

“Greater Profits with the Use of Marble”

Through the Ages

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Excerpts from the article:

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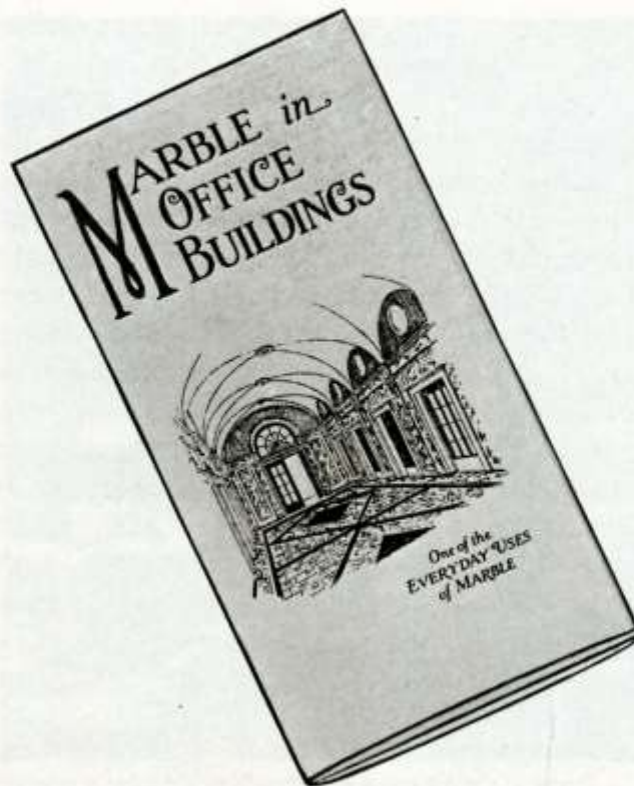
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This article, which begins on the next page,
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<http://quarriesandbeyond.org/>

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GREATER PROFITS WITH THE USE OF MARBLE

THE investor in office buildings these days can make money—and he frequently does. But he must move with the greatest caution. He has to outwit swift-moving enemies, time and change.

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Obviously, the builder of a huge tower of offices must caution. And, in ever-increasing numbers, he does so: he relies upon marble to outwit his enemies for him.

The office building with marble finished

interior is the proverbial gilt-edge investment. The builder is certain when he selects it that no material can supplant or surpass it in richness or in good taste.

When an office building or any other kind of building is completely finished in marble, no one ever thinks of anything else that is more suitable. **MARBLE IS THE LAST WORD!** The very fact that this material is accepted by the makers of substitutes as a standard—and so proclaimed by them in their advertisements—is proof enough.

No less than fifteen or twenty such substitutes are being offered to the public for use in lieu of marble. Some are claimed to be "Like Marble": some as "Good as Marble," one or two "Better than Marble." One and all of these set up marble as their Ulti-

mate Standard—one and all seek to win a part of the field that marble, by its intrinsic qualities, has made for itself.

The builder then makes the future for his investment additionally secure by carrying the marble treatment into all floors and suites. The days when the building was sufficiently impressive with an ornate lobby are definitely past. Business and professional men these days demand that their suites possess dignity and they are willing to pay the price for offices of that character.

Certainly, the marble-trimmed office building is proof against the vagaries of change. That it is proof against the ravages of time also is assured by the enduring qualities of the stone: And there are many other advantages.

Walls and floors not only appear cleaner—they *are* cleaner, because the tenants respect their beauty and natural cleanliness and unconsciously treat them with greater care. Keeping them clean is simple and requires decidedly less attention and labor.

Marble floors make for quiet; the noise of footsteps is subdued. People do not slip or fall on marble floors due to the rain and slush of bad weather. Marble is safe.

Interior marble requires no painting, no replacement, no attention other than occasional cleaning. It has an appreciable amount of elasticity and is less likely to crack from temperature changes and minute movements of the supporting structure than any other material.

Marble may be procured in such a wide



Lobby entrance of the Ulmer Building, Cleveland, was originally called the Mohawk Building. It was remodeled in 1919. C. F. Sweinfurth, architect.

(photo caption) "Lobby entrance of the Ulmer Building, Cleveland, was originally called the Mohawk Building. It was remodeled in 1919. C. F. Sweinfurth, architect."

range of colors that no matter whether the interior is developed in a very simple style or is planned in the most ornate manner, there is a definite marble treatment that exactly suits the scheme.

Marble is germproof and non-absorbent—qualities that insure sanitary conditions, especially in toilets and washrooms. It can be obtained in slabs of any reasonable size. Its polished surfaces are translucent; it diffuses all of the available light without unpleasant glare—a necessary condition where light is not abundant.

Such a lengthy list of advantages as this presents must overwhelm any protests as to the original cost of marble, if there are any such. That it is an economy in the end—excluding for the moment the fact that it

brings better returns in office rent—justifies any additional financial effort the builder may make to install it.

The little folder shown at the top of page 24 gives in compact—and easily preserved—form a résumé of the chief advantages offered by marble in conjunction with its use for office buildings as outlined in the foregoing article. This folder is available to our readers at no cost, of course—and, on the same terms the Idea Department of the National Association of Marble Dealers will be glad to answer any questions about the material that it deals in. Simply mail your request for the folder, or for any information relative to your specific marble problems, to the Association Headquarters at 648 Rockefeller Building, Cleveland, Ohio.



Pershing Square Building, Los Angeles, Cal. The walls are St. Genevieve marble, the floor Travertine. Curlet and Beelman, architects.

(photo caption) "Pershing Square Building, Los Angeles, Cal. The walls are St. Genevieve marble, the floor Travertine. Curlet and Beelman, architects."