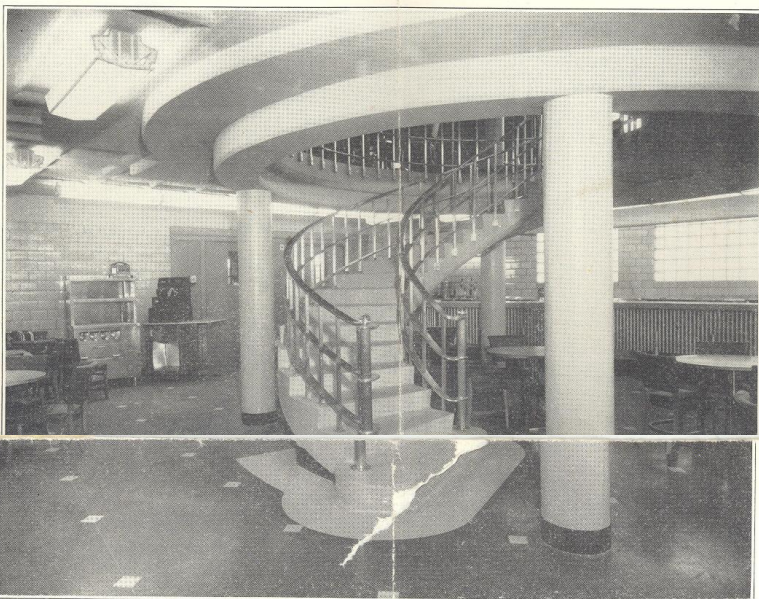


PRESENTING THE NATION'S MOST UNUSUAL FOOD STORE



IN CLAYTON—Opening tomorrow at the southwest curve of Forsythe boulevard, where Forsythe crosses Maryland avenue, is the new food store of William A. Straub, Inc. Its architecture, its facilities, the method of operation are duplicated nowhere in the United States.



BEYOND A GLASS PARTITION, REST AND CONVERSATION

TERRAZZO AND STAINLESS STEEL—The winding, open stairs leads from first-floor restaurant and soda-fountain area at west end of Straub building to second-floor restaurant and outdoor terrace cafe. Stair well comes full circle at the top, and spiral of steps and hand-rail sweep upward clockwise, in contrary motion to the sweep of the arc of the building as a whole; an outstanding architectural highlight.

MOST UNUSUAL FOOD MARKET TO BE OPENED

The most extraordinary food dispensing establishment in the United States is to be opened here tomorrow. It is the new store of William A. Straub, Inc., on the southwest curve of Forsythe boulevard, where Forsythe crosses Maryland avenue in Clayton.

The store combines the facilities of a service grocery, a self-service "super-market," a delicatessen, meat, poultry and vegetable markets, bakery sales, soda fountain and ice cream manufacturing plant, a fine restaurant, a sun-deck cafe, certain meat and vegetable processing and packaging, a modern office building and some features of a truck-line terminal.

Architecturally, too, the building is unusual. Designed by Architect Raymond E. Maritz of St. Louis to follow the curve of the street, the floor plan conforms to a series of chords superimposed upon a true arc. The Chords at the front of the building (the outer rim of the arc) all are 11 feet in length; those at the rear proportionately shorter.

The structure is of steel-reinforced concrete, brick, glass block, steel sash, concrete, terrazzo and asphalt tile-finished floors, slate roof. It has two stories and upground basement. The second-story is partly of set-back architectural technique, which provides for a concrete outdoor terrace that sweeps along most of the front of the building above the main entrance. This terrace, to be decorated with box hedge, beach umbrellas, tables and easy chairs, will serve in summer as a "side-walk cafe," one story above the sidewalks and parking area. It overlooks all of the Clayton Gardens subdivision developments to the north. The terrace is reached by a door at the west end, which leads out of the second floor restaurant.

The second-floor restaurant is shaped like a keyhole, its circular section rimming a full-circle stairwell, where an open spiral stairs leads to the main floor. The oblong section of this second-floor restaurant has a wall of windows on the east that overlooks the main grocery below. At the foot of the stairs is a first-floor restaurant and soda-fountain. The color scheme is in red, blue and blue-grey.

Almost every interior wall of the building is finished in warm yellow glazed ceramic tile.

First and second-floor kitchens are fully mechanized with stainless steel equipment from the Southern Equipment Co. of St. Louis, and have walls of windows on two sides.

The whole building is air-conditioned. In the basement, there is an ice cream plant, a machine for making two tons of flake ice a day for use in meat, fish and vegetable counters and for other purposes. There are built-in meat, fish and vegetable counters and cold storage rooms for ice cream, dairy products, frozen foods, meats and vegetables. The meat cutting and storage rooms, capable of handling 30 cattle and other meat, are linked to a receiving platform by an overhead pulley rail, such as is used in packing houses to move heavy sections of meat.

An order-filling department, at the rear of the self-service grocery area, is beneath the second-floor offices and linked to an order-assembly area in the basement by a power conveyor.

The receiving and delivery docks, in the basement, but at ground level at the rear of the building, have individual overhead doors for two receiving trucks and 12 delivery trucks.

The receiving platform is equipped with a platform scale and two overhead scales.

Opening onto the dock area is a built-in incinerator, where all refuse will be disposed of.

The company which has entered this new venture, involving investment of more than half a million dollars, was formed in 1901 by William A. Straub, now president of the company. Straub's son, Walter A., vice president, entered the business in 1927, and son Jack W., secretary-treasurer, in 1933.

The company also operates a store at 6717 Clayton road, one at 40 West Lockwood in Clayton and will reopen one now being remodeled at the northeast corner of Kingshighway and Maryland avenue, about March 15. The store at 10 South Bemiston avenue, four blocks from the new building, has been closed and will be remodeled to house a modern bakery and warehouse.

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