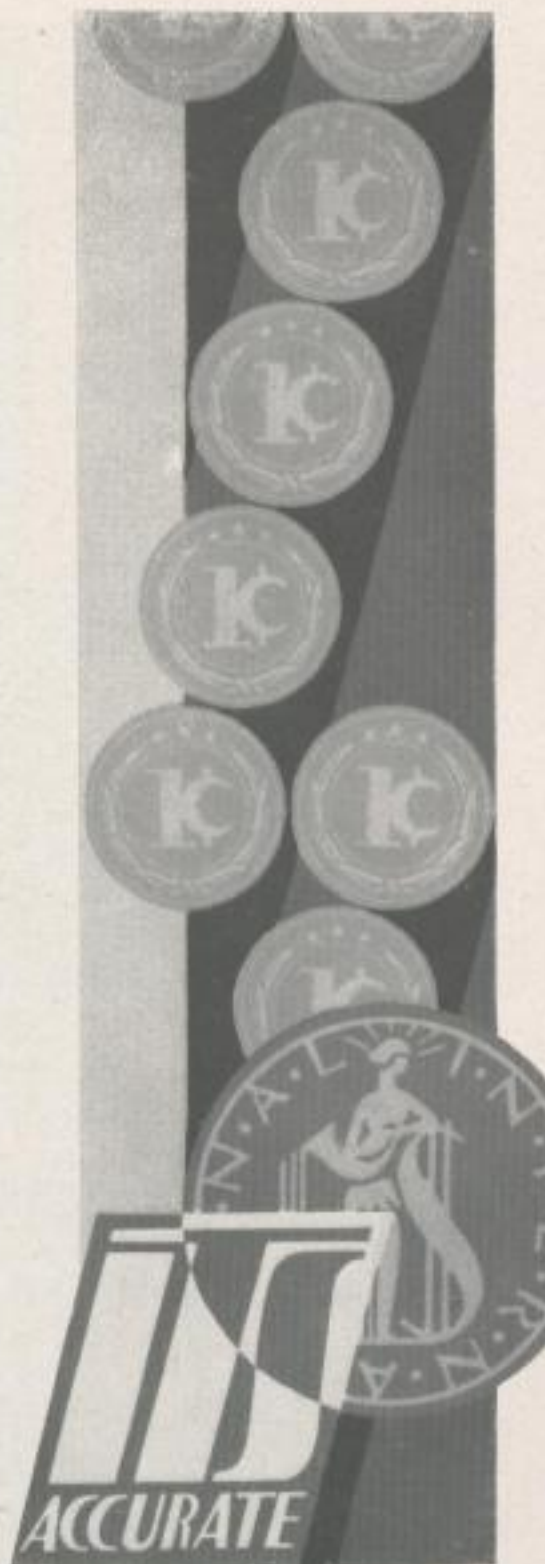


S I N E L

JOSEPH SINEL, the well known American artist, has recently designed a new, strikingly modern weighing machine, known as the International Ticket Scale. The various models of this scale are described in a very original prospectus designed by Mr. Sinel and executed by Carl Noell. We quote a few lines from this prospectus: "At first glance, this particular International Ticket Scale... the De Luxe Model... might be taken for an ultra-modern skyscraper in miniature, for it has that sturdy yet graceful majesty so pronounced in these towering buildings that break, with their graduated blocks, the monotony of a prosaic skyline. It is, truly, an inspired scale, and Joseph Sinel, who designed it, has made it the personification of strength and accuracy, honesty and service while endowing it with an impressive beauty".

Mr. Sinel has also designed the interiors of the offices of the International Ticket Scale Corporation, some of which are reproduced on these pages.

Robert Frank



Interiors of
the Offices
of the
International
Ticket Scale
Corporation