

# Art and Utility Blended in New Volk Structure

Art and utility have been built into the new store building of the Volk Bros. Company, which opens Monday at 1806-8 Elm street. Not only will this be perhaps the most comfortable merchandising structure in the Southwest, from the viewpoint of staff and customers alike, but it also will be one of the handsomest, in its interior and exterior design and furnishings. No detail has been overlooked to contribute to the beauty of the patron's environment, yet nowhere is there gaudiness or overaccentuation of the artistic.

The building was designed by Herbert, M. Greene, LaRoche & Dahl, Dallas architects, who have built some of the finest structures in the Southwest. Long study was given to the exact requirements of the Volk business, both by the architects and by Leonard and Harold Volk, and consultative advice was provided from concerns specializing in interior equipment and decorations, so that the completed building, now occupied and to be opened to the public Monday, may be said to be the last word in modern construction.

The Watson Company was the general contractors. This firm has been for many years engaged in construction in Dallas, and its work is seen in many of the city's finest buildings. Other Dallas contractors having a share in erection and furnishing of the Volk structure were the Standard

Show Case Company, the Penniman Company, the Dallas Specialty Shop, the Rogers Asbestos Company and numerous subcontracting and material supply concerns.

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