

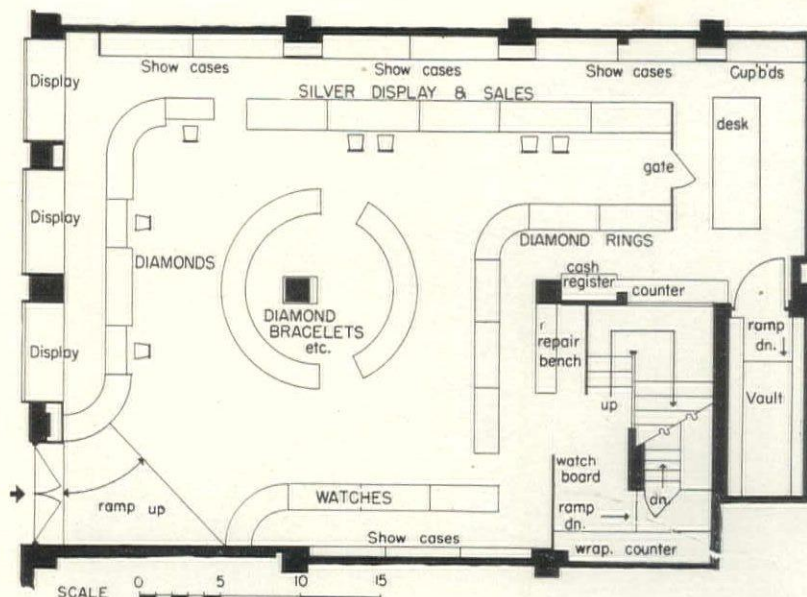
A shop for silverware and diamonds housed behind a strong granite front

LOCATION: PORTLAND, ORE.

PIETRO BELLUSCHI, Architect

REIMERS & JOLIVETTE, General Contractor

Use of rich Minnesota rainbow granite veneer is the striking feature of this jewelry store, which presents a severely organized and proportioned front to the shoppers of Portland. Emphasizing the excitingly veined stone is a louvered marquee made up of 9 in. wide aluminum slats slanted to keep direct sunlight off the plate glass of the three show windows. Although this shield has obvious advantages over cloth awnings in the matters of maintenance and durability, there also are doubts about its advantages in rainy weather. Weighed against its other values it is a neat bit of design and an attention-provoker. The facade includes one window on the second floor for the usual daylight-demanding watch repair shop. Inside display cases, lit by a large number of point sources embedded in the ceiling, are made of handsome English harewood.



CONSTRUCTION OUTLINE: Exterior walls—Rainbow granite, Cold Springs granite Co., brick, furring, metal lath and plaster. Columns—steel. Floors—concrete, rubber tile, Armstrong Cork Co. **WINDOWS:** Sash—aluminum. Glass—Pittsburgh Plate Glass Co. **FURNITURE:** Cases—Grand Rapids Store Equipment Co. **EXTERIOR DOORS:** Herculite, Pittsburgh Plate Glass Co. **HEATING:** forced warm air system.

Photo-Art Commercial Studios



SEVERAL SCORE CEILING SOURCES BRING OUT SPARKLE OF DIAMONDS AND SILVER IN CASES

