

erection. This is the same principle used on the "pre-fabricated" houses so much talked about nowadays. With this type of insulation it was possible to construct the station with walls only 5 1/2 inches thick, including a 3 3/4-inch air space. This is less than one half the thickness of standard masonry walls.

More Salvage Value

Through the use of porcelain enamel, and by the unusual construction of this station, several details which have caused operators no end of worry have been greatly lessened. For instance, the framework of a station such as this can be of either wood or steel. The horizontal steel bars, placed every 18 inches, provide a wind brace which needs no other support. Individual porcelain sections may be inserted or removed with very little effort or expense, and the station may be dismantled and moved to another location, should the occasion arise, with nearly 100 per cent salvage of the original material.

The general layout is just about as unusual as the other features. Surrounding the tower at the top, provisions have been made for installing a miniature roof garden with tables and chairs where visiting motorists and customers may be served with whatever

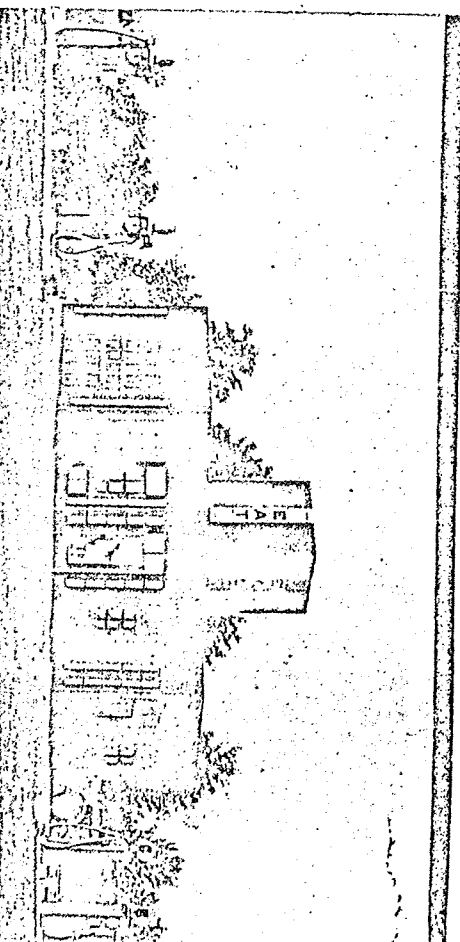
refreshments (within the law) they wish.

Inside the station, which is lined with a wainscoting of porcelain enamel sections, is a small lunch room, kitchen, office, rest room and oiling rack. Certainly a most compact gasoline, oil and food dispensing "package."

By this time you may be wondering if a lot of money has to be put into a station like this. The question is best answered by the owners of this one. They say this porcelain enameled station reduced construction costs materially below the best available estimate for a structure of conventional materials. This may be explained partially by the fact that no sheeting was required either for interior or exterior. Porcelain enamel installations on both sides of the wall were applied in one operation, including a highly satisfactory form of insulation. The insulating was done by backing the sections with celotex.

Any Colors You Like

Stations such as this one may be built with any color scheme. For a purely transient station like this one, as well as for one which has some neighborhood trade, it gives the operator that faculty of attracting attention, which most stations must do to show a profit.



BEAUTY AT A BARGAIN IN RECORD TIME

NOT long ago a discussion arose in the council chamber of a middle western city regarding the location of service stations about town. Some of the councilmen argued that stations were a nuisance. "They ought to be restricted," the opponents said.

Then one of the leaders got up. Every one listened, for they knew what this man had to say would carry more weight than all the others put together. He said:

"I'd a lot rather have a good-looking service station next to my home than some run down house which has been out of repair for the last ten years." He said more, but that was enough for his fellow-councilmen to agree that service stations should be given a "break."

By

Geo. P. MacKnight

And why have they been a break? For several reasons, as you well know, but principally because they are clean, attractive and cheerful-looking places of business. Independent operators and large oil companies are now spending more time and money than ever before to improve the appearance of their stations. As a well-known magazine said recently:

An Attractive Package

"Oil companies realize that service stations are their 'packages', and they are improving them by the selection of new and more attractive building materials."

This particular editorial was referring to the porcelain enameled gasoline stations built by the Standard Oil Co. of Ohio, a description of which appeared in last January's issue of *The SUPER SERVICE STATION*. Now there are more stations which have used porcelain enamel and they are proving themselves good investments to several hundred operators throughout the country.

One of the most recent and unusual gasoline service station "packages" was completed recently at the intersection of Milwaukee and Harlem avenues in Chicago by two independent operators.

This new station is unusual for several reasons. In the

first place, it was built through the use of an entirely new method of construction with porcelain enamel on metal sections. This new method made it possible to build the new station from start to finish in three weeks' time, and it took two men only 16 hours to apply the exterior finish of porcelain enamel.

Another unusual feature is the station's color scheme. Orange and black, standardized colors of Phillips Petroleum Co., the refiner supplying the station, have been carried out completely and well. Approaching the station, it is obvious that orange has been used effectively to give the station an appearance of added height, by means of vertical orange stripes. It is used again as the color trim for doors and front windows. Set in a background of black, dull finished porcelain enamel, the orange sections make it easy to see the station for a long distance in the daytime and for miles at night.

Improves the Lighting

Operators looking for an attractive "package" for their business will be interested in the lighting. Located at the intersection of two important thoroughfares on the outskirts of Chicago, there is nothing to obstruct a view of the station. At night the two 2,000 watt floodlights are turned on,

and the combined reflecting qualities of porcelain enameled floodlights and the station walls diffuse the light so well that tourists have been known to drive to that spot to see the attraction. This of course gives the operator an opportunity to demonstrate his salesmanship after the prospective customer is on the job.

To give the new station added advertising and identification value, the owners have placed a tower at the top. Alternately around its four sides are the words "Gas" and "Eat" in orange letters on a black porcelain enamel background. By skillful lighting the tower looms up at the intersection like a lighthouse in a fog, appealing to the hungry motorist, well as the hurrying motorist. And what do customers say when they drive into this new station?

Many things, but most important they want to know

what has been used to make the station so attractive. The more mechanical ones want to know how it was built. Their questions are answered accurately, something like this:

The exterior of the building is finished in black and orange porcelain enamel on 17 $\frac{3}{4}$ inch square metal ashlar sections. That's quite a mouthful, but it simply means these sections are really nothing more than flanged metal units into which the porcelain enamel has been fused. These particular units differ from the usual type, for they are attached to the wood studding of the building by horizontal steel bars placed at just the right distance apart so the sections may be shipped between them and held fast by the flanges.

The units were fabricated, enameled and insulated with celotex $\frac{3}{4}$ inches thick, before coming to the station site for

This station sold 1100 gallons of gasoline the first two days it was open. Beauty was its only attraction and it has some worthy competition.

