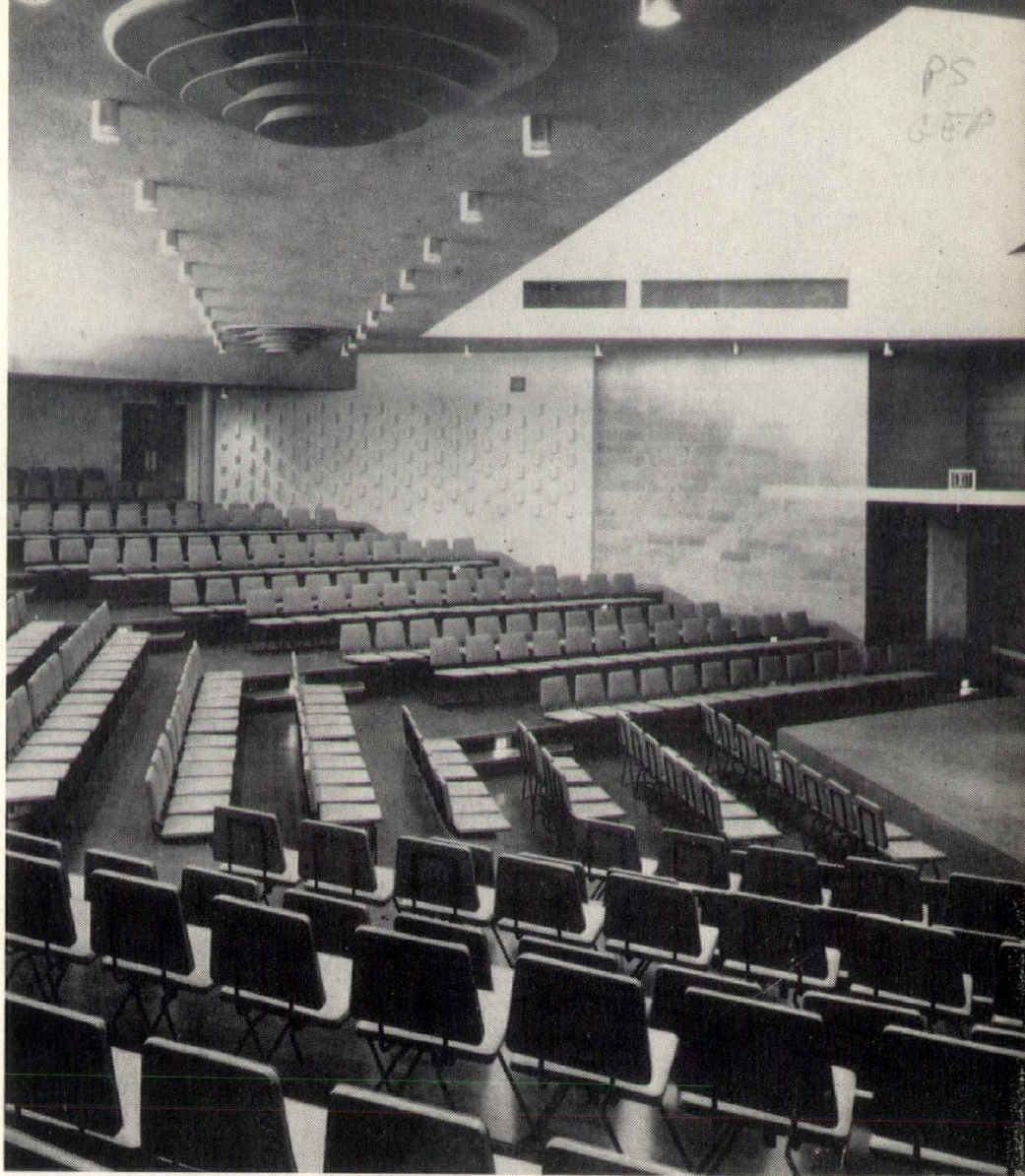


OFFICIAL PUBLICATION MINNESOTA SOCIETY OF ARCHITECTS



**Unique Auditorium**

—Sarah Lawrence College, Bronxville, N. Y.

# NORTHWEST ARCHITECT

SPECIAL CONVENTION ISSUE—1953

IN THIS ISSUE:

|                                 |                 |
|---------------------------------|-----------------|
| MINNESOTA CONVENTION . . . . .  | PAGE SIX        |
| IS IT ONLY BEAUTIFUL? . . . . . | PAGE FOURTEEN   |
| VICTORIA SCHOOL . . . . .       | PAGE EIGHTEEN   |
| WOOD IN DESIGN . . . . .        | PAGE TWENTY-TWO |

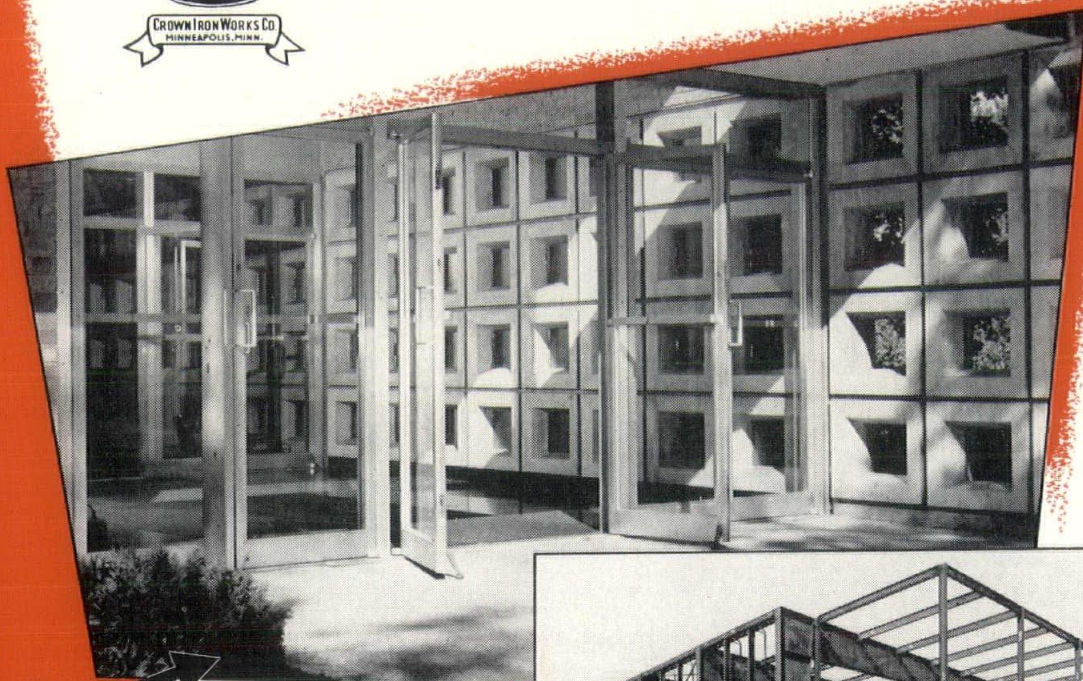
VOLUME XVII

NUMBER THREE





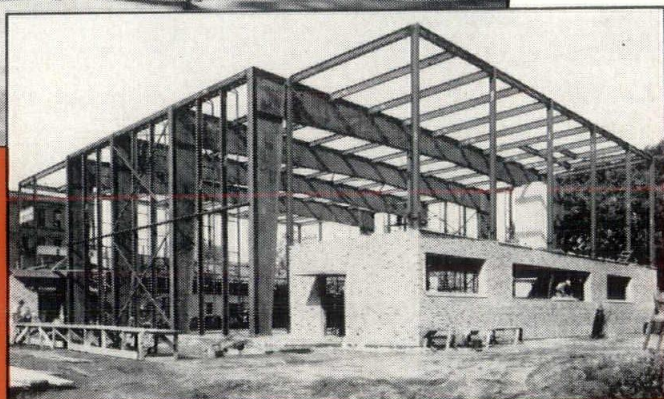
appearance has influence



First Unitarian Church of Minneapolis  
THORSHOV & CERNY INC., Architects

**ORNAMENTAL METAL**

Strict adherence to architect's design through quality workmanship in engineering and fabrication.



**STRUCTURAL STEEL** Second Church of Christ Scientist  
MAGNEY, TUSLER & SETTER, Architects

*We are pleased to have added these lines to our expanding service*

**KAWNEER PRODUCTS**

**WELDWOOD DOORS**

**STAY-STRATE DOORS**

**HOLLOW METAL DOORS**

**HOLLOW METAL FRAMES**

**METAL WINDOWS**

**STEEL ROOF DECK**

**STEEL JOISTS**

**FREIGHT ELEVATOR DOORS**

Since 1878 CROWN has been a leading producer of structural steel in the Northwest. We assist in design and have complete facilities for detailing and fabrication of both large and small jobs.

CROWN IRON WORKS COMPANY — 75 years of service to Northwest architects and contractors. Each year has been a year of growth and we are continuing to expand our facilities to be of greatest service to the building industry. We appreciate your continued confidence in our ability to serve you capably in both engineering and fabrication.

**CROWN IRON WORKS COMPANY**

1229 TYLER STREET N.E., MINNEAPOLIS 13, MINNESOTA

TELEPHONE: GRANVILLE 3556

*Seventy-five Years of Experience*

-----to serve northwest architects



# NORTHWEST ARCHITECT

1853-1953

## "The Peace Pipe"

**T**OOK the red stone of the quarry  
Moulded it into a pipe-head,  
Took a long reed for a pipe-stem,  
And erect upon the mountains,  
Gitche Manito, the mighty,  
Smoked the calumet, the Peace-Pipe,  
As a signal to the nations.

And the smoke rose slowly, slowly,  
Through the tranquil air of morning,  
First a single line of darkness,  
Then a denser, bluer vapor,  
Then a snow-white cloud unfolding,  
Like the tree-tops of the forest,  
Ever rising, rising, rising,  
Till it touched the top of heaven,  
Till it broke against the heaven,  
And rolled outward all around it.

All the tribes beheld the signal,  
Saw the distant smoke ascending,  
The Pukwana of the Peace-Pipe.

"Gitche Manito, the mighty,  
Calls the tribes of men together,  
Calls the warriors to his council  
By the signal of the Peace-Pipe,  
To the Mountains of the Prairie,  
To the great Red Pipe-stone Quarry!"

H. W. FRIDLUND, A.I.A., Editor  
FRED MILLER, JR., Editorial Production  
C. J. LORETZ, Business Manager  
Nestor 2641

Official Publication Minnesota Society of Architects Reinhold Melander, Duluth, President

EDITORIAL | John Jager, A.I.A. W. G. Purcell, A.I.A.  
ASSOCIATES | A. O. Larson, A.I.A. G. W. Shifflet, A.I.A.

Northwest Architect and its publishers disclaim any and all  
liability for statements made by authors in contributed articles.  
Publication Office: 2642 University Ave., St. Paul 14, Minnesota

ARCHITECT

VOLUME XVII  
NUMBER 3 1953



# Better Building Blocks . . .

## **CELOCRETE**

LIGHTWEIGHT — NAILABLE

HIGH INSULATION VALUE

Excellent Stucco and Plaster Bonds

Plain • Lintel • Header • Jamb  
Corner • Sill • Bull Nose • Brick

## **CONCRETE BLOCKS**

Stocked in all above styles as well as  
standard blocks

All Units Produced on Besser Supervibrapak

STEAM CURED YEAR AROUND

*Fast Rail Shipment  
from Our Own Spur*

## **CENTRAL BUILDING SUPPLY CO.**

435 W. Minnehaha Ave. St. Paul 3, Minn. DAle 6555



**FOUR  
YEARS  
LATER**

**...and it still looks like new!**



*Lounge in the TOWN HOUSE, St. Paul, Minnesota . . . sound-treated with VERCOUSTIC more than 4 years ago.*

**P**ERMANENT BEAUTY is an important advantage of Vercoustic. A vermiculite material with a high degree of sound-quieting efficiency, Vercoustic retains its attractive texture for years . . . needs only the usual maintenance of cleaning and repainting. It may be spray-painted in harmonious colors, without impairing its sound-absorption qualities. Vercoustic is easy to apply on both old and new surfaces. Write today for complete information about this permanent, practical, low-cost sound-quieting treatment.



*This photo shows the even-grained texture of the Vercoustic-treated ceiling . . . four years later. For PERMANENT beauty, specify Vercoustic.*

**VERCOUSTIC**  
**ACOUSTICAL TREATMENT**

ARCHITECT

**B. F. NELSON MFG. CO.**  
MINNEAPOLIS, MINN.

*Serving the Great Midwest for 86 Years*



# DULUTH

TO BE MECCA FOR

## Annual Convention MINNESOTA SOCIETY OF ARCHITECTS August 6-7, 1953

Design, pattern, material usage, economics and all the other problems of today's architectural practice will be well integrated into the program of the 1953 convention of the Minnesota Society of Architects, to be held in Duluth, August 6 and 7. President Rheingold Melander heads the convention planning committee as convention director and Harold S. Starin of Duluth is general convention chairman and coordinator.

Working with these men have been many other committee chairmen and members drawn from the Duluth area, whose efforts have yielded definite plans for an outstanding convention. Programming is aimed at providing a complete cross section of the important and serious aspects of the profession's activities today as well as well-spaced interims of recreation to lighten the meetings and between-meetings periods.

Arthur C. Lucas, Duluth chapter secretary, heads the committee on arrangements. The committee which struggles with the budget and financing of the activities is headed by C. H. Smith, state treasurer. Mrs. Thomas Shefchik, vice president of the society's auxiliary, will be in charge of arrangements for women's activities. Mrs. N. Holger Mortensson of South St. Paul is president of the auxiliary.

With the conventions of the past setting a pattern for success, planners of the Duluth programs started early to obtain a well-rounded sequence of discussions and speeches. Early considerations took into their purview the values of each aspect of the convention and the matter of seminars came in for considerable rehashing as plans shaped toward the final "jell." Even if last-minute changes are required by the exigencies of the future, committeemen assure members that the sessions will

be full, varied and rich with new information valuable to office and field activities of architects, engineers and their builders.

Will  
Preside



President  
Melander

The lighter side of the convention is assured a full gamut of activities with special events planned for the ladies of the conventioners and general parties, dinners and dances for all those attending the event.

Seeing will augment hearing at the sessions for the Producers Council will again set up exhibits of materials, equipment and how-to-do information for the architects. This exhibit aspect of the conventions has become ever more important as co-operating companies build new and better booth exhibits for the meetings.

Exceptional designs submitted by various architects and architectural firms will be shown during the convention, giving members of the society an opportunity to see the finest of recent work and compare notes with confreres about the good and debatable points





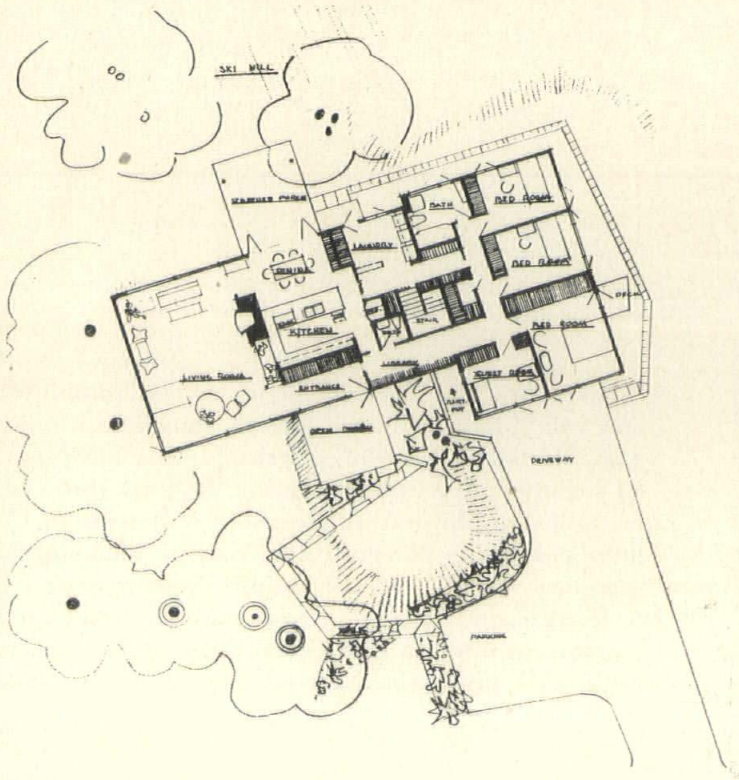
Solar **AIR-FLO**®

Residence of Architect  
**Harley H. Johnson**

4600 Glenwood Avenue  
 Minneapolis 5, Minnesota

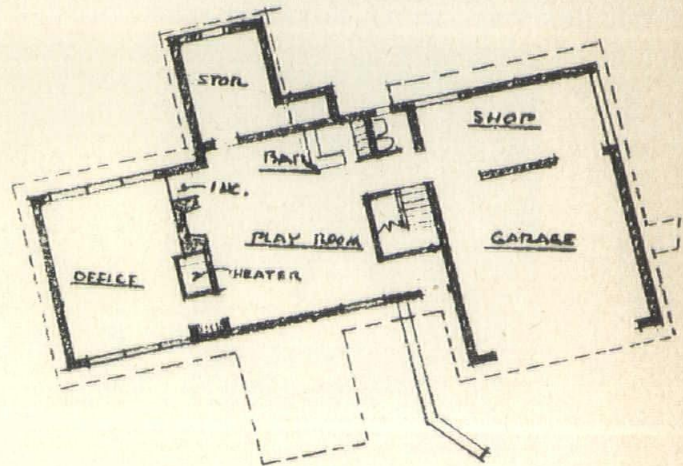


... designed for gregarious family living, with provisions for varied painting and woodworking activities.



*Pella*

Casements . . .





# Annual Convention Minnesota Association of Architects, A.I.A. August 6 and 7, 1953

Spalding and Holland Hotels, Duluth, Minn.

## *Tentative Program*

### Thursday, August 6

- 1:30 p.m.—Private Room, Spalding Hotel—Annual Directors' Meeting.
- 2:00 p.m.—Lobby, Spalding Hotel—Registration begins.
- 3:00 p.m. to 5:00 p.m.—Ballroom floor, Spalding Hotel—Inspection of Architectural Exhibits.
- 3:00 p.m. to 5:00 p.m.—Ballroom floor, Spalding Hotel—Producers Council Exhibits.
- 5:30 p.m. to 7:00 p.m.—Tally-Ho Room, Holland Hotel—Cocktail Party by Duluth Group.
- 7:00 p.m.—Dinner—To be arranged by each individual as he may see fit.

### Friday, August 7

- 9:00 a.m.—Lobby, Spalding Hotel—Registration continues.
- 9:30 a.m.—Pompeian Room, Spalding Hotel—Opening Session.

- 10:00 a.m.—Pompeian Room, Spalding Hotel—Seminar I.
- 11:00 a.m.—Pompeian Room, Spalding Hotel—Seminar II.
- 12:00 noon—Ballroom, Spalding Hotel—Lunch.
- 1:30 p.m.—Ballroom, Spalding Hotel—Business Session.
- 3:00 p.m.—Pompeian Room, Spalding Hotel—Seminar III.
- 4:00 p.m.—Pompeian Room, Spalding Hotel—Seminar IV.
- 5:00 p.m.—Ballroom floor, Spalding Hotel—Inspection of Exhibits.
- 5:30 p.m.—Mezzanine floor rooms, Spalding Hotel—Cocktail Party by Producers Council.
- 7:30 p.m.—Ballroom, Spalding Hotel—Dinner, Dance, Speaker.

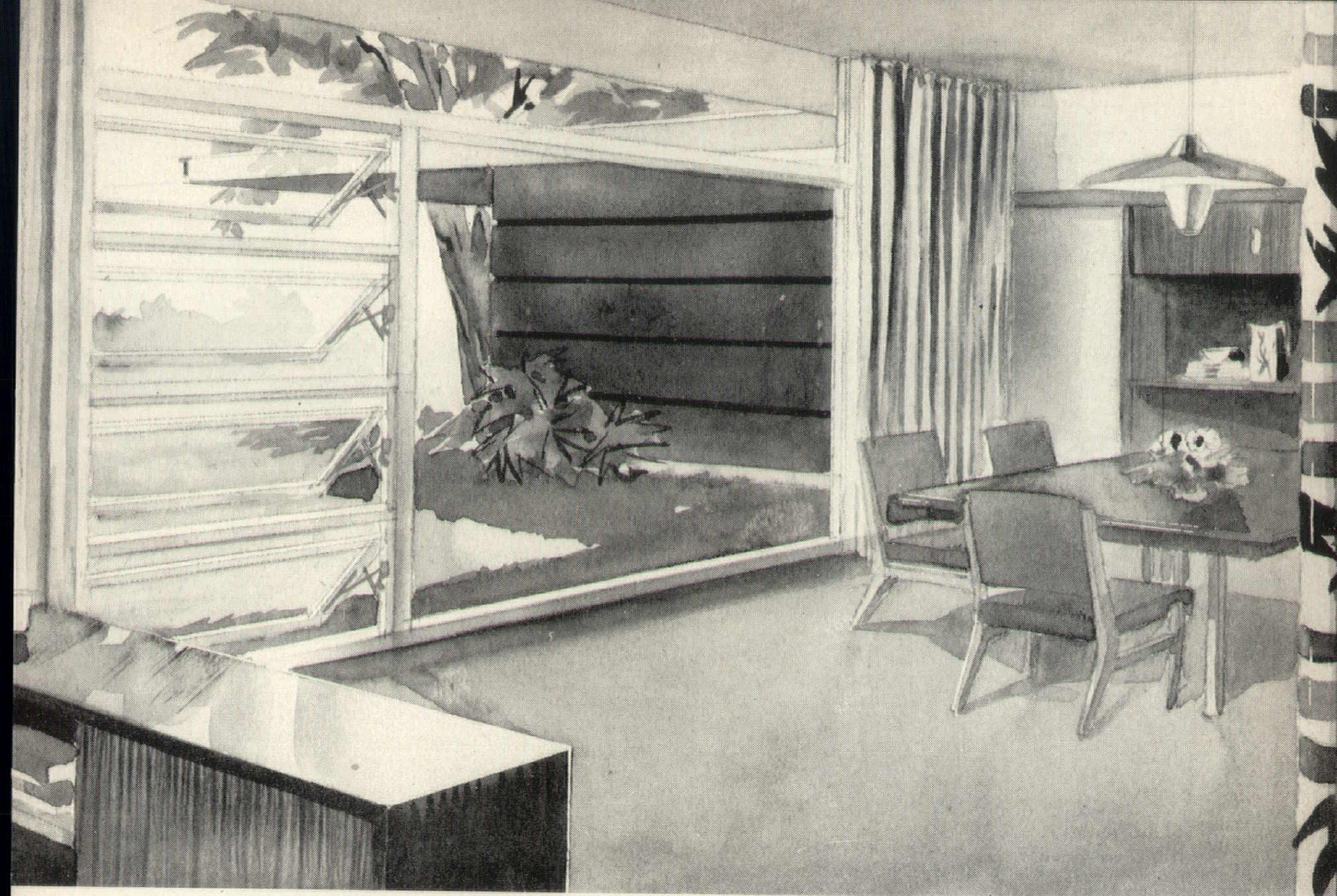
appearing in the plans. Out of this mutuality of any convention comes a great good for talking over designs and comparing notes on methods and materials broadens the experience of all concerned.



The tentative program for the convention is presented here and although it may be changed later, a study of the features show that there is much offered to the local and visiting architect. He also has an ex-

These are the 1952-53 officers whose administration will culminate in the Duluth convention in August. Elected at the 1952 convention, they have guided society policy upward during the past year. Left to right, the officers are Reinhold Melander of Duluth, president, Winston A. Close of Minneapolis, secretary, C. H. Smith of Duluth, treasurer, and D. S. Haarstick of St. Paul, vice president. Standing in the second row are E. Richard Cone of St. Paul, retiring 1951 president, Louis C. Pinault of St. Cloud, and E. D. Corwin of St. Paul, directors.





## VERSA-LITE

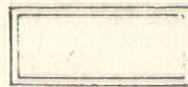
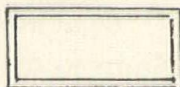
### The Most Versatile Window System YOU CAN SPECIFY

Now it is possible to provide fenestration achievements which were only possible formerly through custom detailing and manufacture.

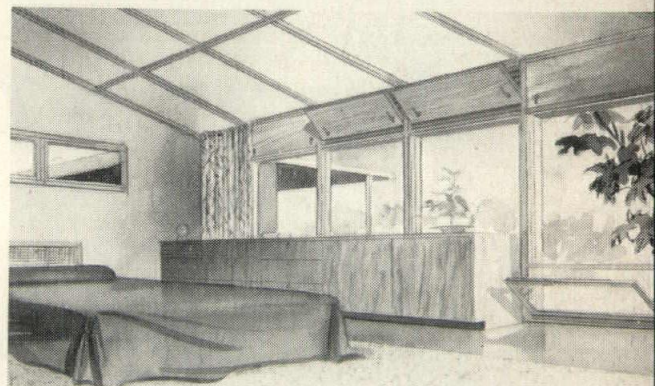
*Versa-Lite* window systems consist of four basic components which stack and inter-lock perfectly. The *Versa-Lite* system is so designed that vertical stacks of ventilating units exactly equal the height of the fixed frame. The system is further correlated in that one to four ventilators can be used below or above the fixed frame.

#### Four Standard Components

- FIXED FRAME
- LOUVRED VENTILATOR UNIT
- INSWINGING SASH UNIT
- OUTSWINGING SASH UNIT



"Woodwork of Distinction"



Specify *Versa-Lite* . . . the window system that will save you hours of detailing and drafting time. All hardware is furnished and installed and is especially produced by nationally known manufacturers exclusively for *Versa-Lite* application.

Thermopane throughout — no changing of storms or screens. Roto operator for outswinging units.

*Versa-Lite*—quality designed and produced by a reputable firm with 50 years of experience.

**A. T. RYDELL, Inc.**

Cherry 3311

2300-2328 North 2nd Street  
Minneapolis, Minnesota



cellent opportunity to make himself heard on conduct of the society and take part in the ever-forward development of the community work of the association.

Current officers of the society, in addition to Mr. Melander, include Vice President Donald Haarstick of St. Paul; Secretary Winston A. Close of Minneapolis, and Treasurer C. H. Smith of Duluth. Directors of the group, in addition to the officers above, are E. Richard Cone of St. Paul, 1951-52 president; B. J. Hein of Albert Lea; E. D. Corwin of St. Paul; Oscar Lang of Minneapolis, and Louis Pinault of St. Cloud.

Auxiliary officers are Mrs. Mortensson, president; Mrs. Shefchik, vice president, and Mrs. T. L. Sime of St. Paul, secretary-treasurer.

### ST. PAUL A.I.A. PICKS LUNDGREN FOR PRESIDENT

St. Paul Chapter A.I.A. members have named Louis R. Lundgren as their president for the 1953-54 year. Mr. Lundgren, formerly vice-president, succeeds George Townsend as head of the chapter.

Mr. Lundgren is a member of the architectural firm of Haarstick, Lundgren and Associates, which announced a considerable expansion earlier this year. He has been active in organizational work for some time.

Other new St. Paul officers are Lawrence E. Hovik of Ellerbe & Co., vice-president; Frank D. Clark, secretary; Richard Hammel, consulting architect for the city's schools, treasurer; and Philip C. Bettenberg of Bettenberg, Townsend & Stolte, state society director.



Auxiliary officers are Mrs. N. Holger Mortensson of So. St. Paul, president of Minnesota Auxiliary, A.I.A. (seated), Mrs. T. L. Sime of St. Paul, secretary-treasurer, and Mrs. T. J. Shefchik of Duluth, vice president.

Mr. Townsend, as past president, was named to the board of directors.

In 1942 the United States Park Service uncovered the kiln in which some of the first brick used in the Jamestown, Virginia, Colony were burned. It had five firing chambers, with the brick laid in herring-bone tiers. When or why the work was suddenly abandoned is a mystery.

## *Rugged in Texture*

Colored by nature in soft tones of blue . . . gray and autumn gold

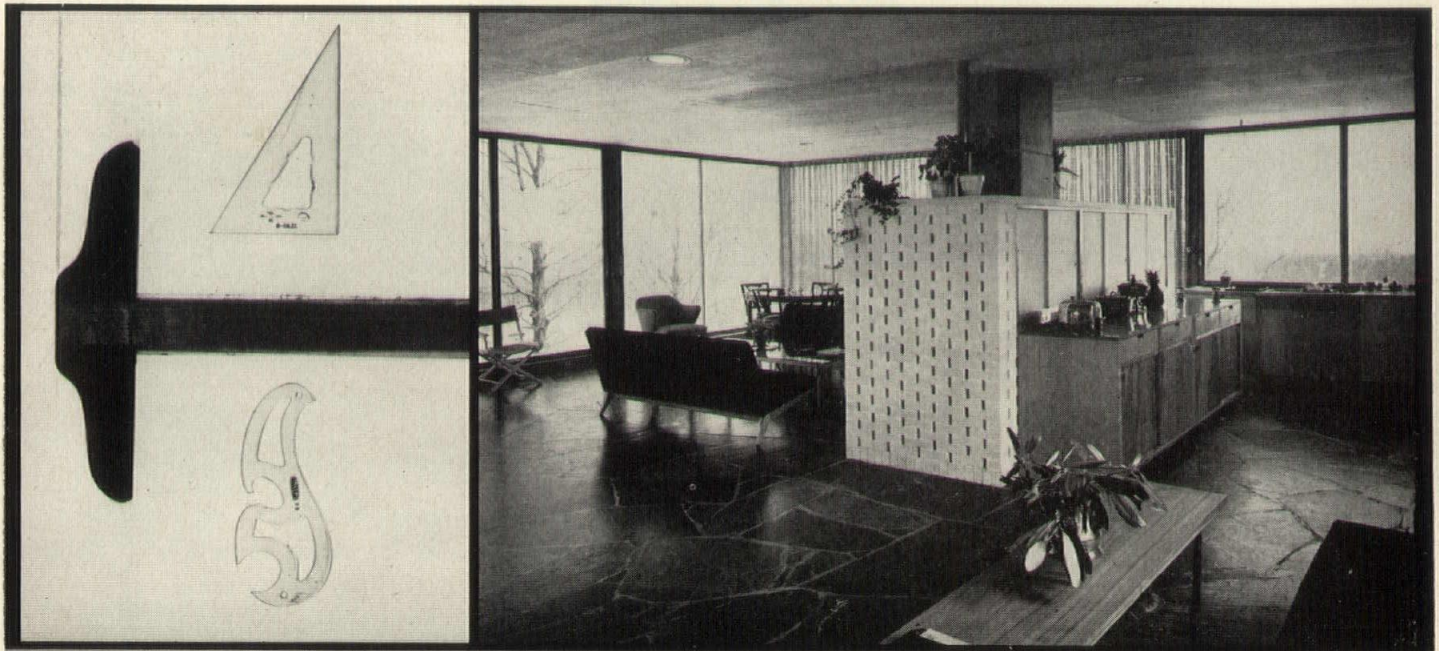


- VENEER
- FLAGGING
- LANDSCAPE
- WALL
- INTERIOR

Quarried & Distributed by  
**J. L. SHIELLY CO.**  
 1101 No. Snelling Ave., NEstor 8601  
 St. Paul, Minnesota



## AN IMPORTANT ANNOUNCEMENT



# S T E E L B I L T

Haldeman-Langford is pleased to announce its appointment as sales and service representative for Steelbilt, Inc.

Steelbilt is recognized as a leading producer of finely engineered steel frames for horizontal sliding glass doorwalls and windows.

For 18 years Steelbilt has been solving functional problems to give the architectural designer a free hand in using large areas of glass.

Solid installation, ease of operation and permanent weather seal are accomplished by engineering refinements\* concealed within slim sections, cold roll-formed to tolerances of .005".

Steelbilt units are available for dual glazing with Dualbilt, Thermopane or Twindow. Dualbilt is a patented and exclusive method for dual glazing on the job with standard sheets of glass from local stock.

Only Steelbilt offers a choice of either top roller-hung or bottom roller types.

Economical stock sizes and models, mass produced in Steelbilt's new Gardena, California plant, are available for immediate delivery.

Please write or telephone for information, literature or specific details.

Architectural and Engineering Division

\*patented

**HALDEMAN-LANGFORD**

2580 University Avenue Saint Paul 14, Minnesota

Phone: Nestor 6139

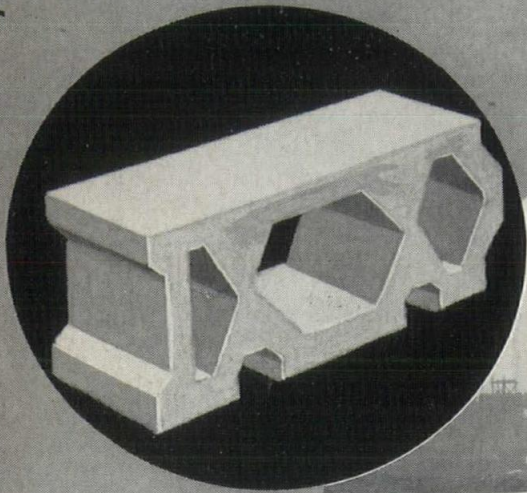
*Serving Northwest Architects for 30 years*



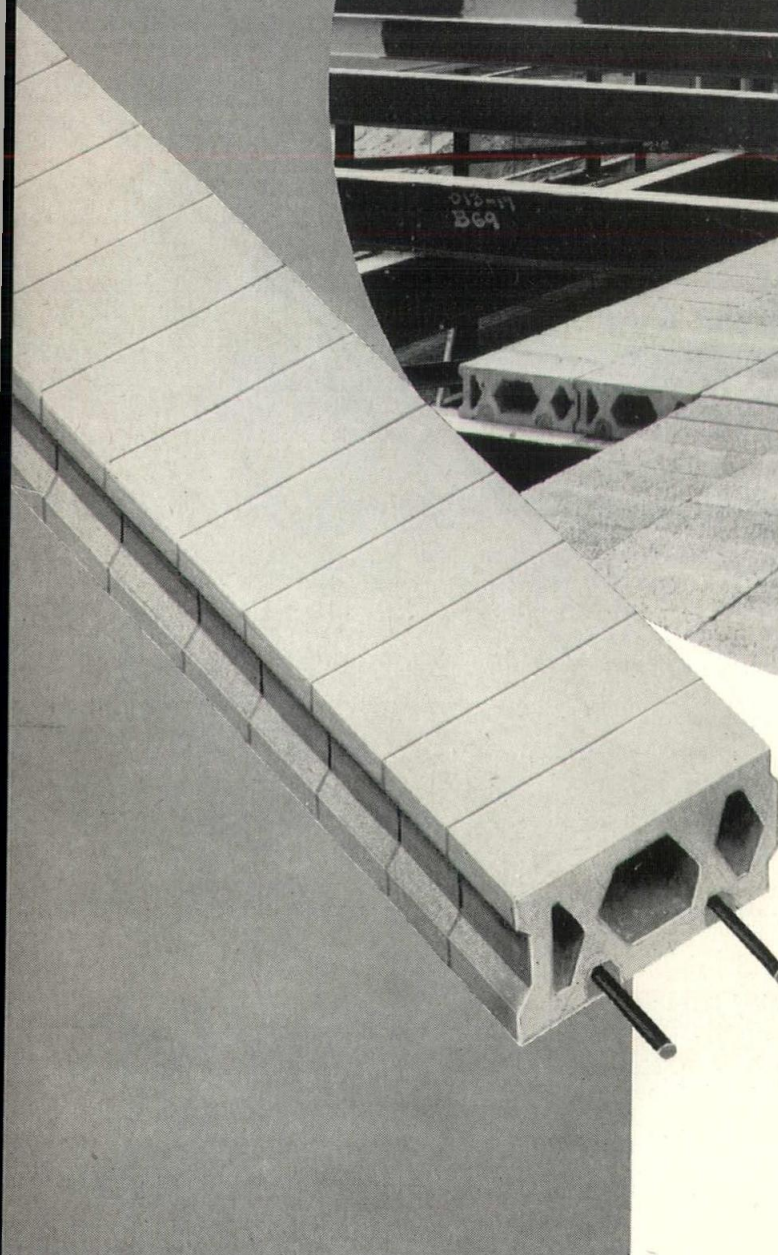
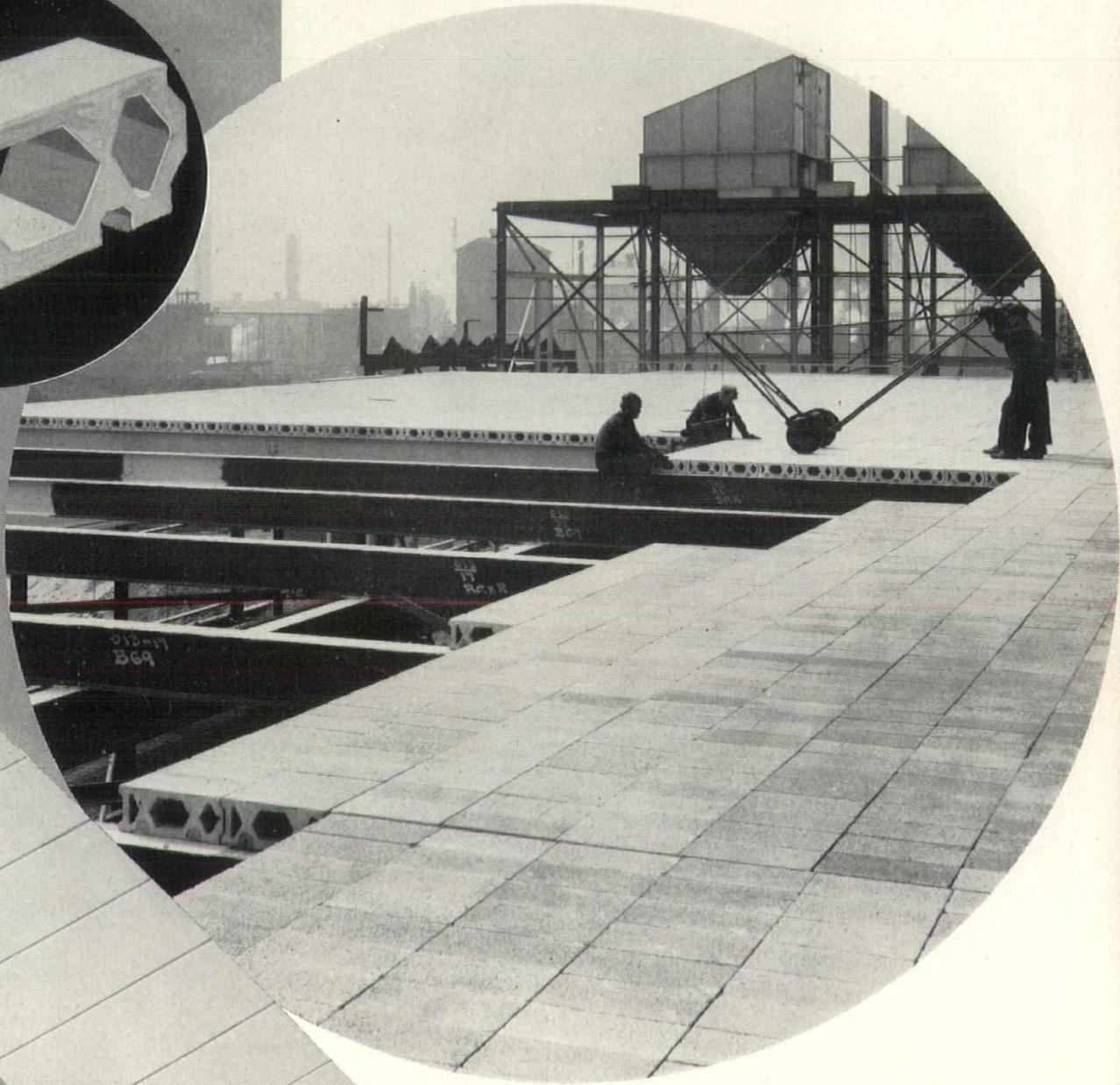
# The Dox Floor and Roof System

(Patent Pending)

*The Faster, Safer Way to Build!*



(Patent Pending)



*Reinforced, Lightweight, Aggregate*

## **PRECAST BEAMS**

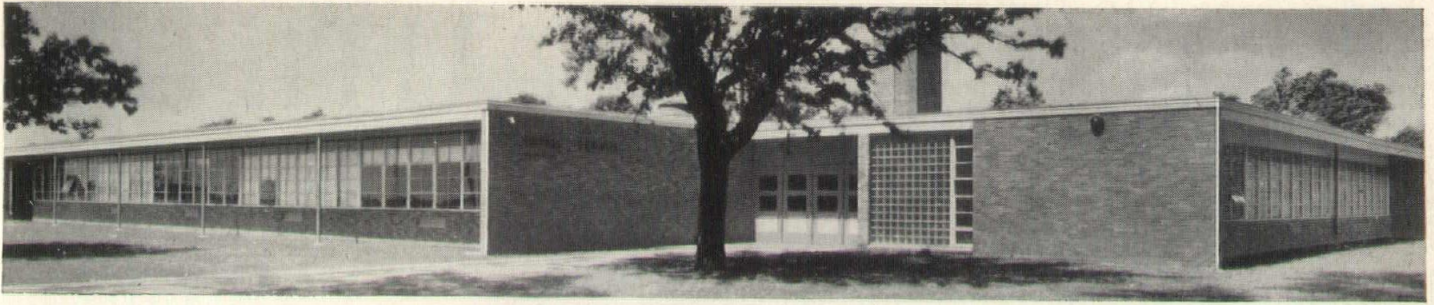
**For Residential, Agricultural,  
Commercial and Industrial Building**

## **DOX-BLOCK SYSTEM**

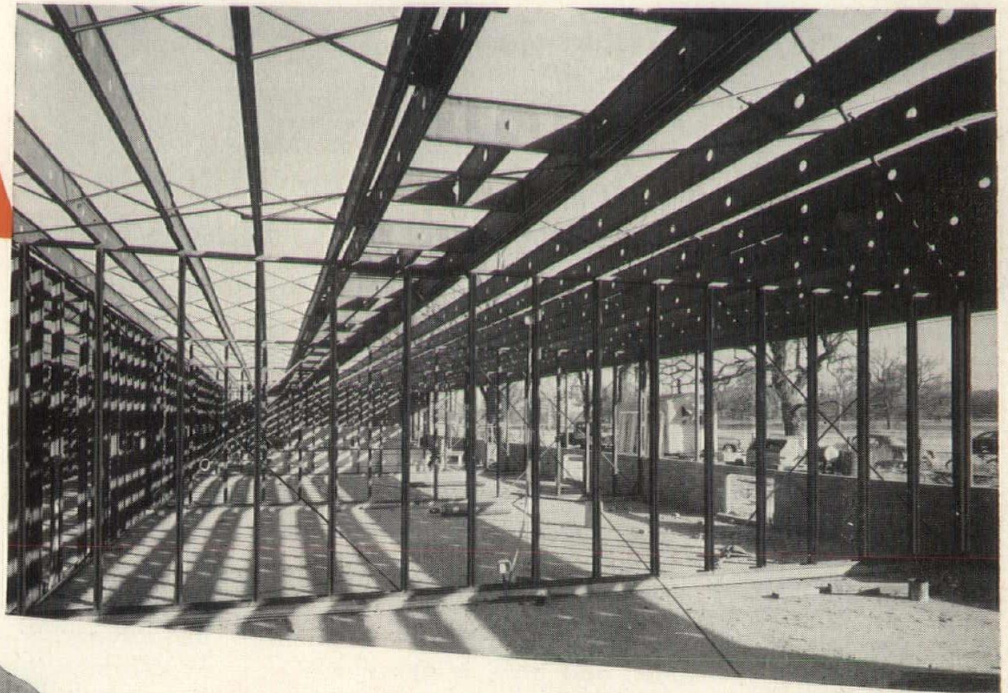
**Floors — Roofs**

**ST. PAUL PARK, MINNESOTA**





Lovell School District 48  
 Architect—H. B. Crommett  
 Gen'l Contractor—  
 Adolphson & Peterson



**"We Saved \$5,000  
 with STRAN-STEEL!"**



"We compared several different materials for framing this school. Because of its easier adaptation to the structural problems, Stran-Steel was \$5,000 lower in cost than any of the others."

H. B. CROMMETT, *Architect*  
 St. Paul, Minn.



FOR MORE INFORMATION WRITE

**STEEL STRUCTURES, INC.**  
 821 NINTH AVENUE S. E.  
 MINNEAPOLIS 14, MINNESOTA  
 Fillmore 2786

DISTRIBUTION • FABRICATION • ERECTION



# IS IT ONLY BEAUTIFUL?

Was this piece written in 1953? You could believe it, so well does it deal with problems of 1953. It was spoken to Architects, May 15, 1865, by JOHN RUSKIN ◊

“AN INQUIRY into some of The Conditions at Present Affecting THE STUDY OF ARCHITECTURE in our Schools,” made for the Royal Institute of British Architects.

Edited by WILLIAM GRAY PURCELL, A.I.A.

WITH BRIEF EXPLANATIONS from notes made as a Cornell undergraduate when he began the study of Ruskin's "Seven Lamps of Architecture" which was to influence all his thinking about the philosophy of art from that day forward. Many of the passages, now reprinted for you, were set apart with green pencil in that first delightful reading.

**S**CHOOLS are a live topic. What schools teach and what students think, and how, is everybody's business. The way architects think and what people think, for example, about the new Dayton Shipping Center at Southdale is interesting to many kinds of private interest.

I am reporting for you what was said ninety years ago by a very intelligent man. The amazing variety of his teaching, later recorded in thirty-nine volumes, is available in libraries around the world. Go and look at them. See his beautiful drawings—thousands of them. What he said and the way he said it changed people's ideas, inspired them to action in religion, produced new craft arts, a new architecture. He furthered a revolution in painting and the graphic arts. Every educated person should read his "Seven Lamps of Architecture," published in 1849. Hear, in part, what he said to the Architects of one hundred years ago.

## Mr. Ruskin is Introduced

**L**ET ME SAY of my writings, that they were the expression of a *delight* in the art of architecture which was too intense to be vitally deceived, and of an *inquiry* too honest and eager to be without some useful result. That main endeavor of mine has been throughout to set forth the *LIFE OF THE INDIVIDUAL HUMAN SPIRIT as modifying the application of the formal laws of architecture*, and to show that the power and advance of this art were dependent on its just association with sculpture as a means of expressing the beauty of natural forms.

And because this question lies at the very root of the organization of the system of instruction for our youth, I venture boldly to express the surprise and regret with which I see our schools still agitated by assertions of the opposition of Naturalism to Invention and to the higher conditions of art. Even in this very room I believe there has lately been question whether a sculptor should look at a real living creature of which he had to carve the image. I would answer in one sense, no; that is to say, *he ought to carve no living creature while he still needs to look at it*. If we do not know what a human body is like, we certainly had better look, and look often at it, before we carve it; but if we already know the human likeness so well that we can carve it by light of memory, we shall not need to ask whether we ought now to look at it or not; and what is true of man is true of all other creatures and organisms — of bird and beast and leaf.

W.G.P.

**R**EADING this compelling analysis we find that Ruskin assumes an architecture of timber or stone. In his day no other principal building materials were imaginable. Today we use almost everything but stone and timber. Our forest products are reprocessed into hundreds of specialties. But Ruskin in our world would have applied his logic in full vigor to the new adventures. You make the shift to our chemical age for him as you read.

MR. RUSKIN:

**T**HERE IS A NOBLE way of carving a man, and a mean one; and there is a noble way of carving a beetle, and a mean one; and a great sculptor carves his scarabaeus grandly as he carves his king, while a mean sculptor makes vermin of both. And it is a sorrowful truth, yet a sublime one, that this greatness of treatment *cannot be taught by talking about it*. No, nor even by enforced imitative practice of it. *Men treat their subjects nobly only when they themselves become noble; not till then*. And that elevation of their own nature is assuredly not to be effected by a course of

NORTHWEST



drawing from models, however well chosen, or of listening to lectures, however well intended.

Art, national or individual, is the result of a long course of previous *life* and *training*; a necessary result, if that life has been loyal, and an impossible one, if it has been base. Let a nation be healthful, happy, pure in its enjoyments, brave in its acts, and broad in its affections, and its art will spring round and within it as freely as the foam from a fountain; but let the springs of its life be impure, and its course polluted, and you will not get the bright spray by treatises on the mathematical structure of bubbles.

I am tonight the more restrained in addressing you because I am weary of all writing and speaking about art, and most of my own. No good is to be reached that way. The last fifty years have, in every civilized country of Europe, produced more brilliant thought, and more subtle reasoning about art, than the five thousand before them; and what has it all come to? I am not insensible to the high merits of much of our modern work. So far as it is good, *it has been founded on principles learned not from books*, but by study of the monuments of the great schools developed by national grandeur, not by philosophical speculation.

W.G.P.

**Y**OU WILL SEE Ruskin here developing the proposition that a "literary" sense in the creation of buildings is not normal to the life of the building art—that the logic of words and sentences, known as dialectic, is not the logic of man's power and ability to build. When architecture can be reduced to beautiful drawings, to important explanations and "mathematical treatises on bubbles," architecture is by then PAST TENSE and has no FUTURE in its empty pods.

MR. RUSKIN:

**I** AM ENTIRELY ASSURED that those who have done best among us are the least satisfied with what they have done, and I will admit that the spirit, or rather, I should say, the dispirit, of the age, is heavily against them; that all the ingenious writing or thinking which is so rife amongst us has failed to educate a public capable of taking true pleasure in any kind of art, and that the best designers never satisfy their own requirements of themselves, *unless by vainly addressing another temper of mind, and providing for another manner of life, than this one of ours here in 1865.*

W.G.P.

**W**E OF 1953 now experience that new "temper of mind" and the very new "manner of life" which he forecast, but was himself naturally unable to visualize. In our buildings, today's architects now address this new manner of man which we are, with our changed temper and tempo. There is a great need for our creative minds to be as wholesome as Ruskin's and to move in the thought-ways demanded by Ruskin.

MR. RUSKIN:

**A**LL LOVELY ARCHITECTURE was designed for cities in cloudless air; for cities in which piazzas and gardens opened in bright populousness and peace; cities built that men might live happily in them and take delight daily in each other's presence and powers.

ARCHITECT

But our cities—

**BUILT** in black air, which, by its accumulated foulness, first renders all ornament invisible in distance and then chokes its interstices with soot;

**CITIES** which are mere crowded masses of store and warehouse and counter, and are therefore to the rest of the world what the larder and cellar are to a private house;

**CITIES** in which the object of men is not life, but labour; and in which all chief magnitude of edifice is to enclose machinery;

**CITIES** in which the streets are not the avenues for the passing and procession of a happy people but the drains for the discharge of a tormented mob, in which the only object in reaching any spot is to be transferred to another; in which existence becomes mere transition and every creature is only one atom in a drift of human dust and current of interchanging particles, circulating here by tunnels under ground and there by tubes in the air;

**FOR A CITY**, or cities, such as this, no architecture is possible, nay, no desire of it is possible to their inhabitants.

W.G.P.

**W**ELL, here we are, Mr. Ruskin, in smog choked Los Angeles. The Big City nature-haters are yearly packing traffic tighter and tighter on Sixth Avenue, New York, and Boul Mich., Chicago. There are only 135 days IN A YEAR when Minneapolis merchants can get women to come down town to buy. Free enterprise in city making has built its costly tool and taken its fabulous profits; now must watch its values explode into satellite towns born of unsolvable congestion.

MR. RUSKIN:

**I**T IS NOT an edifice's being of iron, or of glass, or thrown into new forms, demanded by new purposes, which need hinder its being beautiful. But it is the absence of all DESIRE of beauty, of all JOY in fancy, and of all FREEDOM in thought. (*Here Ruskin surely takes a clear view and a long view ahead. In this prophecy he sees both the opportunity and its evils potential.*)

If a Greek, or Egyptian, or Gothic architect had been required to design an iron bridge, he would have looked instantly at the main conditions of its structure, and dwelt on them with the delight of imagination. He would have seen that the main thing to be done was to hold a horizontal group of iron rods steadily and straight over stone piers. Then he would have said to himself (or felt without saying), "It is this *holding*—this *grasp*—this *securing tenor* of a thing upon which I have to insist." And he would have put some life into those iron tenons.

As a Greek put human life into his pillars and produced the caryatid; and an Egyptian put lotus life into his pillars, and produced the lily capital; so if living in 1865 either of them would have put some gigantic or some angelic life into the colossal sockets of our vast fabrics; whereas, now, the entire invention of the designer seems to have exhausted itself in exaggerating to



an enormous size a weak form of iron nut, and in conveying the information upon it, in large letters, that it belongs to the London, Chatham, and Dover Railway Company. I believe, then, gentlemen, that if there were any life in the national mind in such respects, it would be shown in these its most energetic and costly works. But there is no such life, nothing but a galvanic restlessness and covetousness, with which it is for the present vain to strive and in the midst of which, tormented at once by its activities and its apathies (having their work continually thrust aside and overtopped by huge masses, discordant and destructive), even the best architects must be unable to do justice to their own powers.

W.G.P.

**R**USKIN NOW PROCEEDS to show how an honest search for essential knowledge about the relation between people and process can create useful objects, more skilled hands and, as a consequence, more alert and satisfied minds. But when false standards govern a people their objective gets lost, skills are stylized and both the public and private mind revolves in a vacuum, geared only to its own sterile reconstructions.

MR. RUSKIN:

**B**UT, GENTLEMEN, must we not reflect with consternation, what a marvellous ability the luxury of the age and the very advantages of education confer on the unwise and ignoble for the production of attractively and infectiously bad work. I do not think that this adverse influence, necessarily affecting all conditions of so-called civilization, has been ever enough considered. It is impossible to calculate the power of the false workman in an advanced period of national life nor the temptation of all workmen to become false.

FIRST, there is the irresistible appeal to vanity. There is hardly any temptation of the kind (there cannot be) while the arts are in progress. The best men must then always be ashamed of themselves; they never can be satisfied with their work absolutely but only as it is progressive. Take, for instance, any archaic head intended to be beautiful; say, the Attic Athena, on the early Arethusa of Syracuse. In that, and in all archaic work of promise, there is much that is inefficient, much that to us appears ridiculous, but nothing sensual, nothing vain, nothing spurious or imitative. It is a child's work, a childish nation's work, but not a fool's work.

You find in children the same eager and innocent delight in their own work for the moment, however feeble; but next day it is thrown aside, and something better is done. Now a child or a childish nation differs inherently from a foolish, educated person or a nation advanced in pseudo-civilization. The educated person has seen all kinds of beautiful things, of which he would fain do the like—not to add to their number—but for his own vanity that he also may be called an artist. Here is at once a singular and fatal difference. The *childish nation* sees nothing in its own past work to satisfy itself. It is pleased at having done this but wants something better; it is struggling forward always to reach this better, this ideal conception. It wants more beauty to look at. That's the right temper to work in and to get work done for you in. But the vain, aged,

*highly-educated nation* is satiated with beautiful things—it has myriads more than it can look at; it has fallen into a habit of inattention; it passes weary and jaded through “art galleries” which contain the best fruit of a thousand years of human travail; and as the thirst of vanity thus increases, so the temptation to it. There was no fame of artists in those archaic days. Every year, every hour, saw some one rise to surpass what had been done before. And there was always better work to be done, but never any credit to be got by it. The artist lived in an atmosphere of perpetual, wholesome but inevitable eclipse.

SECONDLY, consider the attractive power of false art, completed, as compared with imperfect art advancing to completion. Archaic work, so far as faultful, is repulsive; but advanced work is, in all its faults, attractive. The moment that art has reached the point at which it becomes sensitively and delicately imitative, it appeals to a new audience. From that instant it addresses the sensualist and the idler. Its deceptions, its successes, its subtleties, become interesting to every condition of folly, of frivolity and of vice. And this new audience brings to bear upon the art, in which its foolish and wicked interest has been unhappily awakened, the full power of its riches.

The history of Italian art is that of a struggle between superstition and naturalism on one side, between continence and sensuality on another. So far as *naturalism* has prevailed over superstition, there is always progress; so far as *sensuality* over chastity, death. And the two contests are simultaneous. It is impossible to distinguish one victory from the other.

W.G.P.

**O**NE CANNOT UNDERSTAND Ruskin's full meaning here if his words are limited to our current commercial language of art and criticism. For example, the Greeks who in their Baccic Festivals would seem to us to have expressed exceedingly broad moral tolerances in social customs, nevertheless in their sculpture throughout more than a thousand years of history never produced one statue of an unclad female nor felt the need for any public censors of their mores.

MR. RUSKIN:

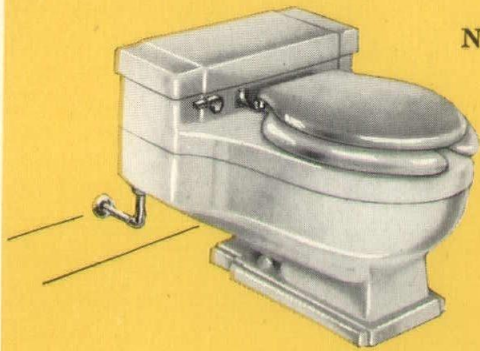
**O**BSERVE, however, I say victory over superstition, not over religion. Let me carefully define the difference.

SUPERSTITION, in all times and among all nations, is the fear of a spirit whose passions are those of a man, whose acts are the acts of a man; who is present in some places, not in others; who makes some places holy, and not others; who is kind to one person, unkind to another; who is pleased or angry according to the degree of attention you pay to him, or praise you refuse to him; who is hostile generally to human pleasure, but may be bribed by sacrifice of a part of that pleasure into permitting the rest. This, whatever form of faith it colours, is the essence of superstition.

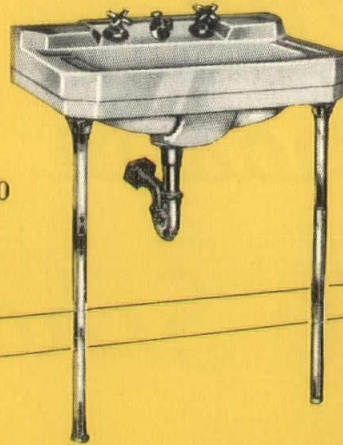
RELIGION is the belief in a Spirit whose mercies are over all His works—who is kind even to the unthankful and the evil; who is everywhere present and

(Continued on Page 53)

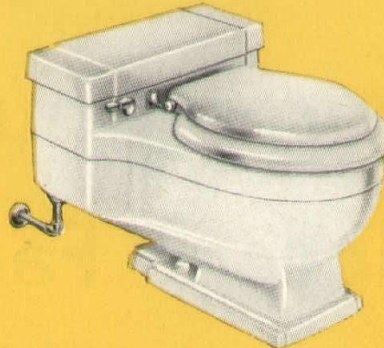




No. 1010

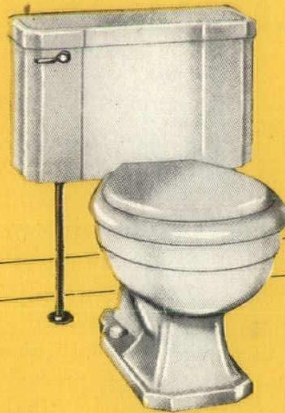
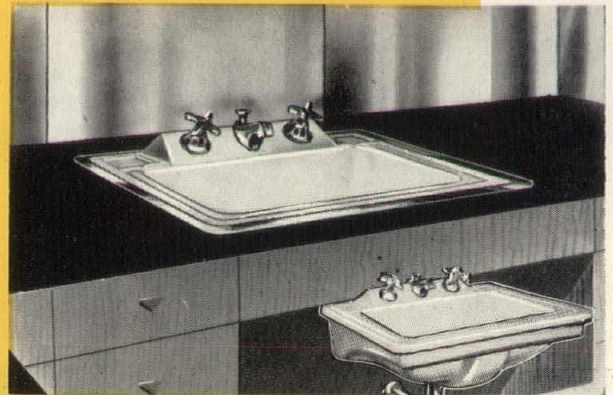


No. 850



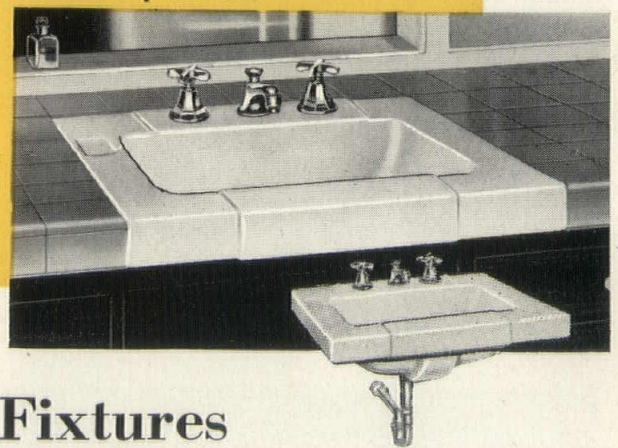
No. 1000

Welsford No. 960



No. 1325

Whitney No. 950



No. 1200



## Modern Beauty

by W. A. CASE & SON MFG. CO. in Bathroom Fixtures

Case Nos. 1000 and 1010 One-Piece Water Closets—1½" sheet covered seat, supply pipe, special stop in tank. Non overflow quiet, powerful centrifugal flushing action. Round front or elongated bowls with or without open front seat and cover.

The Willard No. 850—meets growing demand for a dry shelf vitreous china lavatory. Chrome plated supply and pop-up waste fittings, concealed front overflow, soap depression and anti-splash rim, either 22x18 or 24x20.

No. 1200 Deluxe Water Saver Closet Combination—centrifugal action, large water area. Vitreous china tank bolts directly to bowl—not attached to wall. Round front or elongated bowl.

No. 1325 Camel Water Closet Combination—special reverse trap bowl, with jet and extended rear shelf. Vitreous china tank, bolts directly to bowl. Available in 10, 12 or 14" rough-ins.

No. 960 The Welsford—a most attractively designed vitreous china lavatory. Illustrated for custom made tile-in tops with chrome plated supply and pop-up waste fitting—24x20". Square basin, front overflow, anti-splash rim, soap depression.

No. 950 The Whitney—latest in tile-in or built-in vitreous china lavatory. Illustrated with Hudee stainless steel rim, chrome plated supply and pop-up waste fitting—22x18". Front overflow, anti-splash rim, square basin, dual soap depressions. Whether it's a vitreous china closet combination, lavatory, urinal or sink in "whiter white" or pastel colors, you'll find Case offers you the widest possible selection in size and styling.

## ROBERTS-HAMILTON COMPANY

Wholesale Distributors—Plumbing, Heating and Kitchen Supplies  
Park Avenue and Third St.  
Minneapolis 15, Minnesota





# Victoria Composite High School

## Features Unusual and "Tailored" Facilities

Canada's most modern school, the new \$3,000,000 Victoria Composite High School in Edmonton, which is near the rich Leduc oil fields, has more than 200,000 square feet of floor area and such unusual features as an indoor rifle range, a swimming pool with underwater illumination and an elaborate public address system.

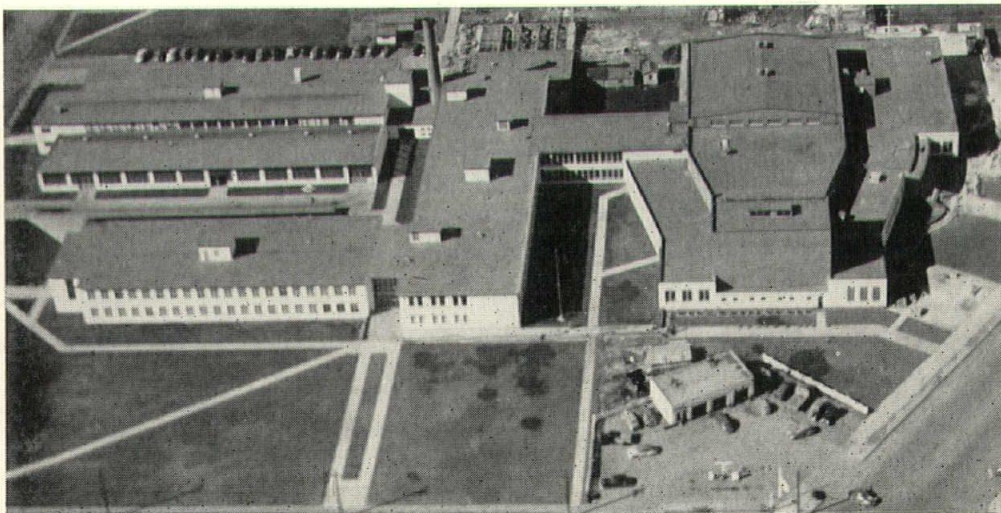
The two-story building also features a new type of exterior finish, which is creating considerable interest because of the possibilities it offers for distinctive external treatment. This is a facing of present panels of gleaming white terrazzo and white cement, 1½ inches thick, with a back-up layer of vermiculite insulating concrete, also 1½ inches thick. The panels, precast in order, were applied over exterior walls of brick and tile.

The new facing combines beauty, flexibility and econ-

omy with a modern approach, said Architect Maxwell C. Dewar. The large panels and wide jointing give the building a clean-lined exterior that is very attractive, and where special ornamentation was desired, the terrazzo was easily carved. Total cost of the panels installed was approximately \$1.70 per square foot.

By using vermiculite aggregate instead of sand in the back-up layer, the panels could be precast in sizes ranging as large as 8 by 8 feet. Nearly 1,000 pounds of dead load were eliminated on each 8 by 8 foot slab and the total insulation value of the wall was doubled.

In plan, the school consists of a main section with four large radiating wings. Framework of the building is structural steel columns and beams with steel joists for second floors and roofs. The school is fireproofed throughout. Interior walls on corridors, stairways, and permanent locations are glazed brick dado, tile, and



Aerial view of the Victoria school, with recreation wing housing auditorium at right.



# Lighting for Seeing



**NORTH AMERICAN OFFICE OF NORTHWESTERN NATIONAL BANK OF MINNEAPOLIS**

ARCHITECT: A. MOORMAN & CO.

CONSULTING ENGINEERS: GAUSMAN & MOORE

ELECTRICAL CONTRACTOR: BATZLI ELECTRIC CO.

FIXTURES: LITE CONTROL LOUVERED TROFFERS, PITTSBURGH—MOE BROS. & ATLAS DOWNLITES

A COMBINATION FUNCTIONAL LIGHTING INSTALLATION, UTILIZING SLIMLINE FLUSH TROFFERS OVER THE OFFICE AREAS WITH INCANDESCENT DOWNLIGHTS OVER TELLERS' WINDOWS AND CUSTOMER COUNTERS, WILL MAINTAIN 40 TO 50 FOOT CANDLES IN THESE IMPORTANT WORK AREAS. THE COLD CATHODE COVE PROVIDES FUNCTIONAL AND ARTISTIC TREATMENT WITH SUFFICIENT ILLUMINATION FOR THE CUSTOMER LOBBY AREA. QUALITY AND LOW BRIGHTNESS CONTRASTS PREVAIL THROUGHOUT.

*Information compiled by Lighting Service Section*

**NORTHERN STATES POWER COMPANY**

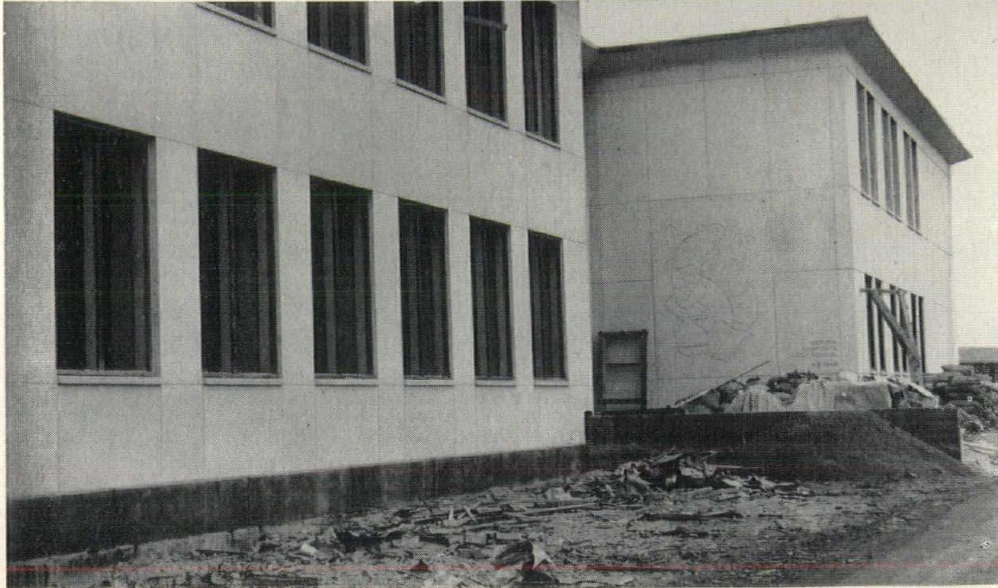
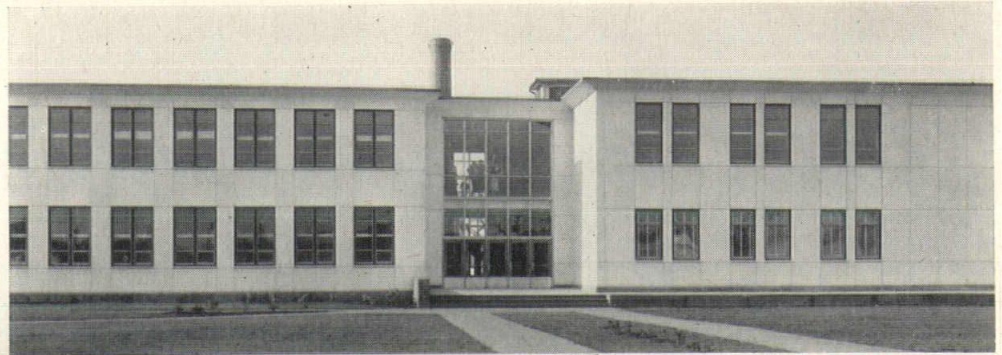
For factual lighting information, technical data on light sources, fixtures, relative costs, etc.

**Call Lighting Section—MA 6251**





*Simplicity  
and  
Stylization  
are  
Key Notes*



The clean design of the school stands out in these photographs. Above is the main entrance. At left the terrazzo panels strike a smart note in exteriors. The incised design is noteworthy.

plaster. Classroom partitions are staggered wood studs and plaster to allow for future expansion or contraction of classroom sizes.

An eight-foot module was used to secure flexibility in planning for present and future needs. This also proved economical in the use of materials and column spacing.

Floors are concrete fill over structural slabs, finished with linoleum in classrooms, rubber tile in laboratories, asphalt tile in other locations and terrazzo in corridors, lavatories and on stairways. The roof deck is vermiculite concrete over expanded metal lath on bar joists 24 inches on centers. The concrete is covered with a built-up roof of pitch and gravel. Flashing is copper. Penetration is wood sash in wood frames with double glazing in classrooms; stainless steel casings in entrances; and solar glass in the south windows of the home economics department. The bottom quarter of all windows opens inward on hinges. Seventy-five per cent of the ceiling area is treated with vermiculite acoustical plastic.

#### **Tile Used to Good Advantage**

Light glazed tile was used in all corridors to the height of the recessed lockers and in stairways, swimming pool, gymnasium and other areas subject to hard use. Gang shower rooms and drying areas are completely covered with ceramic tile on walls, ceilings and floors. The smart foyer has interior brick walls, a winding terrazzo staircase with a terrazzo flower box at its base for ornamental plantings and wall wash lights. In the center of the ceiling is an amorphous fluorescent fixture that spreads a rose color over the ceiling and effectively sets off the wall washes.

Administrative and student union offices, a library, guidance rooms, science labs, art rooms, and a number of classrooms occupy the main section. One entire wing is given over to home economics, a second to languages and social studies, a third to recreation, and the fourth to technical and shop training. Each wing can be closed off and used separately from the rest of the school. For example, the technical wing is available for adult night classes and the recreation wing for community affairs. This wing plan makes possible expanding any one use, provides east-west exposures for all classrooms and, with numerous entrances to each area, makes for efficient circulation of the student population of 1,200.

Wide stairways and corridors facilitate safe, fast movement between classes. All classroom doors are recessed 30 inches from corridors so students hurrying along the hall will not bump into a suddenly opened door. The classrooms accommodate about 35 students. Desks are movable for maximum flexibility of arrangement. Even without the banks of windows, fluorescent lighting provides all-around illumination of 30-foot-candles. Social study classrooms have special areas set aside where students can sit around tables and discuss subjects under review. Blackboards and tackboards in classrooms vary in size according to the needs of the subject taught, as do the cupboards on sidewalls.

Laboratories, located on the second floor, reach the ultimate in modern practicality. The chemistry and physics labs are on the cool north side with its constant

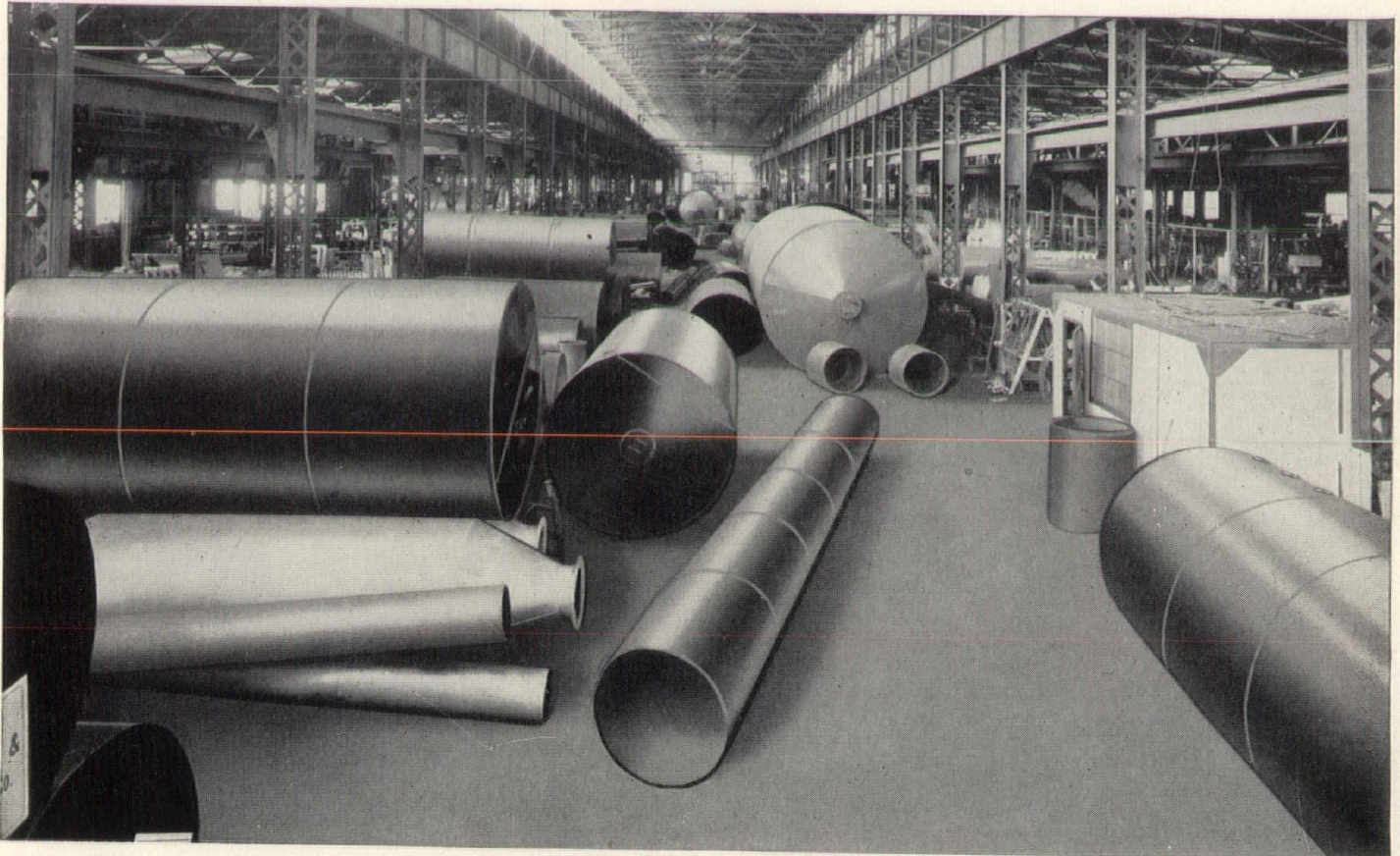
*(Continued on Page 45)*





for repairs or specialties

Call... **BROS**, *Minneapolis*



## these mammoth **BROS** facilities can work out your steel fabricating problems

● When you're faced with boiler or steel fabrication problems . . . the kind that will require fine engineering talent, real manufacturing skill, the best of plant facilities and plenty of steel fabricating experience . . . call BROS, Minneapolis.

Because . . . that's exactly what BROS can give you. We've been supplying industry nationally with a complete line of highly regarded, job-proven products and fast, reliable steel fabricating service since 1882.

And . . . you can get that BROS skill and efficient service for your small repair and special installation jobs.

The BROS fleet of specially-equipped trucks is ready at a moment's notice to bring complete facilities and skilled steel workers and welders to your door.

So . . . whatever your steel fabricating problem, call BROS, Minneapolis. You'll get fast service, skill, experience AND COMPLETE FACILITIES to handle the job.

FABRICATORS OF STEEL SINCE 1882

# **BROS**

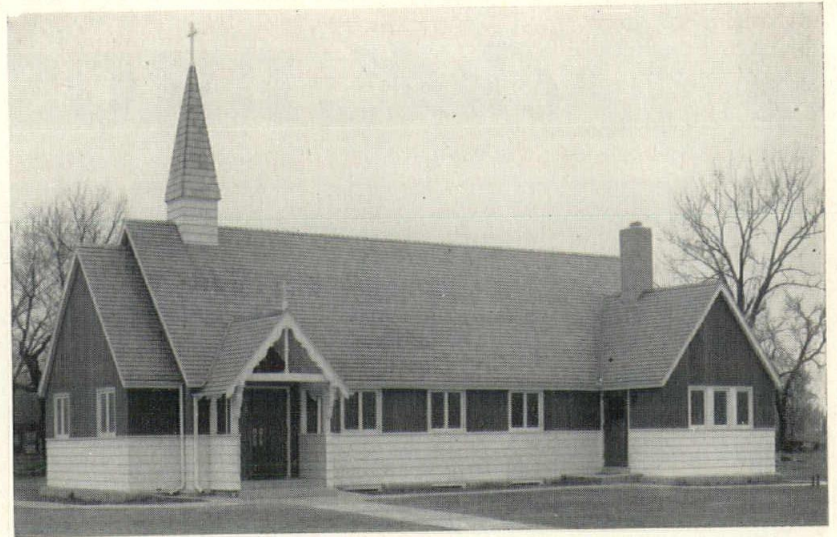
PHONE Gladstone 5921

PHONE Midway 6230

WM. BROS BOILER AND MANUFACTURING COMPANY, MINNEAPOLIS 14, MINNESOTA



Charm is inherent in wood and here the material serves to perfection in a church.



# WOOD

## IN TODAY'S ARCHITECTURAL DESIGNS

By R. E. Canton

There probably is no single item for sale to the public today where there is a greater general lack of knowledge than lumber, which poses a considerable problem for the architect's responsibility for building homes and other buildings for use of the public.

The average individual does not learn about lumber in the schools or colleges and until recently the manufacturers of lumber did little educational work with the public. On one side the individual was told the forests were being recklessly butchered and soon there wouldn't be a saw-log available to the mills. On the other side, he was told substitutes for lumber were becoming available to replace "old fashioned" wood for all of its multitude of uses. In the face of these wor-

risome comments by various interests lumber is produced in tremendous quantities and is gaining new markets.

The public is becoming educated concerning the advantages of wood for many uses through the intelligent efforts of architects, lumber manufacturers, wholesalers, retailers and builders. There is now a sincere interest on the part of these factors to understand each other's problems and interchange information that would help the building industry as a whole. Naturally, the problems of one indirectly are the problems of the others.

Before we get into the realm of the advantages of wood, we best had dispell the ideas brought about by the originators of "Woodsman, spare that tree!"

Today there is enough sawtimber standing in the nation's forests to build a six-room house for every man, woman and child in the United States, with lumber left over. Today the forests of the United States are estimated by the U. S. Forest Service to contain 1,601-billion board feet of sawtimber. Each year, new growth adds 35-billion board feet.

During the past 350 years, twice as much wood has been removed from America's forests as was growing here when the first English settlers arrived. A little over one-third of it was used for man's needs and comforts. The balance was destroyed by fire, insects and disease.

Here is an estimate of what has happened to America's sawtimber (trees of sufficient size, species and



# The Minnesota-Dakota Chapter, Producers' Council Members

Welcome the A.I.A. Members to the

1953 Annual Meeting at Duluth



## FRANK ADAM ELECTRIC CO.

220 Frontenac Bldg., Minneapolis  
Sidney Page

## ALBERENE STONE CORP. OF VIRGINIA

219 E. Island Ave., Minneapolis  
Ted R. Hidding, Charles Schneider (Alt.)

## TWIN CITY TILE & MARBLE CO.

## ALUMINUM CO. OF AMERICA

1060 N. W. Bank Bldg., Minneapolis  
J. J. Harris, Robert Erickson

## AMERICAN RADIATOR & STANDARD SANITARY CORP.

410 Essex Bldg., Minneapolis  
Ross Bishop, E. J. Wall (Alt.)

## C. L. AMMERMAN COMPANY

104 North Second St., Minneapolis  
C. L. Ammerman

## ANDERSEN CORP.

Bayport, Minnesota  
Donald Wilson

## ARMSTRONG CORK CO.

515 Plymouth Bldg., Minneapolis  
R. P. Jones, H. D. Cobb (Alt.)

## BELL & GOSSETT CO.

708 Portland Ave., Minneapolis  
B. J. Mulcahy, Sr., B. J. Mulcahy, Jr. (Alt.)

## BRASCO MANUFACTURING CO.

219 N. Second St., Minneapolis  
Harry M. Carroll, Paul Buck (Alt.)

## NORTHWESTERN GLASS CO.

## CECO STEEL PRODUCTS CORP.

2900 E. Hennepin Ave., Minneapolis  
W. H. Rabe, Miles Panek (Alt.)

## CELOTEX CORPORATION, THE

808 Foshay Tower, Minneapolis 2  
Paul Armstrong, A. C. Longtin (Alt.)

## ACOUST-CELOTEX

20 Lakeside Ave., Minneapolis  
Douglas Dunsheath, Les Brown (Alt.)

## INSULATION SALES CO.

## CHAMBERLIN COMPANY OF AMERICA

2400 Hennepin Ave., Minneapolis  
E. L. Thompson, W. C. Hamilton (Alt.)

## CRANE COMPANY

400 Third Ave. North, Minneapolis  
R. A. Hodgson

## CROWN IRON WORKS

1229 N. E. Tyler, Minneapolis  
E. P. Albert, Kermit Johnson (Alt.)

## DETROIT STEEL PRODUCTS COMPANY

1300 Quincy St. N.E., Minneapolis  
S. M. Olson

## C. W. OLSON MANUFACTURING CO.

C. L. Bell (Alt.), 1201 Foshay Tower

## EDISON ELECTRIC INSTITUTE

15 S. 5th St., Minneapolis 2  
R. E. Olsen, J. C. Newhouse (Alt.)

## NORTHERN STATES POWER CO.

## GOODYEAR TIRE & RUBBER CO.—Flooring Div.

418 Stinson Blvd., Minneapolis  
P. C. Anderson

## GREAT LAKES STEEL CORP.—STRAN-STEEL DIVISION

821 Ninth Ave. S.E., Minneapolis  
Richard L. Tepley, R. J. Anderson (Alt.)

## STEEL STRUCTURES, INC.

## HAMILTON MFG. CO., THE

2580 University Ave., St. Paul  
J. E. Homme, W. W. Haldeman (Alt.)

## HALDEMAN-LANGFORD CO.

## HUNTER DOUGLAS CORP.

1500 So. Western Ave., Chicago, Ill.  
Robert D. Sheldon

2524 Nicollet Ave., Minneapolis  
Tom Purdin (Alt.)

## ACME VENETIAN BLIND CO.

## JOHNS-MANVILLE SALES CORP.

5407 Excelsior Blvd., Minneapolis  
R. J. Kuehn, J. F. McEachen (Alt.)

## KAWNEER COMPANY, THE

15 E. 38th St., Minneapolis  
R. G. Bowman

## KIMBLE GLASS CO.

760 Rand Tower, Minneapolis  
V. L. Larson, S. Q. Dittenhoefer (Alt.)

## KENTILE, INC.

2664 McNair Drive  
Clayton J. Fitzpatrick

## LIBBEY-OWENS-FORD GLASS CO.

506 WCCO Building, Minneapolis 2  
H. M. Lewis

## MINNEAPOLIS-HONEYWELL CO.

621 E. Hennepin Ave., Minneapolis  
Martyn Kingsland, C. E. Wisner (Alt.)

## MOSAIC TILE CO.

2701 N.E. University Ave., Minneapolis  
C. I. James

## NATIONAL FIREPROOFING CORP.

624 Endicott Bldg., St. Paul  
John H. Donohue, Jr.

## CORNING-DONOHUE, INC.

## NATIONAL FIREPROOFING CORP.

101 Colfax Ave., Minneapolis  
L. B. Reak (Alt.)

## WUNDER-KLEIN-DONOHUE CO.

## NATIONAL GYPSUM CO.

438 Baker Bldg., Minneapolis  
Leo J. Shields, Harold W. Orth (Alt.)

## OCHS, A. C. BRICK & TILE CO.

Springfield, Minnesota  
106 S. Ninth St., Minneapolis  
Ben F. Melzer

## OTIS ELEVATOR CO.

618 Third Ave. S., Minneapolis 2  
N. B. Nelson

822 Minnesota Bldg., St. Paul 1  
Walter Gaddee (Alt.)

## OVERLY MANUFACTURING CO.

134 S. 10th St., Minneapolis  
A. J. Fischer, H. A. Bielke (Alt.)

## OWENS-CORNING FIBERGLAS CORPORATION

1700 Rand Tower, Minneapolis 2  
Ivan C. Spurlock, P. A. Taylor (Alt.)

## PEELLE COMPANY, THE

903 Marquette Ave., Minneapolis 2  
Larry Bakken, Van David (Alt.)

## PHILIP CAREY MG. CO.

Lockland, Cincinnati, Ohio  
253 Plymouth Bldg., Minneapolis  
W. B. Ott, 5809 Kellogg Ave., Minneapolis

## PITTSBURG PLATE GLASS CO.

616 S. Third St., Minneapolis 15  
Jack Bissell, Bernard Powers (Alt.)

## REYNOLDS METALS CO.

Building Products Division  
203 Wesley Temple Bldg., Minneapolis  
Carl W. Fogelberg, Clinton B. Wager (Alt.)

## R. O. W. SALES COMPANY

83rd & Grand Ave. So., Minneapolis  
Arne C. Kindem

## ANDREW A. KINDEM & SONS, INC.

## ROBERTSON, H. H., CO.

2106 Foshay Tower, Minneapolis  
Robert Deegan

## ROLSCREEN COMPANY

927 Washington Ave. S., Minneapolis 15  
Curtis W. Johnson, Willis G. Bloomquist (Alt.)

## SANYMETAL PRODUCTS CO., INC.

454 Coolidge St. N.E., Minneapolis  
A. P. Hustad, John Hustad, Jr. (Alt.)

## THE HUSTAD COMPANY

## SPARTA CERAMIC CO.

45 15th Ave. N., Hopkins, Minnesota  
Rollin Child

## STRUCTURAL CLAY PRODUCTS INSTITUTE

401 Wesley Temple Bldg., Minneapolis  
Richard A. Taylor

## TAYLOR, THE HALSEY W., CO.

708 Portland Ave., Minneapolis  
B. J. Mulcahy, Jr., B. J. Mulcahy, Sr. (Alt.)

## TRUSCON STEEL DIVISION, REPUBLIC STEEL CORP.

246 Baker Bldg., Minneapolis  
John Davies, R.T. Nist (Alt.)

## UNITED STATES PLYWOOD CORPORATION

764 Vandalia St., St. Paul 14  
B. W. Thayer, S. R. Benson (Alt.)

## UNITED STATES QUARRY TILE CO.

45 15th Ave. N., Hopkins, Minn.  
Rollin B. Child

## VERMONT MARBLE COMPANY

219 E. Island Ave., Minneapolis  
Charles Schneider, Theo. Hidding (Alt.)

## TWIN CITY TILE & MARBLE CO.

## WAKEFIELD, THE F. W., BRASS SO.

41 S. 11th St., Minneapolis  
H. I. Kenney, Jr., H. I. Kenney (Alt.)

## KENNEY SALES

## WESTINGHOUSE ELECTRIC CORP.

2303 Kennedy St. N.E., Minneapolis  
Ray G. Bush

## ZONOLITE CO.

1720 Madison St. N.E., Minneapolis 13  
Floyd E. Homuth, R. L. Eikenberry (Alt.)

## WESTERN MINERAL PRODUCTS CO.

## ZURN, J. A. MFG. CO.

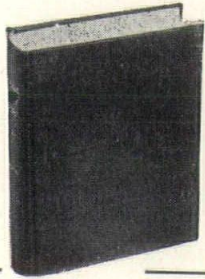
100 E. 14th St., Minneapolis 3  
Albert W. Schultz



# HOW and WHEN

*you can save money*

by using  
treated  
or  
"protected"  
wood



Tells the architect and the contractor what he needs to know about the economics of using treated wood . . . helps him to avoid costly mistakes in specifying and purchasing it.

*Just Published—2nd Edition*

## WOOD PRESERVATION

by G. M. HUNT, Former Director, U. S. Forest Products Laboratory, Madison, Wisconsin, and G. A. GARRATT, Dean, Yale School of Forestry.

417 pp., • 112 illus., • \$7.50

Plain descriptions and comparisons show you the purposes, advantages, and economics of preservative and protective processes. Along with giving a technical background of fundamentals, and details, the book forms a practical guide to give you a quick, basic view of principles and applications in all aspects of wood preservation.

Every chapter has been extensively revised to bring the 2nd Edition abreast of the many changes and advances in the past fifteen years. Thoroughly discusses the new preservatives and new testing methods as well as the more common ones to give you a ready command of information that helps you get the most out of wood whatever way you are using it.

### You get full facts on:

- New preservatives and testing methods
- The fungi and insects that destroy wood in storage and in use
- How to protect logs and lumber from deterioration during seasoning and storage
- How the treatment of wood affects its suitability for various uses
- How the costs and economies of wood preservation compare
- The natural durability and treatability of different woods
- How to evaluate different preservatives and methods
- The scope and advantages of mechanical protection and fire-retarding processes

*Mail order to*

**NORTHWEST ARCHITECT**  
2642 University Ave.  
Saint Paul 14, Minn.

quality to be made into lumber) during the past 350 years:

|                             | <i>Board Feet</i>  |
|-----------------------------|--------------------|
| In original forests .....   | 8,125,000,000,000  |
| Total Growth .....          | 9,500,000,000,000  |
| <hr/>                       |                    |
| TOTAL STOCK .....           | 17,625,000,000,000 |
| Fire, Insects, Disease..... | 7,150,000,000,000  |
| Land Clearing .....         | 2,449,000,000,000  |
| Used for Fuel.....          | 2,710,000,000,000  |
| Cut for Wood Products.....  | 3,715,000,000,000  |
| <hr/>                       |                    |
| TOTAL REMOVAL .....         | 16,024,000,000,000 |
| ESTIMATED BALANCE .....     | 1,601,000,000,000  |

(Based on statistics prepared by the late Robert V. R. Reynolds, former statistician for the U. S. Forest Service.)

In 1918 the consumption of saw-timber was nearly six times more than the annual growth of young trees of sawtimber caliber. Today, however, the growth of young stock has been advanced to the stage that we are removing only 50 per cent more timber than is growing. Therefore, in our time we will find that in spite of increasing consumption, the forests are growing as fast as they are cut.

Wise forest management can be thanked for this progress. The lumber manufacturers have adopted the policy that timber is a crop and should be harvested in much the same manner as wheat or corn. When trees reach maturity, their growth is almost nil and they are

subject to decay and insects. Today, when a mature stand of timber is harvested, or logged, precautions are taken to properly reforest the land to make a new crop of timber for future generations. Millions of dollars are spent annually to reduce the losses caused by fire and insects.

Unfortunately some species, such as white pine and western red cedar, have been in such heavy demand over the years that they have been cut out of proportion to their growth and out of proportion considering their relative small percentage of the total sawtimber of all species in the forest. Therefore, in the years to come, there may be a time lag in certain species until the new

## HAUENSTEIN & BURMEISTER, Inc.

614 Third Ave. So.

Minneapolis 2, Minnesota

Fillmore 6761

Midway 7000

*Manufacturers Representatives*

*for*

**METAL WINDOWS**

• ALUMINUM •

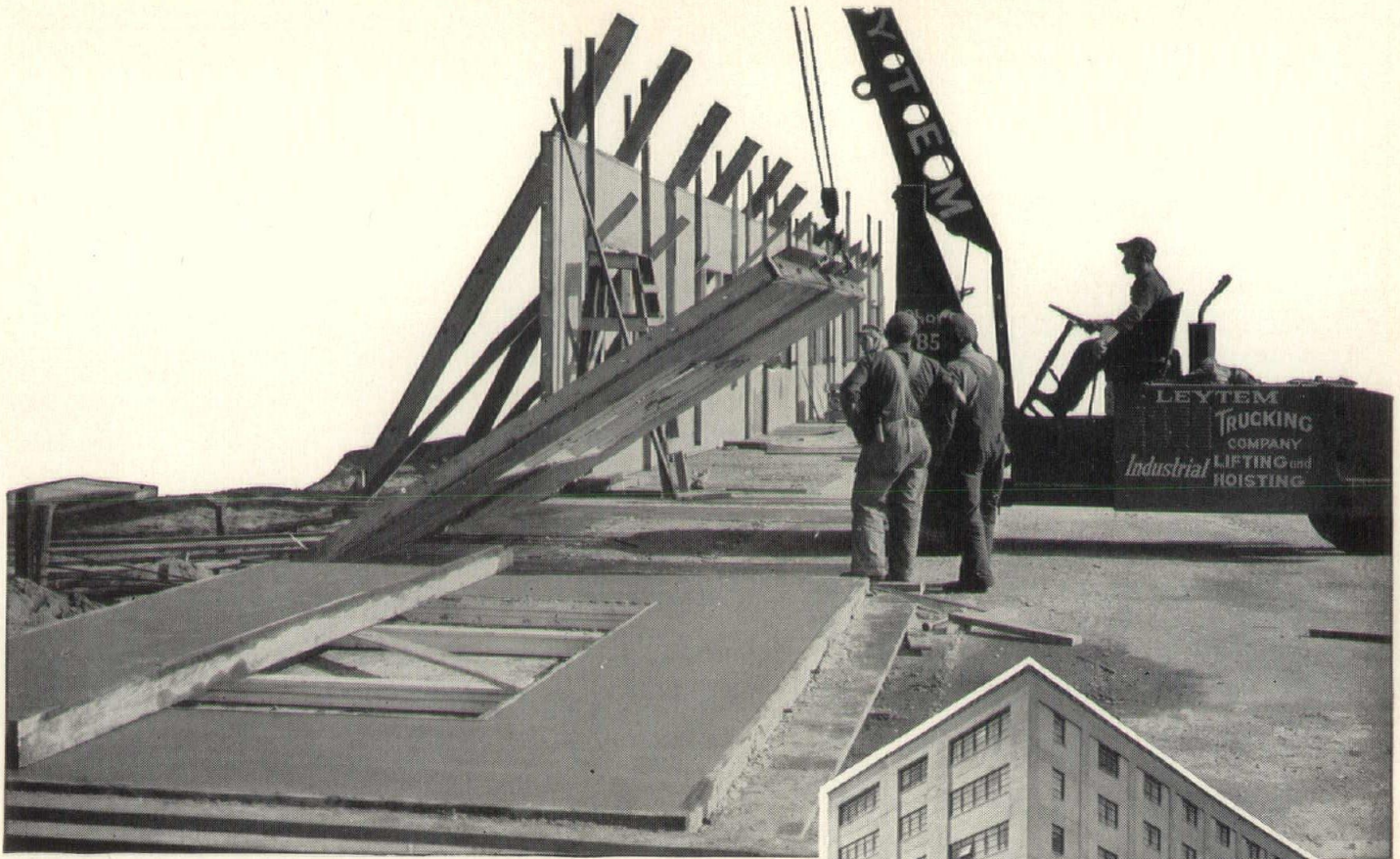
**The Adams & Westlake Co.—Ludman Corporation**

**Valley Metal Products Co.**

• STEEL •

**Hope's Windows, Inc. — S.H. Pomeroy Co., Inc.**





**Eight-story office building or one-story store... both prove versatility of  
TILT-UP CONSTRUCTION**

From coast to coast architects and engineers are turning to *Tilt-up*, the fast, economical method of concrete construction for stores, warehouses, office and industrial buildings, hospitals, schools, homes and apartments.

*Tilt-up* is adaptable to individually designed or standard buildings. It is quick and easy and reduces form building to a minimum. Wall panels are cast flat in simple edge forms—usually right on the concrete floor—and then tilted up into position with power cranes or hoists.

Forms for door and window openings are positioned in the walls before placing the concrete. Walls can be sized to meet a wide variety of requirements. After panels have been tilted up into position they are tied into one integrated unit with cast-in-place piers and beams.

*Tilt-up* structures have all the desirable qualities of any concrete building. They're strong and durable. They resist decay, termites, storms, vermin and fire. Their first cost is moderate, they give lifetime service and they cost little to maintain. That's true **low-annual-cost** construction!

**PORTLAND CEMENT ASSOCIATION**

920 Northwestern Bank Bldg., Minneapolis 2, Minn.

A national organization to improve and extend the uses of portland cement and concrete... through scientific research and engineering field work



Now available...

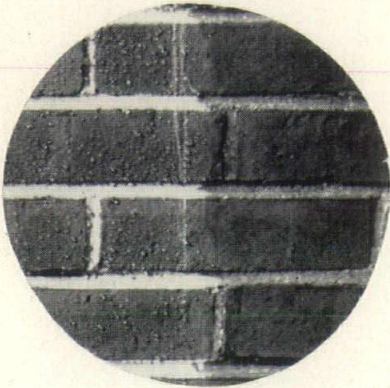
**New TILT-UP Book**

Learn more about this modern time-saving, economical construction method. Write for a new illustrated technical book. It's available free and contains a variety of construction and design details. Distribution of this book is limited to the United States and Canada.



# DARACONE

... the high  
Silicone content  
WATER REPELLENT



**PROTECTS ABOVE-GRADE  
EXTERIOR MASONRY**

**COMBATS EFFLORESCENCE**

because pores are lined, not clogged, masonry is able to "breathe," permitting any interior moisture to evaporate.

**VOIDS DISCOLORATION**

no change in color or texture or porosity of masonry is experienced.

**PREVENTS SPALLING**

tests prove DARACONE treated masonry never disintegrates from freezing or thawing, as water is kept out of masonry.

**YEARS OF EFFECTIVENESS**

walls properly treated with DARACONE remain water repellent for five years or more.

**EASE OF APPLICATION**

whenever outdoor work is practicable, silicone treatment is easily applied and inexpensive. Low cost justifies its use on houses, commercial and industrial buildings.

**NORTH CENTRAL  
SUPPLY COMPANY**

802 Pioneer Bldg., St. Paul 1, Minn.  
CEdar 4903

*Northwest Representative*

Against the natural foil of stone, this Redwood porch ceiling sets the theme of relaxation for a restaurant.



growth matures into timber of sawmill qualities.

A prime exception to this problem is California redwood. The redwood trees are so large that in the years past it took a large manufacturer to be able to finance logging equipment and sawmill facilities large enough to handle the huge logs. Therefore, the greater portion of the redwood area is dominated by a relatively few large operators that established reforestation programs long ago to perpetuate the supply of this very desirable species.

In our northwest, the most popular species for dimension, sheathing, trim lumber and sidings have been Douglas fir, white pine, ponderosa pine, cedar and redwood.

While the supply situation will only be serious in our time in cedar and white pine, architects and builders should accept secondary species whenever possible to help perpetuate the more preferred species; at least until we are over the hump where annual growth of sawtimber equals production. Some secondary species that generally can be well adapted into construction are west coast hemlock, white fir, noble fir, larch and spruce.

Enough for the supply of sawtimber. You can see that we need not be concerned about procurement.

The greatest advantage in using wood in construction is that it is a time-proved material that is accepted by the public. Of the 29,000,000 homes in America today,

## BLUE PRINTS — WHITE PRINTS PHOTOCOPIES

Supplies for

**Architects — Engineers — Draftsmen**

**H. A. ROGERS  
COMPANY**

817 Marquette Ave.  
Minneapolis LI. 7655

**ELECTRIC BLUE  
PRINT CO.**

48 East 4th St.  
St. Paul GA. 2368

*Finest in face brick & tile*

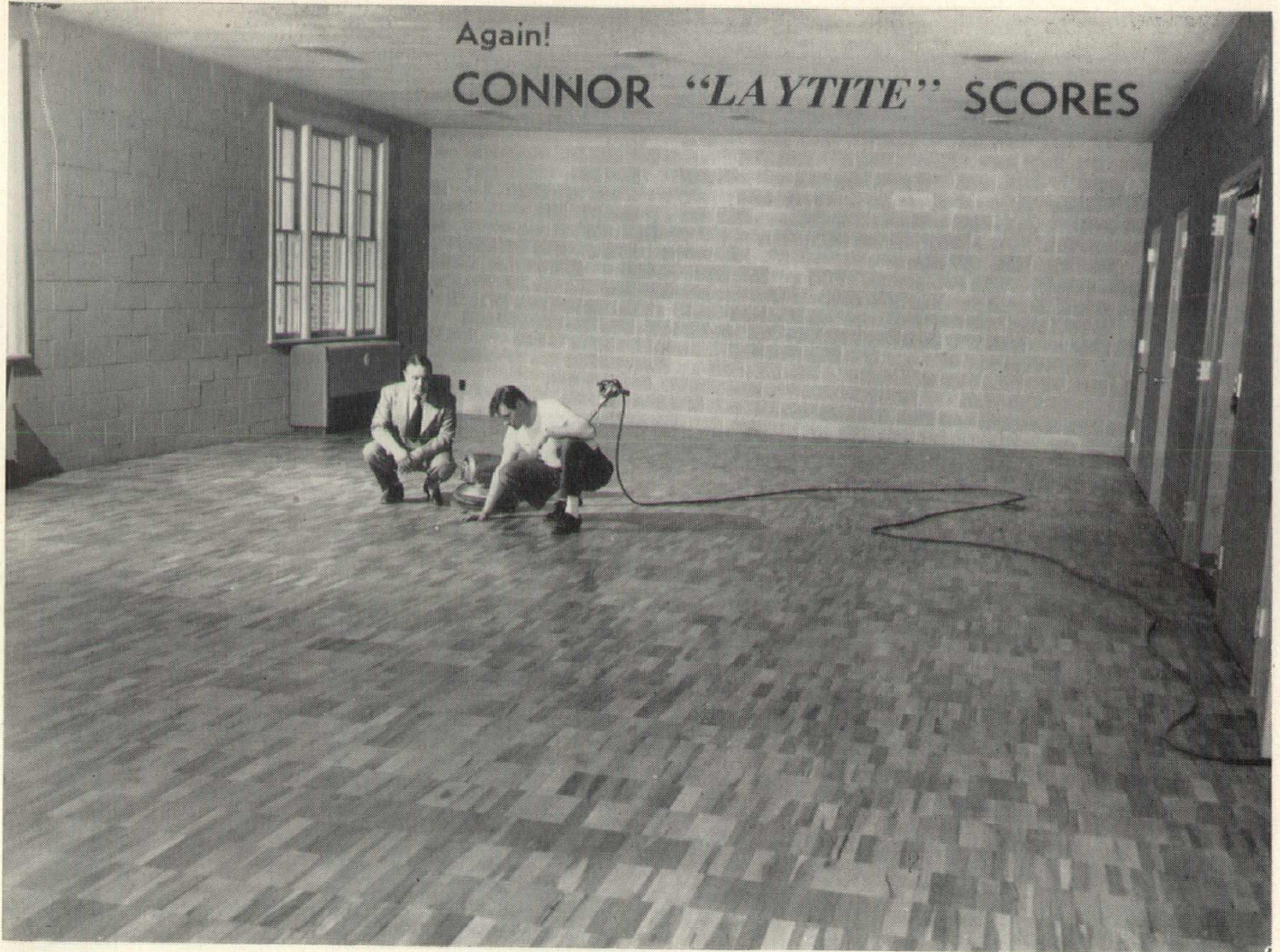
by **HEBRON**  
BRICK COMPANY

**HEBRON, NORTH  
DAKOTA**



Again!

## CONNOR "LAYTITE" SCORES

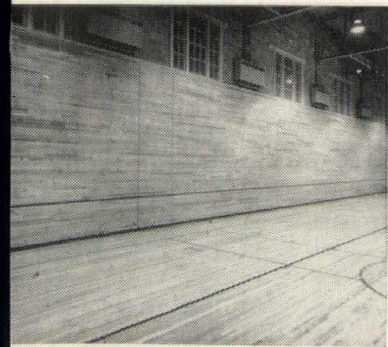


University of North Dakota Field House & Gymnasium, Grand Forks, N. Dak.

*WELLS & DENBROOK, Grand Forks, N. D., architects.*

*JOHNSON & GILLANDERS, Grand Forks, general contractors.*

*W. A. GERRARD CO., Minneapolis, flooring contractor.*



Specified "Laytite" regular strip flooring on gymnasium wall (18' high x 90' long) greatly increased resiliency of playing surface. Also used on walls of three hand ball courts—not illustrated.



"Laytite" regular strip flooring installed in main gymnasium over a diagonal sub-floor, first grade 25/32"x1 1/2". Also installed in an adjacent gymnasium—not illustrated.

Dance studio floor constructed of Connor "LAYTITE" Continuous Strip flooring, second & better grade 25/32"x2 1/4"x9" flat grain maple . . . set in mastic over cork-board. This type of floor is exceptionally versatile and can be used in edge or flat grain in a variety of thicknesses and face widths. May be installed below, on or above grade using a # 1034 cushion mastic for waterproofing and added resiliency and set in "LAYTITE" 600 cold mastic.

For the best in Maple Flooring specify "LAYTITE" M.F.M.A. Manufactured by Connor Lumber & Land Co., Marshfield, Wisconsin.

Mills at Laona, Wisc., & Connorville, Michigan.

**For Specifications and Information**  
CALL PLEASANT 5534, OR WRITE

# W. A. GERRARD CO.

*Flooring Contractors & Engineers*

3253 So. Bryant Ave. Minneapolis 8, Minn.



24,000,000 are built of wood. This is brought about not only by the normal preference of the buying public to a home built of wood, but also because it is easy and economical to build and can be easily altered to suit future needs.

Wood is the most easily obtained building material in the United States. Thousands of retail lumber yards dot the country from ocean to ocean. There is always a lumber yard within minutes of a building

site. These retail lumber yards perform a real service, for their extensive inventories are way out of proportion to the amount of business that they do in comparison to most retail lines. In addition, there is always a wholesale distribution yard nearby to help the retail lumberman out on items that are purchased too seldom for him to stock.

Of course, the fact that there are so many contractors with their trained crews of carpenters who un-

derstand wood makes it easy to construct a building of wood. The speed with which a carpenter crew can erect a wood building today speaks well of the advancements made in this industry over the past 15 years.

We are fortunate to have a broad variety of wood available for building purposes: redwood for its durability, paint holding and rich beauty; fir for its strength; pine for economical sheathing grades, paneling and effects when blonded; hardwoods for heavy wearability, etc.

We are so familiar with wood that we tend to take it for granted. We forget what a wonderful material it really is. Let us assume for a moment that wood, instead of being used since the dawn of mankind, never existed. Plenty of stone and clay products, plenty of metal, plenty of glass and gypsum materials are available — but no wood.

### Behold—Wood!

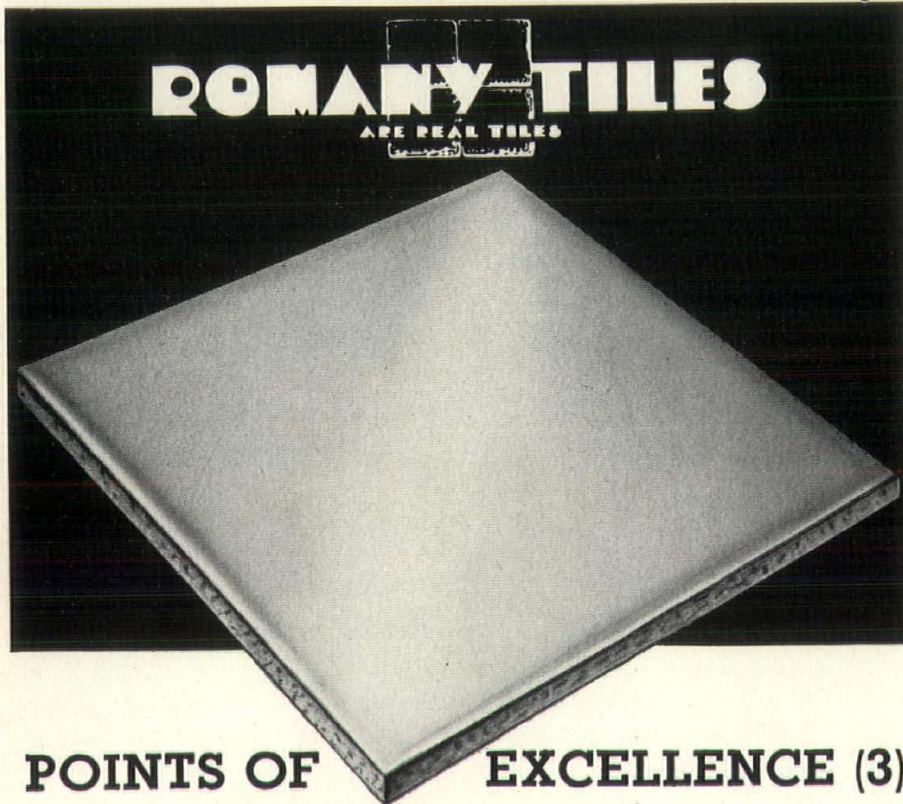
Suddenly, out of the researchers' laboratories, out of the scientists' test tubes and crucibles and retorts, comes an amazing new product.

It is to be had in vast quantities. The supply renews itself so the product will always be available. It is strongly competitive in cost. It will not shatter when struck. Its resilience permits it to absorb shocks that would crack or break other material. It has fine natural insulating qualities. It can be produced in large sizes when large sizes are needed. It can be readily worked into items of exceptional delicacy. It stands up ruggedly under abuse. When protected from moisture, it will last indefinitely. Left in its natural state, it offers an infinite variety of beautiful patterns. Painted, it presents a smooth, attractive, enduring surface. Its cellular structure causes it to absorb and deaden sound. It responds to the simplest of tools and can be used repeatedly. It is relatively light in weight.

Such a discovery would startle the world. The fact of the matter is that we and our fathers and grandfathers have lived with this "discovery" so long that our appreciation of it has been dulled. Wood can be "romanced" just as well as the many competitive building items. In fact,

*(Continued on Page 45)*

NORTHWEST



## POINTS OF EXCELLENCE (3)

### The Romany CUSHION EDGE

ROMANY TILES are all modern cushion edged tiles. The minutely rounded edge returns the glaze into the cement joint and creates a clean sanitary surface. The cushion edge also gives the individual tile a modeled clay look. Other Romany values include unsurpassed wearing qualities, many selective non-fading colors, water, stain and fire resistance, and a hard glazed easy-to-clean surface.

*Every Architect should have our Sample Tile Chart No. 6. It's free.*

**UNITED STATES QUARRY TILE CO**

Member: Tile Council of America and Producers' Council, Inc.

**217-G FOURTH STREET, N.E. CANTON 2, OHIO**



**Rollin B. Child**

*Northwest Sales Representative*

45 15th Ave. No.

Hopkins, Minnesota



The F. C. Russell Company, Cleveland, Ohio,  
is pleased to announce the appointment of

## RUSCO PRIME WINDOW DIVISION

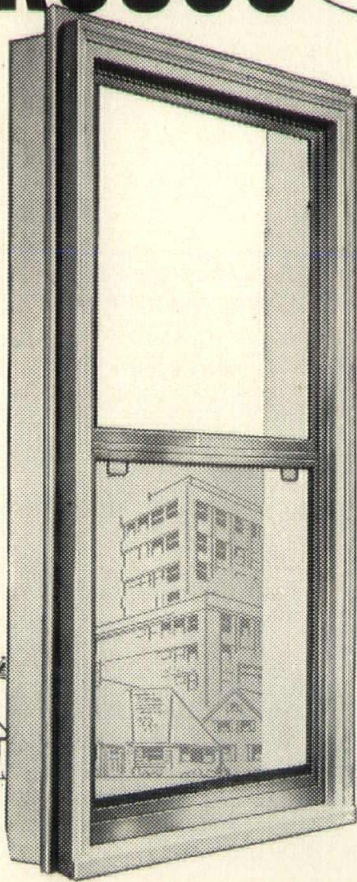
INSULATION ENGINEERS, INC.

MARVIN L. FERGESTAD ("Fergie"), Reg. Arch. Eng.

2120 South Lyndale Avenue - KE 0480 - Minneapolis

AS EXCLUSIVE DISTRIBUTOR OF THE

# RUSCO HOT-DIPPED GALVANIZED PRIME WINDOW



THE WORLD'S FIRST FULLY PRE-ASSEMBLED  
COMPLETE WINDOW UNIT—RUSCO MAKES  
BIG SAVINGS IN TIME, LABOR AND COSTS

This revolutionary new window development has won enthusiastic acceptance from builders, architects and home owners across the nation. Finest quality throughout. Made of hot-dipped galvanized steel—or equal—bonderized and finished with baked-on outdoor enamel for years of trouble-free service. Rustproof, rotproof Lumite plastic safety screen, felt weatherstripping and completely glazed.

Low initial cost, plus big savings in installation time and labor, make the Rusco Prime Window one of the most economical of all window installations. Yet, it offers advantages never before available in a primary window. Glass and screen panels are removable from the inside—make cleaning easy and safe.

We shall be pleased to supply full information and demonstration of the Rusco Prime Window, at your request.

**COMES FACTORY-PAINTED, FULLY ASSEMBLED... ALL READY TO INSTALL**

*Glass • Rustproof Lumite Screen • Insulating Sash (optional)  
Wood Casing, Steel Casing or Metal Fins*

**ALL IN ONE STREAMLINED UNIT!**

FULLY INSTALLED on many types of construction IN AS LITTLE AS 5 MINUTES!



**1** Rusco Prime Window, with glass and screen panels removed, is taken from stockpile...



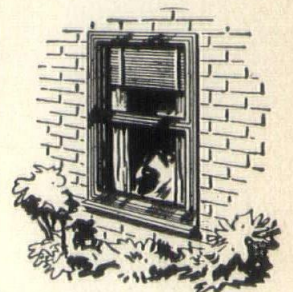
**2** ...placed in stud opening and plumbed...



**3** nailed to studs.



**4** ...glass and screen panels slipped into slides...



**5** ...and in less than 5 minutes the fully-installed window is ready for service!



# PLANNING

# YOUR NEWSPAPER

# PUBLICITY

*Second in a Series*

When an architect sets out to create public interest in his service through newspaper stories, he gets best results working with news "tools." Here's a practical definition of these "tools" with tips on how to wield them.

By Carl Hixon  
Public Relations Counsel

Joe Ferris, veteran Northwest public relations man, sums up the biggest bugaboo of press agency with this comment: "A publicity man's worst competition does not come from his competitors but from the news itself!" Mr. Ferris, who should know, is merely pointing out that anyone with a story to tell via publicity channels must render it in true news fashion or fail.

This does not mean that your architectural news story—like a murder "scoop"—need clamor for public attention. It does, however, illustrate that most editors, besieged with stories from hundreds of reporting sources daily, will turn thumbs down on publicity that does not meet the specifications of news.

What is news?

News is something *new*, also defined by editors as information that affects or interests the paper's subscribers by reason of their emotions, curiosity, sense of security or other basic motivations. It should be timely, of general appeal, honest and objective. Your publicity won't get past the average editor until it squares with most of these points.

One of the best ways to launch your own architectural publicity campaign is to sit down for an hour with your local newspaper and read it as though you'd never seen it before. Determine its scope of coverage on local construction projects, the amount of space given to house and garden and how-to-do-it items, what attention it pays the local professions. Does it have a daily business news column, do the editorials plug hard for

civic improvements? Familiarity with your paper's contents and policies will aid you later in slanting your publicity toward constants that the editors have already established.

Next, drop in for a visit with the editor (or on a large paper, the managing or city editor). You can tell him, frankly, that you're out to beat the drum for local architecture and plan from time-to-time to bring architectural news stories to his attention. Mention this in the same breath with your version of architecture's relationship to community welfare and progress. Then get his reaction. If he agrees that architectural news is a good index of community growth, that's half the battle. If he's negative, you'll have to sell him. Most editors—unless they have a personal peeve against architects—will state willingness to go along with architectural material that falls within a legitimate news category.

Before you leave the newspaper's city room, say hello to the women's editor, the business editor, and the building page editor, if these departments exist. Frequently an architectural story will lend itself specifically to one of these departments and it's wise to meet and inform the people who ultimately wield the copy pencil on your material.

Now you are ready to move but what shall be the subject of your first news story? The following sources are the best for generating routine publicity—



Projects planned, under way or completed. Construction is news because it indicates growth, employment, money changing hands and local trends. This applies chiefly to industrial, commercial and institutional construction but not residential unless it happens to be a large development project. You can normally expect the paper to cover the story from the aspects of use to which the building will be put and features and facts of the construction. Unless the architect speaks up, he will receive a brief mention in the story and credit where renderings are used. Frequently the paper overlooks the architect entirely if the information is not directly furnished.

Here's what you can do to make sure the story is covered from your angle. When all plans are OK'd and the project agreed upon, find out who will release the story to the paper. If your client is willing, take this responsibility yourself and go to the business editor (or school or church editor) with all the information and the rendering. If the client wishes to hold a press conference, ask to be included—it's to his advantage. Should the story get away from you at the outset, double-check with the paper to see that they have the architectural facts and renderings needed. At this point it's well to muster your local architectural group and volunteer services to the paper as a clearing house for all architectural and construction information. Tell them to call you whenever a question comes up touching the subject, and you'll be happy to furnish or verify material. Repeated often enough, this will keep the

paper aware of your presence, role and authority on the local building level.

Often three legitimate stories can be made of a single construction project. First, when plans are announced; second, when construction has begun; and third, when

(Continued on Page 34)

### FLINT-TOP CEMENT SURFACE HARDENER

- A proven scientific compound of several distinct chemicals which has hardened cement floor surfaces satisfactorily for many years.

#### ★ One Gallon Surface Hardener Covers 125 Square Feet of Cement

- When mixed according to directions, this hardener meets the "aqueous solution" requirements of the Government Architectural Engineers and is specified and recommended by leading architects throughout the United States.

- Actually case hardens that important 1/8 inch of wearing surface as hard as flint.

Write for literature and prices

### PURITAN PRODUCTS CO.

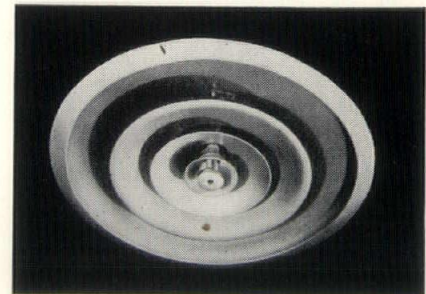
3536 1/2 Third Avenue South  
Minneapolis 8, Minnesota  
PLessant 3566

## Performance Is What Counts!

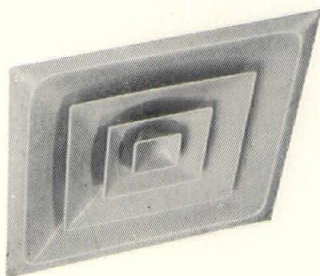
# ANEMOSTAT Air Diffusers

## ELIMINATE DRAFTS

SMOOTH QUIET DESIGN



TYPE C-1



TYPE "E"

*"Look For Them in Places of Distinction"*

You'll always have happy, satisfied clients when you specify Anemostat Air Diffusers.

Give them comfort and architectural beauty combined. Anemostats harmonize with acoustic tile ceilings and give the performance only Anemostat is capable of giving.

If you have not received your ANEMOSTAT AIR DIFFUSER Selection Manual #45-1953 and Ceiling Architecture Volume #1-1951—write or call

## THERMAL COMPANY, INC.

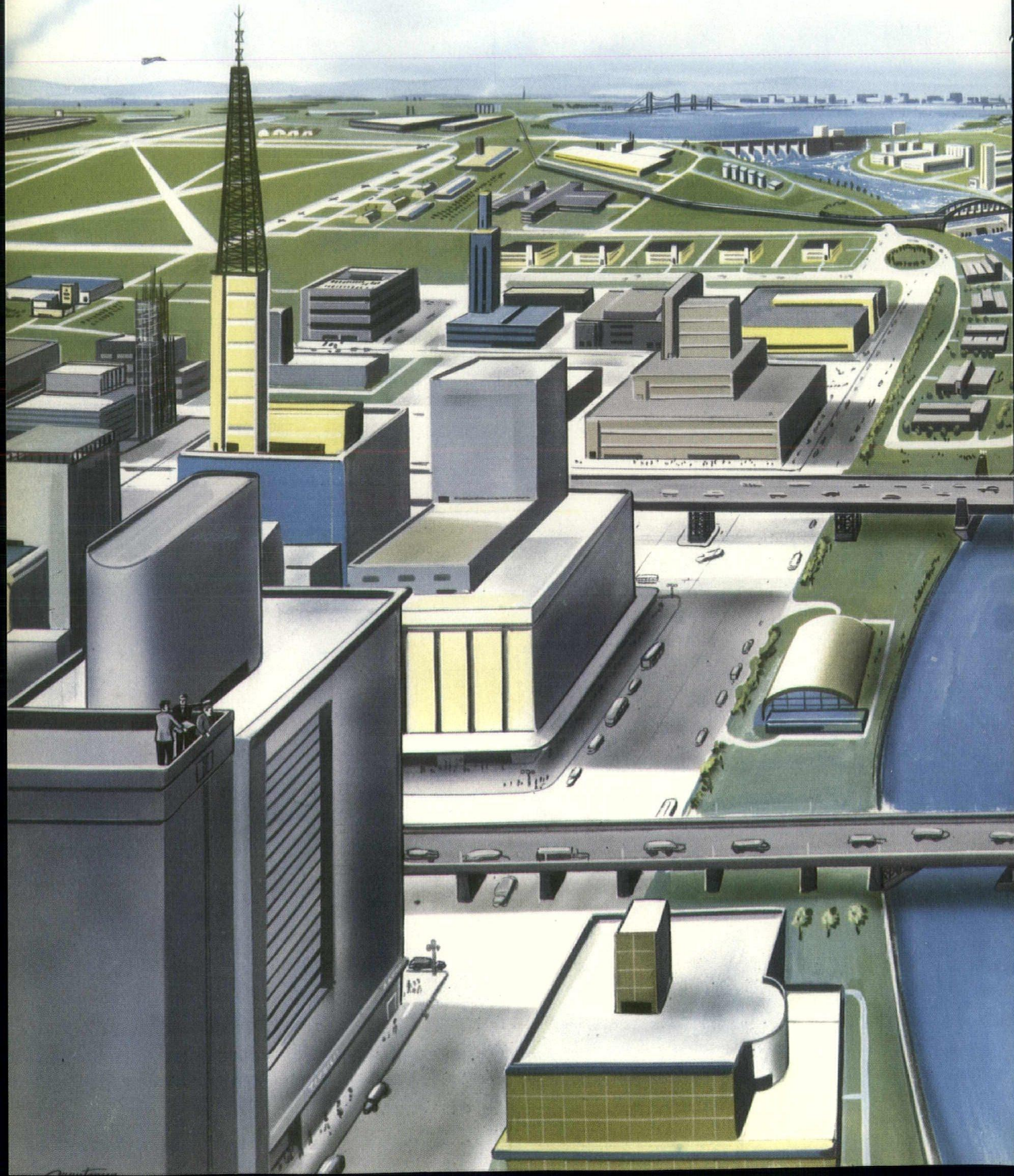
2526 UNIVERSITY AVE.

• NESTOR 1364 •

ST. PAUL 14, MINNESOTA



# PACAL CITY





During 1952, Paper-Calmenson & Co. furnished steel enough to construct buildings, bridges and highways for an average city.

PACAL CITY was designed and constructed by the best architects and contractors in the Northwest. It is a consolidation of private, city, county and state projects in the best villages, towns and cities in the Northwest.

We express our thanks and pledge to continually better our service and products through increased effort and research.

## **PAPER-CALMENSON & COMPANY**

County Road B and Walnut St. Adjoining Highway 36, St. Paul 8, Minn. Telephone: NEstor 9456

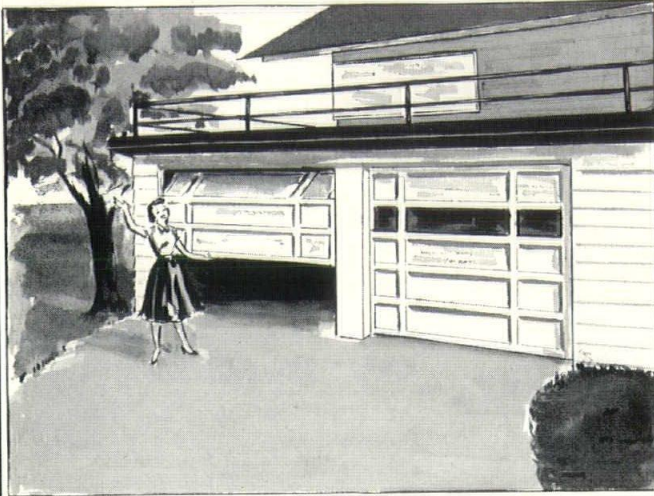




# ARCHITECTS!

add BEAUTY with

## Crawford MARVEL-LIFT Doors



now made to  
LAST EVEN LONGER

### GENERAL SPECIFICATIONS

Upward acting doors shall be Crawford Marvel-Lift Doors, as manufactured by the Crawford Door Company, 401 St. Jean Avenue, Detroit 14, Michigan, and of the size and design as shown on the plans.

### WOOD:

Wood sections shall have stiles and rails of vertical grain Douglas Fir, hardwood dowelled and steel pinned, water-proofed glued. Rails to extend full width of door. Panels to be of three (3) ply laminated fir 1/4" exterior plywood manufactured by the hot plate process with phenolic resin glue.

### HARDWARE

Hardware shall include safety torsion springs on a continuous shaft across full width of door, rustproofed aircraft type cable (chain not permitted), rollers having a minimum of ten (10) ball bearings 1/4" diameter with both inner and outer races of hardened steel (use of roller shaft as inner race will not be permitted), bottom corner brackets mortised under bottom of door and of sufficient height to be secured across both rail and stile. Doors over 12'6" wide shall be additionally reinforced with suitable horizontal trusses to prevent sagging when open. Doors over 16'0" wide shall have suitable support to prevent sagging when closed.

### GUARANTEE:

Doors shall be guaranteed against faulty or defective material or workmanship under normal operation for a period of one (1) year.

Send for free booklet "Crawford 60 second Door Selector."

This booklet will aid you quickly in selecting and specifying all types of doors.

# RAYMER

HARDWARE CO.

180 E. Sixth St.

St. Paul, Minnesota

GA 4807

the building is completed or dedicated. In each, room can be made for mention of the architect's services.

**Personal appearances.** Stay alert for opportunities to address various organizations in your area (this will be elaborated on in a later issue). When you've arranged to speak to a local women's club on residential architecture, suggest to the publicity chairman that the newspaper women's editor be advised of the meeting and subject of your talk; then supply the former with a picture of yourself and summary of material. If the organization has no publicity functionary, shoulder aside your modesty and take the story to the women's editor yourself, about 5 days in advance of the meeting. This sort of publicity works two ways—it marks you as an authority with the newspaper public, and it generates more speaking dates.

**Professional honors.** Any professional honors that you receive make good news copy. If you are admitted to an honorary group, elevated within that group, appointed to head a committee or selected to represent any group, you have publicity material. The same applies to exhibit or other competitive awards and to conventions and conferences you attend within the profession. Any one of these, in turn, provides you with a "news peg" on which to hang background material on architectural services. All of these publicity "tools" can and should be used to serve the end of bringing values of architecture to public attention.

**General business news.** If you hire an assistant, open a new office or otherwise expand or re-organize your business, the newspapers will be interested. Once you've established rapport with the paper, it's only necessary to write down the facts on a story of this nature and send them with a picture to the appropriate editor. Follow it up with a phone call for goodwill.

**Timely architectural news.** A good example today of a timely story is one which deals in series with the architectural phases of civil defense. Almost everyone, whether living in a village or metropolis, feels periodic concern on this subject and welcomes any local progress in this direction. Most communities have a civil defense organization that would welcome architectural participation. If you organize an architectural panel to study building needs in terms of civilian protection, you are rendering a vital community service that the newspaper will gladly report in detail. Many other timely community problems lend themselves to panel study, such as housing, industrial decentralization and civic beautification. All these should be considered when planning group publicity enterprises.

**Special architectural features.** Variations on a single theme, oft-repeated, are the basic building blocks of a successful public relations program. If you can interest the newspaper in running an indefinite weekly series of feature articles on local architectural highlights, you will have accomplished half your program at one stroke! The best approach to an editor on this subject is to sketch out an 8- or 12-week series in advance, with provisions for photos or artwork to illustrate the stories and some pretty definite ideas on the context of each. Then sell it to the editor on this basis: "Sam, I've got an idea on how to make people



look at this town in a new light! Why not run a history of the area in terms of architecture, using local buildings to make our points. We can show development in terms of architectural progress, discuss the prevailing architectural methods and problems, tell why, perhaps, the design is typical of this area and illustrate how new trends in the profession improved civic standards."

You might also suggest (as the Pasadena, Calif., A.I.A. chapter has done) that each story be organized along the lines of a Sunday driving tour for readers, showing a small map of the locality with routing instructions. Bear in mind that the burden of collecting information for the series will fall on you. Here, again, the authority for architectural comment can be hung on your local architectural group.

By and large, your surest formula for success in planning local publicity is to be constructive (not critical), positive (not negative) in your attitude toward the newspaper. Newspapermen, like the public, must be sold on the values of architecture before any real good can be accomplished with publicity. So for best results be patient, co-operative and cordially aggressive in your press relations.

(The next story in this series will deal with "Planning Your Radio and Television Publicity.")

#### W. H. TUSLER ELECTED A.I.A. FELLOW

Another member of the Minnesota Society of Architects, Wilbur H. Tusler of Minneapolis, has been elected a fellow of the American Institute of Architects. Mr. Tusler was formally made a fellow during the A.I.A.



Mr. Tusler

convention in Seattle, Wash., becoming one of three practicing architects with that distinction in Minnesota.

The award of the title fellow is based on many phases of Mr. Tusler's activities. The honor was earned by his fine service to the A.I.A. in its activities to forward the standing of the profession in the country, outstanding work within the architectural field to advance its prestige, excellence in designing and definite contributions to the building industry.

Twenty-eight other architects were honored by election as fellows throughout the country. A year ago Minnesotan D. R. McEnary was named a fellow.

IF THE AIR IN YOUR PLANT IS

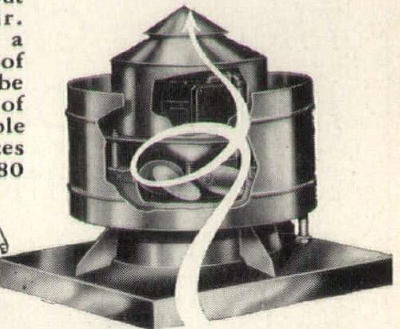
*all fouled up...*



**MUCKLE  
VENTS  
CAN HELP YOU**

No problem too tough—whether your air is London Fog thick or Sahara Dry-gaseous or dusty-smoky or hot... MUCKLE VENTS remove it quickly and efficiently. These streamlined, propeller-driven, roof-mounted ventilators are designed with motor out of the air stream to effectively pull out either wet or dry air. MUCKLE VENTS are a completely weatherproof packaged unit ready to be installed with a minimum of expense and work, available in wide range of 15 sizes from 254 CFM to 10280 CFM.

LET MUCKLE VENTS  
INCREASE EFFICIENCY  
IN YOUR PLANT!



WRITE

SOME TERRITORIES OPEN FOR  
SALES REPRESENTATIVES

MANUFACTURING CO. OWATONNA, MINNESOTA

## Enduring Beauty

### Artistic Face Brick

... every texture and color

Glazed and Unglazed  
Facing Tile

Paving - Floor Brick

Quarry Tile

Glass Blocks

*Serving the architectural profession and  
construction industry of the Northwest  
since 1890.*

### TWIN CITY BRICK COMPANY

Minneapolis, Minn. • St. Paul, Minn.

Manufacturers Face Brick

Building Materials Distributors



# F.Y.I. (For Your Information)

## DAKOTA BRICK MADE OCHS DISTRIBUTOR

Because of increasing building activity in the Dakotas, Dakota Brick,

Inc., has been formed to handle distribution of products of the A. C. Ochs Brick & Tile Company in North Dakota, South Dakota and

northwestern Minnesota, according to Walter M. Ochs, tile company president.

Principal office of the new firm will be in Fargo, N. D., where a complete stock of masonry materials and accessories will be maintained. South Dakota office location will be announced later.

President and treasurer of Dakota Brick is Fred T. Lavelle, who has represented the Ochs firm for a number of years.

## There's a Clay Product Unit For Every Design Need

### EXPOSED PARTITIONS

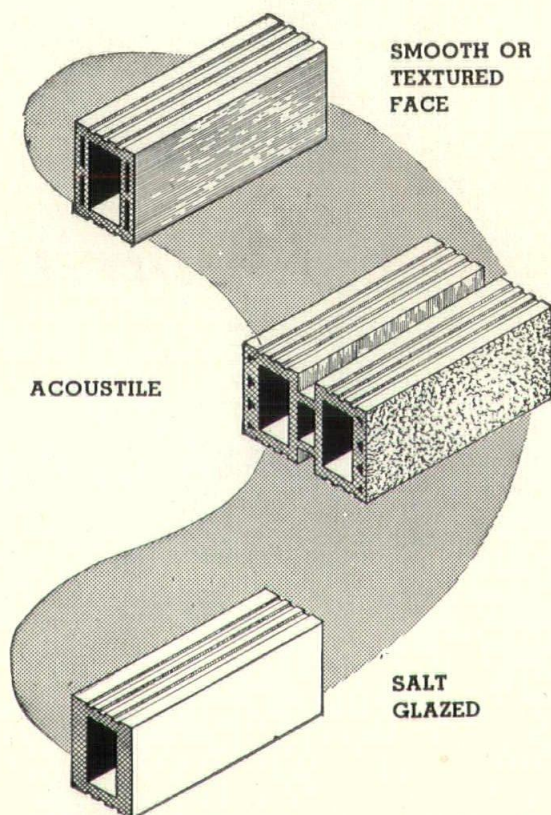
**1.** Textured or smooth faces and varied colors allow greater variety of interior wall design and appearance.

**2.** Acoustical partition tile makes it possible to have both fireproof and sound-conditioned walls.

**3.** Salt glazed partition tile, with a glossy, easy-to-clean surface is ideal where sanitation and ease of maintenance are important.

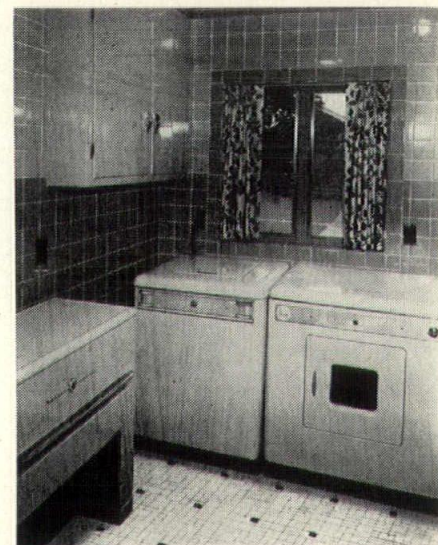
**4.** Clay Partition Tile provide an ideal base for painting.

**Structural Clay Products Institute**  
Region 6 Ames, Iowa



### CLAY TILE NOW PLACED WITH ADHESIVES, CHILD SAYS

A technique for applying clay tile to floors and walls with an adhesive has just recently been approved by the leading clay tile manufacturers,



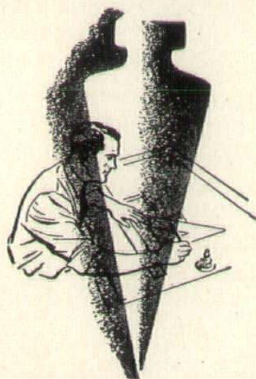
Tile in its best use fits the theme of the area where used, as in this kitchen-laundry unit.

according to Rollin Child of United States Quarry Tile Company.

Use of adhesives allows installation of clay tile directly over existing floor and wall surfaces and obviates extensive tearing out and remodeling to obtain a base for the tiling.

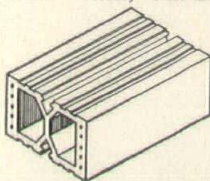


**ARCHITECTS  
AGREE . . .  
HERE ARE  
THE  
BIG 4  
IN FINE  
CLAY PRODUCTS**



**Smooth Red Face Tile**

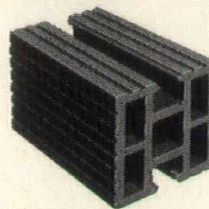
This smooth red tile in 8x5 1/2 x 12 size is extremely popular for interior walls. Rich, full-bodied colors and handsome, smooth face offer exciting design possibilities. Greater strength, lower maintenance costs make this face tile just right for economy-minded beauty lovers.



**REDFIELD BRICK AND TILE CO.**  
Redfield, Iowa

**Denlson Kwiklay**

**Back-Up Tile**



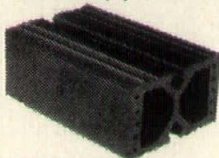
Here's the standard specification for quality back-up tile . . . providing added insulation, greater load-bearing strength, greater flexibility to meet

dimensional and structural needs, reasonable first cost and lower maintenance costs.

**MASON CITY BRICK AND TILE CO.**  
Mason City, Iowa

**Interior Salt Glazed Tile**

Maximum Quality at Minimum Cost  
For every job where you need extra beauty, extra durability and extra insulation at no extra cost, you'll find it pays to specify Ottumwa Interior Salt Glazed Tile. Here's the ideal interior wall material for commercial, institutional and residential construction . . . offering colorful, easy-to-clean walls of buffs, tans or browns.



**OTTUMWA BRICK AND TILE CO.**  
Ottumwa, Iowa

**First in Fine  
Face Brick**

Build with Des Moines Clay Face Brick and you build with confidence in a quality color, texture, strength and uniformity. The full line of Des Moines Clay Face Brick gives meticulous architects a wide range of colors and textures to add charm and distinction to any interior.



**DES MOINES CLAY COMPANY**  
Des Moines, Iowa

**MASON CITY BRICK and TILE COMPANY**  
Mason City, Iowa  
Foshay Tower, Minneapolis, Minn.

*for Faithful Execution of Your Designs of*

SPECIAL ARCHITECTURAL WOODWORK  
STORE, BANK OR CHURCH INTERIORS CALL—

**Paule's**  
FIRST IN FIXTURES  
Since 1875

*for a Job*  
**FINISHED  
and  
INSTALLED  
COMPLETE**

THEY KNOW  
THERE'S A  
**BIG DIFFERENCE!**



**Recent Paule Awards**

- Lowry Hotel Driewood Room,  
Ellerbe & Co., arch.
- Hasty Tasty Restaurant,  
Liebenberg & Kaplan, arch.
- Lake Harriet Methodist Church,  
Loren B. Abbott, arch.
- Young Motor, Inc., office interior,  
Mortenson & Abbott, arch.
- Fidelity State Bank fixtures,  
A. Moorman & Co., arch.
- Holy Trinity Lutheran Church,  
Hans C. Larson, arch.
- Gopher Cafe & Lounge, Mpls.,  
Shifflet, Backstrom & Carter,  
arch.
- Nicollet Hotel Waikiki Room,  
Tom Litaker, Honolulu, arch.

The Reputation  
The Know-How  
The Facilities



The Name  
The Quality  
The Service

Plants in St. Paul and Osseo, Minn.

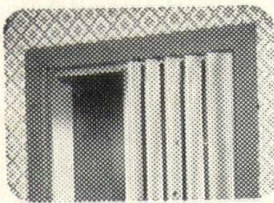
**L. PAULLE · MIDWAY**

FIXTURE AND SHOWCASE COMPANY

407 No. Hamline, St. Paul 4, Minn.

NEstor 2818





### LOVELY TO LOOK AT FROM EITHER SIDE

No right or wrong side since both have the same number of folds. No cornice needed because no ugly working parts are exposed. "Modernfold" fabric completely hides track and trolley assembly. So look for the door with lovely lines—look for the door with identical sides—it's a "Modernfold" door.

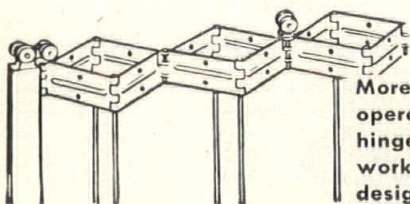
## For 17 Years

# Modernfold

### has completely satisfied your clients!

## THERE IS A REASON

Save the space swinging doors waste with Modernfold; the accordion-type door. End those vexing problems encountered with ordinary closures by using Modernfold for all types of openings. To divide large rooms, use larger Modernfolds as movable walls. They're fabric-covered for beauty . . . metal-framed for rigidity and strength.



### BEAUTY THAT'S MORE

### THAN SKIN DEEP

More vertical steel rods. Smoother, non-sway operation because trolleys are attached at hinge intersections. "Modernfold" steel framework is unequalled for strength. Balanced hinge design at both top and bottom.



CALL US TODAY

## INSULATION SALES CO.

20 Lakeside Ave.

MAin 2301

Minneapolis, Minnesota

The adhesive method can be used in both new and remodeled work and is particularly suited for dry wall construction. In remodeling of home and public structures, the adhesive application speeds work and cuts costs, it was pointed out.

The application method is covered in specifications issued by the Tile Council of America, members of which produce 85 per cent of the tile made in this country. Experienced installers see the adhesive method supplementing, rather than supplanting, the regular technique of setting the tiles into a mortar bed. Which method will be used is best left to the tile contractor.

The adhesives used in this method have been specially developed over a number of years for this specific use and have undergone long and detailed tests before the method was announced to the trade.

### AIRXPELER QUINTS GIVE WIDE RANGE OF VENTILATOR UTILITY

Quintuple selection, which gives building designers exhaust units for low and high static pressure, is now available at real economy in the "AirXpeler" Quints. The PB Power Roof and the BW (forward curve) Hi-Static Exhauster coupled with the BC (backward curve), the GS (gravity syphon) and the FAS (fresh air supply) units all having similar outward appearance, afford equal economy, according to Mr. C. L. Ammerman, president of the C. L. Ammerman Company, Minneapolis.

The AirXpeler PB unit incorporates a specially built pressure



WITH THE  
MIRACLE WEDGE  
OUTSTANDING for STRENGTH  
and  
DURABILITY

SALES—INSTALLATION—SERVICE

OVERHEAD DOOR CO. OF MINNESOTA

1935 University Ave.

St. Paul

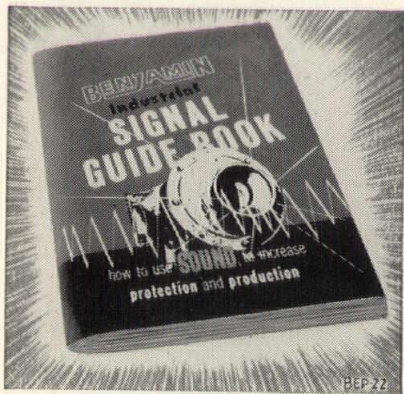
Prior 1087—Mi. 8388



blade, thoroughly proved in thousands of installations. The original AirXpeler design elements, which made the PB model exceedingly efficient at static pressures up to 1/2 inch, have been carried into the BW and BC Models. A full venturi inlet eliminates turbulence. AirXpeler units were displayed at the 85th Annual A.I.A. convention in Seattle, Washington, June 16-19. They were included in only 50 products selected for the convention's exhibit.

### SOUND SIGNALS OUTLINED IN NEW BENJAMIN BOOK

Use of sound signal equipment in industry and commerce is brought up to the minute in a new publication, *Signal Guide Book*, issued by



the Benjamin Electric Mfg. Co., Des Plaines, Ill., which can be obtained without charge from the company.

The book is combination manual, data book and catalog and discusses fundamentals of sound, signal and sound terms, signal installation and coding signals. In addition to regular sound equipment, the book considers special equipment for particularly hazardous operating situations.

It is a good reference for architects and engineers designing industrial buildings and layouts.

### BLOSSOM APPOINTED ST. PAUL HOIST SERVICE MANAGER

Warren A. Blossom has been appointed service manager for St. Paul Hydraulic Hoist, Minneapolis, Minn. He formerly had been field engineer for the firm, gaining valuable experience in the field to prepare him for his new duties.

ARCHITECT

## Here's Why Architects Say:

LET'S USE **CORRUFORM!**

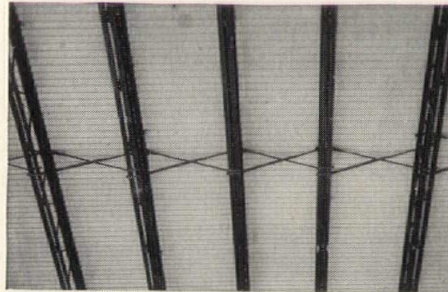
... the ONLY engineered form for light concrete floor and roof slabs, with *reliable strength* and *adequate safety margin* for normal construction loads!



**ATTRACTIVE**, permanent Corruform is furnished galvanized and/or vinyl-primed (ready to paint) for exposed joist construction—or—in natural, black sheets for unexposed joist construction.



**DURABLE** Corruform is nearly twice as strong as ordinary steel of equal weight. It's an ideal vapor seal, too! With coated Corruform, insulating slabs serve better, last longer.



**ECONOMICAL** Corruform eliminates waste. Light rigid sheets quickly placed won't bend, sag, stretch, or leak. The concrete you save actually pays for CORRUFORM. Clean-up time and expense are minimized, too!



**SAFE** Corruform provides an extra-tough, secure steel base for trades and concrete ... a form which maintains structural principles and integrity, with no side pull on joists, beams or walls.

## For Good-Looking Exposed Joist Construction, Always Specify **CORRUFORM Tough-Tempered Steel** SPECIFICATION

Guaranteed average strength over 100,000 psi and certified minimum strength for single test over 95,000 psi. Weight .72 lbs. per square foot.

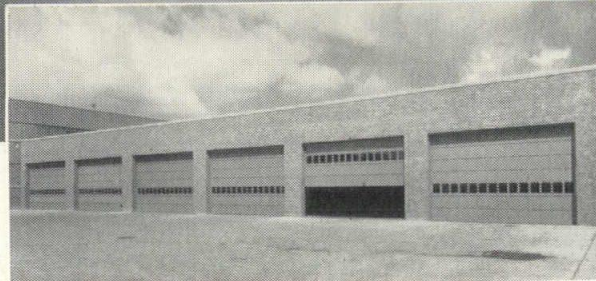
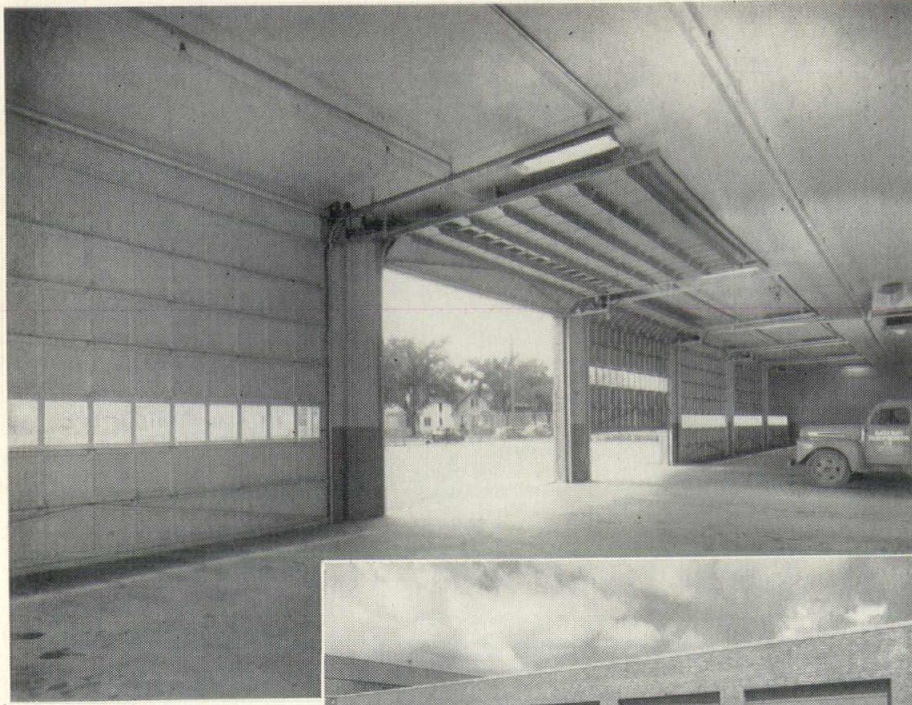
WRITE FOR FURTHER INFORMATION OR CALL AT. 4291

# KEELOR STEEL, INC.

NORTHWEST DISTRIBUTORS

909 NINTH ST. S.E. • MINNEAPOLIS 14, MINNESOTA





## WILSON DOORS

### FOR ALL SERVICES

FIRE RESISTANT • DURABLE • LIGHT  
MANUAL or ELECTRICAL OPERATION

Rolling Steel Grilles  
Rolling Steel Shutters  
Rolling Steel Doors  
Rolling Wood Doors  
Rolling Partitions  
Sectionfold Overhead  
Doors

Information gained by Wilson engineers, during more than 70 years of manufacturing and installing doors, is always available to users of a Wilson manufactured product. Carefully maintained records greatly simplify repairs or replacements that may be necessitated during the life of a Wilson installation.

*For further information on Wilson Products and Services, call or write*

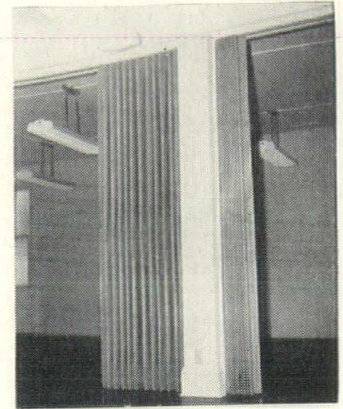
*Joel F. Jackson*

*Factory Representative*

808 N.W. Federal Bldg.—ATLANTIC 2585—Minneapolis

## BARTLEY SALES INSTALLS HUGE ARMY SCHOOL DOORS

Four pairs of custom-made folding doors whose installation involved tapering the slides' bases to accommodate a deviation in the height from floor to ceiling, were recently provided for the Army School in



Two folding units in place in the Army School

Minneapolis by the Bartley Sales Company.

The doors were "Curtitions," distributed in the Northwest by Bartley Sales. They were custom-made to fit two openings 17 feet, 8 inches wide and two openings 14 feet, 11 inches wide. All openings were 10 feet, 2 inches high.

Heads of the openings consisted of wire lath and plaster over steel I-beams, which had a variation of as much as 1½ inches in elevation above the floor. This required that 3 x 6 fir pieces be tapered and fastened into the I-beams with machine bolts to level the track.

The work was done for the Bureau of Home Improvement for the Public Buildings Service of the General Services Administration.

## MANKATO CUT STONE MANKATO SPLIT FACE ASHLAR STONE

*Enduring Colors of*

CREAM — GRAY — BUFF — PINK

Quarried by

**MANKATO STONE CO.**

Mankato, Minnesota

*Mankato Stone for Interior & Exterior Use*



## INSULATION ENGINEERS APPOINTED RUSCO REPRESENTATIVES

Northwest distribution of the Rusco Prime Window will be handled by Insulation Engineers, Inc., Minneapolis, newly appointed as exclusive distributors for the well known storm-screen units.

"We firmly believe that the house of today and tomorrow must have self-storing screens and storms," M. L. Fergestad, president, said. "Owners want to be free of the chores of putting up and taking down, storing and repairing screens and storms."

"Rusco Windows are the perfect answer for the glass is set in steel sash in caulking compound and held with neoprene splines. The units are easily removed from the inside for cleaning and the screen of Lumite will not rust, rot, corrode or bulge and never needs painting."

Ruscos are factory finished with baked-on enamel and are weather-stripped with felt. They come ready to install in wood, metal or other frames. They are available in vertical slide, horizontal slide, picture window, picture window with flankers and window wall types and can be obtained in up to 10-foot-high sizes for commercial installations.

Insulation Engineers' sales representatives in this area are Jay Bass, Ray Cox and Eddie Miller. Minneapolis address of the company is 2120 S. Lyndale Ave., So.

## PRODUCERS' COUNCIL DIRECTOR NAMED TO C OF C POST

Charles M. Mortensen, former managing director of the Producers' Council, Inc., has been appointed associate manager of the trade association department of the Chamber of Commerce of the United States. Mr. Mortensen joined the chamber staff on May 1.

## LOW TEMPERATURE SPACE INSULATION IMPROVED BY FOAMGLAS

Improvement of working conditions in properly insulating low temperature areas has been reported by Pittsburgh Corning Corporation in a new publication *Foamglas*.

The problem and what the book

ARCHITECT

has to offer are best outlined in its little preface:

"The basic difficulty in properly constructing a cold storage or low temperature facility is in obtaining a perfect vapor barrier (protective coating) for the insulation. Before Foamglas (a vapor barrier in itself) became available, it was necessary to place 100% reliance on organic accessory materials such as asphalt to provide this most necessary protection. On the normal job, vapor barriers must be applied to rough masonry and to awkward, hard-to-reach areas. The result has been imperfect vapor sealing jobs and deterioration or failure of the insulation. Moisture vapor pressure is independent of air pressure and the forces which push this vapor into a wall frequently reach 50 to 60

pounds per square foot. Therefore, the efficiency of the vapor barrier is of paramount importance.

"Foamglas, being impervious to the transmission of moisture vapor, goes a long way toward solving this basic problem. . . ."

## CONCRETE DOUGHNUTS USED FOR LIFE PRESERVERS

Use of concrete doughnuts as large as cork life preservers to support persons in the water was the dramatic presentation at the annual meeting of the Perlite Institute of the fact perlite aggregate is light enough to float on water.

The concrete for the life rings was mixed one bag of cement to six cubic feet of perlite aggregate and was reinforced with wire mesh. The oven

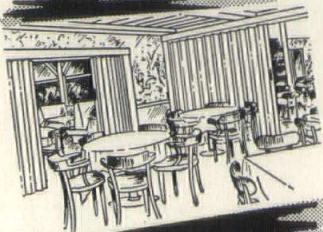
# There is a place for a CURTITION Accordion Door in your HOME!



In the HOME



In the CHURCH



In the RESTAURANT

● Avail yourself of all these advantages of **NEW** and **IMPROVED CURTITION** Accordion Folding Doors.

1. Create more "living room" in your home, office, church or restaurant.
2. Save valuable space stolen by swinging doors.
3. Add beauty to your home.

Write or telephone for information on how you can use **CURTITION** to the best advantage.



Mail Today for Complete Information

**BARTLEY SALES CO.**

Distributors

**BUILDING SPECIALTIES**

132-4 So. Tenth Street  
Minneapolis, Minn.

Telephone Lincoln 7838



dry weight of this material was 26 pounds per cubic foot.

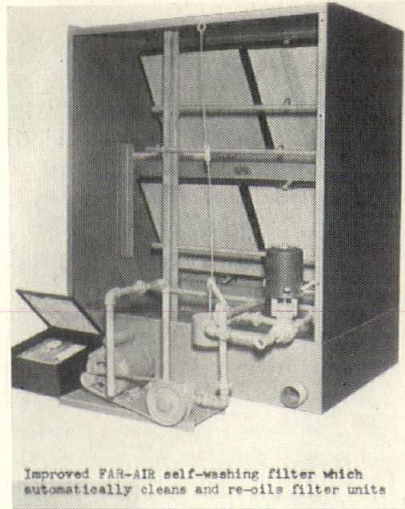
The institute members are pushing their certification program and their aggregate bags will carry labels guaranteeing the product was manufactured according to institute specifications and is regularly sampled and tested to assure uniformity.

### CONSTRUCTION BULLETIN OBSERVES SIXTIETH ANNIVERSARY

The well-known construction industry periodical, *Construction Bulletin*, is observing its 60th anniversary of service to the industry. The magazine, well known to architects, serves the construction and public works industries of the states of Minnesota, North Dakota, South Dakota, Iowa and parts of Montana, Nebraska and Wisconsin. The magazine is published by the Chapin Publishing Co., in Minneapolis.

### FRANKS ELECTED PRESIDENT OF PORTLAND CEMENT ASSOCIATION

Election of Carl D. Franks as president of the Portland Cement



Improved FAR-AIR self-washing filter which automatically cleans and re-oils filter units

Association has been announced through association headquarters. Mr. Franks was executive vice-president and succeeds the late Frank T. Sheets.

The new president has served the association since its organization in 1916. He first was district engineer in charge of the Indianapolis office, then was named to successively more responsible posts until he became vice-president 14 months ago. He acted as president since Mr. Sheets' death in November, 1952.

G. Donald Kennedy was made executive vice-president and E. F. MacArthur, treasurer, according to the announcement from the office of R. A. Hummel, chairman of the board of directors.

### STAINLESS STEEL FRONTAGE SPEX

An important guide book to specifications and factors involved in the design of stainless steel store fronts and entrances has been released by the Committee of Stainless Steel Producers and can be obtained from the group's offices, 350 Fifth Ave., New York City.

Important stainless steel designs actually in use in various buildings are shown by photographs and analyzed in the booklet, which is of 40 pages. Detail drawings show the how-to-do of the designs and the book also contains brief discussions of this kind of steel and its characteristics, forms obtainable in stock designs and other factors of value to the designer.

A consulting architect worked with the committee in production of the book and it was reviewed by the A.I.A.

## TILE IS VERSATILE

For wide range purpose and design, glazed ceramic tile has no equal. Tile installations minimize problems of design.

- Longer Lasting
- Easier Maintenance
- Greater Beauty

Ledge and lining of pool are appropriately fish scale pattern.



Raze Florist, Minneapolis, Minnesota  
Another Installation By

## DRAKE MARBLE COMPANY

403 Wesley Temple Bldg.  
Minneapolis, Minnesota

60 Plato Ave.  
St. Paul, Minnesota

Showrooms



## SELF-WASHING FILTER FURTHER IMPROVED

Two new improvements to the Far-Air Self-Washing Filter for air systems have been announced by the Farr Company of Los Angeles. The new improvements are test buttons to operate the washing and re-oiling mechanism without upsetting the automatic cleaning cycle which has been a feature of the equipment and drainage of all water lines automatically as protection against freezing.

The filters are equipped with a series of automatically controlled water and oil jets on the entering air side which periodically wash and re-oil the filter units to maintain maximum filtering efficiency. Another safety feature is a deluge valve held closed by a fusible link which parts at 160 degrees, allowing heavy streams of water to flow over the filters and help prevent passage of flames, etc.

Detailed information can be obtained from the company at P O Box 10187, Airport Station, Los Angeles 45.

## WESTINGHOUSE EXPANDS TO MEET EQUIPMENT SERVICE DEMANDS

Continuous expansion of industry and building in the Northwest has brought about an expansion in the manufacturing and service facilities of Westinghouse Electric Corporation in Minneapolis according to F. T. Whiting, corporation vice-president.

Westinghouse has increased capacity of its Minneapolis setup by



Closest door problems solved with

## *Pella* WOOD FOLDING DOORS

With ordinary swinging doors, closet corners are hard to reach. Pella Wood Folding Doors give access to all available closet space. Instead of sliding or swinging out, Pella Doors fold back compactly. Ideal for closets, between kitchen and dining room, in bedrooms, between living and dining area. 3 standard paint colors, natural wood finish or unfinished. A complete packaged unit. Anyone can install. Economical . . . compare with prices on other doors.

## *Pella* PRODUCTS

927 Washington Avenue S.  
Minneapolis, Minnesota

610 Torrey Building  
Duluth, Minnesota

1334 So. Cleveland Ave.  
St. Paul, Minnesota

68 5th Street N.  
Fargo, North Dakota

## *Electrical Contractors and Engineers*

*Established 1906*

## **Sterling Electric Construction Co.**

33 So. 5th St.

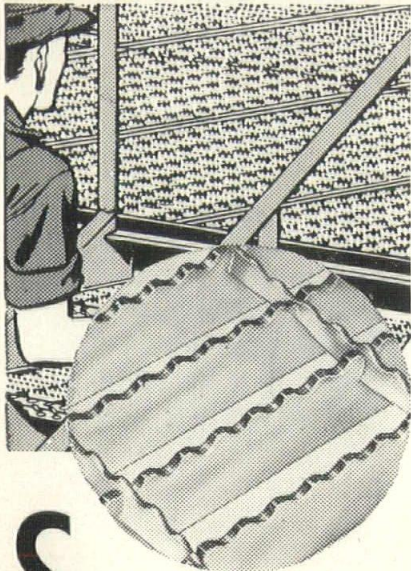
Minneapolis, Minn.



75 per cent and recently held an open house celebration marking the enlarged plant's being put into full production.

### FISSURED MINERAL TILE REPORTED HIGH IN SOUND ABSORPTION

Melted and reformed into tiles with irregular fissures reported to have a very high sound absorption,



**See  
the difference**

### A. O. SMITH SAFETY GRATING

Full 100% serration of all bearing bars and cross bars insures 360° non-slip protection . . . in any weather . . . under all conditions.

More Apex Safety Grating, made by A. O. Smith Corporation, is used on America's railroads than all other makes combined. For 15 years A. O. Smith *locked-for-life* grating construction has provided the ultimate in strength and reliability in this, the severest service of all.

Now this time-proved safety grating is available for industrial applications. You owe it to the safety of your employees to specify this outstanding safety grating.

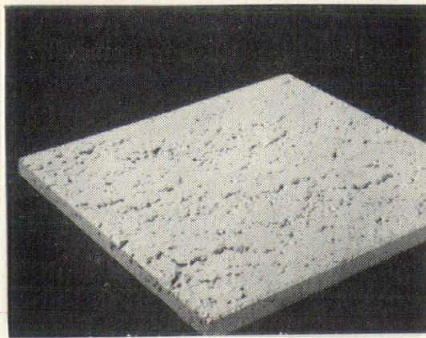
Let A. O. Smith put your plant on a safe footing.

Stair Treads . . . and plain surface grating . . . where maximum non-skid protection is not essential . . . are also available.

*Northwest's Only  
Stocking Distributor*

## KEELOR STEEL, INC.

909 Ninth St. S.E.  
Minneapolis 14, Minnesota  
Phone: AT. 4291



a new acoustical tile has been brought out by the Simpson Logging Company of Seattle. The product is called Simpson Fissured Tile.

As shown here, the tile is available in 11/16- and 13/16-inch thicknesses, with square or bevelled edges, and has a white finish. The tiles can be painted without loss of acoustical absorption powers. Simpson Logging also makes wood fiber products, including fiber acoustical tiles.

### ENGINEERS PROTRACTOR HAS MAGNIFIER FOR PRECISE SETTING

An easily adjusted protractor with a magnifier over the scale for absolutely precise setting to any degree desired, made in plastic, has been brought out by the Way-Mac Manufacturing Co.

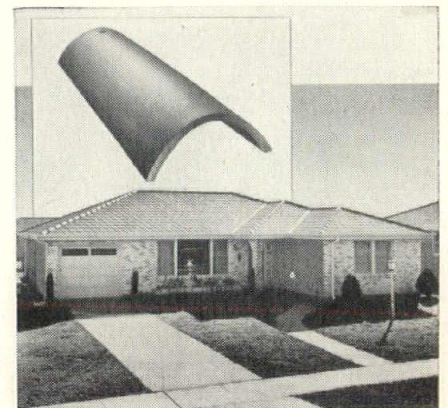
The protractor's two arms are joined by a locknut which is the center of the scale. The nut can be

readily released, the arms set without moving the protractor from the board and again locked when the right angle is obtained. The dial is white and easily read. A hairline in red in the magnifier assures instant reading of the angle at which the instrument is set. Lower arm has a 5-inch rule on it.

This precise little addition to drafting gear sells for \$1.98 and if not obtainable at local stores information about it can be had from the company at 8112 Melrose Ave., Los Angeles 46, Cal.

### TILES RECOMMENDED FOR RIDGE AND HIP USE ON COMPOSITION ROOFS

Use of tiles for capping ridges and hips of even composition roofs is



recommended by the Ludowici-Celadon Company. The semi-circular tiles are made in standard

**EXTRA!**

**Daily Times**

**YOU PAY NO MORE  
FOR THE FINEST**

Natural slate chalkboards cost no more than the average imitation chalkboards . . . cost less than many. Yet, natural slate chalkboards are highly durable, retain

their pleasing appearance forever, with minimum maintenance.

**Natural slate is functional:** It does the best job for the job intended—as a classroom visual tool!



## W. E. NEAL SLATE COMPANY

1121 Dartmouth Ave. S.E.  
Minneapolis 14, Minn.

30 years experience . . . chalkboard specialists.



roofing colors and overlap each other to permanently and effectively seal the roof joints.

These tiles, the makers report, are placed and nailed in rapid manner. With roofings which do not make distinctive shadow lines, use of the tiles adds interesting accents, they said. Details can be obtained from the company at 75 E. Wacker Drive, Chicago.

## Wood in Design

*(Continued from Page 29)*

due to its nature, wood had more romance than most other materials

—i.e., "out of the forests and into the home."

Perhaps we can assume that wood is the most practical building material for the construction of a house. Why not construct our new schools of wood? Such a school could be built for a fraction of the cost of a school built of steel, tile, brick, and masonry and the cost of upkeep need not be more. The current trend for one-story school buildings with direct exits at ground level fits perfectly into the pattern of wood construction.

A school built of wood is flexible and can be altered or added to as the need presents itself. Firewalls are necessary but these are needed

in any building regardless of construction. It is interesting to note that according to reports the new fireproof, "all steel" luxury liner *United States* includes 1,000,000 feet of lumber used in various capacities throughout the ship.

Much of an architect's task today is to incorporate wood into a building to gain the natural beauty of paneling or special effects. Considering the lower cost of wood construction and its many other advantages, an architect cannot afford to neglect considering wood as a building material for use in all parts of a building from the framework right through to and including the roof.

## Victoria School

*(Continued from Page 20)*

north light. The biology lab is on the south side where there is more sun for plant experiments. All the labs are laid out in suites, each made up of a large working area, a stepped-floor lecture room and a storeroom between the two sections. Thus, storage space is accessible to both rooms and students can pass easily from lecture room to laboratory. The stepped-floor design assures that all students can clearly see demonstrations by the teacher.

The chemistry lab has two fume cabinets for experiments producing noxious odors. The design provides for four students at each table equipped with a sink and double gas jets at each end. In the physics lab, students work two to a table. The biology lab is equipped so it can be used as a chemistry lab if necessary.

The home economics wing has the latest type of home appliances: washing and sewing machines, mangles and automatic ironers. The sewing room has individual locker drawers that fit into the table at which the student works.

The recreation wing has its own main entrance with a floodlit, concrete surfaced parking lot adjacent. This wing houses the auditorium, seating 758, a cafeteria, seating 200, the swimming pool and the gymnasium.

Everything for complete student education in stagecraft and drama presentation is contained in the auditorium section. The stage itself is large enough for any type of production. The proscenium opening is 36 feet wide and 18 feet high, the stage proper, 30 feet deep and 65 feet wide. The fly loft extends 45 feet

## Gardner Hardware Co.

311 Nicollet Ave., Minneapolis 1, Minn.

*Distributors*

**RUSSWIN** Architectural Hardware  
**SCHLAGE** Cylindrical Locks  
**STANLEY** Hardware & Tools  
**GENEVA** Steel Kitchen Cabinets  
**LOWE BROS.** Paints

*Quality Hardware Since 1884*

*We Are Appreciative*

of the cooperation  
extended by all  
members of  
the Minnesota Society

**BRICK LAYERS'**  
**CEMENT BLOCK LAYERS'**  
**STONE and MARBLE MASONS'**  
**CALKERS'**  
**CLEANERS and POINTERS**



**UNION NO. 2  
OF MINNESOTA**



Northwest Architects Specify

**BUILDING MATERIALS**

and

**BUILDERS HARDWARE**

by

**ARROWHEAD**

Ceco  
Diebold  
Structoglas  
Infra  
Pioneer  
Crawford

Sterling  
Reynolds  
L-O-F Fiberglas  
Alfol  
Wilson  
Sanymetal

Russell-Erwin  
Lawrence Bros.

Schlage  
Sterling

**ARROWHEAD**  
**STEEL BUILDINGS, INC.**

367 Garfield Ave. 7-5016 Duluth, Minn.

above the stage floor. A counter-weight system makes possible fast-flying curtains and fast-moving scenery. A counter-balanced asbestos fire curtain will drop automatically and seal off the stage from the auditorium in the event of fire. Stage curtains are fireproofed. A separate stage paging system carries paging and cue directions from the stage director's lookout to dressing rooms, pin rail master, sound control, projection and musicians' rooms.

Opening from the stage is a complete workshop area with scene docks, paint frames, cupboards, sink and storage areas and a stage manager's office. Below-stage are dressing, costume, and makeup rooms, musicians' rooms and property storage, electrical and general storage rooms. Adjoining and accessible from the stage is the dramatics room for classroom teaching of theater arts. It also serves for chorus rehearsals and as an assembly room for performances.

The orchestra pit was designed for various effects. A full-stage floor can cover the orchestra pit; it can be open, have a set of steps across the orchestra or any combination over any portion of the pit can be used. This was accomplished with sections of fore-stage that roll along channels and are moved to stage level by a hydraulic piano hoist. The hoist is insurance against crushed legs and other injuries that might occur when moving heavy pianos and other equipment. The projection room for motion pictures has a soundproof room with a glass window, used as a nursery for small children whose parents are attending a performance.

A large lounge area opening off the auditorium foyer is equipped with a small kitchenette so tea can be served during intermission, a practice becoming common in repertory theaters. Adequate checking facilities have also been provided. Close to the auditorium is a tiered music room completely soundproofed, with individual practice rooms adjoining.

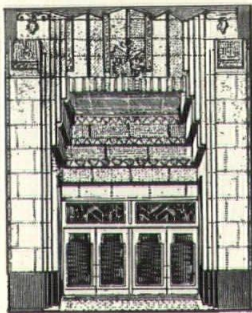
#### Gym and Pool Encourage Workout!

The gymnasium has an unobstructed floor space of 67 by 96 feet and is flanked on one side by a permanent bleacher section seating 450. Pull-out bleachers at floor level provide 80 seats more. The gym can be separated into two self-contained units by means of an electrically operated folding door. This makes it possible to carry on boys' and girls' physical education classes simultaneously. Each section has its own speaker, connected to the public address system, and its own incandescent and mercury vapor lighting. Boys and girls have separate entrances from downstairs dressing rooms.

Beneath the gym is the L-shaped swimming pool measuring 28 by 75 feet on the long leg, 25 by 60 feet on the short. The long section is used for swimming only and has a maximum water depth of 5 feet 6 inches. The short leg is the diving area and has a maximum depth of 11 feet. Spacious non-slip tile walkways and a scum gutter run around the entire pool. Underwater lighting is supplied by 19 500-watt lights set in the walls. Permanent bleachers for 200 spectators afford a complete view of the diving and swimming areas.

Ample dressing room space, complete with gang

A  
R  
T  
S  
T  
O  
N  
E



C  
A  
S  
T  
S  
T  
O  
N  
E

**A R T S T O N E**

By official test, actual performance and use our product has proven highly satisfactory since 1914 for exterior and interior architectural trim stone, facing slabs, window tracery, etc. Available in a very wide range of colors, textures, and surface finishes with or without exposed aggregate.

**AMERICAN ARTSTONE COMPANY**  
MAIN OFFICE AND FACTORY  
NEW ULM, MINNESOTA

TWIN CITY OFFICE, 1309 FOSHAY TOWER,  
MINNEAPOLIS, MINN.



showers, washroom facilities, tote basket storage, bathing suit drying areas, team rooms and supervisors' offices are available for both boys and girls. Each group has direct and private access to the pool. In the girls' dressing rooms, individual and gang showers have been installed and the special makeup room has complete hair drying equipment. In the recreation wing also is a modern, soundproof 25-yard rifle range with a gun room and a meeting room.

The cafeteria on the main floor is self-contained with a serving area of stainless steel and ceramic tile and a hardwood maple floor for dancing. A large folding door allows the serving area to be shut off from the cafeteria so it can be used for study groups, dances and other functions without interfering with the kitchen. Modernistic lighting is arranged to create special effects for different events. Adequate checking facilities adjoin the cafeteria.

#### Technical Layout Is Practiced

The technical wing was designed on the principle of the modern assembly and industrial plant. Its central core houses permanent rooms, such as offices, storage space, washrooms, etc. On each side of this core are the shops for woodworking, electricity, motor mechanics, sheet metal, hot metals, machine work and special projects. Partitions can be moved to suit the needs of any shop area. All shops have outside doors opening to service driveways. Shop machines are serviced with electricity from an overhead bus duct to allow flexibility in locating machinery. A second floor over

the central core houses drafting rooms and visual education rooms for vocational trades. Student washrooms are included as a part of each shop. Circular wash fountains with foot control are used throughout, in line with industrial practices.

The public address system looks ahead to the time when the department of education will have a broadcasting station of its own. The system's console is equipped with AM and FM reception, a 3-speed record player and a high fidelity tape recorder and playback of commercial studio quality. The system can pick up programs anywhere within the school and transmit them to any room or combination of rooms. It signals class changes and controls telephonic communication between the principal's office and classrooms. Each noon during lunch hour students put on a music appreciation program for the cafeteria, auditorium and other areas. It is possible to set programs for an entire year by means of a master time clock. Broadcasting methods and technique are part of the school curriculum.

Steam heat is supplied by four gas-fired boilers. Combined heating and ventilating units were installed at each window on 8-foot centers and exhaust outlets were placed on corridor walls at corresponding centers. Primary air, cleaned, humidified and heated to about 70°, is distributed at the rate of 15 c.f.m. per student.

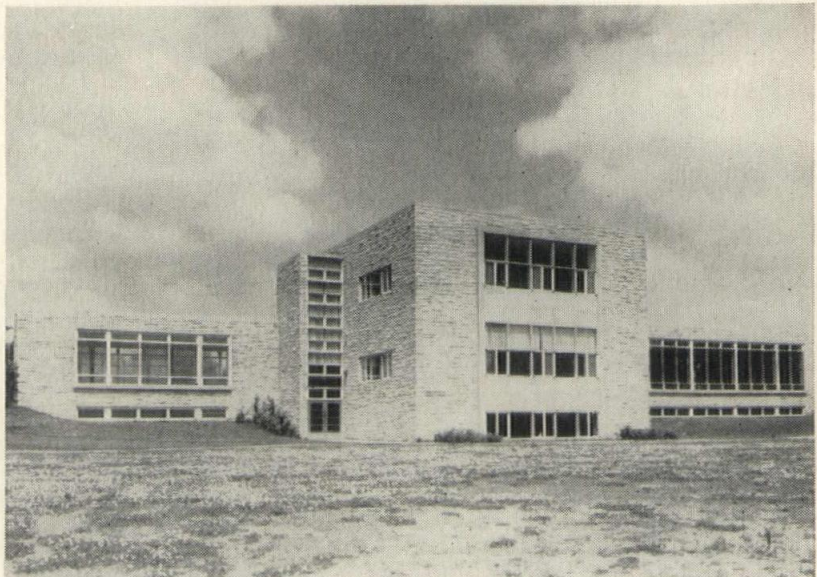
At various locations on the school grounds, bicycle storage racks with metal roofs have been provided. Adjoining the shop wing are car parking areas complete with electrical plug-ins. Both bicycle and car parking areas are illuminated with floodlights.

## KASOTA STONE . . . for Dignity and Stateliness

. . . to obtain a building of distinction, durability and permanent beauty, look to KASOTA Split-face Ashlar, in which nature has combined these three paramount building requirements.

### Kasota Stone

Since 1852



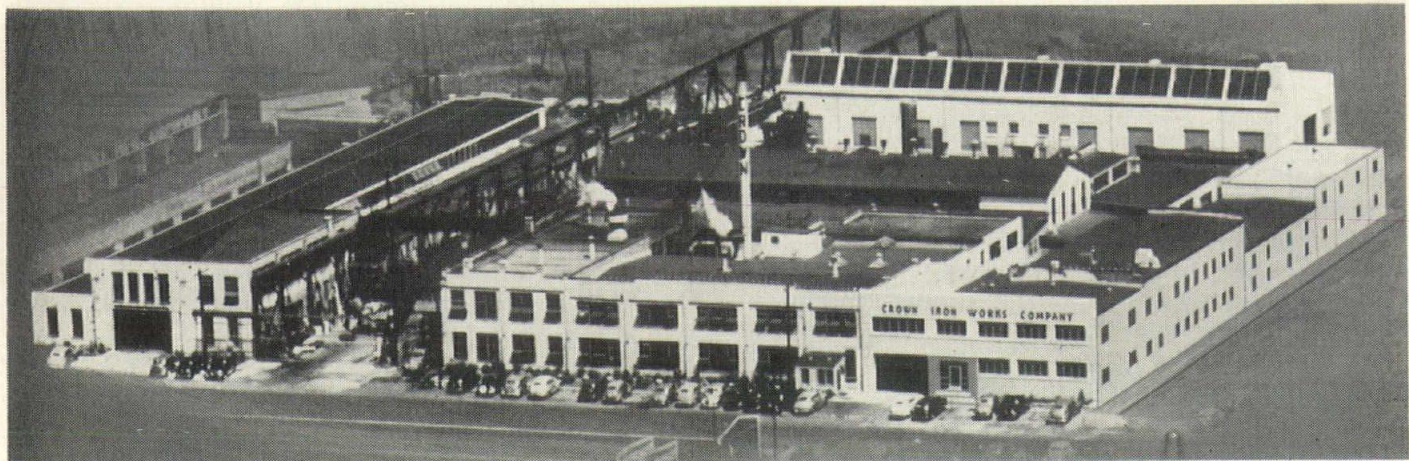
Gustavus Adolphus College Library  
St. Peter, Minnesota  
Magney, Tusler & Setter, Architects  
Minneapolis, Minnesota

## The Babcock Company

Kasota, Minnesota



# Crown Iron Works—



## —From Horseshoes to Super-Iron

If you had been on top the east tower of the suspension bridge which linked Minneapolis and St. Anthony in May, 1878, you could have looked down to see two young men, August Malmsten and Andrew H. Nelson, opening a new blacksmithing shop, serving their first customers with new shoes for their horses. The little smithy was the start of what today is the well-known Crown Iron Works, which fabricates ornamental and other metal products for architects and builders throughout the country.

The first shop burned to the ground in the early 1880's. The firm found a new home in the stone building which formerly had been used as the St. Anthony city hall. At this location on cold winter days workers would cut steel beams for the erection of the "first skyscraper west of Chicago," the Metropolitan Life Building in Minneapolis. In those days workers hoped for below zero weather for only one reason—cutting the beams and channels was easier then as the steel was cut outdoors with a cold-chisel by hand and in extremely

cold weather the materials cracked off easily when dropped on a steel girder.

Today it is difficult to imagine thousands of tourists coming on excursion trains to Minneapolis just to gaze at the Metropolitan building. Yet in the Gay Nineties the structure was the showplace of the city and Crown Iron's wrought iron and cast iron ornamentation dazzled visitors' eyes as they made the breath-taking ascent up 12 stories to the roof garden restaurant. There they could look across the river to another marvel of that day, the Exposition Building with a tower almost 250 feet high, also built with the help of Crown Iron.

On January 26, 1884, the company was incorporated under the name it now bears, with August Malmsten as first president. He was president until 1907, sharing the high post from 1890 to 1895 with E. K. Smith. H. J. Hernlund became president in 1907, serving until 1925, when he was succeeded by Elias L. Anderson. Mr. Anderson, who started as a general clerk with the company, guided it through two wars and our greatest depression to 1946, time of his death. Today Clifford Anderson is president, having taken over the post on the death of his father. President Anderson has devoted his entire business life to Crown Iron, joining its staff fresh out of college in 1928.

The architectural sales department is headed by Kermit Johnson and staffed with a capable and versatile group of estimators. Versatility is a necessity in a department which is responsible for the estimating and sale of structural steel, miscellaneous iron and ornamental metals.

The fabricated metal division staff consists of W. D. Timperley, William Morgan, Stanley Carlson and Floyd Anderson operating from Minneapolis, with Jack Lippincott handling the North Dakota area. This division also handles the sale of roof deck and joists and as of recent date has taken on the H. H. Robertson Company line in this area as their approved applier.

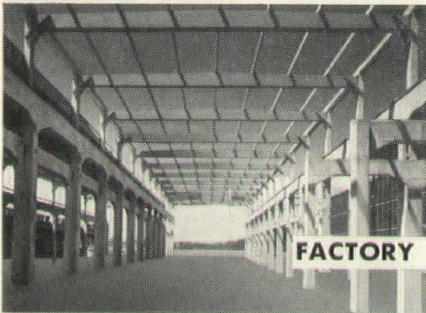
The special products division is run by E. P. Albert, with Jack Telfer and Joe Polnaszek assisting. This division was set up in 1952 to handle stock items such



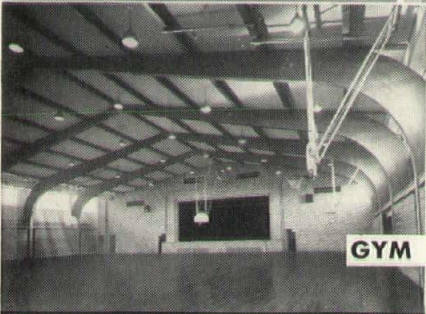
Crown officers are (l-r) Assistant Treasurer William J. Jackson, Vice President Franklin A. Austin, President Clifford Anderson, Treasurer Laton K. Smith, Superintendent Andrew J. Anderson and Secretary Oscar A. Brecke.



# Unit Laminated Arches, Beams, Rafters speed construction and lower the cost of building



FACTORY



GYM



## UNIT DECK

a low cost roof deck material that eliminates purlins, joists, sheathing, insulation and interior finish.  
Write for special bulletin.

Unit Structures introduced laminated wood construction to the building industry back in 1934, and now provides complete plant facilities for the fabrication of arches, beams, and rafters to achieve clear span area. You'll find Unit Structures a responsible organization, responsive to the delivery schedule your work demands. Call — or write.

Represented by:  
**Concrete Products Supply Company**  
30th and University Avenue N.E.  
Minneapolis, Minnesota  
PHONE Sterling 8-8671

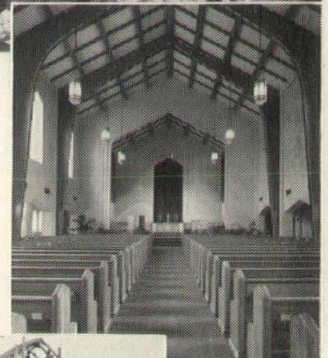


## UNIT STRUCTURES, INC.

753 Peck Avenue, Peshtigo, Wisconsin



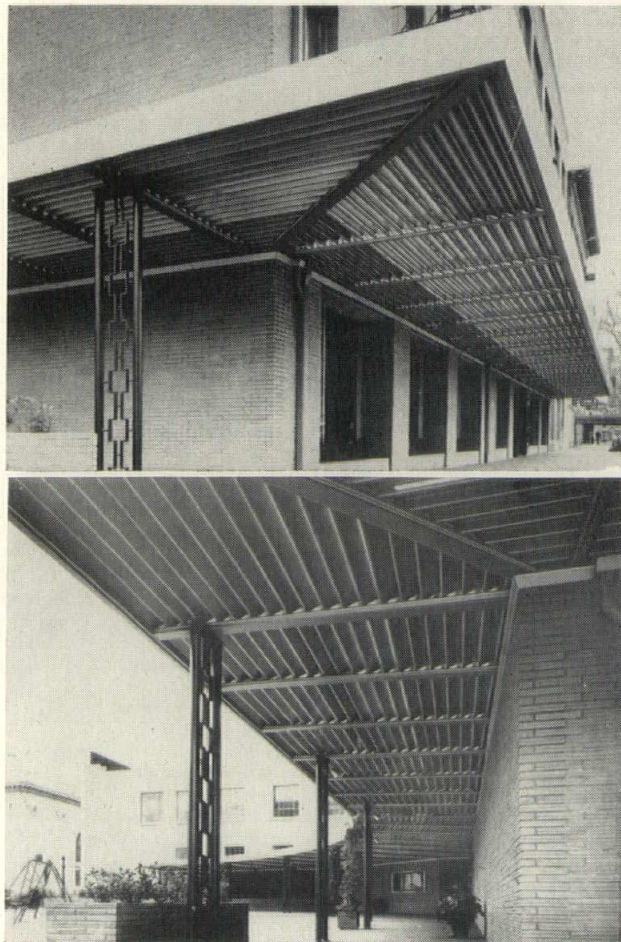
STORE



CHURCH



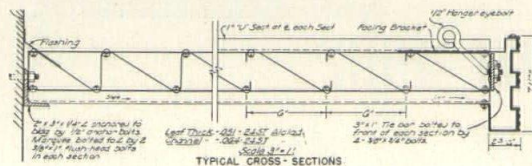
FARM



## SHADELITE *Aluminum*

### MARQUEE

The Shadelite Aluminum Marquee is light-weight and strong, rejects heat, filters sunlight, sheds rain and snow, allows radiated heat to escape. Widths from 2½ to 10 feet. Installed in any length required. Adaptable to round or square corners. Investigate this attractively practical sun protector.



For details write to:

### THE KLAMPE CO.

1816-20 2nd St. S.W., Rochester, Minn.

Distributors  
Assemblers  
Erectors

Anywhere  
in the  
Northwest



**For Over 30 Years  
One of the  
Northwest's Leading  
Home-Financing  
Institutions!**

★  
**CONSTRUCTION LOANS  
FOR EVERY SIZE HOME**

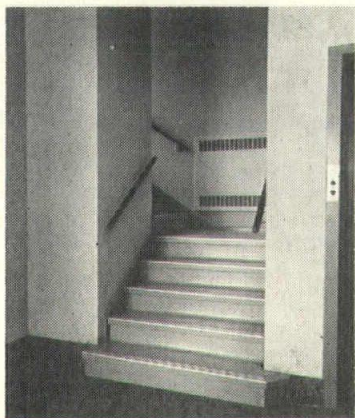
★  
*Minnesota Federal*  
**SAVINGS AND LOAN ASSOCIATION**

Saint Paul

Minneapolis

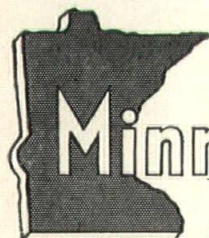
**STEEL PAN STAIRS**

... combine with metal railings to give freedom of design and provide an attractive ... low cost ... durable ... easily adaptable method of modernizing and beautifying office buildings, churches and stores. Tubular steel railings afford attractive convenience and practical protection ... economical, too. Contact our engineers for free estimates.



**PRIOR 4902**

**DALE 6595**



**Minnesota fence  
AND IRON WORKS**

240 University Ave. St. Paul Dale 6595

*"Craftsmen in Metal Since 1869"*

as Kawneer entrances, hollow metal, fire doors and sash.

L. C. Moore is in charge of the fence department, which has been operating at Crown for many years. Chain link fence manufactured by Page is the main product and a large warehouse stock is constantly maintained.

In 1907 Crown Iron moved to its present location in Northeast Minneapolis. This site, including the fence division, covers two city blocks. Here skilled craftsmen have fabricated structural steel and ornamental metal parts for some of the country's outstanding buildings. The plant includes foundry, shops for machine tools, structural steel, patterns, ornamental metal fitting, forge building, screw building and offices.

Among the fine buildings for which Crown Iron has fabricated metals are Boston's Post Office, Dearborn's Ford Museum, Carlton College's Fine Arts Building, Detroit's and St. Louis's Fox Theaters and Minneapolis's Radio City Theater, Medical Arts Building, Northwestern Bell Telephone Company, Farmers & Merchants Bank, *Star and Tribune*, University of Minnesota, L. S. Donaldson Company marquee, Second Church of Christ, Unitarian Center and North American Life and Casualty Company.

During the war Crown Iron made parts for the tankers assembled in the Savage Shipyards and provided the armed forces with millions of barbed wire entanglement posts, parts for pontoon bridges and the Bailey bridge. It won the Army-Navy E for Excellence three times.

Pictured on the opposite page are various scenes taken during the Crown Iron celebration, identified left to right in the pictures as numbered:

1—President Anderson presents a 50-year service award to Nels Angfelth. . . . 2—Kermit Johnson, Crown sales manager, addresses the group. . . . 3—Ferde Loebeels of the Kawneer Co., Niles, Mich. . . . 4—The foundry with a pour in process. . . . 5—A view in the Crown Iron yard. . . . 6—One of the company's big drill presses. . . . 7—Jim Jeffrey, Dick McLean and Ery Maleizke, all of Ellerbee & Co., St. Paul. . . . 8—Harold Westin and Harold Kaping of Ellerbee and L. S. Smith of Crown. . . . 9—John Dubanoski, shop man, Horace Matson, architect, Crown's President Anderson, Al Bolin, assistant purchasing agent, and Dave Griswold, architect. . . .

10—Bob Bowman, Kawneer district manager, O. E. Dockstader, supervisor of properties for Marshall-Wells, Loren Abbett, architect, Minneapolis, and H. G. Lind, Kawneer division manager, Chicago. . . . 11—John Dubanoski, Curtis Johnson, president of the Producers' Council, and Kermit Johnson. . . . 12—Burt Flick of Bettenberg, Townsend and Stolte, Gene Winter of Ellerbee, Joe Sedman of Walter Butler Co., Jack Bissell of Pittsburgh Plate Glass, John Rickey of BT&S and Don C. Nelson of Ellerbee. . . . 13—Arthur G. Schulz of Minneapolis and James C. Niemeyer of St. Paul. . . . 14—Fred Gabbert and Albert Larsen of Larsen & McLaren and Allen C. Feischbein of Minnesota Mining. . . . 15—Unidentified group. . . .

16—Messrs. Behm of Toltz, King & Day, W. W. Haldeman of Haldeman-Langford, Tom Fuller of State of Minnesota, H. H. Raak of Cowe & Peterson and Tom Flynn of Brooks Cavin Co. . . . 17—W. H. Morris and Robert Olson of Crown, Gerald Buetow of M. & S. Buetow, Austin Lange of Lange & Raugland and W. G. Jackson of Crown. . . . 18—Andy Albert of Crown. . . . 19—C. Pederson, Sam Westerheim, Marlow Ihling and H. E. Erickson, all of A. Moorman & Co. . . . 21—J. N. Sullivan of Ellerbee & Co, Ken Mousseau of Crown and Jack Meyer of Thorshov & Cerny. . . .

22—Al Wegleitner of Hubert Swanson Co., Cap Sonders of Lange & Raugland and Kerm Johnson of Crown. . . . 23—O. E. Dockstader of Marshall Wells, Andy Albert of Crown and Architect Loren Abbett. . . . 24—Norman Schumacker, one of the speakers. . . . 25—Carl H. Buetow of St. Paul, Kerm Johnson of Crown and Ken Buetow of St. Paul. . . . 26—E. L. Thompson of Chamberlain Co., H. L. Hauskey of Crown, George Ulvick of E. D. Corwin & Associates and Dan Sullivan of Hubert Swanson Co. . . . 27—Guests of Crown Iron at table. . . .





1



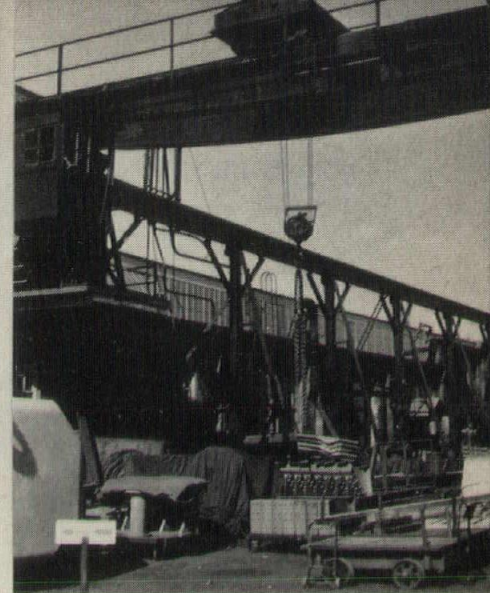
2



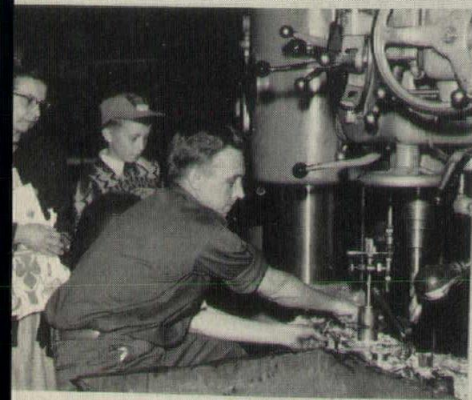
3



4



5



7



9



10



11



14



12



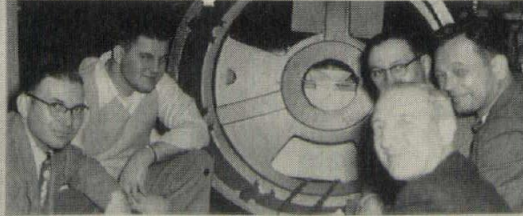
13



15



16



17



18



19



21



2.2



23



24



25



26



27





# Statement of Responsibilities & Duties of the Minnesota State Board of Registration for Archi- tects, Engineers & Land Survey- ors with Relation to the Activities of Registered and Non-Regis- tered Men

Some question has arisen in the minds of practicing architects, engineers and land surveyors as to the duty of the Board of Registration for Architects, Engineers and Land Surveyors in the prosecution of violations of the registration law. It is the opinion of the board, which opinion is substantiated by legal advice, that it is the duty of the board to carry out the provisions of the law, namely, Sections 326.02 to 326.16, inclusive. The powers and duties of the board are listed under Section 326.06. The pertinent portion of this section is quoted herewith:

*"The Board or any committee thereof shall be entitled to the services of the attorney general in connection with the affairs of the board and the board shall have power to compel the attendance of witnesses, may administer oaths and may take testimony and proofs concerning all matters within its jurisdiction. The board shall adopt and have an official seal which shall be affixed to all certificates of registration granted; and shall make all by-laws and rules not inconsistent with law needed in performing its duties; and shall fix standards for determining the qualifications of applicants for certificates, which shall not exceed the requirements contained in the curriculum of a recognized school of architecture or engineering."*

Very briefly, the primary duties of the board are to fix standards for determining the qualifications of applicants, to conduct examinations, to issue certificates of registration and to use disciplinary action in the case of registered architects, engineers or land surveyors who, after the filing of proper charges and the conducting of hearings, have been found guilty of fraud or deceit in obtaining a certificate of registration, or of attaching his seal or signature to any plan, specification, report, plat or other engineering or architectural document not prepared by him or under his direct supervision, or of gross negligence, incompetency, or misconduct in practice, or of any crime involving moral turpitude or upon adjudication of insanity or incompetency. In these cases, the board may either revoke or suspend the certificate of registration in case the individual concerned is found guilty. The process of preferring charges in the foregoing instances are described under the terms of the law.

By far the greater number of complaints have to do with the unlawful practice or offering to practice of individuals who are not registered. These complaints

include the use or advertising of the title or a description which tends to convey the impression that the individual is an architect, engineer or land surveyor. The assumption is, in our registration law, as well as in all licensing laws of this nature, that such legislation is necessary in order to safeguard life, health and property and to promote the public welfare by insuring that structures, equipment and processes utilized by the public be designed by and constructed under the supervision of qualified architects or engineers. Such cases of violation of the law are gross misdemeanors and may be punished upon conviction by fine or imprisonment or both for each and every violation. These are criminal matters and complaints must be filed through the county attorney in the county where the violation occurred. Perhaps the most direct method of combating violations as listed above is by the use of the injunctive process. This procedure is properly used by a professional society representing the group.

For twelve years the board has engaged an attorney on a nominal retainer basis who is deputized as an assistant attorney general, who advises the board in connection with its affairs. In such cases as have been deemed of sufficient importance he has been instructed to investigate complaints as to non-registered persons violating the law. Some of these complaints are handled by telephone conversations and some by correspondence and by personal inspection. Information of this nature, which is in the files of the Board, is available to any individual or professional organization seeking to file a formal complaint. In the case of registrants the board takes such action and issues such instructions to its attorney as conditions warrant.

It is the opinion of the board that it should not engage in the prosecution of law violations by non-registrants but should aid in such cases in every way possible. The board feels that the work which is being done in this connection is extremely important from an educational standpoint as a majority of the violators are not familiar with the terms of the law. There are, however, a considerable number of willful violators and, in the opinion of the board, such violations should be taken care of by complaints originating with the professional societies or with individuals who have been harmed by such violation.

*Issued June 5, 1953 by the  
Minnesota State Board of Registration for  
Architects, Engineers and Land Surveyors*



## Is It Only Beautiful?

(Continued from Page 16)

therefore is in no place to be sought and in no place to be evaded; to whom all creatures, times and things are everlastingly holy and who claims—not tithes of wealth, nor sevenths of days—but all the wealth that we have, and all the days that we live, and all the beings that we are, but who claims that totality because He delights only in the delight of His creatures; and because, therefore, the one duty that they owe to Him, and the only service they can render Him, is to be happy.

Religion contemplates the gods as the lords of healing and life, surrounds them with glory of affectionate service and festivity of pure human beauty.

Superstition contemplates its idols as lords of death, appeases them with blood and vows itself to them in torture and solitude. Religion proselytizes by love, superstition by war; religion teaches by example, superstition by persecution.

TO REASON (in its role of) resisting superstition we owe the entire compass of modern energies and sciences: the healthy laws of life and the possibilities of future progress.

TO INFIDELITY resisting religion we owe sensuality, cruelty and war, insolence and avarice, modern political economy, life by conservation of forces and salvation by every man's looking after his own interests; and generally, whatsoever of guilt and folly and death there is abroad among us. Of the two, a thousandfold rather let us retain some colour of superstition, than comfort ourselves with colour of reason for the desolation of godlessness.

MR. RUSKIN:  
W.G.P.

**A**MERICAN COLLEGE STUDENTS may be inclined to view Mr. Ruskin's strongly religious invocations as somewhat introverted and dated but I have been recently struck with the adult sincerity of visiting foreign students who nevertheless were extroverted and gay. Then there are the Mormon students in our Los Angeles schools, God's gift to harassed teachers; real community assets who are deeply religious but also happy and fun loving. Be sure your reading lifts from out the text all the implications of Ruskin's carefully chosen adjectives.

MR. RUSKIN:

**"S**O MUCH OF MAN," I say, feeling profoundly that all right exercise of any human gift, so descended from the Giver of good, depends on the primary formation of a character of true manliness in the youth—that is to say, of a majestic, grave and deliberate strength. How strange the words sound; how little does it seem possible to conceive of majesty and gravity and deliberation in the daily track of modern life. Yet, gentlemen, we may not hope that our work will be majestic if there is no majesty in ourselves. The word "manly" has come to mean, among us, a schoolboy's character, not a man's. We English are, at our best, thoughtlessly impetuous, fond of adventure and excitement; curious in knowledge for its novelty, not for its system and results.

It is to recover this stern seriousness, this pure and thrilling joy, together with perpetual sense and spiritual presence, that all true education of youth must

ARCHITECT



# 1883-1953

Since 1883 Architects have accepted with confidence paint and varnish products of our manufacture

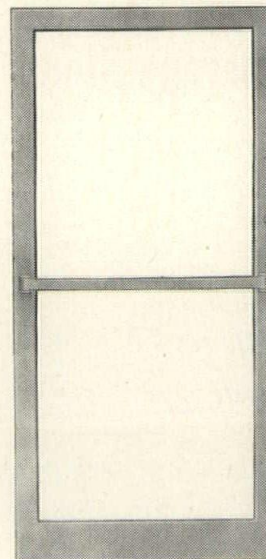
## Benjamin Moore & Co.

Paints - Varnishes - Enamels

NEW YORK  
CHICAGO  
CLEVELAND  
ST. LOUIS  
DENVER

LOS ANGELES  
TORONTO  
MONTREAL  
CARTERET  
NEWARK

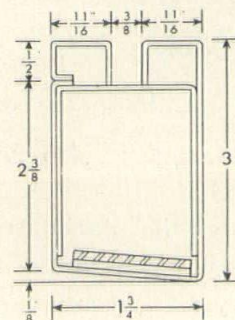
for economy, it's



# Overline

the all new

**HOLLOW STEEL DOOR**  
with **NARROW STILES**  
for  
**MODERN ENTRANCES**



Now you can have modern, narrow stile appearance at moderate cost! Engineered for strength, the Overline Door is available in either hollow steel or stainless steel—custom made to size and design.

Door operates with any type of standard hardware. Specify ultra-modern Overline Doors for entrances and interiors where traffic is heavy and usage is hard. Send a sketch of your entrance requirements and compare the cost.

Designed and produced by Overly Mfg. Co.

Write today requesting folder OD

**BARTLEY SALES CO.** 134 So. 10th St.  
Minneapolis, Minn.



now be directed. This seriousness, this passion, this universal human religion are the first principles, the true roots of all art, as they are of all doing, of all being. Get this "vis viva" first and all great work will follow.

And, too, all the higher branches of technical teaching are vain without this; nay, are in some sort vain altogether, for they are superceded by this. You may teach imitation because the meanest man can imitate; but you can neither teach idealism nor composition because only a great man can choose, conceive or compose; and he does all these necessarily and because of his nature.

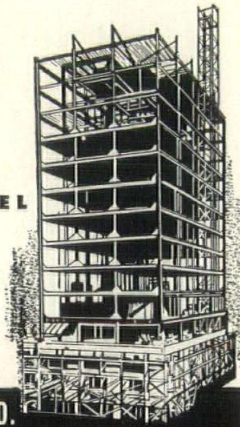
His greatness is in his *choice* of things; in his *analysis* of them;

## St. Paul Structural Steel Company

ACCURATELY FABRICATES STEEL

FOR

- ▷ POWER PLANT BUILDINGS
- ▷ PUBLIC BUILDINGS
- ▷ COMMERCIAL STRUCTURES



ST. PAUL STRUCTURAL STEEL CO.  
SAINT PAUL, MINNESOTA

*Enduring Beauty*

**Tile • Marble • Alberene Stone**

"THERE IS NO SUBSTITUTE!"

CERAMIC TILE

*Quarry Tile*

*Domestic and Imported Marble*

*Alberene Stone*

Serving the Architectural Profession and the Construction Industry of the Northwest for over forty years as contractors and finishers.

*Twin City*

**TILE and MARBLE COMPANY**

213-219 EAST ISLAND AVENUE  
MINNEAPOLIS 1, MINNESOTA

*Established 1910*

and his *combining powers* involve the totality of his knowledge in life;

His methods of observation and abstraction are essential habits of his thought, conditions of his being. If he looks at a human form he recognizes the signs of nobility in it and loves them. He hates whatever is diseased, frightful, sinful, or desinant of decay. All ugliness he turns away from, as inherently diabolic, all signs of unconquered emotion he regrets, as weaknesses.

W.G.P.

**C**ERTAINLY the architect must recover an organic relation between his own art forms which ride on service necessities and the forms of sculpture which raise the spirit. And when this new relation, now missing in architecture, shall have been found, we can then at least know that it comes as no recasting of old decorative habits but with a drive and a lift powered by exactly the moral Ideals-in-Action for which Ruskin pleaded ninety years ago and for which we still wait.

MR. RUSKIN:

**M**Y WISH WOULD BE to see the profession of the architect united, not with that of the engineer, but of the sculptor. I think there should be a separate school and university course for engineers, in which the principal branches of study connected with that of practical building should be the physical and exact sciences and honours should be taken in mathematics; but I think there should be another school and university course for the sculptor and architect in which literature and philosophy should be the associated branches of study and honours should

## TWIN CITY TESTING and ENGINEERING LABORATORY

Constructional Materials; Piling and Lumber; Foundation Soils Investigations Including Diamond Core Drilling; Metallurgical and Mechanical Engineering; X-ray and Radiography; Welder Qualification; Analytical Chemistry (coal, metal, petroleum, water), Process and Product Development.

ST. PAUL, MINNESOTA

2440 Franklin Ave. NEStor 4074

46th Ave. W. & Oneota, Duluth, Minn.  
4-0866



Call in the  
*Chamberlin Man*

for specifications on . . . . .

- Aluminum & Steel combination windows
- Steel, bronze & aluminum screens
- Rockwool insulation • Calking
- Detention screens • Weather stripping

*There's No Substitute for Quality*

**Chamberlin Company of America**

2400 Hennepin Ave. :: Minneapolis 5, Minnesota



be taken in the History of Civilization and I think a young architect's examination for his degree should be much stricter than that of youths intending to enter other professions. There is no task undertaken by a true architect of which the honorable fulfilment will not require a range of knowledge and habitual feeling only attainable by advanced scholarship.

A museum is one thing—a school another; and I am persuaded that, as the efficiency of a school of literature depends on the mastering a few good books, so the efficiency of a school of art will depend on the understanding a few good models. And so strongly do I feel this that I would, for my own part, at once consent to sacrifice my personal predilections in art, and to vote for the exclusion of all Gothic or Mediaeval models whatsoever, *if by this sacrifice I could obtain also the exclusion of Byzantine, Indian, Renaissance-French and other more or less attractive but barbarous work*; and thus concentrate the mind of the student wholly upon the study of natural form, and upon its treatment by the sculptors and metal workers of Greece, Ionia, Sicily, and Magna Graecia, between 500 and 350 B.C., but I should hope that exclusiveness need not be carried quite so far.

I should endeavour first to make the student thoroughly acquainted with the natural forms and characters of the objects he had to treat and then to exercise him in the abstraction of these forms and the suggestion of these characters, under due sculptural limitation. He should first be taught to draw largely and simply; then he should make quick and firm sketches of flowers, animals, drapery, and figures, from nature, in the simplest terms of line, and light, and shade; *always being taught to look at the organic actions and masses*, not at the textures or accidental effects of shade; meantime his sentiment respecting all these things should be cultivated by close and constant inquiry into their mythological significance and associated traditions.

W.G.P.

ONE CAN DO NO MORE than hint at what Ruskin means here by "abstraction;" certainly not the meanings given out by our near and non-representational studio-cultured drawers and iron bar benders and hole cutters. Ruskin is thinking not of drawing patterns or of carving rocks to show some mathematical or personal signal known only to the extractor. Ruskin is reporting the vibrant simplicity of great arts whose painters and sculptors put into their handskills their lived experience. With the

NOW . . . AT A FAVORABLE COST!

## LIGHTWEIGHT CONCRETE OF ANY SPECIFIED WEIGHT

EASILY MADE BY ANY READY-MIX PLANT

Compare with normal concrete weighing 150 pounds  
1 cu. ft., K of 12

For economy, use CEMTEIN with gravel to get a concrete weighing 110 lbs./cu. ft., k of 3.

Where rigid insulation conditions are specified, use CEMTEIN, plus lightweight specialty aggregates such as Celocrete, Haydite, or similar, to get a concrete weighing 60 lbs./cu. ft., k. of 1.

WRITE FOR DATA AND SPECIFICATION SHEETS.

### VAN HOVEN COMPANY, INC.

CHEMICALS DIVISION, St. Paul 1, Minn.

Save Time!

Call **CARNES** for

Save Money!

Steel  
Stamps  
and  
Dies

**STAMP SUPPLIES  
AND  
MARKING DEVICES**

Corpo-  
rate and  
Notary  
Seals

Gold  
Stamping

RUBBER  
METAL AND  
WOOD  
STAMPS

Marking  
Machines

Shipping  
Room  
Supplies



Trade  
Name  
Plates

GA rfield  
4853

315 Jackson St.

St. Paul 1, Minn.

# AirXpeler

ALL HAVING SIMILAR OUTWARD APPEARANCE

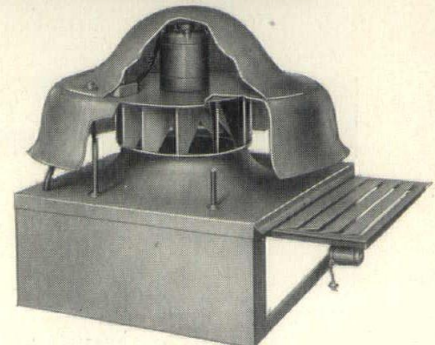
- "GS"—For Gravity Siphon
- "PB"—For Powered Low-Static
- "BW"—For Powered Hi-Static
- "BC"—For Powered Hi-Static
- "FAS"—For Fresh Air Supply

**C. L. Ammerman Company**  
104 North 2nd St., Minneapolis 1, Minn.

## New BACKWARD CURVE WHEEL ROOF EXHAUSTERS

With or Without  
DAMPER  
SECTION

Tested, rated according to codes adopted by American Society of Heating and Ventilating Engineers and the National Assn. of Fan Manufacturers.





new green sap of their own cultures they nourished every picture, every mosaic, every saint and hero they chipped from the rock.

**MR. RUSKIN:**

**T**HEN, KNOWING the things and creatures thoroughly and regarding them through an atmosphere of enchanted memory, the student should be shown how the facts he has taken so long to learn are summed up by a great sculptor in a few touches; how those touches are invariably arranged in musical and decorative relations; how every detail unnecessary for his purpose is refused; how those necessary for his purpose are insisted upon, or even exaggerated, or represented by singular artifice, when literal representation is impossible; and how all this is done under the instinct and passion of an inner commanding spirit which is indeed impossible to imitate but possible, perhaps, to share.

For my own part, I feel the force of mechanism and the fury of avaricious commerce to be at present so irresistible that I have seceded from the study not only of architecture but nearly of all art and have given myself, as I would in a besieged city, to seek the best modes of getting bread and water for its multitudes, there remaining no question, it seems to me, of other than such grave business for the time. The establishment of such schools as I have ventured to describe—whatever their immediate success or ill-success in the teaching of art—would yet be the directest method of resistance to those conditions of evil among which our youth are cast at the most critical period of their

lives. We may not be able to produce architecture, but, at least, we shall resist vice.

The fulfillment of such function—the accomplishment of individual and national “character”—literally and practically here among men, is the only real use or pride of noble architecture and on its acceptance or surrender of *that function* it depends whether, in future, the cities of England melt into a ruin more confused and ghastly than ever storm wasted or wolf inhabited, or purge and exalt themselves into true habitations of men, whose walls shall be safety and whose gates shall be Praise.

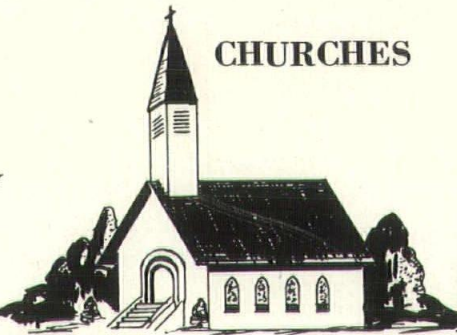
THE FOREGOING is a careful digest to about a third the length of the original lecture. The whole is worth anyone’s study and may be found in some editions of Ruskin’s “Seven Lamps of Architecture.” Or see his complete works, in any good library, thirty-nine volumes with thousands of his faithful drawings, packed with meaning and glowing with marvelous draughtsmanship. These books are an experience for anyone and very few today know them. I hope these selections, which so greatly influenced me as a young man just entering into the architectural life, will move you to read “The Seven Lamps of Architecture” and that my method of bridging the most potent hundred years in human history will help you to read Ruskin, alive and useful to your needs. . . .W.G.P.

Don't forget the Minnesota Society Convention  
in Duluth in August!

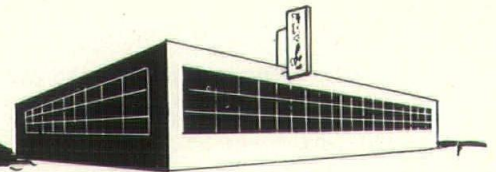
**SCHOOLS**



**CHURCHES**



**BUSINESSES**



want **MODERN, ECONOMICAL HEAT!**

Give them a heating system that will accommodate **LIGNITE** and you give them lasting satisfaction!

**LIGNITE**—never outdated, always available! Now, with automatic stokers and all the convenience of alternate fuels!

**TRUAX-TRAER COAL COMPANY** Minot, North Dakota

Producers of  
*The Champion Lignites*

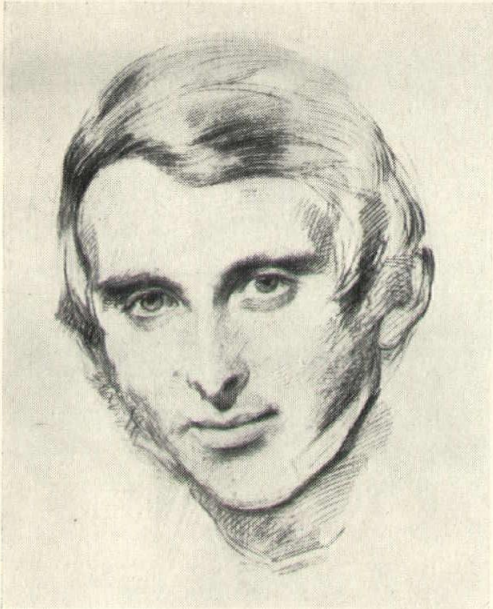


The services of our Combustion Engineers are available at no obligation.



# "HE SAID IT!"

## JOHN RUSKIN, 1819-1900 ARTIST-CRITIC-SOCIOLOGIST AND MASTER OF ENGLISH.



RUSKIN  
By  
GEORGE  
RICHMOND

PORTRAIT  
COURTESY  
OF  
HUNTING-  
TON  
LIBRARY,  
SAN  
MARINO,  
CALIFORNIA

By WILLIAM GRAY PURCELL

**R**EADING THE OPINIONS of this man who influenced the world of 1850-1890 in so many different fields of work and thought, you will want a few words about the man himself.

Born in London of wealthy parents, he began many trips of travel-study "to the continent" when 16; won honors at Oxford, his studies interrupted by two years' travel to regain health. In 1860, at age 41, he produced his first book, "Modern Painters," Vol. I. In the next ten years he had become the acknowledged English authority on art in all its phases.

Since the contemporary reader may at first be inclined to think of the encyclopaedic and ultra-definitive examinations of every subject he touched, as rather academic and over intellectualized, it should be noted that he supported with all his force the most radical painter of his time, J. W. M. Turner (1775-1851), and that his economic theories, presented in more than fifty public lectures from 1857-1872, brought violent disapproval, though now generally accepted.

Like many another great figure in literature he attributed his mastery of English to his mother's reading aloud, all during his school years, of the King James version of the Bible. His great physical and mental energy and a really vast output of writing, drawing and public speaking finally wrecked him and the last ten years of his life were impotent. He died at 81.

John Ruskin is best known as the author of "The Seven Lamps of Architecture." His approach to life and work is a unique example of religious experience and of the ways in which religion gave force and life to all ancient architectures. But Ruskin's text with its Bible morality applied to art often strikes the reader as naive if not absurd. It is therefore important, if Ruskin is to continue in the high place as a creative critic which he won in his day, that his commandments and often intolerant views be reasonably accounted for.

Like his great French contemporary, Viollet le Duc, Ruskin's criticism was directed against the then popular appliqué procedures of the French Beaux Arts school of thought, a system which continued to retain control of architectural teaching and thinking from 1850 to about 1930. Fifty years ago every effort was made to keep from students any knowledge of Ruskin's writing on architecture. As he was then much read, his views were occasionally quoted to the professors. Since no logical reply was possible, they resorted to lifting his arguments out of their context in place and time, tried to make them appear ridiculous or impute to him a general lack of good sense.

ARCHITECT

The most useful approach for the modern reader is, it seems to me, to take account of the enormous shift in world attention produced by the social impact of machinery and science. A hundred years ago no one would have expected Ruskin to imagine life as it was going to be lived, nor the startling forms of tools and furniture in our 1953. He was naturally obliged to choose his verbal illustrations and metaphors from what was taking place in his world. If he had not used illustrations common to his experience, his readers, then, would not have understood him and his words would be even less understood today.

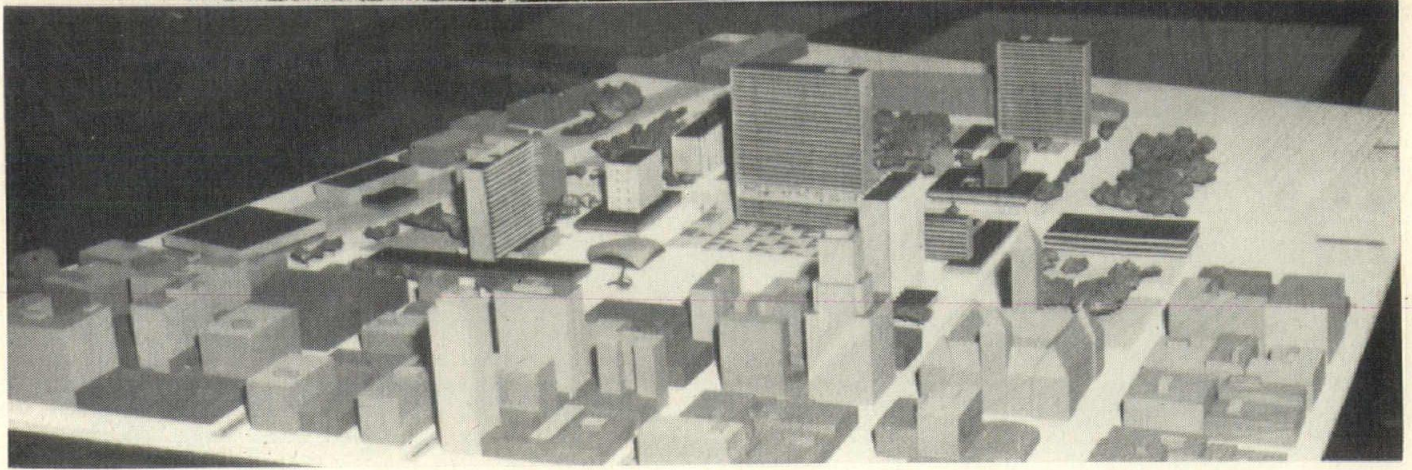
Touching Ruskin's "naturalism," which you will find widely discussed in his work and thought, his meaning was not addressed to copying of shapes, without inner meaning, from the appearance of men and plants. He insisted that each piece of his beloved carved stone stand for moral qualities which he discussed and advocated in "The Seven Lamps of Architecture." These essays were for him much more than ethical or esthetic analogy. He gave his golden Lamps of Learning the following titles, Sacrifice, Truth, Power, Beauty, Life, Memory and Obedience and they were, in his upward soaring thought, high altars for religious dedication.

Works as profound as those of John Ruskin must be approached very definitely in the spirit in which the Bible is read. Most of his ideas were first given in public lectures. Far from mere intellectual entertainment or adult education, they were sermons on the basic moralities of art and economics and were pressed upon the hearts of his listeners as true monitors for daily use as guides in service toward fellow men. For those who were artists or architects they provided, and still provide, specifications for the kind of living and thinking that alone is able to provide living art.

As in the use of Holy Scripture, those rules and statements of Ruskin's which appear to be in conflict with the inescapable facts of contemporary living must be re-assembled and translated into new metaphor that will mesh with men and situations which are our own common experience. Ruskin rouses us to acknowledge a divine and ever-present good in our own special world of art and by every ingenuity he tries to show how essential it is to have an underpinning of fundamental truth and honesty, without which nothing in architecture or any other manifestation of life can possibly exist. He further shows us the general nature of these foundations and how to go about discovering them in past historic eras so we can meet with courage each new situation that confronts us.

In insisting upon a stern moral code for creative architecture, he assures us that no rules, no esthetics, no analysis of the best, however fine, can EVER substitute for the personal integrity of whoever aims to produce a work of art. He demonstrates that the QUALITY of a man's work will inevitably be the quality of the man and this and this alone is the basic form and function relation. He was prophetically clear in all his analyses discriminating between truth and error, that mechanical constructivism, which in the 1840's began to take over the key position in determining the forms of buildings and craft tools and which now largely dominates the art world of 1953, was no sound basis for healthy art. There was no fanaticism in his evangelism; his praise and his condemnations alike rested on a spiritual cause and effect still in working order. He demanded that architecture concern itself with the ideals of the far from common goodness of simple folk and said to architects in a hundred ways, "As a man thinketh in his heart so is he and so is all that he does."





***Solution No. 1***

***University of  
Minnesota Teams***

**Redevelop  
Minneapolis's  
Lower  
Loop**

***Solution No. 2***

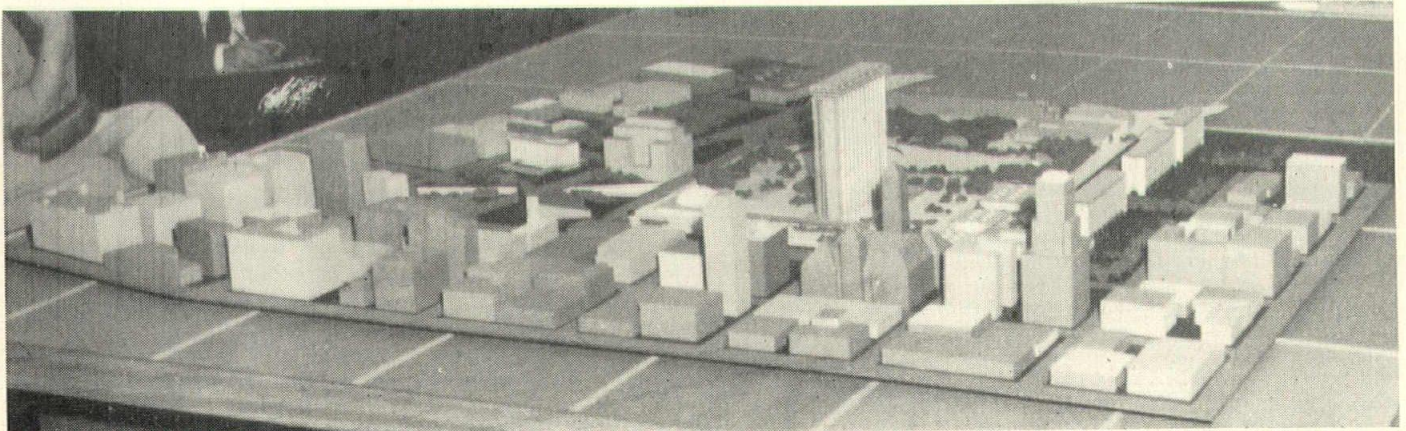
The blighted area of Minneapolis's lower loop which has come in for so much study was the subject of a redevelopment project by two teams of architectural students at the University of Minnesota during the recent visiting instructor period of Christopher Tunnard, professor of city planning at Yale University.

Under guidance of Mr. Tunnard as critic, the teams studied proposals of the City Planning Commission concerning improvement of the area, then made their plans and incorporated them into two huge models, pictures of which we reproduce here. Fred Koepfer, instructor in the school of architecture, stressed that the intent of the project was to emphasize the esthetic-compositional relationship of building masses rather than make a detailed plan for population, traffic, industry, business, etc. The area was redeveloped into a civic center for the city.

The two solutions are presented separately:

**SOLUTION NO. 1—**

A "court scheme" with the area broken into several types and sizes of courts was the solution of the team made up of Robert Eflin, Lawrence Brodle, Ray Nelson, Alan Compton, Richard Duerner, Duane Grande and Randall Vosbeck. The largest building in the center of the illustration is the new city hall and county building (our picture shows the site from the southeast). In front of it is a sunken plaza from which access is had to the giant freeway for below-ground traffic. The freeway runs from east to west below the project, connects Minneapolis and St. Paul and serves highways from Chicago to Seattle.





The forecourt is designed as a center for intense public activity and is paved in a pattern, has no plantings. On the opposite side of the main structure can be seen the area of less activity, planted with trees, shrubs and flowers. This is a more intimate, more leisurely area about which are clustered buildings catering to the more sedate pursuits of the city's life.

In the public offices area of the plan are grouped buildings for public safety work, public health, federal activities, above-ground parking for 1,000 cars, a merchandise mart across Hennepin Avenue with nearby bus station and a proposed commercial building for rental occupancy. The bus station straddles the underground freeway and arriving and departing buses cannot intrude on the above-ground layout although their service is at hand. Underground parking is also provided, with access from and to the freeway and surface streets.

The less active offices are grouped around the planted area in buildings for library work, armory, veterans affairs, small auditorium, and state administrative offices. The present Union Station has taken over service previously handled by the Milwaukee Station, which has been removed.

Why did the students select this area for their study, this area from Hennepin to Third Avenue, from Fourth Street to the Post Office (which can be seen in the background)? First because of its challenge. Then because it is centrally located and by raising its cultural and appeal levels it could attract business and related activities. Many of the proposed buildings provide fine

**MANUFACTURERS  
OF  
The New "SCR" Brick**

**STRUCTURAL BUILDING  
TILE FOR EVERY PURPOSE**

**A. C. Ochs Brick & Tile Co.**  
General Office & Plant  
SPRINGFIELD, MINNESOTA

**SALES & DISPLAY**  
Ground Floor—Foshay Tower  
106 So. Ninth St., Minneapolis, Minn.

**DESIGNERS  
AND  
CREATORS**

of Resilient Floors for the Northwest  
**ST. PAUL LINOLEUM  
and Carpet Company**

1441 University Ave., St. Paul, PR. 4601  
In Minneapolis  
COMMERS-GROTH CO., INC., 407 W. Lake

**Rich-McFarlane Cut Stone Co.**

*Quality Cut Stone For Over 35 Years*

**LIMESTONES — GRANITE**

CUT STONE  
FLAGSTONES  
RUBBLE  
VENEER

2707 26th Ave. So., Minneapolis, Minn.  
DUPONT 1256      DUPONT 1870

**IMPERIAL**



**IMPERIAL LUX-RIGHT**, pace-setter since first offered in 1938. The **ONLY** steel areawall **COMPLETELY** Hot-Dipped Galvanized **AFTER** forming. Two types: Streamlined Straight, for restricted areas. Round type, where you have more space. Complete range of sizes. Each unit (one-piece, no attachments) has Hug-Tite Flanges for tight fit to wall. Speed of installation saves time, labor, money. No painting needed. Outlasts house.

FREE illustrated folder shows sizes and proper way to install. See your distributor, dealer or write us direct.

**EASY TO  
INSTALL**

NWA3



**SAINT PAUL CORRUGATING CO.**  
Expert Sheet Metal Fabricators for 68 Years  
South End Wabasha Bridge • SAINT PAUL 1, MINN.



# STREMEL BROS. Manufacturing Co.

UNDERWRITERS' LABELED  
FIREPROOF DOORS  
SHEET METAL PARTS & SPECIALTIES

## KINNEAR

### ROL-TOP DOORS AND OPERATORS

*For private residence garages and  
industrial buildings.*

## KINNEAR

### ROLLING STEEL DOORS AND OPERATORS

### DOORS AND GRILLES

*As approved by the National Board  
of Fire Underwriters.*

Also service or unlabeled types.

### METAL CLAD DOORS

All types and sizes.

### TIN CLAD DOORS

*As approved by the National Board  
of Fire Underwriters.*

All types and sizes.

262 Plymouth Ave. No., Minneapolis 11, Minn.  
Atlantic 4322

## Beauty and Strength ... AT LOW COST



Wimberly & Cook—architects  
J. Grant Morgan—structural engineer  
Walter H. Wheeler—consultant

Kapiolani Motors, Ltd. of Honolulu, have one of the most unique and effective showrooms to be found anywhere. The roof of the showroom is formed by cantilevering 29' from the patented "Smooth Ceilings" System flat slab roof construction over the garage and service building which is behind the showroom. Here is an excellent example of the architectural possibilities when creative imagination is combined with the proven economy, flexibility and structural strength of "Smooth Ceilings" Systems.

Write today for full information.

## "SMOOTH CEILINGS" SYSTEM

Walter H. Wheeler, Inventor and Consulting Engineer  
802 Metropolitan Life Bldg., Minneapolis 1, Minn.

first floor shops and planning took into consideration expansion in the future with areas available to the east and between Marquette and Second Avenues to the south.

It is interesting to note the familiar features still existing in the model's revisions—Nicollet Hotel, the Courthouse Building which could provide archive facilities, Washington Avenue taking its course across the center of the model above the freeway and other features.

### SOLUTION NO. 2—

A plaza ringed by buildings with a major nucleus building was the basis of the plan for team two made up of Louis Angelkis, Harry Derderian, Douglas Foster, Bruce Beaulieu, Robert Herrick, Ted Virnig, Janis Grundmanis and Clark Engler. It is shown in our second illustration.

The nucleus structure would house city and county offices and it would stand on a raised terrace of its own with affiliated exhibit areas, restaurant, a town meeting auditorium (the domed structure to left), sculpture court, etc. To its right are the formal arrangements of buildings for public health and welfare, library, state activities, federal offices, veterans affairs work and federal courts. To the left a legitimate theater faces the domed auditorium and business and merchandising buildings complete the groupings.

The light diagonal line at the left is the freeway emerging from its subterranean way under the area. There is no bus facility on the freeway although there is underground parking.

The open areas of the plaza are made interesting with water sculptures, planted areas, tree zones and the like. Main entrance to this section is between the dome and nucleus building. The open area seen behind the nucleus building is a cultural center where trees surround an assembly spot with bandshell at one end. It is multi-purpose and has covered seating areas with a round plaza which can be flooded for winter ice skating. Views and vistas are accented in this plan and tree plantings are thematic—tall and dense to screen in behind the bandshell, free and open around walkways and more formal where business activities center.

Expansion of this plan is provided for along the east-west axis.

## Minneapolis Blue Printing Co.

Agents for Keuffel & Esser Co.  
of New York



Architects and Engineers Supplies  
Blue Prints and Photostats



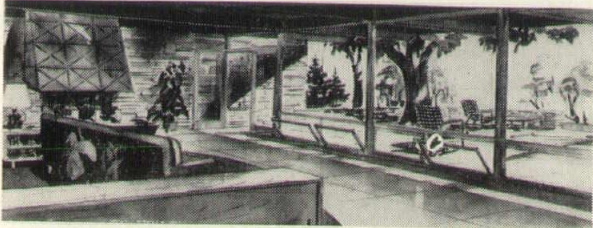
Main 5444  
523 Second Ave. South Minneapolis 2



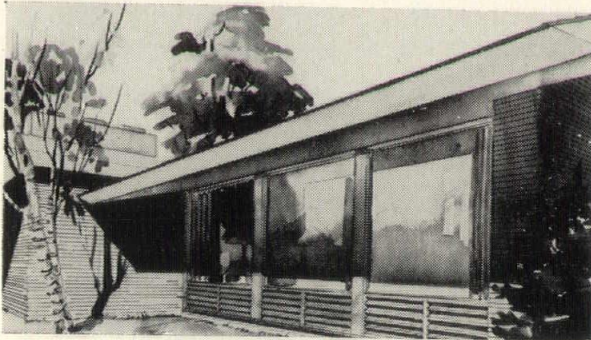
**RYDELL COMPANY DEVELOPS NEW WINDOW SYSTEM**

In response to the demand for a window system incorporating both ventilation and large expanses of glass, A. T. Rydell, Inc., Minneapolis, has developed the Versa-Lite Window System, which uses awning-type windows or louvred ventilators in conjunction with large fixed areas of glass. The system is based on standard sizes of thermopane for both the ventilating windows and the large fixed windows.

Versatility of the system lies in the fact the sizes are so chosen and the units so designed that either vertical



A continuous series of Versa-Lite units, using two in-swinging ventilators beneath each large fixed thermopane.



Exterior view showing louvred ventilators used beneath large fixed thermopanes.

or horizontal groups of the ventilating units exactly equal the fixed units in height or width. This opens up a whole field of fenestration practice to the architect, previously available only through painstaking custom designing. Selection is easy—all practical combinations (numbering over 300) are listed by increasing widths in Rydell's Versa-Lite catalog, available on request.

A sub sill is provided on all combinations to tie the units together and provide proper water drainage. All components stack and interlock accurately, so units in combination are rigid and tight. All components can be purchased separately, to be stacked on the job, or completely assembled into any desired combination.

The system consists of four basic components—the fixed frame, the inswinging unit, the outswinging unit and the louvred ventilator. The fixed frame is designed for 1" thermopane and is obtainable for any standard or special size glass. The thermopane, which is always set on the job, may be set from either inside or outside the building. All three ventilating components are designed for standard 1/2" thermopane and are carried in stock in eight standard sizes. The inswinging and outswinging units are complete with "Radius-arm" hinges, sash glazed with thermopane and bronze weatherstripped, bronze screen, and all hardware. The louvred ventilator unit has an inswinging insulated panel, which is bronze weatherstripped and equipped with "Radius-arm" hinges.

(Continued on Next Page)

ARCHITECT

**R. E. STANTON CO.**

Representing

**INTERNATIONAL STEEL CO.**

Revolving Doors

**THE MILLS CO.**

Metal Partitions

**THE AIROLITE CO.**

Door and Wall Louvers

**GRUND EXPANSION GASKETS**

For Copings, Parapets & Facings

2395 University Ave.

St. Paul 4

Midway 1400

**W. L. HALL CO.**

**CUPPLES ALUMINUM WINDOWS**

Double Hung, Fixed, Projected

**AETNA HOLLOW METAL**

Steel Doors & Frames

Label Doors & Frames

**CRITTALL STEEL WINDOWS**

Pivoted, Projected, Casement,  
Combination & Continuous

2818 Dupont Ave. So.

Minneapolis, Minn.

GIBSON 2839

**ORNAMENTAL IRON WORK**

IRON RAILINGS      IRON & WIRE FENCES  
STEEL STAIRS      FLAG POLES      FIRE ESCAPES



METAL BUILDING PRODUCTS  
Let us estimate your requirements

**C. W. OLSON MFG. CO.**

1300 Quincy St. N. E.

Minneapolis 13, Minn.

SO EASY  
TO USE

NO MIXING OR  
MEASURING

**MORSE'S**  
"ONE-COAT" LIQUID  
CONCRETE FLOOR HARDENER  
**THE WORLD'S MOST EFFICIENT**  
**FOR BETTER CONCRETE FLOORS**  
**OUT-PERFORMS ALL OTHERS**

**F. J. MORSE COMPANY, INC.**

127 EAST NINTH STREET  
ST. PAUL 1, MINN.  
G.A. 1336  
MPLS., PH. BR. 6797

HARDENS  
INSTANTLY

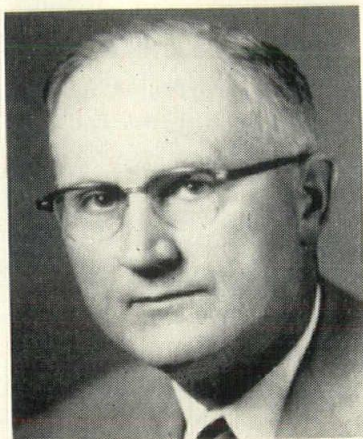
THE MOST  
DEPENDABLE



Of special interest is the hardware installed on the units, which is specialized for the type unit involved. Outswinging sash are operated by a roto-operator type mechanism, with the crank handle mounted high on the side of the unit for easy operation when the ventilators are used below a large fixed window. Inswinging units are equipped with an attractive fastener, installed on the top rail of the sash. Where the unit is to be used in a high position, these versatile fasteners are installed on each side of the sash near the bottom.

### VERN LARSON ELECTED PRODUCERS' COUNCIL PRESIDENT

President of the Minnesota-Dakotas chapter of the Producers' Council for 1953-54 is Vern L. Larson, regional manager for the Insulux Glass Block Division of



Mr. Larson

the Kimble Glass Company. He succeeds Curtis Johnson of Rollscreen, Inc. The Minnesota-Dakotas chapter is one of the very active groups within the Producers' Council, which is made up of manufacturers and their representatives in the building field.

Mr. Larson was with the Insulite Company of Minneapolis from 1922 to 1937, when he became associated with the Kimble Company, a subsidiary of Owens-Illinois Glass Company. He has been in sales for the company from that time until the present, and is regional sales manager for the division, covering the states of Minnesota, North Dakota, South Dakota, Iowa, Nebraska, western Wisconsin, western Missouri, Kansas, Oklahoma, Wyoming and Colorado.

#### OUR 42nd YEAR

Dependable Service

on  
Foundations — Footings  
All Kinds Concrete & Masonry Work  
Concrete Breaking & Drilling

**OLSON & SONS CONCRETE PRODUCTS CO.**  
4004 4th Ave. So. PL. 2446 Minneapolis

#### GEORGE R. LEWIS CO.

Harza Labyrinth Waterstop  
Para-Plastic Joint Sealing Compound  
Koppers Bonded Roofs  
2036 Queen Ave. So., Minneapolis 5, Minn.  
KENWOOD 5002

## ADVERTISERS

|   |                        |
|---|------------------------|
| American Art Stone.....                   | 46                     |
| Ammerman Co., C. L.....                   | 55                     |
| Arrowhead Steel Buildings.....            | 46                     |
| Babcock Co.....                           | 47                     |
| Bartley Sales.....                        | 41, 53                 |
| Bricklayers Union.....                    | 45                     |
| Bros Boiler Co.....                       | 21                     |
| Canton Lumber Sales.....                  | Cover III              |
| Carnes Stamp Works.....                   | 55                     |
| Central Building Supply Co.....           | 4                      |
| Chamberlain Co. of America.....           | 54                     |
| Child, Rollin B.....                      | 28                     |
| Concrete Products Supply.....             | 49                     |
| Crown Iron Works.....                     | Cover II               |
| Dox Blocks.....                           | 12                     |
| Drake Marble.....                         | 42                     |
| Gardner Hardware Co.....                  | 45                     |
| Gerrard Co., W. A.....                    | 27                     |
| Gorgen Co., The.....                      | 35                     |
| Haldeman-Lanford Mfg. Co.....             | 11                     |
| Hall Co., W. L.....                       | 61                     |
| Hauenstein & Burmeister.....              | 24                     |
| Hebron Brick Co.....                      | 26                     |
| Insulation Engineers.....                 | 29                     |
| Insulation Sales Co.....                  | 38                     |
| Joel Jackson.....                         | 40                     |
| Keeler Steel Co.....                      | 39, 44                 |
| Klampe Co.....                            | 49                     |
| Lewis Geo. R.....                         | 62                     |
| Mankato Stone Co.....                     | 40                     |
| Mason City Brick & Tile Co.....           | 37                     |
| McGraw Hill Book Co.....                  | 24                     |
| Minneapolis Blue Printing.....            | 60                     |
| Minnesota Federal Savings.....            | 50                     |
| Minnesota Fence Co.....                   | 50                     |
| Moore, Benjamin & Co.....                 | 53                     |
| Morse Co., F. J.....                      | 61                     |
| Neal Slate Co., W. E.....                 | 44                     |
| Nelson Co., B.F.....                      | 5                      |
| North Central Supply Co.....              | 26                     |
| Northern States Power Co.....             | 19                     |
| Ochs Brick Co., A. C.....                 | 59                     |
| Olson & Sons Concrete.....                | 62                     |
| Olson Mfg. Co., C. W.....                 | 61                     |
| Overhead Door of Minnesota.....           | 38                     |
| Paper Calmenson Co.....                   | 32-33                  |
| Paulle-Midway Co., L.....                 | 37                     |
| Pella Products.....                       | 7, 43                  |
| Portland Cement.....                      | 25                     |
| Producers Council.....                    | 23                     |
| Puritan Products.....                     | 31                     |
| Raymer Hardware Co.....                   | Insert between 2-3, 34 |
| Rich McFarlane Cut Stone.....             | 59                     |
| Roberts-Hamilton Co.....                  | 17                     |
| Rogers, H. A., & Electric Blue Print..... | 26                     |
| Rydell, A. T.....                         | 9                      |
| St. Paul Corrugating Co.....              | 59                     |
| St. Paul Linoleum Co.....                 | 59                     |
| St. Paul Structural Steel Co.....         | 54                     |
| Shiely Co., J. L.....                     | 10                     |
| Smooth Ceilings System.....               | 60                     |
| Stanton, R. E.....                        | 61                     |
| Steel Structures.....                     | 13                     |
| Sterling Electric.....                    | 43                     |
| Stremel Bros.....                         | 60                     |
| Structural Clay Products Co.....          | 36                     |
| Thermal Co., Inc.....                     | 31                     |
| Truax-Traer Coal Co.....                  | 56                     |
| Twin City Brick Co.....                   | 35                     |
| Twin City Testing.....                    | 54                     |
| Twin City Tile & Marble.....              | 54                     |
| Van Hoven Co.....                         | 55                     |
| Western Mineral Products.....             | Cover IV               |



# SPECIFY **PALCO REDWOOD** FOR THAT TOUCH OF WARM, NATURAL BEAUTY NEEDED IN EVERY BUILDING



PALCO REDWOOD was used to remodel this office. 1x6, 1x8 and 1x10" widths were alternated for variety. Clear Heart (All Red) flat grain was the grade used to accentuate the grain. It would have been possible to include 1x4 and 1x12" widths if preferred. To gain a greater color variation, use "A" Grade, which contains streaks of cream-colored sapwood. To cover the 24 lineal feet of wall devoted to Redwood paneling in this office, all labor was accomplished in 8 man hours, including: Furring strips, nailing the paneling and Redwood ceiling cove, and the application of 3 coats of varnish. Wall height was 10 feet.

**SPECIFY PALCO REDWOOD** —It Costs no More Than Other Redwood and We Guarantee That It Is Consistently the Finest Quality Available. Palco Redwood is Produced by the Oldest and Largest Redwood Mill, the Pacific Lumber Co., Scotia, California.

## **Canton Redwood Yard, Inc.**

Palco Redwood Wholesale Distributors Since 1930

Phone or Write for information concerning specifications or items available

221 W. 78th STREET, MINNEAPOLIS, MINNESOTA

Phone: ROkwell 9-3221

*Build with Palco Redwood — the Wood Eternal*



# WARM DRY FLOORS

for ALL basementless construction!

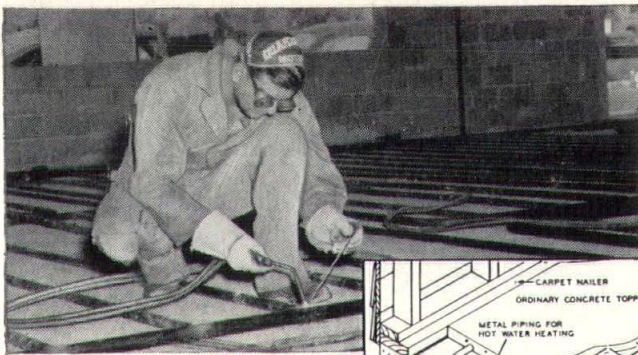


**NOW! ZONOLITE® OFFERS THE BUILT-IN BENEFITS OF INSULATION, FIRE-SAFETY, LIGHT WEIGHT AND PERMANENCE...**

**IN 2 GREAT CONCRETE PRODUCTS**

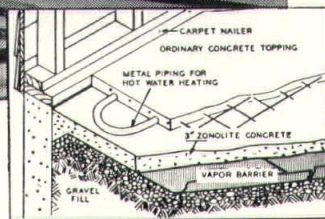
**NEW**

## ZONOLITE Vermiculite Concrete!



Under radiant heat pipes for more efficient operation and control.

Lightweight, insulated and permanent, ZONOLITE Vermiculite Concrete is ideal for roof decks, roof insulation, cavity-wall fill and insulating floors on the ground. Perfectly suited as a base for radiant heat systems...or where an exposed concrete floor is desired, ZONOLITE with a sand-concrete topping provides high insulating efficiency, cuts heat loss.

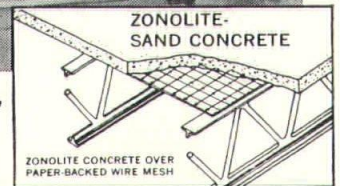


## ZONOLITE Sand Concrete!



Ideal for one-pour floors on grade, lightweight upper story floors.

Resilience approaching wood floors! Use as fill over structural floors, for floor slabs over closely spaced joints, or for floor slabs on the ground. Has  $4\frac{1}{2}$  times the insulating value of ordinary concrete —  $\frac{1}{2}$  the weight. Fireproof, permanent. ZONOLITE Vermiculite Sand Concrete is ideal as a base for tile, linoleum, terrazzo or carpeting—needs no topping.



## WESTERN MINERAL PRODUCTS CO.

General Offices: 1720 Madison St. N. E. • Minneapolis 13, Minnesota  
PLANTS AT MINNEAPOLIS • OMAHA • MILWAUKEE • DENVER

\*Zonolite is the Registered Trade-Mark of the Zonolite Company