

BUILDING EXPOSITION FIRST REGIMENT ARMORY, Broad and Callowhill Sts., Phila. MARCH 28th to APRIL 2d, 1921

HOME-MAKING TIPS AT REALTY EXHIBIT

Suggestions to Be Applied From Cellar to Roof May Be Found in Show

AT FIRST REGIMENT ARMORY

Parlor, bedroom and bath, also the cellar, the garden and all the rest of the property are being glorified this week at the Philadelphia Real Estate Board's real estate and building exposition at the First Regiment Armory, Broad and Callowhill streets. As an adjunct to the main exposition, there is an exhibit of the Philadelphia architects, members of the Philadelphia Chapter, American Institute of Architects, and the T-Square Club.

The show was formally opened Monday night, when William H. Wilson, chairman of the Real Estate Board, and Philip N. Arnold, chairman of the exposition committee, made brief addresses.

Every recent invention for the comfort and luxury of home owners, and everything showing the advance of the building trade in general, has its place in the booths of the exhibitors.

Novel Exhibit Attracts

One of the most weird exhibits on the floor is that of a local metal weather strip manufacturer, who displays a model of a house equipped with his product. At intervals the house is subjected to a violent wind and rain storm in the form of a twenty-six-mile gale from a mine blower, fitted with a nozzle to spray the "rain" into the air blast. All the conditions of the actual storm fall to impress the weather strip, which demonstrates its ability to withstand the elements.

Fire prevention is occupying the attention of the trade this year, if the number of exhibits of this nature is to be taken as a criterion. On the roof of the typical house are forms of shingles, while the walls are formed of anything from fireproof brick to the newest mineral stucco, or sea-concretions, all plastered on the inside over metal lath.

A combination fireproof wallboard is offered by one manufacturer as more economical than plaster. Still another wallboard manufacturer has a special product which will tint his product to match any desired finish, a beautifully decorated bathroom being shown complete as an example of the possibilities of his system. For the house porch there are fireproof metal columns, guaranteed to last a lifetime. Four kinds of fireproof roofing are shown by one company on a model cupola. In the cellar of the home, the fireproofing feature is found in a new substitute for asbestos lagging, which is claimed to be eight times as effective in retaining heat as the older product.

Stucco Products Displayed

Stucco products are displayed in the form of two miniature houses, large enough to permit a visitor to enter them. On another house-front model is shown a door receptacle which takes charge of parcel-post mail and all articles delivered to the door, double doors on the receptacle permitting the housewife to receive them without opening the house-door to the cold winter winds.

As one enters the main section of the exposition, a hand-blown overhead, while the roof of the building is gay with the municipal colors. To the left at the exhibit of a local firm of stucco tapers tower an office chair, capable of tipping over the mythical giant which the famous Jack killed. The chair is a mammoth model of the several varieties, fifteen feet in height. The woodwork is mahogany, with green leather upholstery. The heads of the tables used in fastening the leather to the woodwork are as large as fifty-cent pieces, while the castor wheels might easily fit a small child's wagon. Yet, according to the firm's representatives, no one has attempted to sit in it.

"Topp-popp-popp-popp" comes from the northeastern end of the armory, where a motor company is showing a unit electric lighting outfit for farms and country residences. The booths in its vicinity are a blaze of light furnished by the sturdy little generators.

Zinc Roofing Demonstrated

This particular plant, the agent explains, has been little to get out of order. It has no ordinary valves, but is really a power plant of the "sleeve-valve" type, known to the owners of line automobiles. A sectional model, turned by an electric motor reveals the operation of the engine to the crowd. While scattered about the booth are various devices run by power from one of the little plants.

A glitzer of bright metal attracts the eye to a nearby booth and here we find a novelty in this country—zinc roofing and rain gutters. The man in charge of the exhibit explains that zinc has been used for the last century in Europe on many important buildings, but has only just been discovered as a practical material for American roofing men. Except copper, he tells you, but then you know how little copper you get for a cent.

On the east end of the building a paint company has erected a line stage, with a silhouette of a steel plant shown against a dark sky. The frame of a large advertising sign looms above the steel works, and as one watches the sign lights up just like the big ones, and tells what good enamel is sold at the booth, line by line, until the complete advertisement shows. The glare for a second emphatically, then fades away, to reappear later.

Musical Exhibits Draw Crowds

The enclosed porch, dear to the heart of the average Philadelphian, is shown by model and photograph by a prominent firm. Examples of original interior construction and railings of intricate design are also on view at this booth.

Booths Attract Women

Washing machines for clothes and dishes and ironing machines form a part of the exposition interesting to the housewife. Every one of the principal brands is represented, and opportunity is afforded to compare them side by side. Some cooking materials are at the show also. Interior decorators display their skill in a section specially supervised by architects. Numerous color schemes are exhibited and several new materials for decorative purposes are on hand. Wallpaper finds many ardent advocates, a bewildering variety of patterns being spread out for selection. The "homey" chimney place, with its open fireplace, is shown full size by a local tile concern, which also gives examples of the uses to which its product can be put in the garden and kitchen. For hot weather another firm exhibits tastefully decorated awnings and window boxes.

For Home Heating There is a Large Assortment of Devices

The recent coal shortage has given rise to gas-heated steam boilers, which are claimed to be more economical than coal and have no ashes as a drawback.

Coal-fired furnaces of the steam, hot air and pipeless varieties are on the floor in great numbers and makes. In the center of the floor is the booth of the Philadelphia Real Estate Board, a motto by which the Philadelphia Real Estate Board is best known to the public.

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Coal-fired furnaces of the steam, hot air and pipeless varieties are on the floor in great numbers and makes. In the center of the floor is the booth of the Philadelphia Real Estate Board, a motto by which the Philadelphia Real Estate Board is best known to the public.

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TILES SEE EXHIBIT

Philadelphia Tile & Mantel Contractors' Association
Booths 12 and 13

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Italian Marble Mosaic Co., 433 Spruce St.
Keenan, Jos. M., 5963 Larchwood Ave.
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Moore, Wm. Co., 1506 Sansom St.
National Tile & Mosaic Co., 4314-18 Josephine St.
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