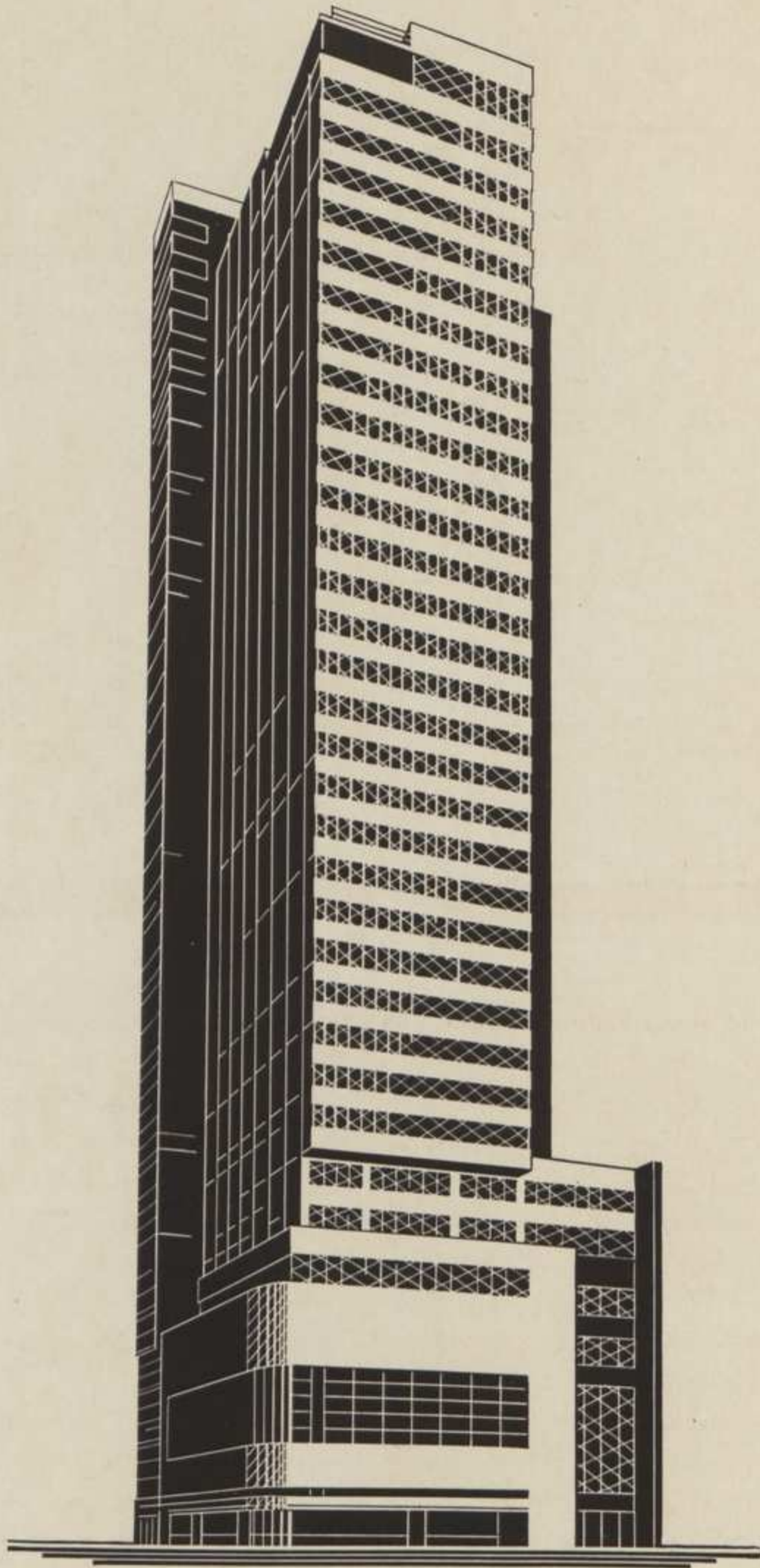


# DAY LIGHTED



# NOTHING MORE MODERN



## The Philadelphia Saving Fund Building, Twelve South Twelfth

Nothing more modern on Philadelphia's sky line. A 33-story office building designed and located to be *day lighted* through all years for all tenants. Owned and partly occupied by America's oldest savings bank, it is also to be managed by the Society in a manner befitting the prestige, reputation and strength of that institution. More than 3,000 separate window units. More than 85,000 square feet of plate glass. Each office floor is 65% glass. Daylight penetration to give tenants infinitely more daylight than that offered by any other office building in the city today—yet daylight which is quickly controlled by the latest type of Venetian blinds.

*Architects:* Howe & Lescaze

*Constructors:* George A. Fuller Company

# THE PHILADELPHIA SAVING FUND BUILDING

## Will Give You Infinitely More Daylight Than Any Office Building in the City Today!

Experienced business men, knowing the relation of all things to profits, wisely demand *daylight* for themselves and their employes. They realize that daylight is the most effective light for efficient work.

That is one reason why *The Philadelphia Saving Fund Building*, *daylighted* to a remarkable degree, appeals to them . . . why TWELVE SOUTH TWELFTH is a *profitable* location . . . and why the building itself was designed to provide its tenants with daylight in almost natural, unbroken abundance!

### Designed to Be Day Lighted

Your office in *The Philadelphia Saving Fund Building* will give you decidedly more daylight than any office building in the city today!

One glance at its modern, *practical* design will confirm this—for the continuous horizontal bands of large windows, separated only by the narrow members of the structural skeleton, promise the profusion of uninterrupted daylight that will be available to those who will occupy its offices.

There will be more than 3,000 separate window units in this building—more than 85,000 square feet of crystal-clear plate glass!

The windows are large. The resultant light removes the conventional deadline of daylight penetration to be found in ordinary office buildings, thus virtually eliminating waste space in *The Philadelphia Saving Fund Building*.

Angle windows and skeleton construction reduce to a minimum the theft of daylight caused by the usual

corner piers of masonry and by other cumbersome structural masses.

On the east and west elevations, the wall spaces are entirely filled with glass from window sill to head. On the north elevation, the line of windows is unbroken across the entire width of the tower. Each office floor is 65% glass! . . .

Daylight is not a unique appeal to prospective tenants of modern office buildings. It is, however, an essential factor in the minds of those tenants. The fact that the design of *The Philadelphia Saving Fund Building* provides daylight in superabundance is reason enough for your thoughtful consideration of TWELVE SOUTH TWELFTH as *your* business home.

### Located to Be Day Lighted

Designing any building to attract a maximum amount of daylight is one thing. Locating that building where the useful objective of its design may be permanently enjoyed is quite another thing.

The location of *The Philadelphia Saving Fund Building* at TWELVE SOUTH TWELFTH makes the assurance of permanent daylight doubly sure. Low-lying buildings flank it today—and the danger of its being "imprisoned" by higher neighboring buildings tomorrow is impossible.

From the base of the building, immediately above the banking quarters, the supports of the tower are set back to provide daylight on all sides, regardless of what might be built on adjoining properties. The broad, 100-foot width of Market Street protects the building on the north.

From the street level to the glass-enclosed observation platform at the thirty-third floor—the highest available observation point in the city—the owners have accepted the responsibility of providing daylight through all years for all tenants.

### Venetian Blinds and Artificial Light

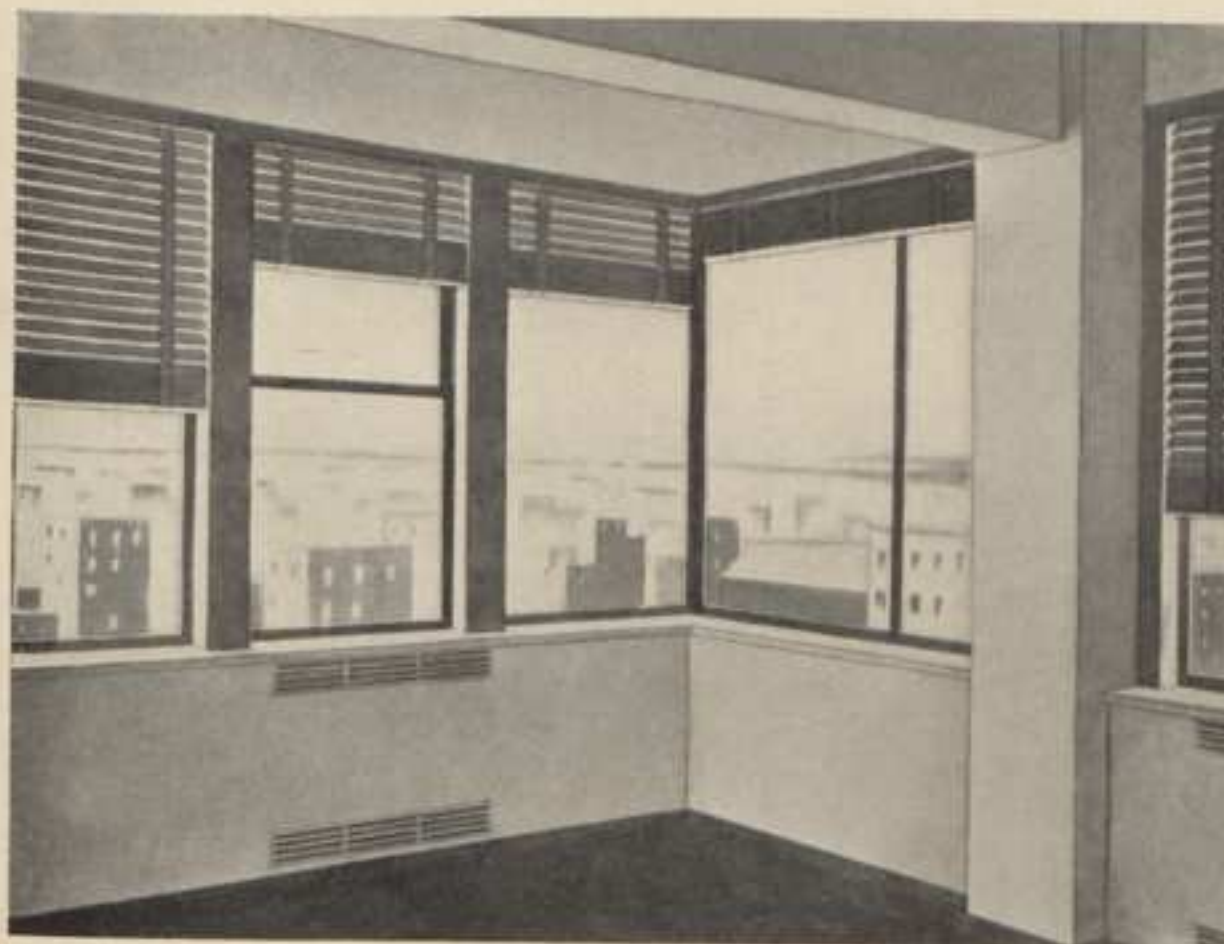
The abundance of daylight available to tenants of *The Philadelphia Saving Fund Building* can be controlled to meet the requirements of each tenant. This is accomplished by the installation of the most modern type of Venetian blinds in each office throughout the building. This type

of blind can be regulated very simply for the control of daylight to any desired intensity.

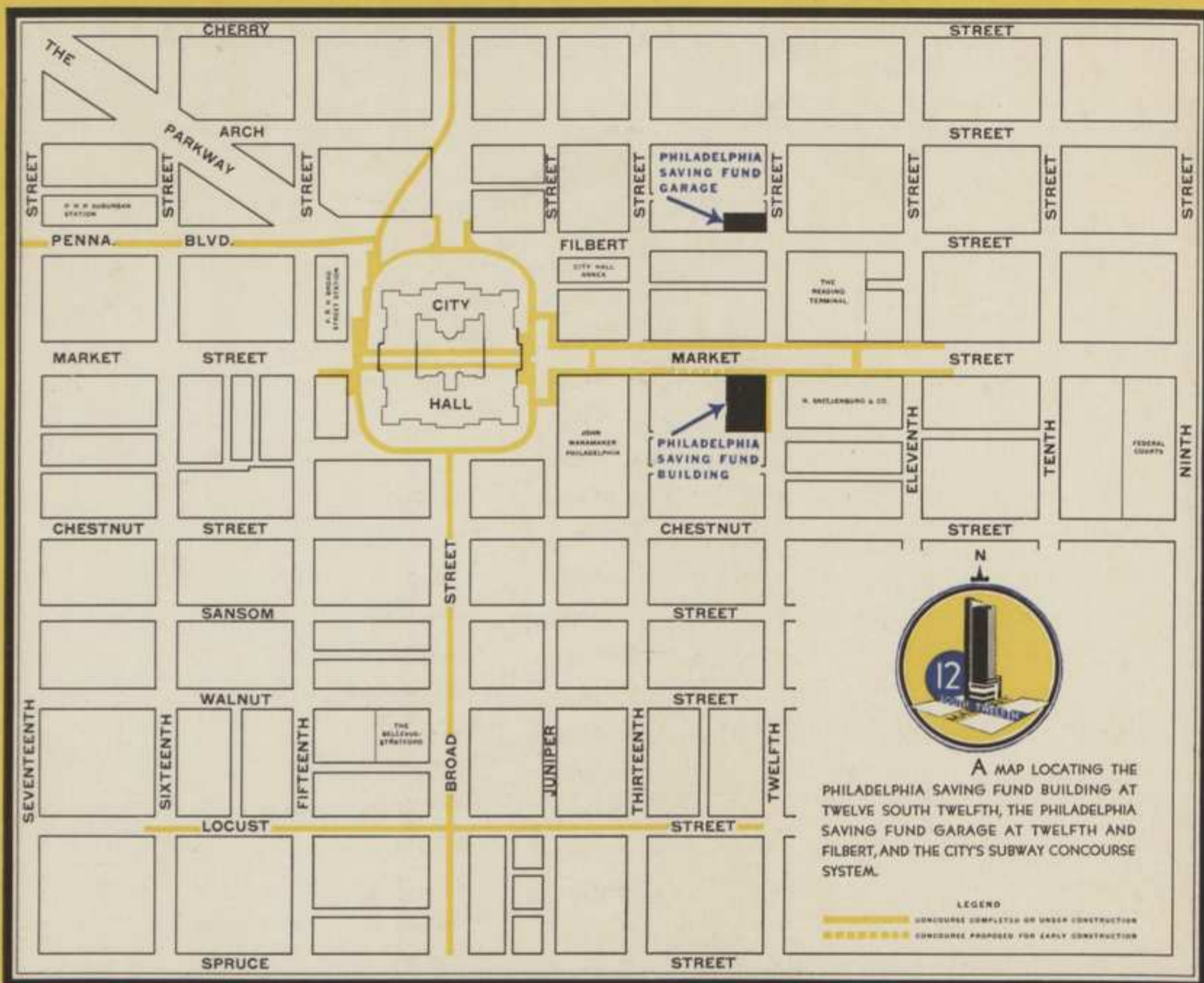
Artificial light is provided by the most effective diffusing type of fixtures designed to be in harmony with the character of the building.

Daylight . . . controlled daylight . . . artificial light—no element of illumination has been neglected to make *The Philadelphia Saving Fund Building* the most modern office building available anywhere to anybody in this city today.

TWELVE SOUTH TWELFTH, owned and managed by The Philadelphia Saving Fund Society, America's oldest savings bank, is a *profitable* location.



Your office in *The Philadelphia Saving Fund Building* will have a decidedly greater amount of daylight than any office building in the city today. Angle windows give a maximum of light and remove the deadline of daylight penetration, thus eliminating waste space.



The Philadelphia Saving Fund Building, in the heart of the city's most animated business section, is ideally located to make immediately convenient to all tenants all business, shopping and transportation centers of importance. Diagonally across the street, or through the subway concourse with which the building is directly connected, is the Reading Terminal. Broad Street Station and the Suburban Station adjoining it are five minutes away. City Hall can be reached within three minutes, and the Federal Courts are only three squares away. This building is the ideal location for members of the Bar.

Study this map closely. Follow the yellow line through the city's important network of subway concourses which give pedestrians an underground highway to all mid-city places of importance. Weigh these facts carefully and *you* will be a tenant in *The Philadelphia Saving Fund Building*.

TWELVE SOUTH TWELFTH, owned and managed by The Philadelphia Saving Fund Society, America's oldest savings bank, is a *profitable* location.

# OTHER FEATURES OF THE BUILDING

## Manufactured Weather

Every office air conditioned. Warm in winter, cool in summer, healthy the whole year.

## Thermostatic Heat Control

Radiators concealed in aluminum and steel cabinets integral with the aluminum window construction.

## Radio Outlets and Underfloor Conduits

Every office provided with radio outlet. Every type of electrical equipment can be installed in any desired location. Special facilities for professional men.

## Garage Facilities

Modern, fire-proof garage at Twelfth and Filbert Streets for all tenants. Three minutes from offices and traffic congestion.

## Safe Deposit Vault

Deposit boxes may be rented by tenants in the modern, electrically protected vault on the third mezzanine of the banking quarters.

## High-Speed Elevators

Equipped with complete automatic control. Seven express and six local. Two freight elevators with separate entrance on Twelfth Street.

## Observation Platform

At the summit of the elevator tower. Glass-enclosed. Open to public. Highest terrace roof in Philadelphia.

RENTAL AGENT

**RICHARD J. SELTZER**

225 South 15th Street

Philadelphia

PENnypacker 7532