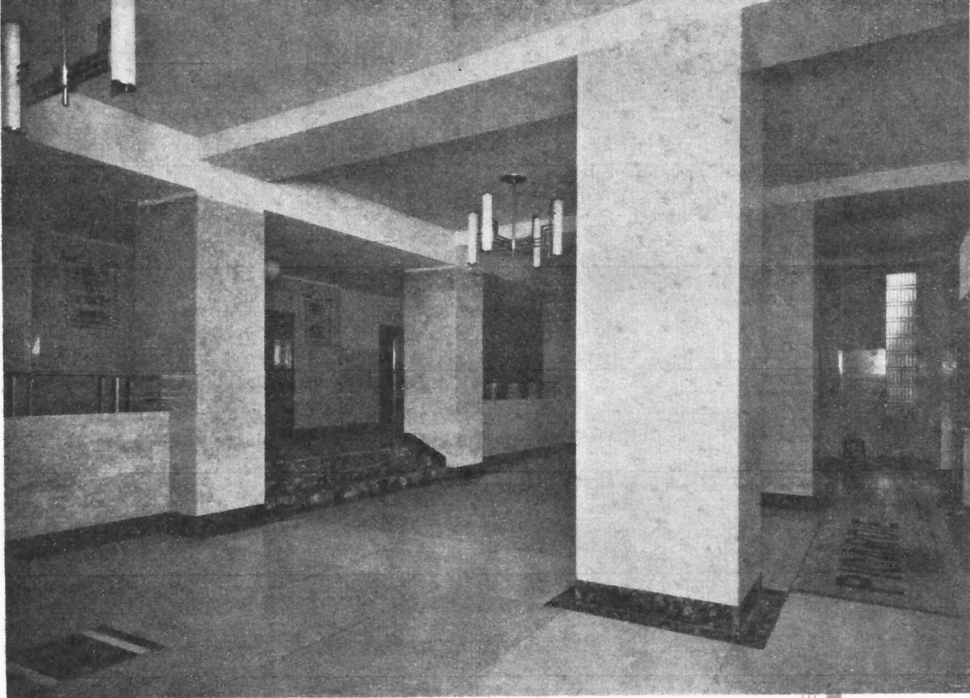




**PICARDIE
APARTMENTS
SHANGHAI**



HALL

ROOM AND CONVENIENCE ARE KEYNOTES AT PICARDIE

THE lightest, cleanest and airiest apartments in Shanghai, is the boast of the owners of the vast new Picardie Apartments just completed at the junction of Avenue Petain and Route Winling. The International Savings Society, owners of many other modern buildings in the city, consider this their nearly \$2,500,000 investment, one of their most successful efforts. The Building is managed by the Foncière et Immobilière de Chine.

A brief, pleasant drive from the central district, the Picardie building rises 15 storeys, not including the higher tower where the water tanks are located. It is well outside the pall of smoke and grit that hangs over the city proper; from its upper storeys residents may obtain a panorama of Shanghai and environs. To the south the Whangpoo River wends along; to the north-east are the city skyscrapers and the Bund; to the West the Shanghai Hills loom clearly on the horizon.

Best of all, perhaps, there is little possibility that the building will be closed in by neighbouring giants. On two sides it is adjoined by a municipal park and the municipal nurseries. On another it faces Avenue Petain.

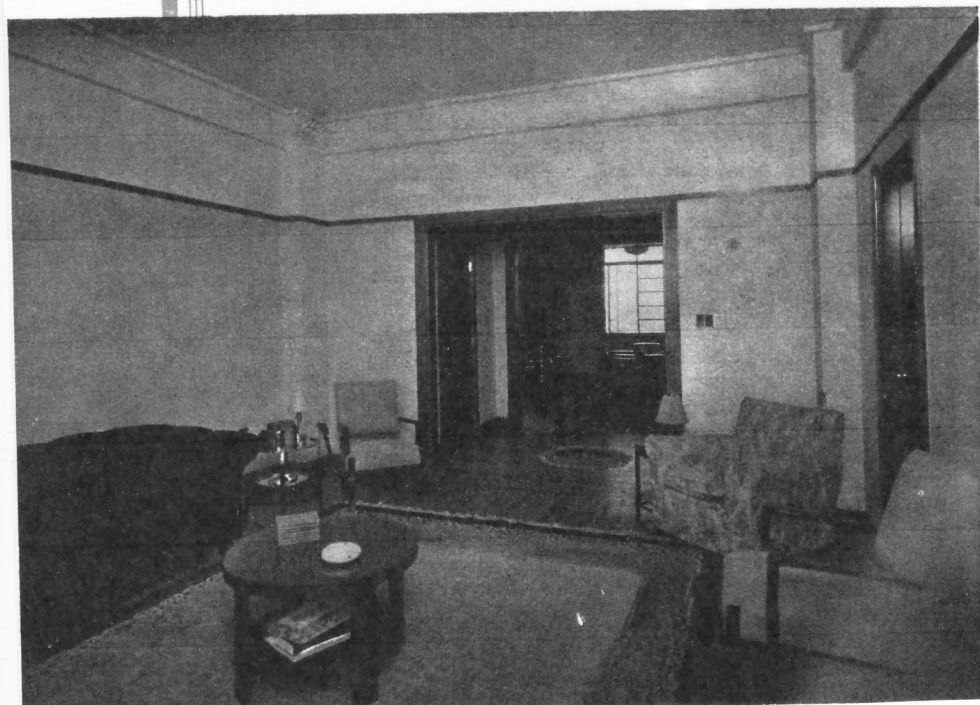
Occupying some seven mow, the apartment building is constructed in a crescent shape. The apartments have a south, south-east or south-west exposure; nearly every one, large and small, has a through ventilation. Every apartment, regardless of size, has either large bay windows opening to the sunlight or comfortable balconies.

Duplex Penthouse

Of these 87 apartments, to begin from the top and work down, the uppermost two storeys on the main building are devoted to a duplex apartment which is destined to become a private showplace of this city. The top floor is devoted to roof gardens, a studio or breakfast nook, and three large bedrooms with adjoining baths.

On the lower floor there are three large reception rooms, all finished in wall veneer and embodying the most luxurious of fixtures. These rooms are rich with built-in closets, book shelves and conveniences too seldom found in Shanghai buildings. In this de luxe apartment there are cloak and dressing rooms for guests.

APARTMENT



Next in point of elegance come the upper storey five-room apartments, of which there are 10 in the building, each equipped with 3 baths with dressing rooms. A number of these include spacious roof gardens done in handsome tiling and providing the ultimate in sunlight and cooling breezes.

There are 12 four-room apartments, located at the two wings, facing Avenue Petain and Route Winling. The remainder of the apartments are spaciouly designed three- and two-room accommodations.

A point of extreme interest to flat-dwellers should be the fact that the architects, Messrs. Minutti and Company, continually had in mind the necessity of room for convenience. There has been no scrimping for space, not even in the two-roomed apartments. These have long, roomy baths and showers just like the more luxurious and expensive flats; they have the same, really sizeable boxroom and the tall, deep built-in rows of closets with shelves for clothing and racks for clothes. In this particular matter the Picardie Apartments are truly unique, for how many flat hunters, particularly the observing women, have picked the place which entirely suited only to find that it was designed for a dwarf or a nudist, or some person to whom baths were an unnecessary luxury.

Together with these facts should go the observation that, due to careful planning for ventilation, the kitchens and bathrooms are all outside rooms. None of them open on shafts. To the rear of the apartments on all floors are located servants' quarters, reached by 3 service lifts and stairs. On these balconies, also conveniently located, are dust and garbage chutes.

The best of fixtures and materials have gone into the arrangement of the apartments. The sanitary fixtures are Kohler made, while the attractive radiators are built-in, but not so far in as to prevent convenient regulation. All apartments are equipped with quiet, cool, green fabric Venetian blinds. It is said by the architects that these are superior to the wooden kind because they work easier and are cooler and more quiet in operation. Each apartment is equipped with a radio plug connected to the aerial atop the building. The latest style gas cookers will be installed and tenants will be required to put in their own refrigeration or pay extra for the equipment.

Another outstanding convenience to residents of the Picardie is the ramp accommodations for automobiles. Three floors in the rear are devoted to enough car space for every tenant. The ramps are gradually inclined to lead to a semi-circular floor containing cells for the individual cars. Steel



WAITING ROOM

doors roll down from overhead and lock up securely from the elements or would-be thieves. The entrance is from the rear and the exit opens into Avenue Petain.

The five entrances, served by six spacious Schindler lifts, are dignified in size and decoration. The entrances and winding ground floor lobby is done in terrazzo marble and travertine. They embrace comfortable waiting rooms, an inquiry office and a children's playroom, a light and large room where the young folks can while away their spare time on unseasonable days. For the spring and summer there is a garden surrounded with shrubbery in the front of the building.

The building is entirely of reinforced concrete construction. Composite Douglas fir and concrete piling was sunk 130 feet deep for the foundation.

The floors are of oak and jarrah hardwood and the doors finished in mahogany, as are the closet doors and baseboards.

Despite its fireproof construction and remoteness from any fire hazard, the designers have made adequate provision for firehose and water connections throughout the building. There are also chemical extinguishers in the various lobbies.

Although the building was only opened for occupation on April 1 and finishers are still busy

in a number of apartments, 84 of the 87 accommodations are already leased. Moderate rental, the location for cleanliness and sunshine and the general comfortable provisions have assured the Picardie Apartments of a reputation as one of Shanghai's most popular residential buildings.

PICARDIE FACES NEW MUNICIPAL PARK

SITUATED between the new French municipal park on the one side and the municipal nurseries on the other, the new Picardie Apartments at the junction of Avenue Petain and Route Winling is in the centre of a spot of natural beauty, although but a few minutes drive from the central district.

Owned by the International Savings Society and managed by the Foncière et Immobilière de Chine, owners and operators of many modern apartments and buildings in Shanghai, the Picardie is the work of recognized designers and contractors. The work was executed by Messrs. Lee Yuen and Company, builders of the Union Brewery, the China Inland Mission and other large jobs in China. The architectural work was done by Messrs. Minutti and Company, receiving the particular attention of Mr. R. Minutti and Mr. W. Walt.

AEROPLANE FABRIC VENETIAN BLINDS

THE Picardie Apartments are following the lead of other large modern Shanghai apartment houses and residential hotels in the use of S. T. Fabric Venetian Blinds, distributed here by Messrs. Arnhold and Company.

The S. T. Blinds are manufactured from waterproof, fadeless, aeroplane fabric and are available in all sizes and colours. The Picardie builders have chosen a quiet green colour, easy on the eyes and providing absolute elimination of glare and shadows.

Easy and noiseless working is assured by the fact that the blinds are operated on celluloid-protected steel rods. All of the metal parts both exposed and concealed are done in rustless steel.



APARTMENT

FIXTURES CLUE TO BUILDING TONE

FIXTURES, things that appear small beside the great general dimensions of a modern apartment house, are among the most important features. Observant renters catch the tone of a building from such items as locks, door fixtures, sanitary fixtures, etc.

For the Picardie, the builders have chosen the Schlage locks, makers of fixtures for the newest of American buildings and distributed here by Messrs. Fagan and Company.

Steel in a considerably larger quantity was supplied by Messrs. Hardivilliers and Cie, for structural reinforcing. Steel bars, sheet pilings, angles and girders are specialties of this firm.

In decoration, enhanced by fixtures of recognized quality, the motif is at once dignified and attractive. There are stainless steel balcony railings, modernistic light fixtures executed also in stainless steel. All chromium work as well as the original and attractive nameboards in the entrance hall are the work of Mr. G. Gourianoff, 100 Route Paul Henry.

The same scrupulous care for the items of smaller size has been followed in equipping the baths and kitchens of all apartments. White tiling gives that spotless appearance throughout.

The baths, equipped with showers emptying into generous sized tubs, will please the prospective tenant.