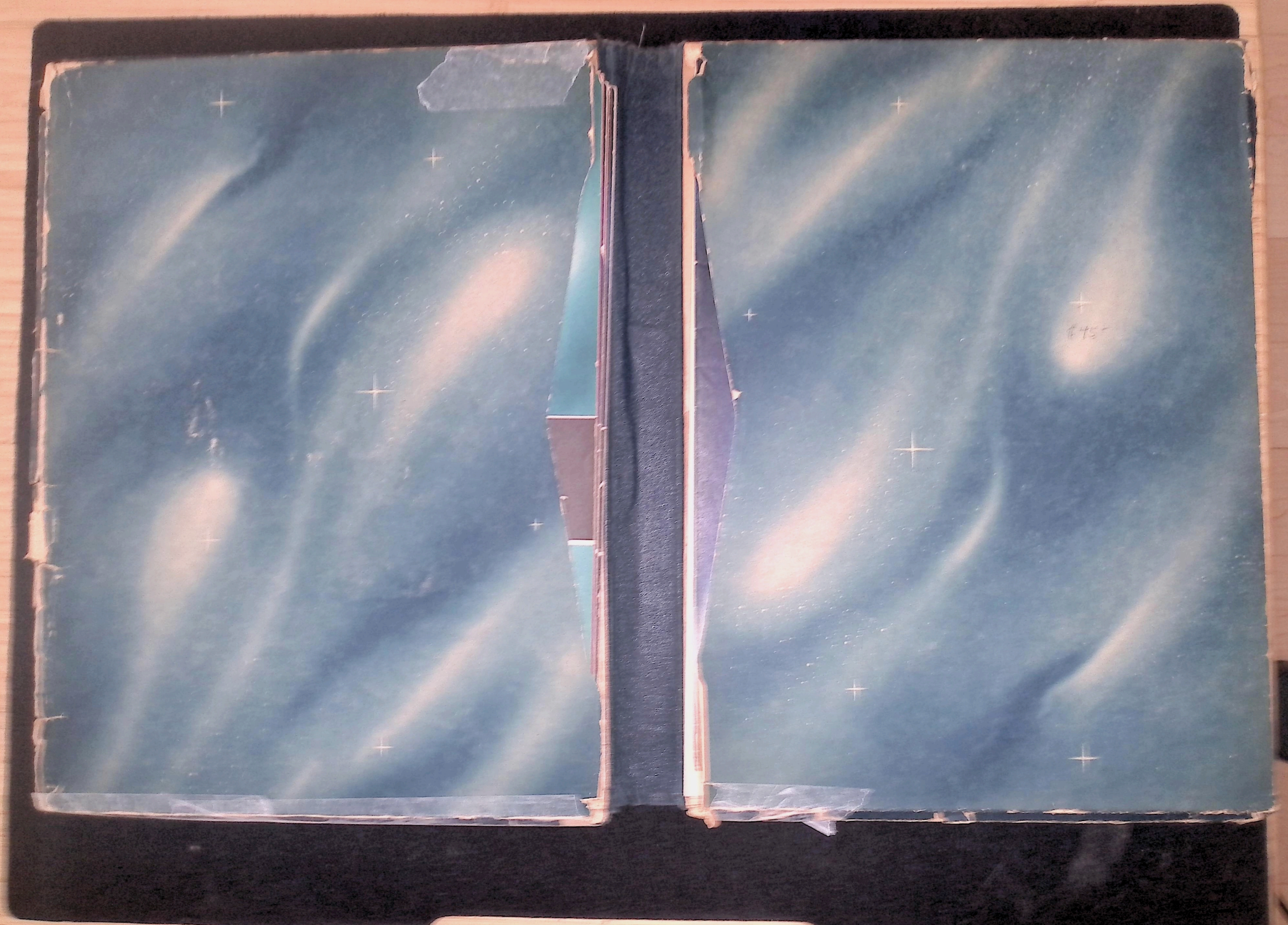


CATALOG  
OF  
THINGS TO COME

JOHN CARTER & CO.  
INCORPORATED



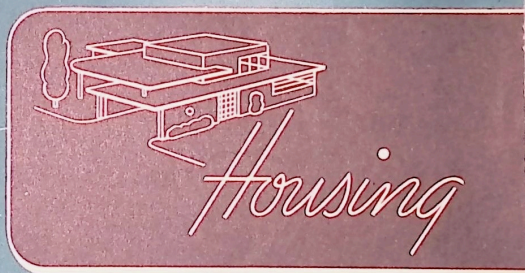


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# CATALOG

OF THINGS TO COME





# CATALOG

OF THINGS TO COME

## HOUSING

Housing, in the period just ahead, will put an urgently needed roof over the heads of millions of Americans. At the same time, it will build a solid foundation for continued prosperity and economic stability for many years to come.

All forecasts point to a sustained wave of residential building such as never before imagined. Estimates released by reliable sources agree on the major premise, differ only in manner of expression. "Homes for 819,000 families immediately after the war, 3,600,000 in three or four years." "Annual demand for housing should run nearly ten billion dollars a year." "If every house lasted forever, we should need about 550,000 new dwelling units each year to provide for the (annual) increase in families." "A deficiency of at least 750,000 in the number of permanent dwelling units constructed during three years of war."

In planning the new homes which American families will require, designers offer new architectural concepts, new skills, and new materials to achieve new ideals of comfort, health, convenience, economy.

Embodied in many of these new homes will be such innovations as soundproof walls and mobile partitions. Temperature and humidity will be controlled automatically. Sunshine will be captured and utilized for both heat and light.

Cumbersome stoves and radiators will give way to radiant heating, with distribution coils concealed in

floors, walls, and ceilings as illustrated in this catalog.

Electrically powered contrivances will collect and remove dust. Air-borne bacteria will be

literally shocked to death by electronic impulses emanating from new lighting devices.

An infinite number of new "mechanical servants" will abolish the drudgery incident to housework.

Flexibility of construction will permit frequent rearrangement of rooms and full use of floor space.

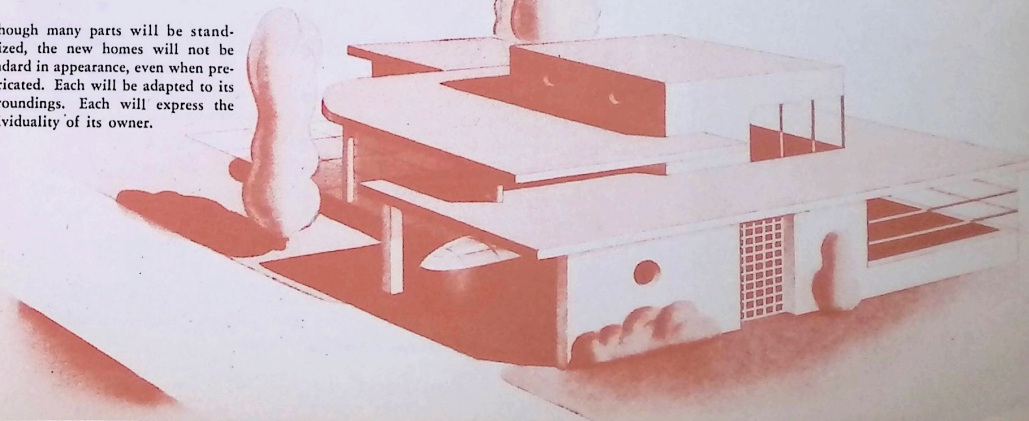
These "Homes of Tomorrow" may be built according to one's specifications, but an innumerable variety of streamlined models will be available in prefabricated form. Both types provide new achievements in combining indoor comfort with the advantages of outdoor living, for the more abundant life.

Available to the homebuilder will be many new materials—plastics, plywood, light metals, stainless alloys, glassbrick, frost-proof glass, and one-way glass curtains. In addition will be conventional brick, tile, concrete, hardwoods, and soft woods made hard.

Cost estimates average from \$1,000 to \$3,000 for prefabricated models. One architect predicts "a mansion for \$5,000, a palace for \$10,000".

This booklet is not intended to be a guide to the homebuilder. Its only purpose is to dramatize what the construction industry is making available to the homebuilder. For technical advice, a reliable builder or architect should be consulted.

Although many parts will be standardized, the new homes will not be standard in appearance, even when prefabricated. Each will be adapted to its surroundings. Each will express the individuality of its owner.





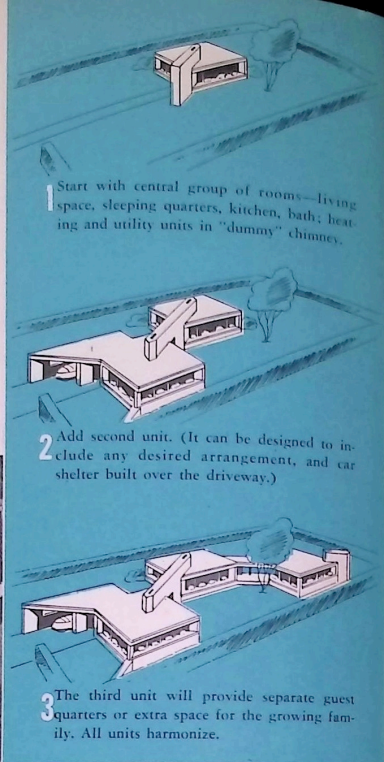
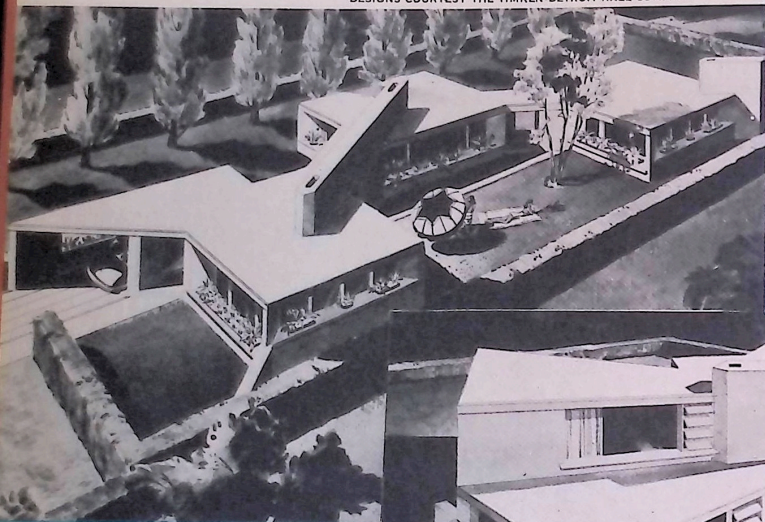
Among the many stimulating designs for tomorrow's homes are the multi-unit or add-a-room types. Two are shown on this page. Such homes literally will grow as family need dictates and income permits.

Expandable and flexible, a start may be made with a compact but complete unit adequate for the small family of moderate needs and means. Basic units will include living space, sleeping quarters, kitchen, and bath. More rooms, or combinations of rooms, may be added later as required. The concrete foundation is of platform type which may be extended readily when the floor plan is enlarged. Surplus units, no longer desired, may be sold or traded-in.

Mobile inside partitions, built-in furniture, and movable closets are among features expediting frequent interior rearrangements. Rooms quickly and easily can be converted to new purposes.

Multi-unit homes can be built for permanent location or they can be prefabricated homes built to be dismantled and moved. In either case, multi-unit homes will offer maximum convenience and comfort.

DESIGNS COURTESY THE TIMKEN-DETROIT AXLE COMPANY



The upper illustration and sketches depict an example of the single-story multi-unit house which can be assembled in three stages. The design shown in the lower half of the page achieves expansion by adding a second story.

An infinite variety of materials may be used. Into each of these designs may be incorporated any or all of the new, scientific principles of construction to safeguard health and provide comfort and convenience.

Houses of such design are best adapted to large lots. Breathing space and outdoor beauty will enhance their charm greatly.

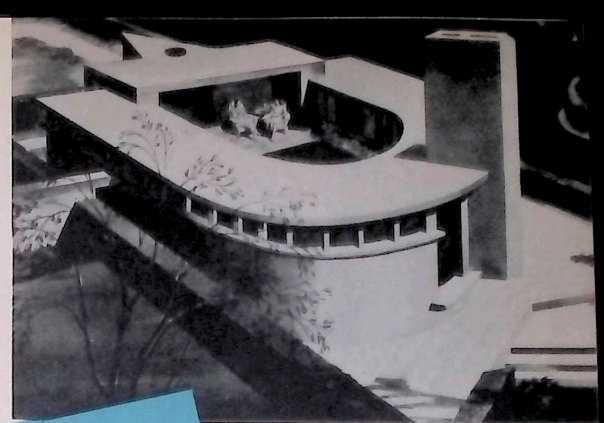
Multi-unit construction makes possible an unusual union of thrift and luxury. It achieves maximum results at minimum cost. Financial strain is eliminated by spacing out the investment in keeping with needs.

The individualistic "circular house" plan combines indoor comfort with the advantages of outdoor living. Conceived as a "solar house", it is so constructed that sunshine enters every room. Movable partitions, closets and other installations lend flexibility to interior arrangement.

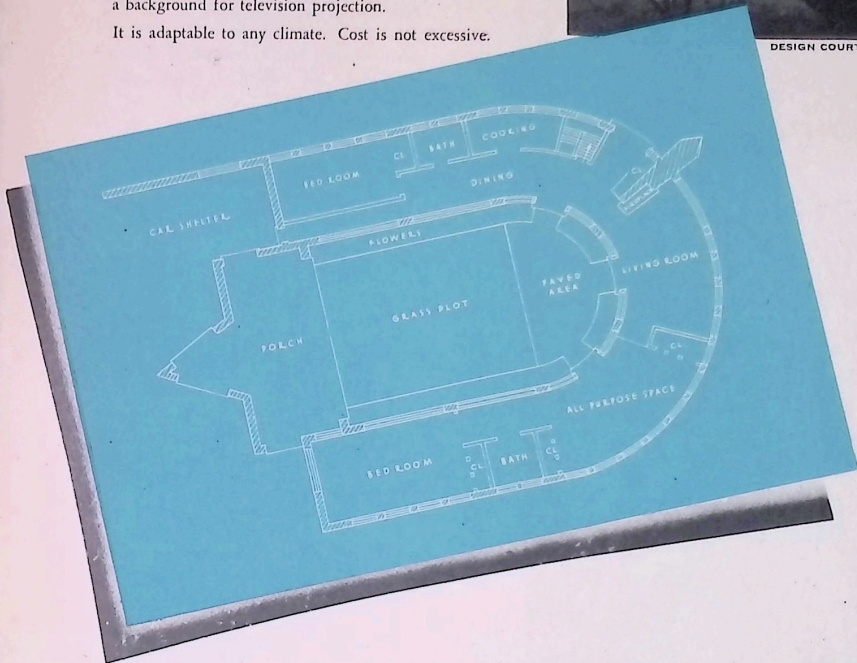
The courtyard garden affords real privacy in an outdoor atmosphere.

Suggested construction features include: stainless steel or aluminum roof; aluminum or plastic door and window frames; rounded, dustless corners; black lighting (invisible ultra-violet ray radiation); automobile windows; automatic dust collector; and walls suitable as a background for television projection.

It is adaptable to any climate. Cost is not excessive.



DESIGN COURTESY TIMKEN-DETROIT AXLE CO.



Some home designers suggest the desirability of renting rather than owning land. (This is not an entirely new practice.) Prefabricated homes, they say, could be moved from one school district to another as children progress through the grades. If the family head changes jobs, he can move his house closer to his place of employment. Should land rental become too high in one area, the prefabricated home can be moved to a district where land rental is lower.

Does prefabricated mean standardized? Not at all! One panel house concept, consisting of 27 units, can be combined in various ways to create 11 distinctly different homes.

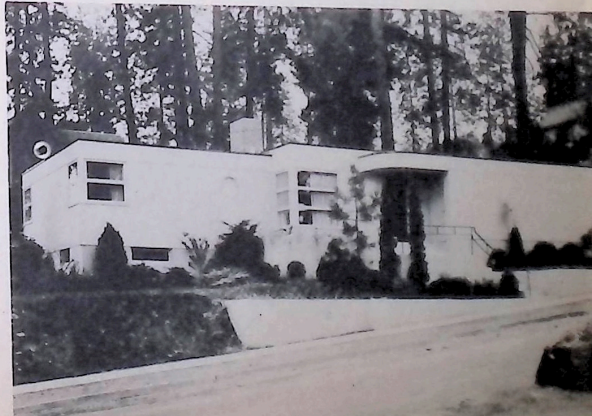
The house pictured at the right is an all-plywood model which recently won first award for best design in a contest at Spokane, Washington.

Extensively used in airplanes and temporary homes, plywood will play an important part in future home construction because of its flexibility, economy, durability and light weight.

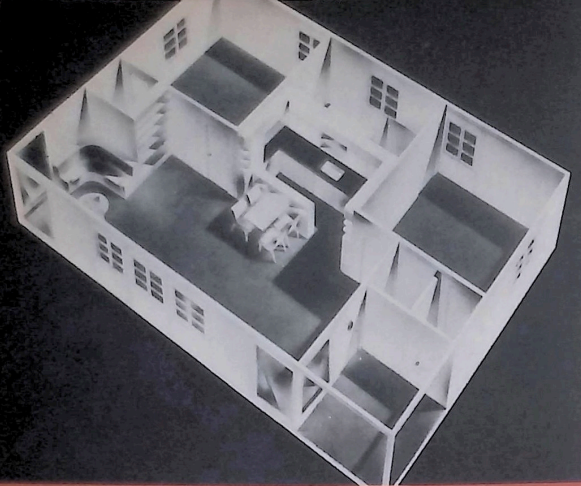
Prefabricated homes largely will consist of plywood panels which can be assembled quickly and cheaply. Such panels are as versatile as a child's building blocks or structural toys.

Provision is made within the body of each panel for metal rods which pull all members of the building tightly together, securely fastened by bolts. Roof, walls and floor form a unit of surpassing strength.

DESIGN COURTESY DOUGLAS FIR PLYWOOD ASSOCIATION



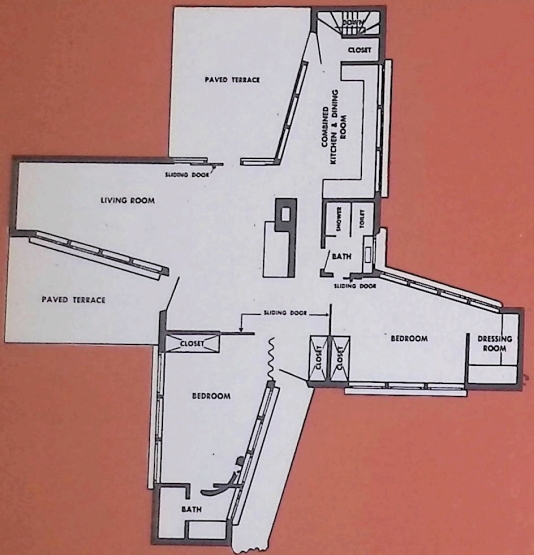




Here you look into a prefabricated home designed to provide the necessities and conveniences essential to a small family. It can be erected and made ready for occupancy in a day! It can be disassembled and moved just as quickly.

Built of interchangeable sections, the basic elements of this house are applicable to many designs. It can be enlarged by adding rooms built of the same standardized material. To change its purpose or appearance, the units can be reassembled.

The heart of such houses is the compact bath and kitchen unit. The tub or shower, toilet, and washbowl face one direction. On the other side of the wall are tub, laundry, stove, sink, refrigerator and drain.



This novel concept—the "Four Star" house—is thoroughly modern and soundly functional in every detail. It might well be called the "Sunshine House".

While long windows admit cheerful sunlight to every room in winter, the extended roof excludes heat in summer. Sliding doors open to create charming vistas from within. When closed, complete privacy is gained.

Sloping ceilings add airiness and charm to each room. Bedrooms may be quickly converted to library, den or nursery. A basement, for utility units, may be enlarged to make a game room.

This design may be constructed of plywood, brick, concrete, tile, sheet aluminum, or even glass. Although it can be largely built of standardized prefabricated parts, this house is more costly and less easy to assemble than the design above.

Tradition again is swept aside by the march of progress, exemplified by the original design shown at the bottom of this page. It is another, and less expensive, concept of the "Solar House".

The flat roof, with wide eaves, is designed to carry a thin sheet of water to keep the house cool in summer. Windows are deep, wide.

Contemplated for this house are movable walls, built-in closets and furniture, and as many of the wondrous new devices as the owner wishes.

Any number of materials are suitable, but the panel type of construction is ideal for a house such as this.

# HEATING AND AIR CONDITIONING

In tomorrow's homes, heat will be radiated by means of steam or hot-water coils concealed in the walls and floors. Heating units will burn gas, coal or oil and will consume their own smoke.

Electricity will contribute economy and efficiency in new ways. For example, heating and refrigeration will be correlated so the heat drawn off in the freezing process will pass directly into the heating system.

Radiant heated rooms will be more comfortable at lower temperatures because walls, floors, and ceilings will be warm. Heat will be radiated inward, not outward as by present methods.

Air within the house will be laundered by a dust collecting and removal device, to sell for about \$300—cost of operation, \$1 per month.

Tomorrow's home will be equipped with automatic temperature and humidity controls, operated as one central unit or as small, portable models to be plugged in any wall socket.

By substituting a special glass for that now used in fluorescent lighting, light rods will give off powerful germ-killing ultra-violet rays which will protect the home from harmful bacteria.

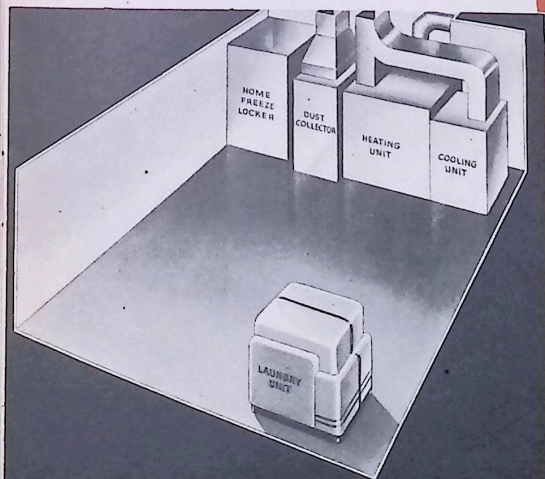
A built-in spray device will rid the house of flies, moths, mosquitoes, and other insect pests. The chemical used will be imperceptible, and harmless to the occupants and furnishings.

A single, compact laundry unit will wash, rinse, and dry each piece quickly and efficiently. It will be so mounted as to be put away easily when not in use. Home-freeze lockers will enable the housewife to keep on hand reserve supplies of perishable foods, eliminating frequent trips to market.

PHOTOGRAPH COURTESY AMERICAN AIR FILTER CO., INC.

Electrically powered precipitators automatically collect and remove dust, smoke, and fumes. In the home of tomorrow they will safeguard health, reduce housework, preserve walls and drapes.

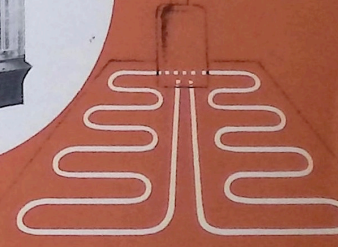
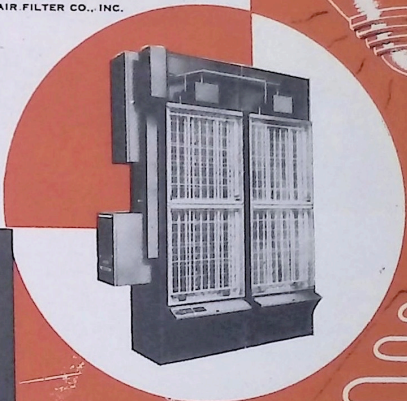
Compact efficiency. All major mechanical units placed along one wall of basement. Home-freeze locker, dust precipitator, heating and cooling units can be arranged in a single line.



Portable air conditioner unit



Both light and heat furnished by fixture



Radiant heating by means of hot water or steam coils concealed in floor or walls





Creation of the "Solar House", made possible by the development of insulating glass, gives new meaning to the old proverb about people living in glass houses. Tomorrow's homes will be largely constructed of glass, according to many leading designers.

Extensive use of glass in residential construction is a sound forecast for the period just ahead. No other material offers the psychological and healthful advantages afforded by ample sunlight.

Strong, durable, and with a low factor of sound transmission, insulating glass prevents condensation, fogging, steaming and frosting. These qualities are achieved by imprisoning thin layers of dehydrated air between the two or more panes of glass which are hermetically sealed at the edges by metal, bonded directly to the glass. Because of the negligible heat conductivity of the insulating layer of air, the outer pane of glass remains at the outdoor temperature while the inner pane retains the room temperature.

## THE SOLAR HOUSE

Architectural designs for the new types of "Solar Homes" contemplate entire walls and sections of walls made of glass—glass bricks, insulated panes and panels, picture windows, partitions and mirrors. Even curtains and drapes may be made of spun glass.

New skills in the manufacture and structural employment of glass have made it a building material of surpassing strength, permanence, and dimensional stability. No longer need it be supported and protected by other materials.

One manufacturer reports tests of quarter-inch tempered glass withstanding a pressure of 60 pounds per square inch and a thermal shock of 400 degrees Fahrenheit. These tests prove a high factor of safety.

With glass now perfected as a major structural material, there is no limit to the extent to which sunshine may be admitted to the homes of tomorrow. Every room can be a solarium.

Insulating glass admits solar heat to a high degree, while at the same time retarding heat loss. It permits clear, unobstructed enjoyment of the view, whether that of a secluded garden or a majestic panorama.

So great is the power of sunshine, however, that it must be controlled. Wide ledges or overhanging roofs are employed to shade the lighted areas from an excessive inflow of solar heat in summer, and to permit sunlight to flood the entire glassed areas in winter.

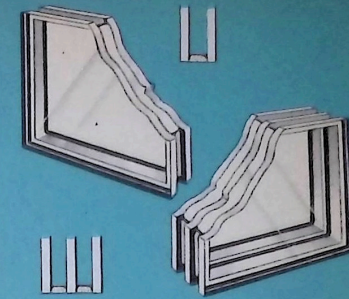
Further sunshine control can be achieved by the use of figured glass for diffusion. Simple drapes are an effective control, as are wooden or metal venetian blinds which, incidentally, will be regulated mechanically instead of by the traditional pull-cord.

Tomorrow's homes will be characterized by the profusion of glass used in living rooms, dining rooms, kitchens, bathrooms, halls, and stairways for its contribution to health, sanitation, economy, and sheer beauty.

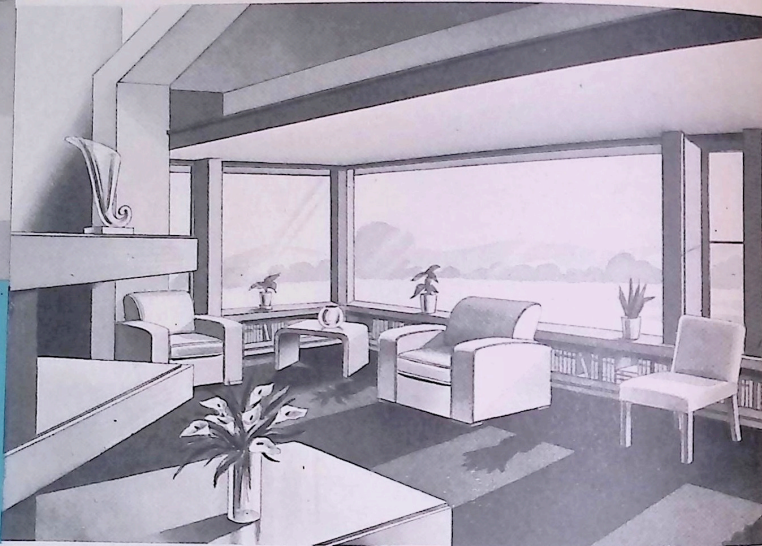
*(Left, facing page)* Continuous windows create a cheerful atmosphere.

*(Below, left)* Textured glass bricks provide softly diffused light.

*(Below, right)* Direct sunlight at midday is controlled by baffles.



Cutaways (left and right) and edge views (above and below) of insulating glass. Dehydrated captive air is hermetically sealed between panes.



PHOTOGRAPH COURTESY OWENS-ILLINOIS GLASS CO.



PHOTOGRAPH COURTESY ALUMINUM COMPANY OF AMERICA

Aluminum venetian blinds possess high reflectivity for light and radiant heat. They enhance any decorative scheme, and are easily cleaned.

## THE SOLAR APARTMENT HOUSE

Tomorrow's apartment house will bear little resemblance to those of today, housing 4,000,000 American families. They will be designed differently—to provide more comfort, flexibility, and living space.

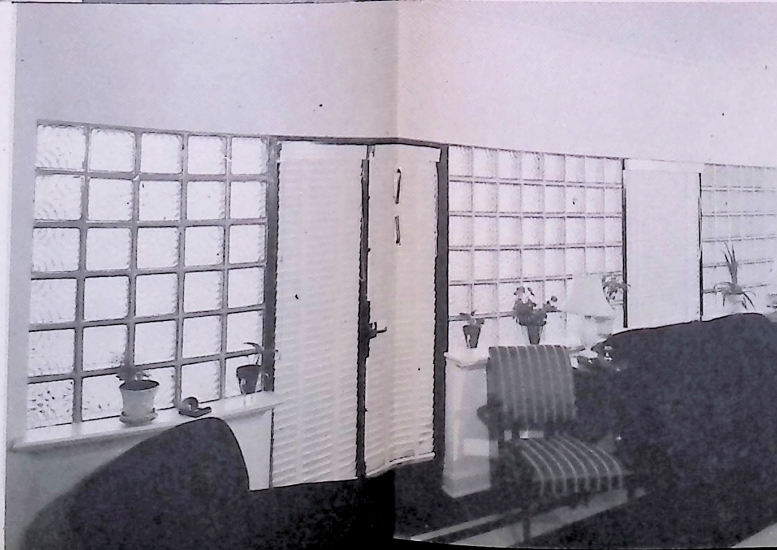
Apartment houses hereafter may be designed on the principle of loft buildings, consisting only of exterior walls, floors, and ceilings.

Space would be rented by the square foot, standardized equipment being left to the needs and means of the tenant. Interior walls would be movable and in the form of prefabricated panels.

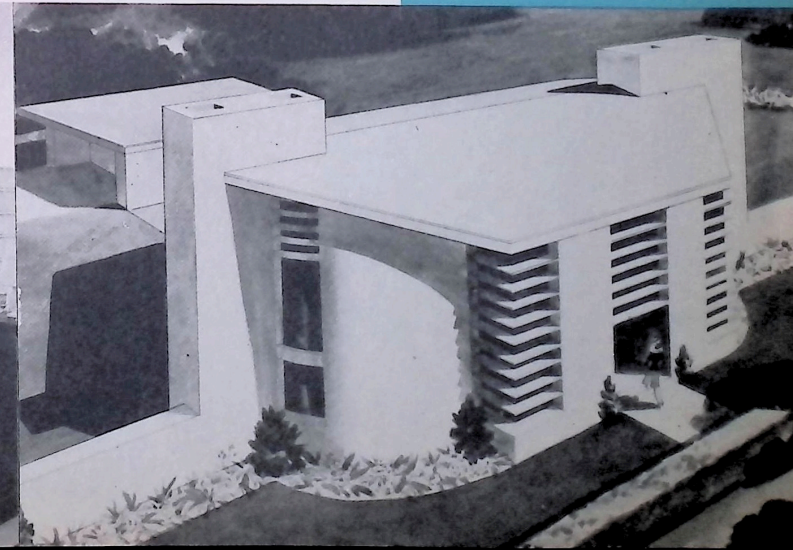
The outside walls could be clear, translucent, or opaque units which could be moved inward in summer to form private outdoor terraces and shade the interior from the sun's rays. In winter, the walls could be moved forward to gain maximum sunshine in each apartment.

Finished floorings would come in sections, easily put down. Utility fixtures might be rented or owned by the tenant.

The apartment house owner would benefit through lower initial cost and upkeep, fewer replacements, and retarded obsolescence.



DESIGN COURTESY TIMKEN-DETROIT AXLE CO.







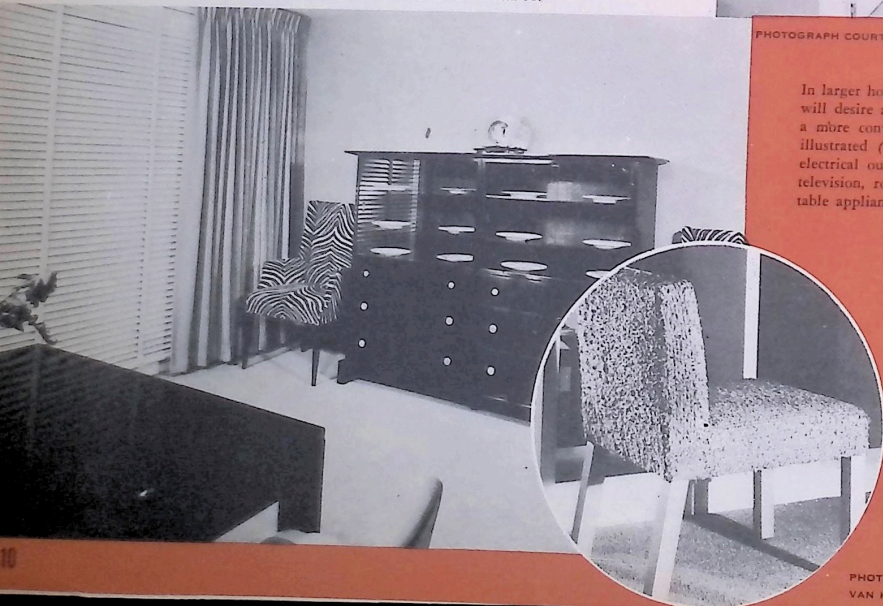
PHOTOGRAPH COURTESY LIBBEY-OWENS-FORD GLASS COMPANY

The dining room, in tomorrow's home, will be designed for quick, easy conversion to additional living space. Maximum utility is a cardinal principle of those designing homes for the coming period. So it is quite natural that the formal dining room, seldom in actual use for more than a few hours a week, is scheduled for overtime work to justify the space allotted it.

To accomplish this end, emphasis will be placed on built-in furniture, so conceived that it will fold into and become part of a wall, or will become an accessory to living space by a simple operation.

In the small, prefabricated home, the dining room may be combined with the kitchen or living room. When in use, it may be screened off by a movable glass or plastic partition.

PHOTOGRAPH COURTESY THE WIDDICOMB FURNITURE CO.



PHOTOGRAPH COURTESY VAN KEPPEL-GREEN

This decorative picture window of fog-proof, frost-proof glass (left) serves a utilitarian purpose in allowing daylight to pass from the dining room to adjoining rooms. Other features are tubular lighting, plastic chairs upholstered with cellulose materials, all-metal or chemically treated wood table which cannot be marred by accidents.

Nooks like this (below) may be built into one corner of a dining room next to the kitchen. Bright upholstery, glass top table, a convenient chest of drawers or cabinet with glass shelves highlight this compact unit.



PHOTOGRAPH COURTESY DOUGLAS FIR PLYWOOD ASSOCIATION

In larger homes of tomorrow, many families will desire a modern dining room retaining a more conventional atmosphere, such as illustrated (left). There will be abundant electrical outlets along the walls for radio-television, room cooler, radiant heater, and table appliances.

New type of dining room chair, suitable also as occasional chair (left). The frame is of wood, upholstered in a variety of pastel tints selected for color harmony. The covering is textured rayon fabric.

Tomorrow's kitchens will feature the assembly line principle in arrangement of utility units, food storage, work space, and location of utensils. Mechanical servants will perform much of the work.

Electrical stoves, dishwashers, refrigerators, mixers, toasters, waffle irons, and other powered units will be embodied in built-in construction. When not in use, they may be readily concealed from view, protected from dust, and the space made available for other purposes.

Work counters, sinks, drains, and cabinets will be arranged to eliminate stooping, stretching, and needless steps.



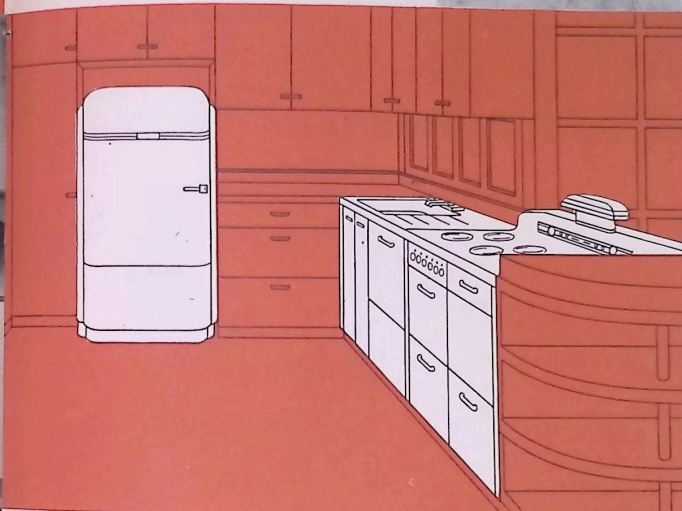
PHOTOGRAPH COURTESY EDISON GENERAL ELECTRIC CO.

Refrigerators, soon to be available, will not require defrosting. They will feature cabinets or compartments, each with its independent temperature control. Glass tops or fronts will display the contents of each compartment.

Ice cubes will be ordered out mechanically by use of a button or crank. Storage bins for reserve food stocks will be equipped with automatic temperature and humidity controls to preserve vegetables, meat, frosted foods, butter, and other perishable items.

Knee or foot-operated controls will replace faucets, leaving hands free.

Ranges will be equipped with glass doors, oven light, and automatic heat controls.



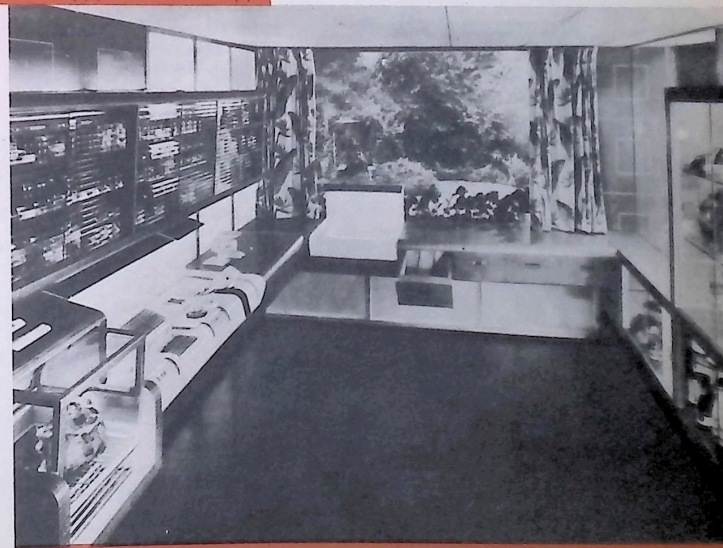
PHOTOGRAPH COURTESY LIBBEY-OWENS-FORD

The "Kitchen of Tomorrow" illustrated (right) is attracting large attendance on its nationwide tour of metropolitan department stores.

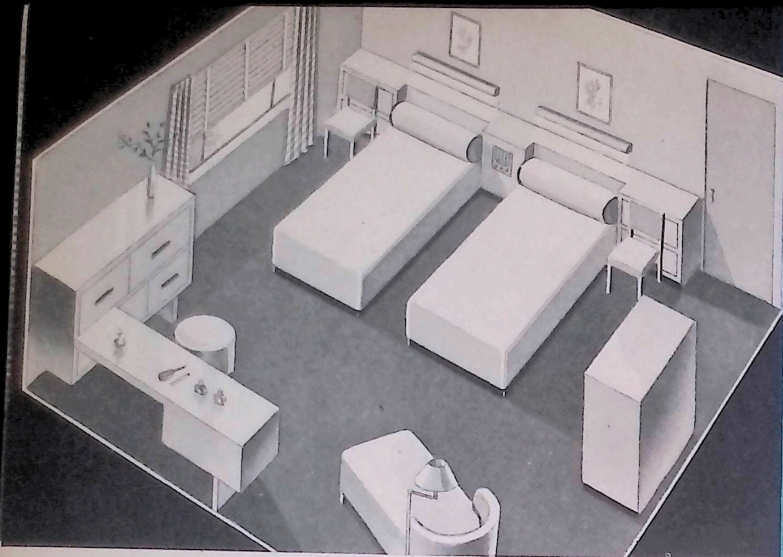
Extra living space is featured. As the sink, the stove and other familiar equipment disappear from view when not in use, the kitchen is designed to be a part of the living room when desired. Two tables of bridge can be placed.

The traditional flaws of kitchen design have been largely eliminated. Sliding glass doors in wall storage cabinets prevent bumped heads.

The glass oven door permits a homemaker to see what's cooking, without stooping. The counter working surfaces, adjustable in height to suit tall or short persons, are designed so that a housewife can sit down at her work.







(Left) A bedroom of advanced design as it might appear with furniture arranged in preparation for retirement for the night.

(Lower, left) The same bedroom as seen during the day with furniture adapted to leisure use as additional living space. Note that the beds are partially retracted into the wall, taking the form of comfortable settees.

The bedroom will become additional living space during the daytime, according to the designers of things to come.

As soon as your bed has been made, it will disappear either partially or completely into the wall at the touch of a button.

The dressing table you have just used, the lounge you occupied before retiring, and other items of bedroom furniture will be moved back into the wall.

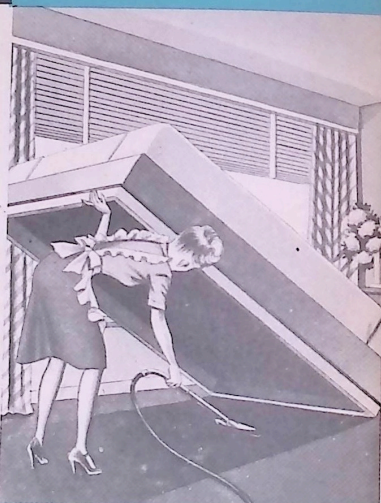
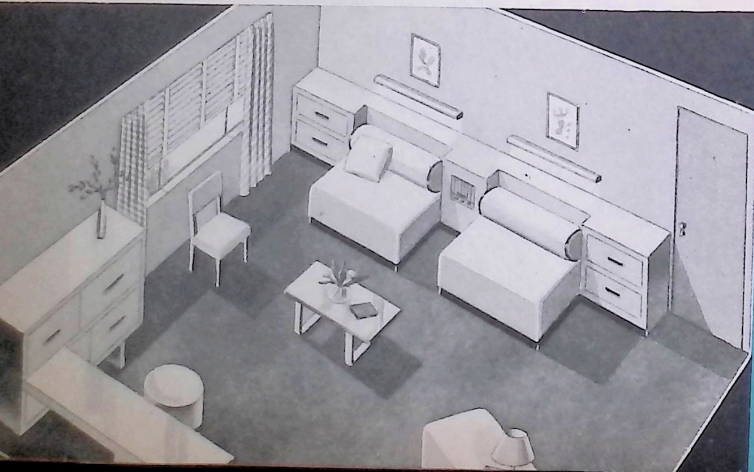
Press another button and a partition will slide back, combining bedroom space with living space for the daylight hours.

Once sleeping facilities have been removed, book-laden shelves, reading table, and easy chairs may be moved out from the recesses of another wall.

Instead of a library, the bedroom may be utilized as a game room or nursery when not in use as sleeping quarters, so great will be its versatility.

You may sleep under an electrically heated blanket if you wish. A buttonless mattress will provide smooth, restful comfort.

Mattress and blankets will be of a new material which may be scrubbed.



(Above) The space under beds no longer will be inaccessible for cleaning, according to designers who plan construction using light-weight magnesium. Such beds, weighing perhaps merely one-fourth of conventional wooden beds, easily could be lifted or moved to permit cleaning the floor beneath.



DESIGN COURTESY DOUGLAS FIR PLYWOOD ASSOCIATION

Typifying the emphasis upon *functional use* in tomorrow's homes, *living space* is the term being used by designers to embrace not only the traditional living room but also all other rooms of the house not immediately in use for special purposes such as cooking, dining or sleeping.

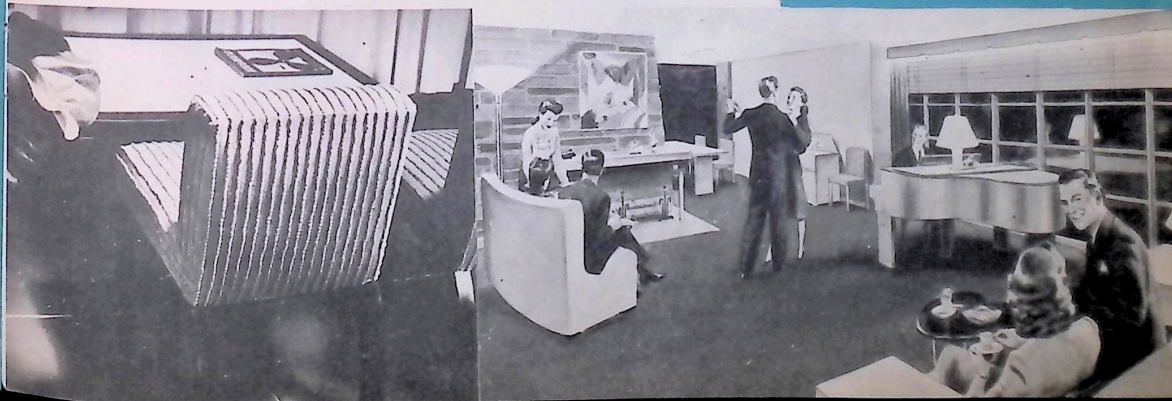
The Victorian "front parlor", in which every nook and corner, and all the floor space, was cluttered with furniture and ornaments, has continued to exert an influence far stronger than we should care to admit.

But in planning the homes for the period just ahead, sentiment and tradition are replaced by calm analysis. No element of home construction or decoration will be carried forward from yesterday unless it can satisfactorily justify itself.

Tomorrow's homes will be the social center for the entire family. Practically all first-story space, and much of the upper story, will be used as living space. There will be ample room, readily available, for dancing and games. Terraces will double the size of a room at the touch of a button. Glareless lighting, in controlled intensities, will be ideal for reading, resting, or play.

Glass will be used liberally. Wall furniture will be built-in. Chair and sofa arms will contain radio-phonograph and radio-television controls. Walls will be suitable as screens for motion picture and television projection.

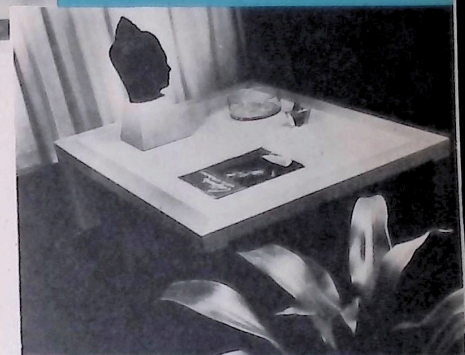
PHOTOGRAPH COURTESY VAN KEPPEL-GREEN



Complete flexibility in planning living space will be made possible by the recent perfecting of light-weight, inexpensive curtain walls, replacing the obsolete, heavy, bearing walls.

With the use of a structural skeleton of light steel or suitable alloys, supporting strength is provided for the entire house. As interior walls are not required to sustain weight, they may now be placed with entire disregard for the floor plan of the upper story.

This economical type of construction enables living space on the first floor to be freely apportioned without structural limitations.



PHOTOGRAPH COURTESY VAN KEPPEL-GREEN

The steady flow of discoveries and processes from the field of chemical research assures a long life to the walls, floors, and furnishings of tomorrow's living space. They will be impervious to stains, flame and hard knocks, and will be washable.

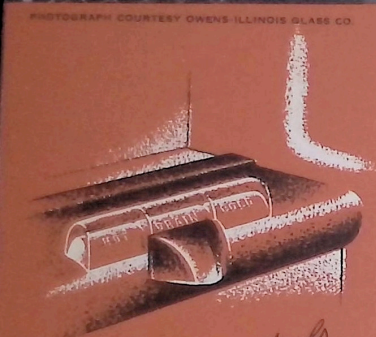
Glass-fiber curtains and drapes will be unfading, flame-proof, moth-proof and will have long life.

ILLUSTRATION COURTESY WESTINGHOUSE ELEC. & MFG. CO.

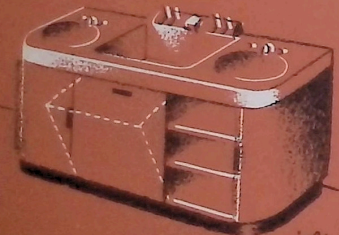




PHOTOGRAPH COURTESY OWENS-ILLINOIS GLASS CO.



*Plastic molded controls for tomorrow's bathroom*



*Lavatory, dental basin, small electric clothes washer and dryer in one combination unit*

Perhaps because the need for better bathrooms has been emphasized in all housing surveys, the manufacturers of plumbing fixtures have done an outstanding job in planning for tomorrow's homes.

Bathrooms cast in a single unit containing all facilities will be available for installation in the low-cost prefabricated home.

Larger homes will be equipped with bathrooms of hitherto undreamed splendor and utility.

Tubs of new design will be roomy, comfortable and safe. A thermostatically controlled blender will deliver water in the shower at the right temperatures.

Built-in soap dishes will drain properly, leaving the soap dry and hard.

Cabinets will be deeper to hold toilet articles and medicines safely.

Knee levers or toe pedals will close and open the drains of wash basins.

Lighted, adjustable mirrors will be an aid to shaving.

Electric heaters and sun lamps will be built into ceilings.

Waterproofed rubber-tile floors will be safe and comfortable.

Some of the new designs provide miniature washing machines for milady's stockings and lingerie.

Wash basins large enough to bathe the baby may be had on order.

Glass walls will render the bathroom light and cheery.

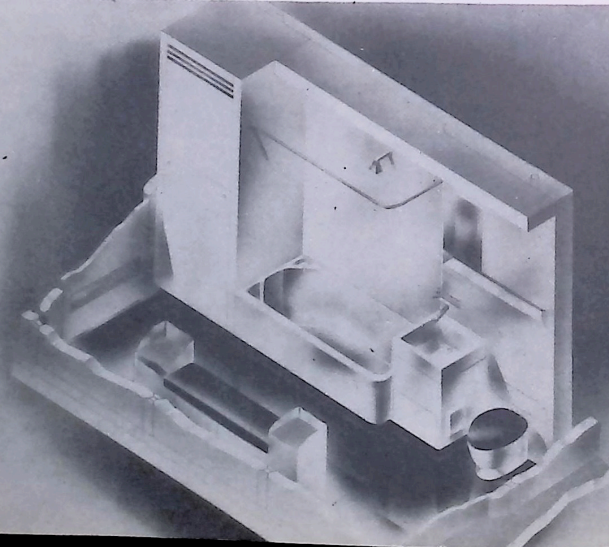
Faucets will be made of stainless steel or plastics.

Units, made of a variety of materials, will come in red, green, jade, ivory, lavender or almost any color desired, or in combinations of colors.

Large bathrooms will feature dressing rooms with an infinite array of refinements and equipped with everything from hair curlers to overnight trouser pressers.

The isometric view of the bathroom shown (below) is the very heart of the prefabricated house, which literally will be built around this single-cast unit. Such units will be lifted from trucks to position by cranes. Durability and low cost are features of single-cast bathroom units in addition to their primary advantage of easy installation.

DESIGN COURTESY WALTER DORWIN TEAGUE



# ACKNOWLEDGMENT

This is to express our appreciation of the generous assistance given us in the preparation of this booklet. In addition to the following named companies giving us permission to reproduce photographs and drawings, innumerable others provided us with valuable material without which this glimpse into the future would not have been possible.

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- WESTINGHOUSE ELECTRIC & MANUFACTURING CO. . . . . Pittsburgh, Pennsylvania
- THE WIDDICOMB FURNITURE CO. . . . . Grand Rapids, Michigan

The material presented in this Catalog has been compiled from sources which represent advanced trends of thought. However, as it is impossible to predict with certainty the form and variety of things to come, the contents of this Catalog are published solely to present the stimulating ideas of progressive designers. While care has been exercised in the compilation, we cannot guarantee its accuracy.

Since *better tomorrows* are uppermost in the minds of everyone, it has been a stimulating experience to prepare and present to you *A Catalog of Things to Come*. This is Number One of a series of six, designed to provide fresh inspiration to printers and lithographers and their clients about the opportunities of the future.

JOHN CARTER & CO., INCORPORATED  
597 Atlantic Avenue • Boston, Massachusetts







SUPPLEMENT TO THE

# CATALOG OF THINGS TO COME

# Work Sheet #1

ENCLOSED WITH THE UNIT ON

## HOUSING

### How to use the "Catalog"...

PRIMARY use of the Catalog is in showing it to your customers and prospects in the various lines of business below. We suggest that you take advantage of the Catalog as a sound reason to contact them and say that you have just received something of unusual interest that you would like to show them.

You will find the *Catalog of Things to Come* a door-opener to new accounts and a stimulating contact with customers in the housing field who already are on your books.

Before submitting the Catalog, make it your business to become thoroughly familiar with its contents. By so doing you will be able to point out certain innovations of specific or general interest. (As examples, the amazing Solar Homes on page nine and the new one-unit bathrooms on page fourteen.)

You must keep in mind that housing will be America's Number One industry in the period just ahead. (See page three of the Catalog.)

After thoroughly digesting contents of the Catalog, study the ideas presented in this Work Sheet, using your imagination and resourcefulness in adapting them to the needs of your accounts.

You will find this combination of Work Sheet and Catalog to be a sales tool that is practical, pertinent and also profitable.

### SHOW THE CATALOG ON HOUSING TO CUSTOMERS IN THESE FIELDS

- ACOUSTICAL MATERIALS
- AIR - CONDITIONING
- ARCHITECTS
- BANKS
- BRICK DEALERS
- BUILDERS
- BUILDING MATERIALS
- BUILDING & LOAN ASS'NS
- CABINET MAKERS
- CONTRACTORS
- ELECTRICAL DEALERS
- FLOORING SPECIALISTS
- FURNACE COMPANIES
- FURNITURE STORES
- GARDENERS
- HARDWARE DEALERS
- HEATING CONTRACTORS
- INSULATING MATERIALS
- INTERIOR DECORATORS
- LANDSCAPE ARCHITECTS
- LIGHTING FIXTURES
- LUMBER YARDS
- MORTGAGE COMPANIES
- NURSERYMEN
- PAINTING CONTRACTORS
- PLASTIC MATERIALS
- PLUMBERS
- PUBLIC UTILITIES
- REAL ESTATE SUBDIVIDERS
- REFRIGERATION EQUIPMENT
- ROOFERS
- TRANSIT COMPANIES
- UPHOLSTERERS
- VENETIAN BLINDS

IDEAS  
LAYOUTS

IDEAS  
CAMPAIGNS

IDEAS  
STYLING

IDEAS  
COPY HINTS

IDEAS  
TRICK FOLDS

IDEAS  
COLOR SCHEMES

IDEAS  
PAPER CHOICE

OFFERED TO THE PRINTING INDUSTRY BY

## JOHN CARTER & COMPANY INC.

Main Office & Warehouse  
BOSTON, MASSACHUSETTS

Branch Office: Hartford, Connecticut

### CASH IN ON THE POST WAR BOOM

SENSATIONAL NEW IDEAS MUST BE SOLD  
BY EDUCATION ... MEANING PRINTING

TURN TO INSIDE PAGES FOR CONSTRUCTIVE IDEAS



# PLANNING A CAMPAIGN

FOR HEATING UNITS  
... AND FURNACES

Many war-expanded plants will turn to production of simple items for the home.

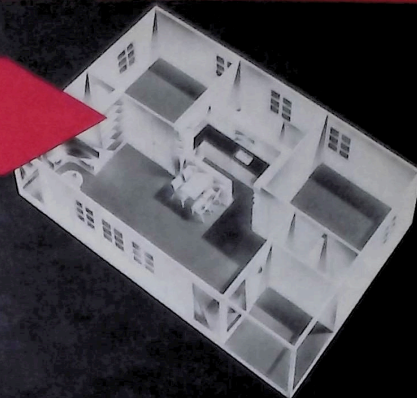
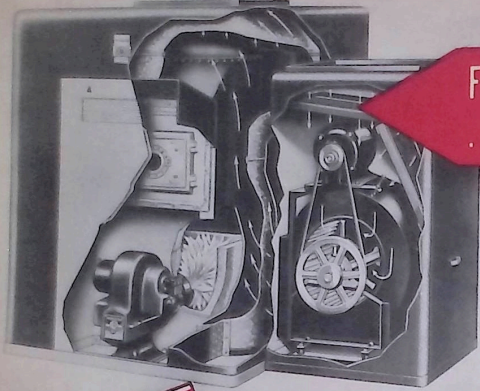
FOR PRE-FABRICATED  
HOUSES AND CABINS

It is an acknowledged fact that creative printing profitably side-steps the competitive price field. It represents the "Cream of the Crop" compared to the usual run of highly competitive work.

## CREATE IT .. SHOW IT .. SELL IT

It's good strategy to plan a co-ordinated campaign which may consist of many units. Thus, in selling a single job, you actually are selling several. To illustrate the point, this Work Sheet contains ideas, which may be produced in a campaign for heating and air-conditioning . . . and one for pre-fabricated houses. These ideas are of interest not only to the manufacturer and contractor, but also to the advertising agency which serves them. Bear in mind, of course, that what you find here can be improvised upon for adaptation to many other industries. The suggestions can be combined into a full-fledged direct advertising and dealer help campaign, or selected according to the requirements of your customer.

It is up to your ingenuity and that of your organization to make the most of what this Work Sheet conveys



**HEAT AT YOUR FINGERTIPS**  
ARCO

*Graduated rules give heat effect. Type over printing warm tint block.*

*Banner Cover*

ARCO  
WARM COOL  
Air

*Easel mounted high to sit on unit.*

IT'S HOT TODAY  
But...  
ARCO  
AIR CONDITIONING

*Great post card to be mailed during heat waves.*

WARM AIR

COOL AIR

\$99.00

ARCO Tropicair  
ARM CHAIR UNIT

*Bright colors on tint glass.*

*Window spots and window strip units.*

ARCO HEAT

ARCO TROPIDAIRE

*Simple 2 page folder.*

*Promotion portfolio spiral bound, for easy swing of display pages.*

*Using piece with convenient business reply card.*

PORTABLE SPACE HEATER

THE 18001

ARCO

De Luxe Catalog

PRE-FAB

*Specifications or half tones of interiors.*

*"Blue-print" plan underside of flap.*

Pre-Fab

Pre-Fab

Pre-Fab

*Blotter campaign printing surface enamel coated for fine half tone repro.*

PRE-FAB

*Manila folders for Builders plans and specifications.*

STEEL CABINETS FOR THE HOME

KITCHEN LIBRARY BATH ROOM

*Simple folder, index sheet folded off center, gathered and saddle stitched.*

The Flexible Home

ADD A ROOM EASILY WHEN NEEDED

PRE-FAB

*Die Cut folder.*

*Folds to show corner of room.*

*Has a Wood Grain Cover.*

*Shape of die.*

*Cut-out fold to illustrate the ease of adding Pre-fab rooms.*



# Promoting

# NEW HOMES

FOR THE SPECULATIVE BUILDER

## The "Stunt"...

This plan has been conceived to stimulate extra interest and get more people to visit a display home in a new tract. Here's a new angle that might appeal to the developer, the public, and at the same time provide plenty of business for you.

It is a novel variation of time-tested "Display Home" promotion.

The new feature consists of personalizing the home by having a young couple present in the simulated role of occupants.

Their part as host and hostess is carried out in exploiting the "Display Home." A real couple is used. They may be employees of the real estate promoters, or hired especially for the purpose.

## Printed Pieces...

The opening gun of the campaign consists of a formal, "At Home" card produced on panelled stock, mailed to a selected list compiled from such sources as marriage license reports, society items, and prospective home purchasers.

Next comes an invitation to a "House Warming." As in the case of the "At Home" card, the name of the couple is used as the inviting host and hostess. Subordinated on the card are the names of the builder and home furnisher, so the recipient will understand the invitation is to a "Display Home."

Printed pieces available to those who visit the home could include a descriptive brochure of the tract, landscape gardening suggestions, a plan of home financing, literature about air-conditioning and heating, and so forth.

These should have a close tie-in with the basic stunt, but will be selling efforts on the part of the co-operating firms. Specially created literature will tell the story of each participant. All of the businesses listed on the cover page of this Work Sheet are prospects for this deal and should be contacted.





# TRICKS WITH PAPER



## FOLDING • DIE CUTTING • TYPE STUNTS

When you stop to consider the great number of ingenious effects that can be worked out through the use of novel folds, die cutting, and type stunts, you will immediately sense a vast field of new sales opportunities.

In other words, why not inject a personality into a printed piece, and use the force of that personality to impress and influence the recipient?

This brings us to certain fundamentals, the base of which is the paper selected for the job. Textures, colors, folding qualities, and finishes provide a springboard for your imagination—and a challenge to your creative ability.

Here is where your paper sample books come into play. Most of us have a tendency to overwork a relatively small number of favorite sheets. But a few minutes spent thumbing through the sample books will give you several choices. Too, you may come across a stock of which you had not thought—one which will just fill the bill.

Of course you know the advantages of duplex papers for extra color effects—and how a diagonal cut makes the most of the additional color.

You will find it worth while to ponder over some of the ideas which have been illustrated in this sheet to show how "tricks with paper" can be pulled out of your hat for the benefit and delight of your customers.

## An Art Department right in your Type Cases

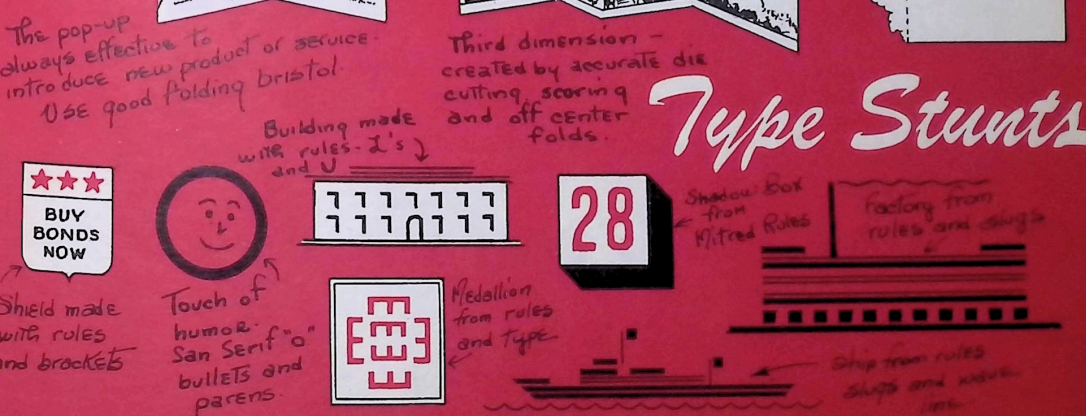
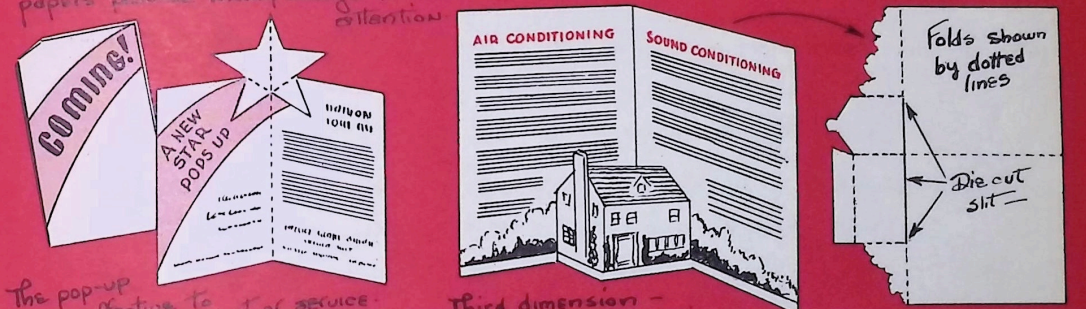
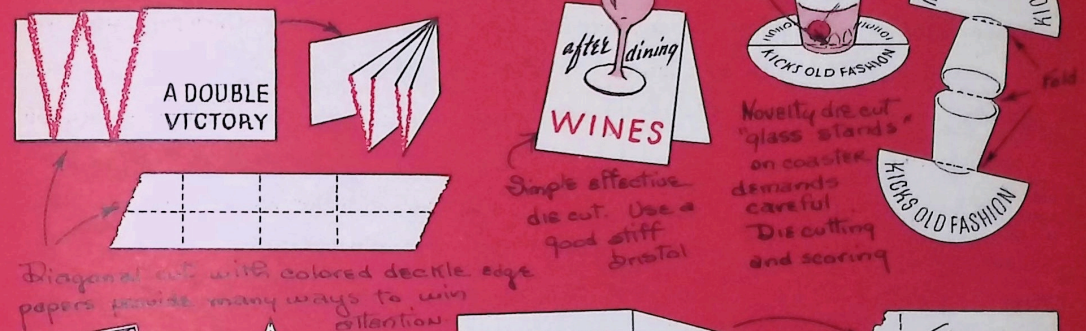
Don't overlook the contribution your composing room can make in giving interest and attention value to a job. There are tricks in all trades...see how a few rules can be used as an expedient when necessary to portray a modern building...make a decorative boat that way, too. There is a type medallion made with E's. Try it with other letters. Brackets, rules, O's and U's are excellent units to combine in producing decorative spots.

To paraphrase the title of a famous lecture . . . there are acres of opportunities in every Type Case, Ink Catalog and Paper Sample Book for anybody who wants to make the most of them.

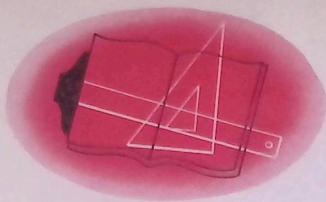
## Folds



## Cutouts







# DECIDE ON THE RIGHT **PAPER**

*when you build your Printed Piece...*

Perhaps you never thought of it this way, but you are something of an engineer and architect in your own line. You visualize the plan and appearance of a printed piece, and follow through to the finished project.

In doing so, you go through much the same mental processes. *What effect do I want? How can I best achieve it?*

Just as a builder knows where to use a 2x4 and

where to use a 2x6, so the printer and lithographer should know exactly which paper stock will do each job best.

The time to engineer a printed piece is when you are visualizing and planning it. Too often, artwork, plates and colors are decided upon without relation to the paper stock.

*Paper is the foundation. Decide on the right stock before making other commitments. It will pay you.*

## A Partial List of our Nationally Known Lines of Paper Available to You

ATLANTIC COVER · EAGLE A AMERICAN EGG SHELL BOOK AND TEXT · DILL & COLLINS CANTERBURY BOOK  
DILL & COLLINS BLACK AND WHITE COATED BOOK · DILL & COLLINS DE & SE TINTS  
CARTERCO COLORED ENAMEL BOOK · KROMEKOTE LITHO C. I. S. · INTERWOVEN ANTIQUE COVER  
MARVELHIDE LEATHER EMBOSSED · MARCO SEAL and LEATHER EMBOSSED SUNBURST RIPPLE FINISH COVER  
VIKING ANTIQUE COVER · ARTCOTE GRAPHIC GOLD & SILVER LABEL & COVER  
U. S. E. POSTAGE SAVER BOOKLET ENVELOPES IN ALL SIZES FOR EVERY NEED

# JOHN CARTER & COMPANY

INCORPORATED

MAIN OFFICE & WAREHOUSE  
595-599 ATLANTIC AVENUE  
BOSTON, MASSACHUSETTS

Phone: HUB. 5400 - Teletype: 347

BRANCH OFFICE & WAREHOUSE  
74 UNION PLACE  
HARTFORD, CONNECTICUT

Phone: 7-8109 - Teletype: 96



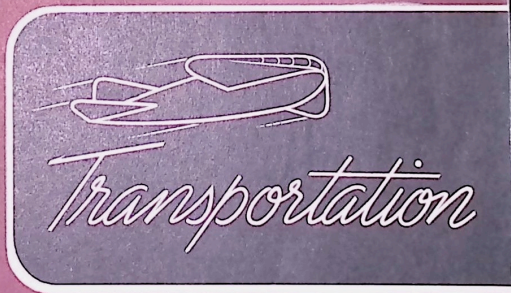
Representatives

CONCORD, N. H.  
PROVIDENCE, R. I.  
NEW HAVEN, CONN.

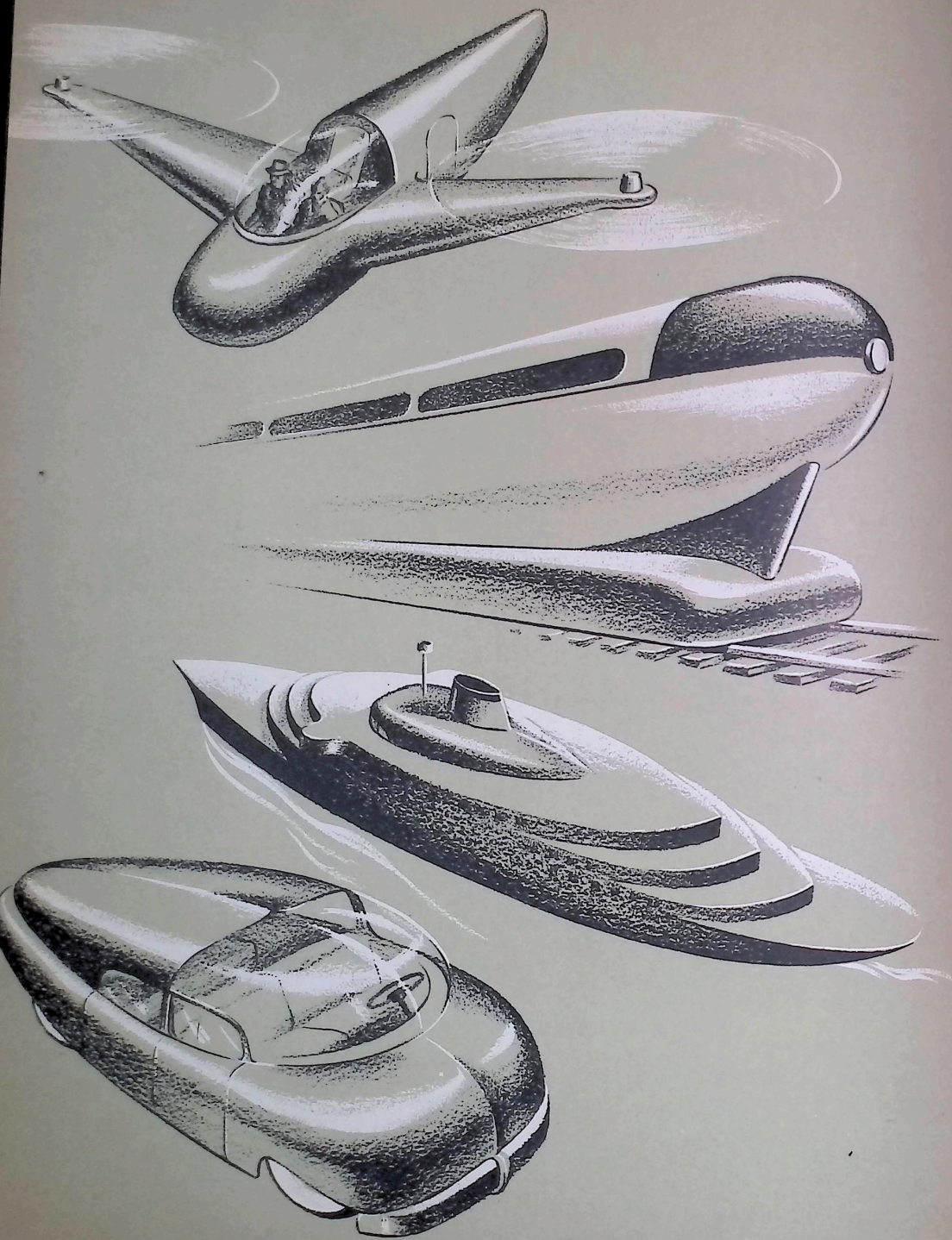


# CATALOG

O F T H I N G S T O C O M E







# CATALOG OF THINGS TO COME

## TRANSPORTATION

No people on earth compare with the people of the United States in the urge to get around. The phenomenon of the pre-war Sunday drive was virtually unknown in any other land. Taking trips, whether by private automobile or by public carrier, for the pure and simple joy of going places, is as peculiarly American as the game of baseball. Travel expresses our pioneer heritage.

There is no guesswork in predicting that Americans will journey farther and more often than ever before, once the bars are down again. Tens of millions have had their appetites whetted to see other new places. The 12,000,000 service men and women have travelled a greater aggregate distance during the war than they normally would have covered in a lifetime. The war worker and his family make up another group of 20,000,000 or more who have crossed State lines or even the breadth of the land in direct consequence of the war. A million or more intersectional marriages growing out of service romances will mean an additional million long trips each year to see the folks in distant parts of the country.

One man in every five has declared his first post-war purchase will be a new automobile. His dream car may be a modified jeep or a plastic greenhouse on wheels. Chances are he will be able to have either in the not too distant future.

Youngsters in uniform have acquired a nonchalance in transcontinental travel formerly possessed only by seasoned mercantile drummers. When they return to civilian life, today's service men

will take every opportunity to patronize the streamlined trains and the stratosphere airliners of tomorrow. They will join the millions streaking

here and there in new cars travelling along broad, divided, express highways with intersections and red lights reduced to a minimum.

Great new busses, smooth, silent, and comfortable, will cross the land swiftly while passengers, comfortable on sponge rubber seats, will enjoy the blessings of air-conditioning and increased leg and elbow room.

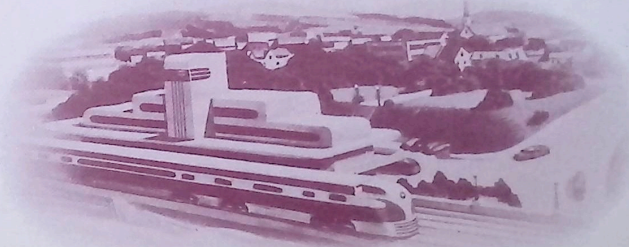
Overhead, helicopters will gyrate lazily. Fast little planes will dart about. Far above, when the sky is clear and deep blue, faint white ribbons will reveal the hurtling course of a mighty super-airliner six miles up—destination Paris, Cape-town, Sydney—who knows?

Meantime, the world's heavy moving must be done, and there will be new types of trucks, freight trains, cargo planes and ships on the job, carrying their loads quicker, safer, more efficiently.

Sprawling airports will swallow up and send forth a steady stream of commercial planes, guided in and out safely by magical electronic fingers.

Communities, large and small, will have airparks for the exclusive use of private planes. And thousands of convenient airstrips will be located along the nation's highways.

Such will be transportation in post-war America.





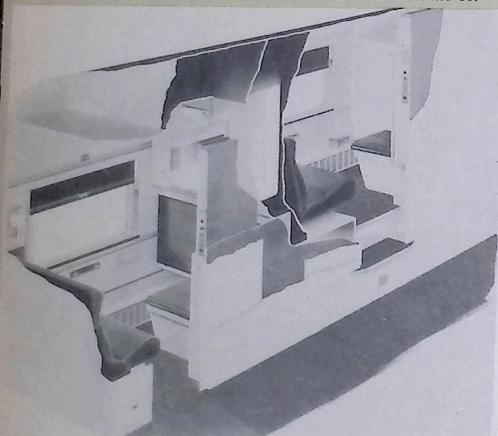
Resembling an exclusive club or the lobby of a leading hotel, a new high standard of comfort and beauty is achieved in this recently completed C. B. & Q. railroad station at Burlington, Iowa (right). It was designed with the aim of creating an atmosphere consistent with that of the line's Zephyrs. Absent are the traditional rows of benches. Upholstered modern furniture is tastefully grouped throughout the waiting room. Shaded lamps on end tables create a homey effect, while the principal illumination is provided by soft, indirect lighting. The luxurious appointments are of durable new materials to withstand the wear of heavy traffic through this busy junction point. Tomorrow will see more stations designed in keeping with swank trains.



PHOTOGRAPH COURTESY CHICAGO, BURLINGTON & QUINCY RAILROAD

Upon release of men and materials, Pullman-Standard's Duplex Roomette will go into production. This car will offer de luxe facilities at modest cost because the duplex principle saves space, allows 24 individual bedrooms per car. Each has solid, sliding door. Arranged on each side of a center aisle, alternating rooms are two steps lower. (Below) Roomette by day. (Bottom) Roomette by night.

DESIGNS COURTESY PULLMAN-STANDARD CAR MANUFACTURING CO.



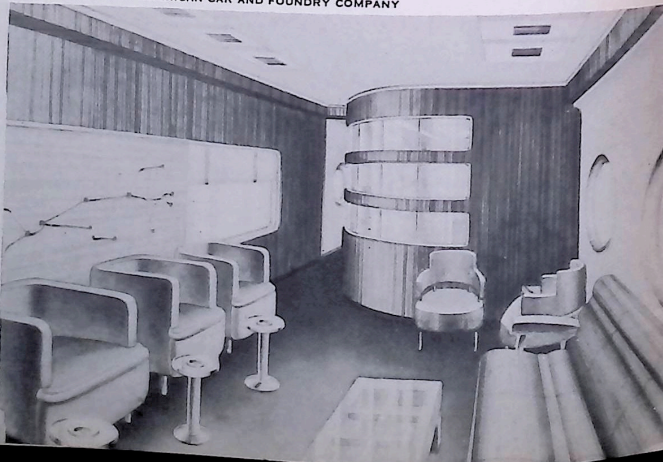
With every prospect of entering the post-war period in a strong financial position, the railroads will have the ability to embark on a colossal program of modernization. And competition will provide an ample incentive. The railroads will stake their bid for continued patronage on such solid factors as safety, dependability, comfort, low cost, convenience, and improved schedules.

Plans call for new cars with a superior standard of accommodations, while at the same time carrying more passengers per car. With a bigger pay load, rates can be reduced.

Railroad cars will be decorated in a variety of pleasing color schemes. New types of washable synthetic upholstery fabrics will add beauty to the comfort of sponge rubber seats. Wash-room facilities will be increased and improved. Rubber-cushioned construction will minimize noise and jarring. Cars will be air-conditioned and sound-proofed. Privacy will be stressed.

(Below) The post-war Ultraliner Bar Lounge car. New plastics, the sheen of polished metals, and the beauty of rare woods are bathed in the soft glow of modern lighting.

DESIGN COURTESY AMERICAN CAR AND FOUNDRY COMPANY



PHOTOGRAPH COURTESY THE PENNSYLVANIA RAILROAD

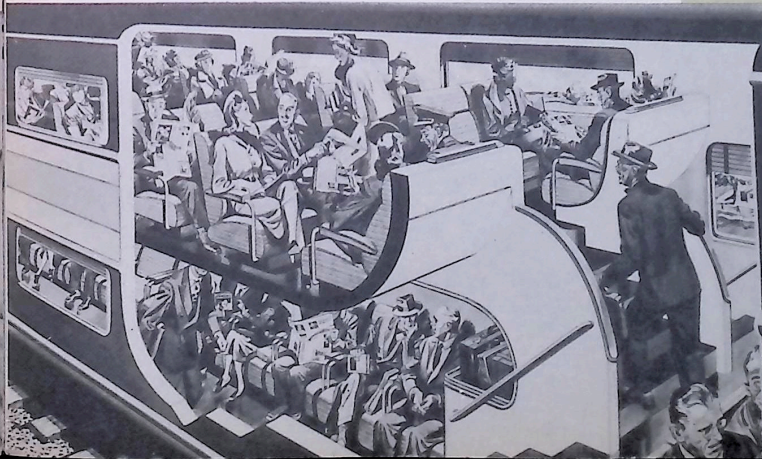
Electronics and electrical engineering will contribute heavily to safer, more efficient operation of railroads in the post-war period, expanding on progress made during the war.

Outstanding has been the widespread introduction of Centralized Traffic Control. This ingenious system enables an operator, miles away, to follow the progress of each train on a panel of colored lights. By setting signals from his control point, the operator regulates train speeds on single-track sections so that oncoming trains pass at sidings with neither train stopping.

Post-war plans call for extensive installation of two-way voice communication from engine to caboose, from train to train, and between trains and wayside points. The gains in safety, speed of transmitting orders, switching, and general operating efficiency forecast universal adoption.

Trains of the future will be equipped with fluorescent lighting. Individual radio receivers at every passenger's seat, not audible to others, are predicted, as well as radar to warn the engineer of trains approaching.

DESIGNS COURTESY PULLMAN-STANDARD CAR MANUFACTURING COMPANY



Literally worked to death in war service, and obsolescent as well, hundreds of America's locomotives will be replaced in the period just ahead. Motive power will continue to be of three types, steam, electricity, and diesel, depending upon which is most suitable and efficient for the required duty. Passenger locomotives, designed to pull crack trains, will be capable of speeds in excess of 100 miles per hour. Streamlining, which already has increased efficiency of trains by over 300 horsepower, will take on new refinements. Sleek lines, greater speed and power, and unconventional 4-4-4 wheel arrangement characterize the T-1 (shown left), newest passenger locomotive of one of America's largest railroads.

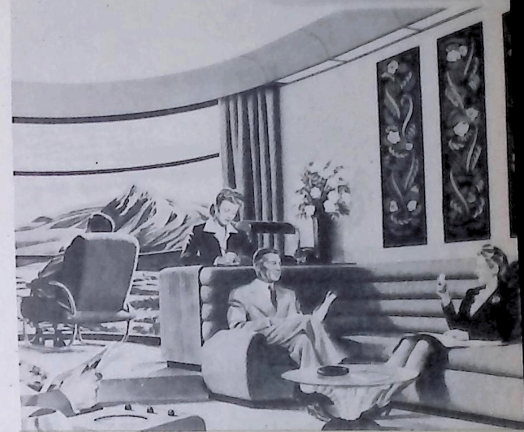
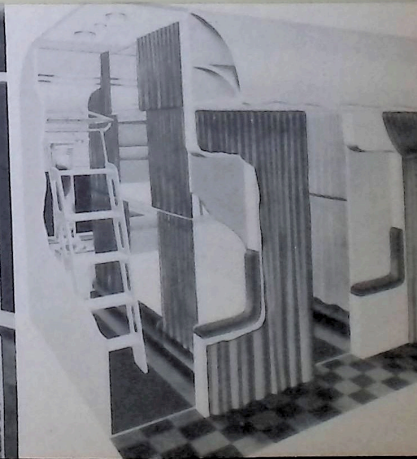


ILLUSTRATION COURTESY ASSOCIATION OF AMERICAN RAILROADS

The vertical dimension is emphasized in two Pullman-Standard designs for the post-war period. The 3-Tier Sleeper (below) accommodates 45 passengers. Berths, three high, are made up above the daytime seat for three. "Threedex" coach (lower left) is for commuter trains.







PHOTOGRAPH COURTESY KAISER CARGO, INC.

Helicopters, least familiar of all aircraft, actually were the subject of experimentation long before the airplane. The Greeks made sketches of machines for vertical flight 3,000 years ago. Leonardo da Vinci designed a primitive helicopter. Eighty years ago a working model rose 90 feet above the ground. First man to leave the ground in a helicopter was Louis Breguet, a French engineer, in 1907. But the success of the Wright brothers in horizontal flight diverted interest from vertical flight. Yet experimentation with helicopters continued. Today vertical flight is practical, and in daily use. Notable success of helicopters in wartime operations has stimulated interest to a high point. Plans for large scale manufacture have been announced, not only by those previously in the field, but also by mass production organizations which foresee a demand for helicopters in the period just ahead.



PHOTOGRAPH COURTESY BELL AIRCRAFT CORPORATION

The "Bellcopter" (shown above) employs a main rotor 34 feet in diameter, with only two blades. The torque-counteracting tail rotor has a twin-blade propeller. (Below) designer Enea Bossi uses a main rotor 33 feet in diameter with four blades rotating in the same direction. Anti-torque prop has two blades.

PHOTOGRAPH COURTESY HIGGINS INDUSTRIES, INC.



So great are the potentialities of the helicopter, bus and railroad interests already have filed applications with the Civil Aeronautics Board for permission to operate passenger service. Present plans contemplate feeder service for the benefit of localities and communities off the main traffic routes. For such service, helicopters initially will have a passenger capacity of 12 or more; 40 passengers plus mail and baggage are foreseen by experts. Scheduled flights from one business district to another, with rooftop terminals, are in prospect. The larger helicopters will require two or more rotors, each with multiple blades. Extensive private ownership will come with lower initial cost, smaller fuel consumption, simplified controls.

Designed by 19-year-old Stanley Hiller, Jr., this helicopter (left) has superimposed, contrarotating rotors of 25-foot diameter. Torque-counteracting tail propeller was eliminated successfully. This increases power available for lifting.

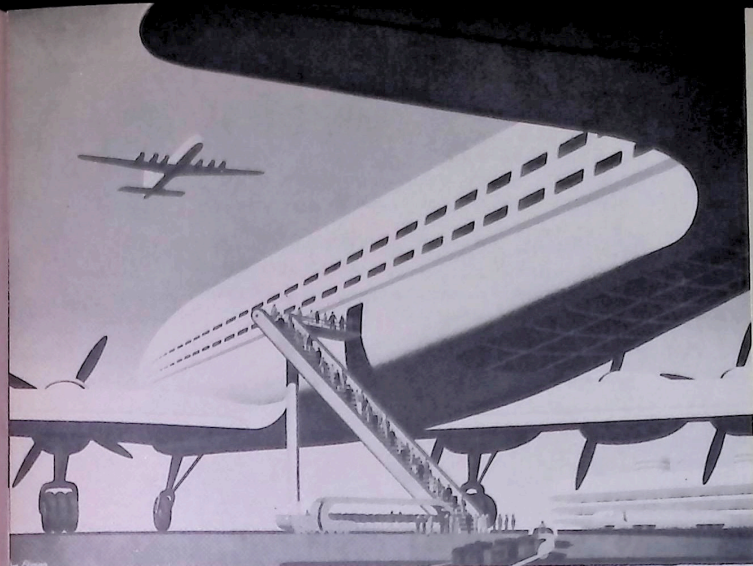
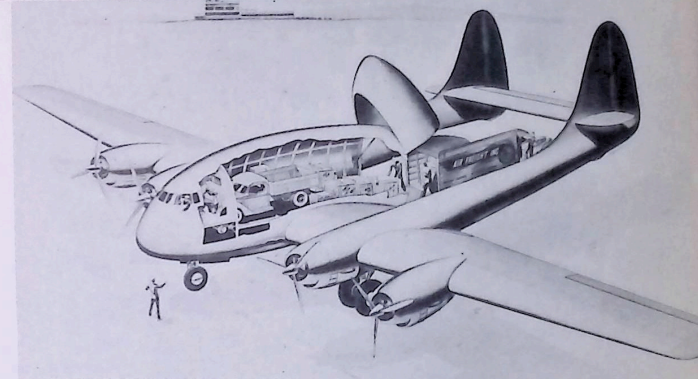


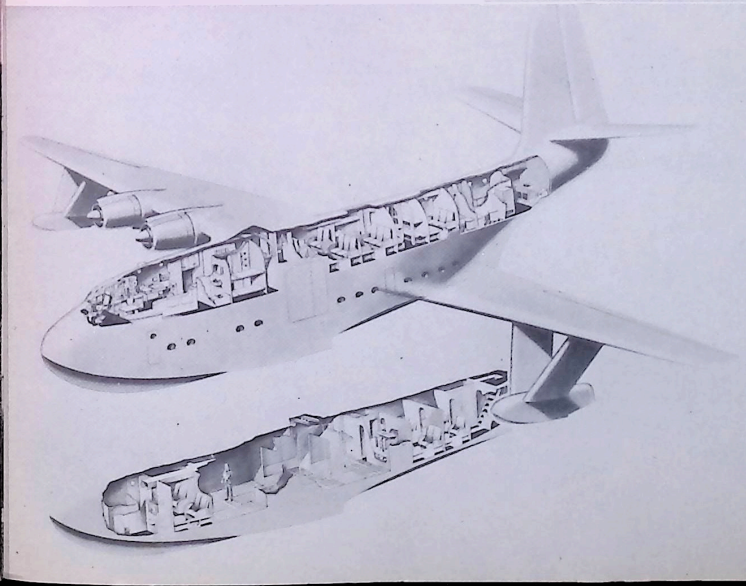
ILLUSTRATION COURTESY THE NEW YORK AIR BRAKE COMPANY, HYDRAULIC DIVISION

Aviation will emerge from the war enriched by the equivalent of a century of research development crowded into a few years. A single U. S. plane manufacturer had \$15,000,000 to spend in 1944 on development and general engineering. Post-war planes will embody *know how* gained through the most concentrated, best implemented, universally tested program of product improvement ever applied to a single field of industry in a like period.



DESIGNS COURTESY THE GLENN L. MARTIN COMPANY

In the period ahead, airlines will make a strong bid for cargo business, which might eventually prove to be more profitable than passenger traffic. While it is inconceivable that bulk shipments of heavy commodities will be shipped by plane, in competition with rail, truck and water carriers, specialties and rush orders will take to the air. The great flying boat Mars already has carried a payload of 35,000 pounds. Cargo planes, such as shown (above) and cargo-carrying passenger flying boats (left) will be operated on regular schedules in the near future. Air express, operating over the nation's commercial airlines, has exceeded 3,000,000 pounds in a single wartime month. Dispatching all first class mail by air is being considered as a possibility for the future.





# AIRPORTS

America will go to work upon a great program of airport construction in the period just ahead. Present facilities are for the most part overtaxed by the present volume of traffic, which is merely a trickle in comparison with the mighty flood soon to come.

A nationwide system of adequate airports will foster the growth of air transportation just as paved highways blazed the way for universal use of the automobile. Two types of flying fields will be required. Great airports will handle scheduled commercial traffic. Separate airparks will serve private planes.

Air facilities will influence the future growth of communities exactly as locations on harbors, navigable waterways, and later railroads, brought commerce and industries to cities in the past.

The gigantic airports, soon to be constructed for accommodation of the world's mighty peacetime sky fleets, will bear slight resemblance to the proud little airport of the past, bravely flying its tiny red windsock at the edge of a meadow along the road into town.

The scope of tomorrow's metropolitan airports is indicated by figures already a matter of record in operation of the New York Municipal Airport. In a single year, 925,000 revenue passengers used the airport for scheduled flights. An average of 270 regularly scheduled airliners arrive or depart daily, totaling an average of approximately 3,000 passengers. At the peak hour (around 5 P.M.) an airliner arrives or departs every minute. Annual volume of air express is over 4,000,000 pounds—air mail, 6,000,000 pounds. These figures will be dwarfed in the post-war period.

Runways at major airports will be at least 5,500 feet in length. Present plans for proposed airports call for immediate construction of 10,000-foot runways, with additional clearance for future increase of length if necessary. This precaution is understandable. Existing planes weigh 140,000 pounds, and the era of the sky giants is only beginning. Tomorrow's planes may well exceed 250,000 pounds.

As airport traffic grows in volume and complexity, electronics will play an increasing part. Planes depend upon the airport control tower; the control tower depends upon electronic devices. The magic of the vacuum tube is the key to voice radio, runway localizer beams, glide path beams, and marker beams—to name a few of the electronic miracles which will control safe landings tomorrow.

Terminal facilities at all major airports will constitute sizeable communities in themselves. There will be hotels, restaurants, garages, drive-yourself automobile service, florists, apparel stores, medical and dental offices, pharmacies, and a host of similar services for the convenience of airline patrons and personnel. Super highways and helicopter service will speed passengers downtown. Spur tracks and truck highways will enter areas where cargo planes are loaded. Where water areas are adjoining, facilities will be provided for seaplanes.

DESIGN COURTESY BOARD OF PORT COMMISSIONERS, OAKLAND, CALIFORNIA

DESIGNS COURTESY THE PERSONAL AIRCRAFT COUNCIL, AERONAUTICAL CHAMBER OF COMMERCE OF AMERICA, INC.

(Above) A flightstop located on a main cross-country highway, serving as an intermediate landing facility for private air travellers. These will be numerous soon.

DESIGN COURTESY BUTLER MANUFACTURING COMPANY

(Above) An actual photograph of a large American city is retouched to show how an airpark may be constructed close to the main trading center for use of private planes.

Sponsors of private flying envision the construction of more than 16,000 community airparks throughout the nation as part of a comprehensive plan to encourage individual ownership of airplanes. Community airparks, such as shown (above, right) are proposed as self-liquidating public projects. Rentals derived from hangar space and income from such concessionaires as the airpark restaurant, filling station, and licensed flying instructors, could make the enterprise self-supporting and eventually return the cost of the investment.

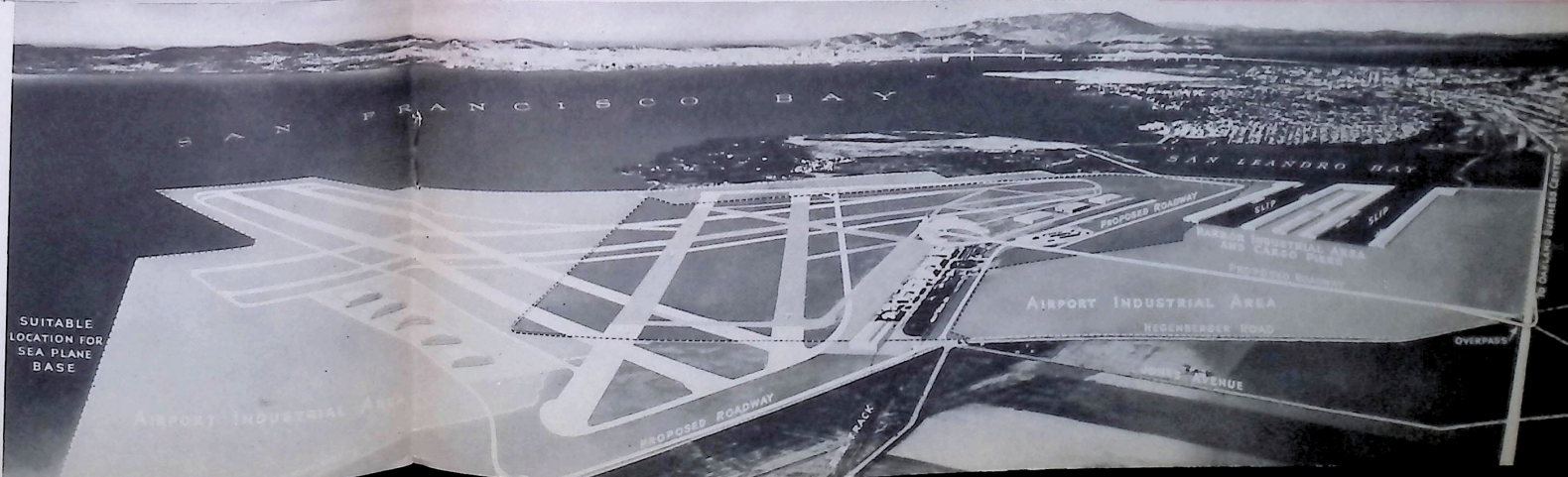
Now that air transportation has grown to major proportions, the segregation of mainline commercial traffic and private flying by providing separate fields is a natural, necessary step.

DESIGN COURTESY SEADROME PATENTS CO., INC.

(Above) Three floating seadromes may be moored at 900-mile intervals between New York and London. Refueling at each would cut fuel load, permit greater payload.

PHOTOGRAPH COURTESY LIBBEY-OWENS-FORD GLASS CO.

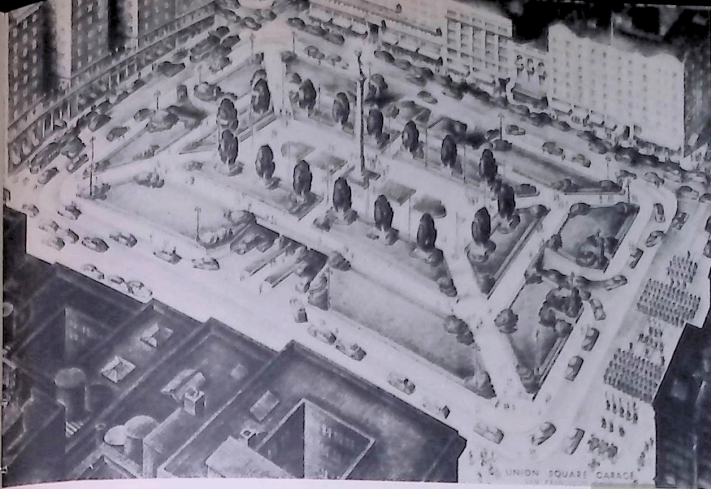
Airport terminal buildings will be spacious and well-designed as the usual limitations of a cramped area do not exist on the vast acreage required by modern airports.







As tomorrow's motor vehicles will be engineered for brilliant performance, their full enjoyment will depend upon a great network of superhighways. Grade separation will be stressed, particularly at key intersections. Typical of the elaborate special structures needed for the directional change of vehicles and to maintain a steady, uninterrupted flow of metropolitan traffic is the Randall's Island Traffic Interchange shown (left). This portion of the Triborough Bridge project illustrates the ingenious elimination of traffic friction by use of multiple levels. Construction of this general type will be a feature of the great nationwide highway building program after the war.



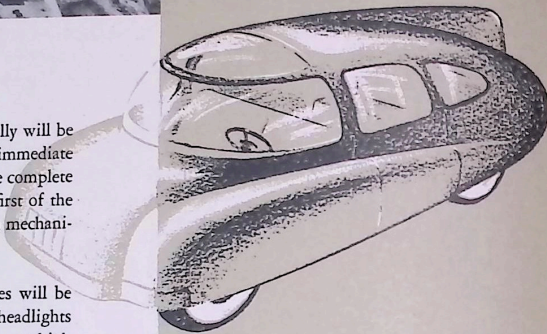
Garages underground, beneath public parks, are destined to relieve the downtown parking problem in larger cities. Such a project, illustrated (left), recently was completed in San Francisco. On four underground levels, 1,700 cars are accommodated. Mechanical ventilation completely changes air on all floors every ten minutes. Entrances and exits serve all four facing streets. By setting back sidewalks, an additional inside traffic lane is provided for exclusive use of garage traffic. Atop the reinforced concrete roof, the lawns and shrubs of Union Square have been restored.

PHOTOGRAPH COURTESY OF THE NEW YORK CITY PARK DEPARTMENT

PHOTOGRAPH COURTESY TIMOTHY L. PFLUEGER

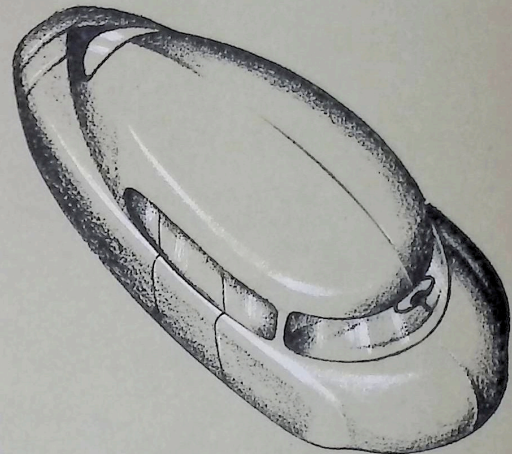
First cars to appear upon the resumption of production basically will be the 1942 models, using existing tools and dies to expedite immediate output as soon as men and materials are released. However, the complete secrecy on the part of manufacturers indicates that even the first of the new cars will offer as many innovations, both in styling and in mechanical features, as will not delay prompt production.

Likely in the first models, surely soon after, electronic devices will be included, such as a photoelectric cell up front that will dim headlights automatically when another car approaches. Rear lights will be set high for greater safety. And the radar principle will be used to warn the driver of numerous hazards, such as other vehicles approaching from side streets, as well as vehicles ahead when visibility is poor.



Cars such as sketched on these two pages may be current within a few years. Light, inexpensive cars, inspired by the jeep, will be offered.

Designed for octane ratings of 90 and higher, engines may be placed at the rear to eliminate the transmission. This would allow a lower floor. New super fuels will appear. Light metals and alloys will lessen car weight. Gear shifting will not be necessary. Transparent plastic roofs and wide, molded windows will afford full view. Mechanical air conditioning will maintain uniform temperature and will do away with drafts. Synthetic upholstery material, easily cleaned, will cover sponge rubber seats.



Freeways and express highways are the answer to high load-factor traffic in congested areas. Six lanes of traffic divided by a center strip, inflow and outflow by right-hand turn only, grade separation at all crossings, and elimination of traffic signals, highlight this type of construction. The six-mile Arroyo Seco Parkway, connecting Los Angeles and Pasadena (left) is an example.

Officials of the U. S. Public Roads Administration have estimated that to meet present and future traffic demands an average of 1,000 miles of express highways should be built yearly for the next two decades. This is in contemplation of the great backlog of needed facilities in and near cities and between large population centers.

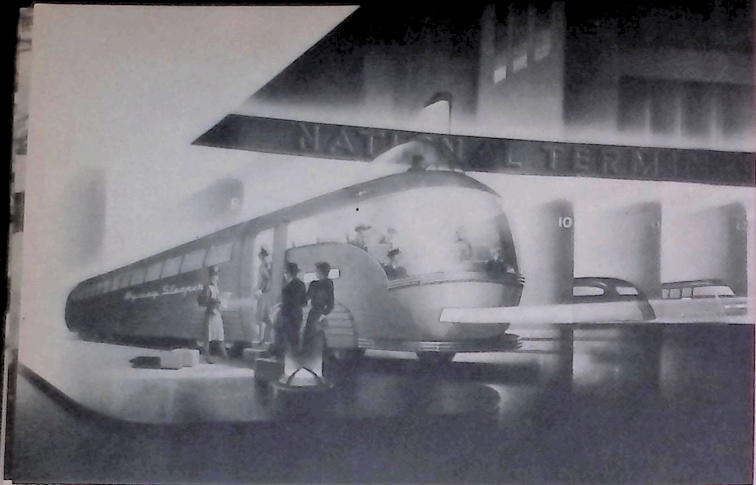
PHOTOGRAPH COURTESY CALIFORNIA DEPARTMENT OF PUBLIC WORKS

PHOTOGRAPH COURTESY PRESIDENT, BOROUGH OF MANHATTAN



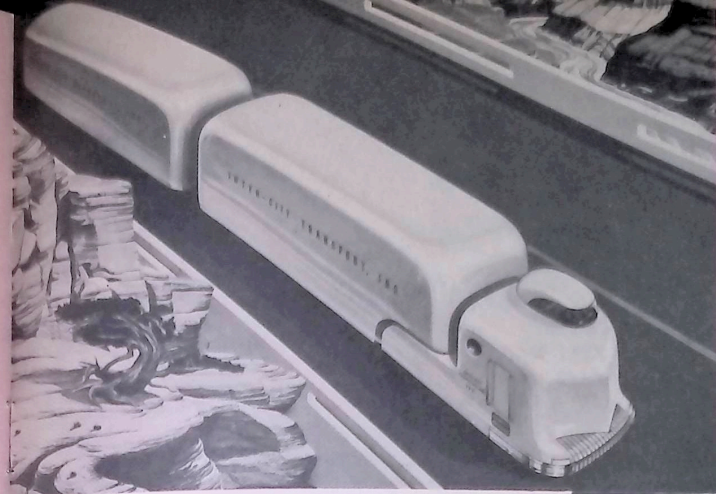
New engineering and planning principles for construction of express highways through congested areas with cramped right of way are shown (left). Built at a lower level than adjacent property, the roadway is roofed with reinforced concrete upon which lawns and play areas are located. Intelligent planning, such as the East River Drive here illustrates, not only will aid the uninterrupted flow of traffic in the post-war period, but will contribute to civic beauty as well.





With vast numbers of American communities entirely dependent upon bus transportation, and with bus service an active competitor of other passenger carriers, post-war plans of the bus industry are of wide interest. Operating companies, industrial designers, and equipment manufacturers have pooled their experience to conceive busses notably improved in styling, comfort and convenience. A designer's vision of an intercity bus of the future is shown (left). It has a roomy observation section up front, behind clear-vision plastic. The driver rides above traffic with unobstructed vision in every direction. Inside, the "Hyway Sleeper" provides comfortable seats, full-sized berths, a smoking section, and a beverage car.

DESIGNS COURTESY TIMKEN-DETROIT AXLE CO.

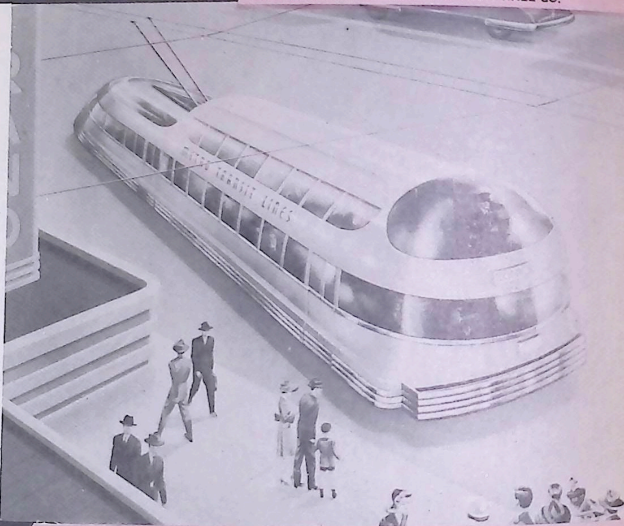


(Left) Streamlining, as exemplified by this conception of tomorrow's highway fast freight, contributes far more than appearance. Scientifically designed contouring lessens wind resistance, cuts fuel consumption. In the period ahead, greater emphasis than ever will be placed on moving maximum loads at minimum cost, and in the shortest time. Trucks will have built-in mechanical loading aids. Improved clearance lights will increase safety and avoid costly law suits. Transparent molded plastic cabs will permit full vision. Tank trucks will be constructed of new metals specially selected to resist corrosion of the particular fluid to be carried. Wheels may be of magnesium or other light metal to facilitate tire changing.

America's busses and trolley coaches carry over six billion passengers yearly. For a majority of people, this form of transportation will continue to be a daily necessity in the post-war period.

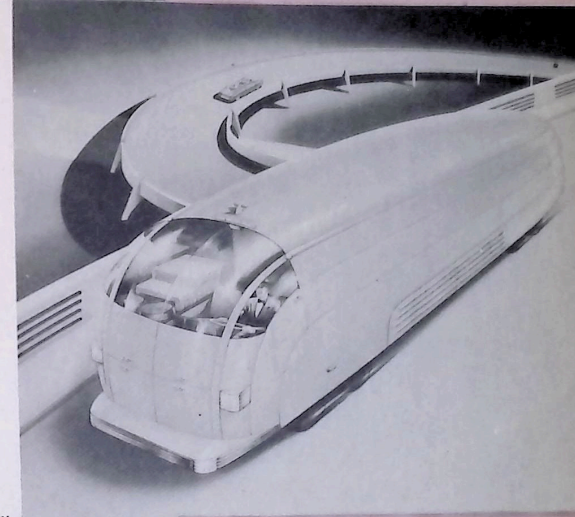
Over 80 per cent of the transit equipment in use in our cities is obsolete or obsolescent, and should be replaced.

Trackless electric trolley coaches, such as shown (right), operate silently on rubber tires and are free from fumes. The designer suggests a driver's compartment on the upper deck, a sky-view, and a roll-back roof.



Replacements having been virtually impossible during the war, most of the nation's commercial trucks have been operating on borrowed time. When new trucks are produced, they will be lighter yet stronger through use of tough alloys and lightweight metals. They will bear the fruit of gruelling tests to which American-built army trucks have been subjected, hauling along jungle trails and under other difficult conditions.

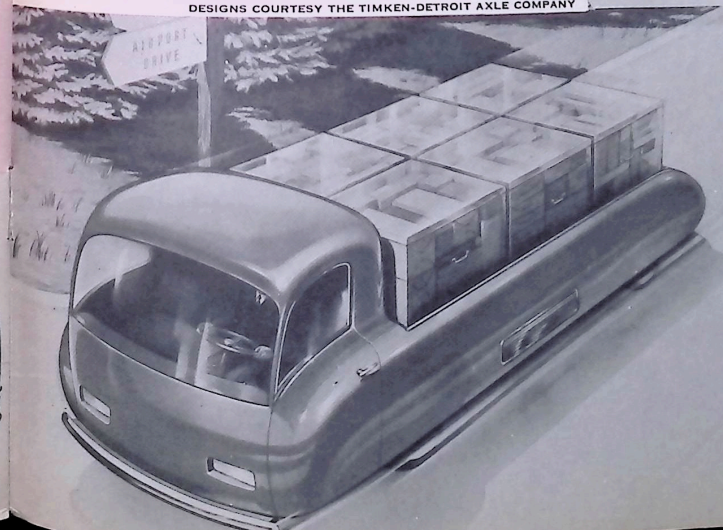
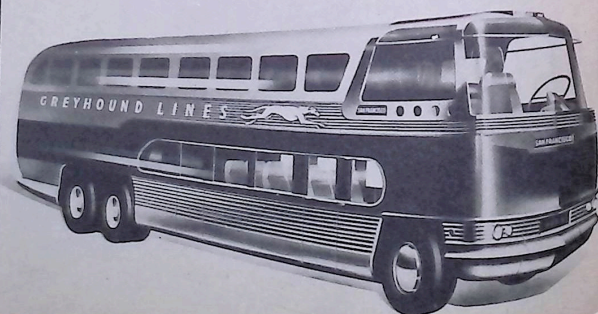
Trucks will be designed and built for their particular jobs. The day of the *all purpose* truck is gone. Each will be built to load and unload easily, carry its shipment safely, and create prestige for its owner.



DESIGNS COURTESY THE TIMKEN-DETROIT AXLE COMPANY

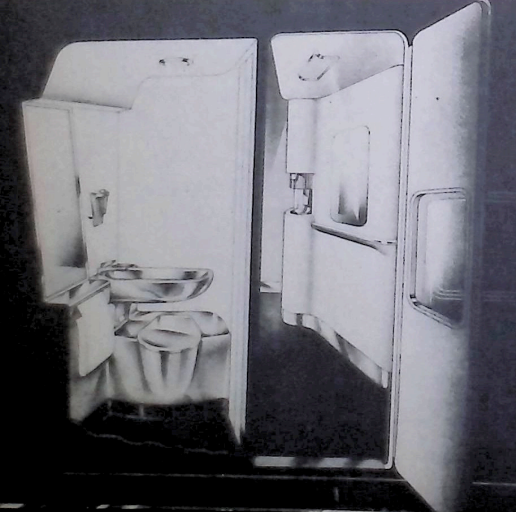
(Below) Tomorrow's bus, soon to appear on America's highways, is planned to seat 51 passengers. Design improvements include wider seats, deeper cushions, more room between seats, and a fuller view out the windows. Test models will pit an air-cooled aviation engine against diesel power. (Left) The washroom offers complete facilities.

DESIGNS COURTESY GREYHOUND CORP., AND RAYMOND LOEWY



(Above) This design for an inter-city truck shows one direction which designers may take in their post-war planning. Such a truck would offer advantage of front as well as rear loading. Note that cargo is stowed all the way forward in the truck. To make this possible, the driver is seated flush with the truck's extreme left edge where he has a clear view of oncoming vehicles.

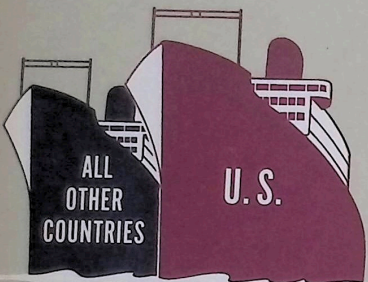
(Left) Special trucks will be built to rush shipments to airports. Here is one designer's suggestion for a vehicle of this type. It is complete even to plastic containers for merchandise which would further reduce weight without sacrificing strength.







At the start of the war, the American Merchant Marine totaled 11,000,000 tons. Other countries totaled 61,000,000 tons.

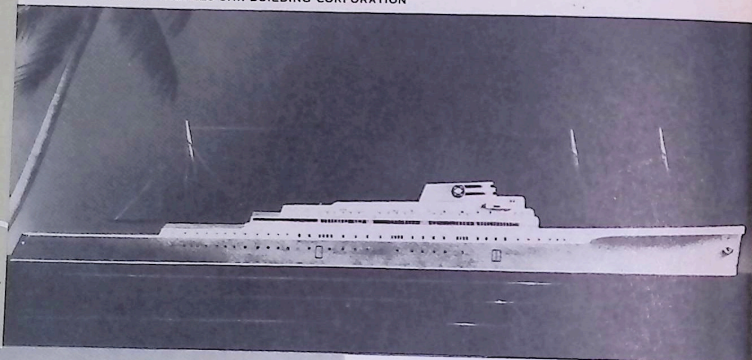


Emerging from the war, it is estimated we shall have 57,500,000 tons and the rest of the world will have 45,000,000 tons.

Far from being swept aside by newer, faster forms of transportation, water-borne shipping will be more important than ever in the post-war period. Most of the transoceanic cargoes will move by water for economy—much of the passenger traffic will stay with the ships for the pleasure and relaxation offered by ocean voyaging.

America's vast wartime merchant marine will provide a huge fleet of fast, modern tankers and cargo vessels. However, most of them are too large for economical operation on coastwise runs, or on routes better served by ships grossing 5,000 tons or less. Such ships will be built in the period ahead. There will be an entire new fleet of passenger liners to replace those sunk and those so remodeled for transport service that it would not pay to restore them.

DESIGNS COURTESY INGALLS SHIPBUILDING CORPORATION



Tomorrow's passenger service will favor ships in the 20,000-ton class such as the proposed cruise liner shown (above). Future ships will feature all-welded construction, increasing use of streamlined design, air-conditioning, distilling equipment to supply unlimited fresh water, larger staterooms and crew quarters, ship-to-shore telephone service, and television entertainment. An electronically operated system will stand guard to extinguish fire automatically. Radar will supplement traditional warning systems such as buoys and lighthouses, and will do away with the seasonal danger of icebergs on the Atlantic by detection.



(Above) This streamlined successor to the historic packets of the past century will ply the scenic Tennessee River. It will be air-conditioned, have a swimming pool, a huge sundeck, lounge, and clubroom. Passengers and automobiles will enter at the bow through an opening such as used on LST's (Landing Ships, Tanks). Also shown (right) is design for an ocean-cruising 90-foot yacht.



## ACKNOWLEDGMENT

This is to express our appreciation of the generous assistance given us in the preparation of this booklet. In addition to the following named sources giving us permission to reproduce photographs and drawings, innumerable others provided us with valuable material without which this glimpse into the future would not have been possible.

Aeronautical Chamber of Commerce of America, Inc.	Washington, D. C.
American Car and Foundry Company	New York City
Association of American Railroads	Washington, D. C.
Bell Aircraft Corporation	Buffalo, New York
Board of Port Commissioners	Oakland, California
Borough of Manhattan, President	New York City
Butler Manufacturing Company	Kansas City, Missouri
California Department of Public Works	Sacramento, California
Chicago, Burlington & Quincy Railroad	Chicago, Illinois
Greyhound Corporation	Chicago, Illinois
Higgins Industries, Incorporated	New Orleans, Louisiana
Ingalls Shipbuilding Corporation	Birmingham, Alabama
Kaiser Cargo, Inc.	Oakland, California
Libbey-Owens-Ford Glass Company	Toledo, Ohio
Raymond Loewy Associates	New York City
The Glenn L. Martin Company	Baltimore, Maryland
The New York Air Brake Co., Hydraulic Division	New York City
New York City Park Department	New York City
The Pennsylvania Railroad	Philadelphia, Pennsylvania
Timothy L. Pflueger	San Francisco, California
Portland Cement Association	Chicago, Illinois
Pullman-Standard Car Manufacturing Company	Chicago, Illinois
Seadrome Patents Company, Inc.	Philadelphia, Pennsylvania
The Timken-Detroit Axle Company	Detroit, Michigan

The material presented in this Catalog has been compiled from sources which represent advanced trends of thought. However, as it is impossible to predict with certainty the form and variety of things to come, the contents of this Catalog are published solely to present the stimulating ideas of progressive designers. While care has been exercised in the compilation, we cannot guarantee its accuracy.

Since *better tomorrows* are uppermost in the minds of everyone, it has been a stimulating experience to prepare and present to you *A Catalog of Things to Come*. This is Number Two of a series of six, designed to provide fresh inspiration to printers and lithographers and their clients about the opportunities of the future.

JOHN CARTER & CO., INCORPORATED  
597 Atlantic Avenue • Boston, Massachusetts







SUPPLEMENT TO THE

# CATALOG OF THINGS TO COME

# Work Sheet #2

ENCLOSED WITH THE UNIT ON **TRANSPORTATION**

## *Profiting from the "Catalog"*

EVERY buyer is glad to see the salesman who comes in with something new. Your customers and prospects, in the lines of business listed below, are vitally concerned with the future trends of transportation shown in the accompanying Catalog. In offering to show the Catalog you will have a constructive reason for arranging a personal contact.

The *Catalog of Things to Come* covers the transportation field inclusively, containing material of direct interest to existing businesses, and probable new ones.

It is advisable for you to become thoroughly familiar with the contents before you show the Catalog. Then you can be sure of directing attention to the items of particular interest in each case. For instance, the truck designs visualized on page thirteen are a natural for fleet owners. The proposed airports on pages

eight and nine will command the attention of aircraft operators, airport managers, contractors, and real estate men.

The advertising pieces roughed out in this Work Sheet will bring other ideas to mind, in the light of your familiarity with the needs of your accounts.

The Catalog and Work Sheet will be most effective when used to supplement each other. The Catalog creates interest. The Work Sheet suggests ways to capitalize on that interest.

### SHOW THE TRANSPORTATION CATALOG TO CUSTOMERS IN THESE FIELDS

- AIR LINE COMPANIES
- AIRCRAFT DISTRIBUTORS
- AIRCRAFT MANUFACTURERS
- AIRPORTS
- ARCHITECTS
- AUTOMOBILE ACCESSORIES
- AUTOMOBILE DEALERS
- AUTOMOBILE RENTAL
- BATTERIES
- BRAKE LINING
- BUILDING MATERIALS
- BUS LINES
- CIVIC ORGANIZATIONS
- CONTRACTORS
- DELIVERY SERVICES
- DRAYMEN
- FLYING SCHOOLS
- FREIGHT FORWARDING
- GARAGES
- MOTOR FREIGHT LINES
- MOVING COMPANIES
- OIL COMPANIES
- RAILROADS
- RAILROAD EQUIPMENT
- REAL ESTATE COMPANIES
- SERVICE STATIONS
- SHIP BUILDERS
- STEAMSHIP COMPANIES
- TIRE DEALERS
- TRANSIT LINES
- TRAVEL BUREAUS
- TRUCKING

IDEAS

LAYOUTS

IDEAS

CAMPAIGNS

IDEAS

STYLING

IDEAS

COPY HINTS

IDEAS

TRICK FOLDS

IDEAS

COLOR SCHEMES

IDEAS

PAPER CHOICE

OFFERED TO THE PRINTING INDUSTRY BY

## JOHN CARTER & COMPANY INC.

Main Office & Warehouse  
BOSTON, MASSACHUSETTS

Branch Office: Hartford, Connecticut

## PROFIT BY TOMORROW'S TRANSPORTATION NEEDS

MANY UNCOMMON IDEAS FOR COMMON CARRIERS  
TURN TO INSIDE PAGES FOR CONSTRUCTIVE IDEAS



# PROMOTING *T*ransportation with Printing

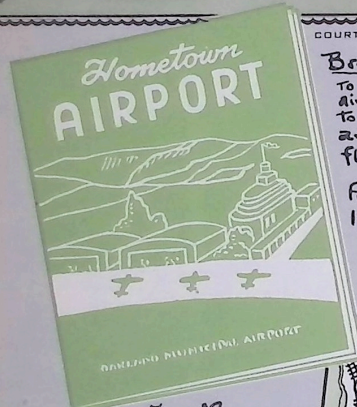
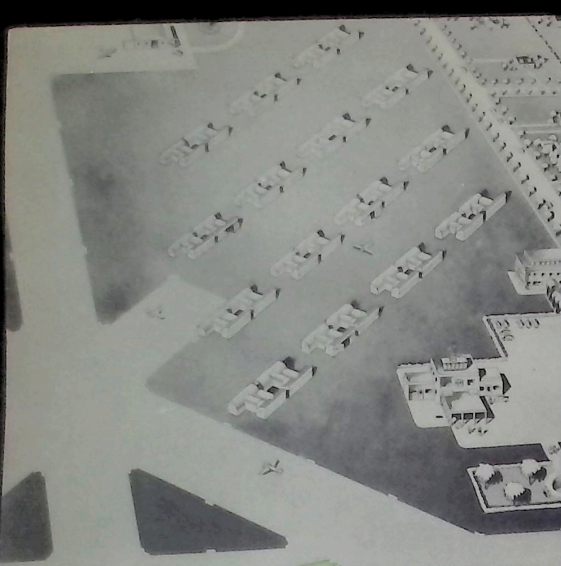
Hardly another field compares with transportation in offering fertile possibilities for creative printing. Aside from the innumerable routine forms such as tickets and waybills, there is an infinite range of promotional material which you can create and sell.

It will pay you to size up the transportation activities in your own locality as a source of profitable creative business. Remember that wartime conditions disrupted accustomed habits of travel and shipping, while at the same time delaying planned innovations. Printed salesmanship will play an important part in shaping new transportation habits. This Work Sheet suggests a number of ideas which you can develop into campaigns. Most communities, for example, are expanding their airport

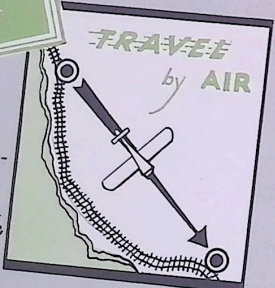
facilities. A brochure could tell and sell the story graphically. Air lines and sponsors of private flying have messages which you can help them convey. Equal opportunities for creating interesting, informative material are inspired by automobile and rail travel as visualized here.

It is good strategy to plan a co-ordinated campaign which may consist of many units. Thus, in selling a single job, you actually are selling several.

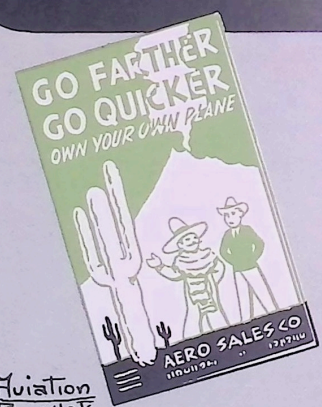
Ideas such as suggested in this Work Sheet can be developed by you and your organization in creating profitable sales or advertisers in your area. Although applied here to transportation, these suggestions may easily be adapted for use by other industries in completely unrelated fields.



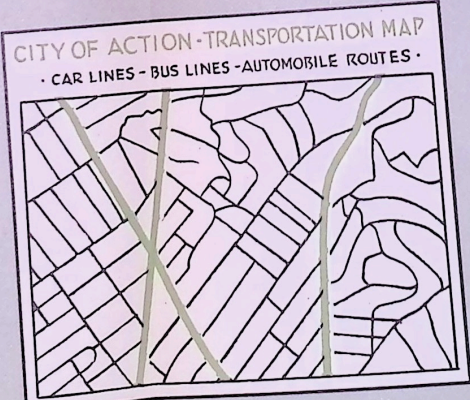
COURTESY BUTLER MFG. CO.  
**Brochures**  
To sell the new airport facilities to air industries and private flyers —  
fine paper and large illustrations —



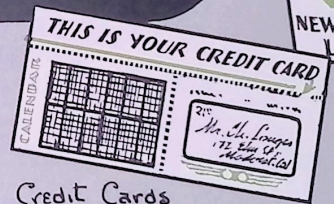
**Map**  
to aid private flyers. Showing: direct routes, beacons, landmarks, airports, air distances —



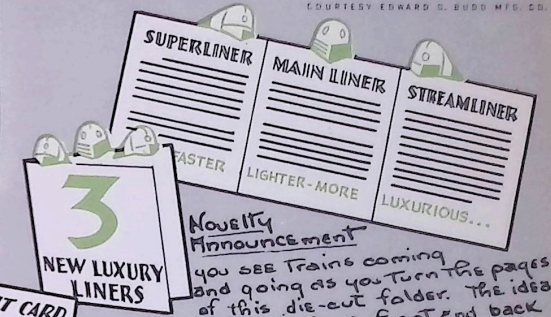
**Aviation Booklets**  
to sell private airplanes by illustrating the advantages of travel by air



**City Maps**  
showing transportation facilities and main auto routes. Select strong, light weight stock with good opacity —



**Credit Cards**  
combined with pocket calendars, perforated so that they separate easily, for double utility. May be mailed in window envelopes.



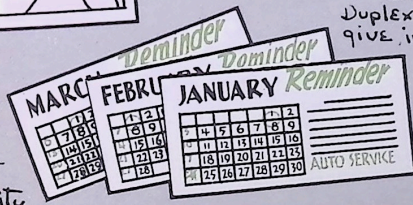
**Novelty Announcements**  
you see trains coming and going as you turn the pages of this die-cut folder. The idea applies where front end back views are to be shown —



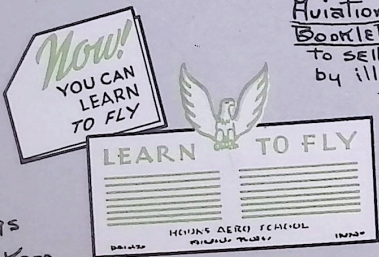
**Folders**  
Duplex papers give interesting results — especially with a short fold cover.



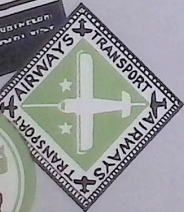
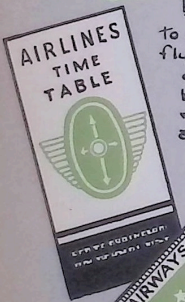
**Menus** - Colored deckle edge papers make attractive menus



**Calendar Blotters**  
Circle date when next auto service is needed and mail.



**Pop-up Folders**  
to announce flying lessons. A good bristol stock makes a snappy pop-up —

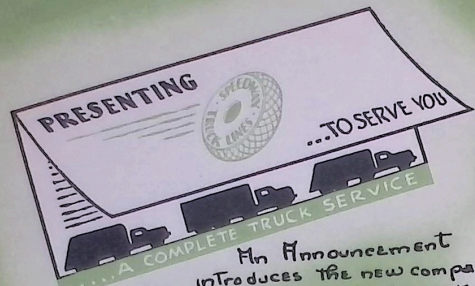


**Baggage Tags and gummed stickers**

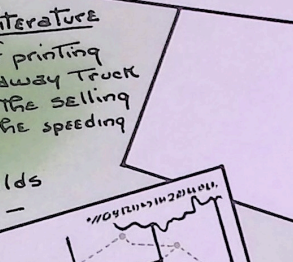
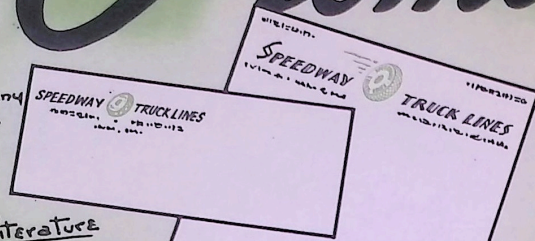


# Promoting a

# NEW BUSINESS



An Announcement introduces the new company featuring the new trademark



### Matched literature

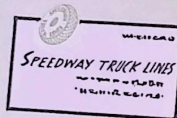
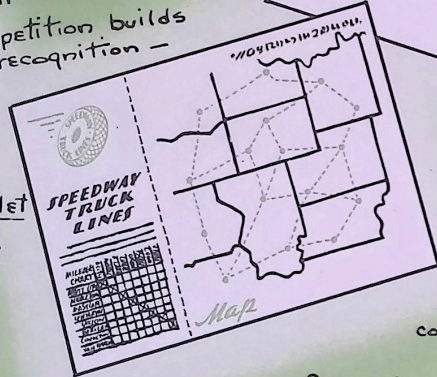
Every piece of printing for the Speedway Truck Lines carries the selling insignia of the speeding truck wheel.

Repetition builds recognition -

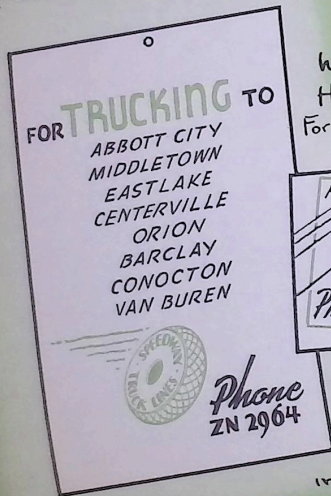


### Service Booklet

The Speedway Truck Lines provide their customers with helpful printed material to promote this service business



This die-cut business card has individuality in any collection of competitive business cards.

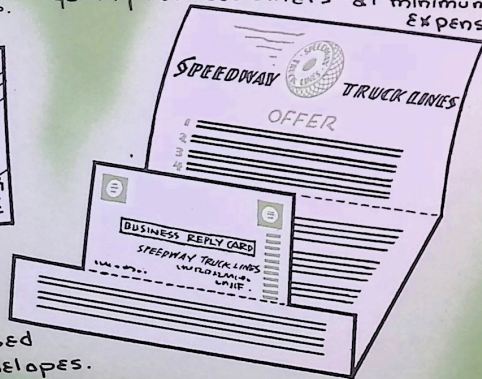


Wall Hanger - For Shipping Departments.



The above poster stamps are enclosed in transparent envelopes.

This self-mailer with business reply card is an effective means of getting new customers at minimum expense



NEW COMPANIES entering the transportation field offer challenging opportunities to the printer and lithographer with ideas. Like all other businesses engaged in rendering a service, transportation concerns can build and maintain prestige through distinctive institutional printing.

SHOWN here are several ideas for the mythical Speedway Truck Lines. Note the use of a strong, simple trade mark which runs through the series and would be used as the identifying mark on the company's trucks, as well.

ALTHOUGH the examples shown on the opposite page are for an imaginary trucking concern, they can be adapted to practically any transportation business. And the general principles are equally valid when applied to any new business, regardless of the field.

YOU can make a permanent account of a new business by helping it get off to a good start through your creating and submitting a complete program outlining all of its printing requirements. Your suggestions should be grouped according to prior need.

FIRST requirements for a new business are stationery items . . . letterheads, envelopes, business cards, invoices, statements, checks, and basic

routine forms. As shown in the accompanying sketches, the trade mark and type style are established immediately, serving as a foundation upon which subsequent printed advertising will be based.

AN effective announcement, brief and to the point, should be sent—including a return card to invite inquiries for more information.

THE replies received from the announcement will provide an active, valuable prospect list. These potential customers can learn more about the facilities of the new concern through a well-planned and produced booklet outlining the service in detail.

THROUGH follow-up printed material, the interest of prospects and customers can be stimulated. This material might include an attractive map of the area covered, poster stamps and wall cards featuring the trade mark and telephone number . . . and other ideas which you and your organization will develop.



Victorian

POP! THIN SIGNS LASTS AND L-A-S-T-S

SPRING

Perfect Casual

Fast  
FLASH!

POWER

Exciting type

SHOVE

# MAKING PRINTING TALK

FIRE-CHIEF

CIRCUS

GREAT

taste

OBVIOUS

MODE

Sting

Tradition

STRANGE

BURN!

Action

Mayflower

YESTERDAY'S TYPES

Youthful

Help!

Introducing

SNOW

BRIGHT

bitterness

Zest

Rustic

Rolling

Charm

REPLICA

FLEXIBLE

VIBRATION

Sleek

Baroque

Pretty

CORONET

FIRST

away - quick effective

Beautiful

FAIR

NEWS!

Wow!

Free!

Artist

LICE

Smart

work

Perhaps a better heading for this panel would be "Making printing say exactly what we want it to say". Because, for better or worse, every printed message speaks in the tone of the type in which it is set. The very word *type* is used to mean *personality, character, manner, and specification*. Printers' type imparts all of these qualities. Truly, selection of type rivals in importance the correct choice of words.

type helps tell the story; poorly selected type throws the message out of key. The display lines, reproduced here, show ways to use and adapt type and lettering for simple, dramatic effects.

Note the words "Bright", "Burn!", "Snow", and "Fire-Chief", as examples vividly suggesting physical sensations by the mere addition of a few pen strokes to foundry type. Other lines, among examples shown, achieve distinctive effects—strength through sheer mass—delicacy through slender curves—agitation through a jerky treatment.

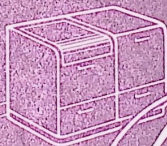
Body types also have their influence on the tone of the message. They can whisper or shout—persuade or command. Whether many or few type faces are available to the compositor, a careful choice will yield maximum effect.

★ SELECT YOUR PAPER TO SUIT YOUR TYPE ★



# CATALOG

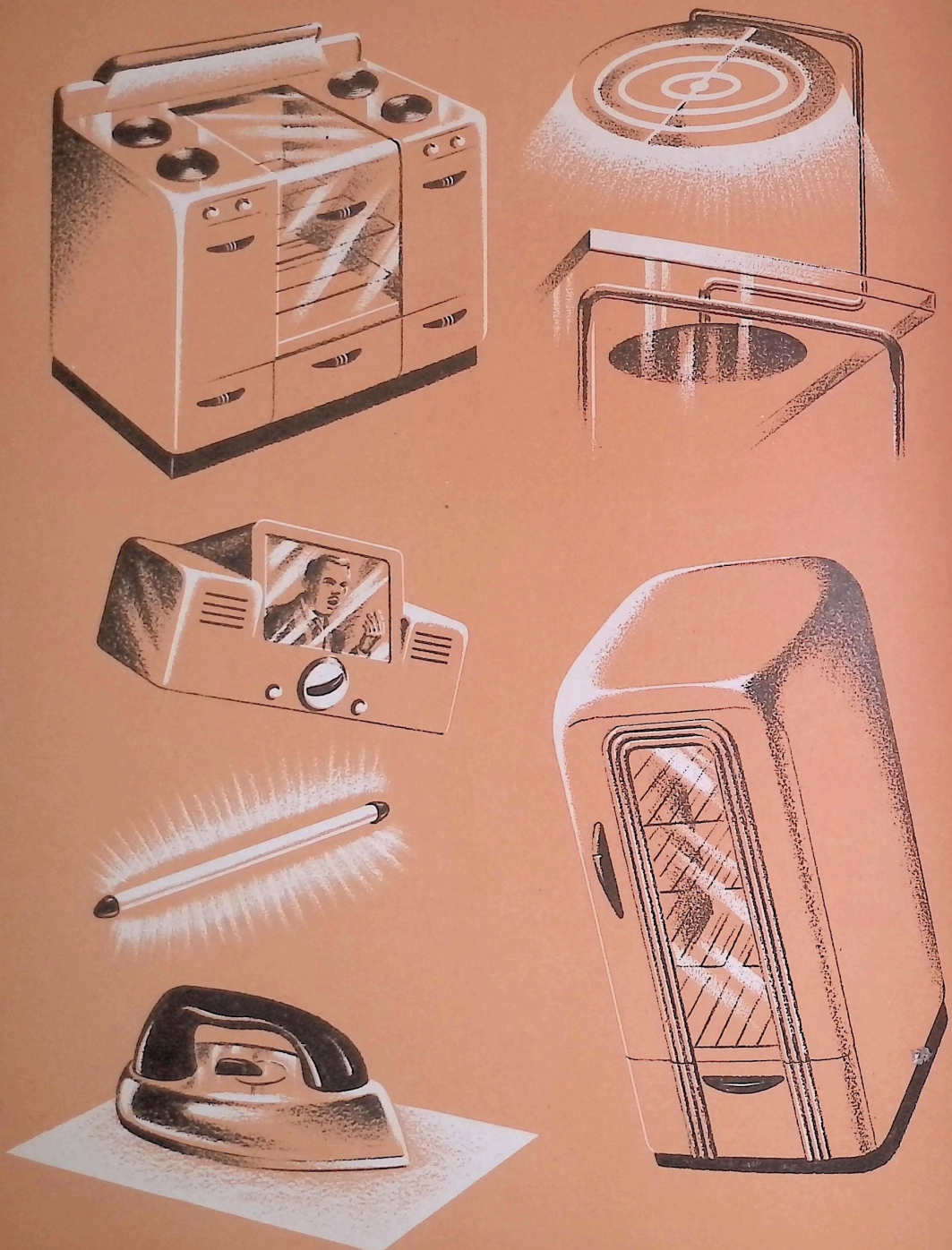
O F T H I N G S T O C O M E



*Appliances*







# CATALOG OF THINGS TO COME

## APPLIANCES

With the lights of the world coming on again, their return will be followed closely by a gleaming array of new home appliances. And they will be welcome as a—well, as a brand new electric iron, washing machine, refrigerator, or radio.

What will they be like, these millions of bright and glistening new appliances?

Style and value will go a long way in determining the sales leaders. Designs will be functional, but designers may have to pull their punches for a while, as surveys show only a small percentage of buyers are ready to accept highly futuristic models. Except for some high-priced lines directed toward the sophisticated luxury market, changes in design probably will be evolutionary, not revolutionary.

Major market for home appliances always has been and will continue to be the younger age group—20 to 30—newly married, and just starting housekeeping. An estimated 15,000,000 of them have been compelled to defer their purchases. Added to that number are untold other millions of buyers anxious to replace outmoded and outworn appliances, and eager to purchase types of appliances such as they never before owned. This demand has been intensified by the servant problem. A majority of housewives face a future in

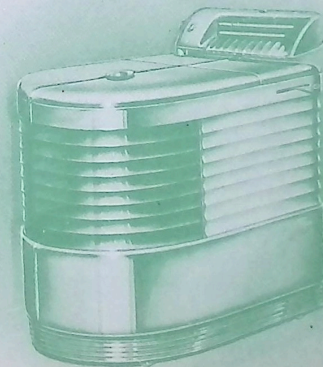
which they must do all or nearly all of their own work. The new appliances will offer a way to escape from daylong drudgery around the house.

The new appliances will stress automatic or semi-automatic features to a greater extent than ever before. Savings of effort and time will be prime selling points. Typical of progress in this direction is the promise of electric refrigerators requiring no defrosting.

The trend toward more powerful, high-wattage appliances is expected to zoom sharply upward. Where average domestic electric consumption was 600 kilowatt hours in 1933, it climbed to 1070 by 1943. A goal of 10,000 kilowatt hours is foreseen, based on the bright outlook for sales of the heavier appliances such as electric ranges, water heaters, air cleaners, washing machines, and clothes dryers. To accommodate even a fraction of this optimum load, 95 percent of America's present homes will require rewiring.

Electricity will be available to over 3,500,000 more farms in an estimated five-year period.

The following pages present highlights of the post-war appliance outlook, based on material from representative manufacturers and designers.



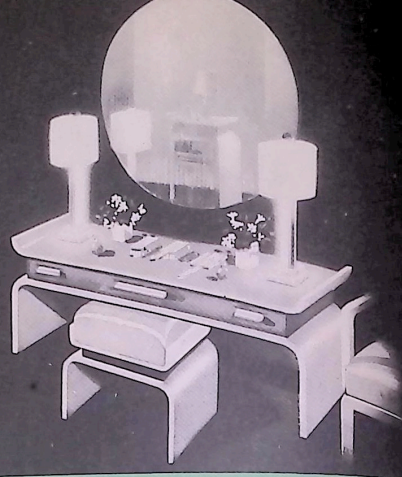
WASHING MACHINE WITH GLASS WASH TUB  
COURTESY JOHN TJAARDA AND ASSOCIATES



SLEEPING-ROOM

DESIGN COURTESY GENERAL ELECTRIC COMPANY AND SKIDMORE, OWINGS & MERRILL

(Above) Fluorescent lamps, directed at wall and ceiling, provide pleasant room lighting. (Above, right) Circular fluorescent tubes under shades and straight tubes in ribbed glass stems give even light.



DESIGN COURTESY WESTINGHOUSE ELEC. & MFG. CO.

BREAKFAST-KITCHEN

DESIGN COURTESY GENERAL ELECTRIC COMPANY AND SKIDMORE, OWINGS & MERRILL

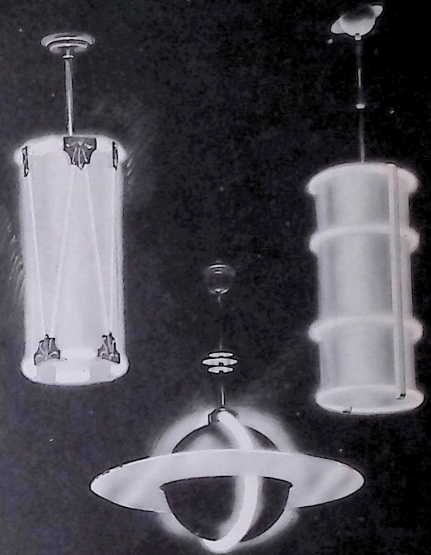
The vast backlog of unfilled demand for residential lighting equipment of all kinds may be sensed in a comparison. During 1939, a relatively normal year, more than eighty times as much was spent for this purpose as was spent in 1942. A vast number of purchases have been deferred. Much of this business will come from the million or more residential units to be constructed annually for at least a decade.

Tomorrow's lighting will be planned to eliminate glare and to provide the correct degree of intensity, through proper consideration of the room as a lighting unit. The designs on these pages are applications of basic principles. (Below, left) The lighting of this bathroom is specific — to provide ample light while shaving or washing. Note vertical beam, and angular beams striking mirror from either side. (Below, right) The kitchen receives general lighting from center, detailed lighting from wall tubes above the sink and counters.

DESIGN COURTESY GENERAL ELECTRIC COMPANY AND THEODORE CRILEY, JR.

(Left) General lighting for the kitchen-dinette originates from a prefabricated fixture which would supply window "daylight" after dark. A translucent reflector is used so the room is directly lighted by the fluorescent tubes which extend from wall to wall above the curtains. Indirect lighting of the entire room results from direct downlighting over the window curtains. Fluorescent lamps in bottom shelf of the kitchen cabinets light the work surfaces and uplight the glass shelves.

DESIGNS COURTESY WESTINGHOUSE ELEC. & MFG. CO.



Not conceived particularly for illumination, these designs illustrate the possibilities of using circular fluorescent lamps in designs where appearance is the main factor. Circular lamps will be stock items.

DESIGN COURTESY WESTINGHOUSE ELEC. & MFG. CO.

Domestic lighting will be approached from an entirely different viewpoint in the coming period. Millions of Americans have been working in offices and factories equipped with high-priority lighting fixtures in step with rapid technological improvements. These people will need little persuasion to demand equally scientific illumination for their residences. A number of practical designs are shown.

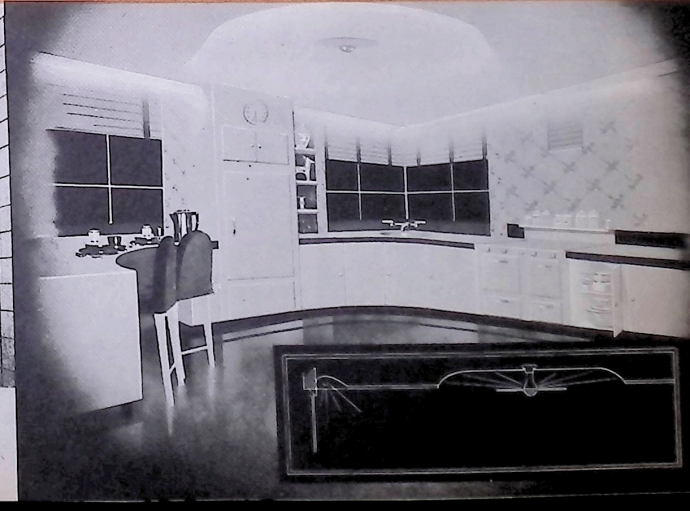
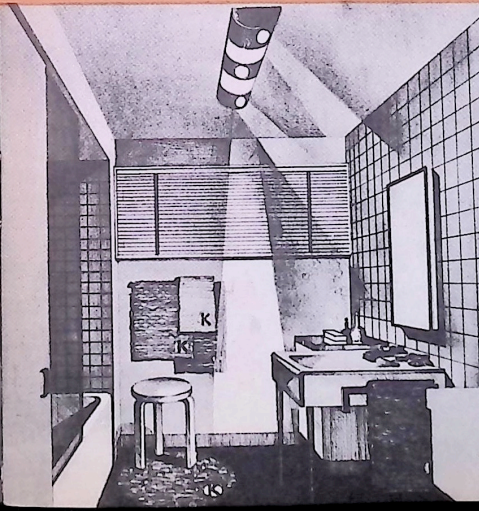
Residential lighting should be planned in accordance with the three essential home illumination classifications. General or volume lighting, with comfortable low brightness, provides room atmosphere and mood. Specific or utility lighting supplies the higher lighting levels necessary for some purposes — as reading, kitchen work, shaving, laundering. Decorative, or texture and color lighting, satisfies esthetic requirements by amplifying and enhancing objects of beauty. These three types of lighting are fundamental and apply to all residences.

DESIGN COURTESY WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY

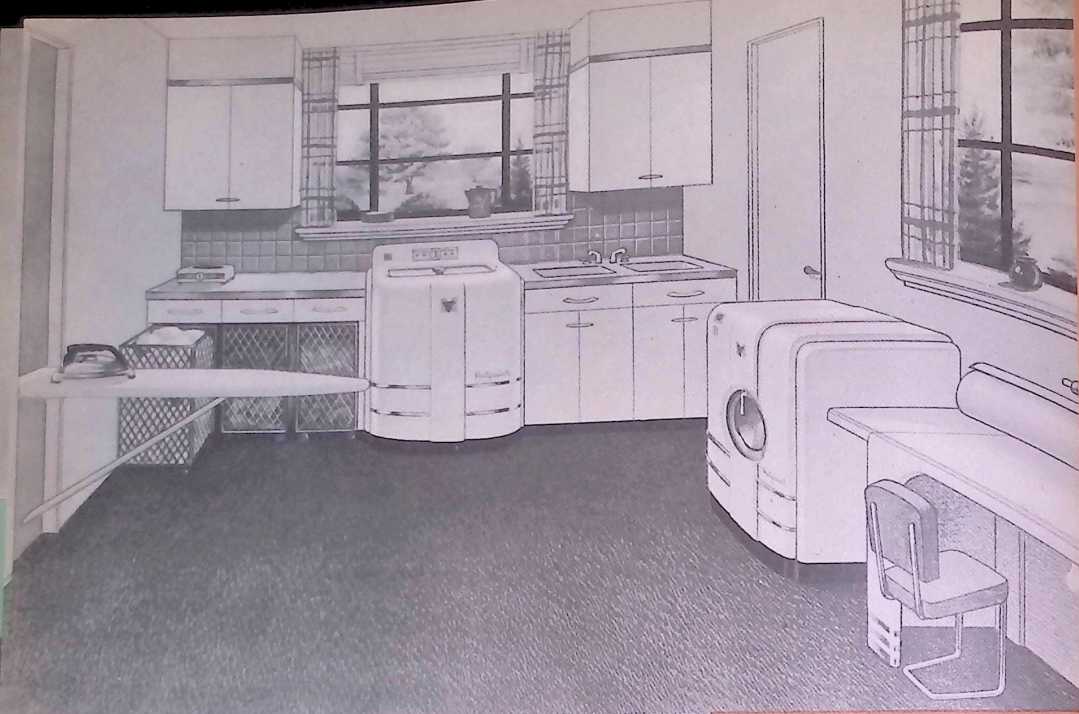


PHOTOGRAPH COURTESY WESTINGHOUSE ELEC. & MFG. CO.

(Above) A reflector-type infra-red lamp will dry fingernail polish rapidly, and will be used by the housewife as a hair-dryer. (Right) Shadowless lighting for the bathroom mirror. Circular fluorescent lamp in "jelly mold" reflector is hidden from direct view by the mirror.





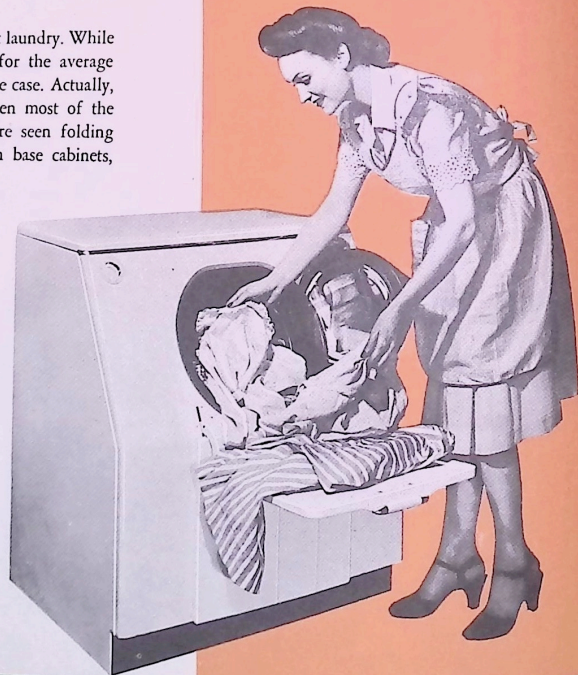


DESIGN COURTESY GENERAL ELECTRIC APPLIANCE CO., INC

Shown (*above*) is a conception of tomorrow's electric laundry. While at first glance it might seem somewhat elaborate for the average family, a closer inspection reveals that such is not the case. Actually, this is minimum equipment for the housewife when most of the laundering is done at home. From left to right are seen folding ironing board with iron, ventilated clothes bins in base cabinets, automatic washer, built-in rinsing tubs with storage space beneath, tumbler-type electric clothes dryer, and table-top ironer.

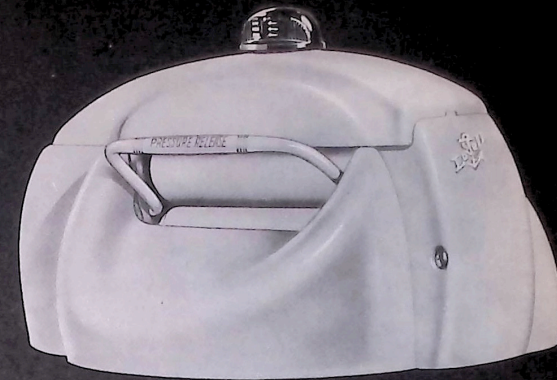
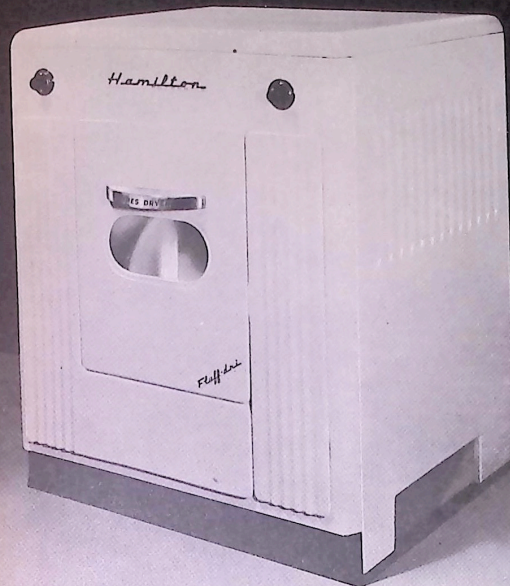
The sale and installation of complete units such as this, will characterize the merchandising of major appliance manufacturers and their dealers in the period ahead. In many cases, contractors are expected to offer new homes with a full complement of appliances included in the cost of financing the home.

Among the appliances expected to make a strong bid is the completely automatic washing machine, such as shown (*right*), which was introduced to a limited market just before the war. Clothes are placed in the machine, soap is added and the dial is set. The machine does the rest, including wringing, draining and shutting off when finished.



PHOTOGRAPH COURTESY WESTINGHOUSE ELECTRIC & MANUFACTURING CO.

PHOTOGRAPH COURTESY HAMILTON MANUFACTURING COMPANY



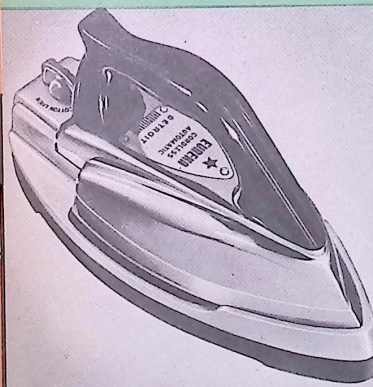
PHOTOGRAPH COURTESY LOVELL MANUFACTURING CO.

Safety, smart styling, and versatile performance features are embodied in the power-driven wringer shown (*above*), to be offered as soon as conditions permit. Another washday boon will be the automatic clothes dryer (*left*) which gently tumbles clothes in warm air, and cuts time from hours to minutes on the trip from the washer to the ironing board.

One of the first electric appliances to achieve universal acceptance, the electric iron remains among the household indispensables. New refinements will be offered in the models to appear upon resumption of production. Considerable interest has been aroused by announcement of a cordless iron (*below, left*). In use, cord is attached to the heating stand instead of the iron. Stand is equipped with heat regulator and thermostat. Pictured at *right* is the Never-Lift, which raises itself. A headlight in the handle remains on as long as the iron is connected, acting as a safety reminder as well as illuminating the work. The iron may be used in conjunction with the steam attachment shown (*below*). Steam irons are particularly efficient on synthetic materials. The model (*lower right*) generates its own steam which may be turned on or off.



PHOTOGRAPHS DIRECTLY BELOW AND RIGHT, COURTESY PROCTOR ELECTRIC COMPANY

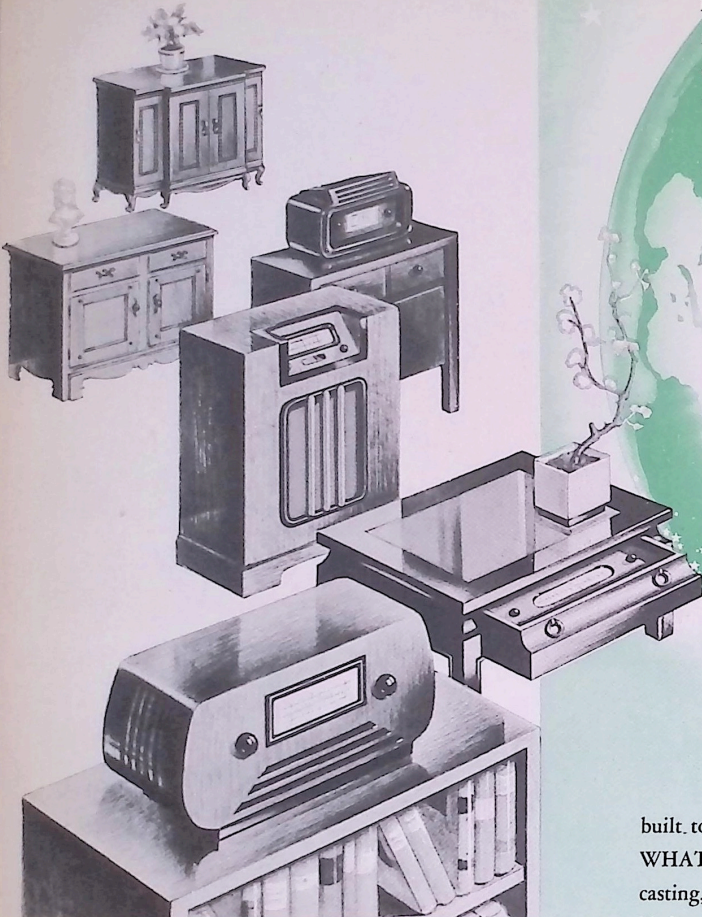


PHOTOGRAPH COURTESY EUREKA VACUUM CLEANER COMPANY



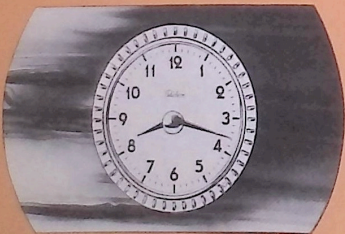
PHOTOGRAPH COURTESY THE SILEX COMPANY





DESIGNS COURTESY GENERAL ELECTRIC COMPANY

(Below) A low-cost timer that pre-selects any program on a given band, and turns the radio on and off, is ready for production. At a higher cost, a more complicated timer will do the same for all programs within range on any station.



DESIGN COURTESY WARREN TELECHRON CLOCK COMPANY

**RADIO TOMORROW** — Frequency Modulation (FM) has taken everyday broadcasting by a margin comparable with the advance made when vacuum tube sets replaced the early crystal receivers.

Fewer than one percent of the radios in use today are capable of receiving FM, because it uses entirely different channels. FM is broadcast in the wide range between 42,000 and 50,000 kilocycles, in contrast with the crowded band between 550 and 1600 kilocycles into which all of today's conventional broadcasting is compressed. This broad span will permit FM stations to be assigned channels 200 kilocycles wide, 20 times the width of present long-wave bands.

These technical facts have great significance. The narrow channels used in broadcasting, as we have known it, require deliberate elimination of the extreme higher and lower tones which give sound its true color. FM channels are wide enough to include every tone audible to the human ear, while allowing an ample safety zone between channels to avoid overlapping. Station interference will be virtually impossible. You will get no interference between two FM stations on the same frequency provided the stronger signal is twice as strong as the weaker one. With conventional radio you get interference unless the stronger signal is at least 20 to 50 times as strong as the weaker one. With FM there is no fading or static interference. The background is completely silent.

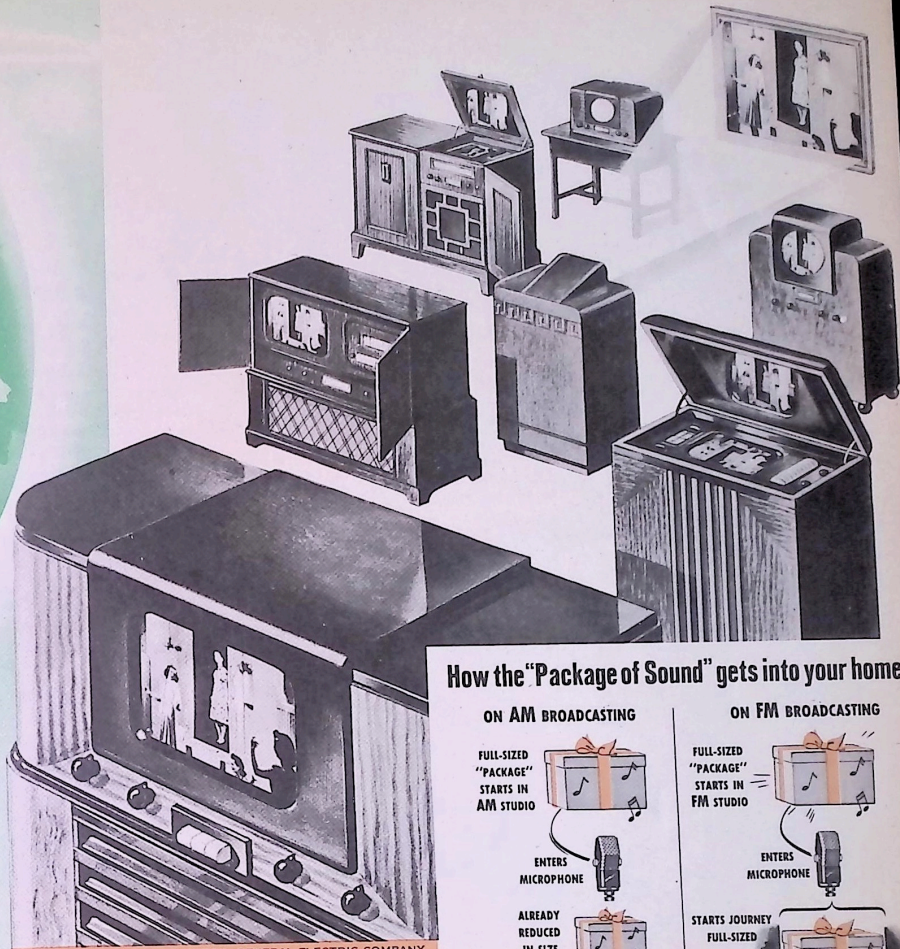
Comparatively few FM receivers were manufactured before civilian production was halted. Tomorrow's radios will be built to receive both conventional and FM broadcasting.

**WHAT ABOUT TELEVISION?** Since the first days of voice broadcasting, the dream of visual broadcasting stimulated the imagination. Today it is practical and in daily use in a number of our cities.

It will only be a matter of time until the majority of Americans will be able to sit in their homes and enjoy a front-row seat to see and hear every event of major interest. Technical development has progressed to a point where it is believed feasible to produce receivers of moderate cost with scanning screens up to 18x24 inches, the area of a full-size newspaper page. Images may also be projected to a larger wall screen.

Television sets within the price range of from \$200 to \$300 may be expected about a year after approval of standards and full authorization of commercialized television by the Federal Communications Commission, according to one of the largest manufacturers.

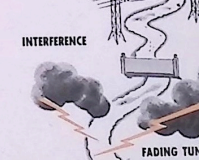
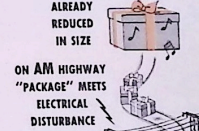
DECORATION COURTESY EITEL-McCULLOUGH, INC.



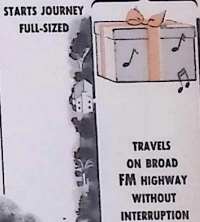
DESIGNS, ABOVE, COURTESY GENERAL ELECTRIC COMPANY

**How the "Package of Sound" gets into your home**

**ON AM BROADCASTING**



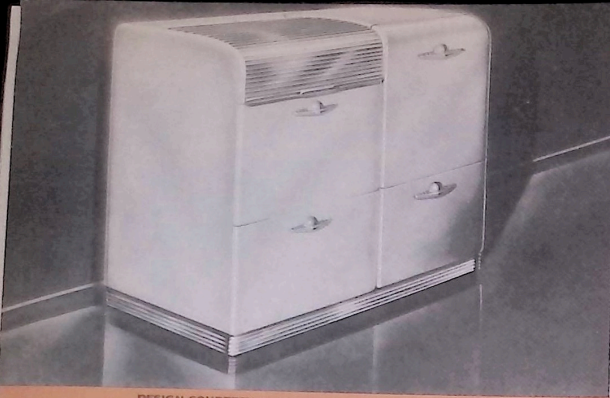
**ON FM BROADCASTING**



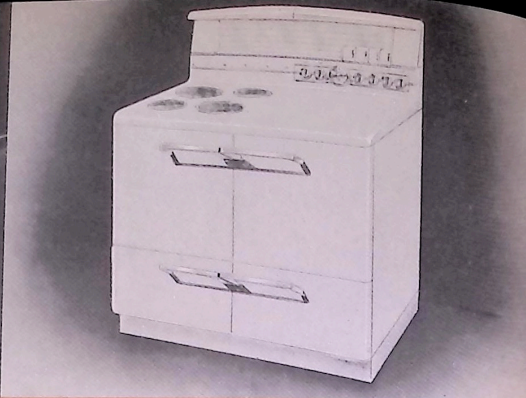
(Right) The basic difference between Frequency Modulation (FM) and standard (AM) broadcasting is graphically shown. The broadcast is pictured as a "package of sound," perhaps a symphony containing about 40 to 15,000 vibrations. Every time the symphony is played, it has the same number of vibrations, whether in an AM or FM studio. Of these, AM delivers only about 120 to 5,000 vibrations, in contrast to FM which delivers the entire 40 to 15,000 vibrations—the complete "package."

ILLUSTRATION, RIGHT, COURTESY STROMBERG-CARLSON



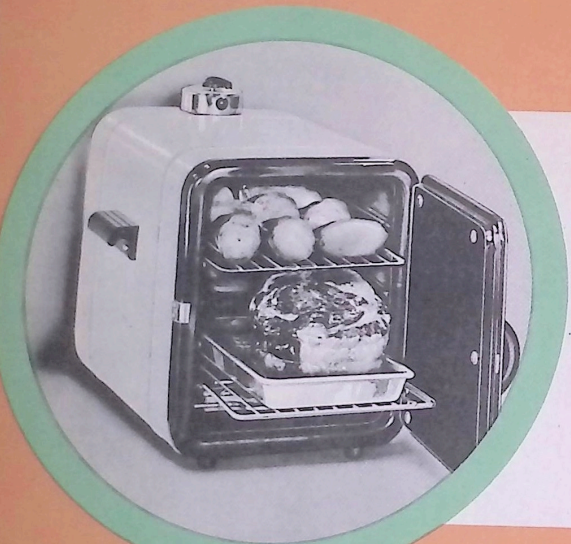


DESIGN COURTESY JOHN TJAARDA AND ASSOCIATES



DESIGN COURTESY GIBSON REFRIGERATOR COMPANY

(Above, left) A roll top to conceal the burners when not in use, is suggested for post-war ranges. (Above, right) This projected design introduces new conveniences while avoiding radical departures.

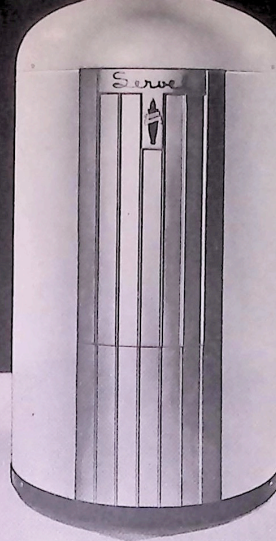
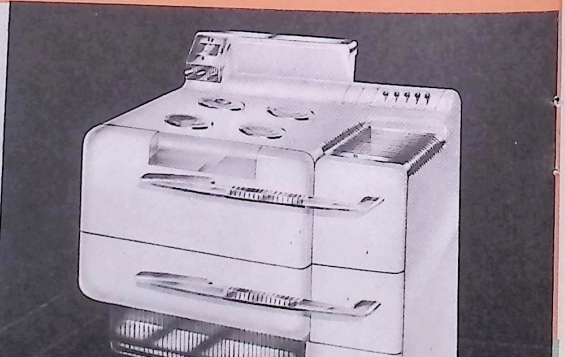
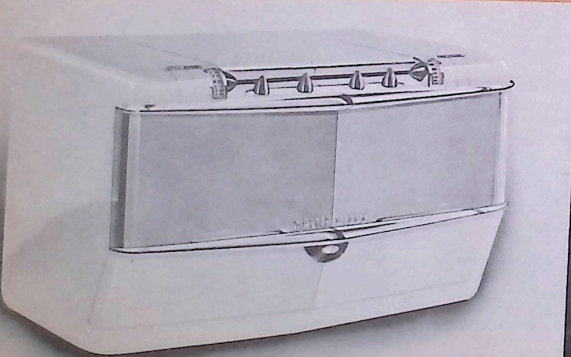


PHOTOGRAPH COURTESY LANDERS, FRARY & CLARK

A new kitchen range is high on the list of desires to be fulfilled by housewives in the coming period. Whether gas or electric models, features to be sought include controlled oven heat, timing signals, and such automatic devices as timed starting and stopping of the oven. Because of qualities in holding heat and permitting easy cleaning, glass-lined ovens are being considered. Minor touches, which will prove potent selling points, include built-in condiment racks and electric clocks. Visible oven interiors will be featured in many models by use of part-glass or full-glass fronts and interior illumination. Portable electric ovens such as shown (left) will permit the food to slide in and out instead of being lifted.

(Below, left) A post-war conception stressing the full-glass front and extra-width oven. (Below, right) Part-glass front gives view inside the oven. Metal stand for hot utensils is seen at right.

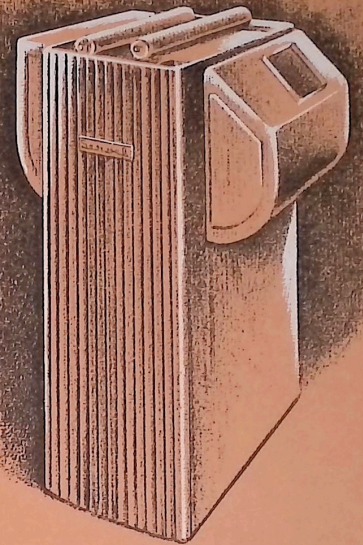
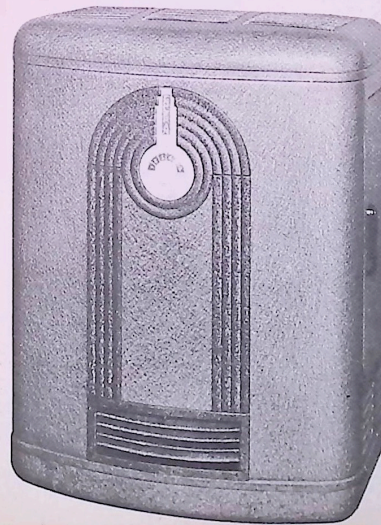
DESIGNS COURTESY GEORGE W. WALKER



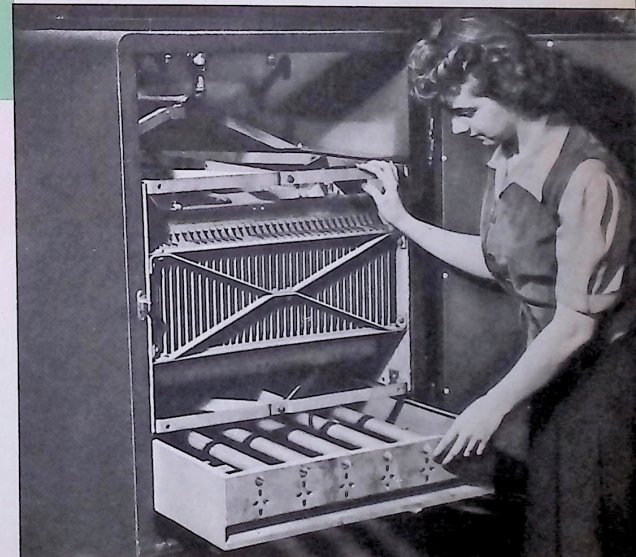
DESIGNS, ABOVE AND AT RIGHT, COURTESY SERVEL, INC.

Post-war opportunities are not being overlooked by manufacturers of appliances utilizing gas, oil, and solid fuels. The gas water heater shown above is characterized by shorter height and larger diameter than in previous heaters. Preference for these dimensions was shown by gas utilities in a recent appliance survey. (Above, right) This post-war all-year air conditioning unit is gas operated for both heating and cooling. It includes an air cleaner and humidity control. (Below) Smart styling and improved efficiency are present in this circulating space heater which will be offered in oil and gas models when conditions permit.

PHOTOGRAPH COURTESY THE COLEMAN LAMP AND STOVE COMPANY



The young lady below is examining a Precipitron. This is an electronic air-cleaner that traps dust and dirt by charging the particles electrically, capturing them on oppositely charged metal plates. The ionizing element is shown — several thin tungsten wires carrying high voltage electricity which charge the particles as they flow by. An electronic air cleaner such as this can be attached to the hot-air furnace in a home.

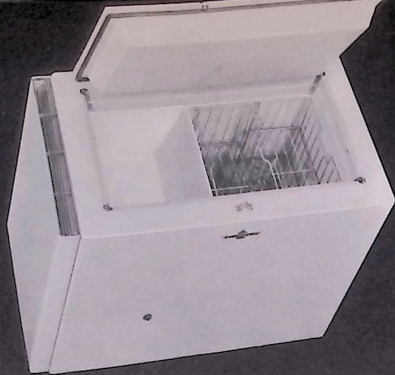


PHOTOGRAPH COURTESY WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY





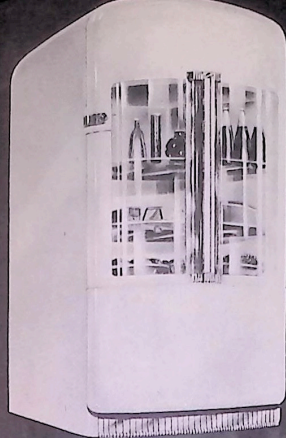
PHOTOGRAPH COURTESY THE COOLERATOR COMPANY



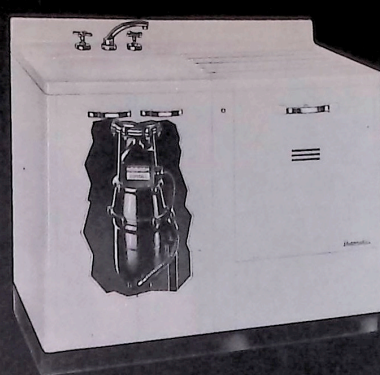
PHOTOGRAPH COURTESY THE COOLERATOR COMPANY



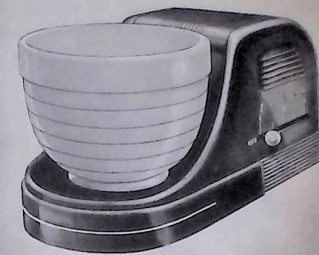
PHOTOGRAPH COURTESY THE COOLERATOR COMPANY



DESIGN COURTESY GEORGE W. WALKER



PHOTOGRAPH COURTESY EDISON G-E APPLIANCE CO., INC.



DESIGN COURTESY DUREZ PLASTICS AND CHEMICALS, INC., AND BROOKS STEVENS

The three units shown (above) are post-war models exemplifying distinct types of home refrigeration. (Left) An electric refrigerator with approximately one-fifth of total storage volume devoted to frozen storage. (Center) A home freezer. The freezing compartment is seen at the left of the racks in the storage compartment. Temperature in both is rated zero degrees Fahrenheit, plus or minus five degrees. (Right) Tomorrow's ice refrigerator.

(Below, left) Features include ultra-violet protection against bacteria, high humidity, and freedom from defrosting. A freezing locker is built in. (Center) The importance of home freezing to the farmer's wife is stressed in this farm-and-home model with a capacity of over 200 pounds. (Right) Already equipped with a freezer compartment and other late improvements, production of this electric refrigerator will be resumed with only minor changes.

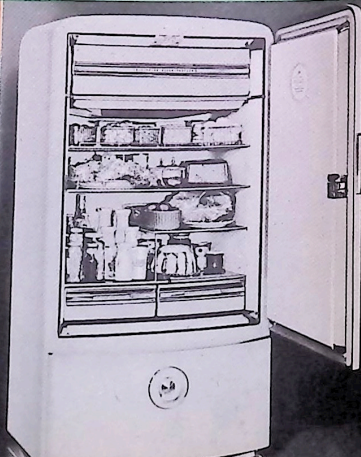
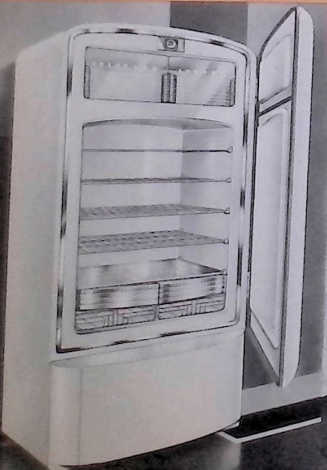
DESIGN COURTESY THE ADMIRAL CORPORATION

When production is resumed, manufacturers of home refrigeration must meet a two-fold demand. A slack of some millions of units of the conventional type will have to be taken up. But along with this will be a tremendous market for home freezers. Of these, a large proportion will be purchased by housewives who already own comparatively modern refrigerators. In years, nothing has gripped the homemaker's interest and enthusiasm as have frozen foods. Flavor is preserved, fewer shopping trips are necessary, fresh foods can be enjoyed out of season, quantity buying effects economies. Only the amount actually required for a given meal need be cooked, as there is no spoilage.

Although practically all post-war refrigerators will have a freezer compartment, this will seldom have a capacity of even two cubic feet. But to make the most of the possibilities offered by home freezing, a capacity of about six cubic feet is essential, on the average. The answer is a home freezer. Cost will be comparatively small — far less than that of a refrigerator of similar quality. As it is only necessary occasionally to have access to the home freezer, it can be placed in the basement or in a utility room if desired.

PHOTOGRAPH COURTESY FRIGIDAIRE DIVISION, GENERAL MOTORS CORP.

DESIGN COURTESY BEN-HUR MANUFACTURING COMPANY



PHOTOGRAPH COURTESY THE CROSLLEY CORPORATION



PHOTOGRAPH COURTESY CELANESE CORP. OF AMERICA

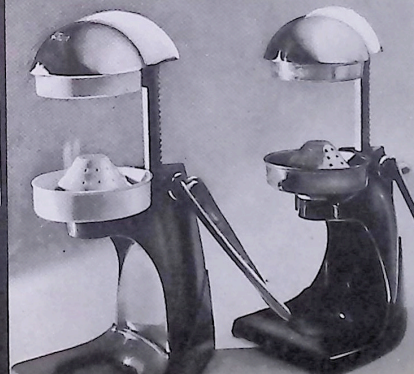
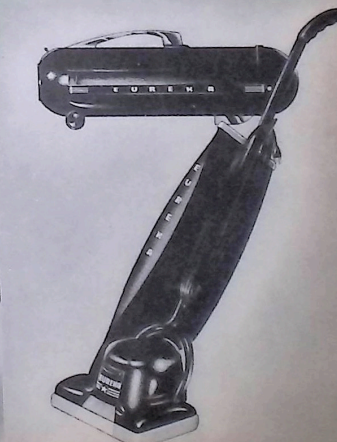


ILLUSTRATION COURTESY EUREKA VACUUM CLEANER COMPANY



Tomorrow's refrigerators will emphasize styling, value, convenience, and superior qualities in the preservation of food.

Some designers visualize models with transparent doors made either of glass or transparent plastic material.

In addition to the accepted conveniences such as the automatic interior light, new type handles will release door-catches at the slightest pressure of the wrist, elbow or knee when both hands are full.

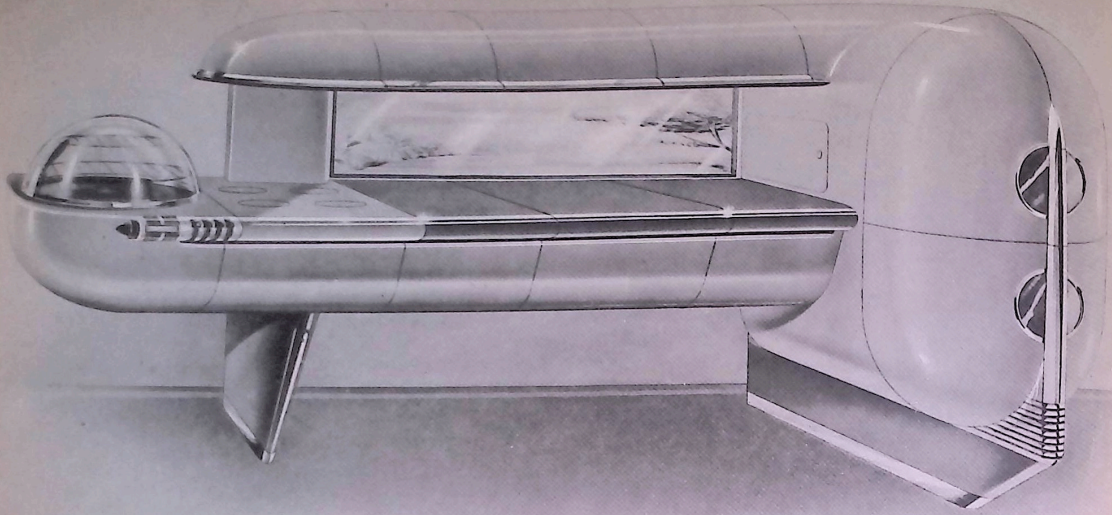
Most welcome of all is the farewell to defrosting. New models will put an end to that nuisance through improved coil arrangements.

Milk, cream, and other perishables will be preserved much more effectively as a result of an ultra-violet light unit which has proven efficient in curbing the action of food bacteria. This electronic device instantly kills the minute organisms which cause food spoilage. Action of the ultra-violet rays does not harm food.

(Above, left) This design illustrates the use of molded transparent plastic or glass in the refrigerator door. Visible contents lend color to the kitchen. The vertical bar is both decorative and convenient in closing the door. (Center) Sink with concealed garbage disposal unit. Garbage is ground fine and flows down drain. The other section of sink contains an automatic electric dishwashing machine. (Right) The post-war mixers will offer more power, versatility, and simplified operation.

(Below, left) The "Shelvador" feature will be continued, post-war. (Center) Refrigerators and other home appliances may use plastics in place of metals where advantageous, as illustrated by this comparison of an all-metal and part-plastic juicer. Here the plastic is Lumarith. (Right) Vacuum cleaners will be offered in tank or vertical types. Sale of both styles in combination is contemplated.





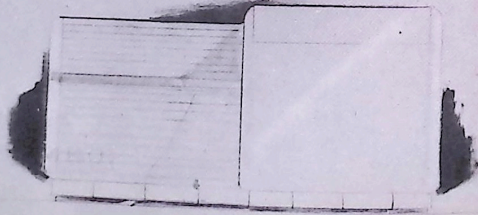
DESIGN COURTESY GEORGE W. WALKER

(Above) Although rather advanced for popular acceptance in the immediate future, this inclusive kitchen unit stirs the imagination. At the right is the refrigerator. The glass dome at left is the oven. (Below) Another design disregarding tradition, in favor of the function to be performed. It is a combination radio and television set, complete with record player and home-recording unit.



DESIGN COURTESY JOHN TJAARDA AND ASSOCIATES

In preparing this booklet, the aim has been to confine the contents to the types of appliances which seem likely to be manufactured and sold in the next few years. The fantastic has been avoided. But today's fantasy is destined to be reality in some distant tomorrow. The door has only begun to open on the field of electronics. Here are a few predictions of responsible scientists in that realm. . . . Radiant heat may someday do away with the need for blankets. . . . Door keys may be replaced by electronic response to a whispered password. . . . A book will come in a can like movie film, to be read aloud by a photoelectric cell. . . . A device will take telephone messages when nobody is at home. . . . Yes, meals will be cooked in seconds instead of hours. . . . All this, and even more is to come.



# ACKNOWLEDGMENT

This is to express our appreciation of the generous assistance given us in the preparation of this booklet. In addition to the following named sources giving us permission to reproduce photographs and drawings, innumerable others provided us with valuable material without which this glimpse into the future would not have been possible.

- The Admiral Corporation . . . . . Chicago, Illinois
- Ben-Hur Manufacturing Co. . . . . Milwaukee, Wisconsin
- Celanese Celluloid Corporation of America . . . . . New York City
- The Coleman Lamp and Stove Company . . . . . Wichita, Kansas
- The Coolerator Company . . . . . Duluth, Minnesota
- Theodore Criley, Jr. . . . . Los Angeles, California
- The Crosley Corporation . . . . . Cincinnati, Ohio
- Durez Plastics and Chemicals, Inc. . . . . North Tonawanda, New York
- Edison General Electric Appliance Co., Inc. . . . . Chicago Illinois
- Eitel-McCullough, Inc. . . . . San Bruno, California
- Eureka Vacuum Cleaner Company . . . . . Detroit, Michigan
- Frigidaire Division, General Motors Corporation . . . . . Detroit, Michigan
- General Electric Company . . . . . Schenectady, New York
- Gibson Refrigerator Company . . . . . Greenville, Michigan
- Hamilton Manufacturing Company . . . . . Two Rivers, Wisconsin
- Landers, Fray & Clark . . . . . New Britain, Connecticut
- Lovell Manufacturing Co. . . . . Erie, Pennsylvania
- Proctor Electric Company . . . . . New York City
- Servel, Inc. . . . . Evansville, Indiana
- The Silax Company . . . . . Hartford, Connecticut
- Skidmore, Owings and Merrill . . . . . Chicago, Illinois
- Brooks Stevens . . . . . Milwaukee, Wisconsin
- Stromberg-Carlson Company . . . . . Rochester, New York
- John Tjaarda and Associates . . . . . Detroit, Michigan
- George W. Walker . . . . . Detroit, Michigan
- Warren Telechron Clock Company . . . . . Ashland, Massachusetts
- Westinghouse Electric & Manufacturing Company . . . . . Pittsburgh, Pennsylvania

The material presented in this Catalog has been compiled from sources which represent advanced trends of thought. However, as it is impossible to predict with certainty the form and variety of things to come, the contents of this Catalog are published solely to present the stimulating ideas of progressive designers. While care has been exercised in the compilation, we cannot guarantee its accuracy.

Since *better tomorrows* are uppermost in the minds of everyone, it has been a stimulating experience to prepare and present to you *A Catalog of Things to Come*. This is Number Three of a series of six, designed to provide fresh inspiration to printers and lithographers and their clients about the opportunities of the future.

JOHN CARTER & CO., INCORPORATED  
597 Atlantic Avenue • Boston, Massachusetts







SUPPLEMENT TO THE

# CATALOG

OF THINGS TO COME

# Work Sheet #3

ENCLOSED WITH THE UNIT ON

## APPLIANCES

### *Applying the "Catalog"...*

**H**ERE are some more ideas to help you create and sell profitable direct advertising. This time they are tied into the field of Home Appliances, suggesting ways of capitalizing on the Catalog unit which this accompanies.

The home appliance field always has been highly competitive, and very receptive to forceful promotion ideas. This is more true than ever right now. Old and new names, familiar and strange appliances, are coming onto the market.

The buying public is eager for facts and figures, for illustrated literature to take home where the relative advantages of the new Appliances can be weighed in the family council.

Read the Home Appliances Catalog, keeping your customers and prospects in mind. As you turn the pages, certain subjects will strike you as being of particular

interest to specific accounts you have, or would like to have.

Show your customers the forecast of a 10,000 kilowatt hour average domestic consumption of electricity, on page three of the Catalog. Let them see the model home laundry room on page six—it's packed with possibilities for the dealer, the contractor, and the finance company. Each page is an attention getter.

Check back over the Housing and Transportation units, too. Ideas in those Catalogs and Work Sheets can be of value in approaching home appliance prospects—some directly and others indirectly.

### SHOW THE HOME APPLIANCES CATALOG TO CUSTOMERS IN THESE FIELDS

- AIR CONDITIONING
- APPLIANCE DEALERS
- APPLIANCE DISTRIBUTORS
- APPLIANCE MANUFACTURERS
- DEPARTMENT STORES
- ELECTRIC CONTRACTORS
- ELECTRIC SUPPLIERS
- ELECTRONIC EQUIPMENT
- FINANCE COMPANIES
- FURNITURE STORES
- GAS APPLIANCES
- HARDWARE STORES
- HEATING CONTRACTORS
- HOUSEHOLD GOODS
- JEWELERS, CREDIT
- LIGHTING FIXTURES
- MUSIC STORES
- PLUMBERS
- PUBLIC UTILITIES
- RADIO AND TELEVISION
- RANGES AND STOVES
- REFRIGERATOR DEALERS
- WASHING MACHINES
- WATER HEATER DEALERS

OFFERED TO THE PRINTING INDUSTRY BY

## JOHN CARTER & COMPANY INC.

Main Office & Warehouse  
BOSTON, MASSACHUSETTS

Branch Office: Hartford, Connecticut

### PROFITS ALL DOWN THE LINE

EVERYONE FROM MANUFACTURER TO DEALER  
IS OPEN FOR HIGH VOLTAGE IDEAS...

TURN TO INSIDE PAGES FOR EXAMPLES

IDEAS  
LAYOUTS

IDEAS  
CAMPAIGNS

IDEAS  
STYLING

IDEAS  
COPY HINTS

IDEAS  
TRICK FOLDS

IDEAS  
COLOR SCHEMES

IDEAS  
PAPER CHOICE



# APPLYING PROMOTION TO HOME APPLIANCES

I'M HERE WITH A NEW KIND OF CHILL-THRILL



BYRD FREEZER

Come In And See It!

Window display easel card

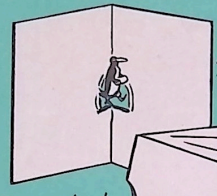
Here's how you can have the effect of a second color on every page of your book - inexpensively

Freeze with Ease

The BYRD FREEZER



Coaster die-cut to 3 1/2" diameter, the popular size.



1 Print trade mark in full color on inside of cover.

2 After folding diecut inside pages to fit trade mark

3 Assemble pages with cover.

Die cut inside pages



As pages turn, the colorful trade mark shows through from inside the cover.

PROMOTING A NEW HOME FREEZING UNIT

These basic ideas may be adapted in many ways for appliance manufacturers or dealers. After being off the market a number of years, the old established lines must compete with new products and manufacturers entering the field. The newcomers must start from scratch. The known brands must start anew. Printed pieces, such as these, will help move appliances.

Best Seller with a CHILL THRILL


BYRD FREEZER

Book mark with die cut "V" to hook onto page.

RECIPES

RECIPES FOR

RECIPES



File card box of printed cardboard in design of the freezer. Cards show trade mark.

Score Pad

WE	THEY	WE	THEY	WE	THEY

Bridge or Gin Rummy score pad

The BYRD FREEZER

Letter with die-cut freezer at edge

HOMETOWN APPLIANCE CO.

Hometown, U.S.A.

HOMETOWN APPLIANCE CO.

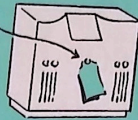
Hometown, U.S.A.



6 BIG REASONS WHY TITAN IS THE BEST BUY IN Television

- 1
- 2
- 3
- 4
- 5
- 6

Die-cut



Knob hanger

Information tag

TITAN Television

The SECRET OF TITAN Performance

the BEST BUY in TELEVISION

The NEWEST TITAN

\$249<sup>75</sup>

ONE-THIRD DOWN A YEAR TO PAY

THE BEST BUY IN Television

Price tag

PROMOTING TELEVISION AT POINT-OF-SALE

The desire to buy is galvanized into action at the retail store. All other appliance promotional effort serves merely to bring the prospective buyer to the store in a favorable frame of mind. The "close" begins when the customer gets to the show window. Point-of-sale ideas can confirm the resolution to buy, and thereby help the retail salesman close the deal.

TELEVISION SERVICE

Home Service Co.

MAIN 2600

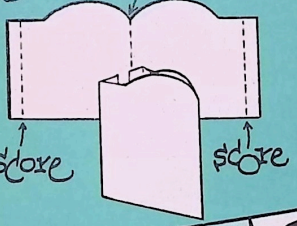
Gummed sticker to affix inside television set.

LOOK! LISTEN!

TITAN the BEST BUY in Television

Fasten with thumb tack

Flange sign



score

score

TITAN TELEVISION CLARITY

TELEVISION COME IN FOR A DEMONSTRATION

Window stickers may be used in great variety of sizes and shapes.

TITAN TELEVISION RANGE

TELEVISION COME IN FOR A DEMONSTRATION

TITAN TELEVISION BEAUTY

TELEVISION COME IN FOR A DEMONSTRATION

TITAN THE BEST BUY IN Television



COME IN AND SEE IT

Window card

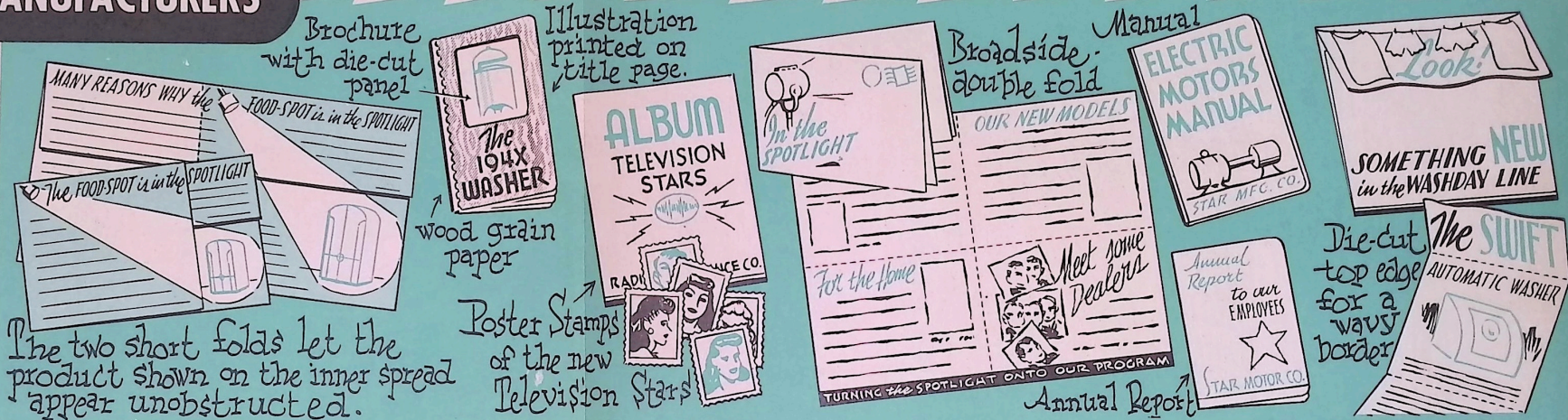


# Creative Sales Opportunities

## ...for the LIVE WIRE

### APPLIANCE MANUFACTURERS

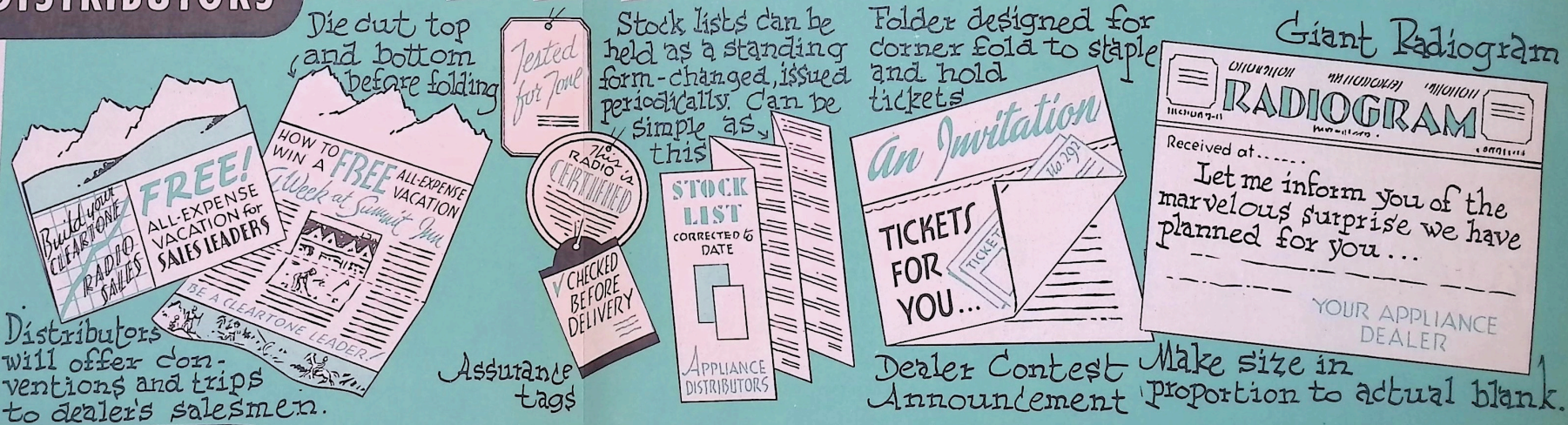
You can create and sell promotional material to the appliance manufacturer by making use of the ideas shown at the right. A universal appeal is needed in reaching all sections and classes. Pieces include Annual Reports, Broadsides, Brochures, Catalogs, Counter Cards, Displays, Folders, Guarantees, Handbooks, Manuals, Price Books, Service Books, Stuffers, and Window Strips.



The two short folds let the product shown on the inner spread appear unobstructed.

### APPLIANCE DISTRIBUTORS

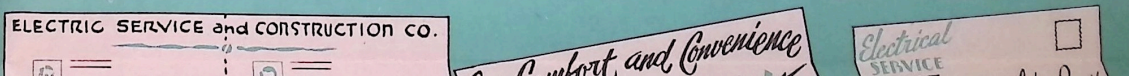
The distributor is in the middle, in more ways than one. You can be very helpful to him, and at the same time to yourself, by working out ideas that will help him make sales, and keep his retailers informed and happy. He is interested in maintaining contact through Advance Cards, Announcements, Local Trading Area Booklets, Bulletins, Folders, Giant Telegrams, Stock Lists, and Price Lists.



Distributors will offer conventions and trips to dealer's salesmen.

### ELECTRICAL CONTRACTORS

Four-page illustrated letter with testimonials











# SELECT THE RIGHT PAPER

FIRST... *No problems to iron out later*

At best, the graphic arts have their share of rough spots to be smoothed out. We can say that from experience, because many of your problems are our problems, too.

When it comes to paper, we can save you a good deal of time and trouble if you will allow us to work closely with you at the outset of planning

the job. Our business is paper, and the things paper will and will not do.

You might say we are something of a clearing-house when it comes to information about paper. We keep on picking up new facts every day from the mills which supply us.

*Whenever you are planning a job, feel free to call on us for advice.*

*A Partial List of our Nationally Known Lines of Paper Available to You*

DILL & COLLINS PRINTFLEX COATED BOOK • TICONDEROGA ENGLISH FINISH BOOK  
TICONDEROGA EGGSHELL BOOK • KROMEKOTE COLORED LABEL • AMERICAN LEATHER EMBOSSED COVER  
HERCULEAN ANTIQUE COVER • WESTON'S BLACKSTONE BOND—25% Rag Content  
MILLERS FALLS ONIONSKIN • CERTIFICATE LEDGER • INTERNATIONAL OFFSET  
CARTERCO COLORED ENAMEL (Six Distinctive Colors) • WESTON'S WINCHESTER INDEX—50% Rag Content  
DILL & COLLINS CANTERBURY LAID • HADLEY DECKLE

## JOHN CARTER & COMPANY

INCORPORATED

MAIN OFFICE & WAREHOUSE  
595-599 ATLANTIC AVENUE  
BOSTON, MASSACHUSETTS

Phone: HUB. 5400 - Teletype: 347

BRANCH OFFICE & WAREHOUSE  
74 UNION PLACE  
HARTFORD, CONNECTICUT

Phone: 7-8109 - Teletype: 96



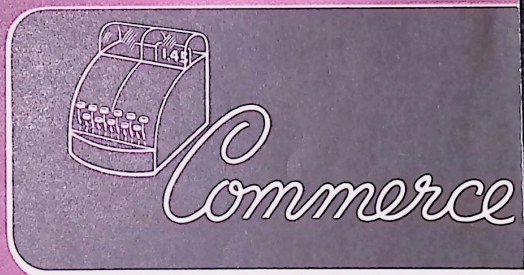
Representatives

CONCORD, N. H.  
PROVIDENCE, R. I.  
NEW HAVEN, CONN.



# CATALOG

O F T H I N G S T O C O M E







# CATALOG OF THINGS TO COME

## COMMERCE

Business, in the period ahead, will be characterized by a thorough re-appraisal of methods, materials, machinery, merchandising, and manpower. This is a safe prediction based on the post-war periods throughout all history. It is doubly certain in the light of many factors in this war.

Never in the past have so many important technological developments come about, only to be denied general commercial adoption because of necessary wartime restrictions on manpower and materials.

Never has the manufacturing genius of a nation been so forcefully demonstrated literally to all the peoples of the world. American products and standards of production, American brand names and trade marks, have become familiar to the entire population of the earth, in all the remote places penetrated by our armed forces and lend-lease.

The potentialities of American business in the immediate future are greater than ever. But the same forces which have opened the door to new opportunities have, at the same stroke, created new demands upon the resourcefulness of businessmen.

Progress never simplifies. It merely provides the foresighted and energetic with new means of intensified competition.

Highlighted, in this booklet, are indications of directions in which business may be expected to move. Although diverse, a trend in common can be

readily discerned. This may be termed a bold disregard of precedent, an eagerness to get things done efficiently and economically with the better methods and materials. The same basic objectives are apparent throughout, whether in examples of store, office, or factory planning—in manufacturing or distribution—in machinery design or means of employing manpower more effectively.

However, it must be recognized that no end of effort and education must be expended to bring about a widespread appreciation and adoption of the new ideas and techniques. As in the past, but to a greater extent than ever, reliance must be placed upon the printed word to disseminate information, to make sales, and to explain uses.

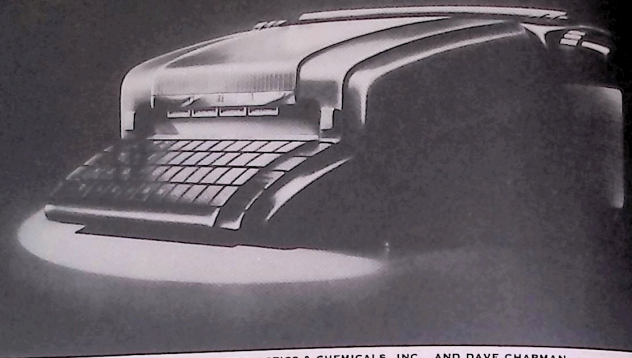
So many products and services either will be new or returning to the market after a long absence, descriptive literature of all types will be used in great quantities. Along with printed pieces to promote sales, printed matter will be required for all manner of informative purposes, ranging from instructions in using products to such intangibles as morale building and explanation of retirement plans, pension trusts, and group insurance.

What a story there will be to tell! Although production of civilian goods has been held in leash so long, priorities never have deterred scientific research nor creative thinking. Now that at least a substantial resumption of normal production is in sight, tomorrow is just over the horizon.





PHOTOGRAPH COURTESY WESTERN UNION



DESIGN COURTESY DUREZ PLASTICS & CHEMICALS, INC., AND DAVE CHAPMAN

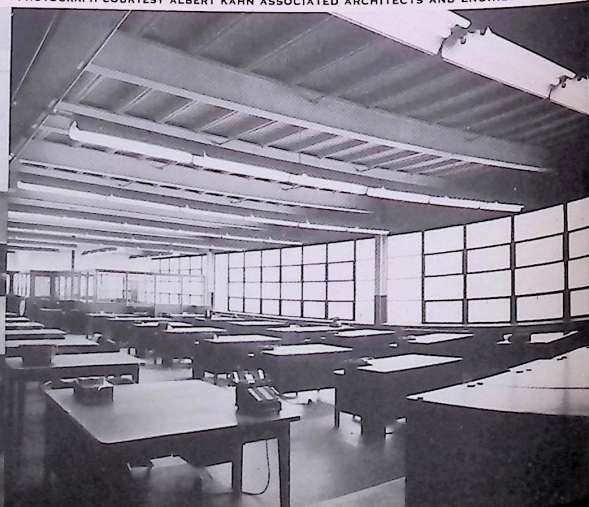
Tomorrow's business offices will incorporate countless innovations in planning, in illumination, and in equipment. Many of these have been tested and proven in limited output available to high-priority war plants. Other developments have been able to go no farther than the drafting room. But the direction of change is clearly marked. It points to more profitable operation through greater efficiency of personnel and machines, the saving of effort, time, and money.

The proposed typewriter design (*above*) is based upon electrical operation. The travel of the keys would be a scant eighth of an inch. Carriage, spacer, and "cap" key are also electrically operated. The machine is lighted from within. Housing, keys, and many working parts are to be molded of plastics, possessing the advantages of lightness, non-reverberation, and mass-production economies.

(*Below, left*) Electronic dictation, by incorporating electronic radio tubes for voice pick-up and reproduction, replaces the acoustic speaking tube. A desk or hand microphone is used. The desk microphone will record over-the-desk conversations, under suitable conditions. Some models will record both ends of telephone conversations.

(*Below, right*) Well-planned lighting minimizes fatiguing eye-strain.

PHOTOGRAPH COURTESY ALBERT KAHN ASSOCIATED ARCHITECTS AND ENGINEERS, INC.



PHOTOGRAPHS COURTESY THE METAL OFFICE FURNITURE COMPANY

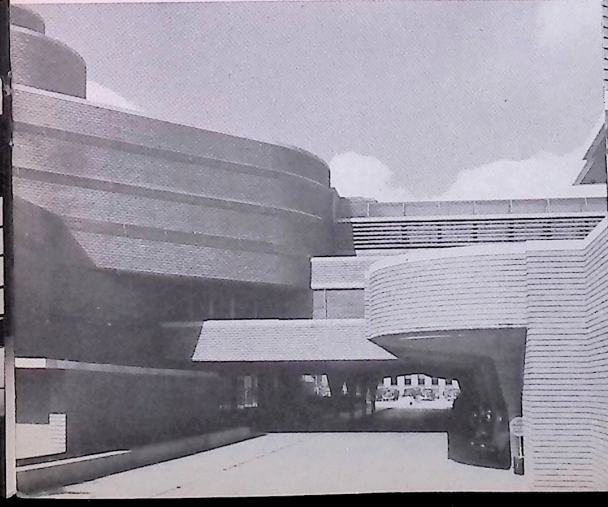
Indicative of a growing trend toward designing commercial buildings as integrated units from the broadest major considerations down to the most minute detail, is the new office building designed by Frank Lloyd Wright for S. C. Johnson & Son, Inc., Racine, Wisconsin.

The open office (*shown above*) exemplifies fully-controlled indirect lighting. Individual desk lamps are unnecessary. Glare is completely eliminated, as the soft, even light falls vertically from the ceiling.

Each desk has been designed for the specific work to be performed. The cantilever principle of construction has been adopted. As many as three large, usable levels are attained, each serving a different purpose.

(*Below, left*) Main entrance to the building. At left, the general offices—at right, carport. Note the absence of windows. The building is fully air-conditioned. Workers enjoy uniform temperature and humidity the year around.

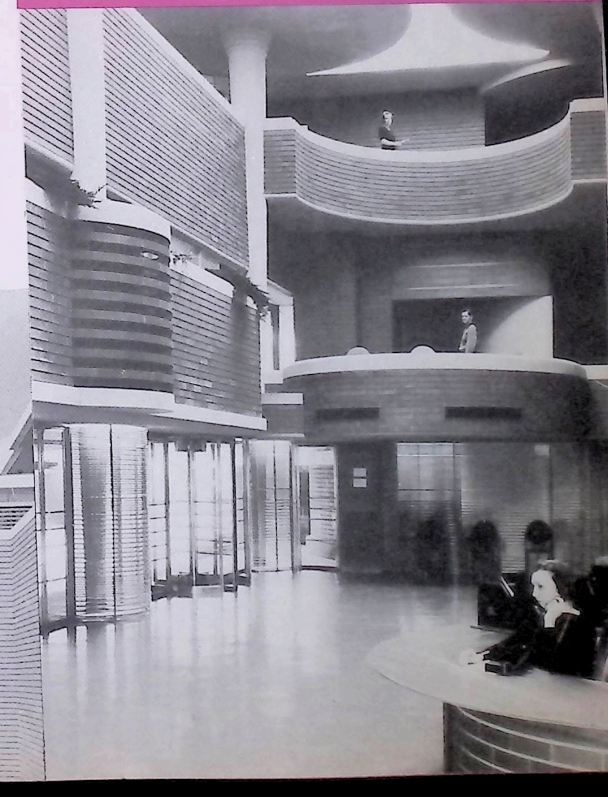
PHOTOGRAPHS COURTESY THE METAL OFFICE FURNITURE COMPANY



Located in the penthouse, all the executive offices, such as this, are partitioned with walls of glass tubing, with cork panels on the brick walls for mounting.

The chairs, of tricycle design, and the executive desk, are basically the same as those shown in the open office. Note the main working level which may be kept clear by using sub-shelf. Drawers are hinged, swing on a pivot.

(*Below*) Entrance lobby and information desk. Novel use of forms and materials combines beauty and utility.





HANBY



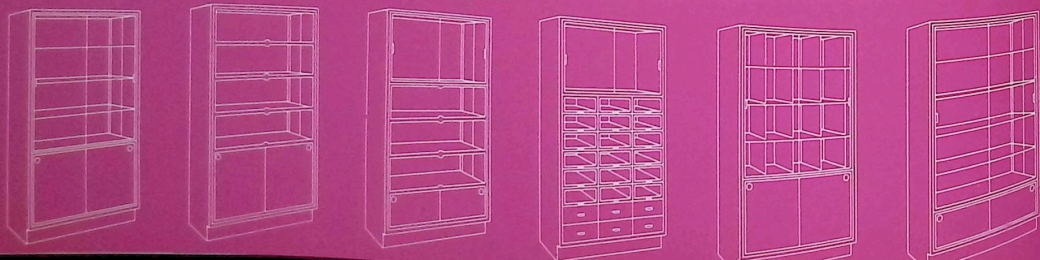
DESIGNS COURTESY WESTINGHOUSE ELECTRIC & MANUFACTURING CO.

DESIGN COURTESY THE MAKERS OF ARMSTRONG'S LINOLEUM AND THE FLORISTS' TELEGRAPH DELIVERY ASSN., INC.



(Upper left) Conventional show windows are omitted. The store is an animated display. Strips of light form the exterior decoration and are carried inside the store to provide the main interior lighting. Displays are spotted by downlights. (Upper right) The new circular lamps are ideal for display. (Left) Novel features of this model florist shop include the central fountain which serves as a card desk besides being a display for plants. Note the leaf design inset in the linoleum. (Below) Store changes are simplified by the unlimited convertibility of fixtures with the new interchangeable sectional interiors.

DESIGN COURTESY GRAND RAPIDS STORE EQUIPMENT COMPANY



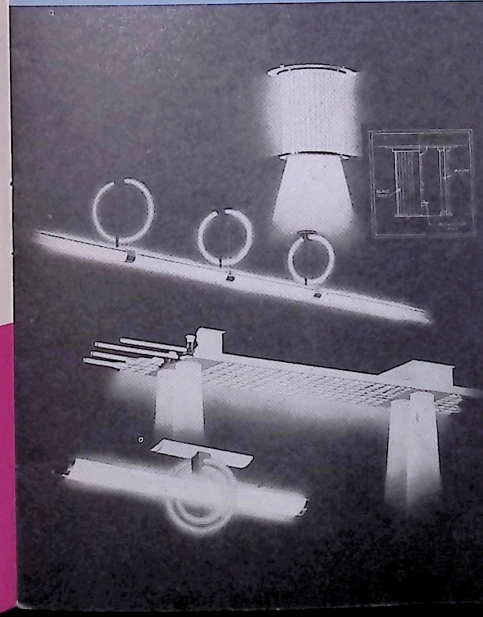
Today's thinking for tomorrow's new retail stores, and the remodeling of present ones, goes far beyond the mere use of sleek tile and gleaming chromium trim.

Ideas center around dramatic use of light and color and materials. The boxed off show window no longer will conceal the interior of the store. Larger show windows and transparent doors will invite full view within from the street.

Decentralized shopping areas will attract a greater proportion of the total trade if full advantage is taken of opportunities for spacious parking areas, supervised play areas where mothers might leave their children while shopping, covered walks for comfort in inclement weather, and similar intelligent planning. Tomorrow will see entire shopping districts designed and built as units suited to local needs.

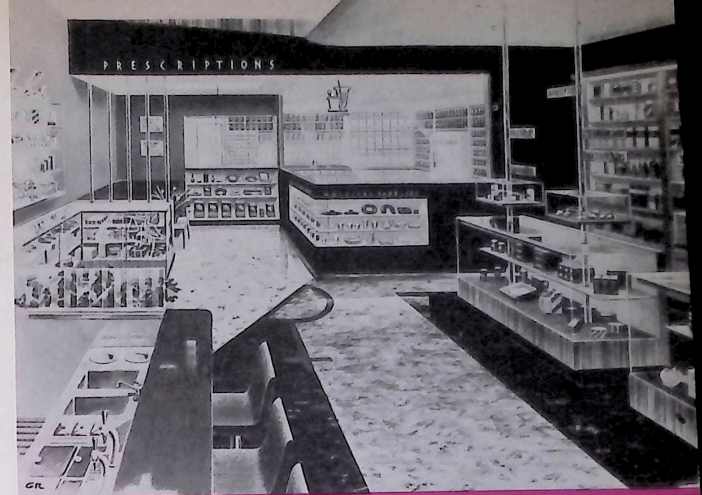
Fixtures designed to give proper illumination are the essential requirement of good store lighting. Appearance value may be enhanced by design features such as suggested (below). The new circular fluorescent lighting tubes may also be used to form a halo in displays.

DESIGNS COURTESY WESTINGHOUSE ELEC. & MFG. CO.



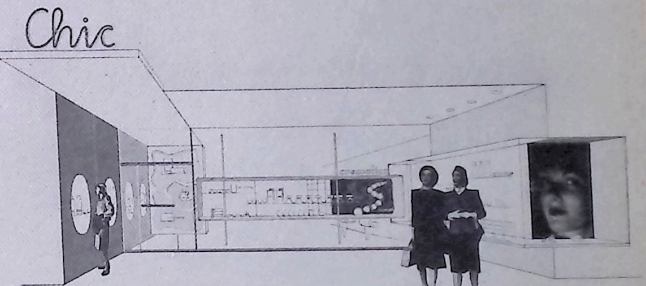
DESIGN COURTESY THE PITTSBURGH PLATE GLASS COMPANY

(Above) New principles, adaptable to most retail stores, are shown in this cosmetics shop of the future. Note the full glass front, affording an unobstructed view of the store, window shelving supported by pipes, the large photo-mural appropriate to the shop, and the illuminated port-hole windows to display wares. There is maximum interest to attract transient trade.



DESIGN COURTESY THE MAKERS OF ARMSTRONG'S LINOLEUM AND THE NATL. ASSN. OF RETAIL DRUGGISTS

(Above) In this design, the prescription department reflects the store's chief function as a dispenser of drugs for the medical profession. The prescription department becomes the focal point of the store, dramatized by glass partitions and trim appearance. Merchandise is displayed effectively.



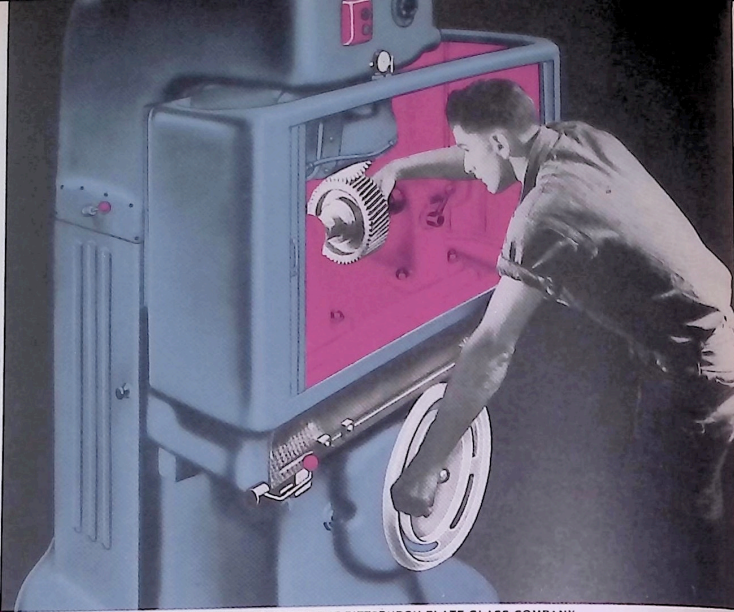


High output and employee morale go hand-in-hand with working conditions that are pleasant and safe.

In this connection, the importance of color will be emphasized in all plant and machinery design of the future.

*Color Dynamics* is an entirely new science applied to industry. It recognizes the direct reaction of color on the worker—and lays down principles to achieve objectives.

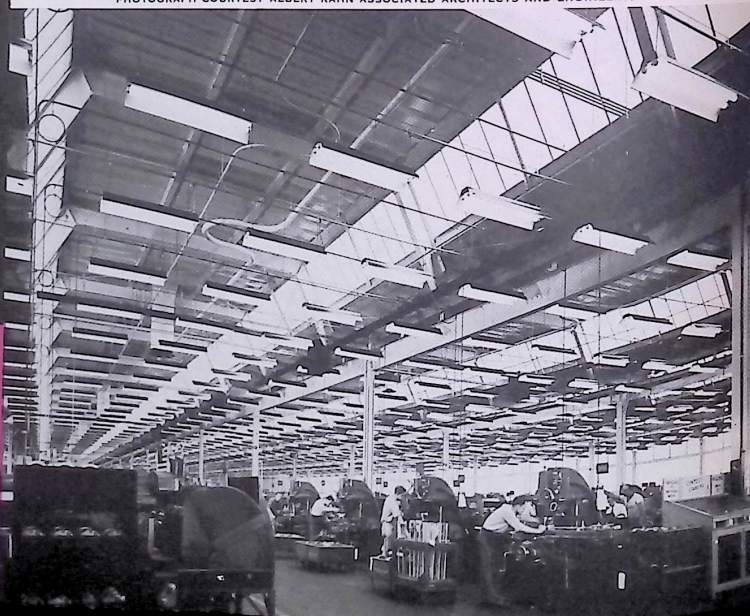
Correctly used, color can reduce eye fatigue by providing contrasts where desirable, as well as eye-rest surfaces, receding surfaces, or reflecting surfaces which act to increase efficiency of lighting facilities.



PHOTOGRAPH COURTESY THE PITTSBURGH PLATE GLASS COMPANY

Shown (*above*) is an application of the new theory of focal colors in machinery design. A double contrast is involved. The article being manufactured must contrast with the part of the machine against which it appears—and the remaining bulk of the machine must be made to recede. This aptly has been termed camouflage in reverse. By creating strong contrasts with color, there is a minimum of strain on the eyes. Improved output, reduced spoilage, and lowered accident occurrence are achieved.

PHOTOGRAPH COURTESY ALBERT KAHN ASSOCIATED ARCHITECTS AND ENGINEERS, INC.



The new concept of industrial lighting recognizes two types—local, as in the case of the circular fluorescent lamp installed in the drill-press (*above*), and general lighting, as applied in the plant at right, an ideal example of mass illumination employing closely-spaced rows of fluorescent fixtures at correct height.

Safety engineering, developed and applied as never before to safeguard life and property in war plants manned largely by inexperienced workers, will be a major consideration in post-war industrial planning.

Mankind's ancient enemy, uncontrolled fire, will be detected electronically and combated with improved techniques. As an example of achievement in this direction, air foam extinguished in four minutes two and one-half seconds the test fire (*shown, right*) of crude oil in a tank of approximately 100-foot diameter. The test was conducted this summer.

Even television is being invoked to remove industrial hazards. Dangerous research and manufacturing processes, such as making chemicals or explosives, will be controlled at safe distance by means of television. Photo-electric cells will instantly halt the descent of blades or presses if the operator's hands intrude. New chemically treated work clothes will resist flame and acids.



PHOTOGRAPH COURTESY PYRENE MANUFACTURING COMPANY

PHOTOGRAPH COURTESY NATIONAL SAFETY COUNCIL, INCORPORATED

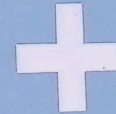
## SAFETY COLOR CODE

This new safety color code for industry suggests a standardized method to reduce accidents in the future. Although some colors are well known as warning signals, color has been used haphazardly in many factories. Some of the suggested uses of color for safety are shown below, along with symbols or designs which are used with each color, an added safeguard, chiefly for the color blind.



**Alert orange**, the most conspicuous color, is for electric switch boxes, fuse boxes, power boxes, cutting devices, pulleys, gears, rollers, and machinery guards.

**Safety green** is to identify First Aid rooms, stretchers, cabinets for gas masks, cabinets for respirators, and cabinets for medicinal supplies, as well as safety showers.

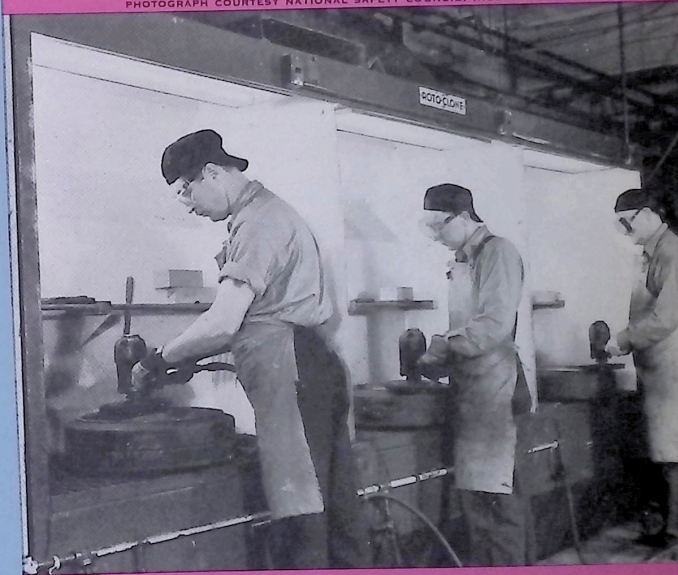


**Fire-protection red** is for apparatus, extinguishers, hydrants, fire hose, fire doors, hose connections, fire blankets, and alarm stations. Use only for fire-fighting equipment.

**Precaution blue** shows equipment or apparatus not to be used, started, or moved—such as ovens, boilers, valves, vats, electrical controls, scaffolding, and compressors.

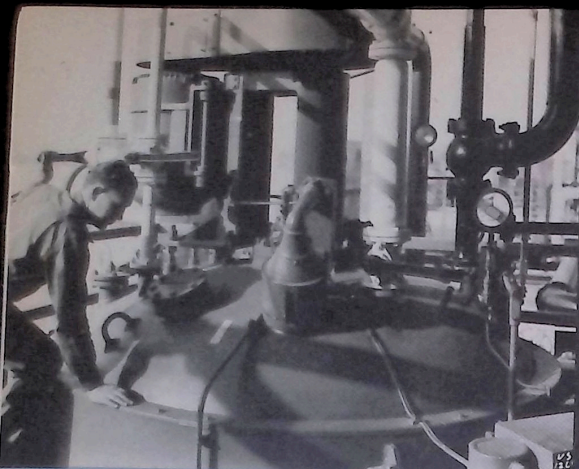


**High-visibility yellow** is for trucking equipment, aisle markings around hazards, edges of pits and loading platforms, railings, protruding parts. Striping with black adds emphasis to the yellow.



The picture (*above*) illustrates the correct application of several safety principles. Protective goggles are being worn. Ample illumination is directed downward, without glare. Metal partitions protect the neighboring worker. The air contaminant, resulting from the grinding, is drawn off by a down-draft exhaust and does not enter the worker's breathing zone. Hazards are reduced to a minimum.





PHOTOGRAPH COURTESY LOS ANGELES CHAMBER OF COMMERCE

(Above) View of the reactor tank in one of the synthetic rubber making plants. Worker is shown inspecting batch of butadiene and styrene which polymerizes in these reactor tanks to form rubber latex. (Below) Laborious repetition of human effort will be spared by wider use of fork trucks. Goods, loaded on skids or pallets, are stacked, moved, and loaded without human exertion. A single operator does work formerly requiring a crew. Such a truck can lift five tons, twenty-five feet up.

PHOTOGRAPH COURTESY TOWMOTOR CORPORATION



PHOTOGRAPH COURTESY GENERAL PETROLEUM CORP. OF CALIF.

The new products and new processes will influence every phase of commercial activity in one way or another. If there were no technological strides during the wartime years other than the advent of the countless 100-octane refineries, such as shown (above), this single advance would suffice to affect our way of life in the future through the improvements in transportation now at hand.

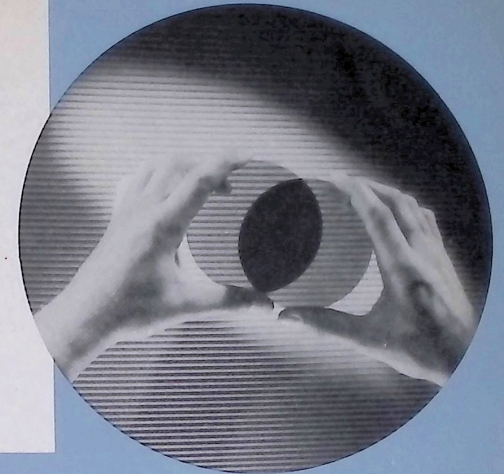
As soon as military security permits, industry in general will share in a wealth of scientific progress, up to now classified as secret.

The developments already released have given an inkling of the surprises in store. Here are a few of them: Steel now can be tempered by electronic heat induction to produce a long-wearing surface without making the core brittle. Infra-red lamps dry paint in minutes—from the painted surface outward. Armor-plate, inches thick, can be X-rayed for defects. Handy tablets make sea water fit to drink. The tank-gun stabilizer will do away with swaying of railroad cars, planes, and eventually automobiles.

These are merely examples chosen at random.

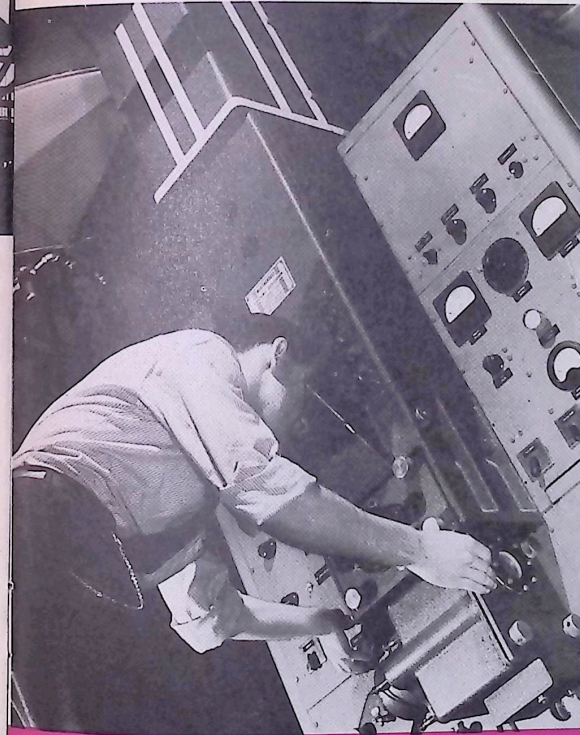
Few fields offer more fertile possibilities for the post-war period than light-polarization. Everyone is familiar with polarized sunglasses and with the elimination of headlight glare by polarization. Not so well known is the successful application of this principle in enabling our aerial gunners to shoot down planes attacking from "out of the sun."

The Polaroid discs (at right) show how this material can limit or exclude the passage of light when overlapped, although transparent individually. Future uses include three-dimensional motion pictures and three-dimensional snapshots.



PHOTOGRAPH COURTESY THE POLAROID CORPORATION

PHOTOGRAPH COURTESY WESTINGHOUSE ELEC. & MFG. CO.



Industrial research is typified by this new cathode ray oscillograph (above). An engineer is shown as he checks the film pack in this advanced device which uses a thin stream of electrons to check electrical phenomena, such as ignition sparks travelling at the rate of 5,000 miles an hour in aircraft engine tests.

Future possibilities of electric power transmission without wires are suggested by the picture below. Coated inside with phosphors like those used in fluorescent lamps, this glass globe lights when bombarded by a beam of high frequency radio energy. Such experiments lead to new progress.

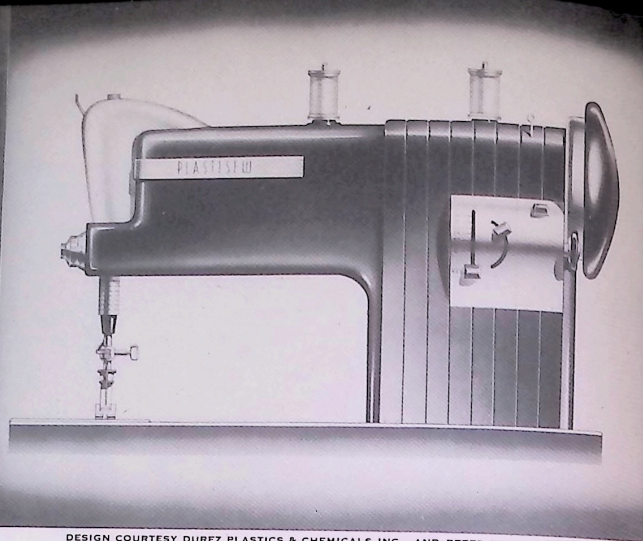
PHOTOGRAPH COURTESY WESTINGHOUSE ELEC. & MFG. CO.



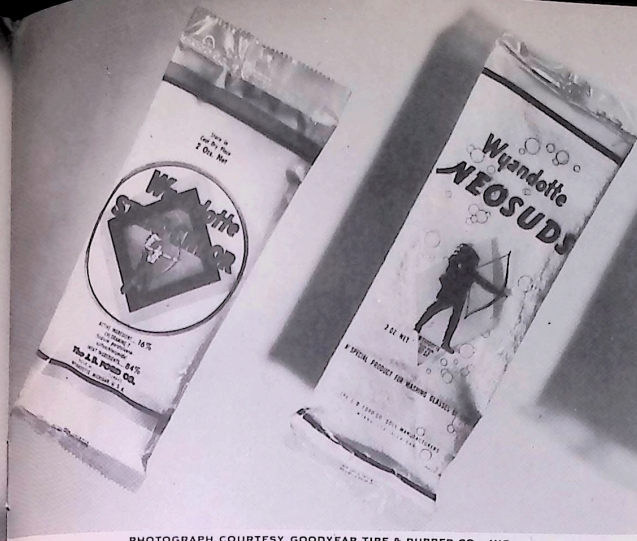




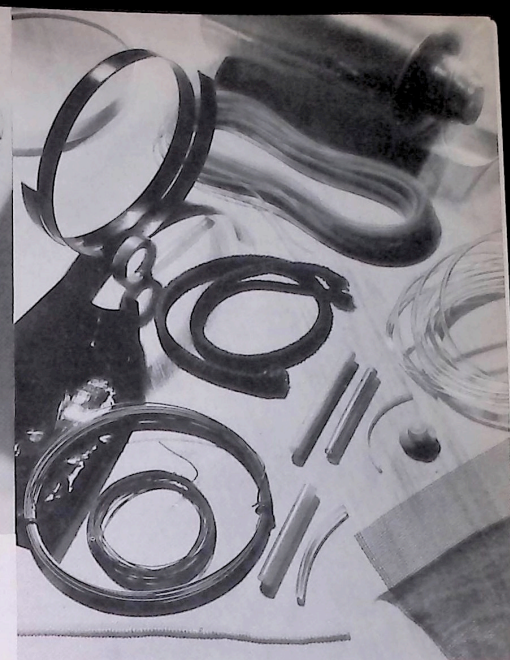
PHOTOGRAPH COURTESY AMERICAN CYANAMID COMPANY



DESIGN COURTESY DUREZ PLASTICS & CHEMICALS INC., AND PETER MULLER-MUNK



PHOTOGRAPH COURTESY GOODYEAR TIRE & RUBBER CO., INC.



PHOTOGRAPH COURTESY E. I. DU PONT DE NEMOURS & CO.

(Above) Hardly recognizable as mates are these two wool socks, after a two-hour test washing with soap and soda at 140 degrees Fahrenheit. The effectiveness of wool shrinkage control, using a melamine resin process, is evident in the treated sock. The wool is stabilized, shows no change in texture, and retains practically its normal size. (Below) Another of the commercial applications of synthetic resins. Ordinary water is transformed into the chemical equivalent of distilled water, using melamine-derived ion-exchange resins in this convenient, portable unit designed for drug stores, filling stations, photographers, and other small users.

PHOTOGRAPH COURTESY AMERICAN CYANAMID COMPANY

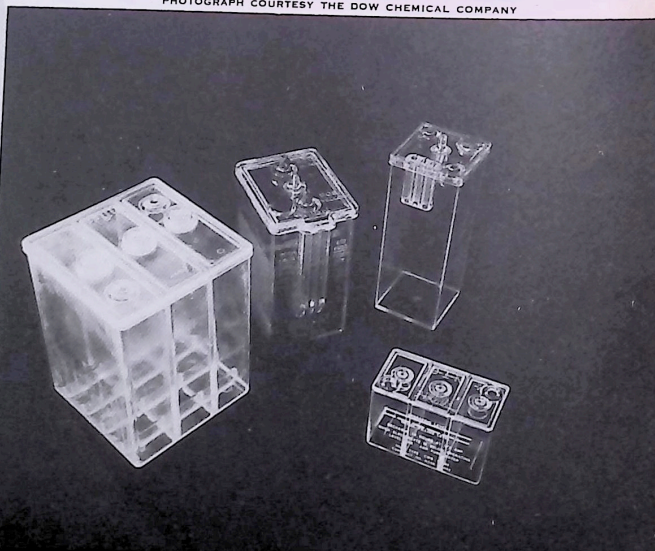
"Plastics" has become a magic word, capturing the popular imagination and conjuring visions of all manner of desirable articles to be manufactured soon with ease and economy.

While plastics, like all materials, have certain limitations, they have certain characteristics ideal for manufacturing.

The designer of the plastic sewing machine (above) enumerates the following advantages: Molding versatility permits the use of complex shapes and sections without adding to production costs. Desirable lightness in weight for the finished product. High impact strength, durability, and dielectric resistance. Eye appeal in finish and colors.

(Below) Plastic battery cases, resistant to electricity.

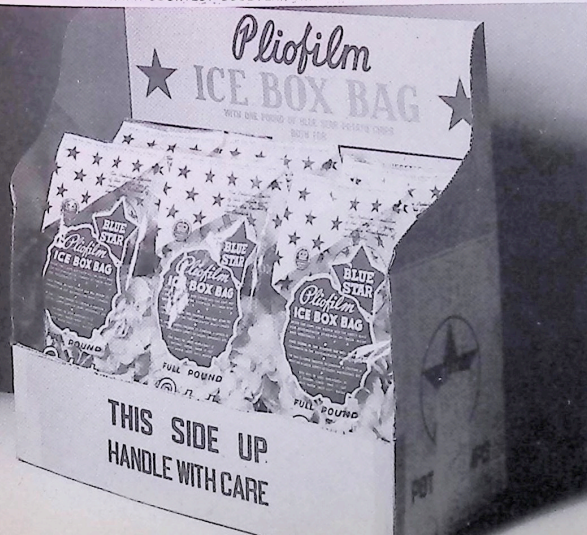
PHOTOGRAPH COURTESY THE DOW CHEMICAL COMPANY



Most plastics are produced from plentiful and relatively cheap materials such as corn stalks, soy beans, coal, milk, and peanuts. This, plus suitability to mass production, encourages the prospect of an entirely new merchandising approach centering around more frequent replacements of consumer goods to be made possible by low initial cost. Such items as draperies and linens, heretofore regarded as semi-permanent possessions, might be replaced each season.

In the field of packaging, the low cost of plastic film containers opens the way to individual use packs, (above), doing away with the nuisance of keeping partly used packages. The versatile qualities of plastic film offer the manufacturer opportunities such as promoting his product by suggesting a later use for the container (below). Here, the contents—potato chips—are subordinated to the use of the container as an ice bag.

PHOTOGRAPH COURTESY GOODYEAR TIRE & RUBBER CO., INC.



(Above) Pictured here are some of the plastic forms in which nylon will be seen in the coming period, together with a few of its newest uses as a synthetic fiber. From top to bottom, at the left, are shown extruded strips of the plastic, coated fabric made by applying nylon in solution, insulated wire, and a coil spring. In the center, from top to bottom are film, extruded rattan, braided machinery packing, tubing and rods. At right are tubing, an electric motor bearing, and nylon window screen. (Below) Stripcoat protection. "Dip it, ship it, strip it."

PHOTOGRAPH COURTESY THE DOW CHEMICAL COMPANY



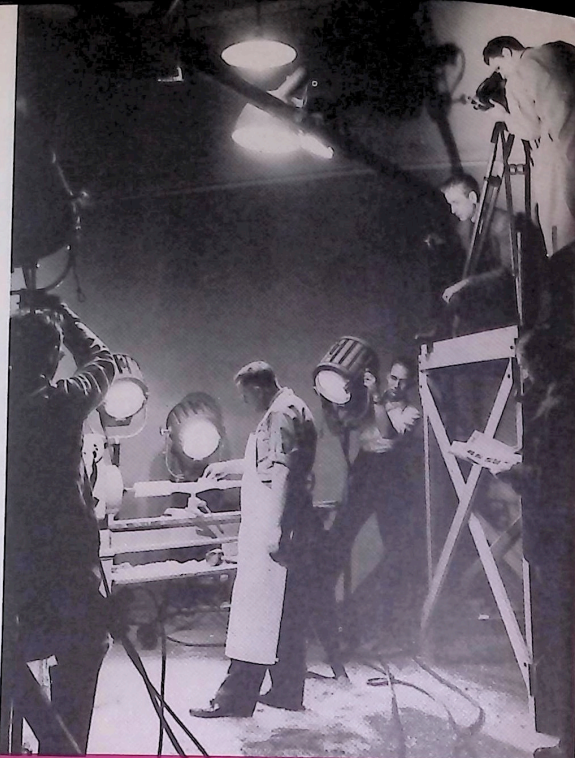


Visual aids, in the form of motion pictures and slide films, will be major factors in business of tomorrow. They will become the greatest single element in employee training and morale building; they will be a major medium in all public relations programs; they will be standardized sales tools presenting the selling message with graphic, dramatic forcefulness.

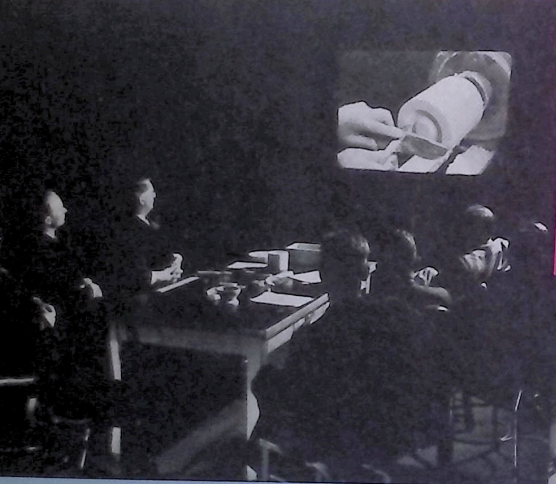
The armed forces and war industries credit visual aids with much of the success in mass training. Here is how the Navy views visual training: Tests show that students learn up to 35 percent more in a given time. Facts learned are remembered up to 55 percent longer. Training aids command attention and cause students to want to learn. They help to get similar results from different schools which teach the same subject. They give trainees confidence in their ability to do the job. Training aids make it possible to meet Navy standards in less time.

Larger businesses will have their visual aids custom made. Available to smaller firms will be facilities for renting syndicated services of more general nature, such as training in salesmanship, accident prevention, and care of equipment. The result will be higher standards of individual efficiency, and more profitable operation.

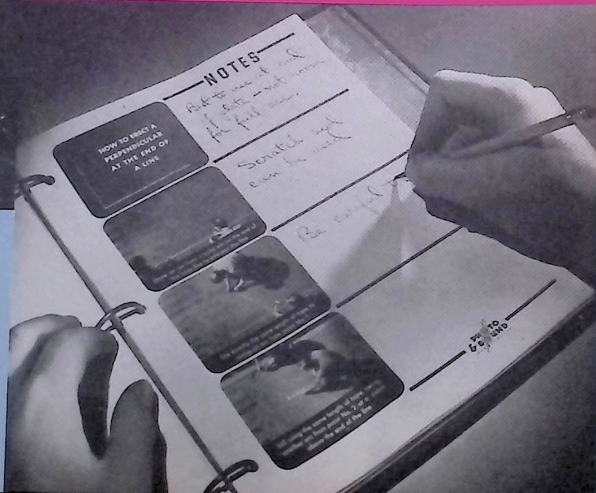
PHOTOGRAPHS COURTESY PHOTO & SOUND, INC.



(Above) Equipment and an atmosphere suggesting a Hollywood studio are present in this photograph showing an industrial training film being "shot on location." (Below) Loose sheets, reproducing each of the frames of a slide film lecture, enable the trainee to jot down key points for future reference. Tests reveal that a maximum is learned and retained when a motion picture is shown first, followed by slide film lecture repeating the same training material.



(Above) This photograph shows a group of factory foremen witnessing a preview of the motion picture being taken in the illustration at the top of this page. It could, as well, be a board of directors attending a "story board" film strip synopsis of a planned production for which their approval is sought.



## ACKNOWLEDGMENT

This is to express our appreciation of the generous assistance given us in the preparation of this booklet. In addition to the following named sources giving us permission to reproduce photographs and drawings, innumerable others provided us with valuable material without which this glimpse into the future would not have been possible.

American Cyanamid & Chemical Corporation . . . . .	New York City
Armstrong Cork Company . . . . .	Lancaster, Pennsylvania
Dave Chapman . . . . .	Chicago, Illinois
Dictaphone Corporation . . . . .	New York City
The Dow Chemical Company . . . . .	Midland, Michigan
E. I. du Pont de Nemours & Company . . . . .	Wilmington, Delaware
Durez Plastics & Chemicals, Inc. . . . .	No. Tonawanda, New York
Florists' Telegraph Delivery Association, Inc. . . . .	Detroit, Michigan
General Petroleum Corporation of California . . . . .	Los Angeles, California
Goodyear Tire & Rubber Co., Inc. . . . .	Akron, Ohio
Grand Rapids Store Equipment Company . . . . .	Grand Rapids, Michigan
S. C. Johnson & Son, Inc. . . . .	Racine, Wisconsin
Albert Kahn Associated Architects and Engineers, Inc. . . . .	Detroit, Michigan
Los Angeles Chamber of Commerce . . . . .	Los Angeles, California
Metal Office Furniture Company . . . . .	Grand Rapids, Michigan
Peter Muller-Munk . . . . .	Pittsburgh, Pennsylvania
National Association of Retail Druggists . . . . .	Chicago, Illinois
National Safety Council, Incorporated . . . . .	Chicago, Illinois
Photo & Sound, Inc. . . . .	San Francisco, California
Pittsburgh Plate Glass Company . . . . .	Pittsburgh, Pennsylvania
Polaroid Corporation . . . . .	Cambridge, Massachusetts
Pyrene Manufacturing Company . . . . .	Newark, New Jersey
Towmotor Corporation . . . . .	Cleveland, Ohio
The Western Union Telegraph Company . . . . .	New York City
Westinghouse Electric & Manufacturing Co. . . . .	Pittsburgh, Pennsylvania
Frank Lloyd Wright . . . . .	Spring Green, Wisconsin

The material presented in this Catalog has been compiled from sources which represent advanced trends of thought. However, as it is impossible to predict with certainty the form and variety of things to come, the contents of this Catalog are published solely to present the stimulating ideas of progressive designers. While care has been exercised in the compilation, we cannot guarantee its accuracy.

Since *better tomorrows* are uppermost in the minds of everyone, it has been a stimulating experience to prepare and present to you *A Catalog of Things to Come*. This is Number Four of a series of six, designed to provide fresh inspiration to printers and lithographers and their clients about the opportunities of the future.

JOHN CARTER & CO., INCORPORATED  
597 Atlantic Avenue • Boston, Massachusetts







SUPPLEMENT TO THE

# CATALOG

OF THINGS TO COME

# Work Sheet #4

ENCLOSED WITH THE UNIT ON

## COMMERCE

### *Business from the "Catalog"...*

EVERY businessman, whether he runs a lunch counter or a corporation listed on the Stock Exchange, is keyed up about post-war plans for his own business. Those plans may be no more spectacular than painting his store—or they may involve erection of sprawling factories with miles of spur track and a private airport.

It is unthinkable that one of your customers or prospects will register anything short of eager interest in the Catalog unit on Commerce. The whole subject of post-war trends is uppermost in every businessman's mind. While he may not admit it, he is bursting with curiosity about possible courses of action open to his competitors, as well as to himself. And he doesn't want to be caught napping.

In the Commerce Catalog, the graphic arts salesman discovers a common denomi-

nator of interest, bearing on every type of business. It's a little "What's What" of "Who's Who".

Because of the widespread audience for the Commerce Catalog, this Work Sheet is literally jammed with ideas. Study them earnestly. Plan your approach as a sales architect with new ideas in construction of printed pieces. Determine in advance some of the Catalog highlights you will show your prospect. Phone him for an appointment and go to it!

### SHOW THE CATALOG ON COMMERCE TO CUSTOMERS IN THESE FIELDS

• ACOUSTICS

- BANKS
- BUILDING EQUIPMENT
- BUILDING MANAGEMENT
- BUSINESS CONSULTANTS
- BUSINESS SCHOOLS
- BUSINESS SERVICES
- BUSINESS SYSTEMS
- CABINET MAKERS

• CHEMICALS

- CONTRACTORS
- DISPLAY EQUIPMENT
- DRUGGISTS
- DRY GOODS STORES
- ELECTRICAL INDUSTRY
- ENGINEERS
- FACTORIES
- FIRE PROTECTION

• FIXTURES, STORE & OFFICE

- FLOOR MATERIALS
- FLORISTS
- HARDWARE
- HEATING
- INSURANCE
- INTERCOMMUNICATING SYSTEMS
- LIGHTING EQUIPMENT
- LUMBER & MILLWORK

• MANUFACTURERS

- MARKETS
- OFFICE APPLIANCES
- OFFICE EQUIPMENT
- OFFICE FURNITURE
- PACKAGING
- PARTITIONS
- PLASTICS
- VENTILATING

OFFERED TO THE PRINTING INDUSTRY BY

## JOHN CARTER & COMPANY INC.

Main Office & Warehouse  
BOSTON, MASSACHUSETTS

Branch Office: Hartford, Connecticut

**BUSINESSMEN WANT IDEAS  
FOR POST-WAR PROMOTIONS**

**SEE HOW TO EXPLOIT INNOVATIONS—  
TURN TO INSIDE PAGES FOR EXAMPLES**

IDEAS

LAYOUTS

IDEAS

CAMPAIGNS

IDEAS

STYLING

IDEAS

COPY HINTS

IDEAS

TRICK FOLDS

IDEAS

COLOR SCHEMES

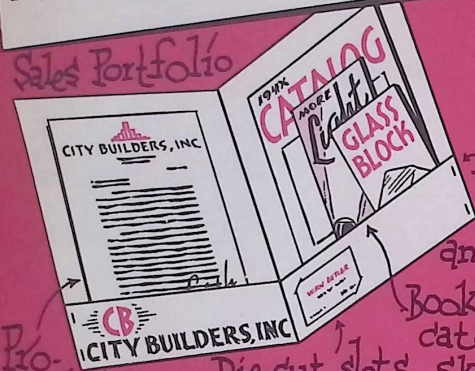
IDEAS

PAPER CHOICE



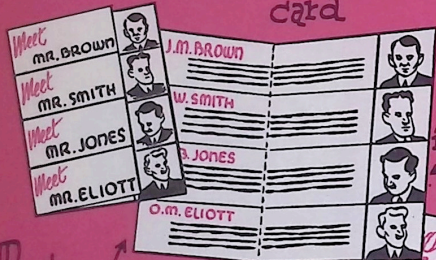
# FACE LIFTING FOR WAR-WORN STORES

Sales Portfolio



Proposal Letter

Die-cut slots hold salesman's card



Testimonial Folder effective on one-side coated stock - short fold permits half-tones to show.

Folder using clear plastic cover to represent glass



Print on back of plastic with reversed cut in white or metallic. Inner cover on colored stock

Jumbo 4-page Letter using duplex paper  
 Monarch-size letter sheet  
 Die-cut  
 40 years  
 REMODELING SERVICE FOR STORES  
 CITY BUILDERS, INC.  
 John Smith  
 9x12 second page

Fold into #10 envelope

Folded and staple  
 Booklets, catalogs, sketches.  
 Put up a Good front  
 CITY BUILDERS, INC.  
 Modernization SERVICE  
 Put up a Good front

Blotter, easy to pick up.  
 Roof is printed on part of blotter side.  
 Same idea used as a business card.

Blotter, easy to pick up.  
 Broadside with visible index fold. Check folding machine before printing - not possible on all machines  
 MODERN DESIGN  
 FOR THE STORE WITH A FUTURE  
 CITY BUILDERS, INC.  
 TILE  
 METAL  
 WOOD  
 GLASS  
 Print on back of plastic with reversed cut in white or metallic. Inner cover on colored stock  
 Fold makes pocket for enclosures.

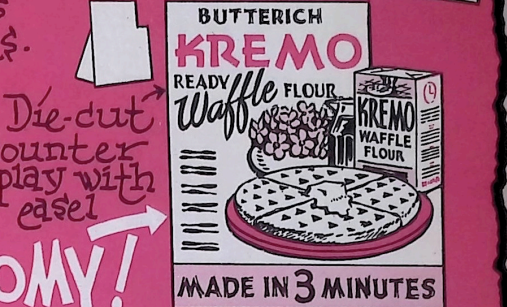
Standard Menu to be imprinted for commercial outlets  
 ENJOYED A Waffle LATELY?  
 KREMO  
 Eddies WAFFLE SHOP  
 GENUINE KREMO WAFFLES  
 Menu

String Tag to hang on cars parked near cafes.  
 Inside spread of a broadside for dealers.  
 Now A BETTER WAFFLE FLOUR  
 FOUR REASONS WHY  
 More sales with KREMO

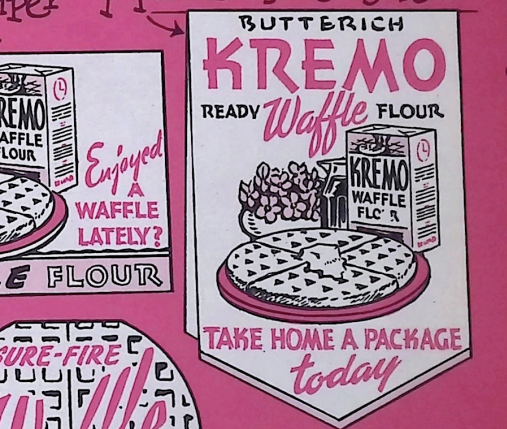
BREAKFAST LUNCHEON DESSERT  
 EASY Waffle RECIPES made with KREMO

Package Insert  
 accordian folded to make index tabs.  
 SPECIAL FRESH BLUEBERRY WAFFLE 35¢ KREMO  
 Menu Clips to supply to restaurants.

# PROMOTING A NEW FOOD PRODUCT



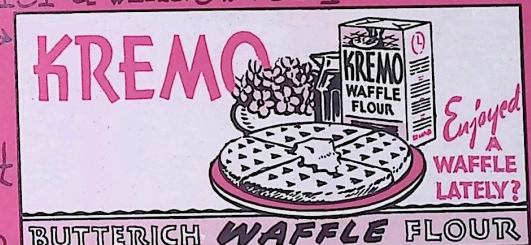
MADE IN 3 MINUTES  
 Die-cut counter display with easel



TAKE HOME A PACKAGE today  
 Fits in waffle iron.

## ECONOMY!

Use same set of color plates for many purposes - with auxiliary line cuts and type.



Print this on board for a car card - on paper for a window strip.  
 Double hanger - on paper - for grocery store  
 Package Insert  
 accordian folded to make index tabs.  
 Waffle-sized recipe folder to be placed in displayed iron by dealers. Helps sell irons as well as the waffle mix.





# MERCHANDISING MAIN STREET



**JOHN BAKER**  
REAL ESTATE

For a **REALTOR**

Quick cash for your property - if you want a small or large place - or income property. Let us arrange an exchange for you. John Baker

Folder calling card - line cut inside. To place under front door of home - stitched

A FIRST NATIONAL BANK  
**SAFE DEPOSIT Box**

**INSURANCE AGAINST WORRY**

Cover of die-cut folder

ACME 69¢ MAIN 2061

ACME CLEANERS  
**24 HOURS Cleaning SERVICE**

*Dress Shop*

**CROWN HOTEL SERVICES**  
SEE REVERSE SIDE

*Flower Shop*

**CITY HALL BONVILLE**

*Beauty Salon*

**LIBRARY**

*Cocktail Lounge*

**LINCOLN HIGH SCHOOL**

*Dining Room*

**BUTLER MEMORIAL PARK**

**Marchand's DIRECTORY**  
FIFTH and MAIN  
SINCE 1882  
MAIN FLOOR

For a **DEPARTMENT STORE** - a store directory - fitting a woman's purse. Mail with statements.

194 X  
**Football Schedule**  
MAN'S SHOP

For a **MEN'S WEAR STORE** - fold before die-cutting

**WAR BONDS**

Folder open

For **BANK VAULTS** to increase safe deposit box business. Use a good folding Bristol.

For a **CLEANER** - knob hanger - die-cut in shape of suit.

Let us **REMINDE YOU OF BIRTHDAYS ANNIVERSARIES**  
BLACKMOR

**BLACKMOR**  
Notify [ ]  
back of page

Dates	NAME	EVENT	DAY

Colored deck, Detachable portion for prospect to fill in

**REMEMBER**  
Aug. 25th  
Miss Smith's birthday  
BLACKMOR

For a **GIFT SHOP** - offering a date "reminder" service

Reminder card for follow-up service.

**MONDAY SPECIAL**  
RESERVED FOR YOU  
VOGUE BEAUTY SHOP

Perforated identity card

**A VOGUE KoolWave PERMANENT**  
PHONE FOR MONDAY APPOINTMENT NOW  
VOGUE BEAUTY SALON  
**MAIN 3210**  
MONDAY ONLY \$7.50  
Bring this card FOR IDENTIFICATION

For a **BEAUTY SHOP** - a special price good only on "off" days -

THE HOME OF **SUPER SODAS**  
The **SUGAR PLUM**  
1st and MAIN

For a **CANDY SHOP** - book mark to put in bags, boxes.

Your **NEIGHBORS** are talking

about **Snow White Laundry Service**  
MRS. H.S.  
MRS. J.W.  
MRS. L.F.  
MRS. P.M.  
MRS. O.B.  
MRS. B.C.  
**THANK YOU, LADIES**  
LET US CALL WITH A COMPLETE PRICE LIST  
SNOW WHITE

For a **LAUNDRY** - testimonial folder on Bristol with detachable reply card.

Things to do and see in **BONVILLE**  
in the Blue Lake country  
COURTESY CROWN HOTEL

For a **HOTEL** - souvenir folder to place in rooms - accordion fold, diagonal cut corners.

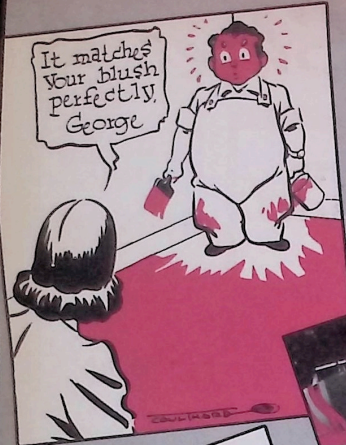
**BABY BEAUTY**

**WILLIAM BLAKE**  
IT TAKES PATIENCE TO PHOTOGRAPH babies  
Actual size \$16.00  
BABY BEAUTY  
MANY PROOFS  
BABY BEAUTY

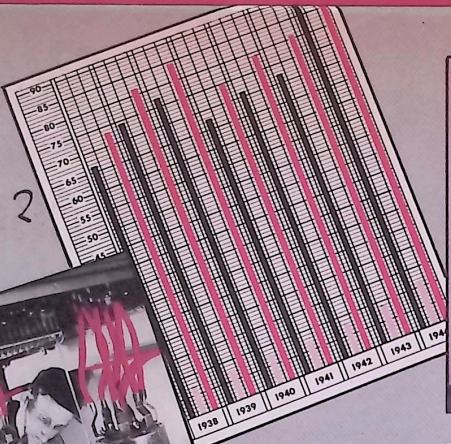
For a **PHOTOGRAPHER** - a mailing piece

Special appointment card





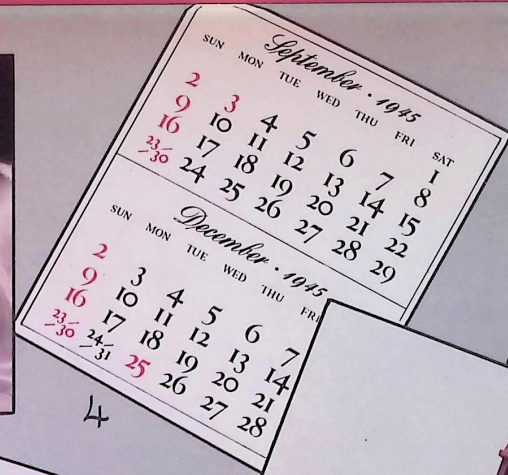
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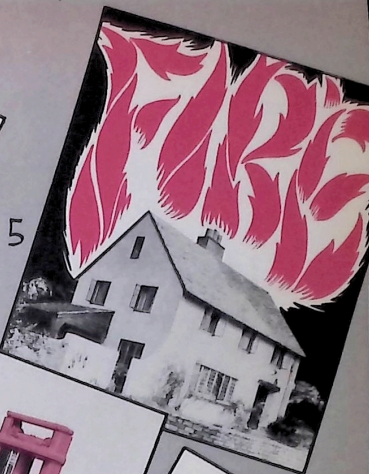
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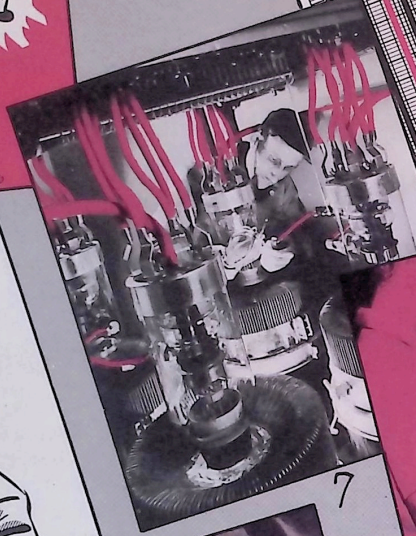
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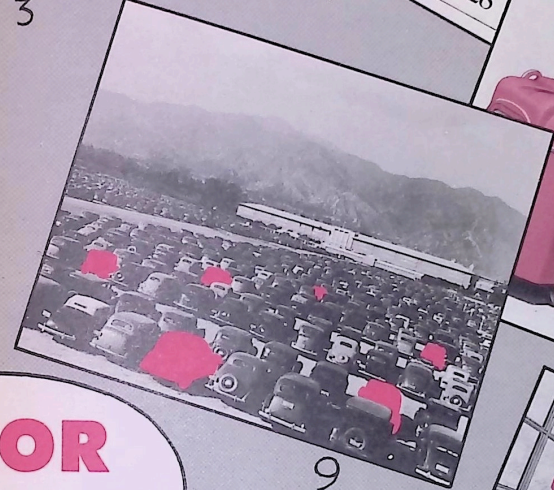
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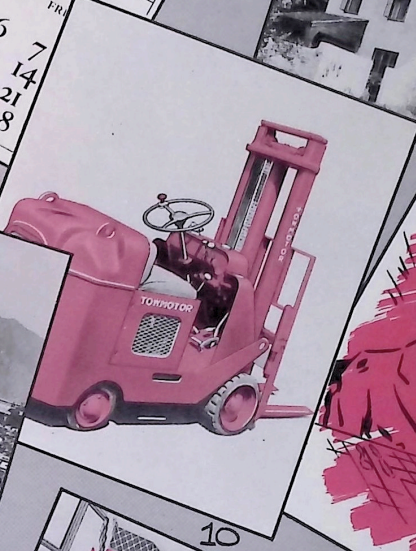
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11

# COLOR

can do a SPECIFIC JOB

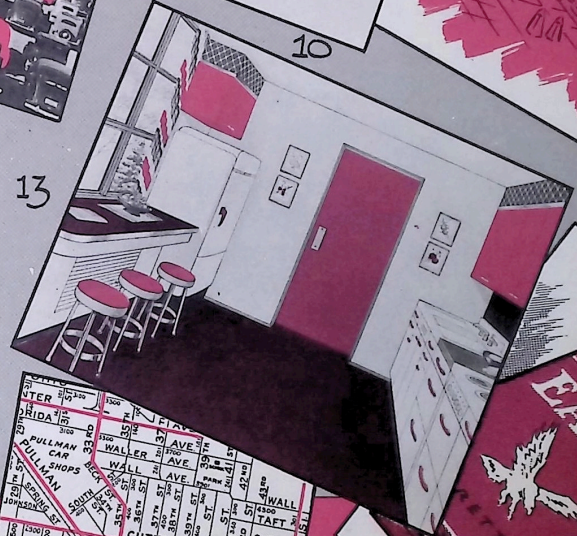
HOW MANY OF THESE COLOR USES DO YOU EMPLOY?

1. To clarify the meaning of comics.
2. To add legibility to charts.
3. To warm and enrich photographs.
4. To accentuate numerals.
5. To evoke emotions.
6. To interpret style items.
7. To clarify details.
8. To spotlight operations.
9. To emphasize percentages graphically.
10. To emphasize product.
11. To form focal spot for illustration.
12. To dramatize message.
13. To provide natural setting.
14. To achieve realism of product.
15. To indicate function of the product.
16. To accent major features on maps.
17. To provide product identity.

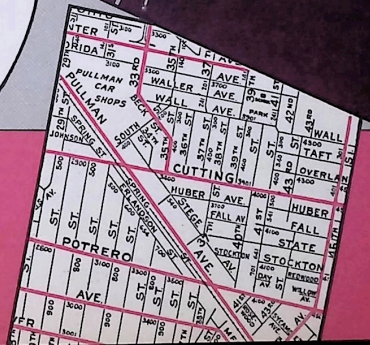
PHOTO CREDITS: (3) E. I. du Pont de Nemours Co.; (7) Westinghouse Electric & Manufacturing Co.; (8) National Safety Council, Inc.; (9) All-Year Club of Southern California; (10) Towmotor Corporation; (12) The Dow Chemical Company; (13) Edison General Electric Appliance Co., Inc.



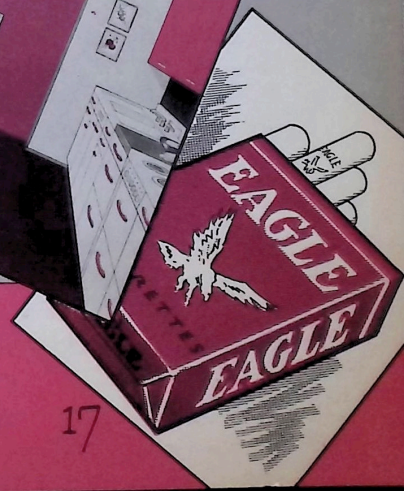
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13



16

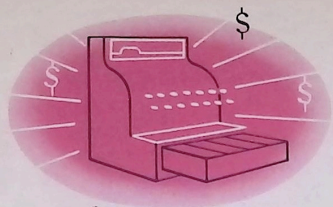


17

14

15





# CHOOSE THE RIGHT PAPER

.... *it's good Business*

IT is usually as easy, and frequently easier, to sell a quality product even though the price is somewhat higher. Yet most of us are hesitant or apologetic about promoting the use of better grade paper stocks.

Why? Let's be frank. Too many of us have the unwarranted mental attitude that price is paramount in the mind of the buyer. We tend to undersell. In doing so, we are causing him to be penny wise and pound foolish.

You know, and we know, that the cost differential between commonplace and superior paper

stocks is negligible when applied to the individual letterhead, folder, or booklet. Point this out to your customers. Show them how a trivial increase in paper costs can give their printed pieces a whale of a better chance to produce results for them.

Your customers believe in spending money to make money. They pay stiff rents for good locations. They pay high salaries to skilled men. It's good business to do so. And they will use better grades of paper if you will show how that, too, will prove profitable to them.

*A Partial List of our Nationally Known Lines of Paper Available to You*

DILL & COLLINS BLACK AND WHITE COATED BOOK • PERMAKOLOR COATED ONE SIDE LITHO  
EAGLE A TROJAN BOND—25% Rag Content • OLD DEERFIELD BOND—50% Rag Content  
EASTCO MANIFEST BOND (White and distinctive colors)—No. 4 Sulphite • EASTCO ATLANTIC MANIFOLD  
WESTON'S DEFIANCE LEDGER—100% Rag Watermarked • EAGLE A TROJAN RECORD LEDGER—  
50% Rag Watermarked • EASTCO MANIFEST LEDGER—No. 4 Sulphite Watermarked  
ADIRONDACK LEDGER—No. 2 Sulphite Watermarked • EAGLE A CONTRACT BOND—75% Rag Watermarked  
EAGLE A ACCEPTANCE BOND—50% Rag Watermarked • EAGLE A COUPON BOND—Extra 100% Rag No. 1  
WESTON'S BOND—Extra No. 1 100% Rag

## JOHN CARTER & COMPANY

INCORPORATED

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595-599 ATLANTIC AVENUE  
BOSTON, MASSACHUSETTS

Phone: HUB. 5400 - Teletype: 347

**BRANCH OFFICE & WAREHOUSE**  
74 UNION PLACE  
HARTFORD, CONNECTICUT

Phone: 7-8109 - Teletype: 96



Representatives

CONCORD, N. H.  
PROVIDENCE, R. I.  
NEW HAVEN, CONN.

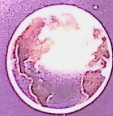


# CATALOG

OF THINGS TO COME



*Better Living*







# CATALOG OF THINGS TO COME

## BETTER LIVING

Technological advances made during the wartime years will have lasting significance only to the extent that they contribute in some way to better living. For, in the last analysis, material things can only be regarded as means to an end—adding something to health, comfort, convenience, and well-being.

Broadly, then, better living must spring from the sum total of all our surroundings. A brighter, more cheery factory or office is a step in the direction of better living. So is a more comfortable bus or train.

However, this booklet limits itself to the better living which everyone hopes to enjoy in his leisure time when, away from the exacting limitations of the business world, every man can be a king in his own way.

A relatively certain prediction is a resumed trend toward a shorter work day and week in the period ahead. This will spread employment and give workers more leisure. Obviously, shorter hours will give tremendous impetus to businesses and services which depend upon the happy coincidence of leisure and financial security.

America is looking forward to enjoying again those carefree forms of recreation, so cheerfully set aside in the interest of the war effort. Never has this nation experienced such self-denial of pleasure and the good things of life—paradoxically at the very time when

national income and individual purchasing power have been at the highest levels in our history. However, as soon as the national emergency ends, America will

begin to enjoy the relaxation so richly earned by her unceasing effort under the trying conditions of the past years.

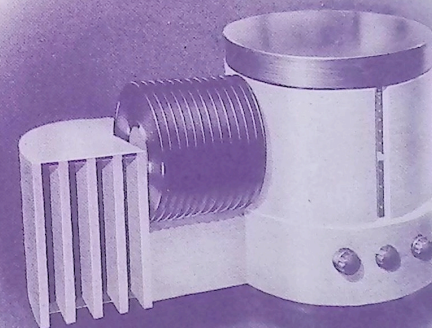
Satisfying this demand for better living in leisure time will afford opportunities to innumerable industries and types of businesses, as varied as the diverse hobbies and desires of all the people.

Designers, manufacturers, and dealers are keenly alert to the coming multi-billion dollar leisure industry. They foresee vigorous competition in product design, aggressive merchandising and promotion.

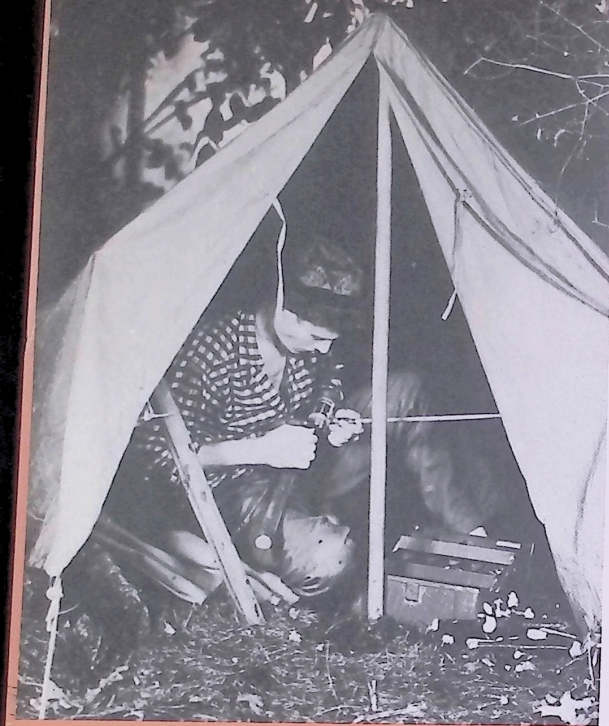
Roughly, the field may be divided into two general classifications—individual hobbies, and activities or possessions enjoyed by the entire family.

In each case, new materials, new methods, and new enjoyments will be stressed. Plastics, light metals, and plate glass will be used in new ways. Cost-cutting techniques will bring yesterday's unattainable luxuries within the means of the moderate income group. The best in entertainment will be brought into the home to see and hear by television.

The following pages preview a better tomorrow.



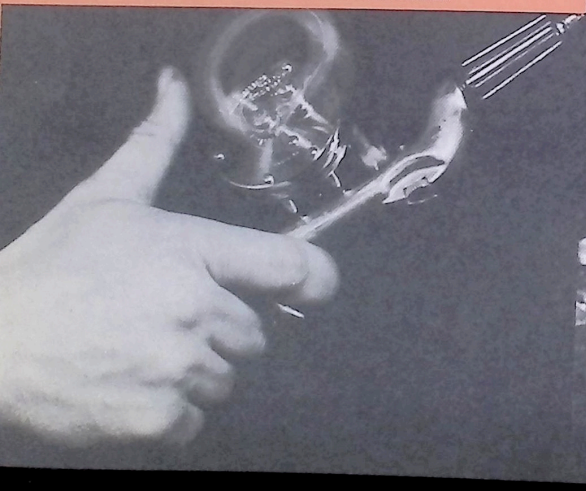




PHOTOGRAPH COURTESY THE B. F. GOODRICH COMPANY

(Above) The tent is of Koroseal, a new synthetic material ideal for this use as it is light, waterproof, and can be folded wet without injury to it. (Below) Introduced shortly before war-time suspension of manufacturing fishing tackle is this improved reel. Backlashes, long an annoyance to casters, are eliminated. There is no *thumbing* required. (Right) Line and leader are made of nylon. Tests made by tackle manufacturers show that no moistening is required. Having less sheen than gut, nylon leaders are less visible in the water. They do not fray nor split.

PHOTOGRAPH COURTESY SHAKESPEARE COMPANY



Fishing would be the natural keynote for *better living* even were there not the many innovations now ready for the added enjoyment of the sportsman.

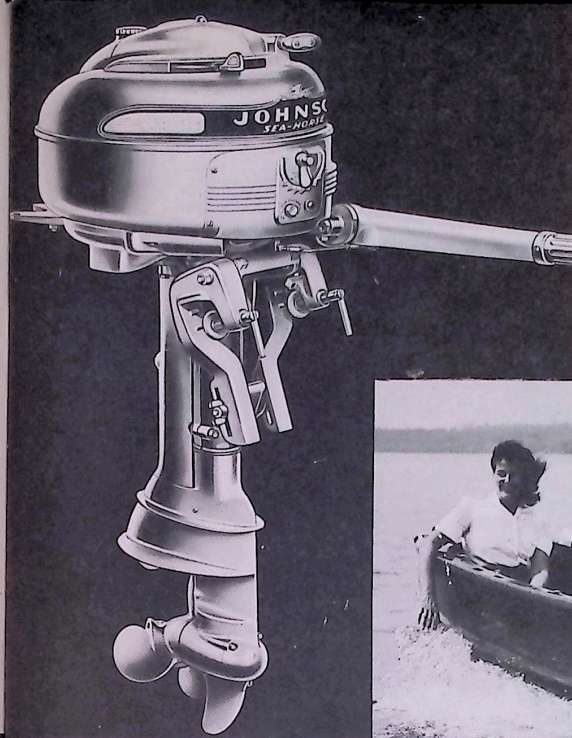
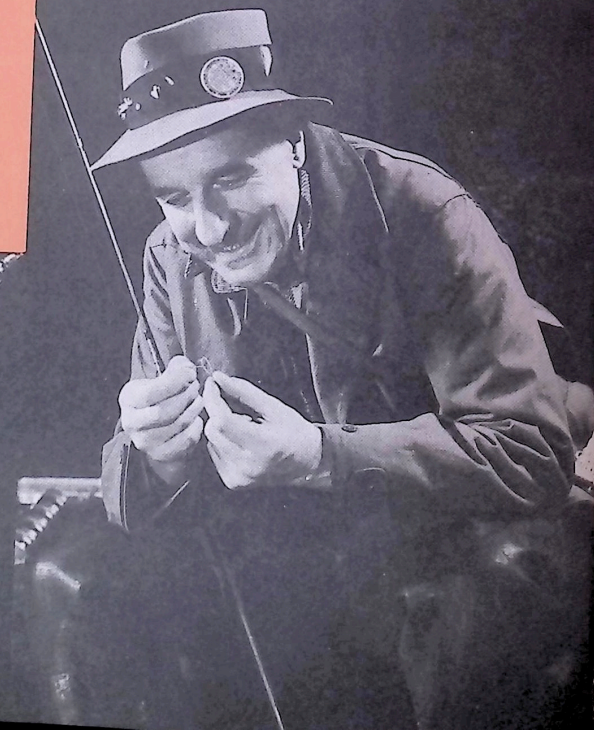
A thousand words could not conjure up the tranquility, the peace of mind, the sense of freedom and well-being summed up in the homely expression—"Going fishin'."

Because sportsmen have been too busy to get out, and unable as well because of transportation, wildlife has increased amazingly. It is estimated that our woods, lakes, and streams are more fully stocked than at any time in the past forty years.

Conservationists believe that the present high levels of fish and game supply can be maintained indefinitely through sound administration of regulations designed for the benefit of the sportsman.

Improved types of sporting goods will appear just as soon as manufacturing and distribution are possible. Included will be not only ideas developed by the sporting goods houses, but also adaptations of articles designed during the war for the use of the armed services. Other items planned for production originate from application of materials developed in the research laboratories.

PHOTOGRAPH COURTESY E. I. DU PONT DE NEMOURS & COMPANY

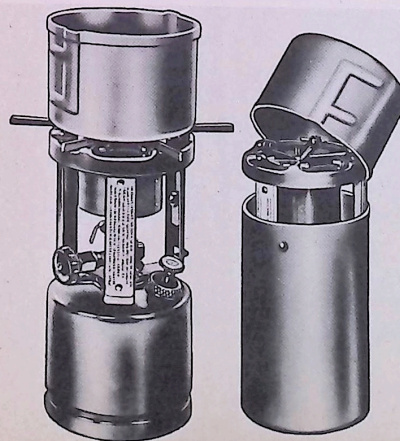


DESIGN AT LEFT, ABOVE, COURTESY JOHNSON MOTORS

(Above, right) Another familiar make of outboard motor is seen in action. Post-war owners will enjoy a motor equipped with a new type built-in flywheel magneto that provides dependable starting and slow speed operation.

The boat shown in the photograph is of the latest model moulded plywood construction. Advantages include an exceptional degree of strength combined with light weight. Plywood is relatively inexpensive and is adapted to quantity production.

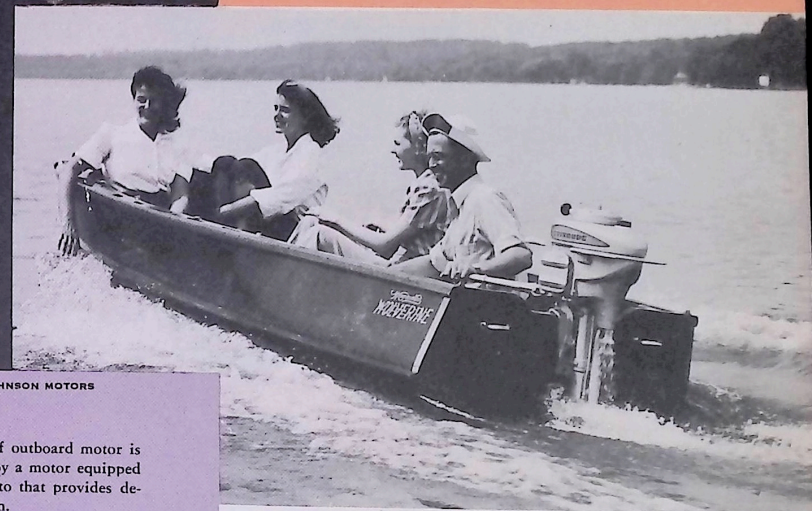
DESIGN COURTESY THE COLEMAN LAMP AND STOVE COMPANY



When America's beautiful lakes and rivers again resound to the familiar putt-putt of outboard motors, these popular portable power units will afford more pleasure than ever.

Shown, at left, is one of the models which will be offered when production is resumed. Features include light weight, rubber mounting, ready-pull starter, positive primer for starting, vibrationless steering handle, pivot steering through 100-degree angle, underwater exhaust, and automatic oiling system.

This model is arranged for remote control and steering wheel.

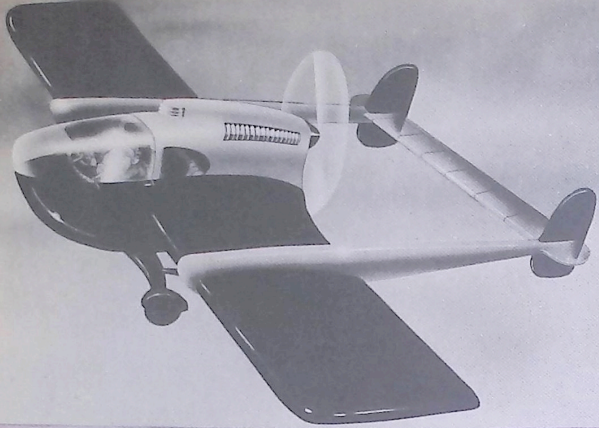


PHOTOGRAPH COURTESY EVINRUDE MOTORS

Among the products developed for the armed forces are many which are ideally suited to the needs of campers and sportsmen. An example is the "pocket" stove, at left. It is illustrated to show how it looks set up ready for use, and also to show it in its compact carrying case. Both top and bottom of the telescoping case may be used as cooking utensils. Either white or leaded gasoline can be used as fuel. Over-all size is only 8½ inches high; 4½ inches in diameter—not much larger than a flashlight.

Rubber rafts, too, will be in demand by duck hunters, fishermen, and vacationers. Campers will enjoy the warmth and comfort of Arctic-type sleeping bags and clothing developed by the army. Emergency rations, snake bite kits, first aid packets with sulfa drugs, waterproof matches, walkie-talkie radios, and the jeep will be considered *musts* by sportsmen.





DESIGN COURTESY GEORGE W. WALKER

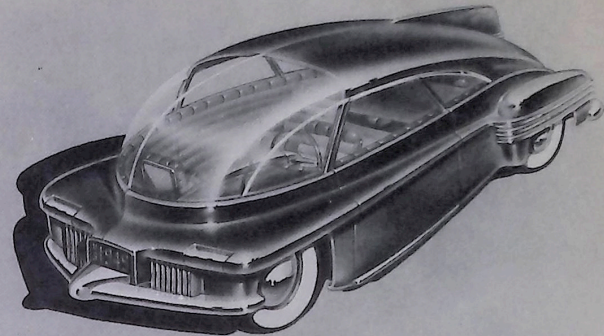
When the *family plane* takes its place alongside the family car, some models probably will be similar to the design at *left*. The pusher-type propulsion places the propeller behind the cabin where it does not blur visibility. The twin-tail design is intended to give greater stability and ease of operation.

Exponents of private flying predict that small plane operation will be as simple as driving a car, and learning will take no longer. Gasoline consumption low as 25 miles per gallon is seen.

Possession of a good automobile stands high in the list of requisites for better living. It is a convenience, a magic carpet, and a yardstick of social prestige—all at the same time.

Cars expected to roll off the assembly lines during the next few months will of necessity differ but little from the 1942 models.

But models such as shown (*right*) are inevitable before very long. Note the unobstructed vision, stabilizer fin, and engine-in-rear design.

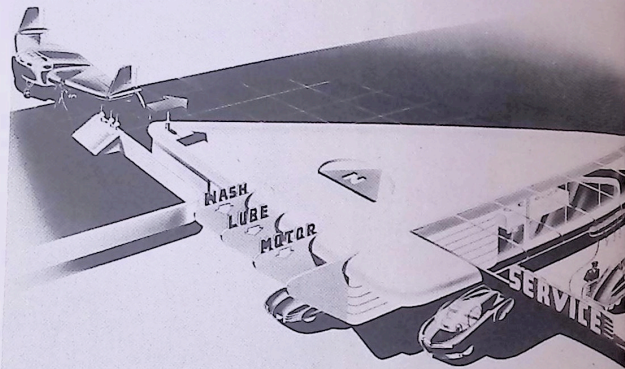


DESIGN COURTESY JOHN TJAARDA AND ASSOCIATES

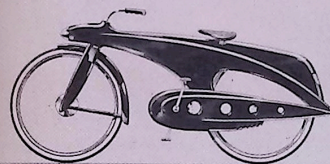
Shown at *right* is a conception of tomorrow's filling station, designed to accommodate cars and planes. Such stations will have a place in the post-war world at airports, airparks, and at flight-stops along the nation's new super-highways.

Note the cantilever design of the canopy, doing away with hazardous pillars in the car area. Conventional pumps and islands are eliminated in favor of service hoses lowered from the edge of the plexiglass canopy.

Observe design of the *flying wing* plane.



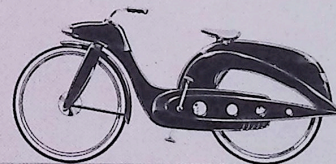
DESIGN COURTESY GEORGE W. WALKER



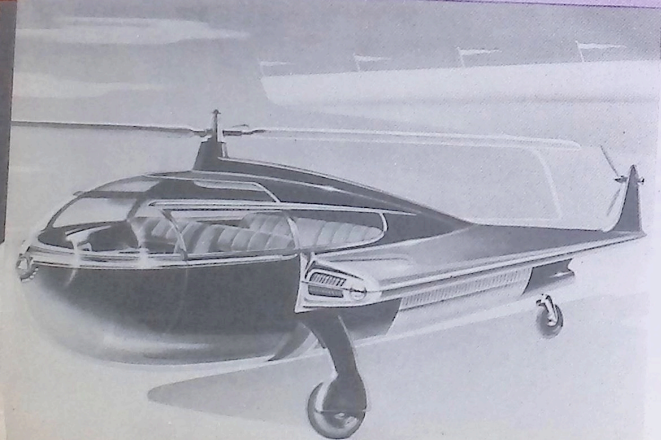
DESIGNS COURTESY JOHN TJAARDA AND ASSOCIATES

Reliable estimates place the number of bicycles in use in the United States at the surprisingly high figure of 12 million—or putting it another way, about one bicycle for every two automobiles.

The post-war bicycles suggested at the *left* employ a pressed chassis in place of the traditional steel pipe frame. This, along with the sheathed sprocket and chain, better protect clothing and add eye appeal through larger color surfaces. Lights are built in.



DESIGN COURTESY GEORGE W. WALKER



Probably because of the helicopter's unique ability to navigate vertically, laterally, as well as forward and backward, this type of aircraft stands in the popular mind as the symbol of tomorrow's personal transportation.

At the *left* is an excellent illustration of the beauty and styling which post-war helicopters can be expected to offer.

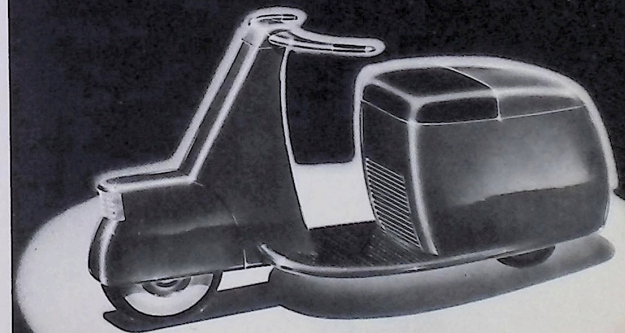
Sales will depend upon simplicity of operation, initial cost, and improved fuel economy.

The motor scooter (*at right*) is a post-war version of a convenient vehicle which began to win popularity just before the war.

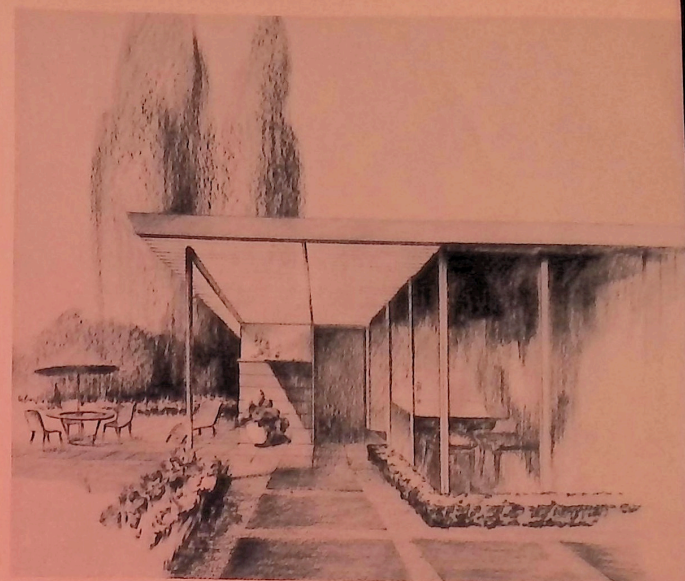
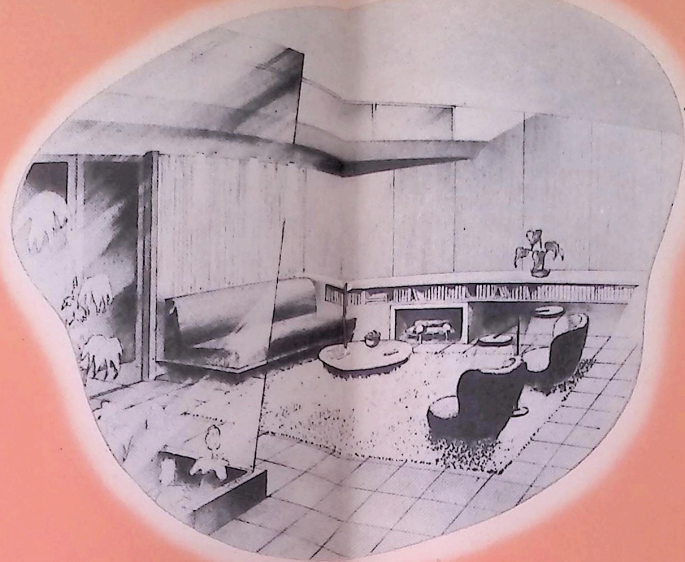
Not intended to replace the automobile nor the high-speed motorcycle, the motor scooter is a handy conveyance primarily for short trips such as shopping, going to school and for commuters to ride to the station in good weather.

Low initial cost, small upkeep, economical fuel consumption point to a growing acceptance.

DESIGN COURTESY GEORGE W. WALKER







THE THREE DESIGNS ABOVE, COURTESY GENERAL ELECTRIC COMPANY AND G. MCSTAY JACKSON

*Garden living* will be an important part of better living tomorrow. Gardens will take on new meaning just as housing will be approached in a new way.

The garden will be regarded as outdoor living space, in the same sense that the house will be conceived as indoor living space. To this end, the house and the garden will be planned as a unit.

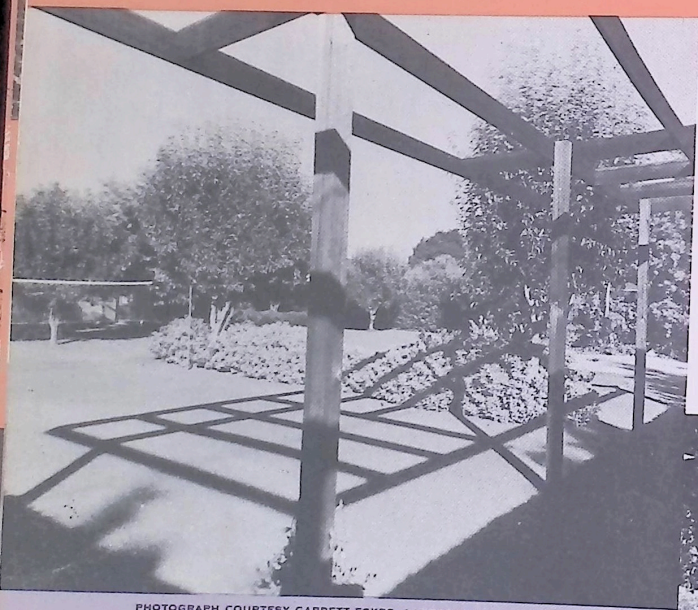
Shown in the three designs *above*, ingenious use of large plate glass windows will make the garden in effect a part of the rooms. At the same time, the house will be planned not only to make the most of

the garden, but also to contribute to the garden by a proper relationship of space, areas, and forms.

The fresh air and sunshine in the garden are good for people as well as plants. In the past, gardens have been so crowded with growing things, people have been confined to narrow walks. However, the center of tomorrow's garden will be kept open for living space, either paved or in grass, as shown.

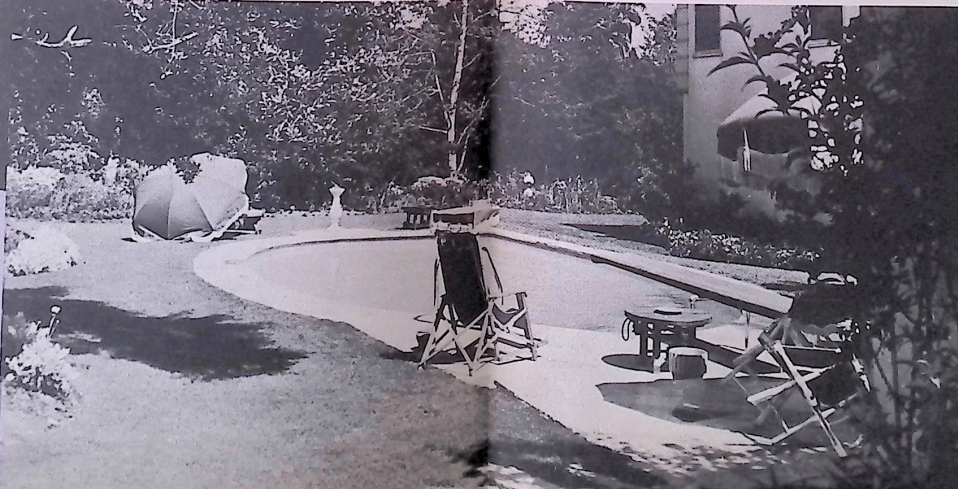
Time and effort in maintaining the garden will be minimized by correct planning and selection of plants with the guidance of a landscape architect.

PHOTOGRAPH COURTESY PADDOCK ENGINEERING CO.



PHOTOGRAPH COURTESY GARRETT ECKBO, LANDSCAPE ARCHITECT

(*Above*) Use of the garden as living space is exemplified by this photograph. Shrubbery is placed with skill and artistry to leave the large central area open for badminton, sunbathing, and other forms of outdoor recreation. Trees and shrubs were selected with regard to their ultimate size and shape, so that laborious trimming is seldom necessary. The shadow pattern is effective and achieved by simple means. The entire lot is only 85 feet wide, although space has been handled so well that it would seem a much larger area were involved.



PHOTOGRAPH COURTESY GARRETT ECKBO, LANDSCAPE ARCHITECT

(*Above*) The natural beauty of this wooded lot has been preserved by careful planning. Grading of the living space did not disturb the tree in the foreground. The bricked terrace invites outdoor living. (*Left*) A private swimming pool, such as shown, complete with water purification equipment, need not cost a great deal more than a good automobile. Concrete can either be poured or placed by the Gunite (spray) method. The pool here illustrated is of inverted dome design, requiring less water than pools with vertical walls.





(Left) Of particular interest to those who plan to build a summer place at the lake or in the mountains, is this inviting living room of a TVA-designed, prefabricated one-bedroom house.'

A panel type house, such as this, can be turned out by mass-production methods, shipped to the site, and assembled—quicker and at lower cost than a conventional summer cabin can be built.

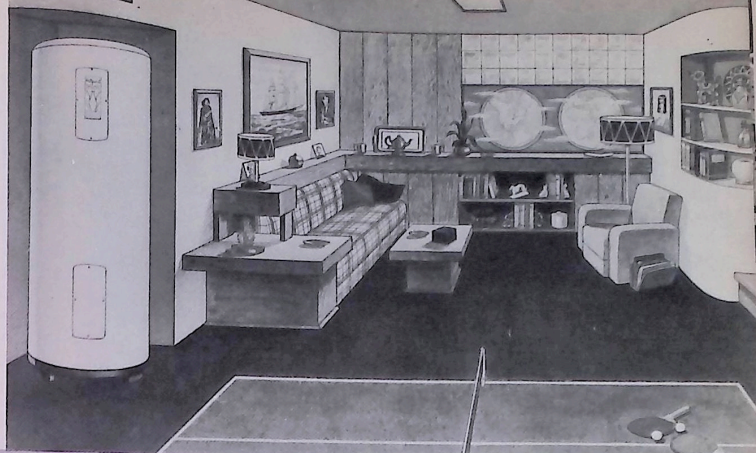
In the post-war period, prefabricated cabins will be available, complete with single-cast bathroom and kitchen plumbing fixtures. Such construction enables dismantling and moving later if desired.

PHOTOGRAPH COURTESY TENNESSEE VALLEY AUTHORITY

The new types of major home appliances, such as the electric water heater seen at right, will be clean, compact, and unobtrusive—making it possible to use basement areas as attractive play rooms.

Note the translucent glass brick window which admits light while preserving privacy. It is, at the same time, a good-looking wall treatment.

Built-in furniture affords ample ledge and shelf space. The light fixture, set flush in ceiling, is ideal for ping-pong.



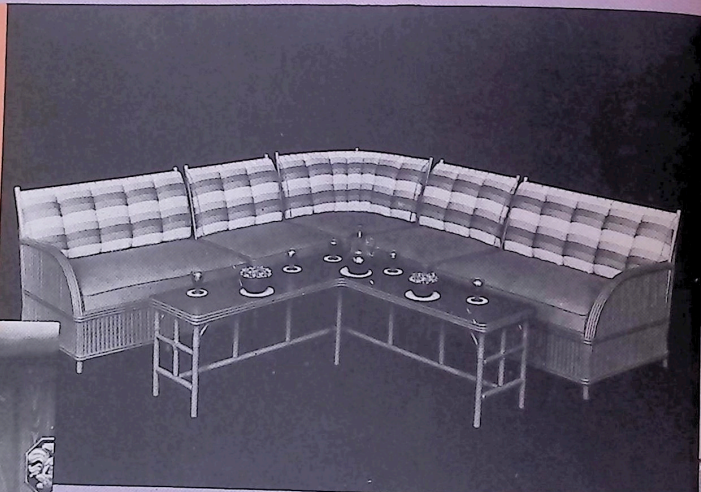
DESIGN COURTESY EDISON GENERAL ELECTRIC APPLIANCE CO., INC.

Attractive furniture, such as shown (right), will add to the enjoyment of entertaining outdoors or in the rumpus room.

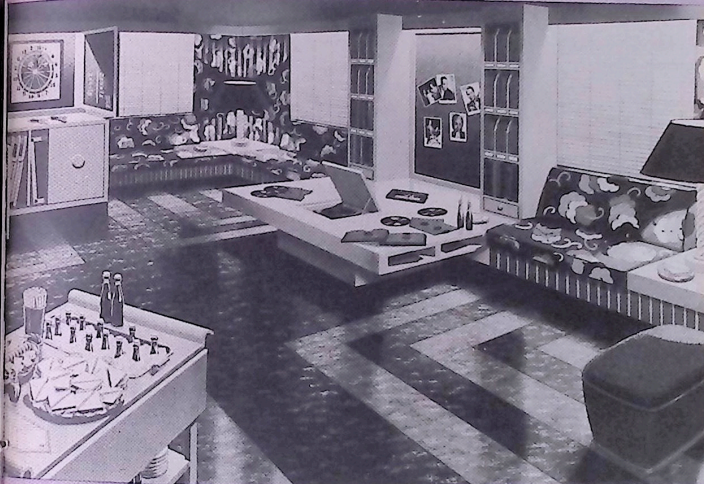
This set is designed to provide the convivial atmosphere of a cozy corner. The movable units are intended to provide the correct number of seats, in keeping with the size of the party.

The furniture is of reed construction, with rayon covered upholstered backs, plastic fabric seats.

PHOTOGRAPH COURTESY ALUMINUM COMPANY OF AMERICA



PHOTOGRAPH COURTESY FICKS REED COMPANY



PHOTOGRAPH BY THE MAKERS OF ARMSTRONG'S ASPHALT TILE

Tomorrow's better living will center in the home. And attractive rumpus rooms will be the scene of wholesome fun for the entire family.

The room seen at the left is filled with suggestions which might be followed either in converting wasted basement space, as in this case, or in planning a new home.

The asphalt tile flooring is colorful, easy to clean, and good for dancing.

The bright venetian blinds are a gay backdrop for downlighting by the concealed fluorescent tubes. Built-in furniture includes functional storage spaces where records, bridge tables, and chairs are readily accessible and easily put away.

DESIGN COURTESY GENERAL ELECTRIC COMPANY AND THEODORE CRILEY, JR.



Because of its lightness, strength, and attractive appearance, aluminum furniture such as shown at left will find many uses in post-war homes. It will lend itself very well to rumpus rooms and dens where an air of informality is desired.

Magnesium, too, will be used in making lightweight furniture.

Generally speaking, the trend in furniture will be divided between light, easily movable pieces and permanently built-in furniture, depending upon the intended purpose. Design will be simple and functional in either case. Upholstery fabrics will resist stains and burns—and will be washable.

A boy's bedroom, like the one shown at the right, will be within the purse of most families in the post-war period.

Simple, inexpensive built-in furniture, designed with a place for everything in easy reach—a central lighting fixture that classmates will admire—large, well-lighted counters for doing homework or following his hobbies—this would be any boy's idea of better living. And it would pay dividends to his parents.

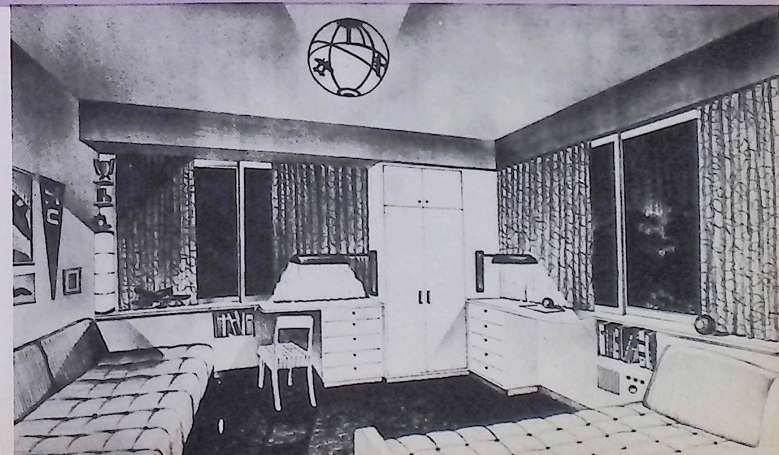






ILLUSTRATION COURTESY BELL & HOWELL COMPANY

While camera fans and home movie enthusiasts have been working under the handicap of film shortages and scarce equipment, the manufacturers of cameras, lenses, and photographic supplies have gathered a wealth of new knowledge gained in serving the needs of the armed forces for photographic equipment and precision instruments involving optical lenses.

When camera shutters begin clicking again with unrestricted joy, the camera hobbyist will be amply rewarded for his patience.

Already perfected, and merely awaiting the release of materials is color film which the amateur himself can develop at home in a matter of minutes. Local finishing service will develop color on almost as rapid schedule as black-and-white photofinishing.

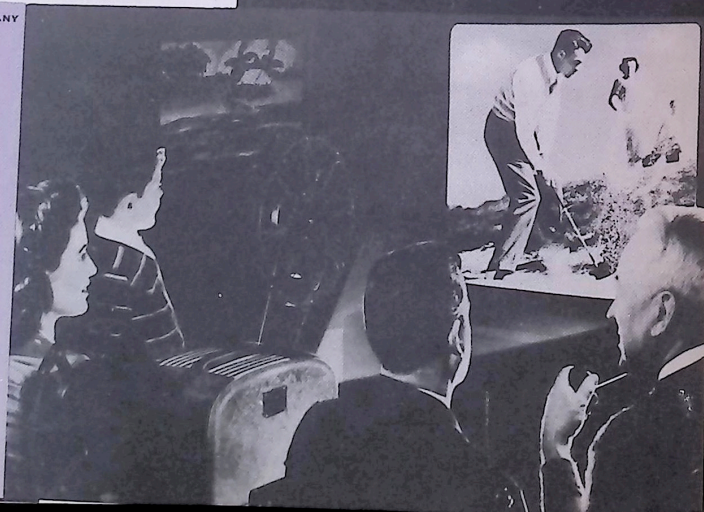
Color prints on paper also will be available immediately, as well as 16 mm. sound films for the home, at surprisingly low cost.

PHOTOGRAPH COURTESY BELL & HOWELL COMPANY

Home movies will be enjoyed by many times the number who pioneered this fascinating hobby before the war. The increase will stem from improved, simplified equipment, lower cost, and elimination of the need to send color films to the factory to be processed, as in the past.

New projectors will throw a more brilliant picture on the screen, thanks to perfection of an improved cooling system which will not burn the film, even in the case of stills.

Not only will motion pictures be three-dimensional, through light polarization, but snapshots, too, will achieve this effect, stereoscopically.



Big brother of home movies is, of course, the great motion picture industry. Because of its important place in the lives of most Americans, it should be mentioned in connection with the enjoyment of leisure in the post-war period.

Most intriguing is the prospect of three-dimensional motion pictures. Such pictures would create the illusion of depth and roundness instead of the flat images now projected on the screen.

Prefabricated theatres have been announced, and tomorrow's theatre seat has been designed (below) upholstered in sanitary synthetic fabric.

PHOTOGRAPH COURTESY THE DOW CHEMICAL COMPANY



Television has won for itself probably the most universal popularity of any product as yet unseen by the majority of people. The explanation is simple. Everyone knows radio and everyone knows the movies. A combination of the two is easy to picture, and desire for it is quite natural. It will mean better living.

Shown at the right is a television studio televising a fashion show. The equipment, lighting, and set are identical to what would be used in televising a dramatic production. Television already has progressed to a point where, up to reasonable limits of distance, anything that can be photographed can be televised, excepting certain technical matters of color.

PHOTOGRAPHS COURTESY NATIONAL BROADCASTING COMPANY, INC.

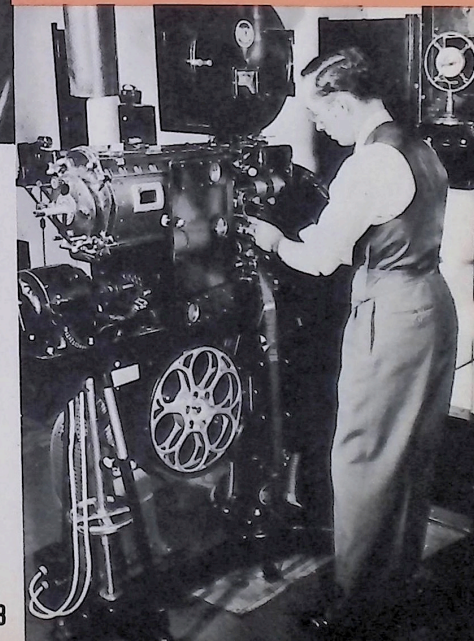
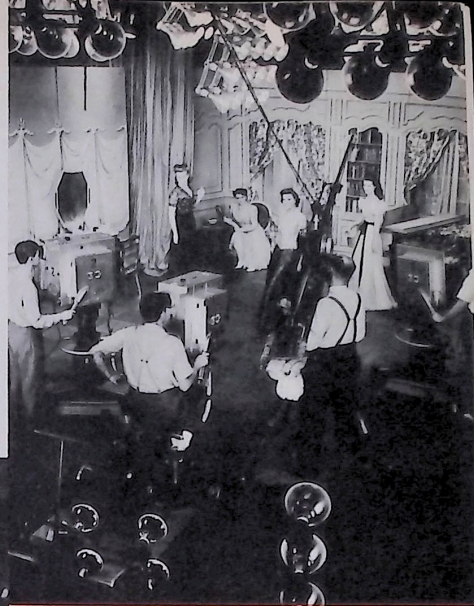


Television is already bringing sporting events to those fortunate enough to be living in areas where reception is possible. Unlike radio, television waves are limited to very short distances.

In the years ahead, however, relay stations, connected by coaxial cables, will form great networks and such events as the World Series, the Kentucky Derby and other sports classics will come to all.

Shown at right is an operator loading motion picture film into projection machine for a telecast. Movies are seen and heard regularly in centers where television now is in use. In time, it will be possible for most people to see and hear their favorite movie stars right at home, by television.

Television sets within the price range of from \$200 to \$300 may be expected about a year after approval of standards and full authorization of commercialized television by the Federal Communications Commission, according to one of the largest manufacturers of telecasting equipment and receiving sets. A survey has disclosed that among a cross-section of the public by age, income, and sex—in 11 cities—61.3% would pay \$200 for a set.

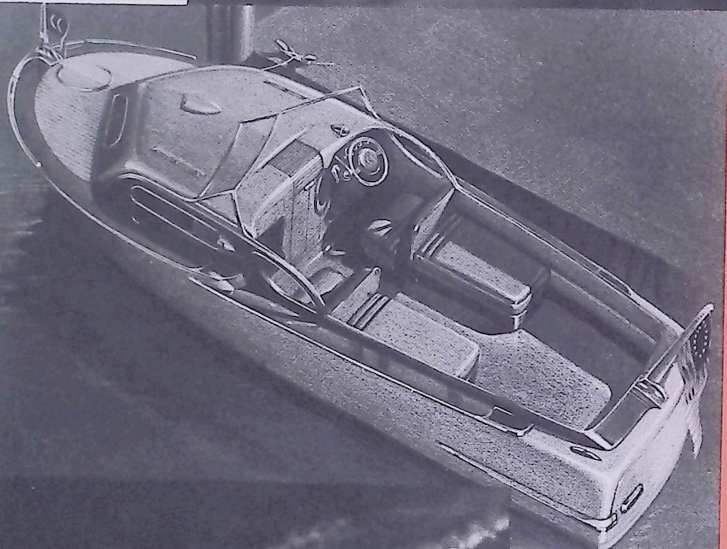
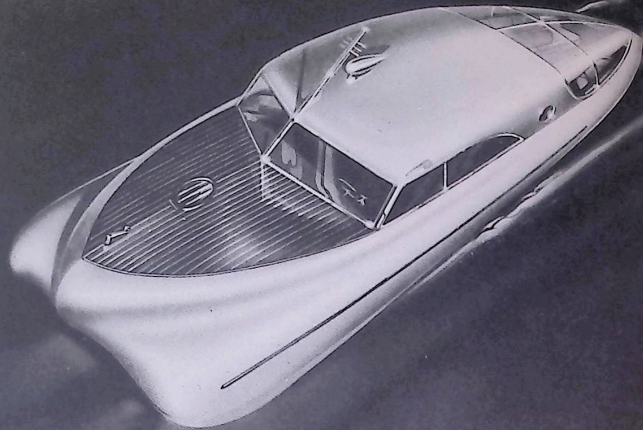




(Right) Although appearing at first glance to be an automobile, this is a cabin cruiser with a new type hull design. The afterdeck is enclosed by a transparent plastic conforming to the over-all streamlining. The cabin is fully air-conditioned.

Post-war cruisers will have lighter-weight hulls of moulded plywood or metal alloys. Power plants will be more compact and efficient.

DESIGN AT RIGHT  
COURTESY JOHN TJAARDA AND ASSOCIATES



DESIGNS AT LEFT AND DIRECTLY ABOVE  
COURTESY CHRIS-CRAFT CORPORATION

The two adjoining motor cruiser designs are shown as thoughts on the trend of post-war boats, presented by one of the largest builders.

It is generally held by boat builders that much of the coming demand for motor boats will come from men who acquired a taste for salt water in the Navy and Coast Guard. Such men will primarily want sleek lines and dependable performance.

## ACKNOWLEDGMENT

This is to express our appreciation of the generous assistance given us in the preparation of this booklet. In addition to the following named sources giving us permission to reproduce photographs and drawings, innumerable others provided us with valuable material without which this glimpse into the future would not have been possible.

Aluminum Company of America . . . . .	Pittsburgh, Pennsylvania
Armstrong Cork Company . . . . .	Lancaster, Pennsylvania
Bell & Howell Company . . . . .	Chicago, Illinois
Chris-Craft Corporation . . . . .	Algonac, Michigan
The Coleman Lamp and Stove Company . . . . .	Wichita, Kansas
Theodore Criley, Jr. . . . .	Los Angeles, California
The Dow Chemical Company . . . . .	Midland, Michigan
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Shakespeare Company . . . . .	Kalamazoo, Michigan
Tennessee Valley Authority . . . . .	Knoxville, Tennessee
John Tjaarda and Associates . . . . .	Detroit, Michigan
George W. Walker . . . . .	Detroit, Michigan

The material presented in this Catalog has been compiled from sources which represent advanced trends of thought. However, as it is impossible to predict with certainty the form and variety of things to come, the contents of this Catalog are published solely to present the stimulating ideas of progressive designers. While care has been exercised in the compilation, we cannot guarantee its accuracy.

Since *better tomorrows* are uppermost in the minds of everyone, it has been a stimulating experience to prepare and present to you *A Catalog of Things to Come*. This is Number Five of a series of six, designed to provide fresh inspiration to printers and lithographers and their clients about the opportunities of the future.

JOHN CARTER & CO., INCORPORATED  
597 Atlantic Avenue • Boston, Massachusetts







# CATALOG

OF THINGS TO COME

# Work Sheet #5

ENCLOSED WITH THE UNIT ON **BETTER LIVING**

*Living with the "Catalog"...*

**B**Y living with the Catalog—making it your standard approach to your customers and prospects—you can be sure that you are in step with his thinking and his interests. For it is geared to reconversion and peacetime thoughts.

The Catalog unit on Better Living, which this accompanies, will open the door to one of the widest and most profitable fields for the graphic arts salesman. It is devoted to the businesses and industries catering to the multi-billion dollar annual consumption of goods and services for the enjoyment of leisure.

The list below suggests only a few of the types of businesses in line to share in the nationwide out-pouring of money for the good things of life. You can add greatly to the list by turning over in your mind specific enterprises in your community.

There is not a city or town where numerous stores do not sell sporting goods. Show them the new angles on hunting, fishing, and camping to be seen on pages four and five of the Catalog.

The new conception of "garden living space," pictured and described on pages eight and nine, shows the way to a vast amount of business for contractors, nurserymen, furniture dealers, and a host of others, indirectly including yourself.

Familiarize yourself with the contents of the Better Living Catalog, and start phoning for appointments to talk about fishing!

## SHOW THE BETTER LIVING CATALOG TO CUSTOMERS IN THESE FIELDS

- |                      |                       |                            |
|----------------------|-----------------------|----------------------------|
| • AUTOMOBILE DEALERS | • CONTRACTORS         | • LIGHTING EQUIPMENT       |
| • BICYCLE DEALERS    | • ELECTRICAL INDUSTRY | • MOTION PICTURE EQUIPMENT |
| • BOAT EQUIPMENT     | • FERTILIZERS         | • MUSIC DEALERS            |
| • BRICKYARDS         | • FLOOR MATERIALS     | • NURSERIES                |
| • BUILDING MATERIALS | • FURNITURE           | • PHOTOGRAPHIC EQUIPMENT   |
| • CABINET MAKERS     | • GARDEN EQUIPMENT    | • RADIO DEALERS            |
| • CAMPING EQUIPMENT  | • GLASS COMPANIES     | • SPORTING GOODS           |
| • CARPENTERS         | • HARDWARE DEALERS    | • TENTS AND AWNINGS        |

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IDEAS

PAPER CHOICE

**SPORT IS GOOD BUSINESS**

AND BUSINESS IS SPORT WHEN YOU CAN  
MAKE SALES BY TALKING ABOUT FISHING

INSIDE PAGES SHOW YOU HOW TO BAIT THE HOOK



WAITING LIST-SIGN HERE

1	11	21
2	12	22
3	13	23
4	14	24
5	15	25
6	16	26
7	17	27
8	18	28
9	19	29
10	20	30

Double business card for a camera shop



Color and simple fold focus attention on product

# Prosperous Leisure Is BIG BUSINESS

- here's how to get Your share

AMERICA now has the time, inclination, and money to enjoy the good things of life which all but disappeared during the war years.

You can get your share of this spending by showing the Better Living Catalog to the businessmen who sell the goods and services which the public buys for the enjoyment of leisure.

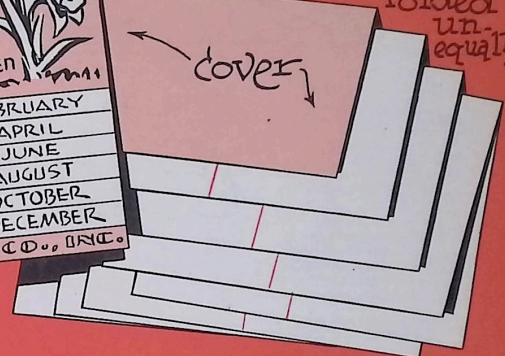
The Catalog gives you a perfect opening to suggest direct advertising ideas tying in with the contents of the Catalog. Before you make your calls, have definite suggestions in mind by studying this Work Sheet.

*Garden Guide* WHAT TO PLANT and WHEN

JANUARY	FEBRUARY
MARCH	APRIL
MAY	JUNE
JULY	AUGUST
SEPTEMBER	OCTOBER
NOVEMBER	DECEMBER

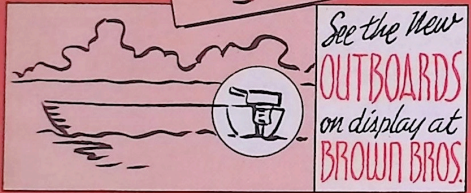
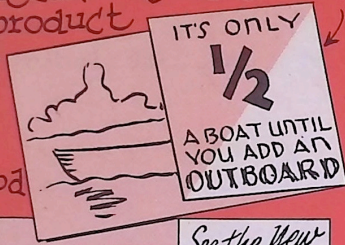
VERNAL SEED CO., INC.

Cover and three inside sheets are same size but folded un-equally

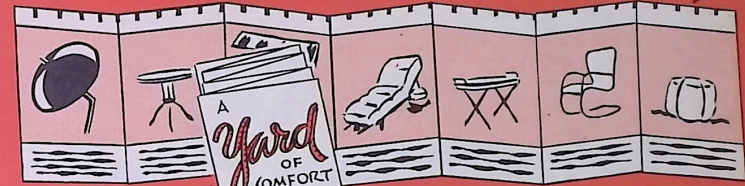


HEADQUARTERS FOR SPORTING GOODS BROWN BROS.

Listing sheets are a good advertising medium at golf courses, bowling alleys, tennis courts, etc.



Top border reproduces 36" tape measure



"Yard" drawn as a tape measure



For color gloss attention spot, varnish gloss ink on coated stock

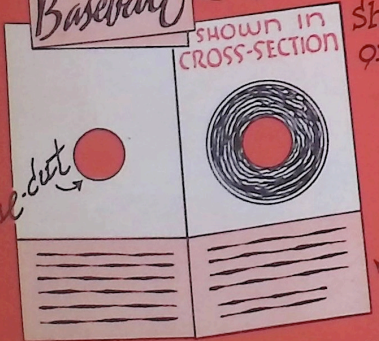


# Sports

Maps and local information for sport smen. Data furnished by fish and game authorities.



Cover die-cut to show core only.



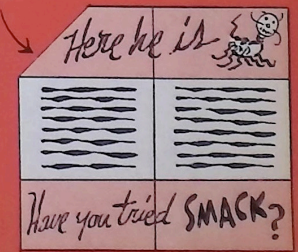
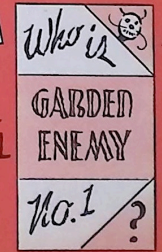
fold

# Gardens

Diagonally-cut corners show elements of inside spread



Three-fold mailing card with perforated check list for order card.



New features explained graphically



# HOW SHALL WE BIND IT?

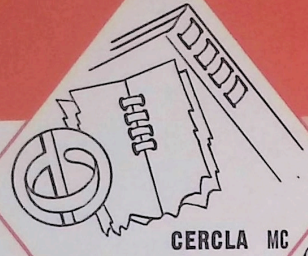
*Gentlemen, take your choice!* Here's where the creative salesman can choose from a wealth of methods and ideas, for American ingenuity has developed a seemingly endless variety of ways and means for enabling bookbinding to contribute its full share to the beauty and utility of the finished job.

There is one "best" binding for every job. On this page we show a cross-section. Whether your problem is a calendar, catalog, visual sales kit, or simple booklet, you will find the answer here.

Remember, a simple one or two-color printed piece can often be made doubly effective by the proper choice of binding.

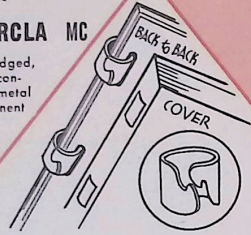
### Legend

METAL M  
PLASTIC P  
COLOR C



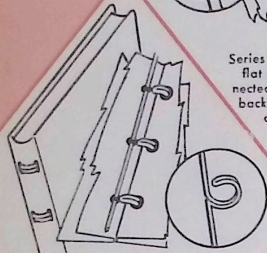
**CERCLA MC**

Series of smooth-edged, flat metal rings connected by hidden metal backbone. Permanent or loose-leaf.



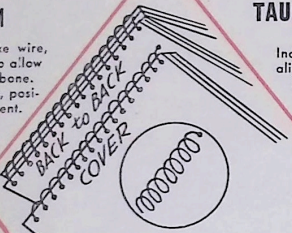
**TAUBER-TUBE PC**

Individual rings, perfect alignment. Two or more per book. Open or semi-concealed binding.



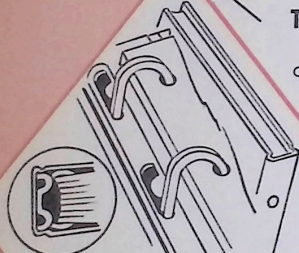
**ALIGN-O M**

Double ring-like wire, wide-spaced to allow file on backbone. Metal finishes, positive alignment.



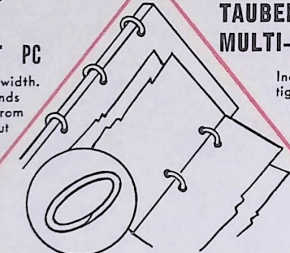
**TAUBER-TWIST PC**

Coils spaced any width. Twist lock at ends prevents twist from unwinding out of book.



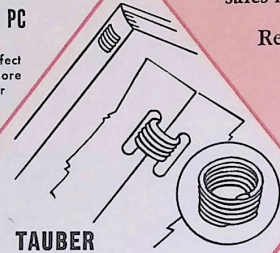
**TALLY-HO M**

Permanent or loose-leaf. Series of rings hinged to metal back, lock, unlock as pages are pulled up, down.



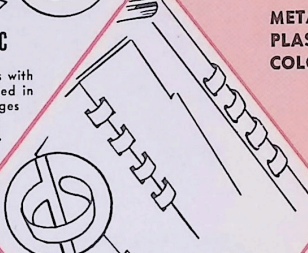
**TAUBER ROYAL RING PC**

Rings spread apart, individually insert in round punched holes. No machine necessary.



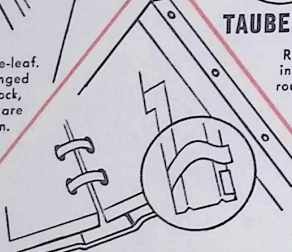
**TAUBER MULTI-RING PC**

Individual coils with tight spiral. Used in slot hole. Pages lie flat in alignment.



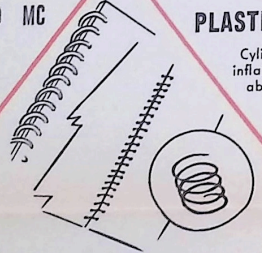
**CERLOX PC**

Flat rings connected by thin backbone hidden beneath back cover. Permanent or loose-leaf.



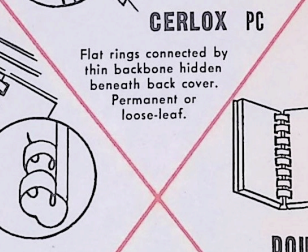
**LIMITED MC**

Series of flat half-rings connected by flat, rigid backbone fastened to cover. Permanent or loose-leaf.



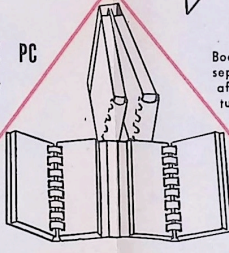
**PLASTIC PC**

Cylindrical comb, non-inflammable, non-shrinkable. Backbone may be stamped or printed.



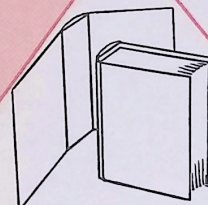
**KAMKET M**

Wire, loose-leaf. Continuous series of rings.



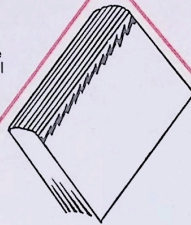
**DOUBLE BOOK**

Two or three mechanical units used to form double-width book. Center spine may also be mechanical unit.



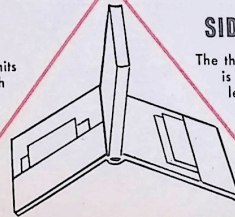
**CASE BOUND**

Heavy binding for hard usage. Reinforced backbone for extra wear. Bindings: leather, heavy canvas in various styles.



**SEWED BOOK**

Permanent books usually sewn by hand or machine, through folds of sections, often with tape back. Covers usually pasted on.

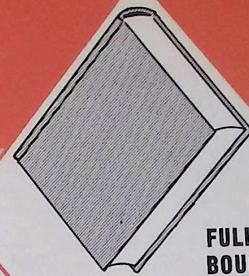


**SIDE SEWED BOOK**

The thread in a side-sewed book is stitched into the side of leaf instead of fold. For binding single leaves.

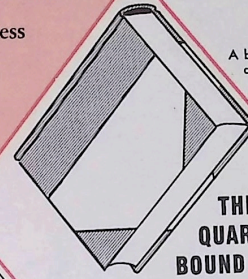
**POCKET COVER**

Additional utility for flexible covers is often obtained by adding pockets—vertical, horizontal.



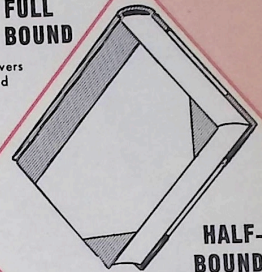
**FULL BOUND**

A book in which case covers are completely covered with leather or substitute material.



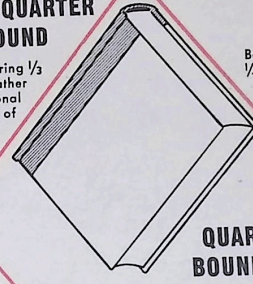
**THREE-QUARTER BOUND**

Book with leather covering  $\frac{3}{4}$  of board width. Leather corners have diagonal measurements  $\frac{1}{3}$  of board width.



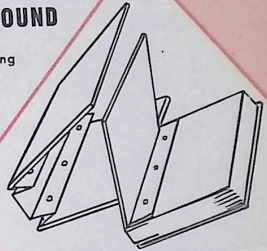
**HALF-BOUND**

Book with leather covering  $\frac{1}{4}$  of board width. Leather corners have diagonal measurements  $\frac{1}{4}$  of board width.



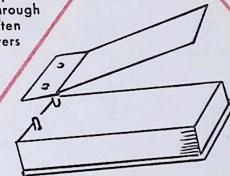
**QUARTER-BOUND**

Book with leather covering  $\frac{1}{3}$  of the boards. No leather corners.



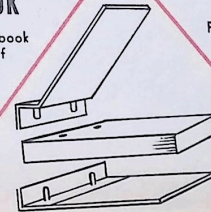
**TONGUE BINDER**

One piece of stock is scored in 6 places to make cover fit contents. Punch round holes, fasten with binding screws, paper staples, etc.



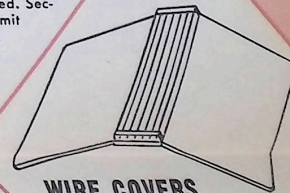
**POST BINDER**

Posts attached to back cover. Front cover pressed down over binding posts and locked. Section posts permit expansion.



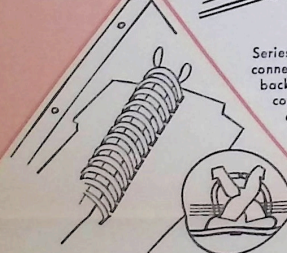
**ANGLE BACK**

L-shaped metals, front and back cover, contain binding posts permitting expansion. Locking



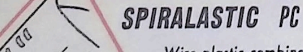
**WIRE COVERS**

Popular for magazines, directories. Wires in binding edge inserted between pages. Mul-



**MULT-O M**

Loose-leaf binder of multiple rings.



**SPIRALASTIC PC**

Wire-plastic combination.



**MULT-O M**

Loose-leaf binder of multiple flat rings opened, closed by levers. Two rings per inch hold sheets smaller than book.

**SPIRALASTIC PC**

Wire-plastic combination, colors. Continuous spiral wire in plastic. Combines appearance of plastic with strength of wire.

**KAMKET M**

Wire, loose-leaf. Continuous single wire forms series of rings with open prongs, which, turned under flap in back cover, align paper.

**POCKET COVER**

Additional utility for flexible covers is often obtained by adding pockets—vertical, horizontal, or both, as above.

**ANGLE BACK**

L-shaped metals, front and back cover, contain binding posts permitting expansion. Locking device holds covers in position.

**WIRE COVERS**

Popular for magazines, directories. Wires in binding edge inserted between pages. Multiple wires hold many pamphlets in one cover.

**WIRE-O MC**

Single continuous wire forms series of double wire loops. Positive alignment. Sheets may be added or removed.

**SWING-O-RING M**

Loose-leaf multiple-ring device opens with scissor-like action. Adaptable to many cover treatments. Positive alignment.

**SIDE-WIRE, (1) DOUBLE COVER**

Wires go through booklet and inner cover. Outer cover with extension flaps is glued on and flaps folded under.

**SADDLE-WIRE**

Wires machine-inserted through center fold. Booklet must be gathered as one section in multiples of 4 pages. Not advisable for bulky books.

**RING BINDER**

Most popular loose-leaf binding. Rings open, close by spring or lever action. Metal back attached to cover.

**CERFLEX PC**

Round, flat rings joined by flat backbone inside rings.

**FLEX-O-COIL M**

Wire loose-leaf device. Four wire strands per coil equally spaced on continuous wire. Requires slot punching.

**STREAMLINER M**

Loose-leaf device with continuous multiple rings and individual locking lever. Fully concealed.

**SIDE WIRE**

Wires go through entire thickness of booklet. Will not open flat. For bulky booklets or those containing separate leaves.

**EASEL BINDER**

Made with cover extension forming base for use as display. Helped by mechanical binding permitting cover to turn back to back.

**DISPLAY BINDER**

Special easel on backbone of ring book or other stiff-cover book. Permits standing up as display.

**TUBAK LOOSE-LEAF M**

Aluminum metal tube used with slotted punching, so that sheets can be inserted without opening device.

**SPIRAL MC**

Continuous spiral single wire. Exposed, semi-exposed, concealed types. Latter two permit printing backbone.

**SIDE-WIRE, (2) DOUBLE COVER**

Another version of this binding, with cover cuffs pasted down, and flyleaves pasted over them.

**SIDE-LACED**

Fancy strong binding laced with cord, ribbon, leather. Holes drilled for correct size of lacing material.

**SLIP COVER**

For extra protection or advertising use. Made by folding ends of single piece of cover material to form pockets.

**TUBAK RINGS M**

Aluminum rings used with slotted punching, so that sheets may be inserted without opening device.

**TAUBER "DOUBLE L" PC**

Interlocking rings on continuous backbone which fastens to cover spine. Completely concealed.

**GEE GEE TWIN LOOP M**

Wire. Double or single loop. Concealed or semi-concealed. Entire process done by machinery.

**SADDLE-TIED**

Center-fold punching. Suitable lacing knotted or passed through loop to fasten. Booklet lies flat.

**ALBUM STYLE**

Covers are usually scored or hinged to permit easy opening. Bound with laces, binding screws, or paper fasteners.

**METAL LOCK**

Top bar arranged to lock top of posts when in position. Sheets changed from top.

**TAUBER LOOSE-LEAF P**

Plastic rings on continuous rod, mounted on rigid backbone which fastens to spine of cover.

**SPRING TUBE M**

Spring-metal open-side tube slides over metal track outside cover, thus firmly clamping pages. Natural tension of tube conforms to thickness.

**FRENCH-FOLD WIRE**

French fold cover before being saddle-wire stitched to booklet. Unfold before stitching. Folding extra cover down hides stitches.

**MANUSCRIPT COVER**

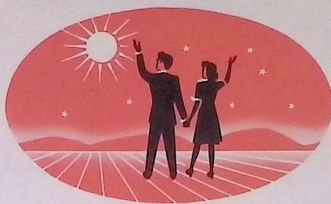
An economical, quick method of stitching several sheets within a cover to be folded. For bids, proposals, etc.

**SPRING BACK**

Spring in back so placed it opens book when front cover completely forced back. Insert sheets and release cover, firmly holding sheets.



# PAPER



## *Glorifies* THE GOOD THINGS OF LIFE

Hollywood and Broadway have a name for it—*showmanship*. Cynics may scoff at it, but it pays big dividends.

Luxuries make people feel important. That is why they are so eagerly sought. So showmanship plays a big part in luxury lines. It is the greatest single factor in creating sales and satisfaction, whether the luxury item

is simple as a fishing reel, or lavish as a country estate.

Paper is fundamental to showmanship. It sets the stage. The printer and lithographer have boundless opportunity to capitalize on this.

Direct mail pieces, packaging and wrapping materials, offer rich possibilities for good judgment in the selection of paper stocks.

*A Partial List of our Nationally Known Lines of Paper Available to You*

DILL & COLLINS CANTERBURY BOOK • DILL & COLLINS BLACK AND WHITE COATED BOOK  
KROMEKOTE LITHO C.I.S. • AMERICAN LEATHER EMBOSSED COVER • OLD DEERFIELD BOND—50% Rag Content  
FIDELITY ONIONSKIN • WESTON'S LINEN RECORD LEDGER—Extra 100% Rag No. 1  
PARSONS' MECHANO FORM MACHINE POSTING LEDGER—50% Rag  
WESTON'S MACHINE POSTING LEDGER AND INDEX • MEAD'S MOISTRITE OFFSET  
U. S. E. POSTAGE SAVER BOOKLET ENVELOPES (In all sizes to properly mail your advertising and promotion pieces)  
EAGLE A COUPON BOND—Extra 100% Rag No. 1 • WESTON'S BOND—Extra 100% Rag No. 1 • ATLANTIC COVER

## JOHN CARTER & COMPANY

INCORPORATED

**MAIN OFFICE & WAREHOUSE**  
595-599 ATLANTIC AVENUE  
BOSTON, MASSACHUSETTS

Phone: HUB. 5400 - Teletype: 347

**BRANCH OFFICE & WAREHOUSE**  
74 UNION PLACE  
HARTFORD, CONNECTICUT

Phone: 7-8109 - Teletype: 96



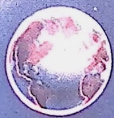
Representatives

CONCORD, N. H.  
PROVIDENCE, R. I.  
NEW HAVEN, CONN.

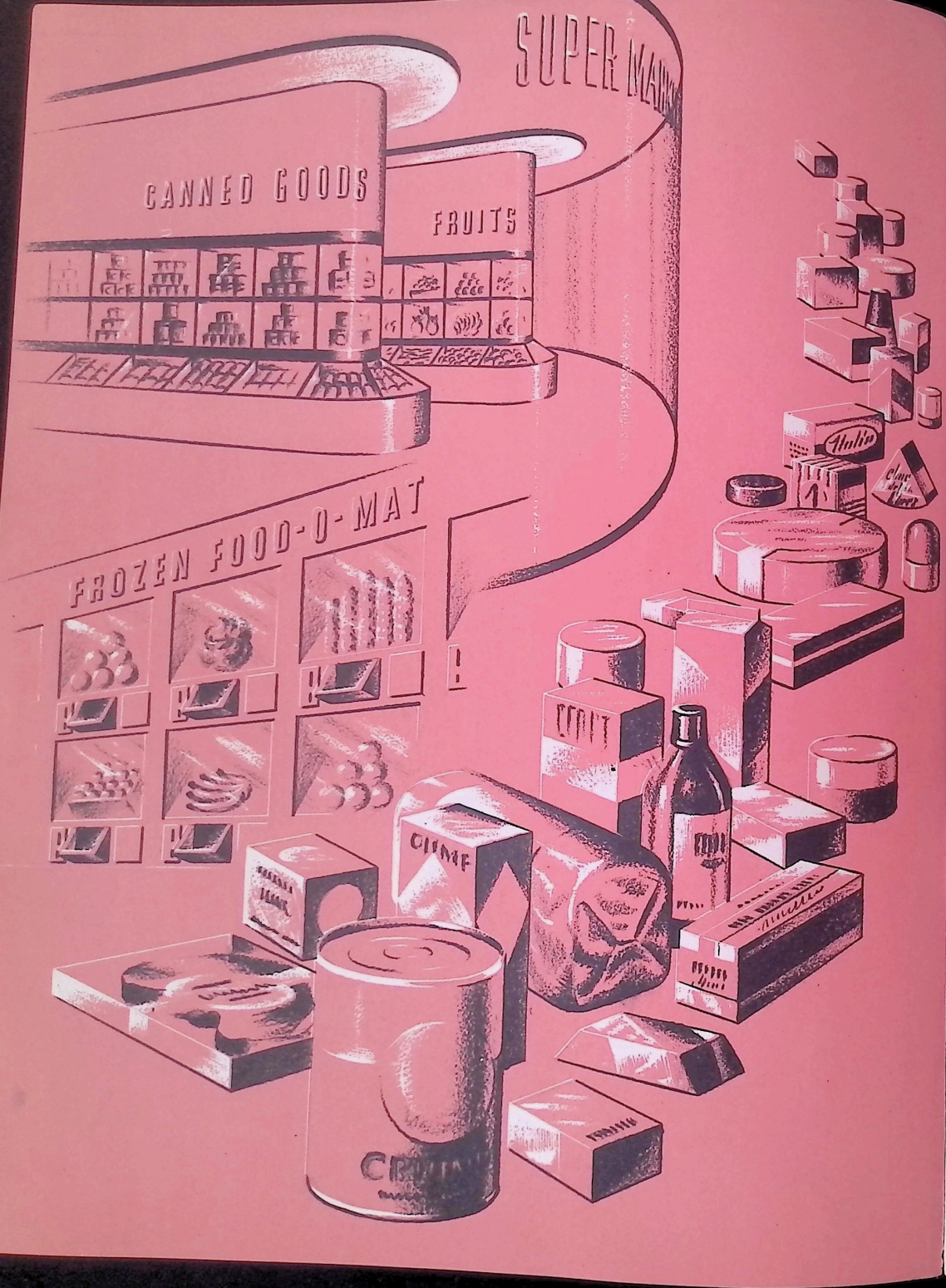


# CATALOG

OF THINGS TO COME







# CATALOG OF THINGS TO COME

## FOOD

An abundance of excellent food in the post-war period is an exciting prospect for our rationed world of today. Nostalgic memories of pre-war days fail, however, to conjure a complete picture of the more plentiful, more tempting, more nutritive fare to be enjoyed tomorrow. For, only by surveying innovations and future trends is one fully able to appreciate what is in store.

Just as the past hundred years were marked by brilliant success in improved breeding, "scientific farming," and large-scale agriculture, so the period ahead is destined to advance those gains, although the major contributions will be in the fields of food storage, processing, marketing, and transportation.

The chemist, engineer, and industrial designer are now in full alliance with the grower, the processor, and the distributor—and with the housewife as well.

Vegetables of County Fair perfection now are being grown without soil, by the new science of hydroponics. A tank of water, enriched by a handful of chemicals, yields green vegetables equal to those raised on the most fertile bottom lands. This revolutionary method is past the experimental stage. It is producing in quantity on a barren island for an American garrison.

Meanwhile, *dirt farming* has received a full share of creative thinking and inventive genius. New and vastly improved farm machinery will go into mass production just as soon as men and materials are available.

Some of this equipment represents refinements of well-known types, while others automatically will perform in one operation the labor of several machines and the toil of many human hands.

The public food locker plant and home freezing units will enable the housewife to purchase larger quantities at the peak of the season.

Better markets and food stores will strengthen their owners' competitive positions in the community, while lessening the tedium of shopping.

Spoilage of fresh produce and meats will be reduced, and unsanitary handling will be eliminated, by unit packaging of these erstwhile bulk commodities.

Frozen foods and dehydrated foods will make up an ever-growing percentage of retail sales.

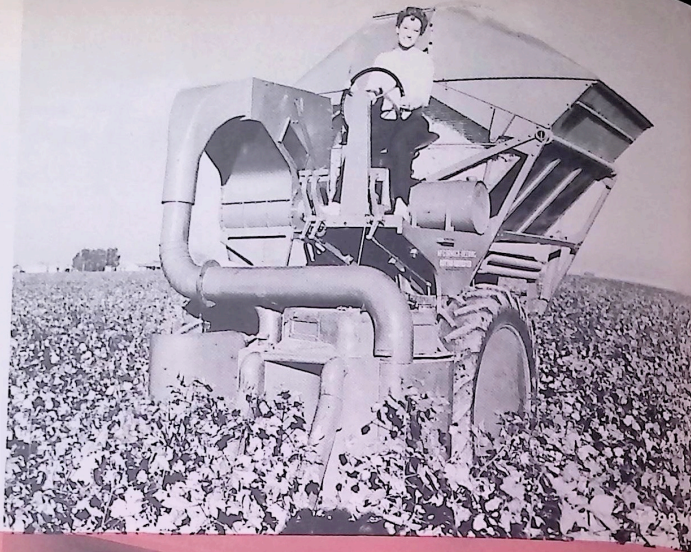
Packages will be re-designed with an eye to sales. The trend toward ready-mixes will be accelerated. Research and promotion will continue to alter traditional ideas. The following pages tell the story.





Cotton, a major source of edible vegetable oil, will be picked by machines such as shown (*at right*). This model operates at two speeds: two miles per hour for heavy yields and practically all first picking;  $2\frac{3}{4}$  miles per hour for light yields, second picking, and gleaning. Tests show that this machine can pick 200 bales (100,000 pounds) per season. The picker attachment can be dismantled from the modified tractor, which is available during seasons when plowing, tilling, planting, cultivating, and insect control work must be done.

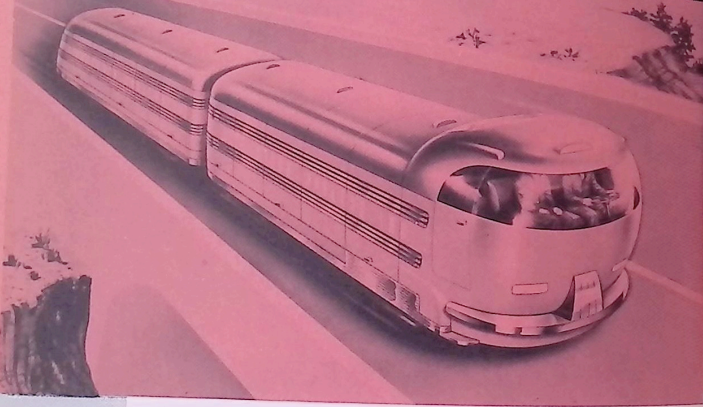
Other specialized farm machinery similarly will perform complex tasks in one operation.



PHOTOGRAPH, UPPER RIGHT, COURTESY INTERNATIONAL HARVESTER COMPANY

The illustration (*at right*), typifies the thought being given to post-war transportation in the field of food. This truck-and-trailer is planned for highway shipments of livestock. Vehicles such as this, fully enclosed and mechanically ventilated, will replace the unsanitary, open-type trucks currently in use.

More spectacular types of food transport will include the use of planes to deliver fresh produce directly from the farms to distant cities in a matter of hours. Exotic perishable foods may be flown in from far corners of the earth.



PHOTOGRAPH, BELOW, COURTESY MINNEAPOLIS-MOLINE POWER IMPLEMENT COMPANY



(*Left*) The comfortable cab provided for the operator of this tractor is comparable to the driver's seat of an automobile. Restful cushions, and full protection from sun and weather, will increase efficiency.

Other post-war developments in tractor design probably will protect the operator from exhaust fumes by air conditioning the cab. Two-way voice radio will be a commonplace. Perfection of smaller diesel engines will enable their use in light tractors, bringing new economies of operation.

A modified army jeep is in immediate prospect. It will give the farmer service as a light tractor, a portable power plant, and will be capable of 60 m.p.h. on roads.

Among the efficient new electrical devices to be had by the farmer in the post-war period is this automatic grading machine with a capacity to grade, in size, six to eight cases of eggs an hour. The young lady is shown at the candling machine.

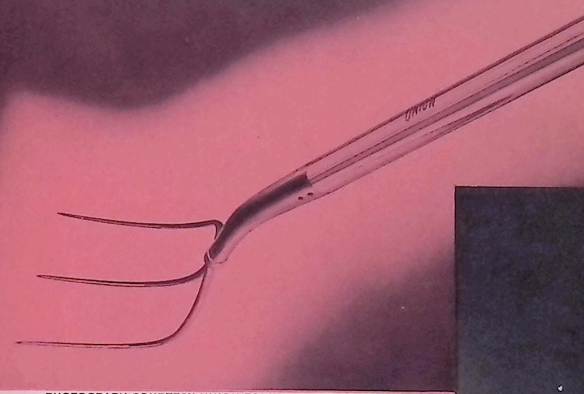
Chemistry, too, has good news for farmers. For instance, long experimentation has now established the effectiveness of ammonium sulfamate as a spray to destroy a long list of otherwise persistent weeds. By an odd coincidence, this chemical is used to make clothing flame-proof. Thus, in killing weeds, it acts as a fire-deterrent.



PHOTOGRAPH, ABOVE, COURTESY WESTINGHOUSE ELEC. & MFG. CO.

Even the age-old hay fork will offer innovations embracing the newest in electronic and plastic manufacturing methods. Shown (*at left*) is a handle of electronically-welded plywood. This handle is approximately three times stronger than the best natural white ash, and it is properly resilient.

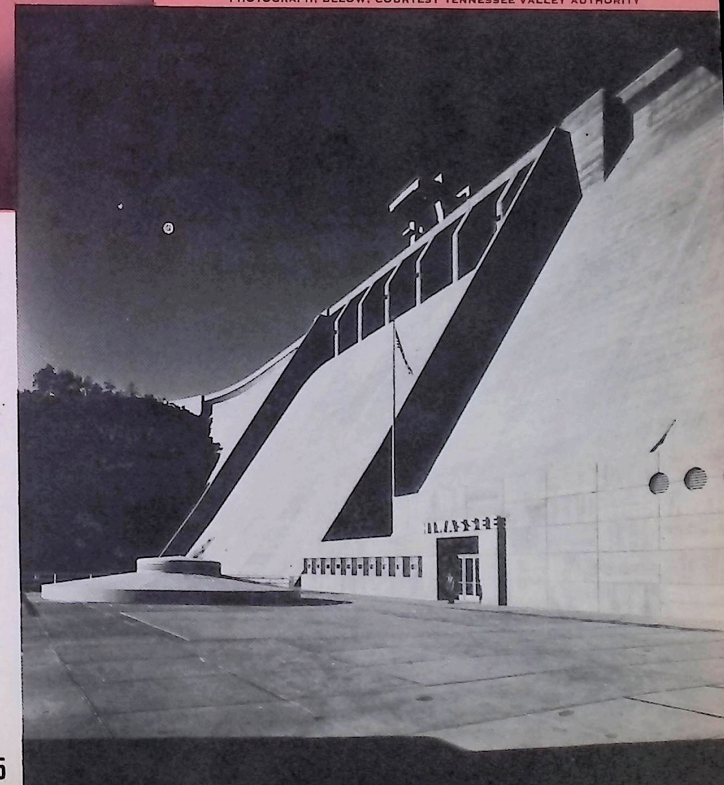
PHOTOGRAPH, BELOW, COURTESY TENNESSEE VALLEY AUTHORITY



PHOTOGRAPH COURTESY UNION FORK AND HOE COMPANY

Sixty major dams are definitely planned for construction as soon as possible. East of the Rockies, their primary value will be flood control. In the Far West, irrigation will be the main objective. But in both sections, dams will mean more hydro-electric energy, (*right*), largely for farms, bringing the farmer new opportunities.

The Government and private utility companies have pledged themselves to extend rural electrification. It is estimated that 3,500,000 additional rural homes will be served by electric power lines within a five-year period.





The nation's frozen food locker plants already number approximately 5,500. There will be somewhere between 25,000 and 50,000 of them by 1950, if predictions materialize.

Whatever their future number, it is certain that it will be tremendous. Such plants will spring up by the hundreds as quickly as it is possible to start construction.

Frozen food locker plants include in their complete service the personnel and equipment to process the food for storage. A cutting and wrapping room is shown (*below*). Trained attendants perform this work expertly.

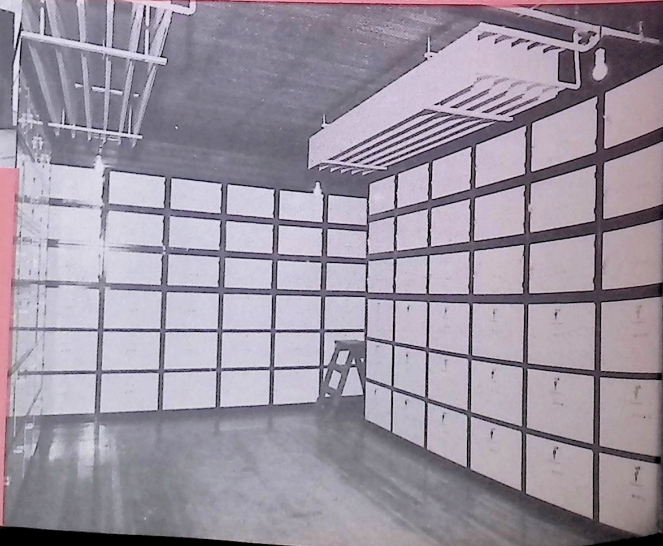


PHOTOGRAPHS COURTESY FRIGIDAIRE DIVISION, GENERAL MOTORS CORPORATION

After the food is wrapped and tagged (*left*), it goes to the quick-freezing room, where temperature ranges between thirty and fifty degrees below zero, although experts say food can be properly frozen for frozen storage at zero degrees Fahrenheit. A quick-freezing room is shown in the photograph (*above*).

The average size locker provides about six cubic feet of storage space, and holds approximately 240 pounds of packaged frozen meats if closely packed. Assuming a yearly turnover of three times per locker, the patron has space available for about 720 pounds during the year. A three-time turnover is the average.

PHOTOGRAPHS COURTESY FRIGIDAIRE DIVISION, GENERAL MOTORS CORPORATION



A striking similarity to a safe deposit vault is apparent in this view of a frozen food individual locker room. Note that the lower three rows of lockers are of drawer type, while those above are provided with hinged doors. A standard depth is thirty inches. Floor, walls, and ceiling of the room are of wood because of its insulating properties. Temperature in the lockers is maintained at or below zero degrees Fahrenheit.



U. S. D. A. PHOTOGRAPH BY KNELL, COURTESY LILY-TULIP CUP CORPORATION

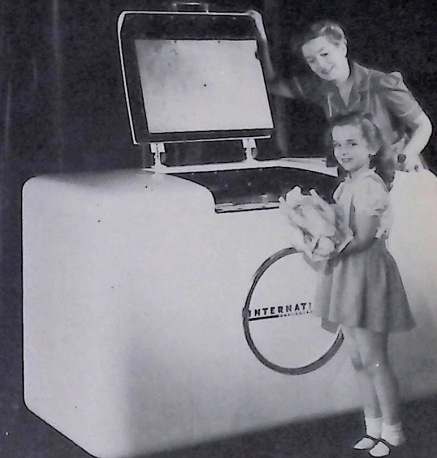
Although home freezer units will be eagerly sought by housewives living in cities and towns, the farm family stands to gain even more benefit from home freezing. Up to now, the farmer has been obliged to sell his livestock and produce at wholesale prices and purchase much of his fresh vegetables and meat at retail, simply because of inadequate refrigeration on the farm.

Specially designed farm freezers (*right*) and walk-in freezers (*below*) offer sufficient storage capacity to assure the farm family a year-round supply of fresh meats, vegetables, and fruit from its own land. Such equipment will be available soon.

PHOTOGRAPHS, BELOW AND AT RIGHT, COURTESY INTERNATIONAL HARVESTER COMPANY



(*Left*) A method of preparing strawberries for quick-freezing is demonstrated by a U. S. Department of Agriculture home economist at the Beltsville (Md.) Research Center. Findings gathered over a period of many years point the way to better food freezing procedure and better ways of preparing frozen foods for the table. These are available in various Department bulletins. Such guidance assures satisfactory results.



Freezing storage not only effects economies. As well, it is the key to a new, higher standard of food values and enjoyment.

Food, properly selected, prepared, frozen, and stored, retains almost all of the natural color, flavor, and nutritive value.

For greatest convenience, foods should be put up in packages of a size based on the amount to be cooked at one time. Each package should be labeled to show contents and the date when it was placed in the freezing unit. Caution should be observed in thawing. A recommended method is to thaw in a refrigerator.









PHOTOGRAPH COURTESY GOODYEAR TIRE & RUBBER CO., INC.

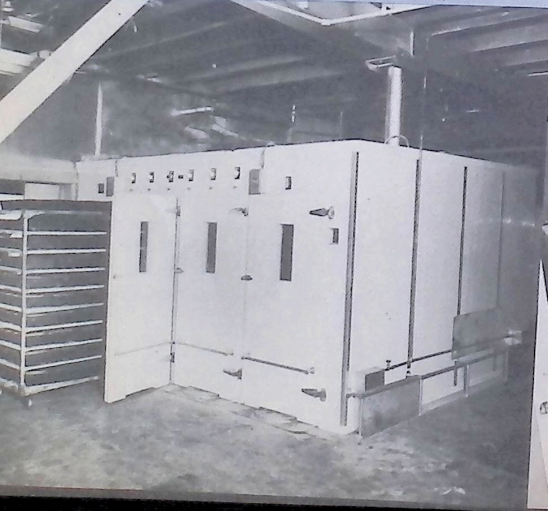
(Above) Prepared foods, supplying vitamins and nutritive elements in convenient, time-saving form, will appear in increasing numbers.

Behind the scenes, new materials and new techniques will enter into processing methods, equipment, and construction of food manufacturing plants.

For example, the proofing cabinet (below) in which bread dough is raised before it is placed in the bake oven, is of new all-plywood construction.

(Lower right) New cellular Foamglas insulation is an answer to the insect and rodent problem. Vermin can not penetrate it. This insulation comes in blocks.

PHOTOGRAPH COURTESY DOUGLAS FIR PLYWOOD ASSOCIATION



PHOTOGRAPH COURTESY PITTSBURGH PLATE GLASS COMPANY



Certain dehydrated food products, such as ice cream mix (below), soups, gravies, and milk, will be important in the post-war food picture. Many dehydrated fruits and vegetables are held to be better than the dried product.

However, a swing toward dehydrated foods comparable to that toward frozen foods is believed unlikely, as the factor of compact shipping bulk will be of minor significance in peace.



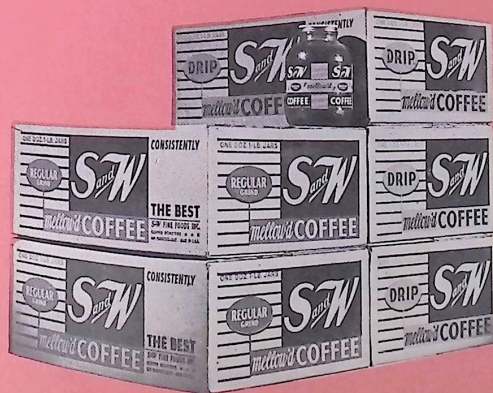
PHOTOGRAPH COURTESY KRAFT CHEESE COMPANY



PHOTOGRAPH COURTESY FIBREBOARD PRODUCTS, INCORPORATE

(Above) Although paper has been used in many ways for protection of food products, it is only in the past few years that a special process has been perfected that makes possible the use of paper for milk and kindred products. The future will see many varied new uses. (Below) Packing cases can be forceful posters.

PHOTOGRAPH COURTESY WALTER LANDOR AND ASSOCIATES, INDUSTRIAL DESIGNERS



PHOTOGRAPHS, ABOVE AND BELOW, COURTESY GOODYEAR TIRE & RUBBER CO., INC.



New packaging concepts, stemming largely from ingenious solutions to wartime problems, have enriched the scope of packaging. The new forms will take their places alongside the more traditional containers such as the bag, paper box, tin can, and glass bottle. Each has individual characteristics and advantages.

Economy, strength, appearance, protection, shipping properties, and shelf-life will be considerations.

One thing is certain. Most items will go to market in packaged form—even the more humble bulk commodities, as illustrated below. Self-service is one reason for this; others are sanitation, reduced spoilage, brand identification, appearance, and convenience.





DESIGNS ABOVE AND BELOW. COURTESY JOHN TJAARDA AND ASSOCIATES

All the steps of food production, processing, packaging, transportation, storage, and marketing, are merely the necessary means to ultimate human sustenance and enjoyment.

Will tomorrow's diet be changed? By and large, the familiar foods will make up our menu. Agricultural and industrial science will continue to improve their quality in the growing stage, and will bring them to the housewife in better form and condition. At the same time, foods comparatively new to the American home, such as soy, will win wider general acceptance because of high nutritive values and a variety of tempting uses.

However, more significant than the possible advent of new foodstuffs is the certainty that the science of chemurgy will find more and more uses for farm products as materials in the manufacture of synthetics and plastics.

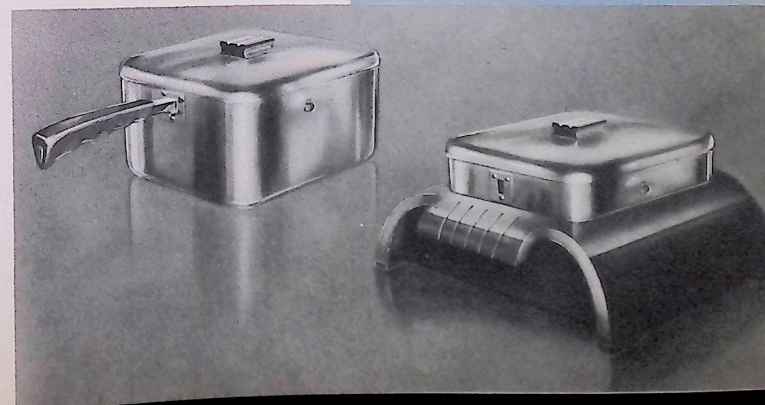
Time spent by the housewife in preparation of meals will shrink as nearly as possible to the vanishing point in the future.

New home appliances (discussed at length in the *Appliances* unit of this series) will speed and simplify all steps in the cooking process.

Utensils are being re-designed to perform in a cooking capacity and then, by being placed in a convenient base and slipping the handle off, a saucepan, for example, becomes an attractive serving dish, as shown (*above and below*).

The after-meal chores will be lessened by new, lower-priced electric dishwashers, unbreakable plastic dinnerware, and improved disposable plates satisfactory for serving hot dishes.

The page at the left illustrates just a few of the popular soy flour recipes. The foods shown are: yeast bread, gold cake, meat patties, cherry pie, macaroni casserole, meat loaf, muffins, cake batter, and gingerbread—all containing soy flour. Oil extracted from the soybean is one of the prime sources of vegetable shortening.



PHOTOGRAPH ON FACING PAGE, COURTESY A. E. STALEY MANUFACTURING CO.



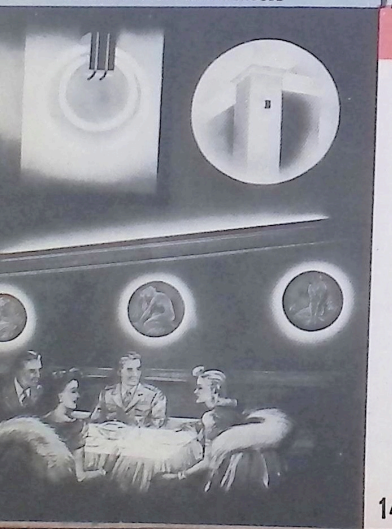


PHOTOGRAPH COURTESY WESTINGHOUSE

(Above) The electric eye automatically opens kitchen doors as a waitress approaches with a full tray. Such installations, pioneered just before the war, have demonstrated their value in speeding service and reducing breakage.

Restaurants will employ electronics in other ways, too. Large units of solidly frozen food will be thawed in minutes instead of hours by applying a beam of dielectric heat in much the same way a radio station transmits sound. This method is held to be more satisfactory as well as faster. Another electronic device, the ultraviolet lamp, will maintain sterile conditions in places where food is handled.

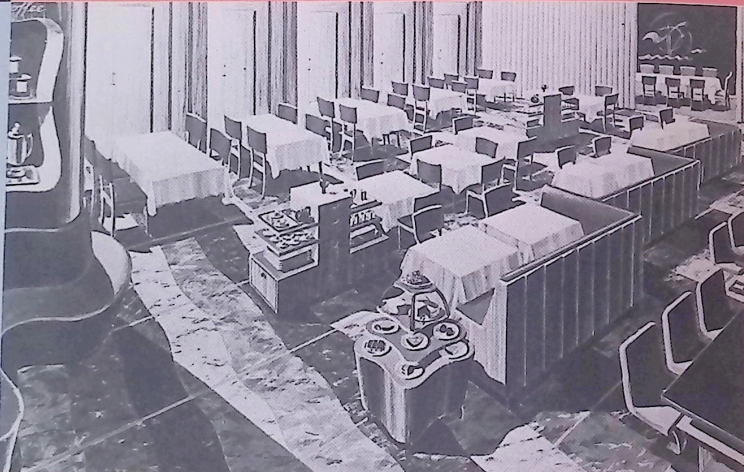
DESIGN COURTESY WESTINGHOUSE



The record volume of three billion dollars being spent for meals in the nation's restaurants annually, indicates the importance of these institutions in American life.

Some of the ideas developed as suggestions for renovation and original installation of restaurants in the coming period are shown (below).

The highlight of the floor plan is the placing of the entire arrangement on the diagonal. This novel arrangement adds to the streamlining of service, elimination of waste steps, and improved seating of patrons. Note the decorative paneled screens at an angle along one wall. Patron's hats and coats are hung out of the way behind these screens, which also serve to hide the indirect lighting fixtures which provide soft illumination.



DESIGN COURTESY THE MAKERS OF ARMSTRONG'S LINOLEUM AND THE NATIONAL RESTAURANT ASSN.

The ramifications of the food industry are so broad and far-reaching that it has been possible only to single out a limited number for discussion in this booklet. These have been selected because of their general and specific interest to the greatest number of readers.

The post-war food picture will be modified by countless innovations, too numerous and too detailed to be contained within the covers of any book. Here are a few more. New alloys will be impervious to the corrosive action of food acids on processing machinery. Sorting and grading will be performed electronically, with great accuracy and speed. Foodstuffs will have better keeping qualities, and higher nutritive values. Vending machines will be put to new, time-saving uses. The list goes on and on, pointing the way to a tomorrow that soon will be here.

## ACKNOWLEDGMENT

This is to express our appreciation of the generous assistance given us in the preparation of this booklet. In addition to the following named sources giving us permission to reproduce photographs and drawings, innumerable others provided us with valuable material without which this glimpse into the future would not have been possible.

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Chain Belt Company . . . . .	Milwaukee, Wisconsin
Douglas Fir Plywood Association . . . . .	Tacoma, Washington
E. I. du Pont de Nemours & Company . . . . .	Wilmington, Delaware
Fibreboard Products, Incorporated . . . . .	San Francisco, California
Frigidaire Division, General Motors Corporation . . . . .	Detroit, Michigan
The Goodyear Tire & Rubber Co., Inc. . . . .	Akron, Ohio
International Harvester Company . . . . .	Chicago, Illinois
Kraft Cheese Company . . . . .	Chicago, Illinois
Walter Landor and Associates, Industrial Designers . . . . .	San Francisco, California
Lily-Tulip Cup Corporation . . . . .	New York City
Minneapolis-Moline Power Implement Company . . . . .	Minneapolis, Minnesota
National Restaurant Association . . . . .	New York City
Pittsburgh Plate Glass Company . . . . .	Pittsburgh, Pennsylvania
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The Timken-Detroit Axle Company . . . . .	Detroit, Michigan
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Tyler Fixture Corporation . . . . .	Niles, Michigan
Union Fork and Hoe Company . . . . .	Columbus, Ohio
U. S. Department of Agriculture . . . . .	Washington, D. C.
Westinghouse Electric & Manufacturing Company . . . . .	Pittsburgh, Pennsylvania

The material presented in this Catalog has been compiled from sources which represent advanced trends of thought. However, as it is impossible to predict with certainty the form and variety of things to come, the contents of this Catalog are published solely to present the stimulating ideas of progressive designers. While care has been exercised in the compilation, we cannot guarantee its accuracy.

Since *better tomorrows* are uppermost in the minds of everyone, it has been a stimulating experience to prepare and present to you *A Catalog of Things to Come*. This is Number Six of a series of six, designed to provide fresh inspiration to printers and lithographers and their clients about the opportunities of the future.

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