

NORTHWEST ARCHITECT

Published By Minnesota Association of Architects

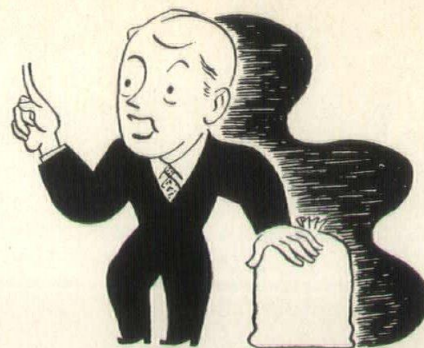
In This Issue

AN OPEN LETTER TO DONALD M. NELSON.....	3
ACRES OF DIAMONDS.....	4
REGULATIONS ON INVENTORIES OF DEFENSE MATERIALS.....	6
NATION'S "REAL INCOME" SHOWS EFFECT OF DEFENSE PROGRAM.....	8
STATE ASSOCIATION REPRESENTED AT REGISTRATION BOARD MEETING.....	10
KANSAS AIA PROTECTS PRIORITIES.....	11
ASSOCIATION NEWS.....	12-13
IMPORTANT BILLS BEFORE CONGRESS.....	15
SCHEDULE OF WORKING HOURS FOR ARCHITECTS' EMPLOYEES.....	18
STANDARD AGREEMENT FORM BETWEEN OWNER AND ARCHITECT.....	22

SPEAKING

OF SPECIFICATIONS,

are you familiar with the U. S. Government Specifications SS-C-181b for masonry cements? The Type I specification is not so difficult to meet; but the Type II specification—which covers masonry for general use—is the most demanding on record. The best recommendation we can offer for Hawkeye



Masonry Cement is that it meets the Type II specification. This superior product is consistent with the policies of an organization which, for more than thirty years, has established a record of dependable performance with Hawkeye Portland Cement.

Hawkeye

**PORTLAND CEMENT CO.
DES MOINES, IOWA**

These Merchants Increased Their Business With Better Store Lighting!

Here are a few comments from store owners after modernizing their lighting:

"Increased our 2nd floor business 20%"—Clothing House, Duluth, Minn.

"Gross sales increased 24%"—Drug Store, Minneapolis, Minn.

"37% increase in business"—Drug Store, Knox City, Texas.

Your clients can do the same thing, Mr. Architect . . . for good lighting PAYS when it is WELL PLANNED.

The services of our Lighting Department are available to you without cost or obligation. Use them whenever you have a lighting problem.

Lighting Service Department

NORTHERN STATES POWER COMPANY

Northwest Architect

Volume 6

Number 1

1941

Pay Your Dues

Theodore Roosevelt once said something to the effect that every professional man owes something to the profession to which he belongs.

Your officers and committees are continually giving not only their time and thought to advancing your cause and that of the profession but these men are also among those who have paid their dues.

To be successful in the fullest sense your organization needs your financial support as well as your moral support.

So, if you have neglected or forgotten to send in your dues—won't you do so now.



Published by Minnesota Association of Architects, Which Is a State Association Member of the American Institute of Architects.

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An Open Letter to Donald M. Nelson, Director of Priorities

WHEN you accepted the tremendous job you have undertaken, I believe the vast majority of us in all branches of the great construction industry felt that your policies and decisions would be fair and equitable and result from a thorough analysis of all factors involved. We believed that any man who has made the record of achievement in the business world such as you have, must be that kind of a man.

Then when sweeping orders from your office cut off, without exception, practically all non-defense building, many of us began to wonder whether or not in the great rush of things you had become misinformed or had been given confusing, inaccurate data upon which you and fellow officials based your orders. Perhaps we were worrying too soon—perhaps we should have had deeper faith in your ability to see to it that our industry would receive as fair treatment as that accorded all others.

Then when the washing machine manufacturers had their raw material supply merely cut some 20 per cent and yet we in the building industry could not obtain a few tons of reinforcing steel required for, let us say, a school building badly needed to replace an overcrowded firetrap, we again began to wonder.

But now—we note with renewed hope and spirit that you have requested OPM to furnish you detailed production programs for 1942, industry by industry, setting forth month by month REQUIREMENTS for military, industrial and civilian needs and based on this information it will be possible for your office to allocate critical materials industry by industry. So that, let us say, if the survey shows that all the steel that could be used during 1942 for defense, and shipment to England and Russia, would be 30 million tons and our peak production would be, say, 85 million tons—then 55 million tons could and should be allocated for essential non-defense work, for certainly there would be no point in allowing it to merely pile up. That would be an economic fallacy of the first water. Furthermore our opinion is that the surveys will show the problem to be one not of production but of distribution.

Yes, Mr. Nelson, we believe you are going to see that the form of "rationing" of materials which will most likely be the outgrowth of your surveys, will be the means of maintaining necessary morale in the American people, will keep the second greatest industry in America from becoming disrupted, and will get rid of an overwhelming amount of paper work and "red tape" which any complicated system of individual priorities naturally entails.

Making the changeover from "priorities" to "allocations" won't be easy and will undoubtedly take some time. In the meantime your consideration of a suggestion to ease an acute situation in the building industry so as to free at least a portion of such items as reinforcing steel, piping and some other items for which there are no known practical substitutes, is earnestly invited.

H. W. FRIDLUND, *Editor*.

ACRES OF DIAMONDS

by William Gray Purcell, A.I.A.

Advertising Manager
Alexander Brothers, Philadelphia,
1917-1920.

"Americans are the kind of people that where ever they are, they wish they were someplace else."

YES, \$5,000,000 in net profits was a lot of money. There was no Capital Investment, no Dividends to pay, no Plant, Tools and Fixtures, . . . The man had nothing to sell. He just had an idea and a pocket to put the money in. He didn't even know the idea was any good, and it does sound rather silly.

Years ago I met this man, Russel H. Conwell, of Philadelphia. He was at that time known around the world for a lecture called "Acres of Diamonds." When he first gave this lecture, and found that people would pay admission to hear it, he said, "I will not spend a cent of whatever this talk earns me, but will use it to help poor boys get an education." He knew a dozen boys he hoped to help.

RESULT? INCREDIBLE!

During a period of fifty years he delivered this lecture 6,000 times in every land where English is spoken. He received from "one chicken" to \$9,000 per lecture. Average return, \$1,000. Total receipts \$5,000,000. During his lifetime 100,000 students, who otherwise had no prospects beyond grammar school, secured their college education. And this still goes on—Temple University. All came from an unselfish man with a one-sentence idea that worked.

And so what? Well, the substance of the lecture was the biography of John Kimberley who wandered the earth for years "in search of his fortune" and at last, penniless and defeated, returned to his home and found the South African diamond mines in his own front yard. Kind of a silly story to create all that excitement. Well, a dram of TNT doesn't look very important either.

"Distant Meadows Look Greener"

Like young Kimberley, architects everywhere are rushing around in the publicity world, eager to spend time and money trying to find some kind of a Voice, loud enough, or funny enough, or persuasive enough to get them more business. But the conventional technique of the publicity world is not geared to such a job. No one has yet really imagined how to explain to the world the difference between:

The owner—"I just built me a new factory."

The contractor—"I just built a new plant for Jones."

The Bostin Co.—"We planned to build the Jones job but local politics landed it."

The bank—"Yes, bonds are selling well on the new enterprises we built for Jones."

ARCHITECTURE A BUSINESS?—WELL, YES, AND NO!

A rather general reaction to my August analysis of Architects' advertising seems to be about like this—Granting all you say to be practical counsel why do you deny all value to the press, radio and other means of general publicity?

The answer is that the trout lays 10,000 eggs in order to produce a hundred fish but if the old hen doesn't manage to make good with 9 or 10 eggs out of the dozen, she is in the soup.

The press and radio are the most powerful publicity forces the world has ever had. To purchase their services to any measurable result every architect in the country would have to contribute half his gross income for such advertising trout eggs and keep doing so.

Patent medicine, cosmetics, fake foods, mechanical gadgets, have the enormous profit margins, which permit them to scatter their story toward a given 10,000 people in order to secure a chance hundred contacts, and make ten sales. Architecture as a business simply doesn't show margins sufficient to pay for even a start on such prodigal publicity.

Whatever you do in advertising you've got to keep doing. The minute you stop, the value of all you have done is lost. Advertising has no momentum. You can't even store advertising experience because the field is changing all the time. Bruce Barton shows architects the size of their problem when he says that "the advertiser is not addressing an audience but a passing parade" and the number of "customers" for architects in this parade as compared to customers for shoes, toasters, hair oil and likker is as one to 10,000. Hatching clients for architects may seem a bit fishy at times but just setting on the prospects won't do it either.

"THE WORDS AND THE MUSIC"

All right—fair enough, but just what is the difference between "Sales" and "Advertising?"

"Sales" is what you say for yourself and "Advertising" is what you have someone else say for you. Sales is work. Advertising is talk. Advertising is what you say about what you do. Sales is what you do about what you say. Sales is the game. Advertising is the cheering section. Like Optimism, advertising is addressed to the eye, but like Pessimism, sales must be done with the feet. You can kid yourself along with advertising but in sales you face the cold hard facts. Try both. You'll know the difference.

QUOTATION FROM, OR REPRINTING OF, ANYTHING FROM THESE PAGES IS RESTRICTED. SEE OWNERSHIP DECLARATION BELOW

The architect—"I just built that up-to-date plant for Melancthon Jones, etc., etc.

Everybody in the building world *except the customer* is satisfied in his own mind as to "who builds buildings."

The advertising profession has never put together an advertising campaign that produced any continuity of results for architects. But there have been very successful advertising and sales campaigns in architecture. Without stopping to analyze how they did it we will simply note that the names of some of these campaigns are McKim, Mead and White, Burnham and Root, Adler and Sullivan, Carrere and Hastings. But that was forty years ago. Today steps to a different tune.

To get down to cases in our own bailiwick—six years have been spent building up the NORTHWEST ARCHITECT. Like the fan who is tired of his camera, or gun, or boat, we architects now want to find some new kind of button to push and watch the nickels pour out.

The tool we now have is as good as any. If we are first sure of what we have to sell, that the public needs it and likes it in the present package, that its quality, top to bottom, will give continuing satisfaction, there will be no difficulty in having the NORTHWEST ARCHITECT tell more people the good news.

Experts Available

If you want some practical and experienced confirmations of my statements you have in your own organization a man who has perhaps more knowledge and more experience in selling architecture to the public than any architect in the country. I refer to Robert T. Jones who built *The Small Home* magazine as the propelling force of the A.S.H.S.B.

This admirable and highly ethical organization, developed under the executive inspiration of that public spirited Minneapolisian Edwin H. Brown, actually accomplished more in the way of building business and collateral good will for architects than any enterprise to date. It was scuttled by the American Institute of Architects chiefly because it disturbed certain theories which arose out of unofficial but none the less effective sales maneuvers for securing large commissions to important architectural firms. This was the imperial age of the 1920's, when big business in architecture assumed a patronizing attitude toward the forgotten architect and the ethical front of the big boys was rigged to

permit nice clean-looking trading in the fat jobs, while even a nodding acquaintance with business on the part of the small practitioners was looked upon with horror.

Killing the Goose

The irony of this situation is that the minutes of the A.I.A. had scarcely recorded the death of the A.S.H.S.B. in 1932 when the full pressure of the business debacle compelled not only the Institute but half dozen other groups to acknowledge the dire necessity for such a professional tool as they had just pitched into the fire.

Various ideas, all poor imitations of the A.S.H.S.B., were started up in various cities and carried along for a time with feeble efforts and no success, because neither the Institute nor the local groups had much practical knowledge of house building and planning, and no knowledge of either sales or advertising—and they had cut off the only immediately available supply.

Architect or Plan Factory

One handicap of the Architects Small House Service Bureau was that no provision for superintendence was integrated with the basic setup. But at no period was the bureau attempting to compete with architects. It was trying to build up a public consciousness of the value of an architect that would actually bring the home builder into some architect's office. Its plan of sales was at all stages handled in such a way as to bring out the advantage of having the nearest architect help in the original selection, make revisions, supervise contracts, and superintend construction. It was the hard way but much was accomplished and it would have been a real help during the depression decade if the Institute had backed up and developed its possibilities.

Advertising to Ourselves

Just how well do you remember *The Small Home*, 1920-1932? Do you recall *The Minnesota Magazine* of the Minnesota State Art Society, 1912-1918? *The Minnesota Magazine*, beautifully built with interesting content, began as the bulletin sheet for members of the society. Maurice I. Flagg, a clever and imaginative publicity expert, built this routine mailing of an obscure organization into a periodical of dignity and influence with a state-wide circulation. *The Small Home* spoke

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not to architects but to our potential clients from the first.

With these striking examples of what can be accomplished from unpromising beginnings, I would like to see the Editing and Publishing committee of NORTHWEST ARCHITECT confer with Robert T. Jones for a thorough technical study of the files of *The Small Home* and of *The Minnesota Magazine*, with the idea of taking up the most useful features of these two admirable publications where they were dropped. More important to us than what these magazines said so well, is the fact that they addressed the general public, they "talked business" to the Architect's prospective customers.

Our Future Clients

Perhaps the NORTHWEST ARCHITECT might have a new name directed toward a different body of readers—but you *can* build a specific character into any name. However, the emphasis of the editorial and story pages should be shifted over into the zone where the general reader likes to enjoy himself. That does not mean away from architecture. On the contrary, it is in the building art that the greatest interest lies.

Of course the creative editorial and publicity work required to build a worthy periodical capable of sustaining the sale of the architectural idea cannot be done during the lunch hour and Saturday afternoons. And it takes a rare combination of artist, architect, writer, publisher and printing craftsman to do a successful job.

Bob Jones knows that *The Small Home* was not built by just keeping regular office hours and he had a room full of assistants, and they all "worked late."

It would be a lot more useful for the Minnesota Association to spend money for a full time publicity executive than to see it disappear into the ether waves or into the waste basket with last night's newspaper.

"Northwest Architect" Must Grow

Increased circulation is the basis of all successful publications. More advertising return is the immediate consequence. Together they make possible a better maga-

zine which can then do the work for which it was created.

Although the NORTHWEST ARCHITECT, soon starting its sixth year of successful publication, probably now has but a small circulation to the general public, it does reach and is read to quite an extent by the building trades. In any program of further expansion to new classes of readers, discussion of professional and business problems and criticism of architects and their ways should not be done in public. *The NORTHWEST ARCHITECT should have two mailing lists—professional and general.* The former could include a four page center color sheet which would be ample to carry all architects' news and controversy. This would be omitted from general mailing list. In whatever way that might be arranged under postal regulations, printing technicalities, etc., every effort should now be made to build circulation of this magazine to the general public.

More "Paid Circulation"

Every architect should present a year's subscription of the NORTHWEST ARCHITECT to each of his clients, or live prospects, to all his contractors and subcontractors, to the more intelligent mechanics on the jobs, and to all his friends (all checked for duplication, of course).

Reciprocity with other trade and association journals might be arranged. A merger perhaps with other publications in the fields allied with architecture.

It is possible that the Landscape Architects, Nurserymen and Seed Houses have no official publication. This would be a natural tie-up for readers interested in building. Then there are the Park and Playground associations, and don't forget those up-to-date farmers. The field is large. Everybody is getting ready to build something! Practically everyone sometime in his life does build something. Take in any high grade societies of allied interests not now publishing. Before stepping into commercial advertising media, seek to get the most out of your own "house organ" and build up prestige for the NORTHWEST ARCHITECT by format, content and circulation.

Regulations on Inventories of Defense Materials

AN INTERPRETATION relating to the use of inventory materials to fill purchase orders bearing preference ratings, and limiting the circumstances, under which preference ratings may be used by a supplier to obtain needed materials, was issued recently by Donald M. Nelson, Director of Priorities. Mr. Nelson made three points:

1. A producer who has received a defense order, may not use a preference rating to procure materials with which to manufacture to defense articles ordered if his inventory is already large enough to let him fill the order and still leave him with a practicable working minimum inventory.

2. If a producer's inventory is below a practicable minimum inventory, he may use a preference rating to procure the needed materials if this use of the preference rating is authorized. In such a case, however, he must not delay manufacture of the defense articles until he has received the materials, but must immediately start manufacture, using materials already in his inventory.

3. If a producer fills a defense order out of inventory materials without himself using a preference rating to obtain needed materials, he may not, after completion of the order, obtain materials to replenish inventory by use of a rating.

Mr. Nelson's statement of this situation follows:

There appears to have been some misunderstanding of a statement released by Edward R. Stettinius, Jr., former Director of Priorities, under date of July 31, 1941, concerning the conditions under which a preference rating issued to a producer may be extended by the producer. To clarify the situation, this statement is being issued to supersede the statement of July 31, 1941.

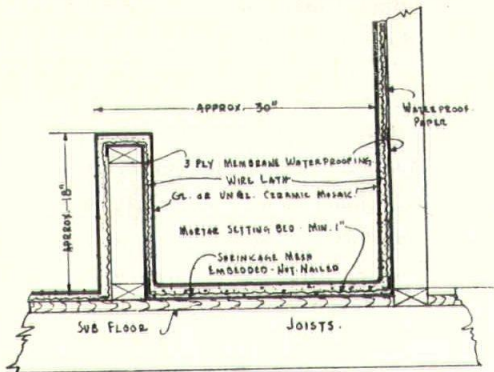
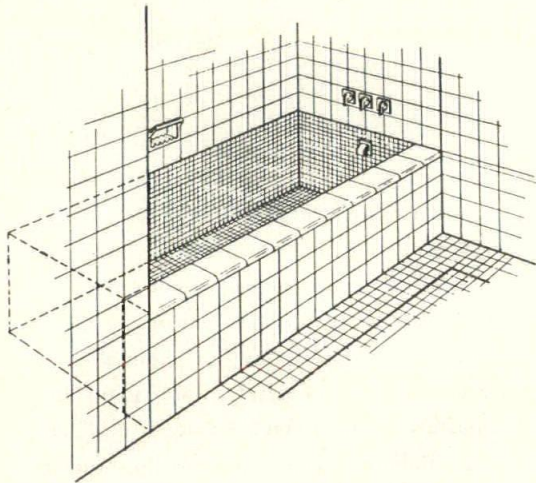
The following situation frequently occurs:

A Preference Rating Certificate or a Preference Rating Order may be issued to a Producer to expedite the delivery of some product. By virtue of the Preference Rating Certificate, or of the Preference Rating Order, the Producer may be authorized to extend the rating to deliveries to him by his Suppliers. However, this right to extend is not an unlimited right.

3

Nothing New Under the Sun?

How About an All Tile Bathtub?



NO PRIORITIES!
NO SHORTAGES!

And

Why Isn't It a Good Idea Anyway?

Write for particulars

DRAKE MARBLE COMPANY
SAINT PAUL MINNEAPOLIS

Nation's "Real Income" Immense American

Living Costs Rise 8c on \$1
Wage Advances of 51c on \$1 Over
Year Ago Lead Upsweep in Cash Incomes
Food Goes Up 8c on \$1 As Clothing
Rises 6c, Rents 2c and Miscellaneous
Items 10c over Same Month Year Ago

THE "REAL INCOME" of Mr. and Mrs. American Public during August, for the first time since the national defense program was launched, failed to show an increasing rate of gain over the corresponding month of the year before, according to the monthly study of what people get and spend, made public here today by Investors Syndicate. "Real income" was \$1.30 in August, 1941, compared with \$1 in August, 1940. During July, 1941, the "real income" was \$1.34 compared with \$1 in the same month a year earlier.

"Cash income from all sources," explained Investors Syndicate, "reached record new high levels, but mounting living costs were notably taking toll of the former value of the consumer's dollar in goods and services. While cash income, from all sources, during August stood at \$1.39 compared with \$1 in August, 1940, the cash outgo in August, 1941, totaled \$1.06 compared with \$1 in the same month a year ago.

Farm Income Swells "Other Income"

"The average wage envelope during August contained \$1.51 compared with \$1 in the same 1940 month. The average salary check last August called for payment of \$1.24 compared with each dollar recorded in August, 1940.

"Other income," which includes farm income, rents, royalties, and profits received by businesses, such as those owned by individuals and partners, during August was \$1.40 with \$1 in the same month of last year. Higher farm prices account largely for the increase in this cash income classification.

"Investment income, in the form of dividend and interest payments, was at the rate of \$1.11 in August, 1941, against \$1 in the previous August, as companies continued to set aside reserves for the higher taxes necessary for national defense which consequently affected dividend declarations.

Food Prices Continue Advance

"Although cash incomes of Mr. and Mrs. American Public have been going up by leaps and bounds, price levels have remained fairly stable until recent months, permitting generous gains in 'real income.' Now his new buying power plus production restrictions are being reflected in higher costs of consumer goods.

"Food, which takes the largest slice of the average family's expenditures, during August cost \$1.08. The same amount and quality of food in August, 1940, could be purchased for \$1. This represents the fifth advance in food prices this year.

"Clothing, for the first time since the defense program was started, showed a sizeable advance during August. Wearing apparel for men, women and child-

NORTHWEST ARCHITECT

Shows Effects of the Defense Program

ren in August, 1941, cost \$1.06 compared with \$1 a year earlier. During July, 1941, clothing was up only two cents on the dollar over the same month of the preceding year.

"Rents, taking the nation as a whole rather than specific cities or centers affected by defense activities, showed a comparatively minor gain. Housing costs in August, 1941, were \$1.02 contrasted with \$1 a year earlier.

"Miscellaneous items, which include many services, along with imports and semi-luxuries, continued to lead the upward march of living costs. They required an expenditure of \$1.10 in August as against only \$1 in the same month last year."

How "Real Income" Is Figured

Mr. and Mrs. Public, in this study, receive income from wages, salaries, investments and other sources in proportion to the national distribution of such payments. Their living expenditures likewise are those of average householders. Their "real income," or buying power, is their actual ability to buy regularly needed goods and services.

"Real income" is not a mere subtraction of cash income from cash outgo, which would be an index of savings rather than "real income," but an average relative figure of income and outgo designed to show how the cost of living affects the adjusted dollar income.

COPPER CEMENT FLOORING

A copper cement flooring material called Hubbellite reduces the danger of getting athletes foot and warts on the soles of feet from swimming runways, locker and shower rooms, according to Dr. W. L. Mallmann of Michigan State College, reports the *Journal of the American Medical Association*.

When the fungus that causes athletes foot was spread on blocks of glass plate, ordinary cement and Hubbellite, Dr. Mallmann reports, the fungi multiplied on the glass plate and ordinary cement to double and triple the original number after four and eight hours. On the Hubbellite the fungi were reduced from 72,000 to 74 after eight hours. Hubbellite was developed by D. S. Hubbell at the Mellon Institute for Industrial Research at Pittsburgh.

A mural, sandblasted into a $\frac{7}{8}$ -inch thick ivory colored Carrara structural glass panel, occupies a wall in the public lobby of the United States Post Office at Ford City, Pennsylvania. Its deepest cut reaches half way through the $\frac{7}{8}$ -inch glass. The exposed surface of the glass is polished. Josephine Mather of Pittsburgh did the modeling.

BUILT-IN TILE TUBS

Architects will be interested in the suggested detail for a built-in tile tub as covered by Drake Marble Co. on opposite page.

SEPTEMBER-OCTOBER, 1941

CARNEY BUILDING PRODUCTS



Another Building for the University of Minnesota

Field Crops Building—University of Minnesota Farm School

Architect: C. H. Johnston, St. Paul

Contractor: Standard Construction Company, Minneapolis

ANOTHER SUCCESS STORY for CARNEY MASONRY CEMENT

Started at the time of the Armistice Day Minnesota blizzard, the new Field Crops Building on the Farm School campus at the University of Minnesota shows in its completed stage the all-around superior value of Carney Cement for Masonry.

Again Carney Cement met the challenge of tough Minnesota winter weather. Again time and money

was saved by the unusual plasticity and workability of Carney Masonry Cement. It gets winter work done faster, better and more economically. There is better bedding of brick, full, strong cross joints. Carney makes a perfect bond. It hardens to a calculated set, and its strength increases indefinitely.

Carney Cement for Masonry has been approved for work in all governmental departments.

OTHER CARNEY BUILDING PRODUCTS

Carney Natural Cement — Carney Rockwool for Insulation—Industrial Insulation—Insulation Cement — Cord Rock — Rip Rap — Crushed Stone.

THE CARNEY COMPANY

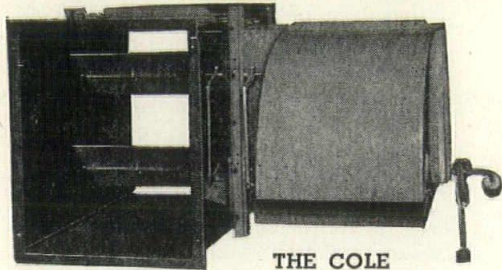
MANKATO, MINNESOTA

St. Paul, Denver, Sioux Falls, Fargo, St. Louis, Detroit

Make a 100% Investment and Stop Wasting Fuel

Hundreds of Minneapolis Property Owners have seen the "Light", following are a few of them:

Sheridan Hotel	Buckingham Apts.
Wesley Temple Bldg.	Sexton Bldg.
Andrews Hotel	Drexel Apt.
Hampshire Arms	Ogden Hotel
510 Groveland Hotel	New Filtration Plant
Standard Oil Co.	

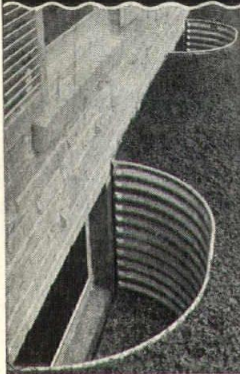


THE COLE
DRAFT GOVERNOR

For Free Survey of Your Fire and Draft Condition
Call AT. 1259

Cole-Sullivan Eng. Co.
1316 No. 3rd St. Minneapolis, Minn.

LUX-RIGHT AREAWALLS



Specify These Low-Cost Sturdy Retaining Walls On Your Next House Job.

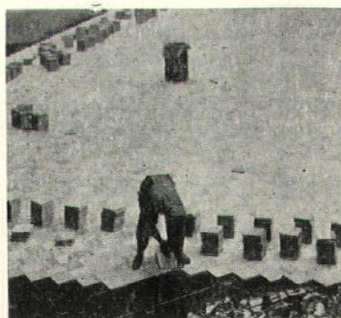
1. Never crumble, chip or rust.
2. High light-reflection value.
3. One-piece, heavy, copper-alloy, corrugated steel, hot-dip galvanized after formation. No peeling. Durable beyond belief. See SWEET'S.
4. Ask for free folder NWA-41.

Orders Subject to National Defense.

SAINT PAUL CORRUGATING CO.
So. End Wabasha Bridge—St. Paul, Minn.

THE MODERN WOOD FLOOR

• Wood blocks set in mastic are the ideal floors for modern fire-safe buildings. This type of floor is quieter, safer, and more economical than ordinary sleeper and wood subfloor construction. Write or call us for complete details.



LUEDTKE BROS.

ST. PAUL, MINN.

1533 WYNNE ST.

NESTOR 6900

State Association Represented at November 6 Meeting of Registration Board

Representation of a Committee of the Minnesota Association of Architects met with the members of the State Board of Registration for Architects, Engineers and Land Surveyors at the last meeting of the board held in St. Paul on November 6.

H. W. Fridlund, secretary of the Association, having attended the meeting which lasted most of the afternoon, and reporting on the results of the meeting, makes the following summary of a report which he is presenting in detail to the Dec. 5 meeting of the Board of Directors of the Association.

The Board of Registration is coöperating to the fullest extent within its powers under the act to investigate and prosecute violations of the act either by non-registered violators or by registrants.

In one important instance where a committee of the association had turned over information to the attorney-general's office and had recommended that action be taken to suspend or revoke a license, the information had not been brought before the Registration Board. In this particular case the present members of the Board agreed that the case should be considered and that they would do so but they urged that the Association supplement the previous information which had been given to the attorney-general's office with further evidence, if any, against the registered man in question. It was agreed that this would be done and that the attorney for the Registration Board would prepare the complaint and coöperate with the Association to the fullest extent.

Individual complaints charging violations of the law have all been investigated. In certain cases the investigations showed that the acts committed were not violations of the act since they were found to come under one or another of the exemptions under the act. In at least one case the plans and specifications had been prepared by an architect registered in Illinois, and the investigation showed that the architect's work had been performed in Illinois so prosecution was not possible. In at least one case also where the complaint charged that plans for a hotel building had been prepared by a non-registered architect, the owner did engage a registered architect to prepare new plans and specifications, obviating any action against the owner.

One non-registered man who had violated the act was brought to trial and upon pleading guilty was given a suspended sentence.

At the November 6 meeting the Board of Registration revoked one license and suspended another.

Several matters in relation to enforcement of the law and interpretations of the same were discussed at length and it was the consensus of opinion that further action would be forthcoming as a result of coöperation with the Association committee and the Board.

The nefarious practice of registered men "peddling" their licenses will receive particular attention and joint coöperation with neighboring states should aid in combatting this evil.

One South American fish can climb vertical stone walls in a stream bed, aided by a modified sucker-like mouth and an apparatus formed by the lower surface of its pelvic fin. (*Can this be a fish story?*)

NORTHWEST ARCHITECT

Kansas Chapter of A.I.A. Protests on Priorities

WHEREAS, The recent decision of the Federal Administration curtailing (and virtually eliminating) all construction activities except for houses costing less than \$6,000.00 will cause the unemployment of many thousands of laborers, craftsmen and others connected with the Construction Industry in the State of Kansas, and

WHEREAS, The skills of these people affected by this curtailment in the Construction Industry are such that there is little demand for their services in industries manufacturing war materials, and

WHEREAS, The Housing Program under consideration by the Government will not begin to absorb the services of these men unless increased many fold, and

WHEREAS, This unemployment will place many people on "Relief" and destroy their "Morale" and seriously weaken the nation's unity in the War Effort, and

WHEREAS, We believe that if curtailment of new defense construction activities is necessary it should be applied equally to all non-defense industries, and

WHEREAS, Our knowledge of the territory embraced by the Kansas Chapter, A.I.A., and The Kansas Society of Architects leads us to believe that by proper regulation such sweeping curtailment would not be justified,

NOW be it RESOLVED that the Kansas Chapter of The American Institute of Architects and The Kansas Society of Architects go on record as follows:

1. That we protest the curtailment in the Construction Industry as being unnecessary and unwarranted.
2. That if restrictions are applied such restrictions should apply equally to all non-defense industries and at the same time provision be made to reemploy those who are affected by these restrictions.
3. That the members of the Kansas Chapter of The American Institute of Architects and The Kansas Society of Architects feel that the morale of the citizens is fully as important as military preparedness and the destruction of the former will impair the latter.
4. That all Congressmen and United States Senators from Kansas be sent a copy of this Resolution and they be requested to do all in their power to have lifted these unwarranted restrictions now placed on the Construction Industry.
5. That a special committee be formed to call these restrictions which abolish their means of livelihood to the attention of all organizations such as Labor Unions, General Contractors Association, etc., within the limits of our Chapter and Society territory.
6. That the architects of Kansas request simultaneous action by other chapters and associations of architects in the United States.

SEPTEMBER-OCTOBER, 1941



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News OF THE MINNESOTA ASSOCIATION OF ARCHITECTS

Officers and Directors, 1941

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1941 CONVENTION ONE OF BEST

IT IS NOT NECESSARY to tell the fellows who attended the 1941 convention of the Minnesota Association of Architects in Duluth recently—but to those who were not able to attend, we can only say that you missed a real meeting. The gathering was “tops” in every respect. The Duluth architects are entitled to a world of credit for doing a nice job.

Publicity Committee Report Cheered

The report of the Public Relations Committee, with G. W. Shifflet, chairman, was well received at the business session. The report recommended among other things that an exhibit in the form of a “pictorial sales story” be immediately developed and got under way. The convention voted the proposal favorably and also agreed to provide certain financial backing. The discussions indicated full agreement on a policy of advertising the architect and taking whatever steps necessary to see to it that the public becomes informed as to who, what, when and where, an architect is.

Standard Contract Form Adopted

With certain minor amendments, the proposed short form of standard contract between owner and architect as brought out by the Committee on Practice, Fees and Ethics, with Dell Corwin, chairman, was adopted and is printed elsewhere in this issue of NORTHWEST ARCHITECT. Copies of this form will be available to all members at actual cost of printing. It was generally agreed that such a contract form is very valuable and will make the obtaining of a written contract on all jobs much simpler than in the past when either a long, typewritten form having no official character, or the usual standard forms with sev-

eral sections crossed out and requiring explanation, were used.

Priorities and Effect on Small Business

The result of a discussion on the matter of priorities, about which no one knew anything very definite except that indications were that private business, particularly so called “small business,” was suffering and would suffer more if steps were not taken to alleviate the situation, was the passing of a motion asking the secretary to notify various state and federal officials of the feelings and opinions of the convention in this respect.

Enforcement of Registration Law Discussed

A lively discussion on the matter of the enforcement of the Registration law resulted in agreement that the Association officers and directors should give fullest coöperation possible to the board and in turn insist that the board use every legal means possible to prosecute violations of the act and to “call on the carpet” those few shoddy, incompetent or unprincipled practitioners who bring no credit to the profession.

While time did not permit open discussion on all subjects of vital concern to the architects, the matter of what to do about millwork firms and lumber companies and others who provide “free” plans and have the audacity to call it “architectural service” was freely discussed with general agreement on how best to curb these firms.

Further developments on these discussions will be forthcoming without a doubt. The issuing at regular intervals by the secretary to the architects of a “Fair List” of firms who do *not* engage in competition with architects seemed to be well thought of. Firms other than millwork and lumber firms received their share of discussion.

Unification of the Profession

It might well be said that it was the general consensus of opinion that if it is possible to work out an arrangement satisfactory to all, one organization to include all the architects of the state would be preferable to the present arrangement. It is obvious that at the present time there is much duplication of effort and unnecessary expense. It is expected that the new board of directors will take up this matter at its first meeting.

Annual Banquet and Dance Best Ever

Without question the annual banquet and dance was the finest in the history of the association. Not only was the food and music and entertainment excellent but the spirit of (and in) the participants reflected the good time being enjoyed by all.

Boat Ride on Superior Interesting and Enjoyable

The boat cruise on Lake Superior viewing the ore docks and the other features of the head of the lakes, not to mention the good fellowship and enjoyment of perfect weather, left little to be asked for. In short, it was truly a “swell” party and again we say to the Duluth “boys,” and “girls,” “Well done!”

President Tusler Appoints Standing Committees

W. H. Tusler, president of the Minnesota Association of Architects, has appointed the following members of the Association to serve on the standing committees for the year. Committee chairmen and members of the committees alike share responsibility for seeing that their committees meet regularly and get something done. In announcing the appointments Mr. Tusler pointed out that only members who have paid their 1941 dues have been placed on committees.

Public Relations and Education

G. W. Shifflet, *Chairman*
J. A. Brunet
E. D. Corwin
William Ingemann
Frank Jackson
A. R. Melander
A. I. Raugland
P. T. Rockey
D. P. Setter
R. E. Sorensen

Housing

R. T. Jones, *Chairman*
William G. Dorr
William Ingemann

Building Code

A. O. Larson, *Chairman*
(further appointments later as required)

Legislative Committee

Charles A. Hausler, *Chairman*
(further appointments later as required)

Practice, Fees and Ethics

E. D. Corwin, *Chairman*
Max Buetow
Thos. F. Ellerbe
F. H. Fitzgerald
Oscar T. Lang
Louis C. Pinault

Registration Law

William G. Dorr, *Chairman*
H. W. Fridlund
Paul M. Havens
Oscar T. Lang
A. O. Larson
J. C. Taylor

Industry Relations

A. I. Raugland, *Chairman*
Carl H. Buetow
C. W. Farnham
Dale R. McEnary

Publications

H. W. Fridlund, *Chairman*
Robert Cerney
K. M. Fullerton
John Jager
Fred Klawiter
A. O. Larson
Gilbert Winkelmann

Membership

K. M. Fullerton, *Chairman*
Paul Havens
Hans Larson
Ed Lofstrom
A. L. Meinicke
Otto Olsen
C. P. Pesek
Louis C. Pinault

Twin City Architects and Wives to Hold First Winter Dinner Dance and Card Party December 5

A dinner dance and card party sponsored by the Ladies Auxiliary of the Minnesota Association of Architects will be held at the Curtis Hotel, Minneapolis, on December 5, which is also the day of the Board of Directors meeting.

All registered architects of the state, together with their wives, are being invited.

Mrs. A. O. Larson, president of the group, is in charge of arrangements. Assisting are Mesdames E. D. Corwin, C. W. Farnham, Kenneth Fullerton, Ray Gauger, C. A. Hausler, J. C. Liebenberg.

BOARD OF DIRECTORS WILL MEET

The next meeting of the Board of Directors of the Minnesota Association of Architects has been called by President W. H. Tusler for December 5, 1941, and will be held at the Curtis Hotel in Minneapolis. The time is 12:30 p.m.

A.I.A. PRESIDENT SHREVE SAYS:

"If your question as to the architect's future means, is he going to see soon again the lush days of the 20's, the answer is 'Not soon.' The sort of practice we look back upon with yearning had for its principal element a rich man. Rich men built great manor houses, college memorials, art museums. They made possible the costly churches, university stadia. Such commissions will appear less frequently.

"The whole trend of the times, in so far as we can see it, is towards a leveling off of our national economy. That must mean building with rigidly budgeted funds for the services of necessity—national defense first, and a lot of its blood brothers following after for some time to come.

"That calls for an attitude of the architect very different from that of 'the good old days.' Those who look backward in a nostalgic dream are likely to go hungry.

"To say that designers are coming to be less in demand and will go out like the dodo, is to talk foolish-

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ness. Plain common sense should tell us that the technician, whether in building or any other activity of mankind, is more and more needed as we settle down to a community life founded by necessity on economy of structure and precise fitness to new needs. Buildings in that category do not get themselves built—they have to be designed with all the skill mankind can muster!

"I doubt that we shall see in the next decade or more the architecture of pride, of display, or of self-gratification. But we shall undoubtedly see outdated, inefficient, uneconomical structures torn down to make way for new and efficient and economical buildings, in tune with the time and meeting our constantly growing needs.

"Another thing: the hallowed six or eight or ten or any other percentage of the cost as an equitable fee is being challenged. It was a workable basis of remuneration from the rich patron of the arts. Today, government, state, municipality are becoming harder buyers. They think—and those who direct big business are likewise coming to think—that a highly skilled technical service can more accurately be measured in comparison with other skilled services of the individual in terms of yearly income, entirely dissociated from the necessary costs of assistance and overhead. The cost-plus-a-fixed-fee contract, such as the Government has put into effect, is likely to change the nation's thinking in the matter of architects' remuneration. Those who think of architecture merely as an art may regret, but cannot stop, the trend."

From the August "Architectural Record"

We Heard That . . .

Jack Witherspoon is back in the Twin Cities permanently. Jack is with the Weyerhaeuser Companies, Allied Credits division.

Carl Hovik is also back in town at the present time working on the Minneapolis Honeywell addition in connection with Navy Ordnance.

David Jacobson is coordinator between the architects and the contractors out at the New Brighton Ordnance project.

The many friends of Eric Sothern, well known mechanical engineer, were shocked and grieved to hear of his untimely passing. At the time of his death he was employed at the Northern Pump Co. plant on plumbing and heating design.

Alpha Rho Chi alumni held their annual homecoming banquet at the chapter house Friday before the now famous Minnesota-Northwestern game. The alumni couldn't help but notice that the exterior of the house had just been painted, the floors in the front reception hall refinished and the davenport newly recovered.

NORTHWEST ARCHITECT

Important Bills Before Congress

The following is a brief digest of two Senate Bills, both of which have been read twice and referred to the Committee on Education and Labor.

Senate Bill 1833 was introduced by Senator Thomas of Utah; its preamble states: "To promote the general welfare of the Nation by providing work on public projects to persons in need of employment, and for other purposes."

1. It sets up a Public Work Projects Administration.
2. It shall be administered by a Commissioner of Public Work Projects, appointed by the President with the advice and consent of the Senate.
3. It gives the Commissioner the usual authority to organize to carry out all the functions prescribed in the law.
4. (a) It provides the agency with authority to construct, finance, and aid in the construction and financing of Federal and non-Federal public projects which are sponsored by Federal agencies or States.
(b) to design, plan, construct and carry on such projects on behalf of any executive department or independent establishment of the Government.
(c) to make grants of funds to States for such projects, but such grants shall not be in excess of 45 per centum of the estimated cost of the particular project, which estimated cost shall be determined by the Commissioner.
(d) to design, plan, and construct such projects by the Administration for sale or lease to the States under such terms as the Commissioner shall determine, the proceeds of such sales and rentals to remain available, until expended to the Administration to carry out the purposes of this Act; and
(e) to carry out such projects in the interest of national defense and national security under such terms and conditions as the President may prescribe.
5. The Administration shall not utilize any funds appropriated under the authorization contained herein on any non-Federal public project unless there is financial participation by the project sponsor.
6. (a) The Commissioner, with the approval of the President and in cooperation with such other agencies of the Government as the President may designate, is authorized to plan, prepare, develop, and maintain a reservoir of projects of the type authorized under this Act to be ready for prosecution when the need arises. Such reservoir of projects shall be revised from time to time as required by changed conditions, to the end that when the emergency proclaimed by the President on May 27, 1941, has ceased to exist adequate provision based on long-range planning will be available to care for the then unemployed.
(b) The Commissioner is also authorized to conduct studies relating to unemployment,

need, and economic conditions in order to carry out more effectively the purpose of this Act, and to disseminate information with respect thereto.

7. The Commissioner is authorized to establish special funds, in the nature of revolving funds, for use in the purchase, repair, distribution, or rental of materials, supplies, equipment, and tools, and in the examination, designing, preparation, and planning of projects for future prosecution in time of need.
8. There is hereby authorized to be appropriated such sums as may be necessary to carry out the provisions of this Act.

Comment: This Act is the one referred to by Mayor LaGuardia who proposed that a revolving fund of a hundred million dollars be created for the purpose of the preparation of preliminary studies, drawings, and specifications for a program of public works be created for the purpose of taking care of the unemployed after the defense program has been completed.

Senate Bill 1617 was introduced by Senator Brown for Senator Wagner and was read twice by the Committee on Education and Labor, its preamble states: "To amend the Employment Stabilization Act of 1931."

The Amendment reads as follows:

"Sec. 9. There is hereby authorized to be appropriated annually such sums as may be necessary for allotment to agencies of the United States and for advances to the States, Territories, and island possessions, and the agencies and political subdivisions thereof, by the President, through the Federal Works Agency or such agencies as he may designate, and under such rules and regulations as he may prescribe, for the making of such examinations, surveys, investigations, legal studies, comprehensive plans and programs, engineering plans and specifications, and forms of legal proceedings, as may be necessary to facilitate and expedite the selection, financing, and inauguration of public improvements, works, and related activities: *Provided*, That advances to States, Territories, and island possessions, and political subdivisions thereof, shall be subject to such requirements as to reimbursement, or with respect to contribution of funds, services, or materials, as the President may determine."

Comment: This Amendment to the Employment Stabilization Act is also directed toward creating work for the unemployed after the defense program is completed. This Bill is of particular interest to the National Resources Planning Board and the digest of these two Bills is sent to The Board of Directors for their information and study in order that they may have an enlightened interest with respect to the action which The Institute should take regarding this particular field of activity in which we should have the greatest interest.

Respectfully submitted,

Walter R. MacCornack, Chairman

AIA Committee on Urban and Rural Land Use.

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MODERN CITY

In the Middle Ages, building in its highest form was ecclesiastical; in the time of the baroque it became worldly but remained authoritative. Here and there, necessities which could not be ignored were transformed into the spiritual and metaphysical. These clarified necessities found legitimate representatives in building owners, governors representing power. The work of the master builder was service: religious service or service to a master; in any case, it was service to an idea.

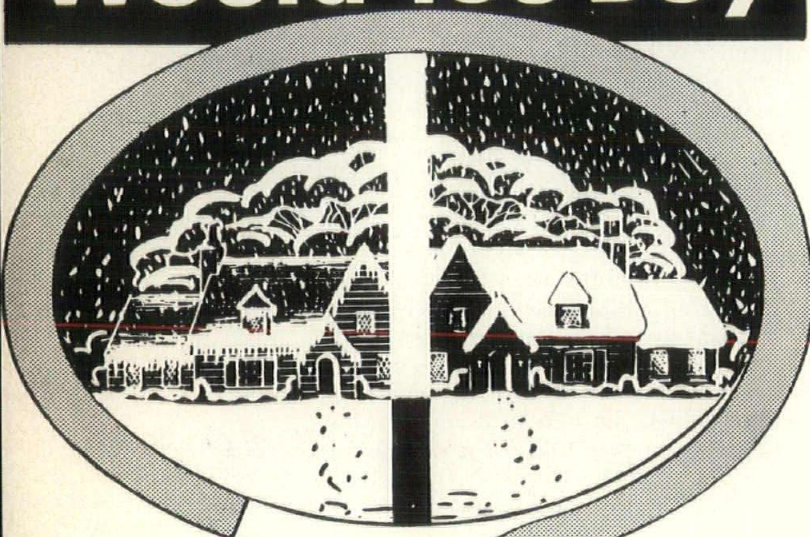
The master builders glorified the church or the state as if by order of the time. In every case, they followed a categorical imperative. Now it may be granted that metropolitan city architecture would have served correspondingly. This metropolitan architecture, however, has neither the ecclesiastical nor state authority, and has in no way served a corresponding idea of power. It served neither barren material utility nor bourgeois aim to improve; its client was neither the priest nor the nobleman, but rather an abstract quantity: the self-important money power.

It is a rare phenomenon in history that at the moment when architecture failed esthetically, building activity in the metropolitan city increased by leaps and bounds. One cannot speak of the organization of building development without being impressed with the material, industrial, and technical achievement. On the other hand, one must acknowledge that this comprehensive activity was of no value from an artistic point of view. An optimism in building arose such as Germany had never before experienced; it was building without a master. There was no longer a church able to advance a building program; for in the ambition to recognize youthful striving for natural science, there was forgotten the best of the clarified thinking of the citizen possessed of the general common school education.

Religious need became conventional, and so the church, Catholic as well as Protestant, became likewise conventional. Even the noblemen could no longer function as clients as they did in the time of the baroque when the architectural styles under the various kings were at their fingers' ends; they could not even be outsiders as in the days of Napoleon; they became constitutional and had hardly half their old power. Parliament had the other half. Total power necessary to architecture was possessed by no one. That is why the master builder or architect was no longer the king's companion.

In Bavaria, the last attempt toward an ideal mutuality was made in the reign of Ludwig I, though this produced only an academic formalism. Cities could no longer dispose of commissions as they did in the fifteenth and sixteenth centuries, for the modern self-government undermined unified order. These cities were not, as of old, closed integrants, but rather center points of world-wide industrial interests. This tended

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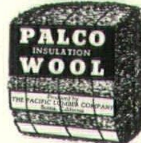
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toward formlessness. Parties governed and there were as many conflicting voices as there were individuals. The result was that certain forms of organization dissolved. Inheritive position had been outlived. Trade organizations formed no rigid social organization. All the people became citizens of the state with equal rights. Differences—truly very crass differences—were created solely through money. There arose classes of the haves and have-nots. The result was bitter class hatred. The real dominance, even though not always formal, was in the hands of the haves, the burghers. But they were not authoritative; they were not approachable as building clients.

—Translated from Karl Scheffler's
"Deutsche Baumeister"

SKY HOSTEL ON MT. EVANS, COLORADO

THREE MILES ABOVE SEA LEVEL Sky Hostel stands atop Mt. Evans, 62 miles from Denver and 150 feet higher than the top of Pikes Peak.

It is a massive, turtle-backed sky hotel 14,259 feet above sea level, a height where internal combustion engines are ineffective. The structure is built of massive granite slabs found on the ground and everything about the building had to be done entirely by hand. Two to five ton stones were selected that would fit and hauled into place by manpower. These granite blocks are virtually mortised into the granite of the peak with concrete. Wind at the peak reaches a velocity of from 140 to 150 miles an hour.

Nearly half the exterior surface is of glass—glass cemented into steel sash. The walls are from five to eleven feet thick.

Denver workmen living 9,000 feet lower could not stand the altitude more than a day or two. The contractor, W. H. Roehling, brought brawny Scandinavian miners from a camp, 9,000 feet up the mountains, to do the work. But even then the work day was but four hours. Frequent lightning storms presented another problem. Finally, after trying to insulate the building, it was grounded instead—with scores of thick coppered leads buried into cinder-beds among the rocks.

Everything except the granite and the water had to be brought up from below, even the logs for the big fireplace, since timberline is 3,000 feet below the hostel.

The building is revolutionary, too, in that it is not tied down by cables, as are most buildings at such altitudes and as is the cosmic ray laboratory of the University of Denver, a hundred yards away.

The hostel cost \$50,000 to build and the owner is the Mt. Evans Club, a group of Denver business men who have agreed to turn it over to the Forest Service in 20 years. Edwin A. Francis of Denver is the architect.

MISSOURI ARCHITECTS AND ENGINEERS LICENSE LAW

On August 4, Governor Donnell signed the Registration Act to license architects and engineers in Missouri. Registration begins October 10, 1941. One bill covers both professions. There is the usual "grandfather clause" covering registration of men now practicing in either profession. The Act sets up a seven-man registration board of three engineers, three architects, and a chairman who may be either an engineer or an architect.

A CHALLENGE TO THE PROFESSION

There are today some twelve hundred registered architects in the State of Illinois. They are either buried in their professional practice and endeavoring to make an honest living or retired. The architects of Illinois must become unified for their own preservation. They must finance and maintain a full-time personnel, including an attorney, to guard and defend their business interest.

The architects can, and do guard and defend the interests of their clients, but they cannot do it for themselves, and at the same time maintain a successful practice. Their problems are too complex and require specialists in various fields to fight their battles.

The successful enterprises and organizations have a specialized personnel to guard their every interest, from the largest industrial organization to the smallest business, the labor organizations, the medical and legal professions, etc.

The architects' problems are many and varied. These following subjects need continuous attention:

1. The education of the public to the value of architectural services.
2. Legislation favorable to the profession and the public.
3. Legislation detrimental to the profession and the public.
4. Violation of the architectural act; reporting violators, gathering evidence and prosecution of violators.
5. Unification of all architectural organizations.
6. Coöperation with all allied organizations within the building industry.
7. Education of the architect to his responsibility to the public.
8. Education of the architectural student to the practice of architecture.
9. The encroachment of government agencies into the architectural field.
10. The encroachment of contractors, lumber dealers, plan mills, finance companies, real estate dealers, etc.
11. Zoning ordinances, building codes, civic responsibilities, to say nothing of getting business, maintaining a competent personnel, with specialists in the fields of design, study, consultation, structural, mechanical, electrical, specifications and supervision.

Yes, it is a challenge to the profession, every organization of the profession and every member of the profession. We must take the initiative, recognize and solve these problems.—Bulletin, Central Illinois Chapter, A.I.A.

INTEGRAL CONCRETE WALL INSULATION

A NOVEL METHOD for putting heat-insulating air spaces into a concrete wall is being used in the erection of a new WPA warehouse in Bismarck, N. D. Short lengths of split green cottonwood logs are set, like bricks, into the wet concrete. In a short time the green wood will shrink and decay, leaving the spaces practically empty.

The method is very economical, constructors say, and produces a wall stronger than hollow tile, and with better insulation properties. The idea originated in Scandinavian lands, and was brought to this country by immigrants. It has been used in farm buildings in the region, but the Bismarck warehouse represents its first introduction into public buildings.

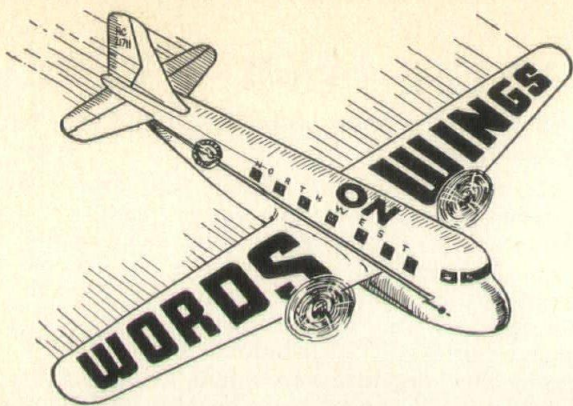
Schedule of Holidays, Working Hours and Vacations for Architects' Employees*

1. Holidays to be observed with pay: Washington's Birthday, Decoration Day, Fourth of July, Labor Day, Thanksgiving, Christmas, and New Years. If these holidays fall on Sunday, the following day will be a holiday.
2. A maximum working week of forty-four hours.
3. Each employee shall receive with pay one day of vacation for each full month of employment. If the employment is over five months, Saturday is to be accepted as one day.
4. Time out of the office for sickness shall be made up.
5. Overtime work shall be paid as straight time, but the acceptance of overtime work shall be at the option of the employee.

**Prepared and Adopted by Minnesota Association of
Architects in Convention, 1940**

**This schedule is subject to the Federal Fair Labor Standards Act of 1938 and acts amendatory thereto in all cases where employees are engaged in interstate commerce or in production of goods for interstate commerce.*

(Reprints of this schedule suitable for framing may be obtained through H. W. Fridlund, Secretary)



By **JOSEPH A. FERRIS**

Director of Publicity, Northwest Airlines, Inc.

AERODYNAMIC sleekness of commercial and military planes produced in this nation have long held the admiration of the world. They're famous for rugged strength, built-in stamina, efficiency, speed and safety. This reputation of leadership in design has inspired other industries. Now the automobile designers are introducing "windstream styling."

Experts in the Northwest Airlines paint shops reveal that the lac bugs of India are so called because there are so many of them. The Hindu word "lac" actually means 100,000. Shellac, the product that gives a shining protective finish to floors and other surfaces, is a secretion of these insects. Some Hindus worship the bugs.

American Artstone Materials

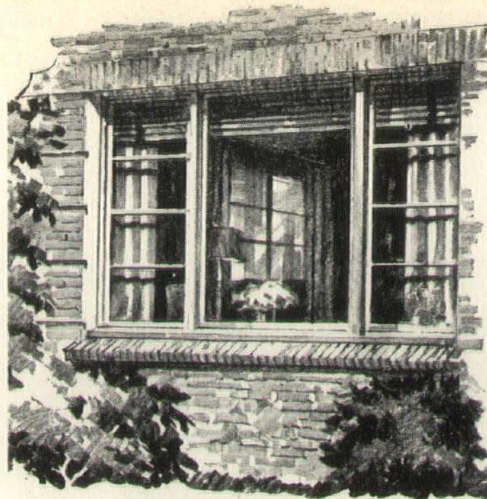
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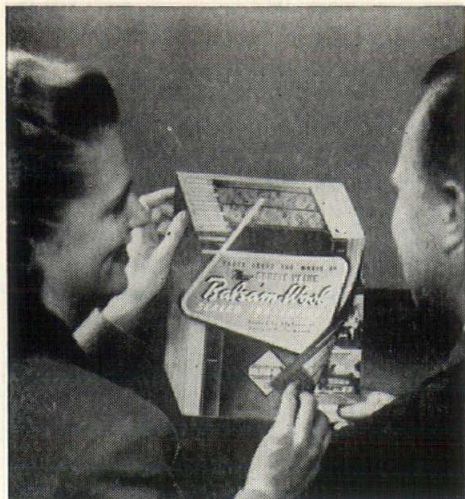
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NEW BOOK TELLS STORY OF DOUBLE VALUE BALSAM-WOOL

Just off the press is a new 20-page, multi-colored book entitled, "Facts About the Magic of New Double Value Balsam-Wool Sealed Insulation." Produced by the Wood Conversion Company of Saint Paul, Minnesota, makers of Balsam-Wool and Nu-Wood, this book goes into the "whys" and "wherefores" of insulation more thoroughly than any of its predecessors.

"Things You Should Know About Insulation," "Condensation—Its Cause and Cure" and "Questions and Answers Regarding Insulation," are but a few of the page titles covering the subject of insulation in general and Balsam-Wool in particular. The story of Balsam-Wool from the time it was made available to the consumer 20 years ago up to the present Double Value Balsam-Wool is covered in great detail. Charts, illustrations and photographs graphically and pictorially illustrate this interesting story. Three houses of varying size and design are analyzed for proof of Balsam-Wool performance on the job. And even though none of these houses was built for test purposes, and all are located in Saint Paul, Minnesota, where winters are severe, it is interesting to note the comparative fuel costs with and without insulation. The savings effected by Balsam-Wool are definitely high.

Although this new Balsam-Wool book is written primarily for the consumer, it also contains a great deal of data which should be of interest to architects.

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ORGANIZE AND UNITE

Joe E. Smay, Chairman A.I.A., Committee on Membership, states.

WE WELL RECOGNIZE that the affiliation of the State Associations with the Institute enables us to represent the profession by a greater percentage than before this important move. But is that enough? Are we to be content by such indirect representation? From those whose greatest interests are in the Institute itself the answer is "No." Such indirect representation by other associated organizations might actually supplant the Institute. We may have no fear that such will be the case but it is possible. This is in no way a reflection on the Associated State Societies, they have gone forward. But has the Institute? It has not to any genuinely gratifying amount. Thus a careful self-analysis is essential.

There is little that can be done with those chapters who consider themselves an elite group, who are self-sufficient, who do not desire to be bothered with new members, especially young ones. There are few such in existence, yet there are too many.

The Committee recommends that the Institute give the Associates some representation in Institute affairs. It is not just to allow non-chapter members representation through the associated State Societies and prohibit chapter members, be they only associates, an equal representation. If so, why not join the Society where representation is permitted, rather than the chapter where it is not.

Mr. Frederic A. Fletcher, A.I.A., chairman, Committee on Unification, reports,

It was the hope of those charged with the duty of directing the movement toward unification that the activity of state associations, the peculiar condition of the times and the great need of unity and a strong national organization would give impetus to the growth of the chapters themselves, but to date this has not resulted.

As many architects as are qualified should be Corporate Members of The Institute, and the chapters should be constantly growing and gaining in strength, but the record shows that this is not the case. The picture today discloses weakness in the very foundation of our national organization.

Architects everywhere, including Corporate Members, architectural publications; all are stressing the need for unity and unification of the architects. Architects are activating their words, but they are forming state associations, not building up the chapters. It is significant that the state associations that have sprung up have been formed and are being led mainly by Corporate Members of The Institute. Why is not some of this activity of these Corporate Members translated into terms of new Corporate Members for The Institute?

Let us look at the record. Official Institute lists show as follows:

As of September 15, 1930—3,319 Corporate Members

As of September 15, 1935—3,116 Corporate Members

As of September 15, 1940—3,022 Corporate Members

One would almost think, if he did not know better, that there was an understanding among members of The Institute to the effect that the total Corporate Membership must be held closely to 3,000 members.

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Index of Advertisers

Acme Stone Co.....	23
American Artstone Co.....	19
E. E. Bach Millwork Co.....	23
Blue Print Service Co.....	23
Builders Hardware Group.....	21
Canton Lumber Sales Co.....	16
Carney Co.....	9
Chamberlin Metal Weather Strip Co.....	14
Cole Sullivan Engineering Co.....	10
Drake Marble & Tile Co.....	8
Electric Blue Print Co.....	23
Hauenstein & Burmeister.....	11
Hawkeye Portland Cement Co.....	2
Heatilator Sales Co.....	20
Jackson, Joel F.....	24
Lagerquist, Gust & Sons.....	23
Luedtke Bros.	10
Minneapolis Blue Printing Co.....	16
B. F. Nelson Company.....	7
Northern States Power Co.....	2
Northwestern Improvement Co.....	24
A. C. Ochs Brick & Tile Co.....	19
H. A. Rogers Co.....	11
Rolscreen Co.	19
St. Paul Corrugating Co.....	10
Serley Sash & Door Co.....	23
Smooth Ceilings System.....	23
Thomas Moulding Floor Co.....	23
Twin City Brick Co.....	14
Twin City Granitine Co.....	24
George T. Warner.....	23
Waterman-Waterbury	24
Wood Conversion Co.....	11

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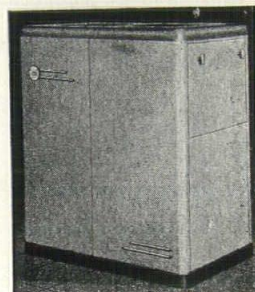
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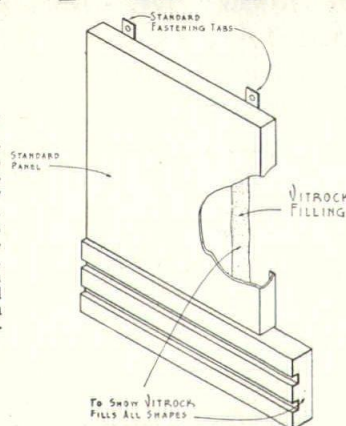
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