

# NORTHWEST ARCHITECT

VIII

Published By Minnesota Association of Architects

No. 4-5

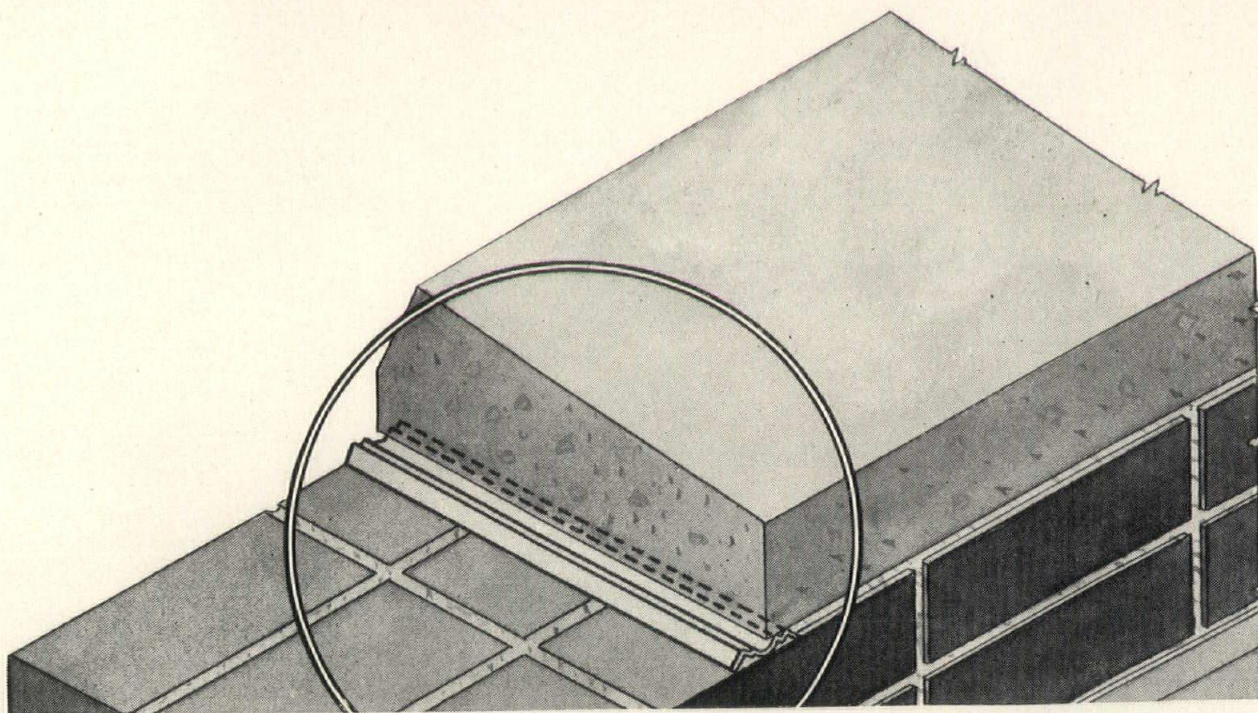




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# **STOPS** MOISTURE SEEPAGE BELOW MASONRY JOINTS!



## **NELSON'S Metal Flashing Strip**

Wall stains, and cracks, efflorescence, spalling, and mortar disintegration below copings in masonry walls create serious problems in many buildings. Nelson's Metal Flashing strip offers a means of protection against the moisture which causes the damage. The Flashing strip is simple in design, extremely effective, and easily installed on new or old buildings.

Nelson's Metal Flashing Strip is a specially designed, die-stamped metal strip which is in-

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# Taxing for Prosperity

SINCE the basic ingredient of all accomplishment is thought, it is evident that constructive, intelligent thinking is the first order of those who are looking forward to a happy and harmonious postwar era.

Thoughts, resolved into things, are the plans with which we will build for greater employment, for more abundant living and for contentment, not only here in our own country, but in the world as well.

In the past, our great confidence in the greatness of these United States of ours, has led us to believe that prosperity was a natural course of events, until the sorry thirties convinced us that this was not exactly the case.

It is true that we have everything out of which to fabricate a happy existence in this land of ours. We have the men, the raw materials, the machines and the market, but this is not enough. We must carefully, intelligently and deliberately plan how to make the most of these things. How to keep them continuously coördinated. How to maintain a continuity of their activity and how to balance one against the other in order that all shall share equally or according to their contribution to the whole.

It is obvious that there must be a greater understanding of the rights of labor as well as its obligations. Labor should and must share in the profits of management. Capital must be freed of the restrictions which have been imposed on it in the past decade. Capital gains cannot be taxed out of existence and have anything left for venturesome expansion. When the prospect of gain is practically offset by the ratio of taxation and when risk is not offset by ratio of gain, there is no cause or any incentive for those daring expansions of industry which marked the early part of the present century.

A man will not risk a dollar in a new venture when his opportunity for gain is precious little more than the social security tax he must pay, win or lose, on the payroll of his employees. Any tax that takes ninety-five per cent of industry's profit and then again taxes the individual income from the remaining five, may produce revenue but it stifles progress.

The stringent laws which have reduced industrial profits to a minimum during the war are altogether right. Industry should not profit from any business as wasteful of public money as war. It should not profit at the expense of the blood and tears of the millions who must suffer. But peacetime operations are another story.

To recover quickly from the war's devastating effects, we need full-time employment. We need a national income running into at least a hundred billion dollars. This calls for the venture of capital into new business, into expanded operations, into new and more efficient machinery and into untried fields. There is no other road to the prosperity we seek and hope for.

Deficit spending on the part of state and national governments is not the answer to our problem. For one thing, with a debt well over two hundred billion dollars, the national treasury cannot stand for further expansion of this kind of indebtedness. Not and remain solvent.

Both state and national spending must be financed by taxes of one kind or another and it is generally

admitted that our tax program is just about as heavy as the national economy will stand.

There remains only private industry, private capital, the system of private enterprise to supply the spark plug that keeps the pistons of the national supply engine moving. We must safeguard and assure the continued development of our private enterprise system and the only way this can be done is to allow it to retain sufficient of its profits to finance its own proven ability to create and maintain employment.

Even at the cost of high individual taxes, we should work for a greater profit ratio for industry in order that our whole income structure may be maintained at a high level.—*Improvement Bulletin*.

## Modular Design of Postwar Buildings Urged

Architects and engineers are being urged by The Producers' Council to adopt dimensional coördination through modular design of buildings of all kinds to be built after the war and thereby reduce building costs.

James W. Follin, the Council's managing director, believes that architects will give impetus to the project by informing manufacturers of building products that materials and equipment produced with coördinated dimensions will reduce costs.

"Since the cost of construction after the war is expected to be at least 30 per cent higher than prewar costs, owing to the rise in the general level of wages and commodity prices, it is imperative that the construction industry take advantage of every desirable economy as a means of counteracting the price increases," Follin said.

"By designing projects on the modular basis, in accordance with the principles of dimensional coördination, architects will save time in layout and detailing and in their supervision of the construction. In addition, the system of coördinated dimensions means better quality in construction because less is left to chance when the building products are fitted together on the job.

"Perhaps the greatest saving will result from the fact that, when materials and equipment are made with adequate regard for the dimensions of other products with which they must be combined in various type of structures, there will be less waste of materials and less time lost by workmen in cutting and fitting.

"Additional economies will result in the manufacture of building products, since producers of materials and equipment will have fewer sizes to manufacture and keep in stock, and the smaller number of sizes to be made will permit a greater degree of mass production, which brings a still further reduction in cost.

"Manufacturers of structural clay products already have agreed to adopt coördinated dimensions for postwar brick and tile. Having approved modular masonry based on the standard 4-inch module, they thus have provided the first step for coördination of related products. Manufacturers of wood and metal doors and windows are intensively studying sizes for coördination, and studies are under way to develop suitable dimensions for other building materials and equipment."

Work to encourage industry-wide adoption of this project was started five years ago, through joint efforts of The American Institute of Architects and The Producers' Council in sponsoring American Standard Project A62, Mr. Follin said.





*Just in case you've eased up...*  
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Pause one brief moment. Compare your lot—and that of the men and women in your employ—with the lot of the infantrymen who meet the enemy face to face, who do the hardest fighting, who suffer the most casualties.

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As top management and labor, you've been entrusted with two major responsibilities—steadily maintained production, and steadily maintained War Bond Sales *through your Pay Roll Savings Plan.*

Decide now to revitalize your plant's Pay Roll Plan. Have your Bond Committee recheck all employee lists for percentages of participation and individual deductions. Have Team Captains personally contact each old and new employee. Raise all percentage figures wherever possible.

Don't underestimate the importance of this task. This marginal group represents a *potential sales increase of 25% to 30% on all Pay Roll Plans!*

Your success will be twofold: A new high in War Bond Sales; and a new high in production. Because a worker with a systematic savings plan has his mind on his work—not on post-war financial worries. He's taking care of the future now. His own. And his Country's future. *Help him! REVITALIZE YOUR WAR BOND PAY ROLL SAVINGS PLAN.*



Official U. S. Coast Guard Photo: The elevator to a Coast Guard-operated transport hospital



***Back the Attack!***  
**SELL MORE THAN BEFORE!**

*The Treasury Department acknowledges with appreciation the publication of this message by*

Minnesota Association of  
 Architects

*This is an official U. S. Treasury advertisement—prepared under the auspices of Treasury Department and War Advertising Council.*



## Building Codes As Obstacles to Housing Progress

From *The American City*, 1944

That the restrictive building codes in force in many cities and states are a major obstacle to housing progress is one of the findings of a special research staff of The Twentieth Century Fund, as reported in "American Housing: Problems and Prospects," published last month. The research was directed by Miles L. Colean, architect, who resigned as Assistant Administrator of the Federal Housing Administration to conduct the survey, and is now vice president of Starrett Brothers and Eken, of New York.

Preparing a proper building code involves three main problems, the study points out: "First, there is the difficulty of reconciling engineering and social ideas with economic realities. How 'fire-safe' can we afford to make our dwellings? How elaborate can we make our equipment requirements and still build low-priced houses? No matter how correct they may be technically, codes that raise costs to a point where only a few can pay for new housing defeat the objectives of proper public regulation. They simply result in the retention of quantities of sub-standard and old housing.

"The second code problem is that of wording the requirements for floors, walls, structural members, etc., so as not to exclude sound new building methods and materials. This can be solved affectively only by establishing performance requirements rather than specifications for the parts of a building—thus, not the thickness, and materials of a wall, but the wind load and live load it must provide for, the duration of fire it must resist, and so on.

"The third problem consists in providing for special local circumstances without hampering the operation of industry on a wider basis. Obviously, California must provide special bracing for earthquakes, Florida for hurricanes, and northern cities for heavy snow loads. Most of the justifiable local differences are limited, however, to a few important matters."

Lt. Col. Lloyd Knutsen, architect, a member of the firm of Knutsen & Brunet, Rochester, Minnesota, before the war, returned recently from Hawaii where he has been stationed since June, 1944.

Col. Knutsen is a member of the army anti-aircraft artillery and is on sick leave recovering from a broken leg suffered in an accident on the Gilbert Islands.

L. H. (Larry) Bakken, Lieutenant, U. S. Navy, was home on leave recently.

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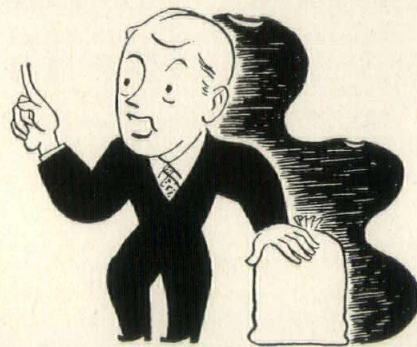
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## SPEAKING

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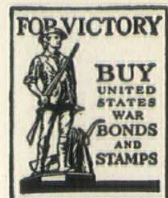


Masonry Cement is that it meets the Type II specification. This superior product is consistent with the policies of an organization which, for more than thirty years, has established a record of dependable performance with Hawkeye Portland Cement.



*Hawkeye*

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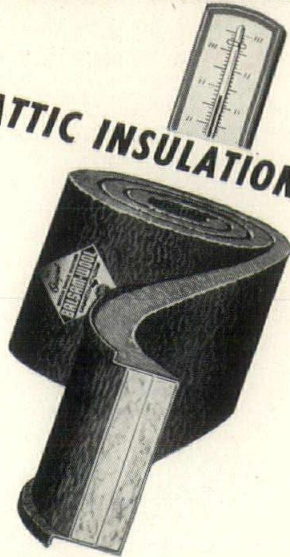




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**POPLAR AS HARD AS MAPLE!**

Developed by Dr. F. T. Berliner and other Du Pont chemists, a new process has been developed whereby soft poplar woods can be made as hard as maple and maple can be made as hard as ebony. The inventors claim the process to be cheap and simple requiring materials which are always plentiful. The process is now being devoted exclusively to wood going into war uses, but a brilliant postwar field for it is visualized.

The chemists said it will permit construction, for example, of doors, windows and dresser drawers that will not swell and stick even in the humid tropics or shrink and become loose in the driest climates.

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**"THIS IS BLUE PRINT TIME"**

During the past few months a series of postwar planning advertisements has been published by the Associated General Contractors of America addressed to private business and public officials stressing the urgency of getting postwar projects into the blue print stage.

In each advertisement the phrases recur "... call in your architect ..." and "This Is Blue Print Time."

This association knows the architectural profession stands on the front line of the coming postwar battle. It and its members stand ready to assist in every way possible.

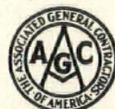
(This and our subsequent advertisements in the Northwest Architect are sponsored by the following members of the Builders' Division, ASSOCIATED GENERAL CONTRACTORS OF MINNESOTA)

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ing derived from coal, air and water—transform wood under heat and pressure into materials as different from the original as steel is from iron. Indeed, wood can be made strong enough to substitute for steel in certain machinery parts, Dr. Berliner said.

Cheap and abundant species of woods will be enabled to compete with scarce and costly varieties from afar, he predicted. Soft maple, tupelo gum, yellow poplar or pine can be made equal to hard maple, oak, walnut or mahogany for furniture and floors, and the naturally hard woods also can be improved.

The chemical treatment imparts a "built-in" finish throughout the wood, not merely on the surface. Mars or scratches on the surface finish can be removed by simply smoothing and rubbing. Dyes, mixed with the impregnating chemicals, can give light pine, for instance, the permanent colors of cherry, rosewood or mahogany, or brilliant hues of red, green or purple, if desired. For special purposes, the process can give soft wood a "case-hardened" shell, leaving the interior in a more resilient, flexible state.

### Master Architect Calls

#### F. H. Hafey and Emmet Jones

F. H. Hafey and Emmet Jones, both well known in architectural and building circles, passed away during the first week of August. Both gentlemen were at one time employees of the Architectural Division of the Minneapolis Board of Education. At the times of their deaths, Hafey was Cost Engineer for the F.H.A. in Milwaukee and Jones was employed by Ellerbe and Company. Mr. Hafey had been ill for some time and died following an operation. Mr. Jones succumbed from a heart attack.

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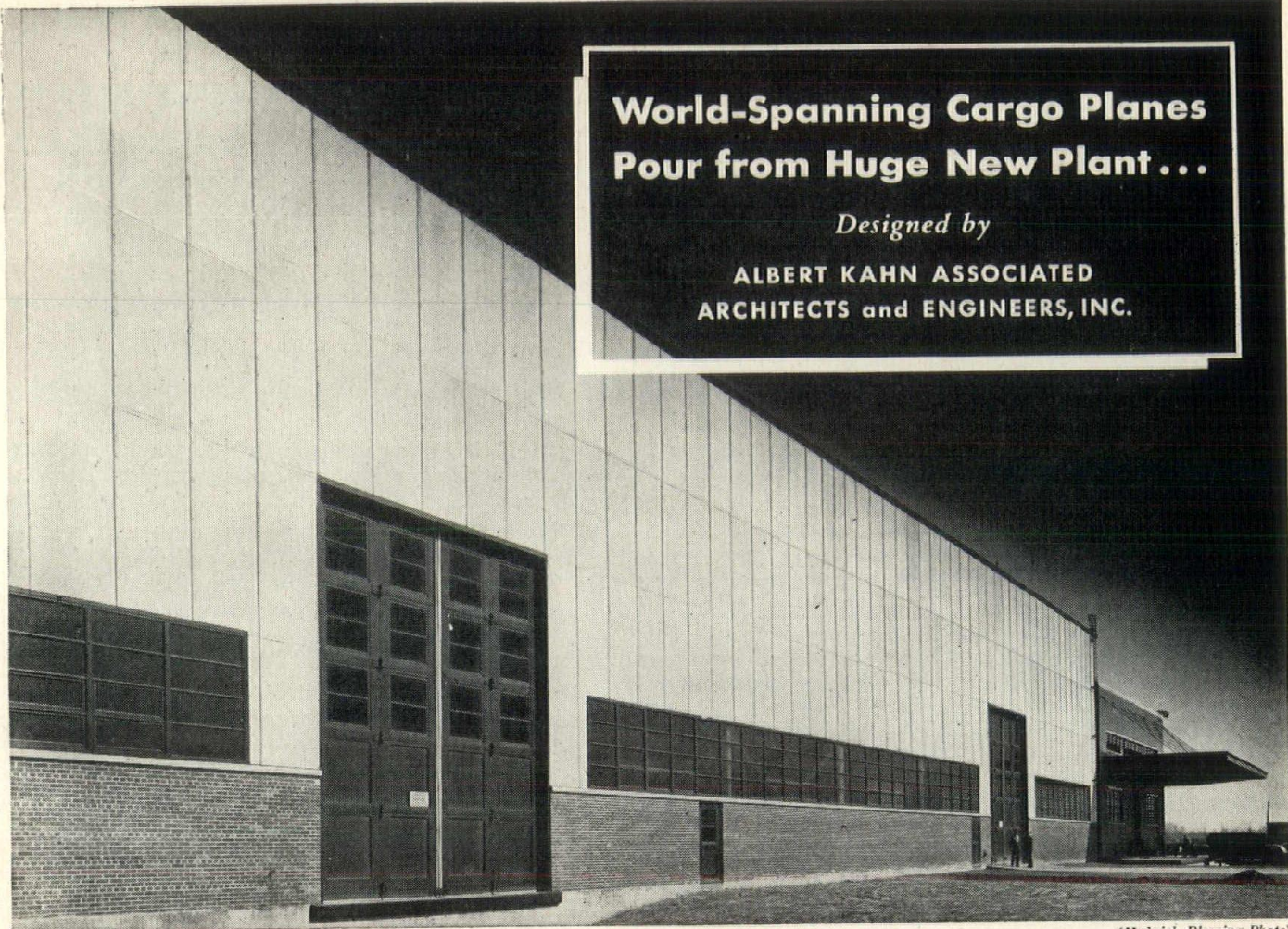
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*(Hedrich-Blessing Photo)*

## 67,000 Sq. Ft. of Cemesto Wall Units Used to Speed Plant to Completion

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**To Architects:** Without obligation, we will be glad to give you technical assistance on the use of

Cemesto Wall Units in any type of building. A note to us will bring a trained Cemesto representative to your desk.

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Cemesto comes in panels ranging from 4' x 4' to 4' x 12'. Can be used in vertical or horizontal construction. Color is warm gray and the surface need not be painted.

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