

NORTHWEST ARCHITECT

ume IX

Published By Minnesota Association of Architects

No. 5-6

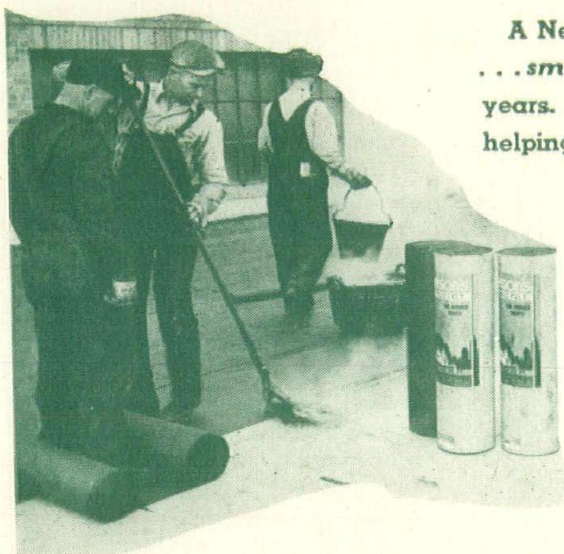
THE WELL ADVERTISED IDEA that one can become successful by looking at moving pictures, listening to professors lecture, or reading well written thoughts is commercial cheatsmanship.

EDUCATION, toward working ability, and to acquire wisdom, will slowly be gained, only when such agreeable pastimes (and our resulting intentions, if any), are matched by a continuity of Practical Action.

*WHAT A MAN DOES, THAT HE HAS,
AND THAT IS ALL HE HAS.*

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Northwest Architect

Volume IX

Number 5

1945

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

H. W. FRIDLUND, A.I.A., Editor

Let's Go (back) to Town

THE MAIN STREET of America is in a mess. Something must be done to revitalize the blighted area of our cities. In the immediate years millions of single family housing units are going to be required and will be built despite higher costs. The several millions of people who are not going to be able to build "dream houses" in the suburbs are nevertheless not going to be long content in overcrowded, out of date, substandard living quarters. Looking at the problem from another angle it is apparent that our big cities, to save themselves from bankruptcy, are going to HAVE to take some realistic action towards eliminating the words, "ill housed," from the phrase which has so aptly been used to describe the circumstances of one third of our population. Many American communities, large and small, have set up long range programs towards ultimate complete rehabilitation. In the immediate present, properties "on the fringe" of blighted areas can, with proper planning, be modernized from unprofitable and undesirable "white elephants," to up to date, convenient and profitable rental units. Owners should be made aware of the potentialities in these properties and every encouragement should be provided them to the end that further deterioration of our urban areas may be halted, and a large segment of "the one third" may be properly housed.

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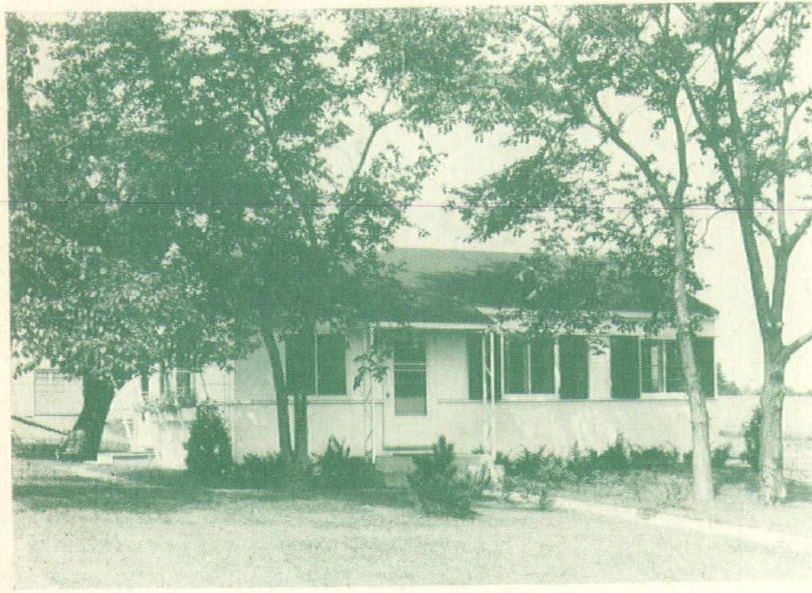
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Publication office, 2642 University Avenue, St. Paul 4, Minn.
Published six times during the year.

LAY THAT T-SQUARE DOWN!



POSTWAR PROCEDURE FOR A PRACTICAL PROFESSION

By WILLIAM GRAY PURCELL

THE OLD NEGRO appraised the new professor. "He had plenty of book wisdom but no mother wisdom." As in men, so in buildings; virtue is not deportment and appearance, but is the unnameable essence, the living thing itself; The Divine Person within the Man and the Humanity within Building do speak, both in deportment and in appearance, but these are only the *Evidence* and not the *Being*. Charm, good cheer and serenity are still in demand. *Nostalgia is an inescapable function of all art.*

PREFABRICATED DWELLING By JOHN B. PIERCE FOUNDATION.

IT IS ORGANIC in structure, design, detail, equipment and use, keyed to contemporary living and very economical to build and to operate. Over five thousand units of this design have already been built in government housing projects.

RECONVERSION is now the popular word and the pep hounds of publicity bay for buyers of those twenty thousand things which architects will soon specify for all the new buildings just around ten thousand corners. With one accord, in the Architectural press, the dealers rush to hold competitions. Advertising formulas become routine, "I like Squish Soap *because . . .*"; send in a wrapper and a word; win \$1,000, and/or be free of B.O."

Well, the sudsy broadcasts of the selling world expect to find customer morons in the twelve-year-old level, although I find twelve-year-olds very much more intelligent than the radio gruel which is flung at them. In our professional world of Architecture, the Advertising boys often bypass the well-trained individual architects and their better-than-average intelligence. They prefer to push their appeal into the collective, corporate mind of "Architectural Practice" in America, and there is not much to be said in praise of its past prescience. Indeed the important section of it was for years applying the brakes while a few of us were pushing ahead.

With the new generation of younger architects who began their serious study since 1930 the prospect is very different. Buildings of the finest quality are appearing everywhere and the standards of creative thought in competitions produce hundreds of drawings of outstanding merit. But practically all this competition effort, except for a slow filtering process, is buried in the form of drawings. It is like our brilliant medical research, of which, an eminent specialist said to me, "so little actually reaches the sick man, except during war periods." The brilliant work in architectural research and design, of the young men, is unintelligently copied by older men who are reluctant to disturb the comfortable formulas by which they have built their reputations. Or commercial dealers reslick the surface of previous guesses that happened to have "sold well."

This trial and error, this always actually building mistakes, many of which could have been avoided by honest and industrious thinking, is too slow and wasteful a process. It is possible to build ideas complete in our minds and then scrap them—if we only will—with no economic waste and expense.

To Experiment Is Good—But . . .

A fan said to Douglas Fairbanks, "You have made so many pictures you must always know just what to do."

Answered Fairbanks, "Experience does not teach you what to do, it teaches you what not to do. You learn what to do by using your head."

And so it seems to me that more of these prize competitions that end only in pictures and sophisticated plan-drafting patter is just too much! The true Architect is not a graphic artist. Architects are really businessmen in the *building* industry—and somehow, somehow, we've got to stop this everlasting advertising of Architects to the public as a lot of picturemakers, as plan drawers, as unpractical esthetic persons, who dress up anybody's idea to look pretty. "I've just drawn out this plan here. I'm not very good at drawing. I wish you'd make me some blueprints that I can take to a builder (sic). I don't need an architect." "Have you any books showing churches? We don't need any architect. How much are blueprints?" Every year there is a new slant to this old approach, while contractors, engineers, book publishers and now "prefabricators"! (very inclusive word) all of them, run off with both the reputation and the earnings of the architect. We must erase this idea. It's our last chance. And the time to begin is now.

Fired with zeal I was just reaching for my pen and a clutch of writing paper when the lunch call came from my wife at the other end of the house. Well, this August

day, the front terrace which we call "Shikara" is a mellow spot to have a cheese soufflé and garden salad. Beyond orange and avocado trees the valley is smiling green under seventy degree sunshine. And as I went down our long hall, shelved especially for the books in active use, there, right where I had left it last week, I picked up a cherished first edition of Victor Hugo and carried it along to lunch.

And is *that* a book!! "William Shakespeare," by Victor Hugo. He is the Architect's author. If you saw only the movie "Hunchback of Notre Dame," send to the library for a copy of the novel and read it. The very language will make you build better tomorrow, and every day. And, if you like poetry with intuition and a strong fresh rhythm, ask for the book of his poems too. Many think him first among French Poets.

What a mind that Parisian had for Man and his Works. He is all builder. His speech is the living flesh of organically expanding and articulating ideas. But let's all relax and have lunch. Our temperamental cocker wants me to throw his old shoe—but there is that purple Shakespeare book looking at us from the table.

Reading for Potential

Let's just thumb through it. Here is "Book V" for example. Victor Hugo is saying:

"For the last eighty years memorable things have been done. A wonderful heap of demolished materials covers the pavement.

"What is done is but little by the side of what remains to be done.

"To destroy is the task; to build is the work. Progress demolishes with the left hand; it is with the right that it builds.

"The left hand of progress is called Force; the right hand is called Mind.

"There is at this hour a great deal of useful destruction accomplished; all the old cumbersome civilization is, thanks to our fathers, cleared away. It is well, it is finished, it is thrown down, it is on the ground. Now, up with you all, intellects! to work, to labour, to fatigue, to duty; it is necessary to construct.

"Here are three questions:

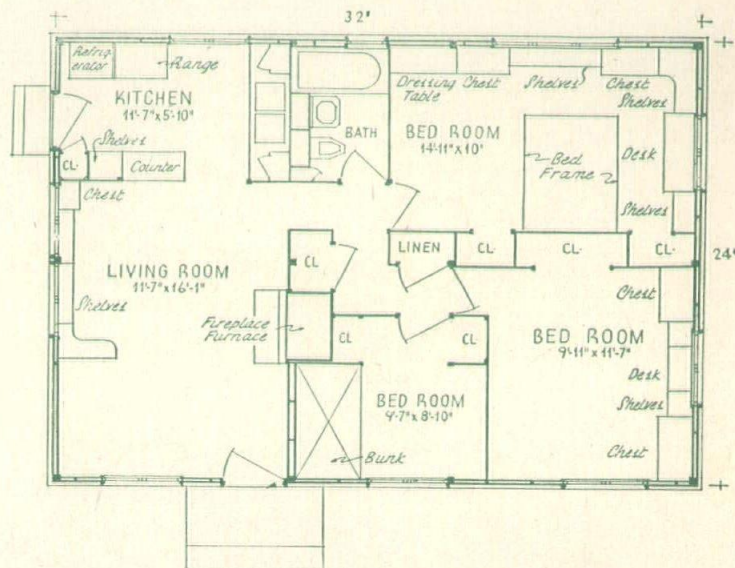
To construct what?

To construct where?

To construct how?

THIS PIERCE HOUSE is built with only ten structural posts. "Cemesto" insulated panels fill between them. The upper panels become girders which support the roof trusses and all ceilings. The interior walls of rooms are simply partitions, supporting nothing. The entire service piping (plumbing) comes in one piece.

ADEQUATE STORAGE is the only missing factor and this can be had in more convenient form, fire safe and at less cost, by building a "godown" or storeroom on piers in the rear yard. On high piers, this storeroom could shelter a children's play place and/or tool park. It could be the added third of a triple garage, or the upper attic of a double one.



"We reply:

To construct the people.

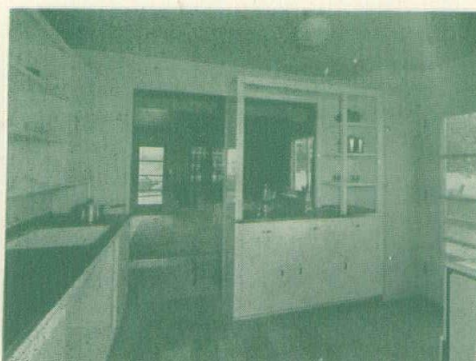
To construct the people according to the laws of progress.

To construct the people according to the laws of light.

To work for the people; that is the great and urgent necessity.

"The human mind—an important thing to say at this minute—has a greater need of the ideal even than that of the real.

"It is by the real that we exist, it is by the ideal that we live. Now, do you wish to realize the difference? Animals exist, man lives.



THE DESIGN OF THIS house exterior and interior solves some very important considerations that lie much deeper than the superficial fact that it looks like a conventional home. Most prefabricated houses are just not accepted psychologically, by prospective buyers, as a permanent dwelling place. This is because the immediate functions of standardized unit design, "package" delivery and quick erection are overexpressed in design. Manufacturing factors obscure the long range, personal feeling factors. Thus, even before ownership is acquired under the necessity of finding shelter, subconscious emotional frustrations are set up. Too obvious appearances that speak of haste, standardization, economy, temporariness, alienate the public from otherwise desirable efficiency and well-planned low cost. People would rather be uncomfortable in body than in heart.

"To live, is to understand. To live, is to smile at the present, to look towards posterity over the wall. To live, is to have in oneself a balance, and to weigh in it the good and the evil. To live, is to have justice, truth, reason, devotion, probity, sincerity, common sense, right, and duty nailed to the heart. To live is to know what one is worth, what one can do and should do. Life is conscience."

That doesn't sound like 1854, when we think over all that has gone stale since that time in politics and economics.

Then here is Chapter VI entitled "The Beautiful—The Servant of the True." And that was written sixty years before Claude Bragdon's "Beautiful Necessity"! In 1850, Hugo's prodding of the "classicists" who were not classical but only static, started actual physical warfare in the Paris streets between the two "schools" of writers, poets, musicians and architects. We can be sure that Viollet Le Duc, who in 1856 began his historic blast against the already decadent Ecole Des Beaux Arts, was in that fight on the right side, although it was to be 80 years with the three catastrophic wars of 1870 — 1914 — 1939, before the world would really make up its mind that the life and sustenance of all art was to be found, as Pope Pius has recently said so well "in the living body of people enjoying orderly and humane relations in their daily life."

Practical Application

Well, there we are. A big job is before us and it is not to be solved with pictures. The architect doesn't want to move into the building business but he's got to do some real living in the building world. He must help move the teaching of architectural students out of the library and drafting room, into actual contact with building production.

I propose that both architects and students do some actual building and make drawing the servant and not the master of their thoughts and days. Both must learn what they so desperately need to know, that is to say, the inward, intimate character and quality of building materials and processes. For one thing, we surely need to know what almost no one seems to acknowledge these days, that there is a difference between function and construction. And that's only the smallest start.

I believe that architects everywhere should form a "company" as the old explorers used to call it—and heaven help us, *no committee*. In addition to architects each of these companies or teams should be made up of a competent civic minded non-architectural expert in each department of building production—realtor, lawyer, landscapist, investment banker, housewife, engineer, designer, draftsman, utilities specialist, decorator, home-economist, etc. Appoint one architect to work as collaborator with each specialist. Set up the activating kernel of the enterprise with about three of the above categories—selected for being good "self-starters." Hold no "lunch meetings!" Such a project must be treated with respect, and is worth its daily hour on your appointment calendar beside your most honored commissions. Through serious and intensive study relate your enterprise to all current conditions, and organize it to really meet the general need, as it lives. When fully developed build enough units to find the "bugs" and thus you will finally arrive with a competent pattern which the public can follow with confidence. Only

thus can you serve your community and become worthy of its confidence as a builder.

Laboratory

Here's a case in point that will illustrate sound procedure for just one detail of such a project. A dynamic young architect friend of ours whose name and work have been illustrated frequently the past four years, and who received his early training in our office has just invented a remarkable new type of window. It answers all that the window makers and designers have been shooting at for years. After putting in a solid week on the final details he was not satisfied until he had made one of the windows with his own hands, in his own home shop, with machine tools. This working procedure resulted in changes which never could have been seen at the drawing table. The window is now in quantity production for national distribution. He writes "This seems to be my best contribution to date." I liked those words.

This world of "will-it-work"?, applied to every factor of buildings, must be anticipated by the Architect through *actual laboratory experiment* with the materials and mechanics *in action*—and that does not mean just structure. Even more important are the mechanics of economics, of health, finance, morale, education of the child—just no end.

WE ARE NOT CLEAR in our thinking if we condemn a building because it looks familiar by reason of common virtues finding their natural and inevitable expression.

ON THE OTHER HAND, conventional minds who can take pleasure in traditional experiences and inherited privileges denied to others, may not assume that the strange forms and patterns of modern art are insane, unreasonable, and "dangerous" simply because the aristocratic mind finds new ideas mentally and emotionally uncomfortable.

To set up a desired appearance and then bend the project to meet it, has put our building art in shackles for years. The real problem for every one is to see life right side up and in normal sequence—from need, through mind, by mechanics, to satisfactions, the kind of satisfactions that will in turn build better needs, more alert and loving minds, more ingenious skills.

Right Timing Is the Issue

When you lay that T-square down you've also got to lay down that golf bag for a whole reconversion year-of-Sundays, and pick up some tools with the idea of getting recreation in a machine shop, on some job, or at your work bench. My proposal resembles in its own microcosmic way the "total peace" effort which will now engage the whole world. With so much to be done and so much to be learned, the "re-creation" we are going to need will have to be mainly some different kind of work, and I don't mean jig sawed wastebaskets or gun racks. Every expert *experiences* his work except the architect and he tries to arrive by kibitzing.

The past few evenings I have been studying the bound volumes of the *Western Architect* from 1912 to 1919. It is amazing, the buildings of every kind that the Architects

THE JOHN B. PIERCE FOUNDATION has developed a machine for delivering liquid heat which combines in a single mechano-chemical unit all that the house owner requires for HEATING, COOKING, REFRIGERATION and LIGHTING!

The system, one of the most surprising of discoveries, uses instead of water or steam in the circulating pipes, a chemical solution called tetra-cresyl silicate, which is heated to 817° Fahrenheit. This concentrated economical liquid heat is expected to save the householder half the present cost of his combined utilities.

of that day were able to get their clients to pay for, really terrible buildings, which not only met none of the plain requirements, but at every move set up purely capricious and very expensive interferences to the business or the daily satisfactions of the owners. Businessmen must have been good to have succeeded in that day as well as they did and in spite of their new buildings.

When I see a current design that seems to miss its opportunity, I have to remember how much worse it would have been in 1910, and to thank God for the young men who staged the design revolt in the architectural schools of 1924-1928 and told the old Vignola-ed design professors where to get off.

Substantial View

The thinking world in general takes very seriously this interference to action which lies in substituting a verbal or other symbol for the idea materialized in actions. I can recommend architects to read (*and do something about it*) "Language Habits in Human Affairs" (Semantics, Korzybski interpretation) by Irving J. Lee, Ph.D., Northwestern University, or, better yet, Stuart Chase's "The Tyranny of Words" written in 1938. The architects may say they have got too much to think about now, without going into word study, but my dentist, who is indeed both architect and builder in miniature structure, says that this Korzybski and his semantics has completely reintegrated his technique and understanding of how people live in relation to their "oral cavity." Korzybski and his ideas will do as much for clarifying our architects' view of humanity living inside its home—(with or without teeth—and/or words).

Just a hint of what's to be had in this dish: Chase quotes Malinowski on page 74 of his "Tyranny of Words."

"The mind is a connecting organ, it works *only* by con-

necting and it can connect in an indefinitely large number of ways. Words are meeting points at which regions of experience come together, a part of the mind's endless endeavor to order itself."

Rhythm Matrix

The material forms of built structures are also the meeting points at which regions of living use and social and technical experience come together. If the Architects who fix these forms lack working experience with the feel of the materials and the operation of their mechanical natures and movements, static or dynamic, then the language of architecture will be but gossip. Hand-clean drawing and pants-clean golf must give way to toil-calloused hands in craft labor. The pent-house atmosphere of the design atelier must be destroyed in order that we may reconnect, as a whole nation, with our own true folkways and mores. We should try to stop this canned art, and fan fun, sold for profit to a public which can only sit and look on. We must be making our own recreation, not buying it with money earned at distasteful jobs.

An almost perfect example of such teamwork applied to an entire problem, is the dwelling project developed after very extensive research by the John Pierce Foundation. To date upwards of 5,000 of these houses have been built. This semi-prefabricated structure is an unusually good solution for the current social, business, and labor complexities in the housing world because the unit assemblies are locally built, and the completed units erected by available community craftsmen—not manufactured and shipped from the distant precongested economic slave centers of vast city factories.

This is also one of the few really functional projects, as distinguished from the merely constructionist types, or

(Continued on Page 14)

**THE
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NEWS OF THE ASSOCIATION

Annual Meeting Well Attended

Ellerbe Elected President

More than 65 members of the Minnesota Association of Architects attended the tenth annual meeting of the organization held recently in Minneapolis, the first meeting since start of the war.

A genuine feeling of fellowship was evident throughout the day and evening and members entered into discussions of problems with true interest, presaging an active participation by the membership in the work of the organization during the coming year.

Thos. F. Ellerbe of St. Paul was elected president and will be assisted by the following officers and directors: Louis Bersback, Minneapolis, first vice president; George Pass, Jr., Mankato, second vice president; C. H. Smith, Duluth, treasurer; H. W. Fridlund, Minneapolis, secretary; Earle R. Cone, St. Paul; Frank W. Jackson, St. Cloud; Otto M. Olsen, Duluth; Louis C. Pinault, St. Cloud, and W. H. Tusler, Minneapolis.

One of the main topics of discussion at the meeting concerned the matter of unification, and Alfred D. Hill, A.I.A., from Oklahoma City, who attended under the auspices of the Washington office of the Institute, led the discussion which resulted in a motion being carried to the effect that when 80 per cent of the membership of the Minnesota Association of Architects consisted of members of the A.I.A. the necessary steps would be taken to establish the state organization as a unit or units of the American Institute of Architects in line with the national policy of unification of the profession into one nationwide organization.

The recently amended Registration Act published in the last issue of *NORTHWEST ARCHITECT* was discussed in detail with S. L. Stolte explaining the amendments and the effect of the law. Mr. Stolte emphasized the thoroughness with which the various groups who sponsored the improved legislation went into all details of the law and now places the responsibility for the protection of the public health and safety upon the licensed architects and engineers of the state. A motion was made and carried that the Association petition the various governing bodies and building departments throughout the state to assist in obtaining full compliance with the terms of the law by requiring plans submitted for permits to be stamped with the seal of licensed practitioners in all cases where the work in question is not exempt under the terms of the law. A motion was also made and carried requiring the president to appoint a committee to review cases and file and follow through complaints of violations of the law with the State Board of Registration.

G. W. Shifflet, Minneapolis, president of the Architects' Home Plan Institute, outlined the establishment and functioning of this recent development sponsored by the Minnesota Chapter, A.I.A., and being furthered

by a group of Minneapolis and St. Paul architects in a sincere effort to provide a means whereby persons planning to build homes costing not over \$8,500 might be provided with a limited service built around the use of stock plans.

Mr. Ellerbe spoke on the much publicized American Hospital Association plan through the establishment of which the names of hospital specialists would be publicized. A motion was made that the Minnesota Association of Architects go on record as being opposed to the plan for various and sundry reasons and take such action as necessary to notify the American Institute of Architects of the opposition to such a plan.

A reading of the names of members of the Association who had passed away since the last meeting was followed by a standing silent tribute to their memories. Names preceded by a star in the following listing represent men who gave their lives while in the armed services:

Lambert Bassindale
Charles Bassford
Edward Broomhall
*Gilman Holien
*Irwin Malakowsky
*C. Milford Olson
William Channing Whitney
Hugo William Wold

A motion was made that men be appointed in each region of the state to assist Editor Fridlund in compiling local news items for inclusion in the *NORTHWEST ARCHITECT*. A recommendation was made that all members give particular consideration to merits of products and services of advertisers in *NORTHWEST ARCHITECT*.

At the evening stag dinner which was well attended, Ward Lucas of Winona, president of Hayes Lucas Lumber Company and chairman of the Minnesota Postwar Council, and Roy Jewett, manager of the organization, outlined the purposes and policies and program of operation, both offering to and soliciting the co-operation of the architects in development of sound postwar development in Minnesota.

Architects are in an excellent position to encourage good craftsmanship and raise the standards of workmanship throughout the various building trades by giving a good workman on the job a word of praise for a piece of work well done. We are all quick to criticize a poor job, and rightly so, but the next time you see a fellow doing a job the way it ought to be done—let him know you know—not only will you help him but you'll help yourself, too.

FLOUR CITY ARCHITECTURAL EDUCATION FUND ESTABLISHED AT UNIVERSITY

A fund to be known as the "Flour City Architectural Education Fund" has recently been established in the School of Architecture at the University of Minnesota. It will produce somewhere between one and two thousand dollars a year to be used for scholarships to deserving students of architectural ability, talent, and promise to carry on their professional studies in the State School; for prizes to be awarded in an annual competition in the School dealing with the design of metal work; and for such other benefits to the School as may be recommended from time to time.

The Flour City Ornamental Iron Company has done important work all over the country in fabricating fine metal work for buildings, including such outstanding expressions of craftsmanship as the bronze doors which Mr. Carl Milles designed for one of the Pennsylvania State Buildings at Harrisburg. Their co-operation with architects has been outstanding. NORTHWEST ARCHITECT expresses the appreciation of the architects of Minnesota in this latest evidence of the company's interest in development of the profession.

REGISTRATION LAW SUSTAINED

The State registration law for Architects, Engineers and Land Surveyors was drastically revised by the last session of the Legislature. Contractors, architects and public officials are not generally aware of the provisions of the new law. A recent decision in the Ramsey County Court sustains the law and the decision should be of interest.

Mark Fitzpatrick brought action to collect fees for services in connection with an apartment building in St. Paul. He was denied any damages in the action on the following grounds:

"That plaintiff was not at any time mentioned herein a registered architect and had never obtained any certificate as such. That the structure if altered in accordance with said plans and specifications prepared by plaintiff, would have been a multiple occupancy building containing ten separate apartments located in the basement and in three additional separate floors thereof. Said plans and specifications are of such a character that they can legally be prepared for an-

other only by a registered architect holding a certificate as such issued as provided by law.

"That said plans and specifications are of such a character that a building permit for construction pursuant thereto could not have been obtained from the proper authorities of the City of St. Paul."

If material and labor prices don't level off pretty soon we might not get as big a bang out of the boom as we thought.

What this country needs is a good five-cent cigar for ten cents.

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New Restaurant Acoustically Complete

Written Under the Direction of H. K. Lange
Western Mineral Products Company

This fine restaurant at Sacramento, Calif., designed by Clarence C. Cuff, architect, has the distinction of complete acoustical treatment. Ceilings in dining rooms, cocktail lounge, patrons' lounges and lavatories, kitchen, and even the two employes' dressing rooms and showers are all finished with vermiculite acoustical plaster. The



Simplicity Marks Exterior

restaurant is the largest in Northern California, with 12,000 sq. ft. of floor space in a single-story building. The exterior walls are brick faced with stucco. The contractor was W. L. Beutler.

This is probably the only restaurant in the Pacific Northwest with a sound-deadened kitchen. The kitchen has the additional feature of spaciousness, being 55 ft. long and 30 ft. wide. The restaurant proper has a seating capacity of 222 persons, plus 140 seats in the



Cocktail Lounge

banquet room. On the basis of the recommended $3\frac{1}{2}$ to $4\frac{1}{2}$ sq. ft. of kitchen space per seat, there is room to spare in this kitchen, even beyond the maximum of $4\frac{1}{2}$ sq. ft., and including the capacity of the banquet room. The cocktail lounge seats sixty.

In addition to its acoustical properties, vermiculite was also used for its insulating properties. Summer tem-

peratures are high in the Sacramento Valley, and in this part of California insulated buildings are gaining rapidly in popularity. The attic of the Rosemount Grill has three inches of vermiculite fill, and the sidewalls are plastered with vermiculite insulating plaster, which has some sound-deadening value, as well.

The building has its own cold storage plant. This consists of a walk-in box, 10 by 18 ft., with a separate unit for vegetables and fruits; a sharp freeze, 8 by 18 ft., and a meat box 8 by 18 ft. The latter is lined with white tile for easy cleaning. The floor of the cold storage plant is vermiculite insulating concrete, 12 inches thick, with 12 inches of vermiculite refrigeration size fill in sidewalls and ceiling.



One of the Dining Rooms

A large receiving room in the rear of the building has three exterior doors: one for canned goods, one for potatoes, meats, etc., and one for liquor. Thus, supplies can be stored immediately in their proper place, eliminating subsequent shifting. Garbage is handled from a separate room which opens off the receiving room. Still another room in the rear houses the compressors.

(L.A.C.)

BAKKEN'S BACK IN BUSINESS

After three years in the United States Navy, Lieutenant L. H. Bakken is back in "civies" and once again to his host of friends in the building industry he's just plain "Larry." While in the service he says he saw plenty of the world and the fact that during his last year he covered over 75,000 miles on a navy transport would indicate that "Larry" really got around a bit.

While he was away all of the companies he represented kept his accounts open and waiting for him and "Larry" says that from time to time as new and improved products become available we'll be hearing from him.



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A HOME IN ONE ROOM

By Marjorie G. Johnson

Editor's Note: This layman's frank criticism of dormitory planning contains considerable food for thought. Often, of course, the architect is not alone responsible for the design of a building, many factors quite beyond his control, entering into determination of the final result.

It is a severe test for one room to be called upon to be useful and practical for living, studying and entertaining for nine and sometimes 12 months out of the year and at the same time to be cheerful and at least somewhat feminine.

But that is what dormitory women would specify if they were asked to design their one-room dream home. They would also specify that every architect who has designed a girls' dormitory should be compelled to return within a year and talk to the residents of the building.

The older dormitory is typified by the red brick, ivy-covered structures of the past century which still exist as part of many campuses and hospitals. The dark wood work, high ceilings and small windows placed the emphasis on the institutional aspect of the design. But they did contain certain features that the girl who dwells in the modern streamlined and functional dormitory wishes had been carried over into the newer buildings.

The designers of the modern dormitory of the past 10 years have gone to the other extreme and placed the emphasis on the show place aspect of the building until the residents wonder who is to enjoy the dormitory—themselves or the visiting delegations.

What then do the residents of a dormitory desire?

First is adequate room space. Spacious lounges, hallways and libraries are all fine, the residents say. They point out, however, that they spend most of their time in their rooms, not in the hallways.

Looking at the modern dormitory, one can easily see why the women often refer to their living space as a cell. The bare yet comparatively spacious rooms of the older dormitories have given way to concentrated compartments. In a Twin City dormitory built in 1939, the actual living space averages five feet at the widest point of the individual rooms. This is, of course, excluding the space taken up by the bed and built-in counter. These figures explain why the residents would prefer to have more space in the rooms where they spend 90 per cent of their time and less space in the lounges which are largely ornamental but rarely practical for the residents themselves.

Most people know that clothes play a large part in any woman's life. It is therefore rather hard to see why closet space is shrinking in every new dormitory that is being built. "If I could only shut my closet door!" has become the perennial cry of the dormitory girl.

An architect who was planning a nurses' home for a South Dakota hospital was obviously proud of his idea which would conserve more closet space. The dressing table was to be built into the closet door! The ques-

tion any girl would ask is, "Where will my clothes go? And how will I be able to keep any toilet articles on top of my dressing table?"

Space-saving ideas like this cause many headaches for the girl who eventually must live in the room.

This "built in" emphasis has some merit in helping to conserve space and to facilitate cleaning, but the residents do not want their rooms to resemble a battle ship compartment or a laboratory. Built-in desks should include a typewriter shelf wide enough to be practical for study. Built-in chests should contain wide and deep drawers designed to operate smoothly—on rollers preferably.

Dormitory residents often wonder whether it would be possible to plan for built-in Murphy beds and in this way make it convenient to transform the rooms from studies during the day to bedrooms at night.

Lighting fixtures are of utmost importance in a room where studying is to be done. Numerous outlets, in order that lamps may be moved to any part of the rooms, are almost a forgotten necessity in most dormitories.

Window space should be increased to the maximum in order to not only insure an abundance of light, but also to provide for a good circulation of air.

Floors in the dormitory rooms should be of a serviceable nature. Black tile may look nice, but the fact that it shows every speck of dust makes it far from ideal.

Storage space equipped with lockers for trunks, suitcases and possessions not in daily use as well as laundry rooms with sufficient tubs, automatic dryers and pressing boards are as necessary on each floor as are a laundry and basement in a private home.

Facilities for running water in each room and full-length mirrors in the halls are other advantages women like.

None of these ideas are startling, expensive or impractical innovations. They are, however, simple suggestions given with the thought that their adoption would make dormitories more livable and practical. They could, in many cases, apply to men's dormitories as well.

From the point of view of the resident of the dormitory, the architect should remember that the building is unique. Each room must be a complete housing unit. The furniture and equipment necessary for one person's comfort, from the tool bench, linen closet, library and living room of the ordinary residence, must be included in a single room. With these points in mind the need for space and simplicity becomes clearly evident.

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C. E. Lovewell, newly appointed Chief Engineer and Director of Research, comes to The Carney Company with a wide background of experience in the construction and building industry.

He was formerly with the Louisville Cement Company of Louisville, Kentucky, and is a graduate of



C. E. LOVEWELL

the Civil Engineering School of the University of Wisconsin. His experience includes research at the U. S. Bureau of Standards, field engineering work in New York City; for the Brick Manufacturers Association, office engineering work for the U. S. Bureau of Air Commerce (now the Civil Aeronautics Administration), and of recent years, service engineering for the Louisville Cement Company.

The addition of Mr. Lovewell to The Carney Company, executive staff, is in line with the company's integrated sales program of giving augmented service to the field which it serves.

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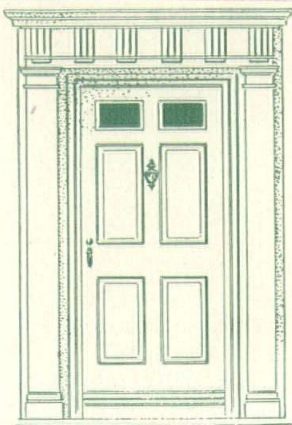


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LAY THAT T-SQUARE DOWN

(Continued from Page 7)

those auto-trailers. That is to say, this Pierce dwelling looks like a house and lives like a home. Along with convenience and economy of all kinds, it is flexible enough to permit the family to make their own contribution to further home building and to rise above the pressure which makes them cogs in machine living, button pushers (themselves pushed) and no real fun either working or living. One missing factor that might be accounted for is sun heating. One could substitute some double glass units in place of the corner-wall panels in living and bedrooms.

Return to Tipperary

That architects, as part of a team, working on non-drawing board projects can help produce vital economic strategy for civic replanning and rebuilding is proved by the recent awards in the Greater Boston Regional Plan competition. To secure further opportunities for this larger work, architects must initiate some thoroughgoing and practical contribution to the public good that will associate their profession in the public mind with projects instead of blueprints, with real buildings on streets under the real sky. They must build a new popular concept of their profession by thinking out ideas rather than inking in paper plans. They must appear before the world with a desk clear of paper, a head full of ideas, and plenty of business experience.

Patriotism is also a function of peace. If we do not build a nation of good citizens unselfishly directed, patriotism in war will not avail us. The self-respecting Slavs and Greeks, the Filipinos and the French, fought with bare hands when guns were few and supplies scarce. The Germans and Japs first surrendered their minds and conscience, and then their weapons were finally unavailing.

Where were you, Missouri architects, when the 600 beautiful little houses were taken away from share croppers, white and negro alike, because the feudal "Furnish" lords could not keep prosperous farmers enslaved? Where were you, Louisiana architects, when Hughie Long made a proto-Nazi cell of your state for ten years? Harlem faces the New York Chapter of our Institute this very day. Police murder and brutality on the Pacific Coast is shocking, where the housing is good but the communities disintegrated. Black slavery under a pleasanter name has come again to Miami and Texas. And all this loss of our essential American liberty rests, in larger measure than we ordinarily realize, on success in that business which is the true province of Architects.

Let us Lay that T-square Down, our draftsmen will handle it well, while we address ourselves to the issues of our nation's needs. How can we be so silly! pushing reports about, talking in committee circles, advertising our personalities in self-conscious exhibitionism, rushing about with the superficial techniques of commercial advertising and selling gadgetry, "LS-LST-ing" in a world that is just suffering for honest, industrious thinking and practical business demonstrations, in order to get, not more and better dollars profit, but to insure benefits to all the people.

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NDMA PUBLISHES MODULAR STANDARD FOR WOOD WINDOWS

New Sizes Conform to Requirements
of ASA Project A62

A New Modular Standard for Ponderosa Pine Stock Windows and Sash has just been made public by the National Door Manufacturers Association.

Published in complete detail in an attractive 32-page brochure, the Standard represents over two years of intensive study on the part of the producers of Ponderosa Pine stock woodwork products.

No National Standard Heretofore Recognized

It is important to note that no national standard for wood windows and sash has been recognized heretofore by the woodwork or building industries. Following the settlement of New England in Colonial days, certain window opening sizes came to be recognized as standard in that particular area. As our population moved westward other local or regional standards developed. As a result, we have had in the United States at least ten different local or regional window and sash standards. This multiplicity of standards has caused some confusion to architects and builders. It did not lend itself to maximum economy in manufacture and distribution.

Manual Replete With Technical Data

The new booklet published by NDMA contains a wealth of valuable technical information. The text of the Standard sets up minimum specifications for two nominal thicknesses of Ponderosa Pine windows and sash— $1\frac{1}{8}$ " and $1\frac{3}{8}$ ". It also covers construction, grades and tolerances for these requirements.

Two pages of full-sized details of wood parts are also included. They are followed by a series of tables showing the opening sizes, prefabricated layouts and glass sizes for all types and designs of windows and sash available under the new standard.

Of unusual interest is the section illustrating how the new sizes of double hung windows meet the requirements of the ASA co-ordination program. Installation details showing typical conditions that develop at the head, jamb and sill in various types of wall construction should prove popular with architects and builders. Also of interest is the all-purpose window frame used by the Association in developing its installation details and illustrations.

Many Advantages to Accrue to Building Industry

Many advantages are expected to flow from the adoption of this new national standard. Under its provisions all widths that are not exact multiples of four inches are eliminated. In addition, all windows, whether they are 2 light, 4 light, 8 light, 12 light, top divided, or any other type, are built to the same standard opening size instead of to a multiplicity of slightly different sizes that prevailed heretofore. This means a substantial reduction in the number of so-called stock sizes recognized by the industry.

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The advantage of this standardization will apply, not only to the windows themselves, but with equal force to the other component parts of the complete window opening. Window frames, storm sash, window screens, window trim, even window shades and venetian blinds can now be fabricated to the sizes established by the standard with full assurance that they will meet the requirements of the ASA program. Standardization of these complimentary products should be automatic.

Single copies of the manual may be obtained without charge by writing the National Door Manufacturers Association, 332 South Michigan Avenue, Chicago 4, Illinois, and asking for Manual WSS-45.

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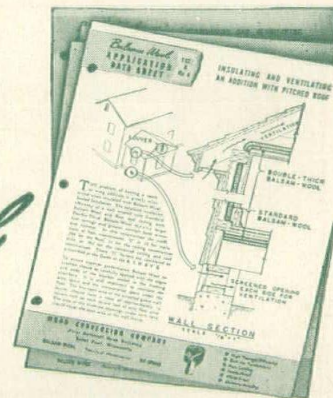
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Single Family Homes Competition

To encourage the design of new single family homes especially planned for the Chicagoland area, *The Chicago Tribune* announces a \$24,000 prize competition open to architects and others everywhere. Twenty-four cash awards of \$1,000 each will be made for winning designs.

Eight prizes of \$1,000 each will be awarded for the best solutions to each of three different housing problems based on the needs of three typical family groups. Boyd Hill (formerly Huszagh & Hill, Architects) has been retained as professional adviser for the competition.

Free copy of the home contest rules may be obtained by writing to Chicagoland Prize Home Competition, room 1512, Tribune Tower, 435 N. Michigan Ave., Chicago 11, Ill.

ARCHITECTURE, A Profession and a Career, is the title of a 57-page booklet just off the press, published by The American Institute of Architects. In its table of contents are tabulated eight subdivisions entitled respectively: The Drama of Architecture, The Architect and His Relation to Contemporary Life, The Professional Training of the Architect, The Association of Collegiate Schools of Architecture, The National Architectural Accrediting Board, Licensing and the National Council of Architectural Registration Boards, The American Institute of Architects, Architecture as a Career. In all there are 23 short articles written by well known A.I.A. members, practitioners or teachers in schools of architecture.

ROCK COUNTY BUILDING AND LOAN ASSOCIATION

Luverne, Minnesota

October 25, 1945

Mr. H. W. Fridlund, Chairman

Editing and Publishing Committee
Northwest Architect
St. Paul, Minn.

Dear Sir:

Our city has been without an architect since the passing of W. E. E. Green, and we are badly in need of one to care for the business that is accumulating. We would like to have you pass this information on through your trade journal in the hope that some man may be interested enough to look the situation over.

Yours respectfully,

(Signed) J. E. Treat,
Secretary

"I find the great thing in this world is not so much where we stand as in what direction we are moving. To reach a port we must sail, sometimes with the wind, and sometimes against it, but we must sail, and not drift or die at anchor."—Oliver Wendell Holmes.

HOW TO READ

Editor's Note: The following by C. H. McCloy first appeared in the "Journal of Physical Education."

Psychologists have recently contributed to the solution of the problem of helping us to read more rapidly and to better advantage. The following procedure has been found to produce very satisfactory results.

1. Learn to utilize small snatches of time. Carry a book or your latest professional magazine with you, and get into the habit of utilizing waste moments.

2. When you do have time at your disposal to try to get into a good physical environment for reading; get a comfortable chair, a good reading light and a quiet place.

3. Relax as much as possible from all unnecessary tension and concentrate as much as possible upon your work.

4. As you read learn to eliminate all lip and throat movements. Learn to read so fast that your lips could not keep up.

5. Endeavor to read as rapidly as you can. Get the habit of reading at a pace so fast that you feel crowded. It has been found by experiment that one quickly learns to retain as much reading at this pace, as one does reading more slowly. Get the habit of not looking back; go on, straight ahead.

6. If you watch the eyes of someone reading at an ordinary pace, you will find that they do not move smoothly across the page but make several jumps. This may vary in pace from fifteen jumps on the part of slow readers to a very small number of jumps—say from three to six. You need to learn to take in a long span of words at a glance. Do not let the eyes start at the beginning of the line but about half an inch to three quarters of an inch to the right. Learn to read newspaper lines with not more than three eye-jumps to the line.

7. As you swing the eyes across the line get a regular rhythm. Hold the page so that the line will be parallel to an axis running between the pupils and swing the eye backward and forward very rapidly in rhythmical movement. Learn not to pause.

8. Learn to read larger and larger chunks of material at a time. The man who will conscientiously practice this method of reading can learn to take in three or four lines at a time with one glance where the material is relatively unimportant and where it needs only to be skimmed.

9. Check mind-wandering at once. If you find yourself thinking of something else, stop and make a mental note of what your thoughts were. Doing this a few times is humiliating enough to discourage the practice. Read, however, only so long as you can read efficiently; then stop and rest a moment.

10. After you have finished a reading, glance back over it again. Usually just running the eye down the column will suffice to bring the matter again to your mind and make it all clear. Try to see a whole paragraph at a time and get the gist of what is in it.

ARCHITECT

11. Nothing written above would suggest, of course, that you should read everything at this speed. A textbook on mathematical statistics will of necessity be read more slowly, as you will have to stop and figure formulæ. If you read poetry for pleasure you will want to take it slowly and will probably read it aloud. What is referred to here is ordinary professional reading of books and journals of the kind that is generally continuous and nonmathematical.

It is suggested that the busy executive first try to read ordinary solid reading matter for a month, and note the number of lines. Then practice this method of reading for a month. At the end of that time again read ten minutes of the same material, and note the improvement.

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The Need of

NEIGHBORHOOD SHOPPING CENTERS

The use of purchasing power as a yardstick in planning neighborhood shopping sections is urged in the latest study of the National Committee on Housing, "Planning Neighborhood Shopping Centers," just published.

The study calls attention to the fact that most communities are over-zoned and over-built as far as neighborhood stores are concerned and points out that only by advance study and planning may improvements be made in shopping conveniences and physical appearance of communities. Maintenance of real estate values and relief to distressed retail merchants are other problems analyzed in the study, which also outlines methods of rectifying existing conditions and planning new neighborhood shopping areas.

A foreword by Mrs. Samuel I. Rosenman, Chairman of the National Committee on Housing, Inc., points out that while "adequate neighborhood shopping centers have been recognized as vital to every community, no yardstick has been readily available which would serve as a basis for determining the requirements of such centers. The number of empty and marginal stores which characterize almost every community in the country and the recurrent failures of thousands of small merchants annually, attest to the need for well-planned commercial centers.

"The conclusions to be drawn from the facts presented in 'Planning Neighborhood Shopping Centers' are that most communities, old and new, are over-zoned and over-built as far as neighborhood stores are concerned. There is no profit to the real estate owner, the merchant, or to the community in over-building and over-zoning for retail trade. The newer and better way will be to plan neighborhood shopping centers in terms of neighborhood needs and neighborhood purchasing power."

Marcel A. Villanueva, A.I.A., planning consultant, who made the study, explains that its chief objective is to call attention to the need of planning commercial centers in terms of the purchasing power of the population to be served and of finding new planning standards for such centers.

"It is time for all groups in the community," the author states in his introduction, "to know the number of unprofitable business, the pitiful earnings of the majority of merchants and the percentages of failures that recur every year in the same locations and for the same reasons.

"An analysis of the health of the retail trade reveals unbelievable distress among the great majority of merchants. Too many stores, particularly small ones, constantly fail. Due to ignorance, merchants continue to open stores without regard to the actual necessity for them and with little concern for the repeated failures that preceded them.

"Every year since 1900 some 250,000 to 450,000 retail businesses have failed and a comparable number of new ones have started apparently unaware of what

was going on. There has yet been no indication of a reversal of the trend. On the contrary, the postwar period shows signs of stepping up the number of civilians planning to undertake small businesses of their own. In addition some three million veterans are considering such ventures according to reports received from the armed forces regarding business loans available to them under the GI Bill of Rights."

While the problem of inadequate or over-built shopping centers is not a new one, the study explains, it caused little interest because the public did not suffer directly. "Tomorrow, however," it continues, "the ill effects of poor retail business reflect directly upon the real estate values, the rates, the tax rate, and the public suffers."

The text of the study is liberally interspersed with tables and other factual data and gives the theoretical area requirements for neighborhood shopping centers together with the number and kinds of stores needed.

The study was made possible through the interest of the Field Foundation, Inc., of New York and Chicago.

—From Wisconsin Architect



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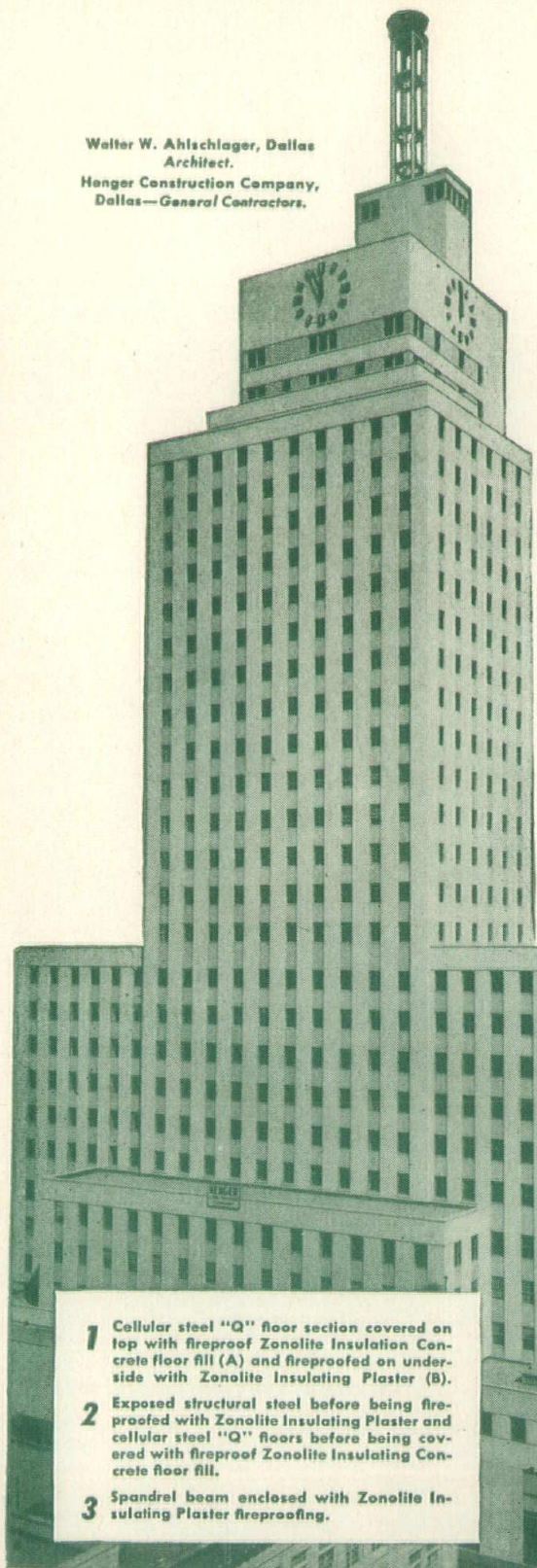
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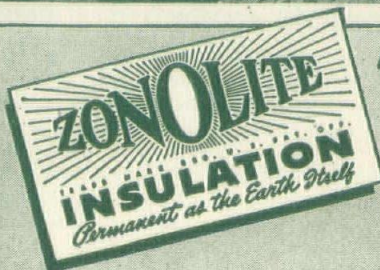
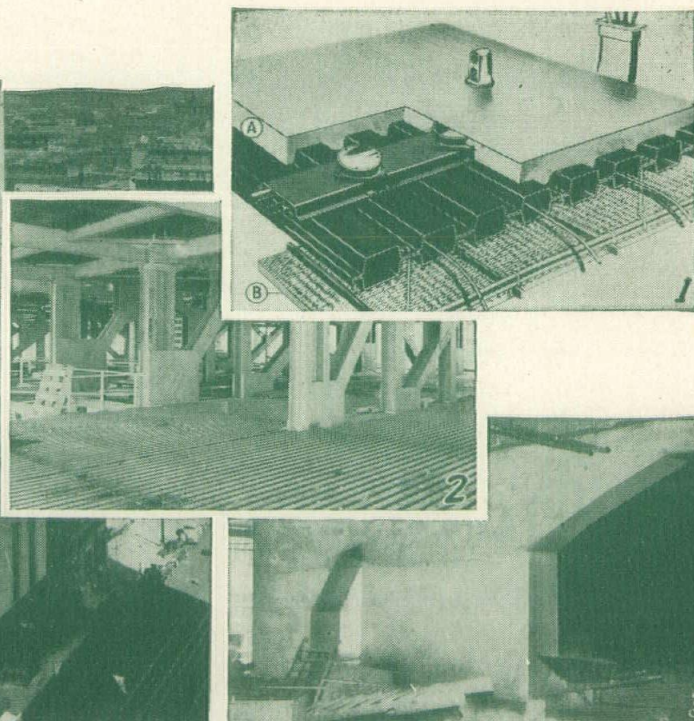
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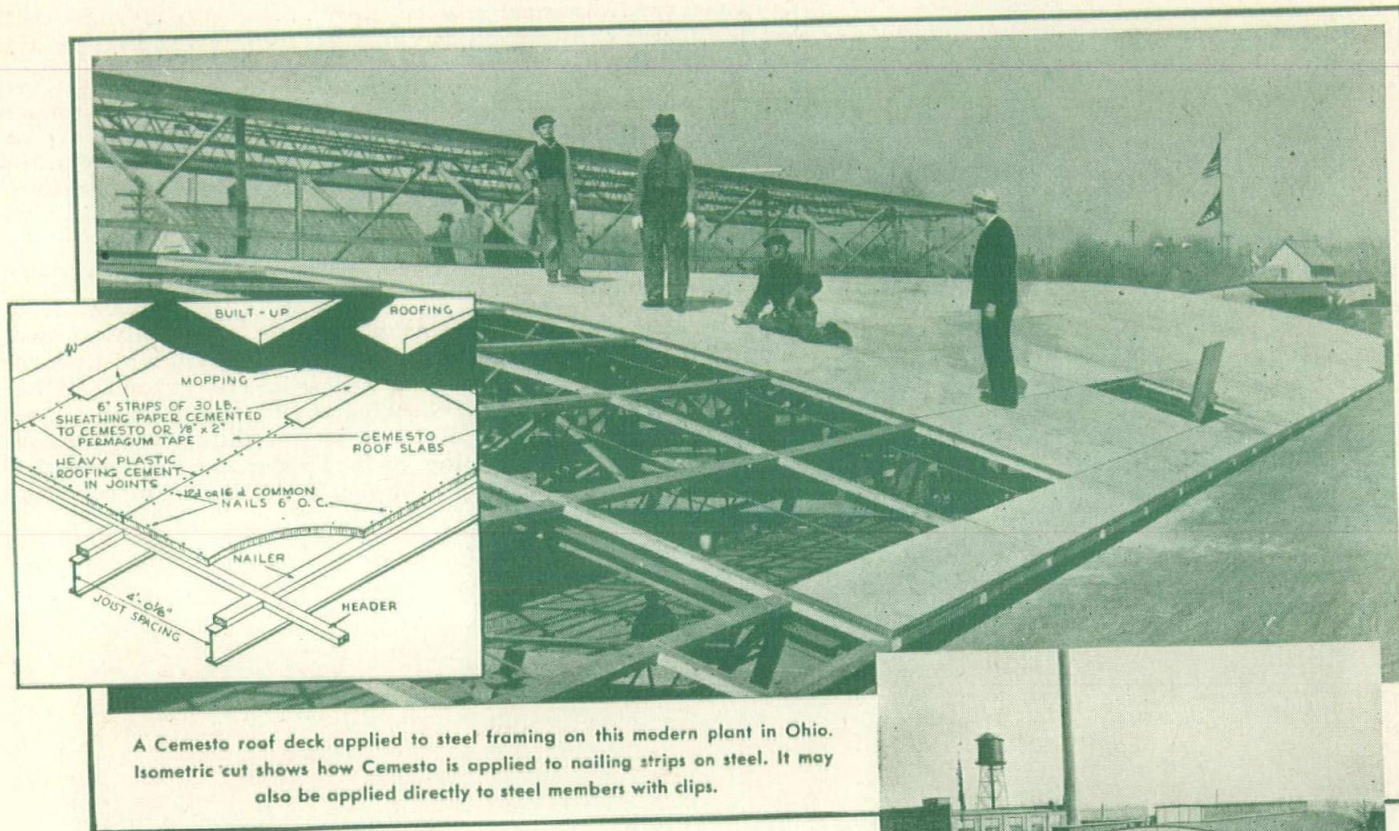
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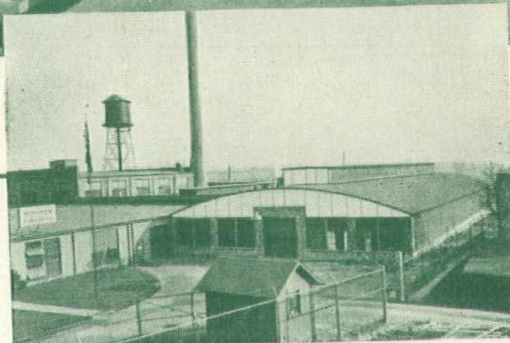
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When roof deck is exposed as a ceiling, the light grey Cemesto surface furnishes good light reflecting value... plus a pleasing and durable finish that requires no painting.

5. Excellent insulating value!

Conductivity of the Celotex core in Cemesto has been established at 0.33 B.t.u. per hour per square foot per degree F. per inch of thickness. Over-all heat transfer coefficient of Cemesto decks—including built-up roofing, underside exposed—is 0.18 for the 1-9/16" thickness... 0.14 for the 2" thickness. Thus heat loss through the roof is reduced respectively from 40% to 56% over 2" wood sheathing. What's more, Cemesto is fire-and-moisture-resistant!



The completed plant and roof deck—incorporating 18,112 square feet of Cemesto.

**At Your Service—
Celotex Service Engineers!**

Without obligation, one of these specialists will meet with you, review designs you are developing, and suggest efficient and economical methods of installing Cemesto Insulating Roof Decks. Address: *The Celotex Corporation, Dept. NW-745, Chicago 3, Illinois.*

Quick Facts for Architects about Cemesto

Cemesto is a multiple-function building material with a core of Celotex cane fibre insulation, sheathed on both sides with an eighth-inch layer of asbestos cement bonded to the core with waterproof, vapor-proof, bituminous asphalt adhesive. Both faces are smooth and hard, warm grey in color. The patented Ferox process protects the core against damage by dry rot, fungus growth and termite attack. Cemesto comes in 4' wide panels, 4', 6', 8', 10' or 12' long, and in thicknesses of 1-1/8", 1-9/16" and 2". It is also used as an exposed exterior wall material or for interior partitions.

CELOTEX

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BUILDING PRODUCTS