MID CENTURY STOREFRONTS
The Main Street of Tomorrow: 1930 to 1970
Colfax
52

DESIGNS TO MODERNIZE MAIN STREET

with

GLASS

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

Seattle Times:
June 10, 1935

"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.
FLAT GLASS
The truly MODERN EXTERIOR expressed in Modern VITROLITE

What is more modern or more characteristic of his age than the filling station? With this thought in mind, Architect McCormick has taken a long 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 ivory 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 lacing of the highest skyscraper, Vitrolite is entirely practical and appropriate thru the development of new construction methods.

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

THE VITROLITE COMPANY
120 S. LA SALLE ST., Room 105, CHICAGO, ILL. FACTORY, PARKERSBURG, W. VA.
REPRESENTATIVES IN ALL PRINCIPAL CITIES IN U. S. AND CANADA

PILLARS OF POLISHED BLACK

Most solemn, classically black, living stones from the halls of antiquity—glass. In nature, the color is not accidental, but reflects the natural elements of the material itself. Add this beauty, immortalized by the use of Carrara, to your structural glass. Inlay it early in design, in the color of your choice, and your structure is made to last and adorn for centuries to come. Carrara is available now, in all the colors of the decopix.com line.

CARRARA Polished Structural Glass

LOF FRONTS and VITROLITE INTERIORS

FOR GROCERY AND MEAT MARKETS

MAKE YOUR STORE A Standout

LIBBEY OWENS FORD Presents PRESENTS VITROLUX EXXTRUDALITE FOR Theatres

The Vitrolite line of structural glass includes the following models: Carrara Polished Structural Glass, Carrara Satin Structural Glass, Carrara Textured Structural Glass.
DID THE JOB
BEFORE REMODELING

VITROLITE
STORE FRONTS AND BUILDING EXTERIORS

THEN VITROLITE!

FLAT GLASS

Vancouver

Portland

Aberdeen

Ellensburg
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 $20,000 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
GLASS BLOCK
GLASS BLOCK

[Images of various glass block structures and advertisements]
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.

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. Each work includes metal sign letters, entrance doors, false available in standard types: cast ornamentals, back-boards, pilasters, metal paneling, clock frames, and special moldings, 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.

WRITE ZOURI STORE FRONTS, NILES, MICHIGAN, FOR FURTHER DATA
STOREFRONT SYSTEMS
FORM

Seattle

Olympia

Longview
CANOPIES/AWNINGS
CANOPIES / AWNINGS

Aberdeen

Kennewick

Richland
DISPLAY CASES

Olympia

Tacoma

Burlington
SIGNAGE

Vancouver

Longview

Bellevue

Quincy

Tacoma

Tacoma
SIGNAGE

Yakima

Prosser

Centralia

Spokane

Ritzville

Shelton
SLIPCOVERS - Porcelain

Prosser

Porcelain Enamel in the Building Industry
Conducted by the Building Research Institute
November 12 and 13, 1953

The Home of the New Era
Good Housekeeping - Stran - Steel House

A Steel House You Would Want to Live In

1953
SLIPCOVERS - Tile

CERAMIC VENEER CREATES COLOR INTEREST

For some applications in new construction or for facelifts to existing stores, the emphasis is on the selection of the shop or office as the finishing of the walls. The new surface shown above is in the sales area of the Robinsons store, in Cincinnati, O. C., Tehran-Heinz, Inc., architects, specified a 1/4" thick, 3-ply ceramic veneer with large molded designs. Kaiser 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, color specs and advice on preference studies. Write or phone to today for more information.
SLIPCOVERS

ANOTHER NEW IDEA...

WITH CORRUGATED ASBESTONE

Natural shadow lines of Corrugated Asbestone emphasize store-front beauty

Gold Bond Corrugated Asbestone® is an important factor in achieving shadow lines and a distinctive background for window displays. The solid materials and their attractive finishes are used for buildings and other structures. Corrugated Asbestone is non-flammable and fire-resisting. It is lightweight and easy to handle, thus making it ideal for all types of building purposes.

Build better with Gold Bond... CORRUGATED ASBESTONE

When a store needs Personality...
Plexiglas comes to the front

Some of the most vivid and striking store fronts that are now being erected have been designed with the use of Series 3 Formica in colors and black. Series 3 is a material that has been especially designed to provide a stable color in strong sunlight.

Snappy Store Fronts in Formica

The Formica Insulation Company
4018 Spring Grove Avenue, Cincinnati, O.

For Building Purposes.
there's money in modernizing on main street

with MASONITE PRESWOOD

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

Masonite Cedel (Cedel) is a sheet material you can use to achieve better results at lower cost. There are 30 types and thicknesses of this laminated hardboard, and you can get just the one you want for practically any modernization problem. We have just prepared a series of photos that show how eleven different types of stores can be made attractively modern with Cedel.

Let us fill you in on how to do it. Just send the coupon. Blue-printed Cedel is sold by building material dealers everywhere.

MASONITE CORPORATION

100 Park Avenue, New York, N.Y. 10017

Sales Office and Plant: Lapeer, Michigan

Authorized as a trademark by MASONITE CORPORATION

Advertised in the United States only.

Clearance Specifications: Please send me a complete set of eleven photos of commercial modernizations.

Name:

Address:

City:

State:

Zip Code:

Centralia

Cle Elum
SLIPCOVERS - Metal

Everlasting shopper appeal with built-in COLOR

Kelso

Walla Walla

Yakima

Longview
SLIPCOVERS - Marblecrete

Spokane

Peace on Earth

Olson & Studley

LATHING & PLASTERING
STUCCO & MARBLECRETE
EXTERIORS
ACCOUSTICAL - COMMERCIAL & RESIDENTIAL

EM 3-0038
12039-20th N.E. Seattle

Catholic NW Progress: Dec 17, 1965

Bellingham
MARBLE

Olympia

Walla Walla

Ellensburg

Seattle
TERRA COTTA

Bremerton
Aberdeen

Vancouver
BRICK

Burlington

Puyallup

Longview

Colfax
MID CENTURY STOREFRONTS
The Main Street of Tomorrow: 1930 to 1970

Michael Houser
State Architectural Historian