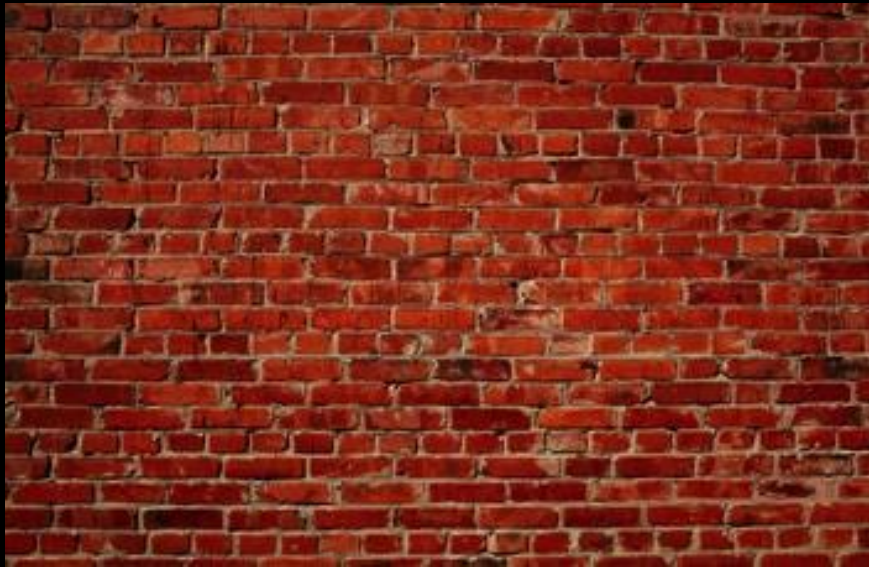


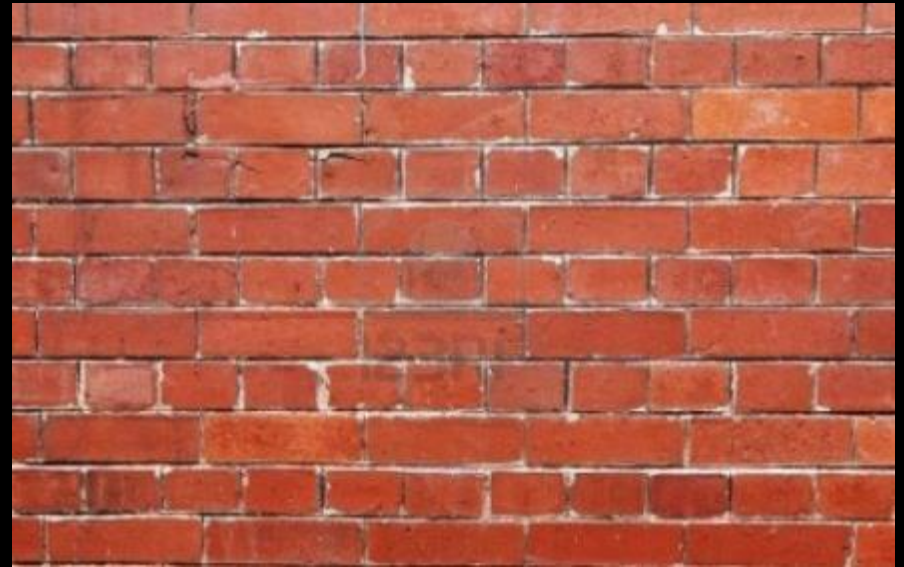
Early Twentieth Century “Face Brick” As A National Industry

By Julie Rosen

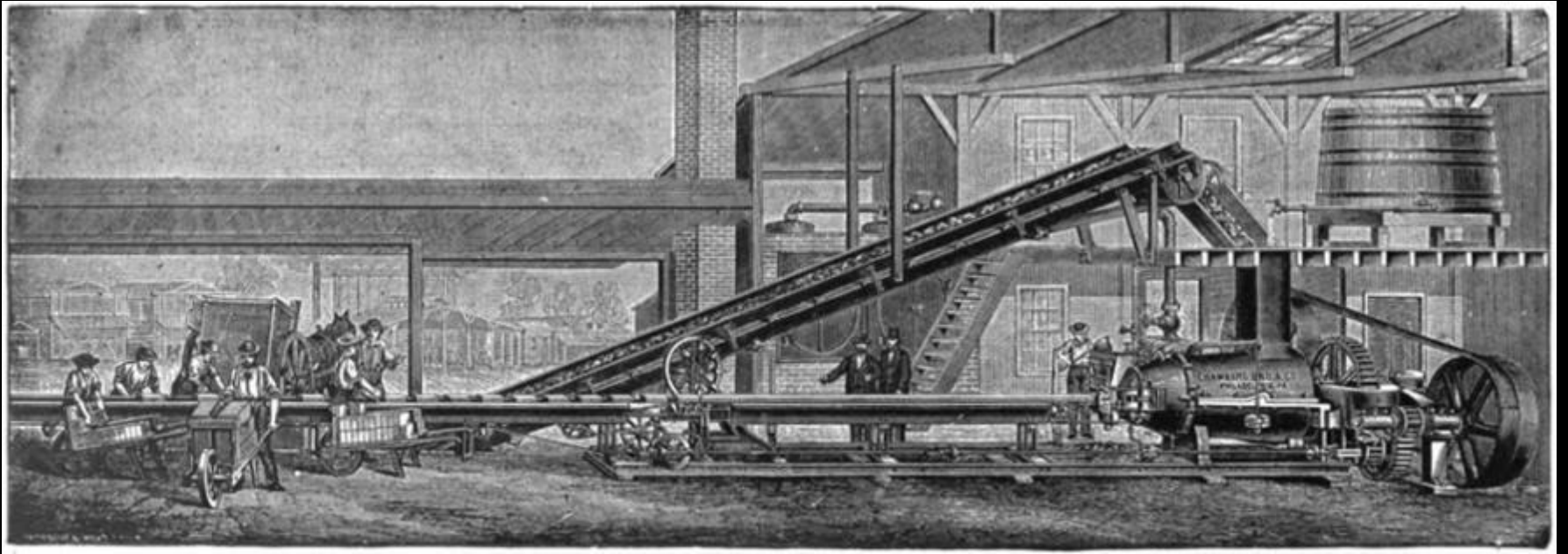




Common Brick



19th-c. Face Brick



Stiff-Mud Process



20th-c. Face Brick

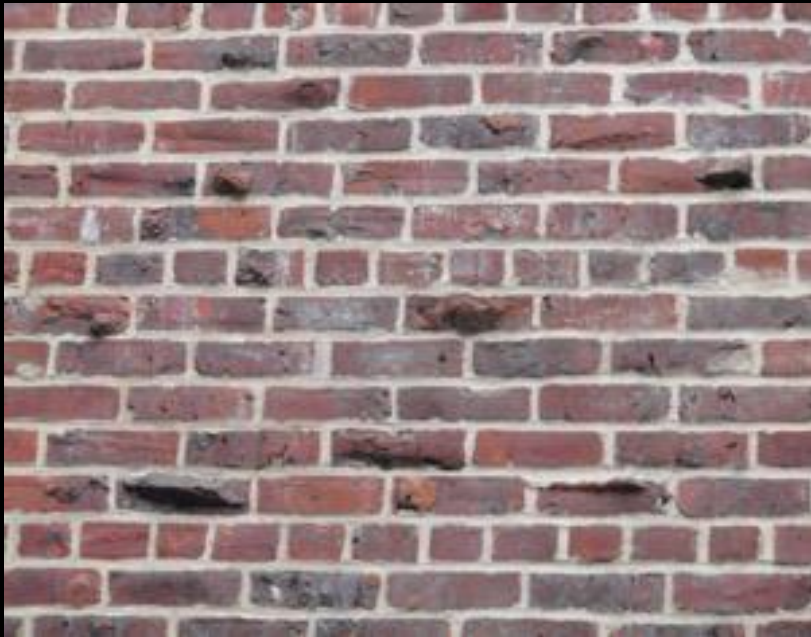


Tiffany Residence





Vanderbilt Hotel



Clinker Brick



RESIDENCE OF MR. PERCY R. PYNE, NEW YORK CITY
McKim, Meade & White, Architects

Laid in "Dutch Bond"
No "dead walls" nor unmeaning masses of brick and mortar.



Percy Pyne House



Percy Pyne House

THE STORY OF BRICK

The Permanence, Beauty, and
Economy of the Face Brick House



BRICK HOUSE
Price Fifty Cents

AMERICAN FACE BRICK ASSOCIATION

130 NORTH WELLS STREET

CHICAGO

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Designs for a Small Brick House.



A·F·B·A
USE FACE BRICK
— it Pays



Equitable Building



EQUITABLE BUILDING, NEW YORK CITY.
Thompson-Burnett Co., Builders. Ernest R. Graham, Architect.

Faced on all sides of its 32 upper stories with Hy-tex Equitable Grays.

2,750,000 required for the job, the largest single order for high-grade face brick ever placed.

Because of unusual conditions—owing to the shape of the plot the Equitable Building has no exterior right angles—two-thirds of the total order were special shapes.

Furnished on time, with such capacity and reliability as to meet promptly the demands of 500 bricklayers, working daily at the rate of two stories a week.

We know of no other concern that could have taken this order and fulfilled its requirements.

Hy-tex Equitable Gray

HYDRAULIC-PRESS BRICK COMPANY

SAINT LOUIS

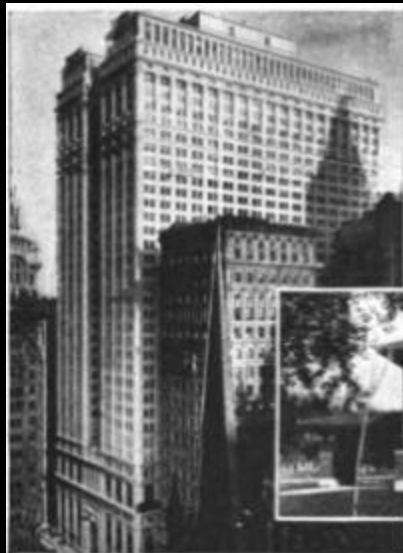
BRANCH OFFICES AND EXHIBIT ROOMS: BALTIMORE, CHICAGO, CLEVELAND, DAVENPORT, DU BOIS, PA.; INDIANAPOLIS, KANSAS CITY, MINNEAPOLIS, NEW YORK CITY, OMAHA, PHILADELPHIA, TOLEDO, WASHINGTON, D. C.

THE new Equitable Building, giving shelter to 15,000 people, is the largest office building in the world. Situated on lower Broadway, at the very center of American business, and housing one of the great financial powers of the country, it is one of the most striking architectural objects on Manhattan Island. Although but just completed, its fame is on every tongue.

Aside from its architectural lines, its most distinctive feature is the purity of its wall surfaces into which, above the seventh story, two and three-quarter millions of Hy-tex Brick were built, the specially made Hy-tex Equitable Grays. This immense quantity of brick, including over a million special shapes, was manufactured by us, and delivered on the job in New York City, as required, from June 6th to October 14th, 1914—a concrete evidence of our capacity for service.

What is of immediate interest to you as an architect is that this brick is now on the market, and available for use in similar structures. You will not, perhaps, have an Equitable to build, but in many city buildings of a monumental character you will have opportunity to utilize the merits of the Hy-tex Equitable Gray, as a self-cleansing material that retains its original brightness of tone, and thus preserves the architect's original purpose in his color scheme.

But its use in smaller buildings, such as store fronts, when the owner does not care to assume the heavier expense of Hy-namel, is most appropriate, and promises opportunities to the architect hitherto undeveloped. You ought to know this brick and its possibilities. We shall be pleased to send a sample to you on your request.



EQUITABLE BUILDING, NEW YORK CITY.
Thompson-Burnett Co., Builders. Ernest R. Graham, Architect.

TOWERING above the spire of old Trinity, here is the new Equitable Building, the largest office-building in the world. The architect could not find in the brick world the brick he wanted for its distinguishing white tone. What was to be done? Invent a brick! Who alone was equal to such a task? In all its demands, we know of no other concern that could have taken this order and fulfilled its requirements.

Hy-tex Brick

Now look at the picture of the residence. It is in Missoula, Montana—a residence of moderate cost, in the design of the so-called Western school of architecture. It likewise is faced with Hy-tex Brick, Hy-tex No. 550, a brown-red speckled brick of great beauty. Note how the odd Roman size of the brick lends itself to the horizontal lines of the design.

This is the lesson of these two pictures: From the largest office buildings to

the smallest bungalows, from one Coast to the other, Hy-tex means the Standard of Quality in Brick. Not only the Standard in all colors, textures and varieties of manufacture, but the Standard of Service to the prospective builder of any kind of building, in any type of architecture, any-where.

To realize what the Hy-tex Standard of Service means, call at any of our Exhibit Rooms, and ask to be shown. Or else turn now and write us for any or all of these:

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Genuine Economy in Home Building, beautifully illustrated in colors, 10c (in stamps).
The Hy-tex House of Moderate Cost, the most complete and valuable plan book now available, 50c.
Suggestions for Small Hy-tex Homes, a smaller book of more modest plans, 4c.
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Write now—please address Dept., R-2

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The National Standard of Quality in All Brick

Study these two pictures
—they tell a big story to
every prospective builder.



RESIDENCE OF J. W. KETH, MISSOULA, MONT.
Hy-tex No. 550 Brick. Lusk & Hays, Architects.



RACQUET AND TENNIS CLUB, NEW YORK CITY
BY MCKIM, MEADE & WHITE

HY-TEX SEMI-SMOOTH VARIEGATED BUFFS

HYDRAULIC-PRESS BRICK COMPANY

Hy-tex Brick



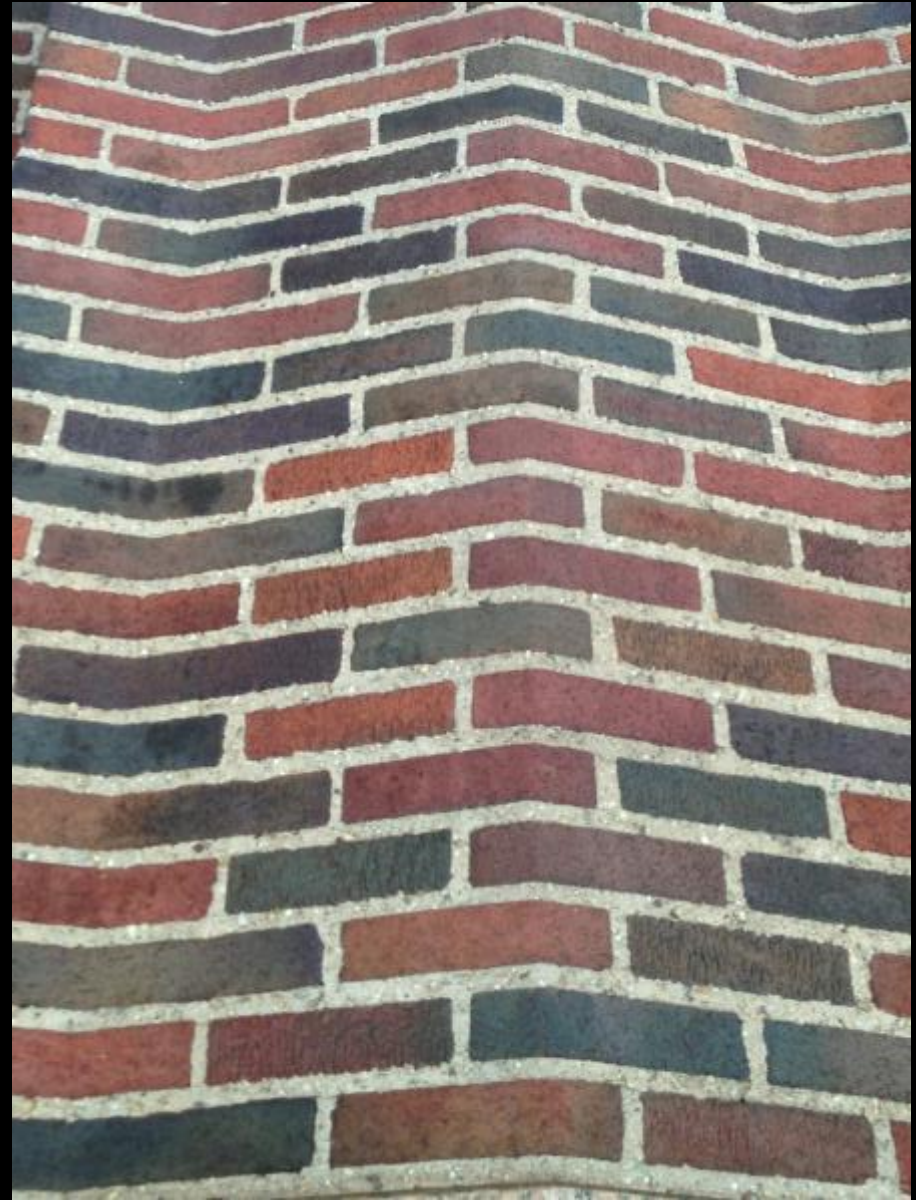
Racquet and Tennis Club



**"The Black Brick Building,"
American Radiator Com-
pany, New York, N. Y.**



American Radiator Building



AT&T Long Distance Building



West End Avenue



1. Bank of Manhattan Building; 2. Sherry Netherlands Hotel;
3. No. 2 Park Ave. Building; 4. The New York Hospital, Cornell Medical College
Assn.; 5. Savoy Plaza Hotel; 6. 18th St. N.Y. Telephone Co. Bldg.;
8. Chrysler Building

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