NORTHWEST

ARCHITECT

Volume XX • Number Five

September-October, 1956



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NUMBER 5 1956

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On the following pages are pictured a few projects in each field, some of which are completed, others of which are in the construction or planning stage.





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Among the Awards of Merit given during the 1956 convention of the American Institute of Architects was one to Ralph E. Rapson, head of the School of Architecture at the University of Minnesota. We are pleased to present this award material here, with Mr. Rapson's comments.

Boulogne and Neuilly Apartments Win AIA Award

PROJECT—UNITED STATES EMBASSY STAFF APARTMENTS

located at

Nos. 3-7 Rue de la Ferme, Neuilly, Paris, France, and Nos. 21-27 Quai du Quatre Septembre, Boulogne, Paris, France

ARCHITECTS

Ralph Rapson, Minneapolis John Van der Meulen, Chicago

OWNER

United States Government Department of State through Foreign Buildings Operations Lee King, Architect, Director Allan Jacobs, Architect, Regional Director, Paris.



This photograph of the Neuilly site shows location and character of the neighboring buildings.

Descriptive Data

Project was completed in the Spring of 1954.

Program was to provide approximately 100 medium income bracket dwelling units for American Foreign Service personnel working in or in vicinity of Paris. Apartments were to be divided equally between twoand three-bedroom types, with some smaller studio apartments and servants' quarters.

Design Philosophy

Basic in the design philosophy for these housing units was the architects' belief that the scale and atmosphere should do everything possible to break down the usual "inbred American foreign compound" character that generally surrounds American developments of this type. Also basic in the design approach was the attempt, wherever feasible, to use local structural methods and materials in keeping with regional building customs.



The Boulogne apartments, view showing area, trees and features of the structures.

Site Characteristics

These two broad considerations were augmented by a careful selection of two sites in the same general region of Paris. Both sites are admirably located in relation to Paris's beautiful Bois de Boulogne, to public transportation, to schools, churches and shopping. The Neuilly site is in a neighborhood of modest-sized apartment structures with construction height limited to 14 meters (approximately 46 feet) and with no building larger than 30 meters in any one dimension. By carving out sections of the land, lowering the ground floor by 1.5 meters, the architects were able to achieve four floors of apartments above. The Boulogne site, beautifully located on the River Seine with many handsome trees (most of which were preserved) is in a neighborhood of essentially individual family villas. Here building height was limited to 11.5 meters (37'9'') with the same restrictive over-all building length of 30 meters. This site has the one disadvantage that the Seine occasionally overflows its banks and a heavy fog often lies along the ground. Soil conditions necessitated the use of concrete piles.

Design Solution

The design solution resulted in five individual structures with the apartments placed on the upper levels, leaving the ground level to lobbies, services, servants' quarters and a number of studio apartments. By placing public circulation, stairs and elevators in the center of the square forms, with interior apartment circulation, storage, bath, etc., in the next concentric ring, the entire perimeter of the unit is left free for the living spaces. The plan also results in all apartments' having two out-



Neuilly under construction, showing the methods and materials used in the fabrication of the buildings.



Plot plan of the apartments at Boulogne.

side faces, giving a variety of orientation and cross ventilation. Each apartment is provided with a large balcony for outdoor living, and by "flopping" the plans over on alternate floors, interest and variety is achieved in a checkerboard pattern of openings and solids. The central public circulation space on each floor is open through to the roof for natural down light and ventilation.

Technical Data

Structural System

Reinforced concrete structural frame—Metal and wood forms employed for columns and formed metal pans for the floor system. Since reinforced concrete is the characteristic building system in France and because of the relatively high cost of steel, this became a logical choice. Cast-in-place concrete piles were necessary on Boulogne site because of soil conditions on the banks of the River Seine.

Materials

Exterior walls, ground floors—dark gun-metal grey brick from northern France.

Exterior walls, upper floors—hollow cavity system employing multi-celled ceramic blocks; metal bonding bars.

Interior walls—common apartment walls same as above with other walls single block.

Exterior wall finish—artificial stone over two-coat plaster base applied directly on block; pure white marble chips, with mortar sprayed out slightly on surface, giving a sparkling exterior expression; small grey (Continued on Page 61)



Typical floor plan of the apartment buildings, showing details.



Charm of an apartment's balcony is shown at right, well furnished.

The living room shown at left demonstrates the opento-balcony and other features.



This Architect's <u>Concrete</u> Roof Deck Went On In A Few Hours ... At <u>ZERO</u> Degrees/

A concrete roof deck placed quickly in mid-winter and no moisture problems? Yes, it's not only possible but easy and at low cost, too, with ZONATILE!

This supermarket roof in Mankato, Minnesota, went on in January at zero degrees in one day and a half with a five man crew. The ZONATILE roof of the building, designed by architects, Wick & Stansfield, Mankato, was ready for built-up roofing immediately after placement of the tile and grouting of the joints.



The tile are elevated directly from trailer to roof by means of a powered conveyor as fast as the men can receive them.



The lightweight (50 lb.) tile, easily handled by one man, is laid directly on the bar joists spaced 36" O.C. forming safe walking surface for workmen.



Roof is closed/in rapidly by small crew butting tile against tile in tight, uniform rows across the entire deck.

For Full Details—Call or Write



and labor.

To provide positive anchorage, quarter-inch pencil rods are supported in V joint⁶ formed by beveled ends of the tile. Large wire "hairpins" are placed around rod and through top flange on joists and crimped around flange.



short span CONCRETE ROOF TILE

ZONATILE SHORT SPAN CONCRETE ROOF TILE forms the deck and provides adequate insulation in one material—one operation. The lightweight, reinforced vermiculite concrete tile cannot rot or decompose and is completely incombustible. It is easily cut to any necessary odd shape. Cost of Zonatile deck is low because of fast erection, using minimum equipment

Joints are filled with a quick setting, pre-mixed grout, troweled smooth to provide level surface for roofing. Built-up roof can be applied immediately.

WESTERN MINERAL PRODUCTS COMPANY ZONATILE DIVISION · STERLING 9-8845 General Offices: 1720 Madison Street N.E. · Minneapolis 13, Minnesota

NORTHWEST

36
You Been Called?



Solicitations Becoming Major Problem in Conducting Architectural Business

Solicitations for contributions are becoming more and more of a problem to architectural offices and many architects wonder how they can find out where "to give but give wisely" and be protected against chiselers who have found charity a lucrative—and private—business.

Seeking the answers, James Fenelon, new executive secretary of the Minnesota Society of Architects, contacted the Better Business Bureau in Minneapolis. The information he received is not restricted to Minneapolis but is applicable in any community where there is a chamber of commerce or a better business bureau set up independently of the chamber. Most bureaus are a function within the chamber, however.

"This bureau maintains, as a service to business, background information for those solicited in the name of charity and who wish to give wisely," Ben Pharis, Jr., of the chamber, wrote Mr. Fenelon. "This information is available to anyone.

"Further, this bureau makes available from time to time films on the subject." A current film is "Boiler Room Operations," scheduled for showing from October 15 to 22. It may be that AIA chapters are interested in this and other films of similar kind when they are made available and Mr. Fenelon reported he will make arrangements for showings if those interested will contact him at the society's office.

Growth and maintenance of information on solicitations within the bureau's files depends on obtaining information from those with experience at the hands of the soliciting groups. Any architects who have "been bitten" by unscrupulous solicitors should give their information to their local bureaus, in writing, so the facts can be made available to others.

The Minneapolis bureau sent a story which appeared in the chamber's publication which is very pertinent and which we reprint here for the guidance of our readers.

If It's an Appeal . . . Make Sure It's Real

Everyone, nearly, has a soft spot in his heart for the down-and-outer, or is willing to open his purse for a legitimate charity or a worthwhile cause. But often the flood of appeals becomes overwhelming—few people have the time or background to assess the worthiness of these calls.

"Sometimes I think I'm on every sucker list," wailed



Outdoor Installation Provides Dry Steam at 20° Below

Winter, summer, rain or snow this BROS "S" type boiler is providing dry process steam "around the clock" for Northwestern Refining Company, St. Paul Park, Minnesota, refiners of high octane gasolines and other top quality petroleum products.

Outdoor Installation

Built completely within an insulated steel case, the boiler is installed outdoors, and maintains the load as easily at 20° below zero as it does at 100° above. It provides dry steam for heating buildings, oil tanks, tank cars, etc. With a capacity of 30,000 lbs. of steam per hour and 50° superheat, the flexible steam requirements for a refinery are easily accommodated.

Designed for Expansion

The boiler is designed for a pressure of 250 psig; at present it supplies the refinery's steam requirements for process and heating, at 125 psig. It is installed on a special steel base so that if the needs of the refinery change, the boiler can be moved in one piece to any desired location.

Gas-Oil Combination

The boiler is fired by 4 combination gas-oil burners. It operates with natural draft using a 150 ft. stack. It is currently being fired with fuel gas from Northwestern's catalytic cracking unit.

BROS Boilers Meet the Need

BROS "S" type boilers provide high efficiency, low maintenance costs, minimum space requirements and simplified installation. Capacities range from 10,800 to 50,000 lbs. per hr. with design pressures up to 600 psi.

Write today for your free copy of the new "S" type boiler brochure. It contains complete specifications and drawings.



Designers and Manufacturers of Watertube Boilers, 2-3-4 Drum and Packaged Designs, Auxiliary Equipment, and a full line of Industrial Stokers.

one businessman. "What shall I do with these unordered ballpoint pens sent to me with a charity appeal? What about the poor New York kids that somebody wants to help send to camp? What about the 'Veterans Appeal' for entertainment funds for V. A. hospitals?"

The problem is a very real one. More often than not businessmen prove themselves the "suckers" by giving in to such persistent appeals. And unfortunately, charity gets only a fraction of the thousands of dollars turned over to promoters of some appeals—only enough to avoid legal complications.

Only recently a high pressure telephone solicitation in Minneapolis to sell tickets for a talent show and advertising space in a souvenir program enabled a con man and two of his "lieutenants" to raise nearly \$900 in just four days!

The three men, operating under the name of the "Combat Order of Purple Heart, Inc.," raised the money, they said, for an institution for mentally retarded children. When Minneapolis police suggested they come in for questioning, they departed town under forced draft.

Appeals take many forms—some ridiculous, some credible. One solicitor in Minneapolis—who became a guest of police—explained he sought funds for his time spent in Washington lobbying for his peace and prosperity plans to give a pension to everyone in the world over 21 years of age.

Or take the case of "Bishop" L. A. Ingram of the Pentecostal Baptist Church. Until recently he was soliciting funds for baptismal facilities in his combination residence, church and old people's home. But don't search religious directories for Mr. Ingram's church; he and several associates started it several years ago and—very significantly—Mr. Ingram appointed himself Senior Bishop!

On the national scene, such solicitation shenanigans result in the public's being taken to the tune of millions of dollars each year. Take the National Association of Veterans Employment Councils, which recently mailed cheap pens to homes in Minneapolis and many other cities. It incurred expenses and fees of nearly \$900,000 to the promoters before there was anything for the veterans, according to a report of an investigation by New York authorities.

Another new appeal launched by promoters—this one to help blind persons—took in \$57,000 in donations on the first solicitation, of which \$40,675 was spent for solicitation costs.

What to do? For one thing, says the Minneapolis Better Business Bureau, don't give just to get rid of the solicitor—that's why the professional racketeers are able to thrive. Failure to investigate new appeals—or "appealers"—explains why so many borderline solicitations get by.

To help you in your evaluation of such appeals, the BBB provides a solicitation service. This service includes files on soliciting organizations and on promoters as well as the "causes" with which they are identified. In addition, the BBB investigates solicitations, especially new ones or those that appear questionable.

ARCHITECT

Here's a Checklist

Finally, the BBB offers this four-point program to check phony appeals and to make sure your money goes entirely for a worthwhile purpose:

1. There is no requirement to return—or to remit for—merchandise sent unordered unless you use it. When such mailings become unprofitable, the promoter ceases his unscrupulous efforts.

2. If you can't say no to strangers who solicit by telephone, tell them to *put it into writing*, and mail it to you. Most of them won't take the chance.

3. WHEN IN DOUBT, FIND OUT. Check the solicitor's story by getting the facts. Call the BBB, the Community Chest for a public official who might have the desired information.

4. Budget your giving. Choose the charities you wish to assist and give them everything you can afford.

FULBRIGHT AWARDS—LAST CHANCE

Young American architects have a chance to study abroad during 1957-58 under the U. S. Government international educational exchange program. Candidates in the field of architecture can enter the general competition for Fulbright awards which opened May 1. Closing date is November 1, 1956. Requests for application forms must be postmarked by October 25. Completed forms must be submitted by November 1. Application blanks and a brochure describing the Fulbright program are available at the Institute of International Education, 1 East 67th Street, New York City.

CLAY INSTITUTE LEADER HAILS FTC RULING ON "BRICK"

The Federal Trade Commission's new Trade Practice Rules for the brick and structural clay tile industry was called an important decision for the American public by Douglas Whitlock, chairman of the board of the Structural Clay Products Institute.

The revised Trade Practice Rules took effect on July 5, 1956, and are designed to clarify the terms "brick" and "structural tile." Under the new rules the only product which can be sold or advertised as brick or structural tile must be (1) made primarily of clay or shale or a mixture of the two and (2) must be "fused together as a result of the application of heat" or, as the industry expresses it, hard-burned in a kiln. If a product is manufactured which does not meet this requirement, it must be designated by the name of the material used. For example, "plaster brick," "coral brick," "concrete structural tile," etc.

Mr. Whitlock said that the new Trade Practice Rules clear up any misconceptions the public may have had regarding the building material used in their homes, schools, churches and commercial buildings.

"When a citizen reads or hears that the home he is going to buy is built of brick or structural tile, he can be assured that the material is the same reliable hardburned clay product with which man has been building through the centuries," he indicated.



It's almost impossible to find an architectural design that DELANO GRANITE won't fit !



Delano granites can be cut to fit any architectural design including many previously prohibitive treatments of columns, corners, reveals and returns. Facings from $\frac{7}{8}$ " to more than 4" thicknesses available in almost any specified length or width. Your choice of 16 colorful granites. See our catalogue in SWEET'S.





Disruption, Long Chaos Seen in Proposed **Twin Cities Freeway**

By George H. Herrold

The following thought-provoking discussion followed publication in the pages of NORTHWEST ARCHITECT of the Twin Cities proposed freeway maps and we print it as Mr. Herrold wrote it, without comment other than that it contains views worth reading and pondering, not necessarily in relation to the present problem but in relation to future work here and elsewhere. The Twin Cities freeway already has been modified in some respects and we cannot report changes in detail on our bi-monthly schedule. We welcome expressions of opinions such as Mr. Herrold's and hope others will let us have their ideas on this growing traffic problem for publication.

Mr. Herrold is a member of the American Society of Civil Engineers, an honorary life member of the American Society of Planning Officials and the recipient of a citation for his work in the field of city planning, a member of the technical organization, the American Institute of Planners. He was a long time member of the Institute of Traffic Engineers and for 33 years director of city planning for the City Planning Board of St. Paul, retiring early in 1953.

Passage of the Interstate Highway Bill by Congress and its signing by the president alerts us to the fact that St. Paul and Minneapolis must give some thought to the location of these limited access, military highways through the cities if through the cities they must go.

These freeways are a part of the national system of

41,000 miles of interstate highways. They differ from other highways in that abutting property will have no access to them and entrance and exits will be determined by the highway department. Where they cross other highways, the grade will be separated and where they cross streets, the streets will be closed, dead-ended and made cul de sacs; and the freeway itself will be depressed below the street level and pedestrians and vehicles cannot cross.

At certain points, depending on the volume of traffic wanting to cross this freeway, there will be bridges over it; and at entranceways or exits there will be a widening of the right-of-way with graduated accelerating and decelerating lanes or clover-leaf or braided highways to facilitate leaving or entering the main route or interchange. The design standards are such that this highway will be capable of handling safely and efficiently the enormous volumes of traffic anticipated by 1975, of every type and character of vehicle and at great speed.

This interstate road system was conceived during World War II and undoubtedly had its inception in the efficiency of the Autobahns of Germany in moving troops and military equipment from one frontier to another in a short interval of time. These freeways are to be military roads and the United States government will pay 90 per cent of the cost.

The question naturally arises as to why such a highway should run through these two cities. The Autobahns (Continued on Page 47)

How to build a building



with walls that...MOVE!



That's how a Crown Iron Works engineer might begin when he describes to a layman how his firm licked a tough design problem on American Hardware Mutual's new building.

The cereal box represents the thin, hollow, stainless-steel vertical ribs that support the glass wall. But Minnesota's extreme temperature variations (-34 to +108) would make these panels expand and contract so much they'd be tough to hold weather tight. Crown engineers couldn't do anything about the temperature, so they applied some old-fashioned ingenuity.

Working with architects Thorshov and Cerny, they devised a special elastic mounting for the panels. Result: when the walls contract or expand, the built-in spring action—just like rubber—absorbs the movement. This makes possible a permanent, continuous wall, as close to leak-proof as building engineers have yet designed.

Like to hear more about solving unusual construction problems? Give the men at Crown a call.



1229 Tyler Street N.E., Minneapolis 13, Minnesota, STERLING 9-3556



THE MINDS AND METALS TO SOLVE YOUR PROBLEMS





Besides building the outer walls, Crown Iron Works handled all the stainless steel interior work. Every inside and outside railing, window structure and wall panel was an engineering problem in itself—solved to suit the needs of the building.

American Hardware Mutual Insurance Co. is the ninth consecutive insurance building in this area Crown Iron Works has helped build. Among the others are Prudential (shown above), North American, Lutheran Brotherhood.

the Northwest Builds with



COAST TO COAST STORES—Warehouse, St. Louis Park, Minn.—Architect: A. Epstein & Sons, Inc.— Contractor: D'Arcy Leck Construction Co.— Erector: American Bridge Co., Structural, Reinforcing and Joists.





STANDARD OIL CO. (Indiana)—Office Building, Golden Valley, Minn.—Contractor: Naugle-Lect, Inc. —Erector: Holman Erection Co., Reinforcing Steel





STATE FARM INSURANCE CO.—Roseville, Minn.— Architect: Ellerbe & Co.—Contractor: E. M. Ganley Co., Inc.—Erector: Midwest Erectors, Inc., Structural and Joists.





of Germany did not run through cities. They skirted them and ran through outlying areas, avoiding destruction of buildings, costly right-of-way and the hazards and obstructions that would be encountered in-built-up areas. Here in St. Paul and Minneapolis it is believed by some, especially highway engineers, that these super routes will be used by "home to work" travel and relieve other routes. On the other hand there are many who believe that before 1975 the increased truck and transport travel and roving traffic (people just riding around) will monopolize these routes. We do know that their construction and use will bring about many legal entanglements and disturbances to gracious living. After all, a city is for people. Their standards and values and way of life should be a first consideration. They have a right to be let alone.

In St. Paul, west of the Capitol Plaza and between University Avenue and Summit Avenue, there are more than sixty institutions that have been built with tax money or private contributions by the people living in the area. They also pay taxes or give financial aid for their maintenance and operation annually. I refer to hospitals, orphanages, academies, churches, public, parochial and private schools, colleges, university, homes for the aged, childrens' homes, guild halls, playgrounds, homes for girls, boys clubs, athletic fields, parks, branch libraries, community centers, recreation centers, etc., etc. This limited access, depressed highway will divide this district into two parts and alienate one from the other. Many will find that the institutions which they support are on one side of the highway while they live on the other. These people may be entitled to severance damages but that is poor compensation at best.

There will be bridges over the highway at certain intervals but at times these bridges will be carrying a heavy traffic concentration as they must carry the traffic of all the cross streets that have been closed. There will be congestion created by this condition, especially in the morning and evening. Children who must cross to their schools in the morning must be taken there by parents, taxi or bus.

Similar conditions, as above, created by these limited access highways will be found in both cities.

We have a great trucking terminal in the Midway District serving both cities. It is the third largest trucking terminal in the United States, according to a recent feature article in the *St. Paul Pioneer Press.* Over-theroad trucks and transfer trucks going to this terminal will be the largest users of these depressed highways by 1975. We have the gasoline tank farms on County Road C north of the cities. Their transport tanks will use the intra-city routes freely. It is mixing things up to route all types of traffic—home to work, travel, roving traffic, inter-city deliveries, commercial transfers, moving vans, contractors equipment, military equipment, troops and sightseers—over these routes through the residential district of these two cities.

If the interstate highway skirted the cities, say on trunk highways 36 or 100, the Midway trucking terminal and the gasoline storage center at County Road C would be connected with it direct and these over-theroad transports need not go through the cities. I know someone will point out that the United States will pay 90 per cent of the costs of these routes through the cities but remember—the only source of U. S. funds is what they collect from us in taxes.

If these limited access routes must be run through the cities as a military necessity, then they should, as far as possible, follow railroad rights-of-way. The railroads were here first. Their 22 lines determined the pattern of the cities. The cities have been built up to conform to this pattern. The railroad lines have divided the cities into islands. Why subdivide these islands into smaller ones by these depressed highways with all the disturbances that necessarily follow?

If these highways followed railroad rights-of-way or the poorly developed fringe area along these rightsof-way, fitting into any railroad extension plans, they would disturb only the owners of the property required for the highway.

As to the pretzel-type interchange design in front of the new Capitol Plaza and Veterans' Service Building a device to hurry people through the city, weaving its way between the St. Joseph Hospital, Miller Hospital and the Hillcrest Hospital. This is a mistake. It will prove to be no better than a railroad yard with electric diesels and box cars. It is realized now that this location was not selected by engineers but they have accepted it and are responsible. They should now, in the interest of good public relations, abandon it. We need these lands for a new Ancker Hospital and other buildings. If I may be allowed one line of levity, I am reminded of the Yankee who years ago tried to sell Queen Victoria a patented folding bed and throne.

As to the time it will take to construct this highway through the cities, they say 13 years. I would not gamble on less than 20 years. It would not be possible to acquire the rights-of-way, remove the buildings, lower the utilities under these depressed highways (sewers, water mains, gas mains, wire conduits, etc.) and overcome the legal obstruction in any short period of time. This long period of construction with its attendant chaos and disorder will lengthen and lengthen. Just check on some recent projects and the time it took to complete them—the Cedar-Franklin grade separation in Minneapolis or the rebuilding of Fourth Street in St. Paul. Then there is the maintenance of these depressed highways in a northern climate, snow removal, icing of pavement and its control and hard rains.

SUMMARY

These limited access military roads should not run through these two cities. They will not help congestion in the business centers in the least and they will muss up residential districts. If the United States Government insists they go through these two cities, then they should follow railroad rights-of-way as far as possible where the city's street pattern is already broken.

These limited access military roads should not be built in the locations shown but instead these routes should be surface roads with dual roadways and strips between. They are as a rule good locations for serving the people of the cities and of their trading area . . . just good, sensible roads through the cities. The government, under the plan proposed, would help finance them as so-called secondary roads in the Highway Bill.



Office Building



for an Advertising Agency

Undergraduate Thesis Submitted to the School of Architecture, University of Minnesota, by David L. Paulson.

PREMISE

The premise:

"As to the appearance of an agency office, the best rule is to seek for a professional atmosphere that 'looks like business.'"

> F. Allen Burt, M. Ed. Associate Professor of Advertising Boston University Account Executive Albert Frank-Guenther Law, Inc. Formerly Vice President in Charge of Research Wells Advertising Agency, Inc.

INTRODUCTION

"For one hundred years advertising agencies have been the core of the advertising business. This has been due not so much to the volume of business handled by them as to the fact that they have prepared and placed most of the national advertising. Because of its technical superiority in most cases, national advertising has seemed to be more important than local advertising. This impression is false, since, in volume, advertising of retail stores exceeds that of manufacturers. Yet the impression persists because so often advertising agencies have taken the lead in originating new techniques. In the popular mind the agency is the center of all



FAIRVIEW JUNIOR HIGH SCHOOL, St. Paul, Minnesota MAGNEY, TUSLER AND SETTER, Architects MADSEN CONSTRUCTION CO., Builder PETERSON & HEDE CO., Steel Studs, Lathing & Plastering

Design Unlimited . . . with Lath and Plaster

Whether it's a business building, school or institution there is a lathing and plastering system adaptable to provide everlastingly strong, fireproof walls and partitions, and peerless ceilings of eye and ear appealing softness with machine applied acoustic plaster for sound control assuring the owner or community of a safe and sound investment.

There's a lathing and plastering system for every design.









SPECIAL SIZE SHELVING at the price of standard

When your plans require steel shelving of a special size to fit a specific use, call Neubauer. No extra charge is made for sizes in odd or fractional measurements. Tell us what you need and we'll furnish a custom built shelving job to your specifications at the price of standard.

Call us at Sterling 9-5841 or write for Shelving Catalog.







Our time-tested products are on display at both easily accessible offices. Drop in and look over the flexible Artstone products, suitable for so many building purposes, and manufactured close to your building site.

If you are now planning a job, write us for information. Among successful uses of Artstone which can be shown are Facings, Trims, Spandrels, Coping, Sills, Stools, Tracery, Lawn Furniture, and many others.

American Artstone Company

MAIN OFFICE & FACTORY New Ulm, Minnesota TWIN CITIES OFFICE 5 East 22nd St., Minneapolis

provides economy (only \$11.41 per sq. ft. including concrete pile foundations) and beauty (128,000 sq. ft. of "SMOOTH CEILINGS" used) in two TULANE UNIVER-SITY DORMITORIES

The "Smooth Ceilings" System makes possible a functional design in keeping with modern living. These two dormitories have three identical upper floor bays, providing ample outdoor space for the students. Doors and windows can also remain open during a rain.

"Smooth Ceiling" flat slab construction gives the bays extra reinforcement without impairing this functional design. And "Smooth Ceiling" costs are as much as \$94,000 less than lift slab construction.

"Smooth Ceilings" are used in schools, hospitals, municipal buildings and many other types of construction.

Associated Architects: Freret & Wolf; Andry and Feitel; Ricciuti, Stoffle & Associates

Design Consultants: Buford L. Pickens, John W. Lawrence, George A. Saunders & John Rock, Tulane School of Architecture

General Contractor: Farnsworth & Chambers Co., Inc. For complete information write:

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



Northwest

advertising activity. Yet, with all its prestige, the agency business is only now developing into a profession."

-F. Allen Burt, American Advertising Agencies

This thesis is based upon the requirements of a medium-sized advertising agency which exists in Minneapolis. The principals and the staff are young people with progressive ideas. The firm is growing and there is no desire to limit the size of the agency.

For three years the firm has functioned in rented space near Lake Street. Previous to that location it occupied office space in the downtown area. Members have discovered no liabilities to "decentralization." They feel that their accessibility to clients has improved because of reduced traffic and parking congestion in their present location as compared to the downtown area. The services of reproduction and printing which are used by the agency have downtown location but three years' experience has shown that the service is now better than when they were dependent upon foot messengers.

This company's organization functions entirely as a profession—"not the phony fast-buck zone of huckster fiction, but a thoughtfully creative and businesslike world." It has an "underlying principle which makes it unlike any advertising firm in the Midwest. This principle holds that the planning of an advertising program should encompass, without bias, all vehicles of promotion—media purchase, publicity, direct mail, packaging, booth display, etc.—rather than pivot chiefly on the use of advertising space and time. With a financial structure scaled to this theory," it is "freed

*Unless otherwise acknowledged, all quotes are from "An Anatomy of Kerker-Peterson and Associates." from the common curse of oversalesmanship in the latter direction."

"The firm has another somewhat unorthodox practice, that of providing departmental services piecemeal to small clients, agencies seeking special artwork and to very large clients with agencies who do not execute certain types of promotion." In the majority of cases this firm acts in a full service capacity for the advertiser.

To best perform its function as a professional service, this agency will welcome the time when it can build its own plant, incorporating space for specialized requirements which are not easily accommodated in rented office space. It is desired that the firm be accommodated in a building that would provide an informal and pleasant environment in which creative people can best work efficiently and effectively. It is further desired that the building should be attractive to clientele and should reflect the progressive philosophy which characterizes the firm.

The firm finds it preferable to be located with adjacent businesses of a professional nature rather than with retail shops.

ORGANIZATION AND FUNCTION OF THE OFFICE

MANAGEMENT

The management "stresses those elements of advertising that are creative—art, copy and design—and it is drawn naturally to the promotional techniques that are new and promising. Equally important is thought to be the role of advertising, itself, in ways of selling and doing. These can all be created, then stimulated, by imaginative application of advertising techniques."

"This open-minded, inquisitive attitude of management is reflected throughout the firm in many ways-



The Elevations



WOODWORK



Quality

Workmanship

From Established Craftsmen

NORTHWESTERN SASH & DOOR CO.

Fergus Falls, Minnesota



Plans of first and second floors

in the complete freedom given creative personnel with each job, in willingness to spend cash and creative payroll time on research, in encouragement given discussion and exchange and in high esteem put upon inventiveness."

There are two partners, one in charge of sales (the "outside man"), and one in charge of art (the "inside man"). An associate is in charge of copy and publicity. A general business manager works in an executive capacity in close association with the partner in charge of art. The head bookkeeper is also general office manager and purchases all general office supplies. A production manager purchases all printing and vendor supplies. The head artist purchases art materials. All purchasing is co-ordinated through the head bookkeeper.

SALES

"Each (salesman) is responsible for planning and co-ordinating the services rendered his accounts and the general welfare of his client's advertising program. The salesman does not write copy, make layouts, select media or publicize his client. These are things done by personnel who are expert in specific advertising methods."

There are four salesmen who cover the area surrounding Minneapolis, incorporating presently only Minnesota, northern Iowa and western Wisconsin. They work only from the main office since the radius of territory does not cover extreme distances.

PLANNING

"In the beginning, every job is a conference. Planning a 12-months' national campaign for his client, a

ARCHITECT

. . . salesman may 'subpoena' as many as 15 or 20 creative personnel to bounce ideas around. Producing a one-color catalog sheet may involve no more than an artist-copywriter team in the conference stages. The importance of this is that work is planned before commencement. A job is probed from the standpoints of effectiveness, production economy and its relationship to other advertising in progress for the client."

On many jobs there is a tendency to form unconsciously a team group consisting of the salesman, artist, copywriter, publicity man and media man as the job progresses.

PRODUCTION

"The production board used to track jobs through ... has holes for 1900 golf tees, each of which symbolizes one project in a particular stage of development. Referring to this master plotter, the production manager co-ordinates purchase and delivery of countless items appropriate to the execution of these jobs—photostats, type, cuts, electros, mats, printing runs, glossy pix, archive art, paper stock ... proofs, binders, covers, imprints ... match books!"

There are presently three men required to handle production for the firm.

MEDIA AND RESEARCH

"The proper selection and grouping of advertising media to accomplish a sales objective is a nearly exact science . . . IBM, slide rule and computer techniques influence most decisions. Analysis of annual sales figures in terms of market classification, geographical origin and seasonal fluctuation is one of the commonest



One of the many models available in Garden City-The Largest Potential Building Project in the Upper Midwest

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INTERIOR SALT GLAZED TILE . . . Maximum quality at minimum cost. Provides extra beauty, extra durability, and extra insulation, at no extra cost. Colorful, easy-to-clean walls of buffs, tans and browns.

SMOOTH RED FACE TILE . . . Very popular 8 x $5l_3$ x 12 size for interior walls. Colorful, smooth face. The brick for economy and beauty-minded people.

FINE FACE BRICK . . . For color, texture, strength and uniformity you can't match this full line of fine face brick. Wide range of colors and textures add charm to every interior.

Whatever your need in the finest clay products we can serve you. Our engineers are always ready to serve you.

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 554 BUILDERS EXCHANGE BLDG.

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 THE OTTUMWA BRICK AND TILE COMPANY OSKALOOSA, IOWA

 THE OSKALOOSA CLAY PRODUCTS COMPANY OSKALOOSA, IOWA

 THE REDFIELD BRICK AND TILE COMPANY OSKALOOSA, IOWA

 THE JOHNSTON CLAY WORKS, INC. Fort DODGE, IOWA

NORTHWEST

research projects undertaken by this department, usually prior to recommending an annual media schedule. Recording and interpreting client inquiries, installing and supervising inquiry follow-up systems, the media department provides sales data of extreme value both to the client and to creative departments."

There are three persons responsible for media.

PUBLICITY

"Very few promotion techniques will produce results as suddenly and spectacularly as publicity, yet require so relatively small an investment by the advertiser. Publicity occupies a major department that services company clientele for a monthly retainer fee. It is the only department within the firm to operate on this plan.

"Practical knowledge, creativeness and inherent salesmanship must of course be present (as with other departments) to make this group function. . . . The . . . news bureau regularly supplies client publicity material to 1,760 daily newspapers, 654 weeklies, 2,789 radio and television stations and more than 6,000 trade publications in scores of categories, plus various syndicates and press wire services."

There are four men assigned to the publicity department who work independently with little correlation with any department except the copy department.

COPY

"Many a sale closed in Los Angeles or St. Louis was cinched months earlier by a miles-away copywriter who knew his client's market and the science of sales copy. Which words sell, which ones repell—what keys do you punch on the typewriter to make a distant prospect pause, read, then act? The crack copywriter is a salesman, a psychologist and a dramatist . . . he also entrusted with the initial shape-up of ideas on all jobs involving the written or spoken word."

There are four copywriters presently in the firm.

ART

"After an idea has been crystallized into copy it passes to the layout department where, by dint of an artist's skill, it is made visible. To do this well requires not only imagination, experience and patience but a broad grasp of selling techniques and viewer's psychology, together with knowledge of the client's affairs.

"Working with lines, masses and empty white space, the layout man artfully directs the reader to the suggestion planted there earlier by the copywriter. Preparation of artwork for reproduction is an exacting business, demanding a thorough knowledge of the practical aspects of graphic art. In addition to pasteup and key line personnel, the finished art department . . . has specialists in lettering, type selection and retouching. Illustration—from black and white to . . . full color is executed by this department.

"A finished artist is the careful craftsman of the art industry, who casts in final form the creation of the copywriter and the layout man."

There are five layout artists, five finish artists and two illustrators. These men, as well as the copy men, require individual spaces in which they may work in their own manner without distraction, with space for pinning up and spreading out material for reference and inspiration.

TELEVISION AND RADIO

"To the people . . . who create in this medium, there is a witchery about television that none of the technicians can explain with light meters. . . . Consider



ARCHITECT



Northwest

these as writers, artists, photographers and very important people who adapt the foregoing talent to television's peculiar demands. . . . The function . . . (of the) television (and radio) department is to know all there is to know about these media and direct the creative departments in producing material."

There are currently three staff men responsible for this function.

PHOTOGRAPHY

The photography staff provides all original photographic material that may be desired for use by the art department. They would find it desirable to accommodate equipment for indoor work in a high-ceilinged "shooting room." In addition to this, two darkrooms would serve adequately the foreseen demands for this department, which is not presently accommodated. It would be highly desirable, on the basis of present demand, to have two persons permanently assigned to this segment of the staff.

SITE

The site is a vacant corner property 262 feet x 165 feet at the intersection of Franklin and Blaisdell Avenues in south Minneapolis. Franklin is an important crosstown avenue and LaSalle, a one-way south-bound street, terminates at the site and becomes Blaisdell. This gives a commanding emphasis to the site which is further enhanced by a slight rise in land level above the street. It is also in view of Nicollet Avenue traffic.

Automotive access to the property is easily gained from both Blaisdell Avenue and an alley which skirts the site at right angles to Franklin Avenue. Because of the character of the neighborhood and the existing growth of trees, the site has a naturally pleasant residential quality.

Although it is zoned for multiple family dwellings, I feel it is safe to assume it could be rezoned commercial since it is adjacent to many commercial firms which have developed along both Nicollet and Franklin avenues. I think the property is better suited to business than residential projects because of the traffic volume flowing past it.

Public transportation facilities are excellent, for the Nicollet-Hennepin bus line passes on Franklin Avenue and the Nicollet and Grand-Monroe bus lines are available within a block on Nicollet Avenue.

There is an established trend of business growth from the loop toward and into this particular location. The graphic reproduction services used by an advertising agency are within 12 blocks of the site.

SPACE REQUIREMENTS PARKING

Off street parking: Office staff—20 cars. Client and visitor parking—10 to 15 cars.

RECEPTION

A waiting space to accommodate 6-8 persons, with display space and receptionist's desk incorporating telephone switchboard—300 square feet.

ADMINISTRATION

Four private offices:

Sales and administrative head (partner)-200 square feet.

Executive art director (partner), requires drawing space—300 square feet.

Publicity and copy director (associate)-200 square feet.

General business manager-200 square feet.

Two conference rooms (should include TV and motion picture facilities):

Small conference room, 6-10 persons—150 square feet.

Large conference room, up to 30 persons—150 square feet (library facilities may be incorporated).

GENERAL OFFICE

Production and purchasing: Three desks in private cubicle and files.

rince desits in private edotere and i

Bookkeeping and accounting:

Private office for head bookkeeper-office manager. Two desks and machines.

Sales:

Three desks close to sales director's office.

One desk for art salesman near art department. Media:

There

Three desks and files.

Should be close to secretary, library and easily accessible to public area.

Publicity:

Four desks close to copy department. Space for files.

CREATIVE STAFF:

Illustrators: 2 cubicles-80 square feet each.

Layout artists: 5 cubicles-100 square feet each.

Finish artists: 5 cubicles-80 square feet each.

Each artist needs space for drawing board, taboret, two drawer legal-size file, shelves for work and bookshelves.

Copy: 4 cubicles-50 square feet each.

TV and Radio: 3 cubicles—50 square feet each. Desk, typewriter, two drawer legal-size file and bookshelves.

Photography:

One shooting room with minimum 16 ft. ceiling height—700 square feet.

Two darkrooms-100 square feet each.

Models' dressing space.

Library for use of entire creative staff.

PERSONNEL FACILITIES

Toilets-300 square feet.

Coffee room to accommodate 15 persons.

STORAGE

Fireproof vault for art file and line cut file—50 square feet.

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every type of masonry wall.

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- Dur-O-waL's performance has created its demand
- Dur-O-waL is nationally distributed; dealers everywhere



Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal Div., Frontier Mfg.

Co., Box 49, PHOENIX, ARIZ. Dur-O-wal, Inc., 165 Utah St., TOLEDO, OHIO

Storage cabinets for art and copy supplies near departments.

Storage space for photography equipment and props.

HEATING AND MAINTENANCE

500 square feet mechanical room.

200 square feet custodian room.

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INTERVIEWS:

Richard W. Kerker, Kerker-Peterson and Associates. Jay B. Peterson, Kerker-Peterson and Associates. Carl K. Hixon, Kerker-Peterson and Associates.

EUGENE FREERKS LEAVES ON FULBRIGHT SCHOLARSHIP

Recipient of a Fulbright Scholarship, Eugene L. Freerks of Minneapolis has left for the Technische Hochschule in Darmstadt, Germany, to study.

Mr. Freerks plans to study contemporary European architecture, primarily "das Hangende Dach" and its application to specific enclosure problems. He will travel in Europe for a year or more after completion of his work at the technical school, accompanied by his wife and children.

While in Minneapolis, the scholar was on the faculty of the University of Minnesota's School of Architecture and is a registered architect in Minnesota. He was with the firm of Hammel and Green, St. Paul architects, and is a 1952 graduate of the U. of M. He left in mid-September from New York aboard the MS Berlin.

BOULOGNE AND NEUILLY

(Continued from Page 34)

ceramic tiles from east France under some window walls.

Interior walls and ceilings—smooth sand finish painted plaster directly on block; some ceramic tile used in kitchens and baths.

Floors—dark off-black lino-tile throughout except for grey ceramic tiles in baths and exterior balcony floors. **Mechanical System**

Heating—radiant panel floor heating system throughout, employing hot water through wrought iron piping. This is one of the first installations of this type of heating in France. Heat piped from one common boiler room located in one of the structures on each site.

Ventilation-mechanical system of roof-mounted fans for ventilation of interior baths and kitchen exhausts.

Electrical—step-down transformer stations with H.T. connection to city distribution system and power transformer located in separate small structures for each site. Station on Neuilly site built below grade, Boulogne above grade because of high water table.

Elevators—tenant-operated elevators with machine room and penthouse as required. Cars answer landing calls in order as landings are reached, irrespective of sequence of pushing buttons.

DON GILMORE BECOMES PRESIDENT OF DELANO GRANITE

New president of Delano Granite Works, Delano, Minn., is Donald Gilmore, who succeeds his father to the post when Bert Gilmore became chairman of the board of the firm. Others named in the official realignment were Jack Holten, who became vice-president and sales manager, Charles King, secretary, and John Tukki, treasurer.

The company is one of the better known producers of the famed Minnesota granites which have been used extensively throughout this area and the country in construction of business and institutional buildings.

Book Footnote

DECIMA TRIENNALE di MILANO

This printed catalog of the works shown in the Milan exhibits wandered across this reviewer's desk a bit late, perhaps, but because the language of the architect is the drawing and the photograph and much that is shown in the catalog is valuable source material replete with inspiration it bears mention. If you can get a copy of this fat volume, thumb through it and find some ideas of what is being done in the Mediterranean areas. It will do you good.

Unusual solutions for big and small architectural problems, designs of everything from tableware to chairs and good reproduction of fine photography makes this book worth studying from time to time. If you can get your own copy—and we do not know where you might as the transmittal letter has been lost—so much the better. Probably particularly inspiring for the younger architect and student.

ARCHITECT



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Engraved Brass or Plastic Memorial or Donor Tablets and Engraved Panelboard Plates.

Plastic, Brass and Bronze Door and Desk Plates.

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Ackert, Asst. Supt.



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TWIN CITIES CARPENTERS & JOINERS DISTRICT COUNCIL



Chapter, Club and other news

NINE ASSOCIATES NAMED BY HAARSTICK, LUNDGREN

Nine members of the St. Paul firm of Haarstick, Lundgren and Associates, Inc., recently were named associates, according to an announcement by Louis R. Lundgren, president. Those appointed were O. Reuben Johnson, Frank Mikutowski, George E. Rafferty, Robert J. Snow and William F. Walsh, architects; Howard Kilby and Lars G. Ljungkull, engineers; and William E. McGuigan, treasurer.

This expansion is in keeping with the growth and increased service characteristic of the firm since its founding in 1949, Mr. Lundgren said. There are currently 62 members in the firm, including architectural, engineering, administrative and clerical personnel.

MYERS AND ENGEL NEW MINNESOTA FACULTY MEMBERS

John S. Myers and Heinrich Engel have been added to the staff of the University of Minnesota's School of Architecture. Mr. Myers, a consultant designer with Thorshov & Cerny, Minneapolis, is a native of Wakefield, Mich., while Mr. Engel was born in Bingen/ Rhein, Germany.

Mr. Myers' father was a mining engineer, which resulted in his early schooling being scattered as his parents moved from assignment to assignment. With undergraduate work at the University of Michigan, he received his B. of Arch., from Harvard in 1947. He won the Boston chapter's medal for "excellence in design." During the war he served as a combat pilot.

He has wide experience in the field of design, including some in Venezuela on design of an oil producing facility. He has been design critic at Cornell and spent



Mr. Myers



Mr. Engel

three years as assistant professor in Iowa State College's department of architecture.

Mr. Engel's father was a government architect and the younger Mr. Engel received his early education in several "gymnasiums" in his homeland. During World War II he was in the German navy and was injured. He later studied at Darmstadt Technical University, received his bachelor's and master's degrees there. He has had extensive study in Asian countries and during 1953-55 did research in Japan on the traditional Japanese dwelling. He studied and was a member of the staff of Kyoto University.





NORTHWEST

HAMMEL & GREEN ELECT

The St. Paul architectural firm of Hammel & Green, Inc., which has designed numerous buildings throughout Minnesota, elected officers recently at the first board of directors' meeting held under its recently acquired articles of incorporation.

Curtis Green, Minneapolis, was named its first president; Richard Hammel, St. Paul, treasurer, and Rolf Irgens, St. Paul, secretary. Newly-elected vice-presidents, all of Minneapolis, are Bruce Abrahamson, George F. Klein, Jr., and Hugh G. S. Peacock.

The firm began in 1953 with the partnership of Messrs. Hammel and Green. Their staff has now grown from themselves to 24 members, 18 of whom are architects. Mr. Green cites the firm's growth in size of staff and number of commissions as the primary reason for the decision to incorporate under Minnesota laws. Some 30 major commissions, mostly within the state but also in Iowa, Montana and Wisconsin, are now in the process of execution. The firm has a varied practice in architectural planning and design, including schools, churches and industrial structures, and has received national recognition for ideas in the field of school design and lighting.

Hammel and Green, Inc., are the architects for major works in the Twin Cities, Alden, Albert Lea, Austin, Ellendale, Glencoe, Golden Valley, Owatonna, St. Cloud, Stillwater and Willmar.

ERICKSEN & PFOST ANNOUNCE ASSOCIATE MEMBERS

Ericksen & Pfost Co., consulting engineers in St. Paul, Minn., have announced that I. L. Harper, mechanical engineer, and William G. MacDonald, electrical engineer, have been made associate members of the firm.

"Both men have quite enviable backgrounds," the announcement said, "and we know they will continue our endeavor to provide quality engineering services." Mr. Harper joined the firm in April and Mr. Mac-Donald in July.

SOVIK & MATHRE ST. OLAF COLLEGE EXPANSION UNDERWAY

With completion scheduled in 1957 in time for use in the fall session of school, St. Olaf College's expansion program currently is moving ahead with construction of a new men's dormitory for which Sovik, Mathre and Associates of Northfield are architects.

The three-story, stone-faced structure will house 168 men and it is part of a \$10,000,000 program covering 20 years. It follows completion of a women's dorm dedicated earlier this year. Another dormitory for women is planned to follow the structure presently under construction.

RAPSON NAMED TO MINNEAPOLIS PLANNING COMMISSION

Ralph E. Rapson, head of the School of Architecture at the University of Minnesota, has been named to the Minneapolis City Planning Commission. He replaces



Mr. Green and Mr. Hammel Mr. Klein and Mr. Abrahamson Mr. Peacock and Mr. Irgens

Robert T. Jones, who resigned.

Mr. Rapson's background at MIT and as a designer with the state department in Europe for three years was considered valuable to his work on the commission, it was pointed out. He has won two recent AIA awards for designs of buildings in Stockholm and Paris.

Taking over as head of the Minnesota School a year ago, Mr. Rapson has made himself a familiar figure in Twin Cities' architectural circles. He is chairman of the editorial board of the Northwest Architect.



cultural thought-leaders of his time and since is well worth any busy architect's time out to consider. Whether you think Sullivan is a Messiah or not you cannot ignore his great contributions to growth of today's architecture. Thus this production of Szarkowski and the Minnesota Press becomes an interesting addition to your library.

One thing about a volume like this is that you don't have to sit yourself solemnly down and read it word for word from page 1 to page 164. You can always find inspiration, either pro or con as you see fit, when you open it at random and look, read and think. That Sullivan and the manner in which he is presented in "The Idea" carry weight goes almost without saying. If you think the father of the skyscraper is a genius who

Panning on the Book Run

THE IDEA OF LOUIS SULLIVAN by John Szarkowski

\$10.00 from University of Minnesota Press University of Minnesota, Minneapolis, Minn.

The Sullivan stature continues to grow and this well done book built around excellent photographs of his work counterpointed by quotations from his always inspiring writings and those of other architectural and covered otherwise good architecture with Victorian doodlings you will still find a great deal to read and tussle with in this new book.

If Sullivan is your "Holy Grail" this volume is a gold mine. It contains a myriad of fine illustrations of the mood of the idea that was and is Sullivan. Photographer Szarkowski is a good lensman and his illustrations are worth looking at for their own artistic composition, play of shade and shadow and use of the human figure. Add to them the varied length excerpts from men like



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cement, and used for both shallow patching and complete resurfacing.

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Wright, Purcell, Whitman, Garland, et al., and you have a treasury of pointed statements about our economy and lives as they came around the point of the century-turn and headed into the controversial and burgeoning decades of this era.

Detailing in the book is unusually interesting. Whether you like Sullivan's fan openings for doorways and his heavily enscrolled structural-design units is neither here nor there, you will find answers to many of your questions about the man's work right there in the black and white of the photographs. This volume is a neat combination of concise details and broad interpretations and so cannot but help the architect, be he fresh out of school or with the experience of long years, to find new challenge to do something worthwhile and perhaps historically important.

This is definitely a book worth having. If you cannot get one of your own, borrow one and chances are you'll be tempted to steal it to have it for those pick-up reading moments.

U. S. DIRECTORY OF MODULAR BUILDING MATERIALS

\$1.00 from AIA's Modular Coordination Office

Modular products and where they can be had come in for some tabulating in this directory compiled by William Demarest. Makers are listed geographically and, while the major portion reportedly are in the masonry field, there are many others listed too. This



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is to be the beginning of a growing list and later revisions will keep it up to date. Looks like a good start on an important compilation.

REVISED BUILDING CODE FOR MINIMUM DESIGN LOADS

\$1.50 from American Standards Association 70 E. 45th St.,

New York 17

This is the latest revision of this important structural code which is so widely used by community planners and thus becomes of direct concern to the architect whose structures must fit within the codes influenced by this standard. One of the important revisions in the code concerns wind loads for buildings and other larger structures like TV and radio towers, towering signs, etc. Other loadings included are those for live, dead, snow and earthquake.

Preparation of the revision was done with full cooperation of several governmental agencies concerned with the problems under study and it thus becomes generously authoritative.

PRODUCERS' COUNCIL HOLDS ANNUAL DINNER PARTY IN MINNEAPOLIS

The Minnesota Valley Country Club was the scene of the recent annual dinner party of the Minnesota-Dakota Chapter of the Producers' Council, pictures of which are shown on pages 69 and 71. Members of the chapter and their wives attended the bang-up affair, for which President Jack Bissell of Overly Mfg. Co., and Mrs. Bissell were host and hostess. Gifts were given all the ladies who attended and there was dancing and all the fun that has become traditional with the council members when they get together "for a night out." Other officers of the chapter are John Hustad, Jr., of Sanymetal Products vice-president; A. H. Taylor of Truscon Steel, treasurer; and S. R. Benson of U. S. Plywood, secretary.

Our pictures on the two pages show those who (Continued on Page 71)





ARCHITECT



NORTHWEST



were present, left to right in each of the numbered pictures.

1-Sue and Jack Bissell. . . . 2-Wally Anderson, Jerry Mulcahy, and Bernie Mulcahy. . . . 3-Ken and Lorraine Walters and Judy and Denton White. . . . 4-Dorothy and Jack Hustad. . . . 5-Carl and Trudy Fogelberg and George and Ruth Gohlke. . . . 6-Helen and Hawley Femrite. . . . 7-Clem Sparrow and Janet Coveny. . . . 8-Inga Thompson, Pat Anderson and Bob Thompson. . . . 9-Mrs. and "Ham" Hamilton and Earl and Lauretta Bartholome . . . 10-Jim Coulter, "Ham" Hamilton and Rollin B. Child. . . . 11-Six Benson, Jack Hustad and Bob Reid. . . . 12-Dorothy Reid, Lucille and Roy Black. . . . 13-Mrs. John Paul, Mrs. and Al Fischer. . . . 14-Frances and Jack Olson, Nancy and Ed Sterrett and Elaine and Chuck Wilson. . . 15-George Donald and Mary Longtin. . . 16-Chuck Wilson, Jim Coulter and Elaine Wilson, . . . 17-Jim and Charollole Hellekson and Caroline and Hawley Femrite. . . . 18-Mrs. Robert Deegan, Sue Bissell, Adeline Coulter, Lorraine Anderson. . . 19—Bob Reid, Roy Black and Clem Sparrow. . . 20—Bill Butcher and Win Ringheim. . . . 21—Bob Deegan, Bob Anderson and Chuck Bell

On page 71: 1—Sam Carpenter, Patricia North, Lou Carpenter and Bob North. . . . 2—Mrs. and Jack Olson, John Barr and B. J. Mulcahy, Sr. . . . 3—Sixten and Mrs. Benson and Rollin and Ginny Child. . . . 4—Bert Powers, Mae Larson and John Paul. . . . 5—Joe and Dale Jester and Tom and Pat Ryan. . . . 6—Vern and Mae Larson and Bert and Barbara Powers.

Five Rooms, Bath-and Bomb Shelter Privileges

Going to have to revise the want ads of the near future to include among the features offered in apartments the fact that they have bomb shelter privileges. One of first is new apartment structure in Rego Park, Queens, Long Island, which has a built-in shelter. Structure is all-concrete, considered unique in country.



PRODUCTS and SERVICES

Cross Section of What's NEW

ELECTRIFIED FLOOR SYSTEM ANNOUNCED THROUGH MOLIN PRODUCTS

A new precast structural concrete floor system with underfloor electrical distribution for office buildings has been announced by the Flexicore Co., Inc., of Dayton, Ohio, and the Conduftor Corporation, of Buffalo, N. Y. This system uses the hollow cells in Flexicore precast concrete floors as electric raceways and provides electrical floor outlet spacing as close as 51/3". It also permits the installation of new outlets at any time in the future at nearly any location on the floor. It is handled in this area by Molin Concrete Products Co., St. Paul.

In addition to providing electric availability, there are two principal advantages to the new system. The structural floor, being of concrete, requires no fireproofing, and its design permits clear spans of 20 feet without the use of intermediate beams. This picture shows a cutaway view of an installed system in which the various features d'scussed in the story can be seen.

The Northwestern National Bank as seen in the architect's sketch.







Use of the system allows for suspended celings which offer immediate relocation of lighting fixtures and ventilating outlets.



The floor is electrified by metal feeder ducts which are installed on top of the structural floor in a $1\frac{1}{2}$ " concrete fill. The feeder ducts run at right angles to and feed the cells in the floor which are continuous from one end of the building to the other.

The system has the advantages of economy and fast installation, Molin pointed out. The structural floor is precast and requires no onthe-job pours of structural concrete, permitting high-speed construction on structural steel, reinforced concrete frame or masonry bearing walls. Fittings for the wiring system are prefabricated and are installed quickly after slabs are erected.

Northwest

These are the newly designed floor outlets which accommodate low furniture, handle electricity, telephones and intercoms.

"There have been a number of installations of this system in the United States and there are several jobs in the Twin City area now under construction or in the planning stage," the company said. The Lake Street Branch of the Northwestern National Bank at Nicollet and 31st St. in Minneapolis is incorporating the Flexicore-Conduflor system. This building was designed by Magney, Tusler, and Setter. The architectural firm of Larson and McLaren also has a job which is being planned for spring construction for the Iowa National Mutual Insurance Company to be located at 24th and Nicollet in Minneapolis. In addition there are several multistory buildings now in the preliminary design stage which will incorporate this system.

"Underwriters Laboratories gives a 3-hour rating to a Flexicore floor of 8 x 16" slabs and $1\frac{1}{2}$ " topping. Article 358 of the 1956 National Electric Code, entitled 'Cellular Concrete Floor Raceways,' covers use of this system. The 1956 code is now being published.

"Architects using Flexicore electrified floors report savings over comparable floor systems. The dry erection of the long-span, lightweight structural floors saves on-the-job labor. Less steel is required because of the long spans and overall saving in weight. The fireproof qualities of the structural floor require less topping, usually $1\frac{1}{2}$ ", and a fireproof plaster ceiling is not required. As an important byproduct of these savings, overall job time is reduced, providing earlier occupancy and resultant additional rental income.

"The Flexicore floor system, electrified or not, offers similar advantages for one-story or multiplestory office buildings and for most other types of building construction. It is also used for fast-erection, fireresistant roofs. The Flexicore system had been installed in more than 20,000 buildings in the United States before the recent development of the underfloor electrical system."

Conduftor electrical fittings are used on the system, and include feeder ducts, handholes, electrical and telephone floor outlets and other fittings required.

The wiring runs from the panel box to the feeder duct, then along



-nothing

Making the most of modern materials, the architect here combined Davidson Architectural Porcelain with aluminum sash. Result: virtually "custom mode "Made for the job," Davidson Panels provide easy erection, plus trim appearance and durability. Buildings go up faster, more economically, with Davidson Architectural Porcelain, the modern building material.

tually "custom-made" walls, since Davidson Panels are furnished in exact, required sizes for immediate assembly with any framing system. Gray-colored Type A "Double-Wall" Panels, with fiberglass insulation were used in the sash framing. Type 1 Facing Panels provided facing trim for other areas of the building.

Whether it's curtain-wall or facing over other materials — be sure to investigate the advantages of Davidson Architectural Porcelain for new or modernization construction.



ORCELA

cut

Consult the Davidson Architectural Porcelain distributor in your area, (listed below). He offers skilled engineering and erection service, plus assistance on any application.



the feeder to a handhole junction where it drops into a cell in the Flexicore floor. It then runs in either direction in the cell to an outlet. An outlet can be located at any point along the cell and can be installed at any time during the life of the building. Any number of systems can be installed—electrical, telephone, intercom, and any others desired.

Both cells and feeder ducts have ample dimensions. Cells are $4\frac{1}{8}''$ or $6\frac{1}{8}''$ in diameter, depending on slab size. Width of the feeder duct is 4", depth is variable from $1\frac{1}{2}$ " to 2" and special feeders with depths up to 4" are available for unusual conditions. Handhole junctions between feeder and cell are $2\frac{3}{4}$ " in diameter and handhole in the finish floor is $3\frac{1}{2}$ " in diameter.

Installation of all fittings is simple. Feeder attaches easily to the floor and is used as a level for screeding the floor fill. Handhole rings and cover plates are installed after the fill is poured.



THORSHOV & CERNY Architects, Minneapolis JOHNSON DRAKE & PIPER, INC. Contractors, Minneapolis

... as used in the beautiful, new American Hardware Mutual Insurance Co. Building

Interior drapes architects can specify. Perfectly designed to blend with your plan—to complement functional, modern architecture. Sharpe Vertical Drapes of fabrics allow limitless control of light and air . . . the on/y practical drape for modern "window wall" buildings. Ideal for office buildings, hospitals, motels, or schools. A growing complement to practical, modern architecture—created for approval of discriminating clients on recommendation of leading architects.

Write for specifications, details, and list of most recent installations—Sent on request to architects.



Floor outlets are designed to fit under low modern furniture. They are easily installed by simply drilling into the cell and fishing wire back to the header.

Additional information can be obtained from Molin Concrete Products Company, 885 W. Minnehaha Ave., St. Paul E4, Minn., or the Conduflor Corporation, Buffalo.

WOOD CONVERSION COM-PANY INTRODUCES NU-WOOD RANDOM PATTERN ACOUSTI-CAL TILE

A new random pattern acoustical tile has been added to the Wood Conversion Company's line of Nu-Wood interior finishes. "The new tile not only opens up striking concepts of interior beauty but provides excellent light diffusion and sound



conditioning," the announcement said. "The Sta-lite predecorated surface is a pleasing white that actually grows whiter with age, as proved by fadometer tests. The matte texture of the tile surface helps to distribute reflected light and reduce glare.

"Nu-Wood random tile features scientifically designed 'sound traps' in the tile perforations. Precision drilling machines correctly space these patterned acoustical holes for maximum efficiency.

"All tile bevels are coated to match the decorative white of the tile surface. In application the tile edges are minimized to produce a monolithic type of ceiling or wall surface. Joints stay cleaner longer because the painted surface is more resistant to dust and dirt.

"Nu-Wood random acoustical tile is available in tongue and groove
type for application with the famous Nu-Wood clip or available in wideflange style for staple application. Both types of tile can be applied by adhesive or nailing. For a decorative effect, random tile can be mixed with regular non-perforated Nu-Wood tile having the same joint.

"The units come in three sizes: 12" by 12" in both tongue and groove joint and wide-flange joint, and 12" by 24", cross-scored to look like a square. For further information write Wood Conversion Company, Department 422, First National Bank Building, St. Paul 1, Minnesota.

KATOLIGHT INTRODUCES PORTABLE AC POWER



After two years of development work, Katolight Corporation has announced a new series of lightweight portable AC power plants. Four models are available in sizes of 1000, 1500, 2500 and 3500 watts. Weights range from approximately 90 pounds on the 1000 watt model to less than 280 pounds on the 3500 watt model.

"Units are equally adaptable for dependable emergency or to operate labor saving power tools for maintenance or construction," the company said. The generator incorporates a new design, practically eliminating commutator and brush problems. Popular Briggs & Stratton four cycle engines are used, affording local service anywhere. All units are equipped with suitable protective carrying handles, convenient outlet receptacles and are also available with two-wheeled dollies.

"The 2500 and 3500 watt units are dual 110/220 volts as standard, making them adaptable to all standard single phase uses. This series is available manual start only. Write Katolight Corporation, Box 891, Mankato, Minnesota, for free descriptive folder."

CHANGING DECOR MADE POSSIBLE WITH NEW COLOR BULBS

General Electric has introduced a new line of colored light bulbs designed to create a variety of atmospheres with tinted light. Definitely pastel-colored in appearance when unlighted, the new bulbs produce a soft, tinted light when turned on. They give an impression of a color tone in a room, enhancing existing colors in draperies, furniture fabrics, walls and complexions.

Describing the color effects of the

bulbs, G.E.'s experts characterized each as follows:

The "Sun Gold" lamp is "luminous, radiant, warm and soft, like the sunset. It suggests the tone of vast, waving, ripe grain fields."

The "Dawn Pink" is "rosy, warm, soft and like the tinted early morning clouds. It suggests warm skin tones of a lovely complexion."

"Spring Green" is described as "mildly cool and verdant and soft. It suggests the new season and new foliage."

The "Sky Blue" is cool and soft.



DOX PRECAST SLABS For Floors and Roofs

SPEED CONSTRUCTION

LIGHTWEIGHT

CONCRETE for

- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- AGRICULTURAL

DOX BLOCK SYSTEM

ST. PAUL PARK, MINNESOTA

MILWAUKEE, WISCONSIN

ARCHITECT



"Its rosy overtones step out from people's faces to create a new warm glow. All reds are brought to life, even though the light has bluish overtones."

"Each 'Coloramic' color lends an overall tone to the room in which it is used," G.E. said. "The color of light in each instance is moderate All of the colors in the room, the walls, the carpets, the draperies, the ceiling, the upholstery appear related to the original colors as seen under ordinary light."

The new "Coloramic" light bulbs can be used anywhere and offer clubs, lounges, hotels and restaurants a new means for creating the type of atmosphere most suitable to their clientele.

FIBERGLAS WALLS FOR MINNEAPOLIS OFFICE

Floor-to-ceiling wall partitions of Alsynite translucent fiberglas panels add a smart trim and brighten each



nook of the Graphic Arts Industry office in Minneapolis. Forty-five sheets of Leaf Green Alsynite, 12 feet long by 40 inches wide, were used in the installation, which offers new ideas for office layout and modernization.

The unique fiberglas walls, shatterproof and easily installed, require no painting and minimum maintenance. They are available in a wide variety of built-in decorator tones to fit almost any color scheme.

A brochure, illustrating and describing the complete line, is available from Alsynite Company of America, 4654 DeSoto St., San Diego 9, Cal.

HONEYWELL PUBLISHES HANDBOOK ON COOLING

Information on equipment, installation and automatic controls accumulated during the "growth" years of residential air conditioning is presented in a new book, "Fundamentals of Air Conditioning Controls," published by Minneapolis-Honeywell Regulator Company.

The company said the new handbook—reportedly the first of its kind in the industry—fills a need that has developed due to the relative newness of air conditioning and the absence of standardization of equipment, practices and cooling concepts.

It will be made available at a special price of 50 cents a copy to air conditioning equipment manufacturers, distributors, dealers and installers as part of the firm's program of training and education to the industry, according to Dick Locke, Honeywell's air conditioning controls manager.

"The book covers the field of air conditioning from basic refrigeration to today's advanced concepts and equipment for residential cooling. It includes complete sections on control applications and electrical distribution practices," Mr. Locke said.

DURAJOINT USED IN ST. LAWRENCE SEAWAY

Ample evidence of the value placed on plastics in the building industry is found in the specifications for concrete structures throughout the Cote St. Catherine Lock of the St. Lawrence Seaway and Sir Adam Beck pumped storage reservoir of the Ontario Hydro Electric Power Commission, both of which use



Durajoint being set in dam joint.

ARCHITECT





The talk is over. Next step is building your State's sections of the Interstate Highway System. Question now is *which* paving? Which meets the engineering requirements with the greatest economy?

The facts favor Asphaltic concrete. Take engineering requirements. Findings on the WASHO Road Test show that standard Asphaltic concrete designs provide all-weather roads able to carry the heaviest legal truck axle loads, AND MORE!

Asphaltic concrete *spreads* wheel loads, has built-in resilience to take traffic pounding. It withstands temperature changes, conforms to settlements without fracturing. It repels moisture, melts off ice and snow more quickly, isn't harmed by wintertime use of chemicals. Take first cost. Here are figures showing Asphalt savings based on actual competitive bids. New Jersey Turnpike (118 miles) \$5,457,134 saved. Oklahoma Turnpike (83 miles)—see table below—\$1,161,120 saved. Savings like these pay for years of maintenance . . . or allow more and wider road for the money.

Take maintenance. It's always low with Asphaltic concrete. It's easier, too, and much faster.

And when future loads and traffic volume increase as they inevitably will, just add another course of Asphaltic concrete. This builds up thickness and strength.

Plan for Asphaltic construction. You'll have smooth going . . . during construction . . . on the road . . . with the taxpayers.

MAKE YOUR NEXT DESIGN ASPHALT

Contract Number	THE TURN OKLAHOMA	CONTRACT SECTIONS ER TURNPIKE— CITY TO TULSA thoma Turnpike Authority) Asphalt	Asphalt Saving
#34	4.53	\$ 491,636	\$ 57,529
#39	5.93	615,131	96,241
#40(A&B)	7.98	941,343	94.070
#41	5.65	608,269	99,545
#42	3.38	351,115	58,098
#31	7.83	883,098	105,545
#32	8.04	902,231	112,027
#37	4.94	548,641	67,563
#38	7.61	848,181	110,956
#17	9.03	957,213	136,890
#18(A&B)	9.05	1,097,599	131,979
#33	8.61	1,046,907	90,677
TOTAL	82.58	\$9,291,364	\$1,161,120

Founds of 20,000 Founds



Minnesota Bituminous Pavement Association, Inc.

3410 University Ave. S.E., Minneapolis 14, Minnesota

Similar service offered by Asphalt Paving Assn. of Iowa, 204 Continental Bldg., 720 Grand Ave., Des Moines, Ia. Robert L. Bliss, Executive Secretary. "Durajoint" waterstop and expansion joint, according to the product's makers.

"Durajoint," manufactured by W. R. Meadows, Inc., is specifically compounded and extruded from a Thermo-Plastic material (Polyvinylchloride=PVC) suitably plasticized and supplied in long flexible coils.

Designed for use between adjacent sections of plain, reinforced or precast concrete structures, it replaces metallic strips and rubber or bituminous materials generally used. It is extruded with specially designed longitudinal ridges on both sides that insure the distribution of critical pressures and enhance the holding power. "Durajoint's" extreme elasticity and excellent tear resistance allow it to handle vertical or lateral movements of masses of concrete without being sheared, the Meadows Company said.

It is reported that "Durajoint" offers all of the following advantages over conventional joints: resistant to extreme water head pressures, tensile strength of not less than 1900 lbs. per square inch, superior holding strength, elongation ability of more than 350%, functions efficient-



ly in a temperature range of -54° F. to $+176^{\circ}$ F., has a lifetime expectancy of approximately 300 years and is chemically inert, resistant to acids, alkalis, weather, chlorinated water, oil, fungus, etc.

For complete technical data on "Durajoint," write to W. R. Meadows, Inc., 7 Kimball St., Elgin, Ill.

EFFICIENT WEATHERSTRIP PROTECTION OFFERED FOR HORIZONTAL, REMOVABLE, SLIDING WINDOWS



New metal weathertsrip equipment is now available for use in horizontal, removable, sliding wood windows. Called Zegers Dura-glide, it assures complete weather protection, easy window removal and smooth but sliding action, according to its makers.

Dura-glide consists of:

1. An Aluminum headstrip backed by TK-35, a new pliable material that permits easy removal of the window, yet has outstanding weatherstripping characteristics. TK-35 maintains a constant pressure, compresses easily and retains these qualities for the lifetime of the window. TK-35 will not rot or be affected by water and will not become too stiff or too soft.

2. Aluminum sill strip that provides easy yet positive sliding action and thorough weather protection.

3. Aluminum weatherstrips for all vertical sections—at both ends and meeting rail. For more information on Dura-glide write to Zegers, Inc., 8090 S. Chicago Avenue, Chicago 17, Illinois.

INVISIBLE DOR-MAN REDESIGNED WITH EXCLUSIVE FEATURES

"The exclusive design refinements and improvements we have engineered into the Invisible Dor-Man



Layout sketch of the Dor-O-Matic automatic system.

are the result of our effort to make it the ideal automatic operator for all swing-type doors in commercial buildings, hospitals, schools, restaurants, stores or wherever there is highfrequency door use," reported the Dor-O-Matic Division of Republic Industries, Inc., in announcing eight models in its new line of "automatic, concealed, noiscless" automatic door operators, six of which are carpetactuated and two handle-actuated.

Available in single units or pairs, the Invisible Dor-Man's design changes center around three areas —a larger and sturdier hinge, a new type molded mat and a simplified heavy-duty power unit.

The hinge improvements facilitate what Dor-O-Matic calls "positive control" or adjustment of all four phases inherent in opening and closing a door. There is the initial opening speed followed by a "backcheck" action that slows down the swing of the door in the final 10degree phase. This positively averts the overswing that invariably results in damage to both doors and walls and voids the banging noises. Similarly, there is the initial closing speed with a retarding, again in the final 10 degrees, termed "latching speed." This eliminates noisy door slamming and has the added safety advantage of avoiding the personal injury mishaps that are normally associated with doors having only onespeed closing actions.

The backcheck and latching speed are actually a hydraulic cushioning and are as easily regulated as the initial opening and closing speeds. The

ARCHITECT

molded carpet is 1/2-inch thick with aluminum molding for all four sides. It is impervious to penetration of water. The power unit for both single and dual units is a low-voltage, electrically-controlled hydraulic pump requiring only one 110-volt circuit plug-in receptacle.

Strongest emphasis in redesigning the carpet and power unit was placed on reduced maintenance, economy of operation and safety to door users.

Safety features now incorporated in the Invisible Dor-Man include: doors always open away from persons entering; doors will not open if a person is standing in way of door's swing; if power fails, doors will operate manually; there is a panic breakaway to convert "in" doors to "exits" in emergencies.

Information inquiries should be directed to Dor-O-Matic Division, Republic Industries, Inc., Dept. E, 7350 West Wilson Avenue, Chicago 31, Illinois.

"I saw your ad in the Northwest Architect."



Initial Cost Ease of Relocation Educational Use of Partition Surfaces High Sound Absorption Resistance to Soiling WOULD YOU LIKE TO KNOW HOW YOUR COLLEAGUES RATE THE IMPORTANCE OF THE FOLLOWING CRITERIA FOR CLASSROOM PARTITION WALLS?

Structural Qualities Low Sound Transmission Easy Cleanability Resistance to Vandalism Fire Safety

The above Research Structural Clay Products Research Foundation Report No. 5 lists results of such a survey of Architectural Firms conducted throughout the United States. If you will list, in order of preference, your own criteria, we will be very happy to send you the report pictured above for comparison.

STRUCTURAL CLAY PRODUCTS INSTITUTE

Ames, Iowa

401 Wesley Temple Bldg. Minneapolis, Minnesota Phone FEderal 6-7055 7437 Wright Street Omaha, Nebraska Phone REgent 8991





The gardened entrance (above) and living-room garden.



FLAT FIBERGLAS BUILDING PANELS ACCENT BEAUTY UTILITY AND PRIVACY

Doing something different yet practical as recently solved by Lorenzo Bell, designer and instructor, in his own home in Los Angeles. The house, the garden and most of the furnishings were designed by Mr. Bell.

"The effect I desired for the Japanese fence and Shoji screen," says Mr. Bell, "could be achieved only with flat sheets of translucent white plastic." In this case, Filon Fiberglas panels, distributed in the Upper Midwest by Keelor Steel, created the right effect. "The wood framing is dull black, the house itself is pink beige. The walks, paving in the entrance court, slump stone wall, gravel in the yard and rocks on the roof are all pink beige, serving to make the fence and Shoji of black and white the dominant feature."

"The patterns made on the plastic by the plants in the Japanese garden are interesting during the day, but almost spectacular at night when the garden lights are on. While the fence was built primarily to afford privacy to some large glass areas, it also serves to tone down street noises and has proved to be



Shoji door

NORTHWEST

TWO NEW PRODUCTS

From

WOOD CONVERSION COMPANY St. Paul, Minnesota



the most decorative feature of the house. In addition to the Fiberglas panels now used in front and yard, a bedroom patio and a lanai are also roofed with Filon."

Filan, flat or currugated translucent Fiberglass panels are available in 20 brilliant or subdued shades and the amount of light transmission, from 10% to 85%, varies with the color selected. Filon is extremely easy to work with and can be sawed, nailed, hammered or drilled. Its light weight makes it easy to handle and work with, eliminating heavy or expensive framework. Filon is also shatterproof and never needs painting or other maintenance. To clean, merely turn a hose on it.

Booklets on "How to Build With Filon," whether it's patios, carports, awnings, room dividers, fences or windbreaks, are available at no charge from Filon Plastics Corporation, 2051 E. Maple, El Segundo, California, or Keelor Steel, Inc., 909 S.E. Ninth Street, Minneapolis.

NEW KLEMP INSTALLATION MANUAL NOW AVAILABLE

A 12-page specification and installation manual illustrating the latest methods for prolonging the life of industrial floors with Klemp Hexteel and Floorsteel has been pub-



lished by the Klemp Metal Grating Corporation, 6615 S. Melvina Ave., Chicago 38. Hexteel and Floorsteel are Klemp's exclusive heavy duty steel floor armors. Hexteel is a rigid surface armor and Floorsteel is a flexible steel armored mesh.

"This new manual is the result of years of experience and technical background in the grating and floor armor field and has been written in





tion equipment needed.

Academy Rubber Locker Trays

extend the life of lockers by preventing rusted bottom seams, cushioning against

impact of hard objects, ending chipped and scaling bottoms. . . . Standard sizes are molded to fit standard locker sizes. . . . Just press them into place. No installa-

Soft Rubber Lip Seals Out Damaging Moisture . . .

Molded of durable rubber compound with snug fitting lip, beveled front for door, Academy Locker Trays seal out damaging moisture from sweaty apparel-rubbers, towels, socks, slickers, etc.-getting into bottom seams to start rust and destruction of locker. Protects clothing from rust stains. Tray easily removed for cleaning. They save their slight first cost many times over in locker installations. Write for prices, sizes and colors available.

ACADEMY RUBBER COMPANY

1718 Navarre Road Southwest

Canton 6, Ohio







Zinsmaster Baking Co. a Morse's "ONE-COAT" user



Shown here is the St. Paul plant of the Zinsmaster Baking Co. Founded in 1913, the Zinsmaster firm operates 5 plants in Minn. and serves areas in all or part of 39 states, Canada and Alaska. Chas. DeJarnette, Des Moines, Iowa, was St. Paul plant architect.

The Zinsmaster Baking Co. uses Morse's "One-Coat" cement floor hardener because it protects against chipping, prevents concrete dusting and makes sanitation easy. More than just a concrete hardener and dustproofer, "One-Coat" etches, cleans and closes the cement floor surface to produce a safe floor with high friction co-efficient for good traction under normal conditions. "One-Coat" requires no mixing, no diluting, no multiple applications. Just one coat is sufficient to add years to cement floor life. Write for complete information.

F. J. MORSE CO., INC. Rossmor Bldg., St. Paul, Minn. CA 4-1995 Member—St. Paul and Minneapolis Builders Exchanges



a concise technical manner by Klemp engineers and technicians to best benefit prospective users and installers of Klemp Hexteel and Floorsteel," the announcement said.

"This is not a sales manual but a specialized report containing several pages of data tables, filler weights, specifications, illustrated installation procedures and various specialized uses of Hexteel and Floorsteel in a number of industries."

A free copy is available from the company.

SHANA CONDITIONER IS FOR OUTDOOR INSTALLATION

"Approximately 80% of all air conditioning units installed nationally are of the air-cooled (waterless) variety," stated Marvin A. Kagen, chief engineer, Shana Manufac-



turing, Inc., recently. "And the Shana-Air SAAC air-cooled model is proving its superiority in this field through record sales."

The Shana-Air SAAC series is available in 2-, 3-, and 5-ton capacities and is especially designed for outdoor installation. Consequently, it does not take up valuable floor space which is so often a primary factor in commercial or residential installations.

Every Shana unit is equipped with an "Inverted V" evaporator coil which is designed for air flow of any application (upflow, downflow, horizontal flow or right angle directional flow where space requirements are limited. Any type of existing furnace can be used for cooling coil location for either conventional or counterflow systems. The cooling coil assemblies have been specially designed so that a minimum reduction is obtained in air flow from the original source of air motivation. This means that in almost all cases the existing motor and blower assembly can be utilized.

A factor considered important is that the condensing assembly features an oversized heat transfer coil for greater surface air contact area. This means that the unit is able to be run in extremely high ambient temperatures.

Comprehensive literature is available from Marvin A. Kagan, Shana Manufacturing, Inc., 188 West Randolph Street, Chicago 1.

PIN-GRIP MASONRY ANCHORS SPEED FASTENING TIME

For faster, more convenient fastening Star Expansion has introduced the Pin-Grip, a one-piece masonry anchor. By merely driving the pin



protruding from the head flush with the head, a permanent, tight fastening job will result, its makers reported.

"Here is how to install a Pin-Grip," the company said. "Drill a hole in masonry (concrete, brick, cement or cinder block, etc.) with a Star Rotrtwist masonry bit or a Star drill and hammer the diameter of the Pin-Grip. Insert the Pin-Grip through the fixture into the masonry hole. Drive the pin flush with the anchor head, using an ordinary hammer. The stainless steel pin, nested in the bored aluminum body of the Pin-Grip, forces out four expanding prongs which grip the wall within the masonry hole."

Star's Pin-Grip Masonry Anchor is recommended for securing pipe clamps, electrical fixtures, furring strip, insulation board, wood panels, metal signs, awning frames, etc., to any kind of masonry. A wide range of sizes is available to meet every requirement. Samples and literature on request from Star Expansion, 142 Liberty Street, New York 6, N. Y.

MAGIC MIRROR DOOR GRILLE

Ajax Hardware Sales Company of Los Angeles has announced a new version of their No. 605 Magic Mirror Door Grille, combining home safety with beauty. The housewife can see who is at the door before opening it, while the person outside is unaware of her



presence in the house.

The Magic Mirror is built into the massive casting of the grille and door knocker, which features decorative double bar grid design. This grille is weatherproofed to prevent drafts in the home when



ARCHITECT

Weatherstrip Caulking Insect Screens Fiber Glass Awnings Psycho-Security Screens

Comfort

CHAMBERLIN CO. OF AMERICA

4424 Excelsior Blvd.
Minneapolis 16, Minn.
WAlnut 6-1841



installed. Precision cast of Zamak, triple-plated and polished to a gleaming finish, it is protected with a clear baked enamel. Finishes include polished brass, polished chrome, dull black baked enamel and dull bronze. No. 600 Door Grille, without the Magic Mirror, is also available.

NEW SMALL DRINKER HAS LARGE CAPACITY

Large in capacity, small in size best describes this attractive glass filler drinking water cooler, according to its makers, Haws Drinking Faucet Co., Berkeley, Cal. Haws





Model CAFE-5 is only 18 inches wide by 24 inches deep, yet has storage capacity for five gallons and recovery rate of 12½ gallons of 50° drinking water per hour under standard rating conditions. It is ideally suited for small cafeterias, restaurants, diners, snack bars, or any other location where peak capacities are relatively high but where space is at a premium.

A newly designed stainless steel drinking fountain has also been introduced by Haws. This new Model 7W features 18-gauge stainless steel, #4 finish and is conveniently compact in size.

Styling emphasizes rounded surfaces which completely hide waste





and supply fixtures and which blend attractively with contemporary architectural planning. Curved design permits easy cleaning and maintenance.

Model 7W contains Haws automatic flow control valve with lever handle to assure a constant pressurecontrolled angle stream. The chrome plated brass fountain head is raised and shielded to prevent mouth drippings from touching the orifice and to eliminate direct mouth contact.

FIRE ALARM SYSTEM FOR SMALL BUILDINGS

An approved fire alarm system designed for the needs of small buildings and schools that is suitable for use with manual or automatic alarm stations has been announced by the Edwards Company, Inc., Norwalk, Conn. The system provides a continuous coded alarm until manual or automatic alarm stations are restored to normal condition.

Operation of any alarm station actuates a motor-driven code mechanism for continuous transmission of predetermined alarm signals through all warning devices. Chimes, single stroke bells or horns can be used. They should be readily distinguished from normal paging or programming signals.

Manual alarm stations are attractively designed to harmonize with most modern structures. Mounting can be made on standard 4" or 4-11/16" square boxes with single gang plaster cover. Overall depth of the die-cast housing is only one inch. One operation is all that is necessary to transmit an alarm.

VOTE NOV. 6!



CHECK THESE MODERNFOLD FEATURES AND YOU'LL SEE WHY MODERNFOLD DOES THE JOB.

- SAVE SPACE—Folds completely within the door frame and saves 6 square feet or more at every opening.
- FLEXIBILITY PLUS—MODERNFOLD also excells as a room divider. For multiple usage simply move MODERNFOLD into place or fold it away.
- REMODELING IS SIMPLE—MODERNFOLD doors operate on overhead tracks and they take only a few hours to install.
- DURABILITY—MODERNFOLD'S double-strength steel framework is covered in durable vinyl, sturdy enough to last a life time.

There are many more MODERNFOLD features which apply to remodeling and new construction for homes, churches, schools, offices or many other institutional or commercial buildings. Please contact us for our free consultation service on any of your remodeling problems.

Distributed by

INSULATION SALES COMPANY

20 Lakeside Ave.

Minneapolis, Minnesota

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