

FEBRUARY 1939

MAIN STREET, U. S. A.

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A real estate phenomenon, customer of building, and design problem: Bridgeport, Connecticut under the microscope. 1) History . . . pattern of retail stores . . . assessed values . . . transportation—bus routes, automobiles, and how they are parked . . . store rentals . . . pedestrian traffic . . . tenant turnover. 2) Frequency of modernization . . . a decade and a half of Main Street modernization by years, kinds and costs . . . a typical modernization analyzed . . . Main Street's plans for the future. 3) Store design, its control, standardization, and trends . . . the basis of design—identification, design techniques, lighting and customer circulation . . . a selective bibliography of store design.

REMODELING PORTFOLIO

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Sixteen case histories from the Nation's Main Streets. More weight to the argument that modernization makes money.

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More case histories in the small house series. Interior-exterior photographs . . . floor plans . . . critical comment . . . cost data . . . construction outlines.

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Built-in Entertainment, the modern equivalent of the fireplace: radio, phonograph and movies . . . a peek into the future.

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Thoughts from Antonin Raymond, Albert Kahn, A. J. Symons, Ralph Adams Cram, among others.

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Random thoughts of a peripatetic observer.

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