



The Beauty of It All

It's 500,000,000 years old, according to geologists' best reckoning. Yet one of the oldest of all nature's materials is fresher and newer today than ever before.

In these times of synthetics and alternates and substitutes, the trend is toward the genuine—the real thing. And anything that took a few hundred million years in the making is bound to be the best there is. Who else could take the time?

But marble is much more than a material of matchless quality. It is simply, glowingly, honestly beautiful. There is nothing, even nearly, like it. The colors, the patterns, the veinings are a natural phenomenon—one that is quite beyond the province of modern machines and manufacture.

Its uses are almost limitless. These pages will give you some idea of the many ways marble has enriched the architecture, the industry, and the aesthetic values of man.

The United of America Building at 1 East Wacker Drive, Chicago, has already become a landmark, although it is only a few years old. This is the tallest marble skyscraper in the world, and its grace and sheer beauty have made it a brilliant part of the city's skyline. There are a lot of buildings in this great municipal complex, many easy to overlook. You can't miss this one.

