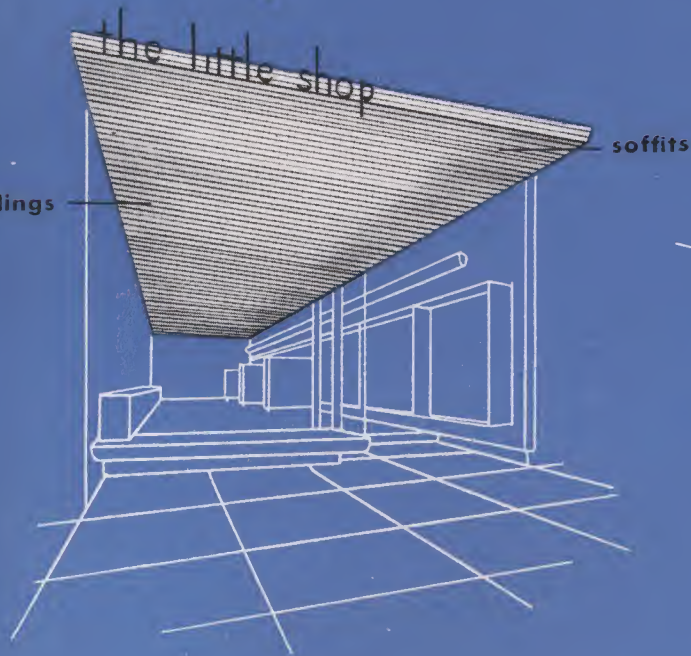
Zourite's adjustable tongue and groove joints allow for easy fitting on the job.



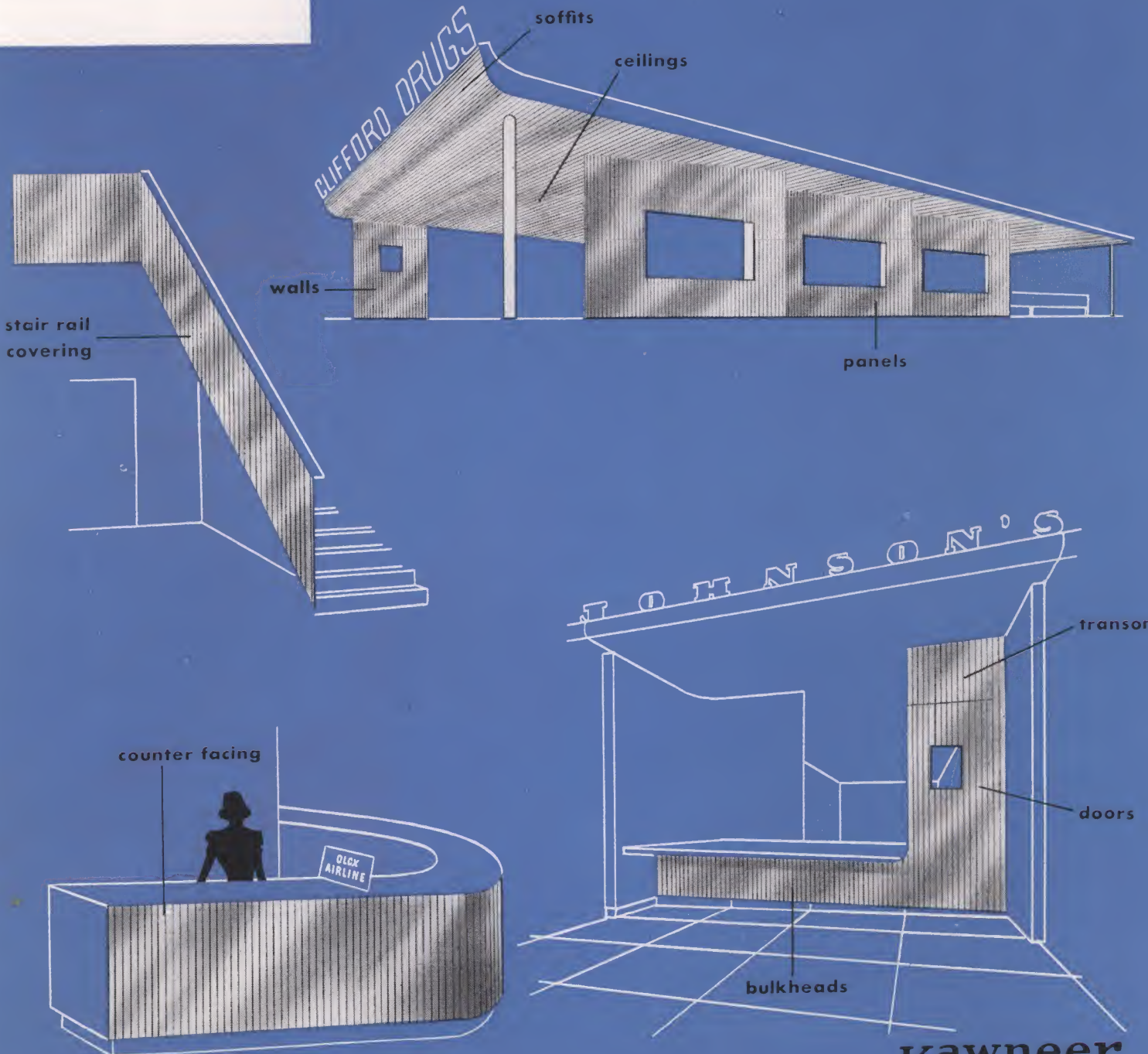
Zourite is quickly washed clean with water, and it never requires painting.

Zourite...

...for facing

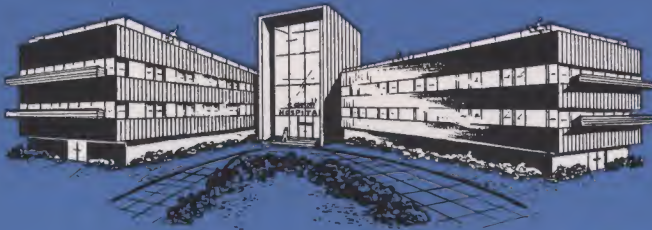


ALL jobs



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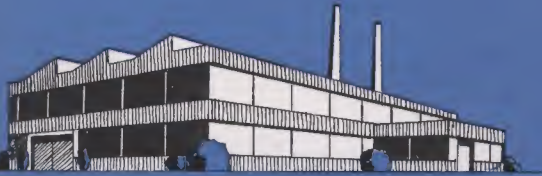
Zourite...on ALL types of buildings



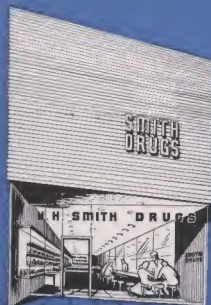
Institutions



Restaurants



Factories



Stores and Shops



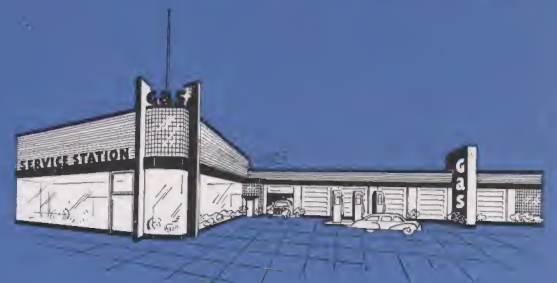
Show Rooms



Theatres



Office Buildings

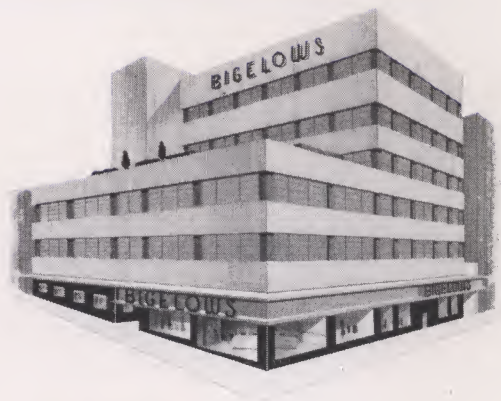


Filling Stations

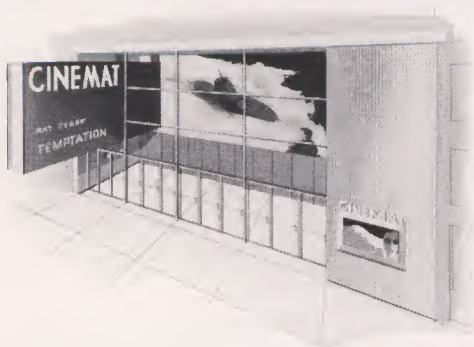
Zourite . . . under ALL building conditions



for new construction



or remodeling



to cover exterior



or interior surfaces



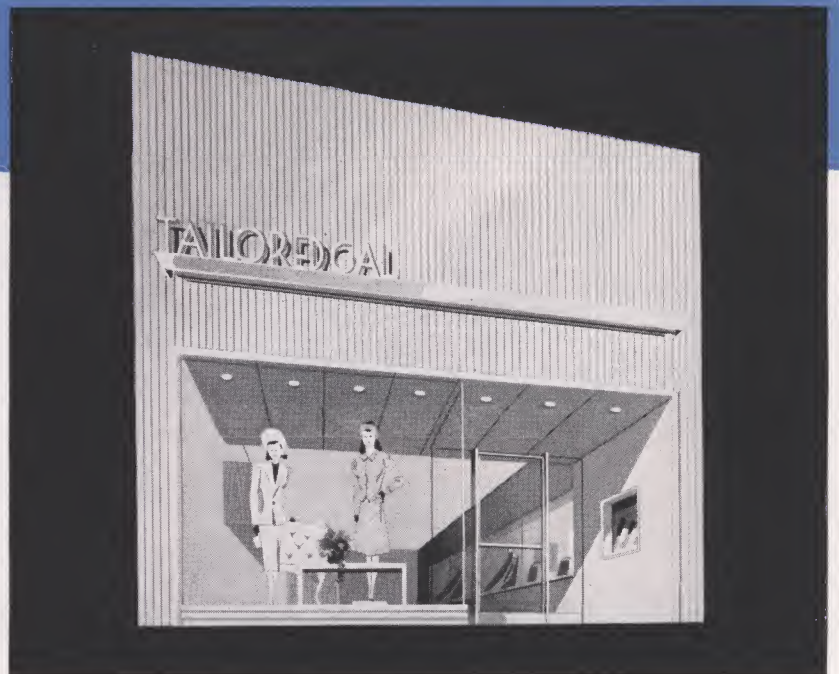
to cover large



or small areas

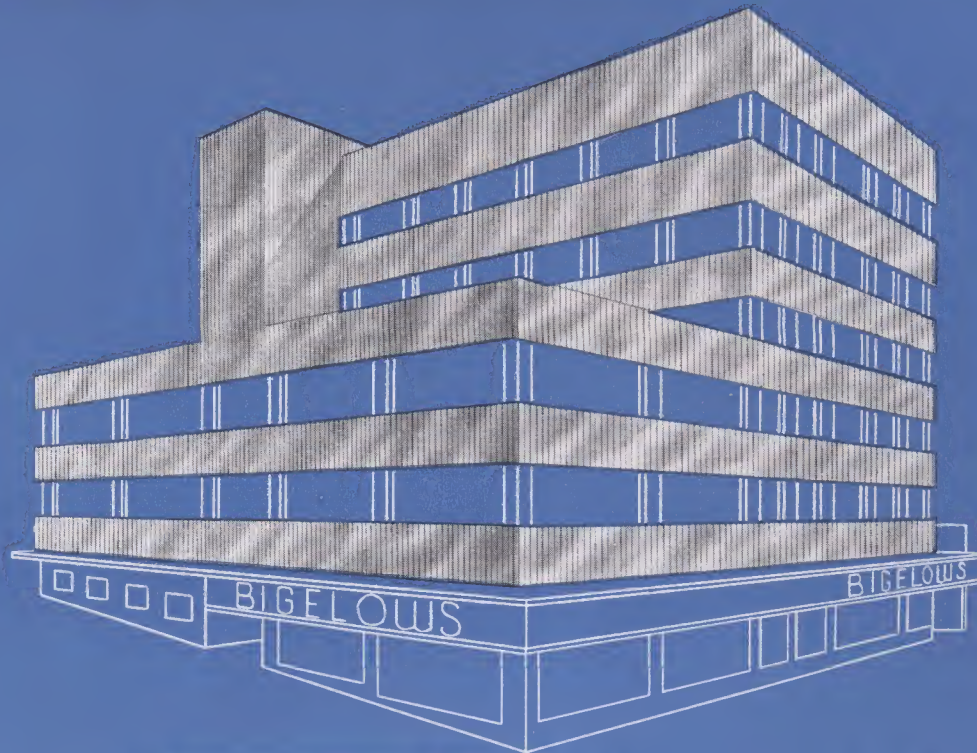
Kawneer
STORE-FRONTS

Zourite is used for new construction



To gain maximum advertising power for its small frontage, this shop uses Zourite to face the entire sign area. Although it attracts attention, Zourite's clean-lined, simple pattern is always in good taste.

or remodeling

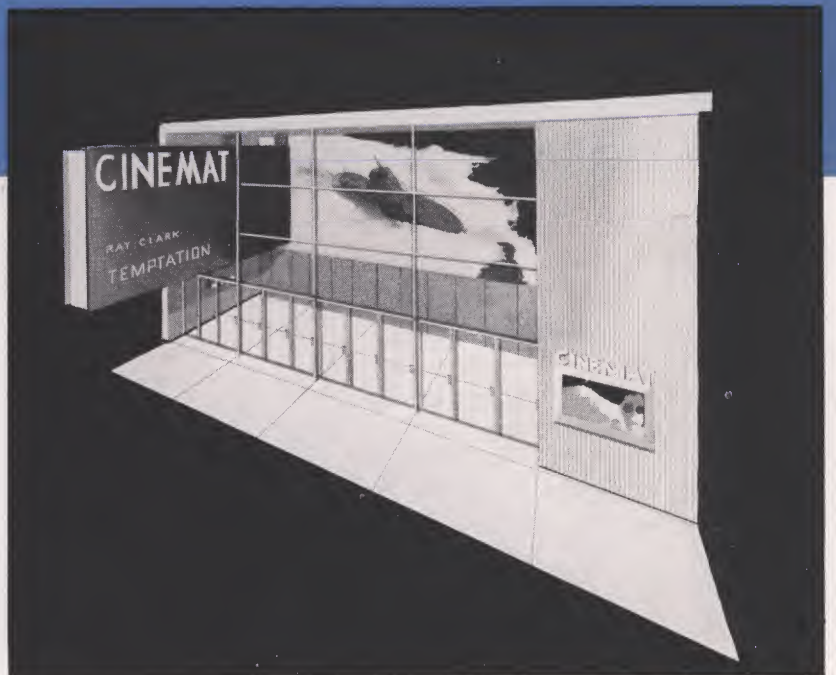
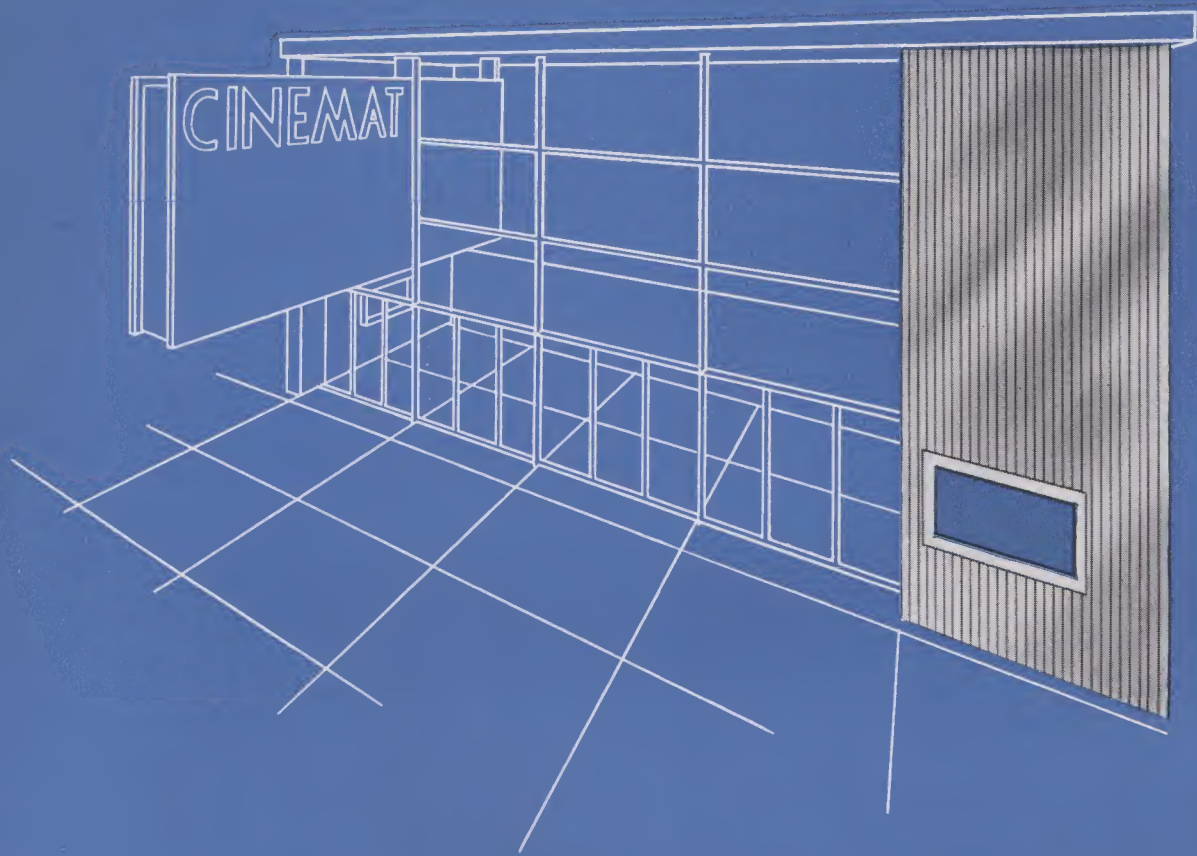


AFTER



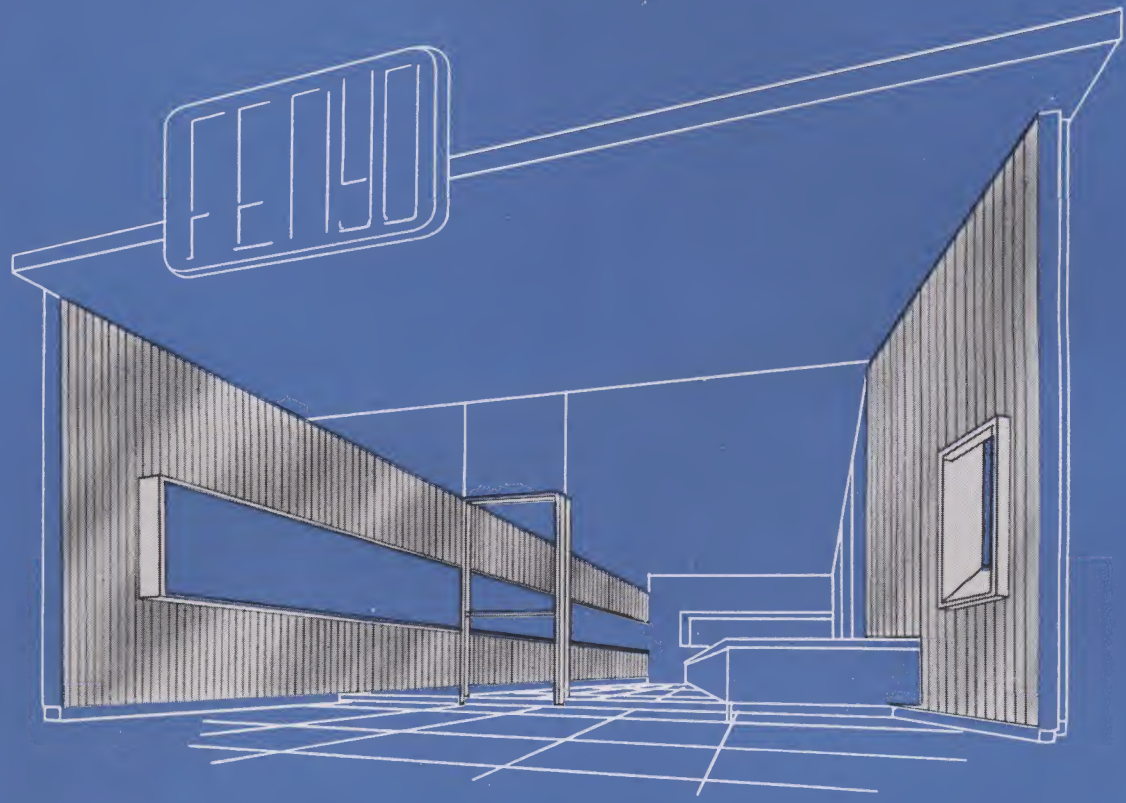
Here Zourite makes a unified and impressive department store out of a group of separate buildings. Although these buildings were constructed of different materials, the application of Zourite required no major alterations.

Zourite is used to cover exterior

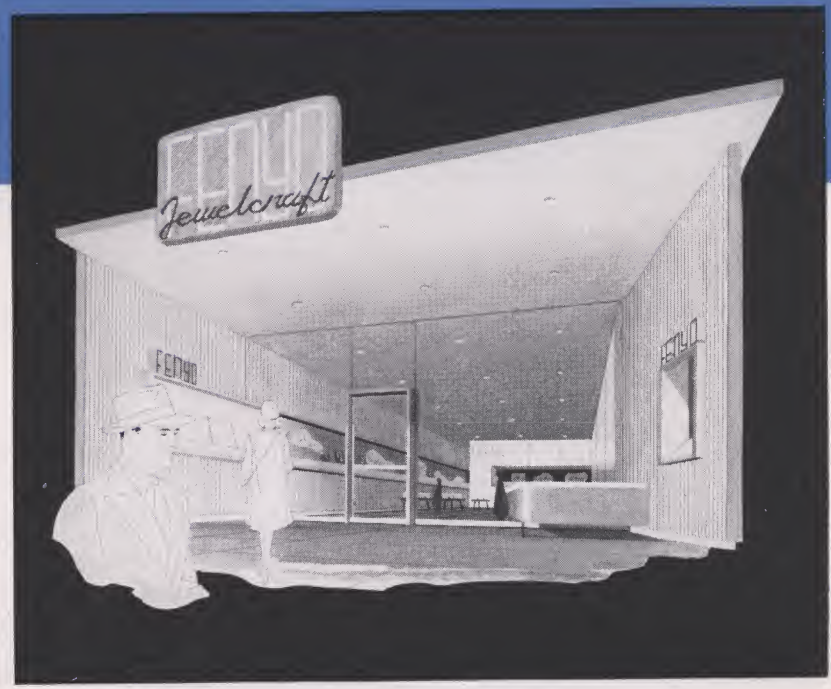


This theatre illustrates an outstanding exterior use of Zourite. It is a striking "long distance" eye-catcher, yet its strong directional pattern focuses attention on the objects it surrounds—in this instance the poster case.

or interior surfaces



Here Zourite truly pulls customers inside to buy. By facing the interior and exterior walls with Zourite and by using flush-glazing sash, the building line barrier is eliminated and an inviting "open-air" shopping arcade is created.

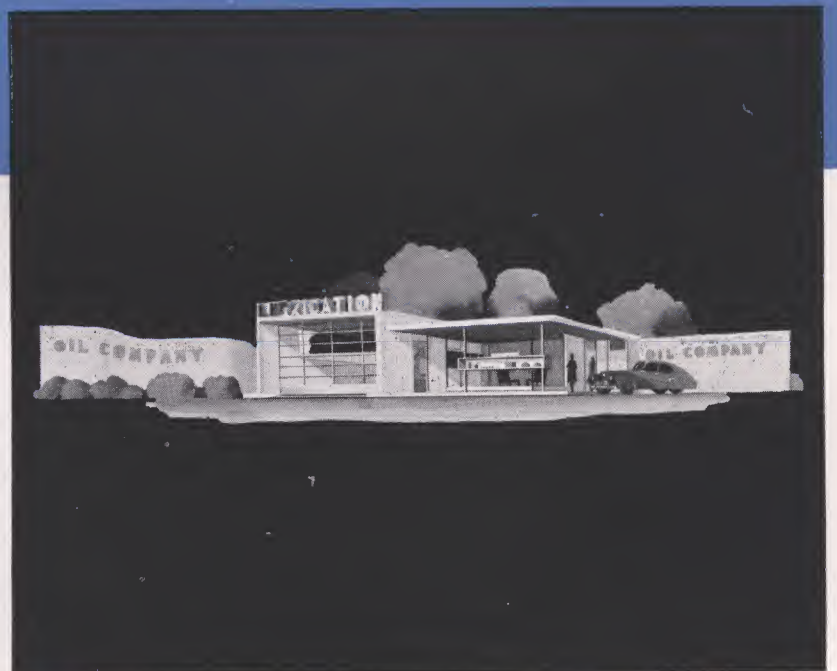


Kawneer
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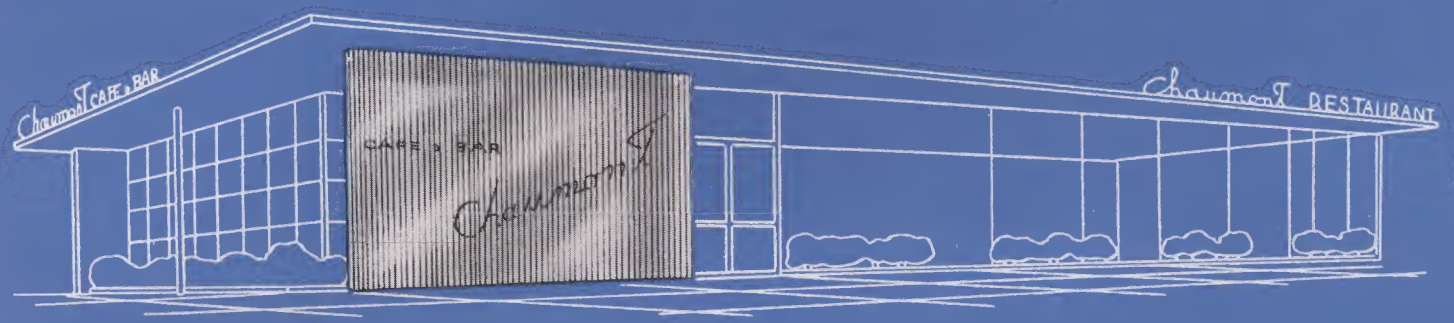
Zourite is used to cover large



The free use of Zourite acts as a strong advertisement. It makes this new service station visible and attractive to motorists from afar. A practical and interesting use of Zourite as a fencing material is also shown here.



or small areas



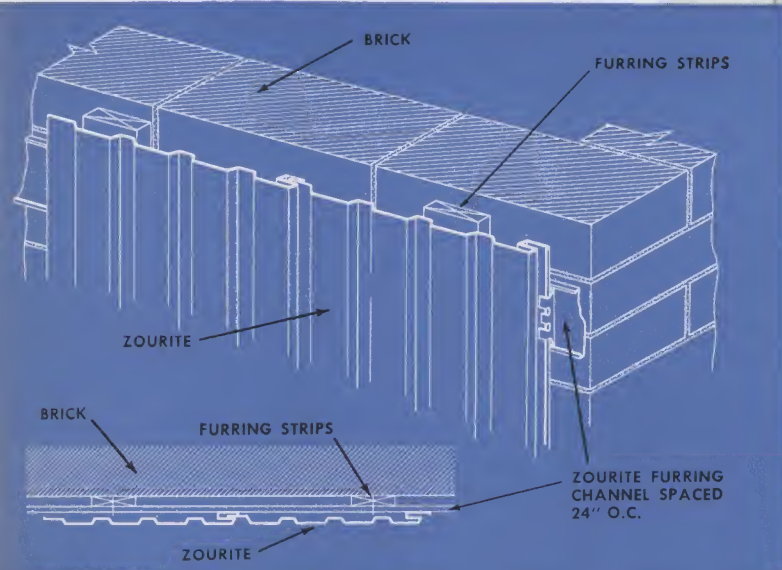
Zourite can be used in small areas with outstanding results. It is ideally suited for the purpose shown here. This modern restaurant uses Kawneer's new facing material as a billboard backing to highlight and emphasize the identifying sign.



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STORE-FRONTS

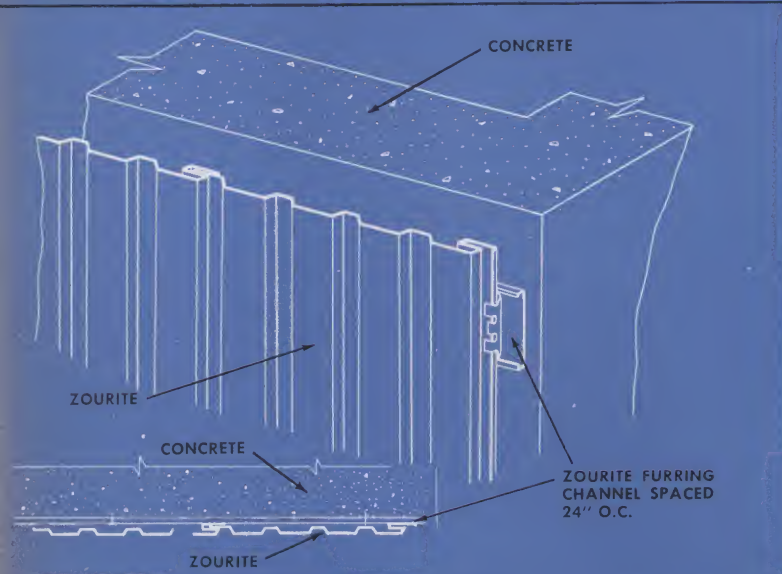
Zourite

can be applied
making



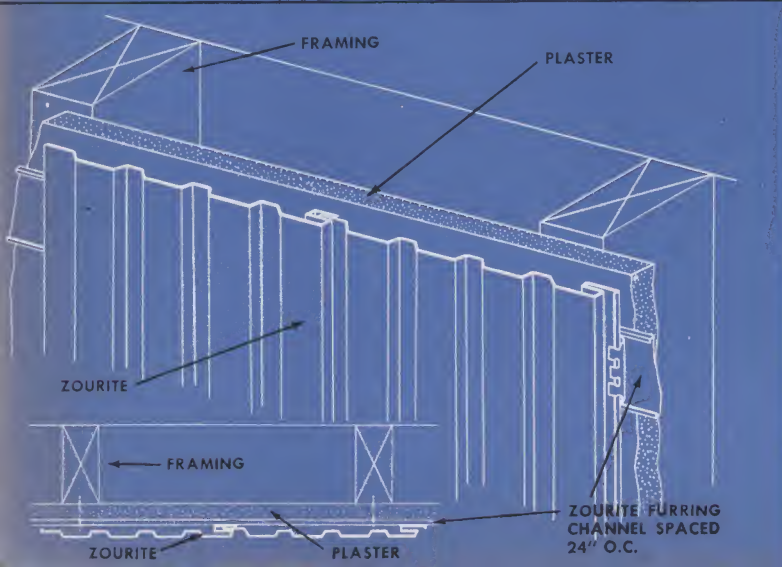
BRICK

Zourite may be applied to any masonry surface whether exterior or interior. Application to brick can be made directly providing the existing surface is plumb and smooth. Furring strips may be necessary in some cases as illustrated in the detail at the left.



CONCRETE

As in the case of brick, a concrete surface should be plumb and smooth for direct application of Zourite. Standard expansion bolts should be used to fasten the furring channel to the masonry or the furring strips to the masonry, whichever the individual case demands.



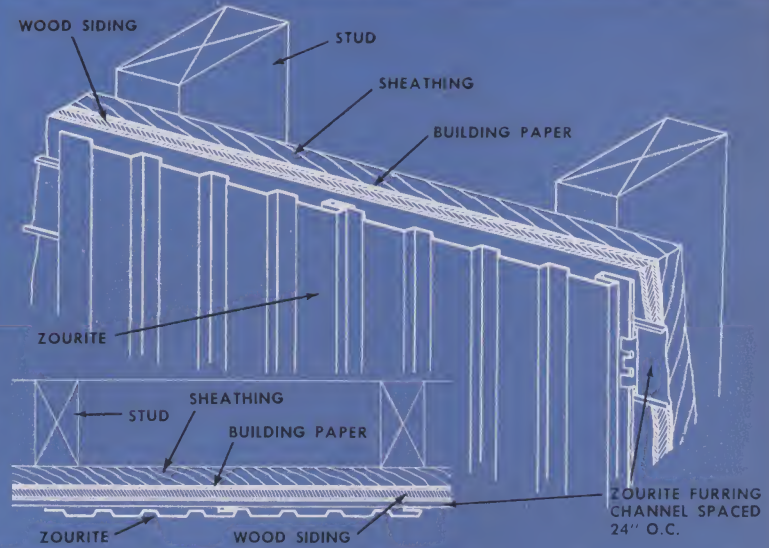
PLASTER

Interior plaster or exterior stucco walls can readily be covered with this handsome facing material. Application can be made directly to plaster or stucco if the existing surface is plumb and smooth. If furring strips are needed, they can be applied as shown in the detail.

to any surface without major structural alterations

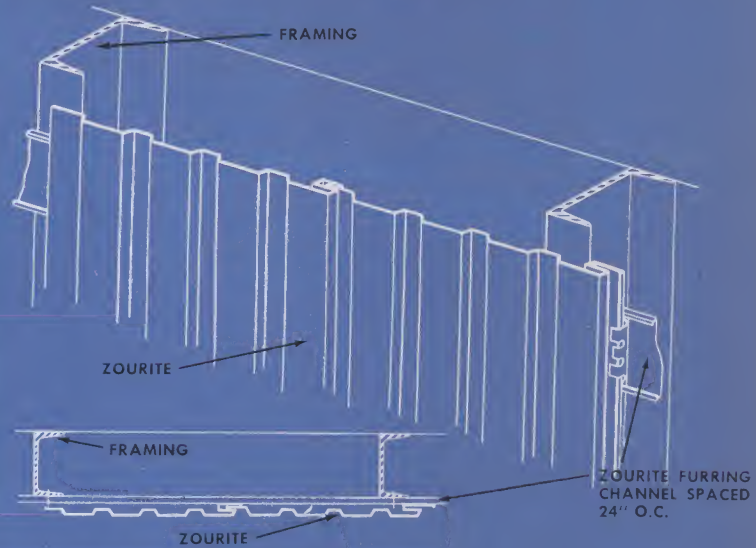
WOOD

To facilitate the application of Zourite to wood frame construction, and to insure a permanent installation, furring channels are punched so that fasteners may be placed solidly in the studs. These studs are commonly spaced at intervals of 8 inches. multiples



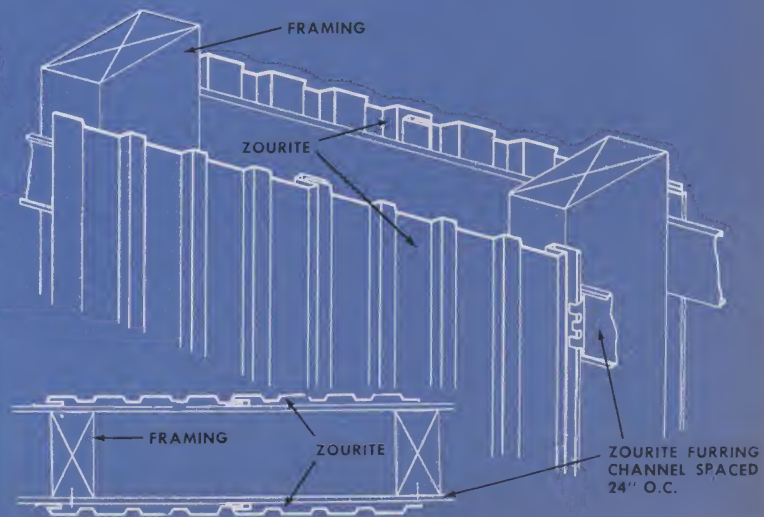
STEEL

Zourite is often applied directly to steel framing when used as a sign panel, sign backing, or for any use which does not require protection against the weather. Applied vertically or horizontally, Zourite's simple pattern is an ideal background material.



PARTITION

Zourite is practical and good-looking when used on both sides of a wall, and it is particularly practical for interior partitions. Framing only is necessary when Zourite is used in this manner, because it can be applied directly as illustrated by the detail on the right.





BEFORE

AFTER



These "Before" and "After" pictures of Smith's Store in Oakland, California, show how successfully Zourite can transform an out-of-date exterior into a striking modern store. 16,000 square feet of Kawneer's new facing material were used without making any major alterations to the face of the existing structure.

Architects: Confer and Willis.

Contractor: C. M. Teigland
Construction Company.

THE
Kawneer
COMPANY

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