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March
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Volume XXI
Number Two

ANOTHER
Blue Ribbon
INSTALLATION



Pace-Setting Lighting

IN A
NEW OFFICE BUILDING

The AMERICAN HARDWARE MUTUAL INSURANCE COMPANY, 3033 Excelsior Blvd., Minneapolis, Minnesota



ARCHITECTS & ENGINEERS: *Thorshov & Cerny, Inc.*
ELECTRICAL CONTRACTOR: *Langford Electric Corporation*
MECHANICAL CONTRACTOR: *Reuben L. Anderson-Cherne, Inc.*

MANY FEATURES ARE INCLUDED IN THIS ULTRA-MODERN OFFICE BUILDING, TWO OF WHICH ARE: AN EXCELLENT LEVEL OF CONTROLLED-BRIGHTNESS LIGHTING FOR A HIGH DEGREE OF VISUAL COMFORT AND EFFICIENCY, AND YEAR-ROUND AIR CONDITIONING FOR COMPLETE PHYSICAL COMFORT.

Information compiled by

NORTHERN STATES *NSP* POWER COMPANY

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

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IN TWO OR MORE COLORS IN A
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AND YET REMAIN SEPARATE

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- ✓ Washable—withstands endless washing
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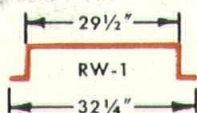
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**WALL TABLES of
TOMORROW!**



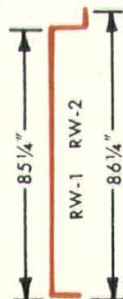
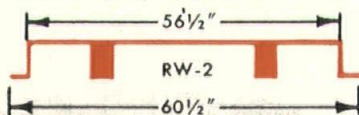
**MODELS
AND
DIMENSIONS—**

IN-THE-WALL	CONSISTS OF	ON-THE-WALL
RW-1	1-Table, 1-Cabinet	OW-1
RW-2	1-Table, 2-Benches, 1-Cabinet	OW-2
RW-11	2-Tables, 1-Double Depth Cabinet	OW-11
RW-22	2-Tables, 4-Benches, 1-Double Depth Cabinet	OW-22

Make rough opening $85\frac{3}{4}'' \times 31'' \times 6\frac{1}{2}''$



Make rough opening $85\frac{3}{4}'' \times 58'' \times 6\frac{1}{2}''$



So new! So advanced!
One look will show you
Erickson's **superiority!**

For the first time... here are tables that offer all... we repeat... *all* the features wanted in wall tables. Only the new Erickson wall tables of tomorrow offer you...

- Tables and benches that unfold or detach with special latch in cabinet... no unwanted, no unsightly, no unsanitary holes in table tops and benches!
- Tables and benches hide-a-way in full recessed cabinets... or handsomely finished flush-mounted cabinets... only $6\frac{1}{2}''$ deep!
- Exclusive automatic hydraulic action... at no extra cost! Just unlatch... the Erickson wall table operates gently, quietly, quickly, by itself!

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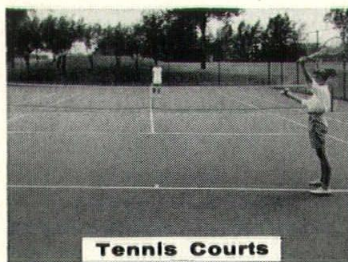
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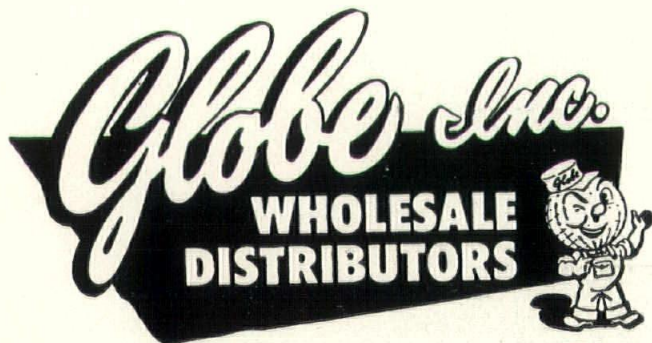


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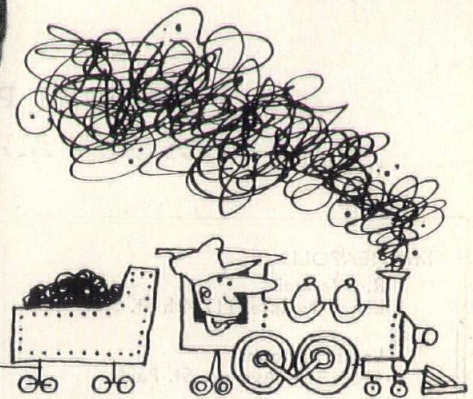
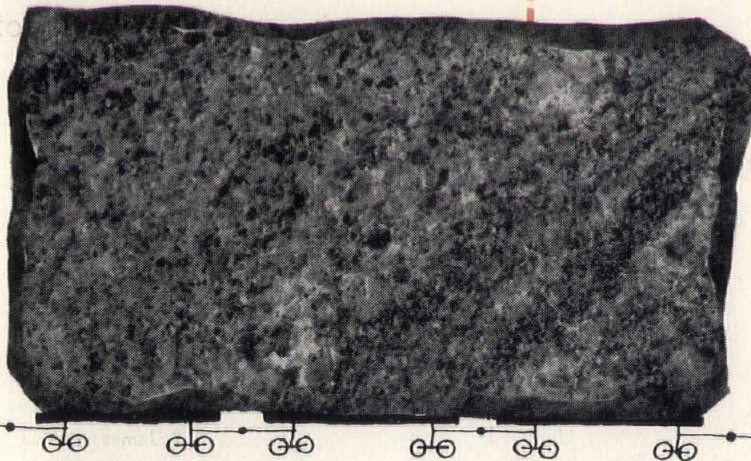
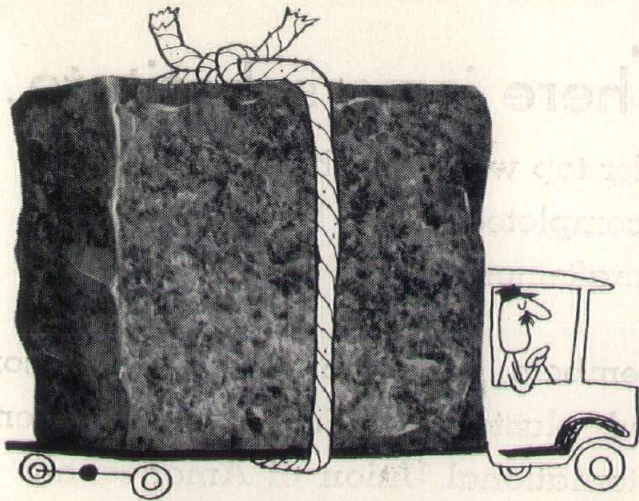
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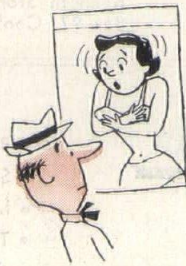
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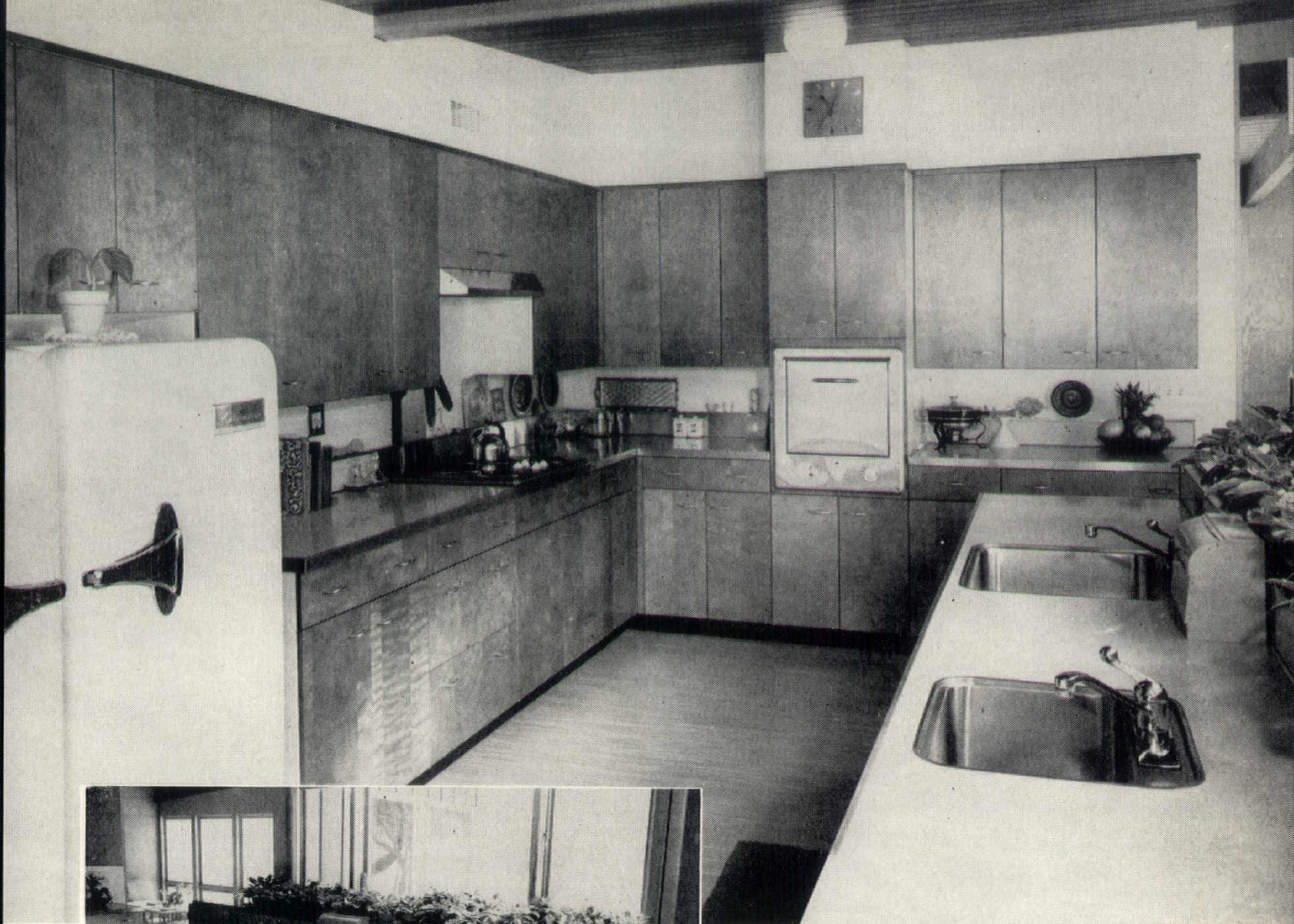
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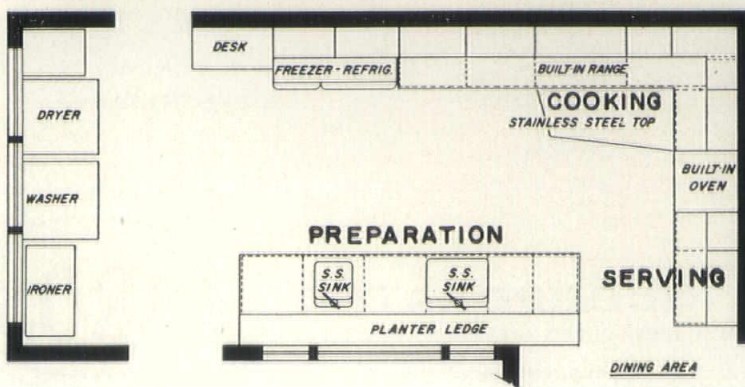
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Residence of

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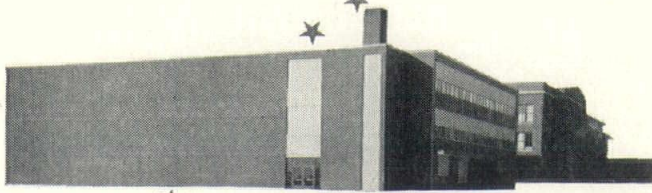
Carver Beach, Lotus Lake

Excelsior, Minn.

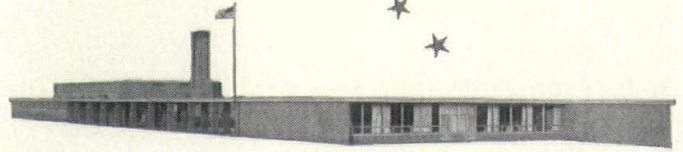
This home is a personal approach to open planning. The rooms flow from one to the other to form an integral unit. The appointment of kitchen equipment was based upon character, refinement and appearance. Besides meeting rigid requirements for efficiency and maintenance, these steel units with wood fronts complement the interior decor. Interior surfaces are created by visible structural members. Main work area (left) centers on an outside wall overlooking an adjoining creek.

St. Charles KITCHENS
Custom Built of Steel

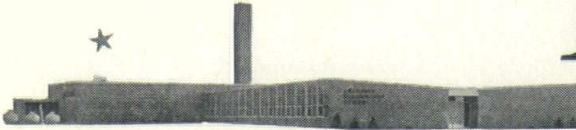
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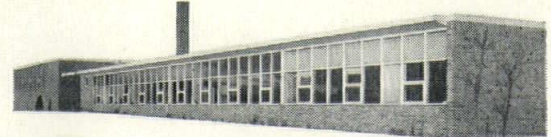
Forest Lake School



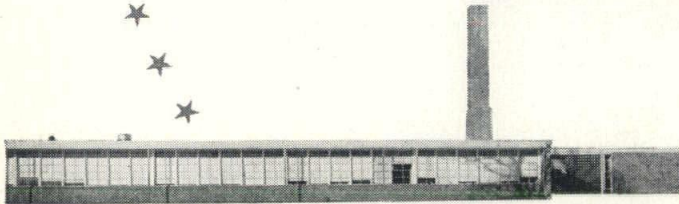
Edina School



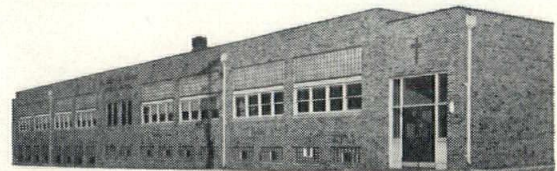
Sheridan School
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Sunnyside School
New Brighton



Circle Pine School



St. John the Baptist
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**...WELL PLANNED SCHOOLS FOR BETTER LIGHTING,
VENTILATION AND HEATING (BROS BOILERS IN EVERY ONE)**

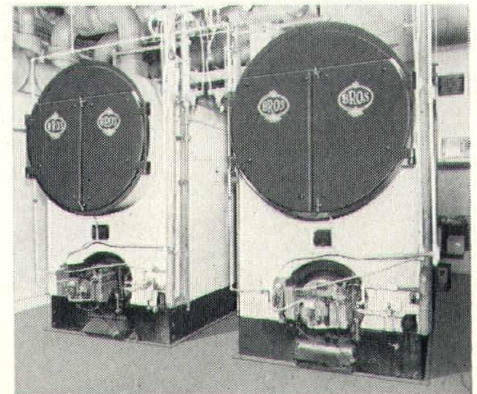
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The wide use of the Bros Firebox Boiler in these schools is easily understood because these boilers are especially designed to provide maximum safety and economical operation. Safety is promoted through the use of true circular and staybolted sheet enclosures.

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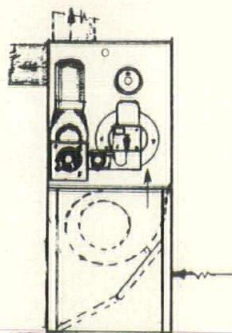
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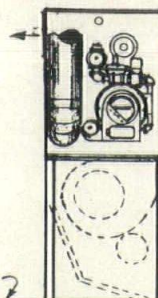
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TJERNLUND "Quick Heat"

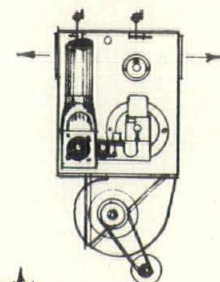
STYLE "H"
HI-BOY UNIT
WITH INTEGRAL DRAFT INDUCING OIL BURNER.



STYLE "H" HI-BOY
WITH JET FIRE
POWER GAS BURNER
FRONT DISCHARGE



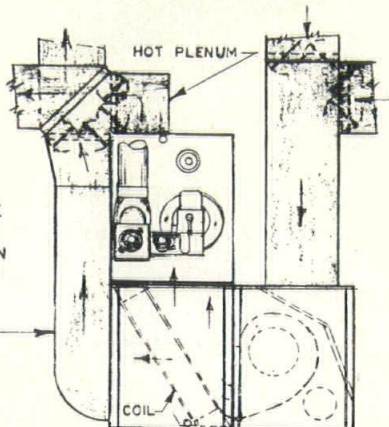
STYLE "H"
BLOWER TYPE UNIT
HEATER WITH TWO
TOP OUTLETS.
FOR GAS OR OIL



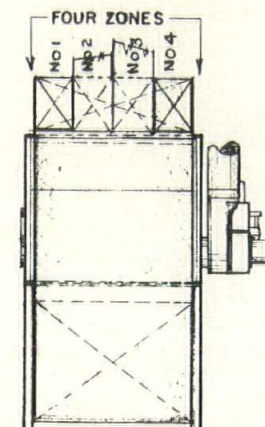
TYPICAL APPLICATIONS

MULTI-ZONE
BLOW-THRU UNIT
STYLE "H" FURNACE
AND COIL SECTION
WITH STYLE "A" FAN
SECTION & BLOWER

COLD PLENUM



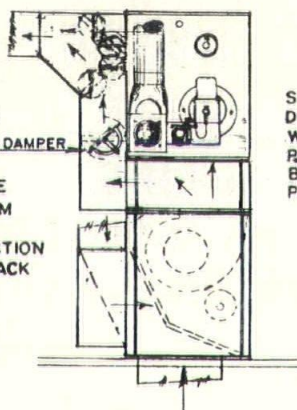
SIDE ELEVATION



FRONT ELEVATION

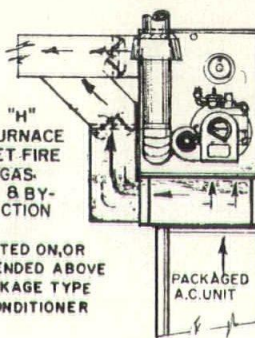
HIGH-BOY WITH
BY-PASS SECTION
MANUAL SET LIMIT DAMPER

FRONT DISCHARGE
FRONT OR BOTTOM
RETURN
REVERSE FAN SECTION
FOR RETURN IN BACK



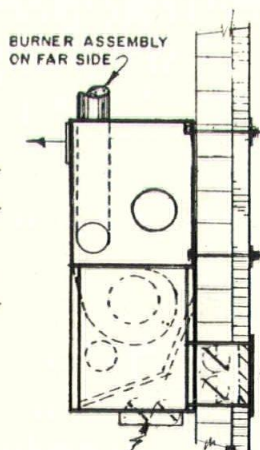
STYLE "H"
DUCT FURNACE
WITH JET FIRE
POWER GAS
BURNER & BY-
PASS SECTION

MOUNTED ON, OR
SUSPENDED ABOVE
A PACKAGE TYPE
AIR CONDITIONER



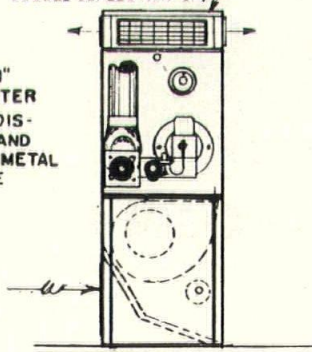
STYLE "H"
WALL HUNG VENT-
ILATING UNIT FOR
AUDITORIUMS, FAC-
TORIES ETC.

OUT SIDE & RET.
AIR DAMPERS ARE
MANUAL OR AUTO-
MATIC.



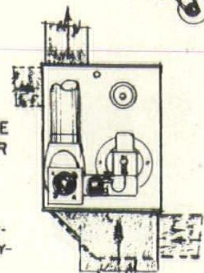
STYLE "H"
SPACE HEATER
WITH AIR DIS-
TRIBUTOR AND
EXPANDED METAL
AIR INTAKE

PLENUM WITH 1, 2, 3, OR 4
DOUBLE DEFLECTION GR.S.



STYLE "H"
VERTICAL OR ANGLE
TYPE DUCT HEATER

NOTE:
BROKEN LINES
INDICATE ALTER-
NATE DUCT LAY-
OUT



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Tjernlund integral draft inducing type with single motor operation of burner and draft inducer. Prepurge timing standard. High pressure type for #2 fuel oil. Standard or electronic controls.

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BLOWER EQUIPMENT

Standard ratings rear of this sheet. For utilization of other than standard blower, refer to blower heater accommodation chart (i.e. Model 100 blower can be used with Model 50 furnace). For CFM and S. P. other than standard refer to blower performance sheets.

COIL & BY PASS CABINETS

Built to specifications to accommodate customers' coil or by pass requirements properly framed to fit Tjernlund heaters.

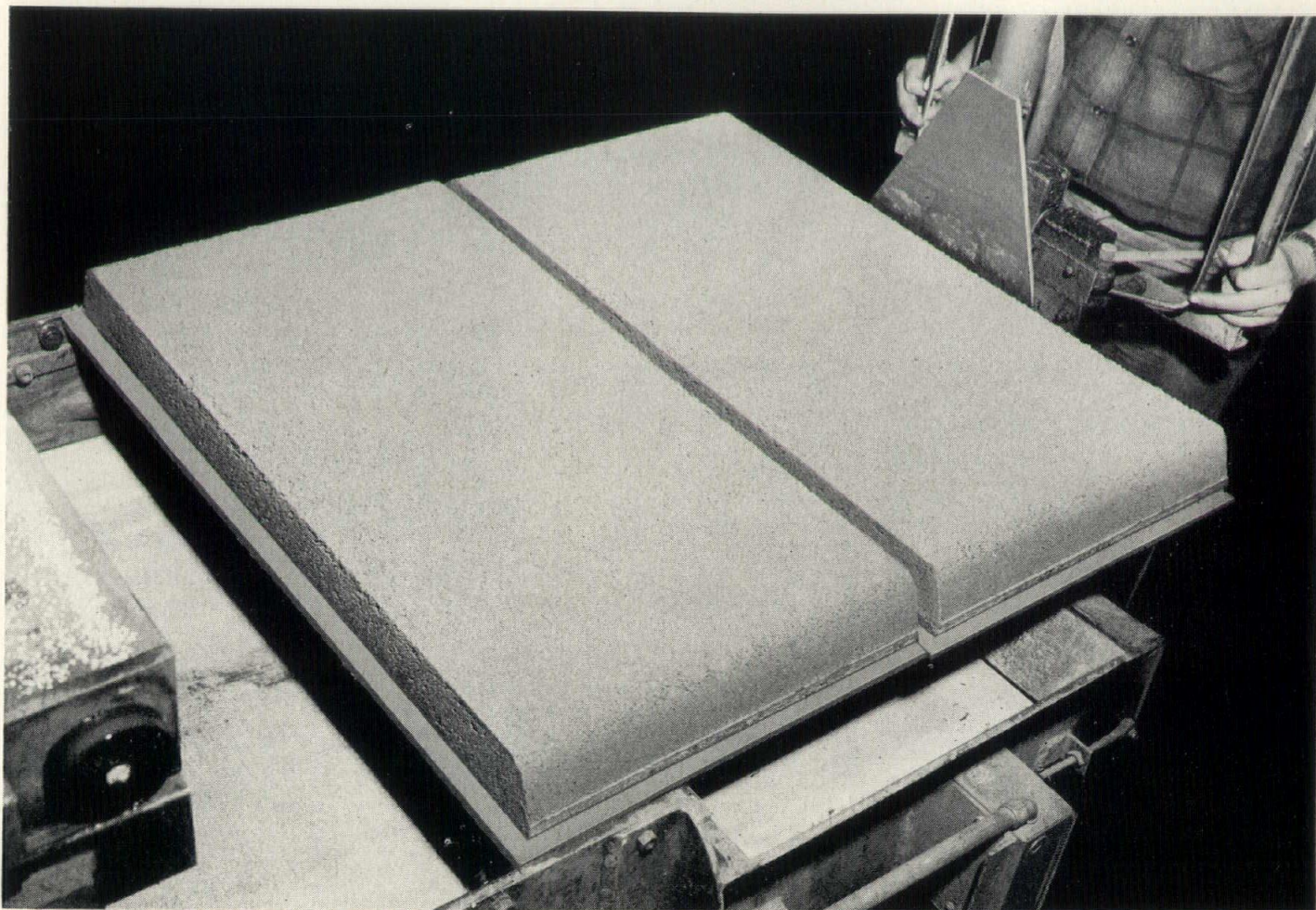
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Midway 5-5861

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Zonatile's under-surface is entirely suitable as the finished ceiling. It has excellent sound absorption.

For detailed information about Zonatile and "on-the-job" assistance, write or call our office.

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Highway engineers design these four important features into the main roads they are building today to give highway users the utmost in safety, comfort and service.

Limited access provides safe entry or exit from the road at periodic intervals while allowing continuous speed for through traffic.

No grade crossings and no stop lights! On modern highways all traffic on intersecting roads goes over or under the highway.

Wide median strips separate opposing streams of traffic. Result: no blinding lights, no danger of a head-on collision.

Wide traffic lanes allow you more room. And maximum safety results when the lanes are paved with concrete. Concrete is skid-resistant, wet or dry. Its light color provides the best night visibility. Concrete lasts longer, costs less to maintain, gives *low-annual-cost* service.

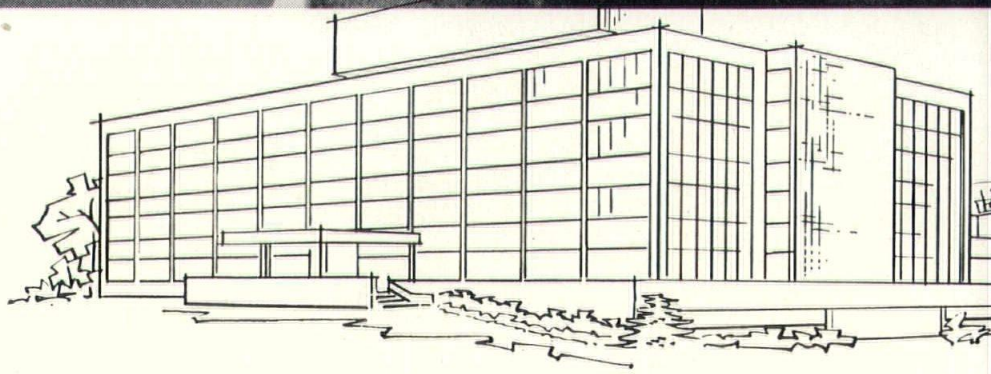
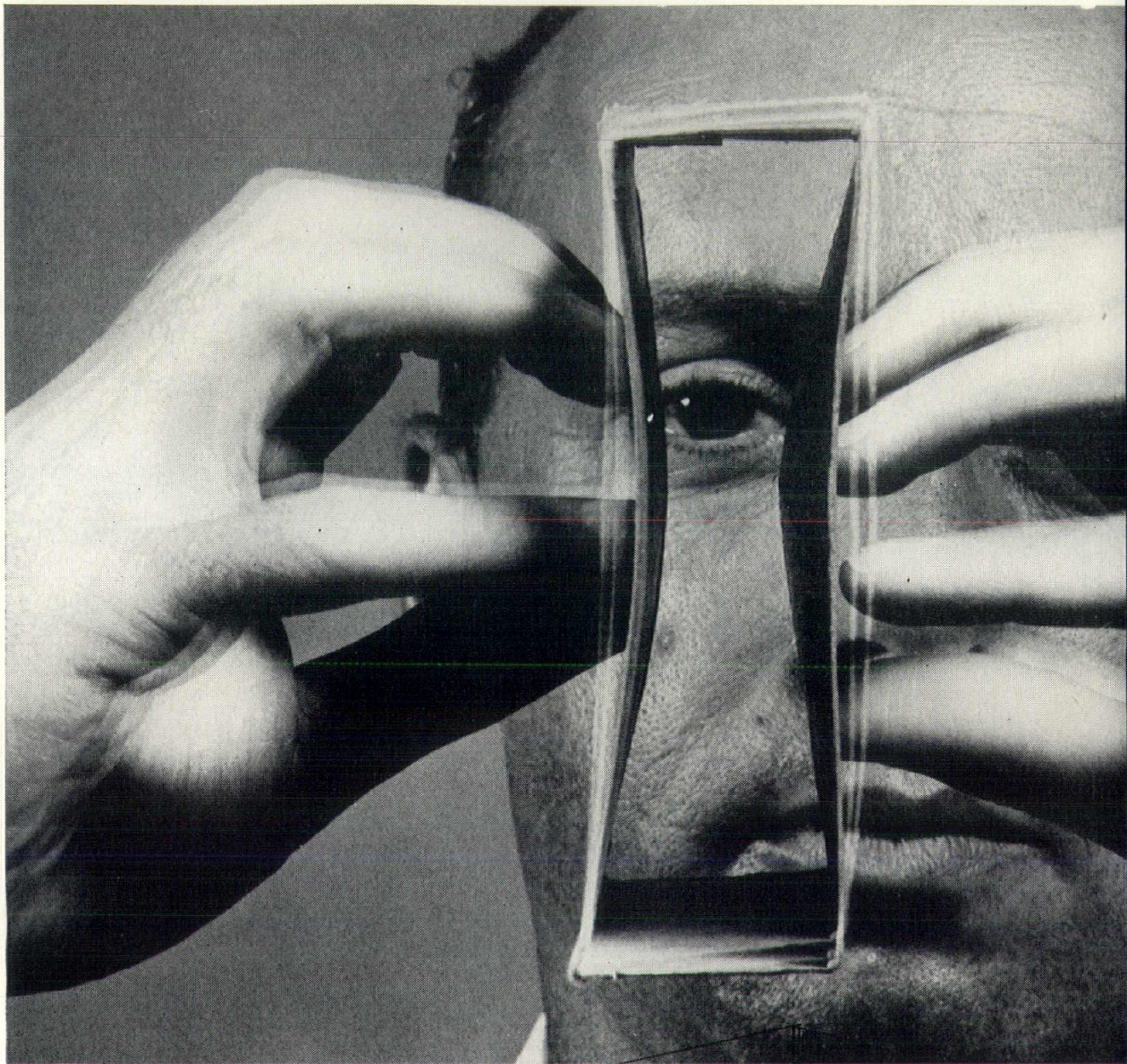
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That's how a Crown Iron Works engineer might begin when he describes to a layman how his firm licked a tough design problem on American Hardware Mutual's new building.

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.

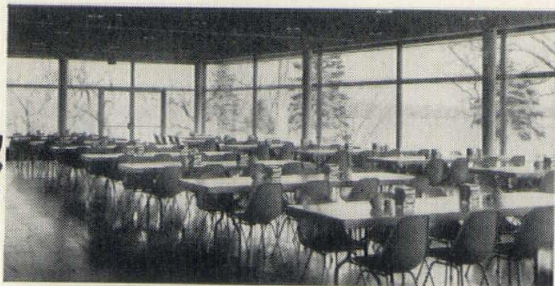
Like to hear more about solving unusual construction problems? Give the men at Crown a call.

CROWN IRON WORKS CO.

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



THE MINDS AND METALS TO SOLVE YOUR PROBLEMS



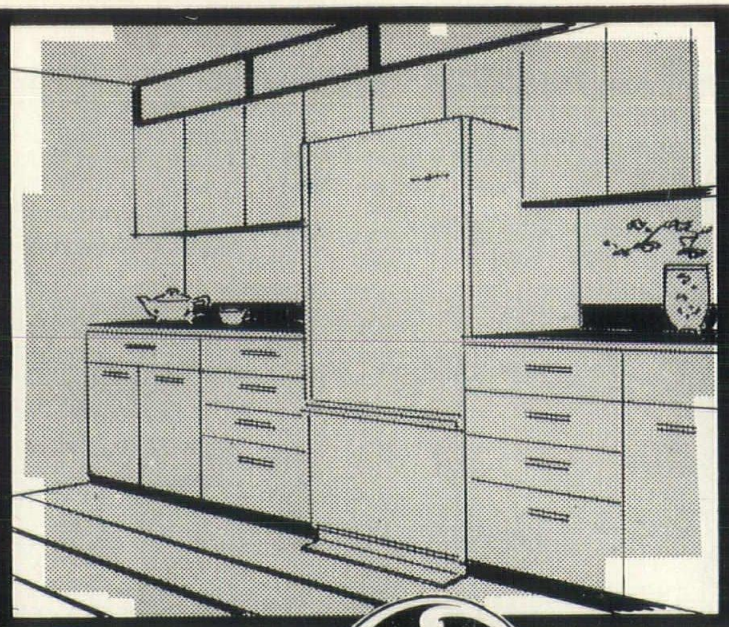
Besides building the outer walls, Crown Iron Works handled all the stainless steel interior work. Every inside and outside railing, window structure and wall panel was an engineering problem in itself—solved to suit the needs of the building.



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.

Designed

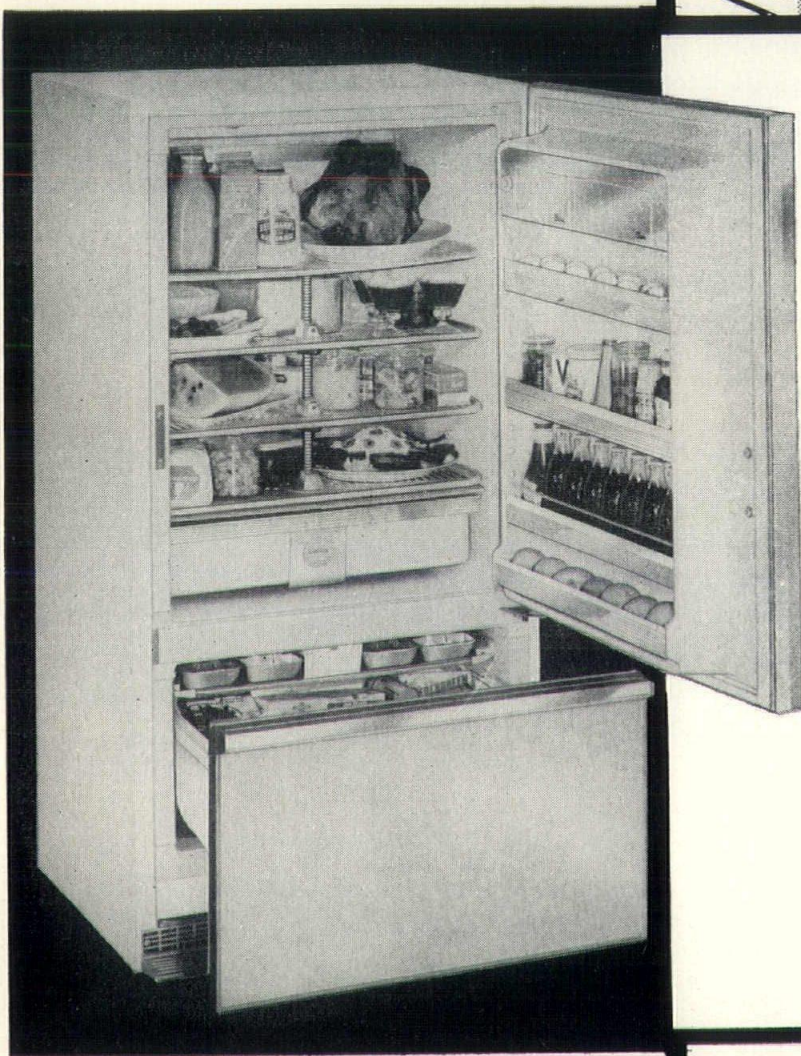
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A Presentation of the Honor and Merit Awards at the AIA Centennial

PART of the observance of the Centennial of the American Institute of Architects by the Minnesota chapters of the institute was selection of four buildings to receive honor awards and six buildings to receive merit awards. Presentation of the honors was made during the Centennial Banquet and it is our pleasure to present on the following 20 pages a monograph of pictures of the winners. This takes the place of our usual architectural firm monograph, which will be resumed in our next issue.

The honored buildings were selected by an outstanding jury of Prof. Vernon DeMars of the University of California in Berkeley College of Architecture, Dean Buford Pickens, Director of Campus Planning for Washington University, St. Louis, and Oskar Stonorov, architect and planner, Philadelphia.

The general level of excellence of the works submitted for the honors was such that it is understood the jury had difficulty selecting the final winners from among some 15 or 20 buildings. As is true in any judging by professionals of strong beliefs and varied backgrounds there was no immediate unanimity of selection and the resultant discussions were pointed.

For the information of our readers not completely familiar with members of the jury we would like to present brief biographies of them.

Professor Vernon DeMars

Prof. DeMars is a planner and member of the faculty of the College of Architecture, University of California, and a member of the Northern California Chapter of AIA. He was Chief of the Housing Standards Section of the National Housing Administration and has contributed articles to leading architectural magazines. He was awarded the Parker Medal for the Eastgate Apartments, done in association with Koch, Kennedy, Rapson & Brown, given by the Commonwealth of Massachusetts for outstanding architectural design. Prof. DeMars is well known for his work with the Farm Security Administration in the design of permanent housing and Migratory Labor Camps projects, which have been widely published both here and abroad. He was a consulting architect with the Mutual Security Agency for the design of Miners Housing in the Ruhr, Ger-

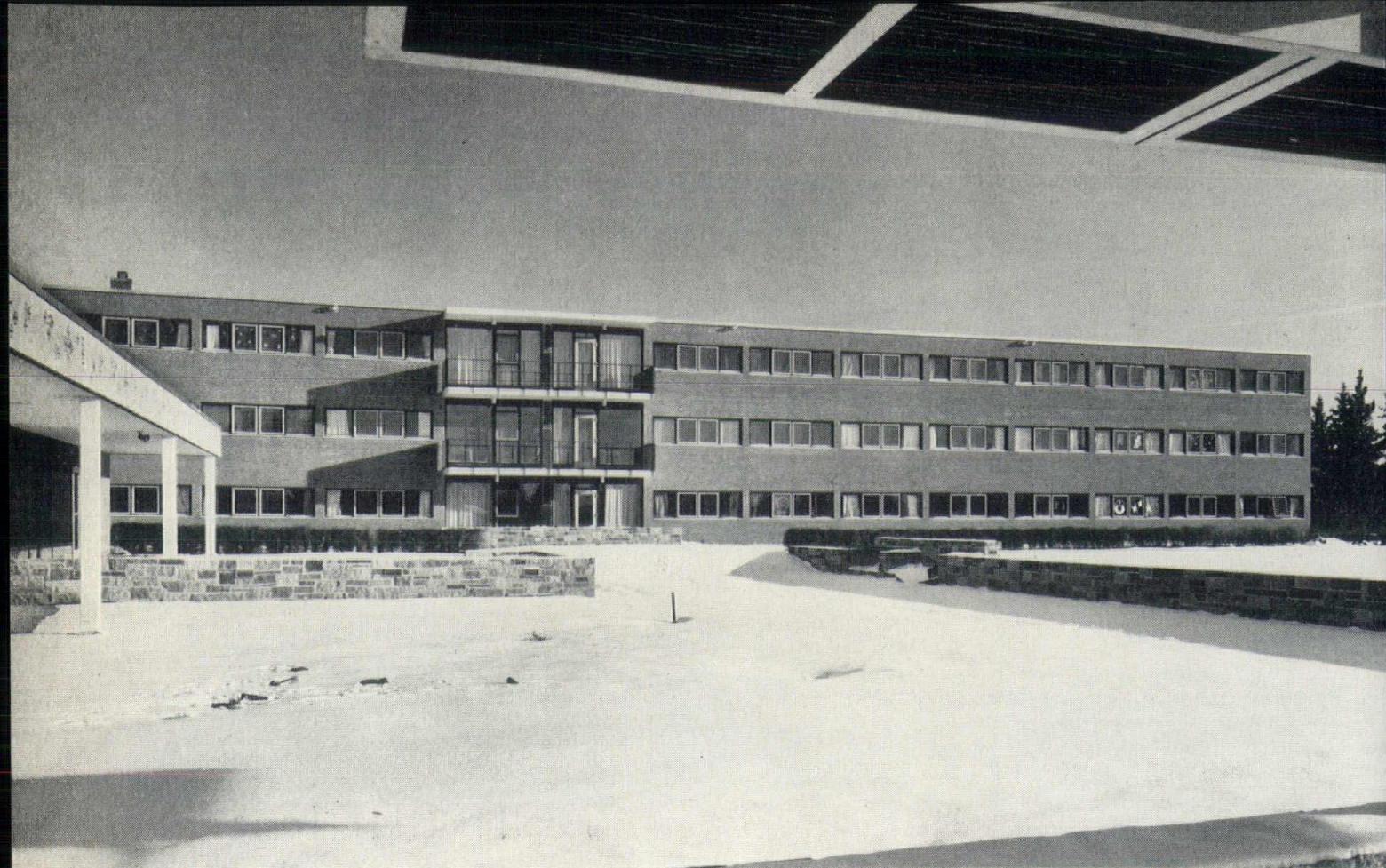
many, and he also represented this country at a conference in Italy on community planning. Currently, in addition to teaching, he is working on both private and government housing developments in California.

Dean Buford Pickens

Dean Pickens until recently was dean of the School of Architecture, Washington University, and has just resigned to take charge of Washington University development program as Director of Campus Planning. He is a member of the St. Louis Chapter AIA, has written and contributed to many magazines and has been extremely active and has held many positions in the AIA national and local chapters and is currently secretary of the Association of Collegiate Schools of Architecture. He formerly was professor at Wayne University in Detroit and Director of the School of Architecture, Tulane University in New Orleans.

Oskar Stonorov

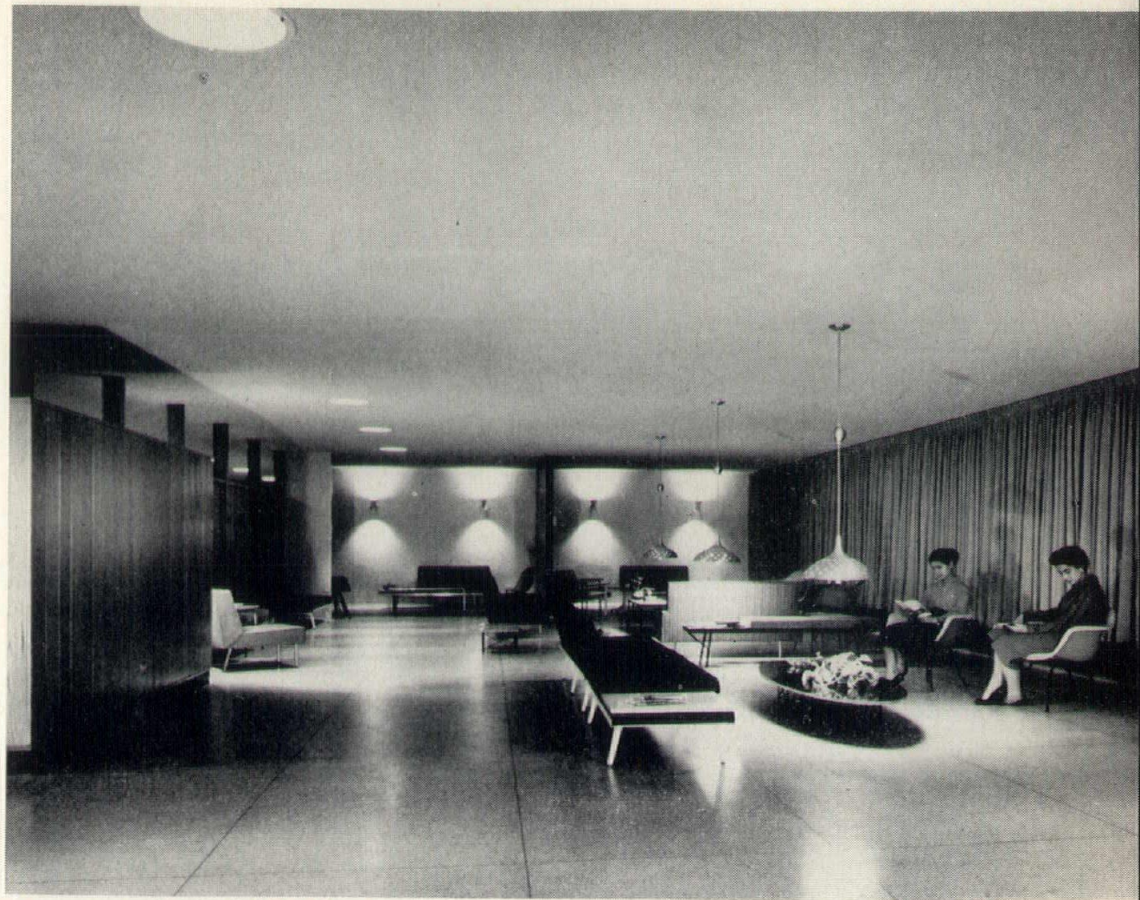
Mr. Stonorov is a well known architect and planner. Among other things he edited the first publication on LeCorbusier's work and worked with LeCorbusier for a number of years. He has worked for numerous public housing projects and is actually one of the early architects to participate in public housing in this country. He is currently working with the Philadelphia Planning Commission on the redevelopment of the central part of Philadelphia.



HONOR AWARD

Dormitory for
College of St. Benedict
St. Joseph, Minnesota

Hammel and Green
St. Paul, Minnesota



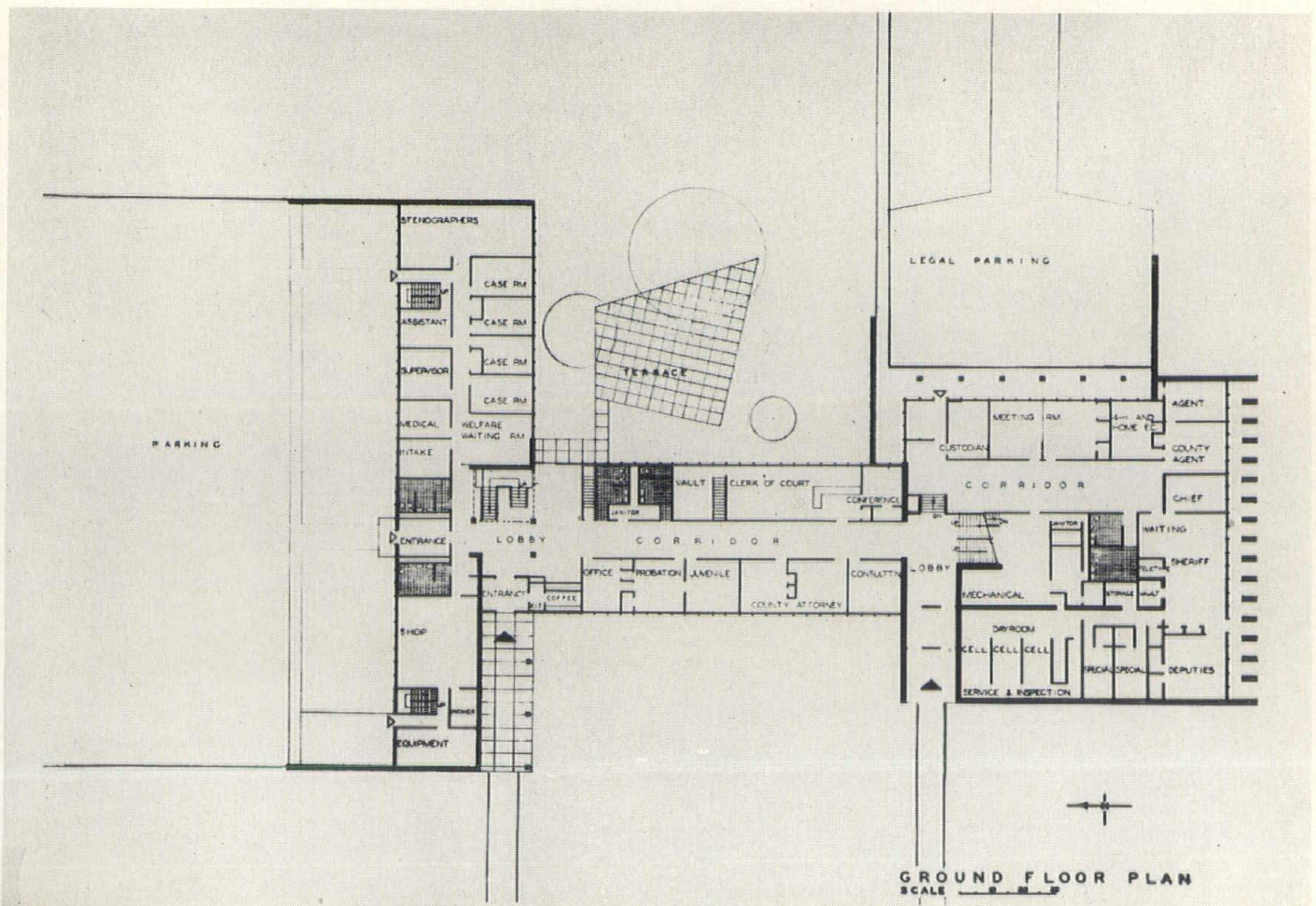


HONOR AWARD

St. Louis County Courthouse

Hibbing, Minnesota

Jyring and Whiteman
Hibbing, Minnesota



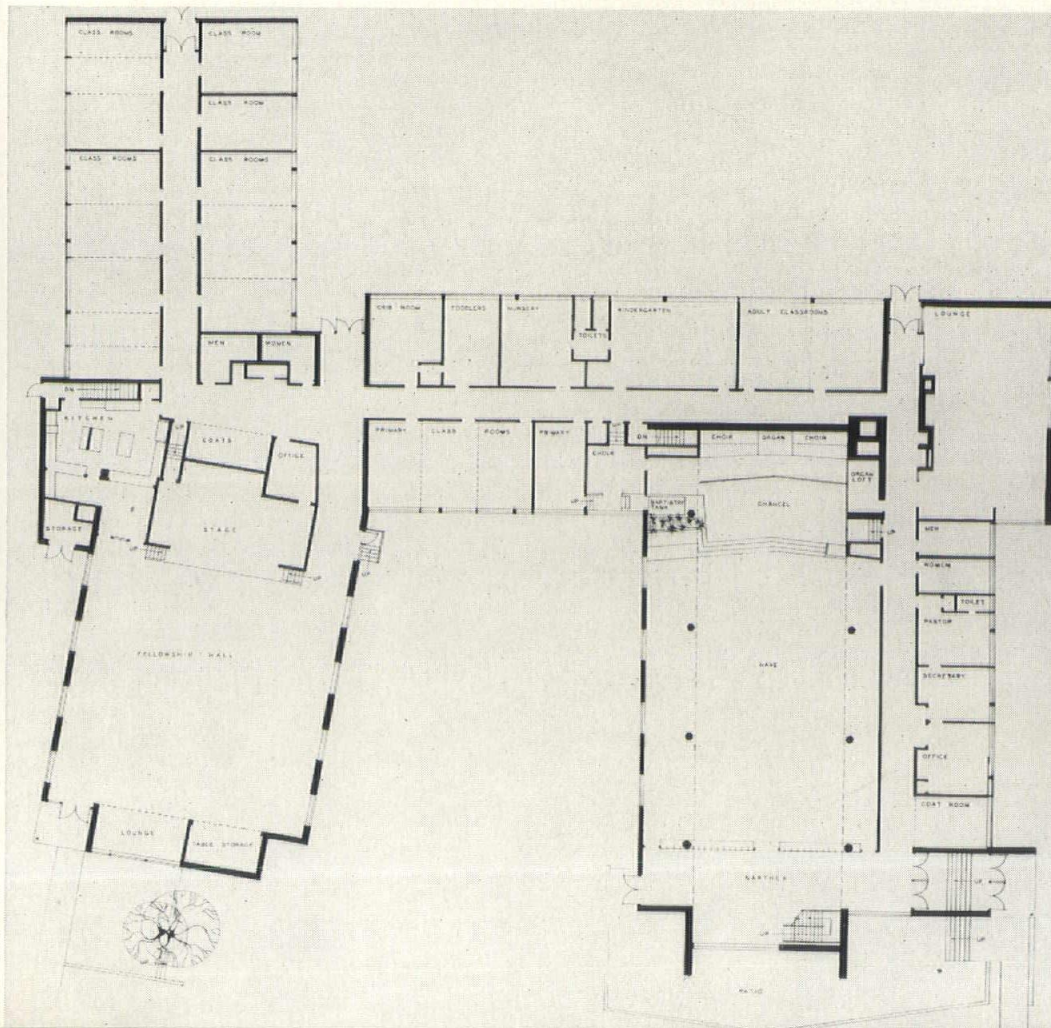
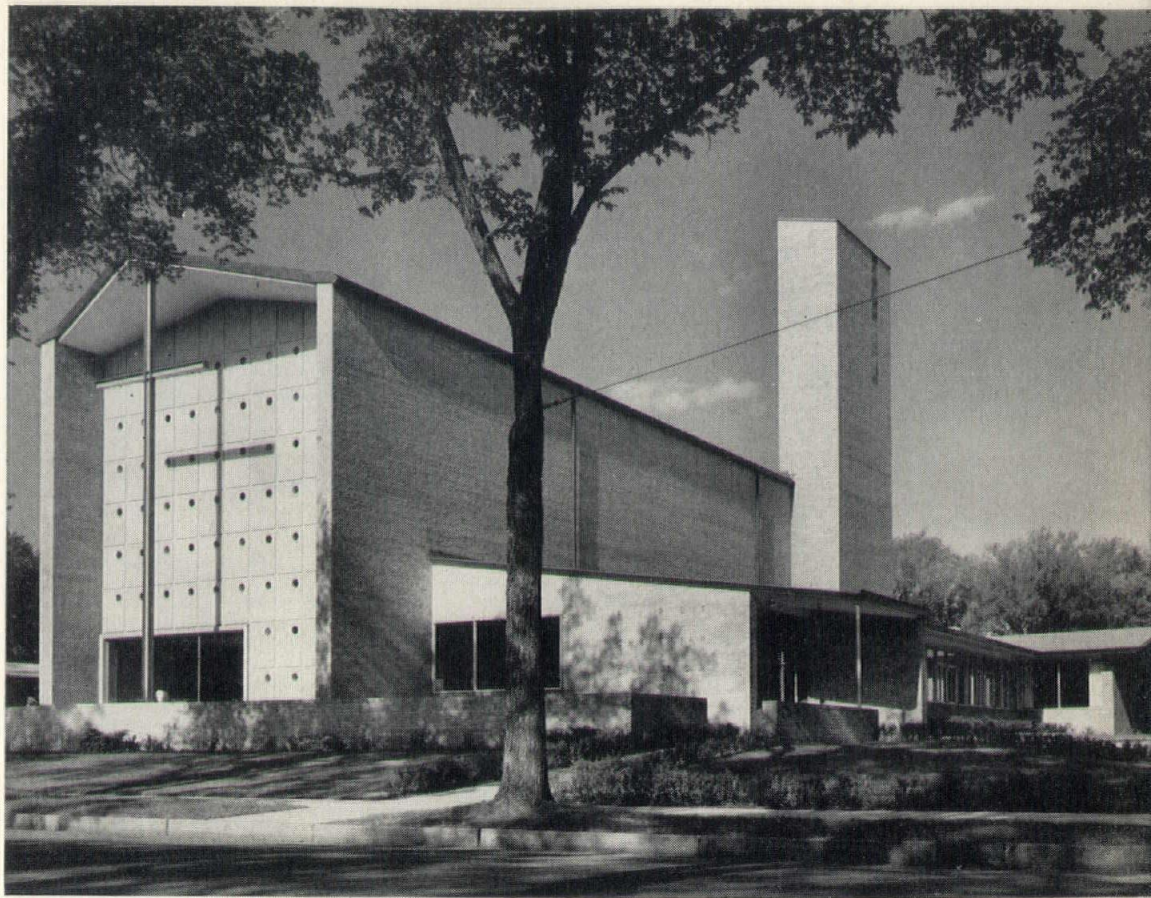


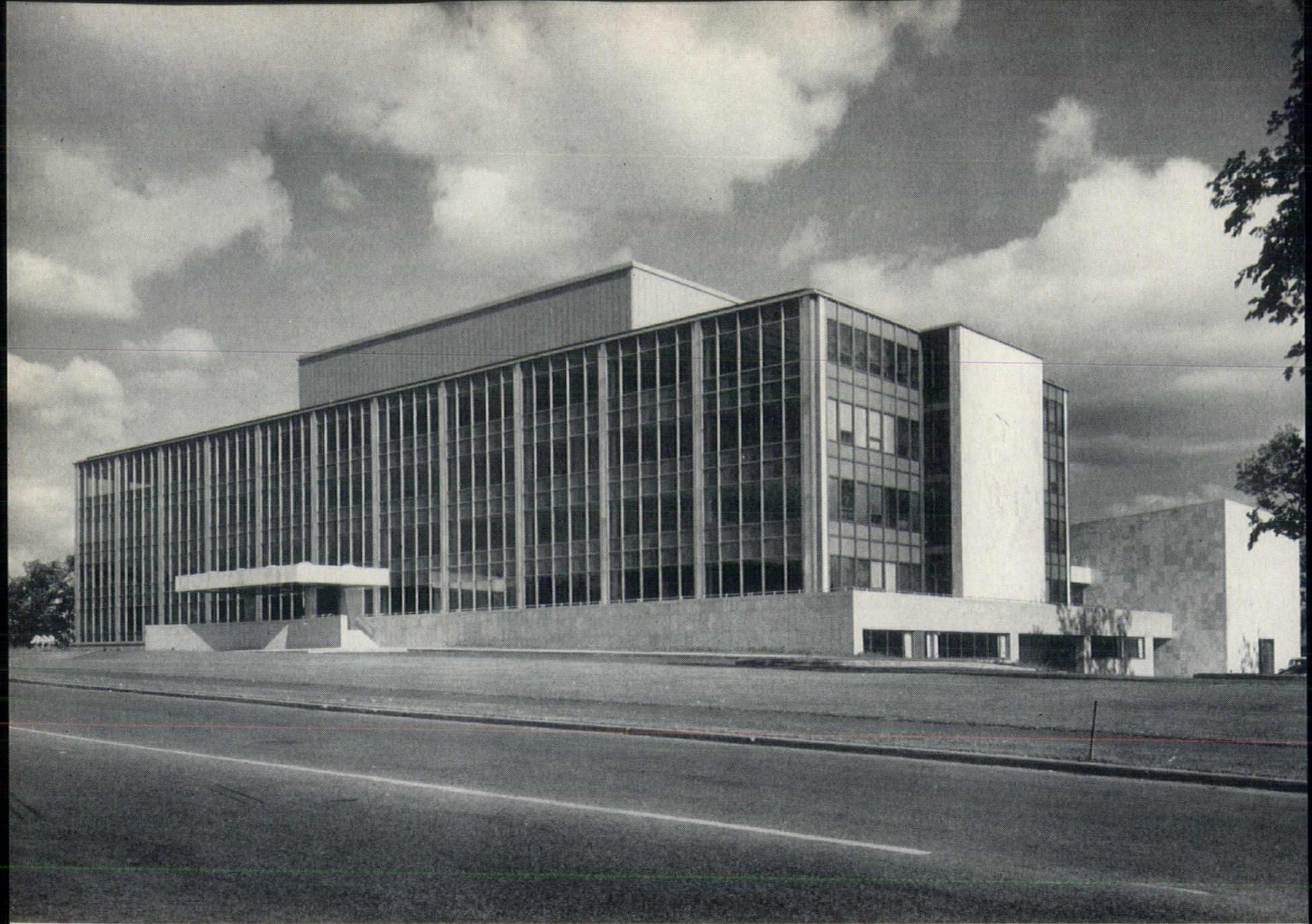
HONOR AWARD

First Christian Church

Minneapolis, Minnesota

Thorshov & Cerny, Inc.
Minneapolis, Minnesota

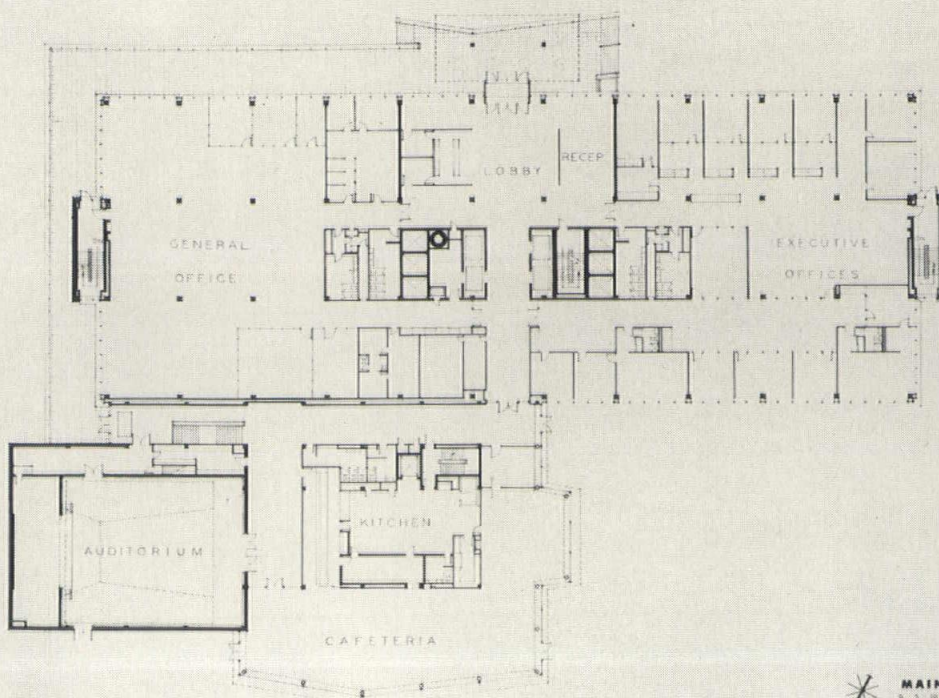




HONOR AWARD

American Hardware
Mutual Insurance Company
Minneapolis, Minnesota

Thorshov & Cerny, Inc.
Minneapolis, Minnesota



MAIN FLOOR

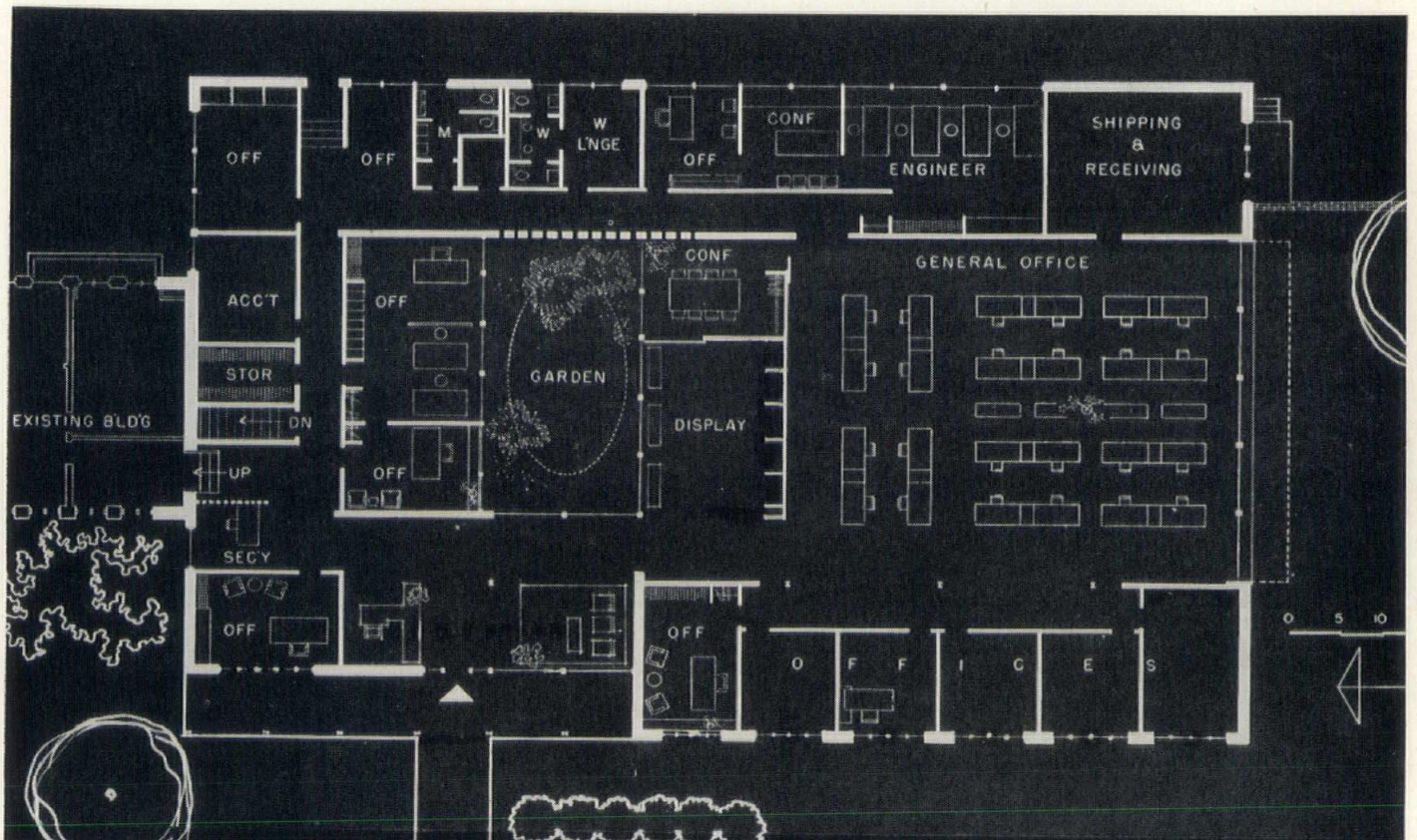
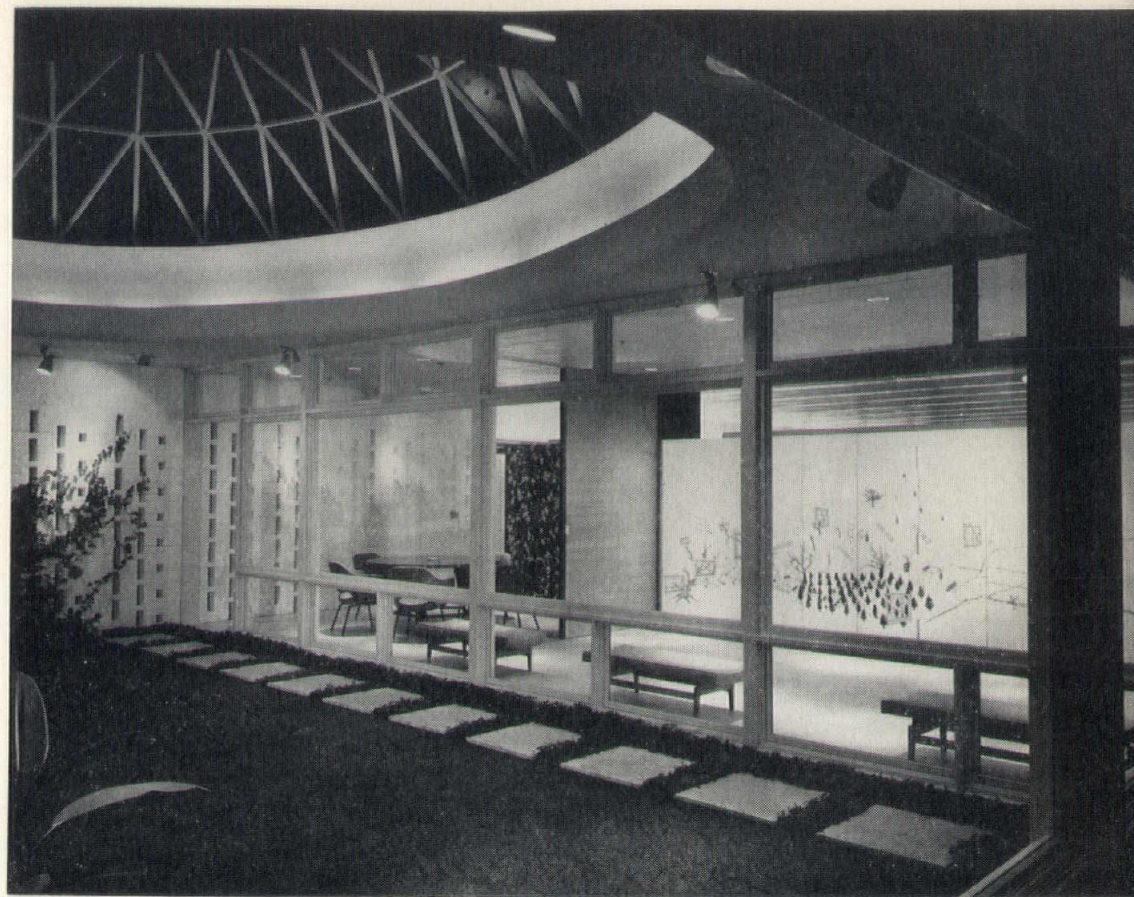


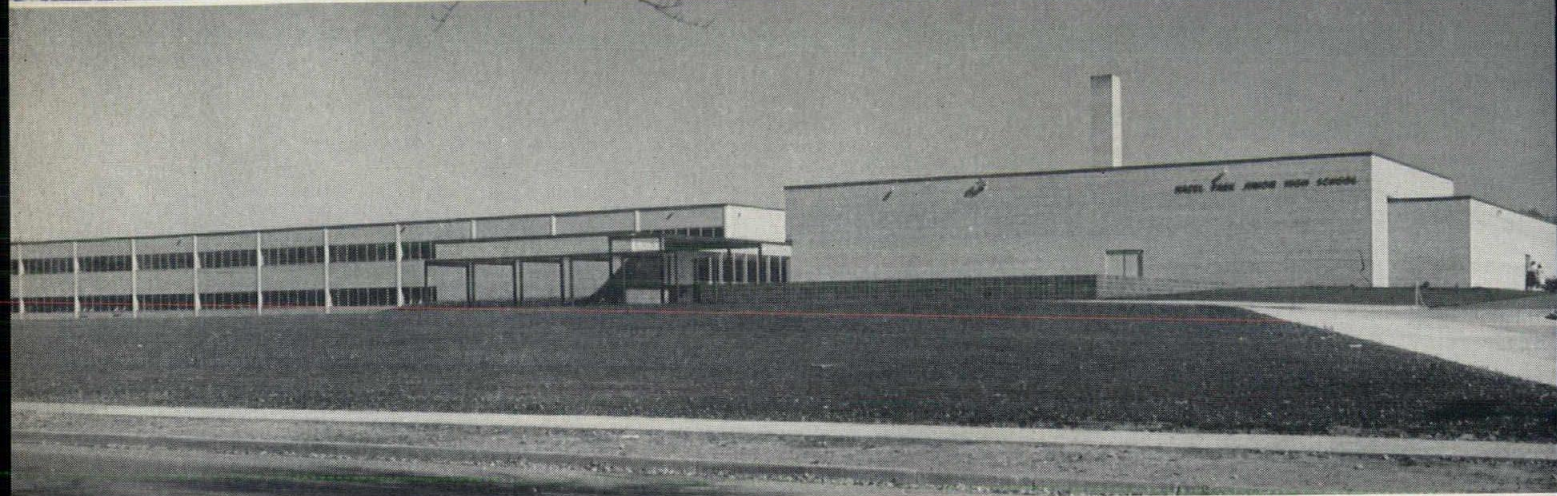
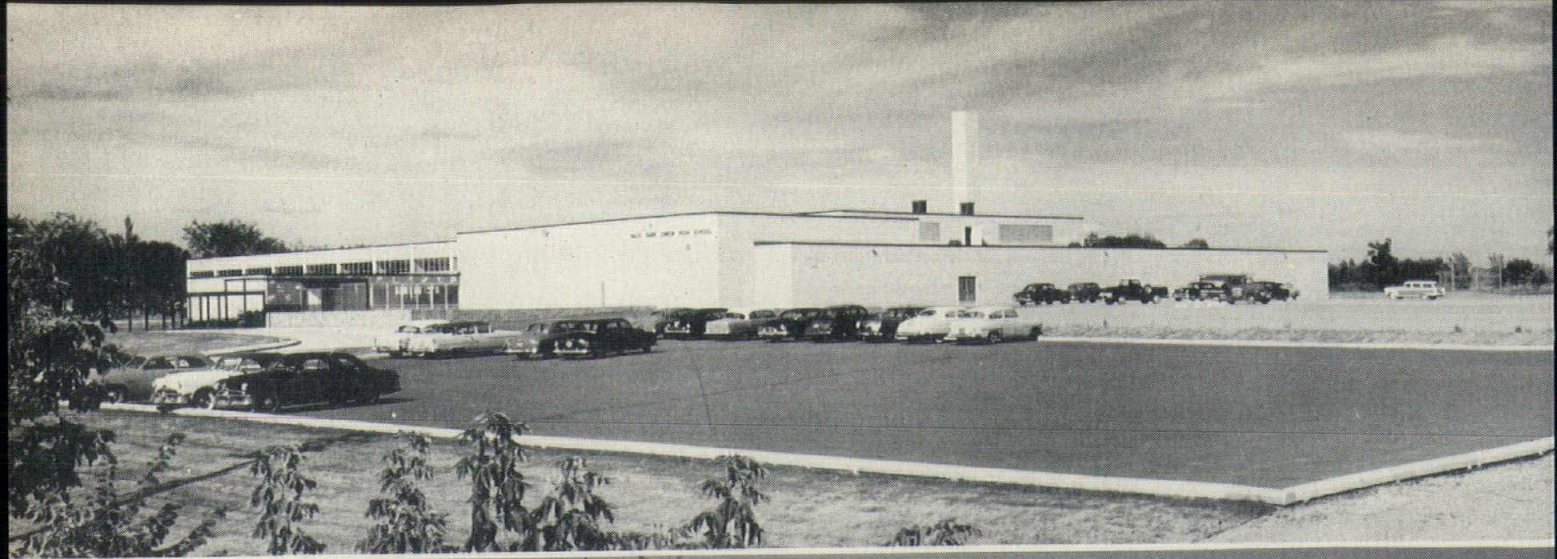
MERIT AWARD

Andersen Corporation Office Building

Bayport, Minnesota

W. Brooks Cavin
St. Paul, Minnesota





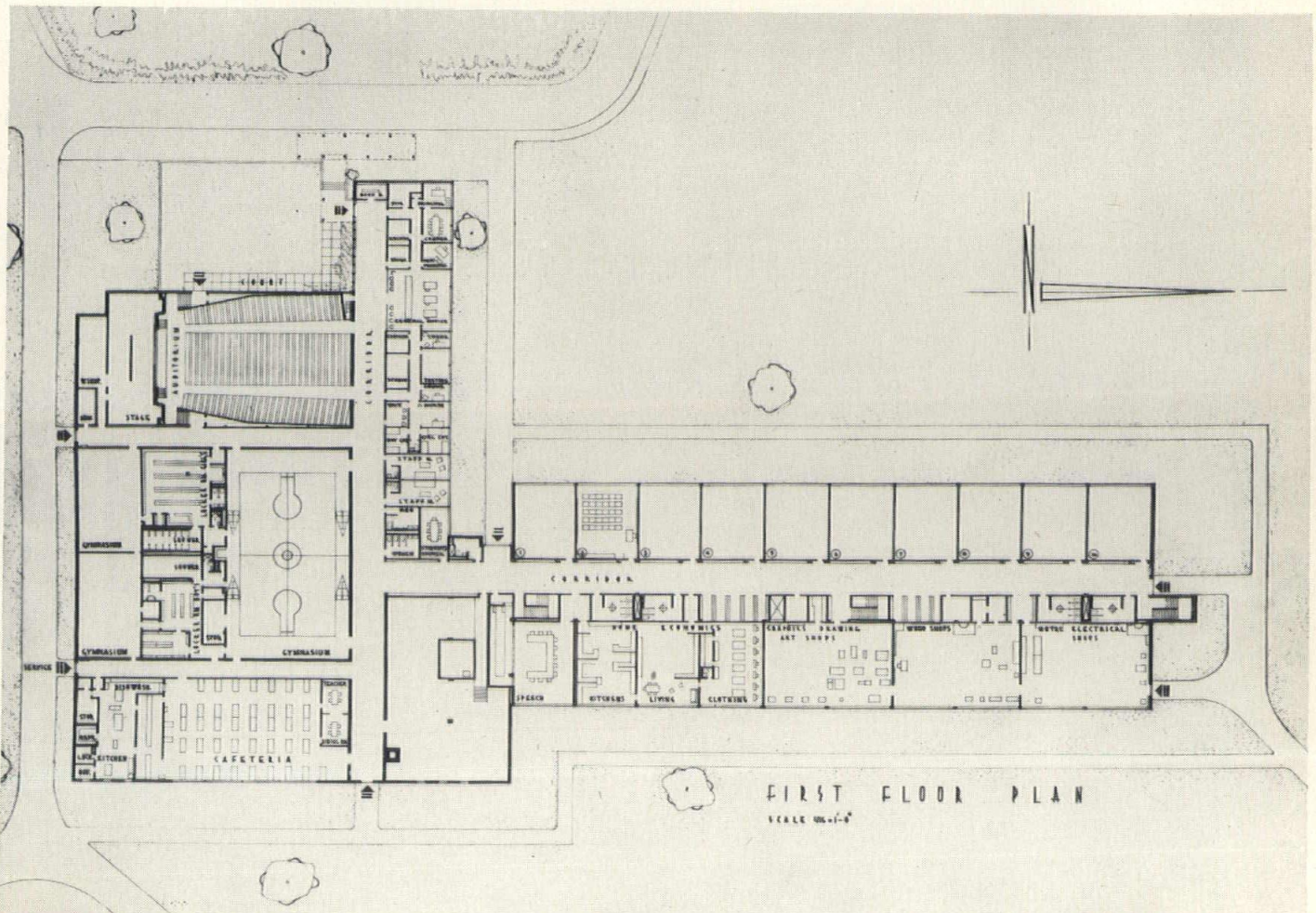
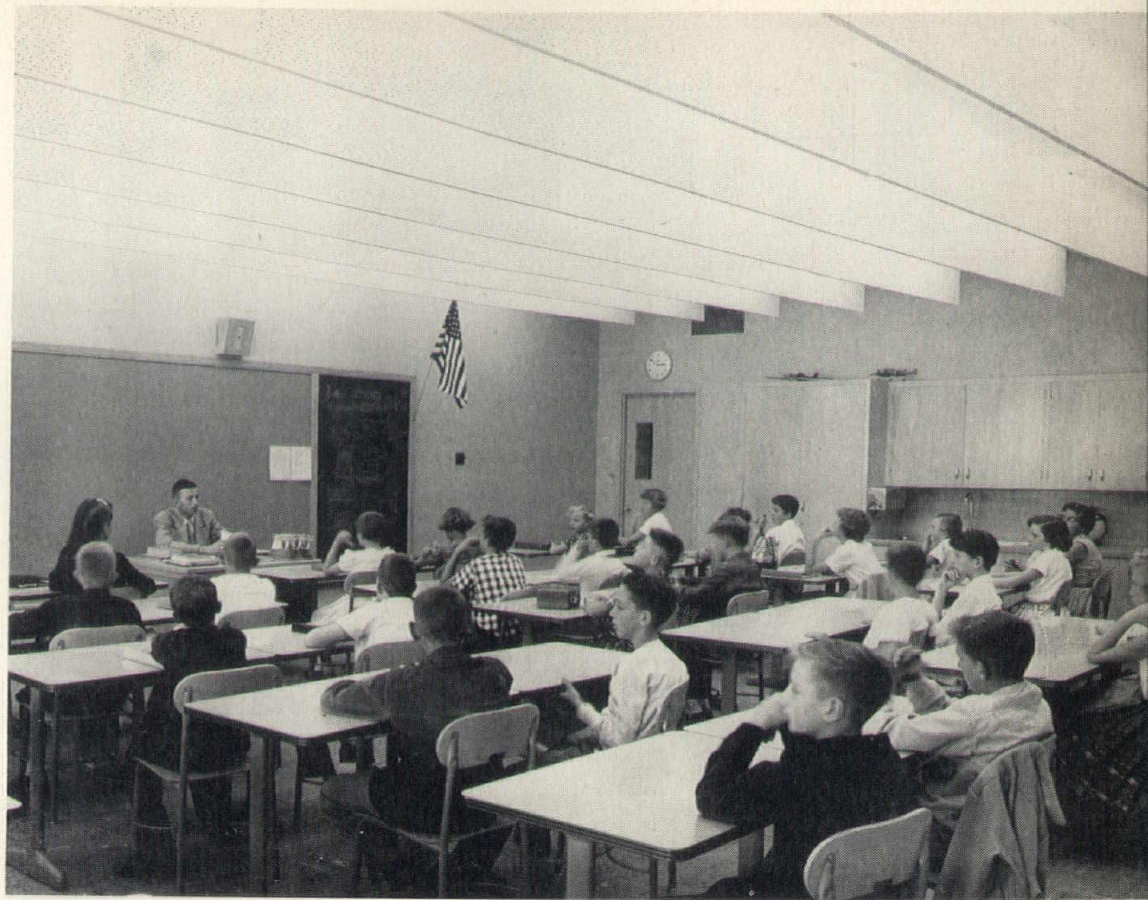
MERIT AWARD

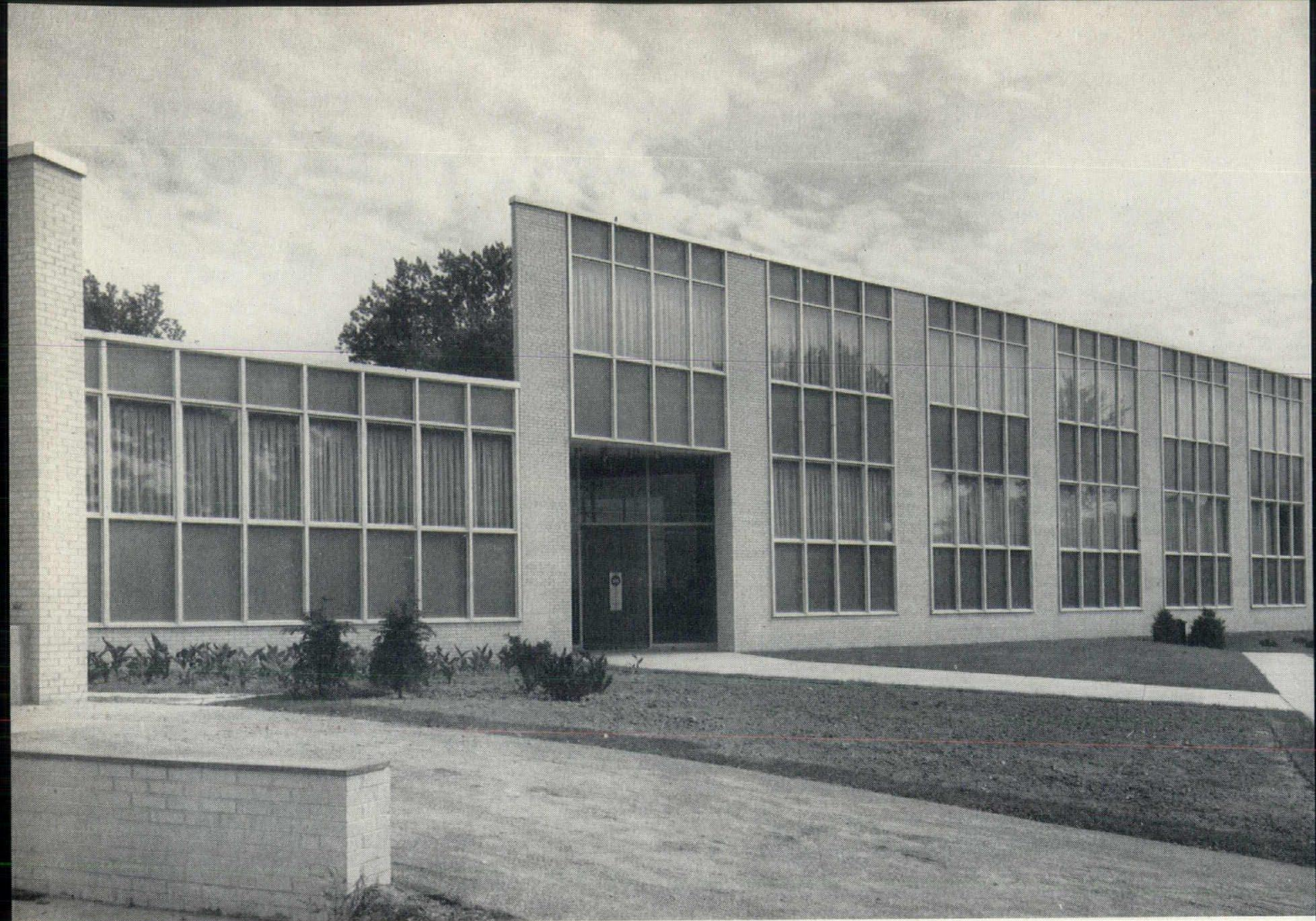
Hazel Park Junior High School

St. Paul, Minnesota

Ellerbe and Company

St. Paul, Minnesota





MERIT AWARD

Group Health Mutual Insurance Office

St. Paul, Minnesota

Haarstick, Lundgren
& Associates
St. Paul, Minnesota



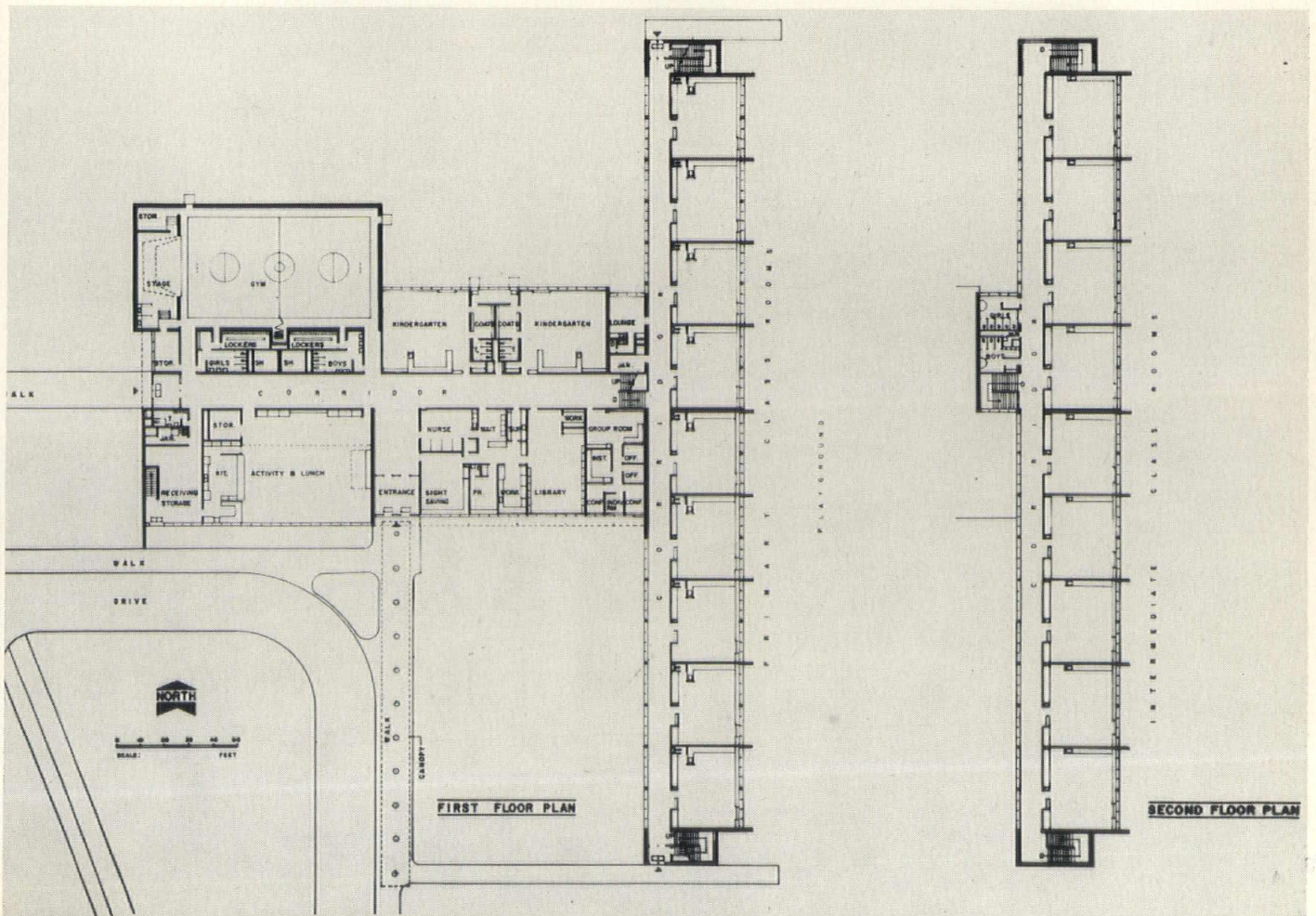
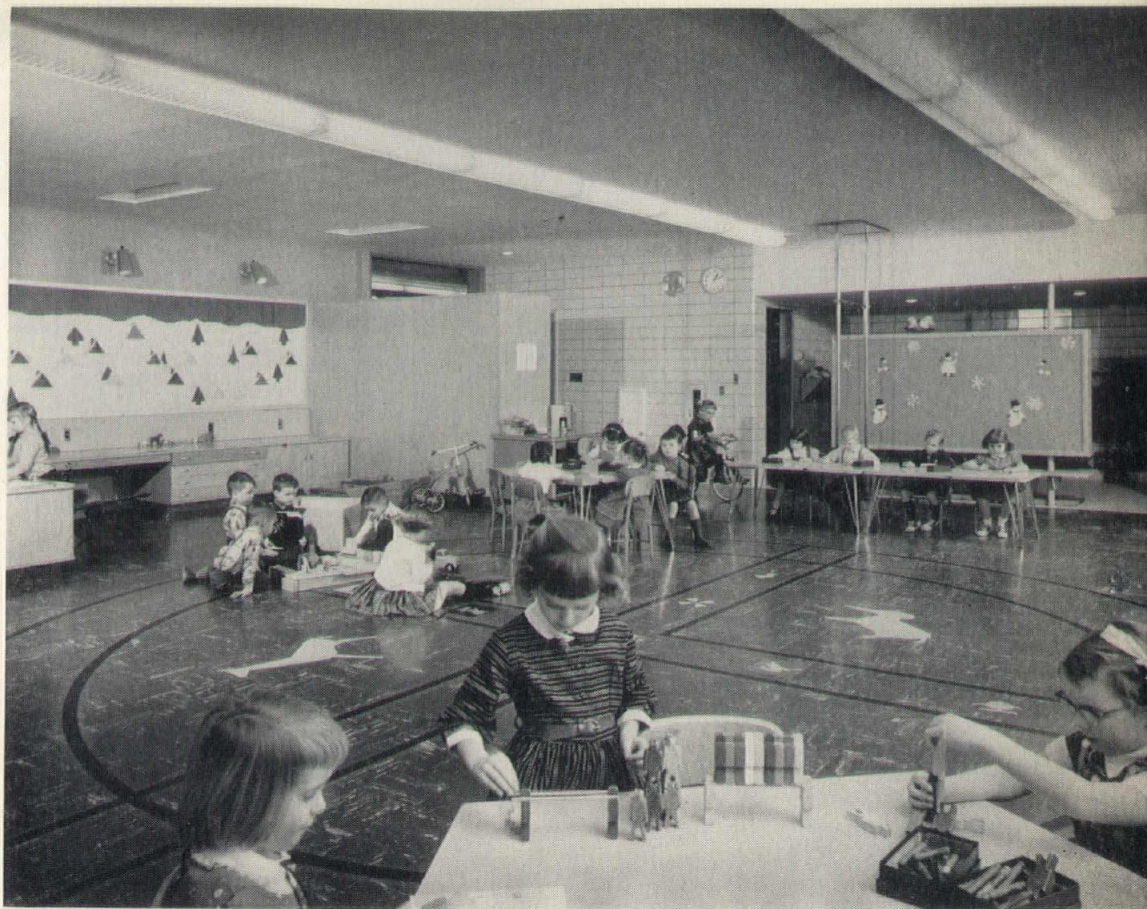
MERIT AWARD

Washington Elementary School
Hibbing, Minnesota

Jyring & Whiteman
Hibbing, Minnesota

Associates

Haarstick, Lundgren
& Associates
St. Paul, Minnesota



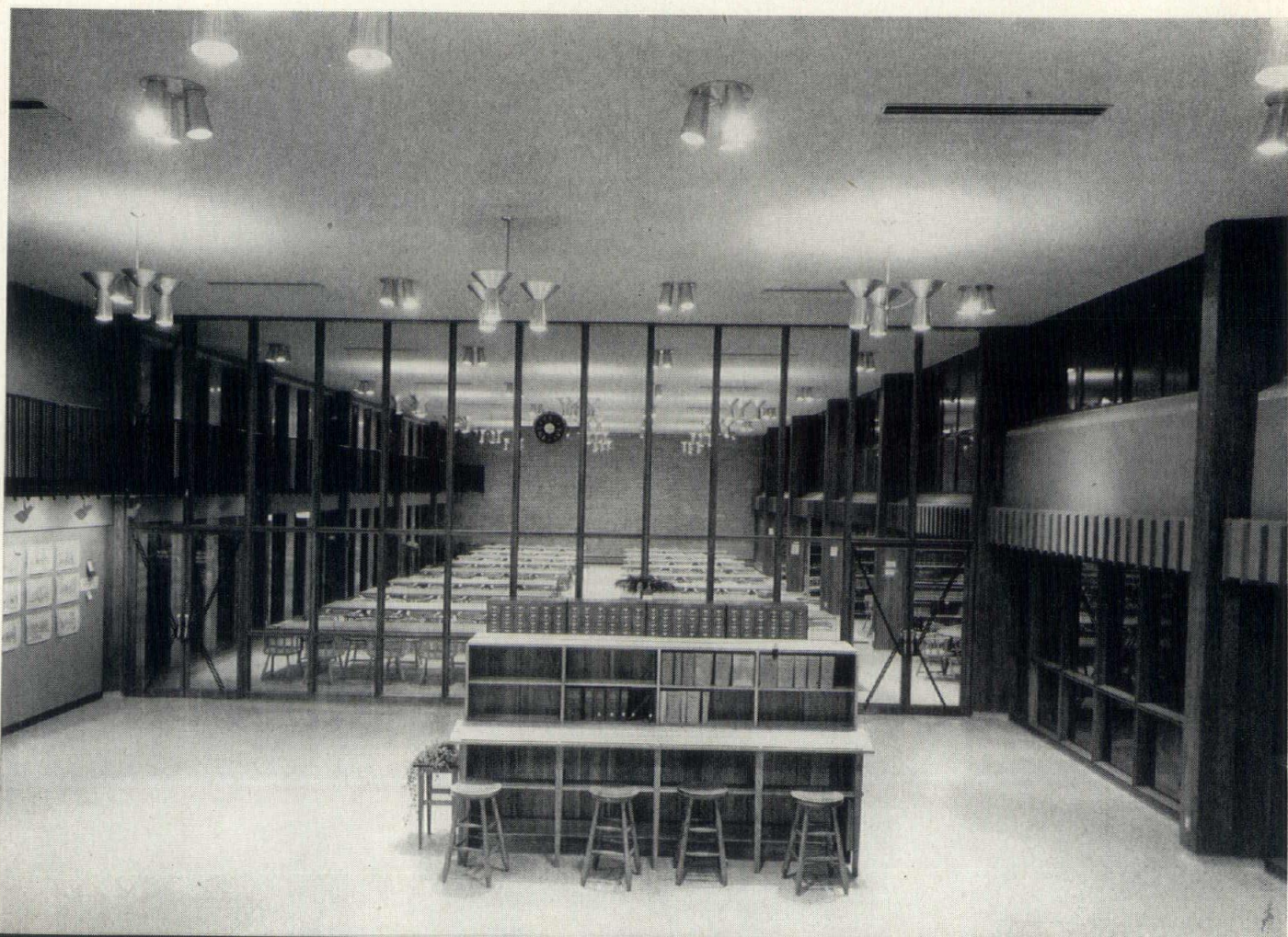
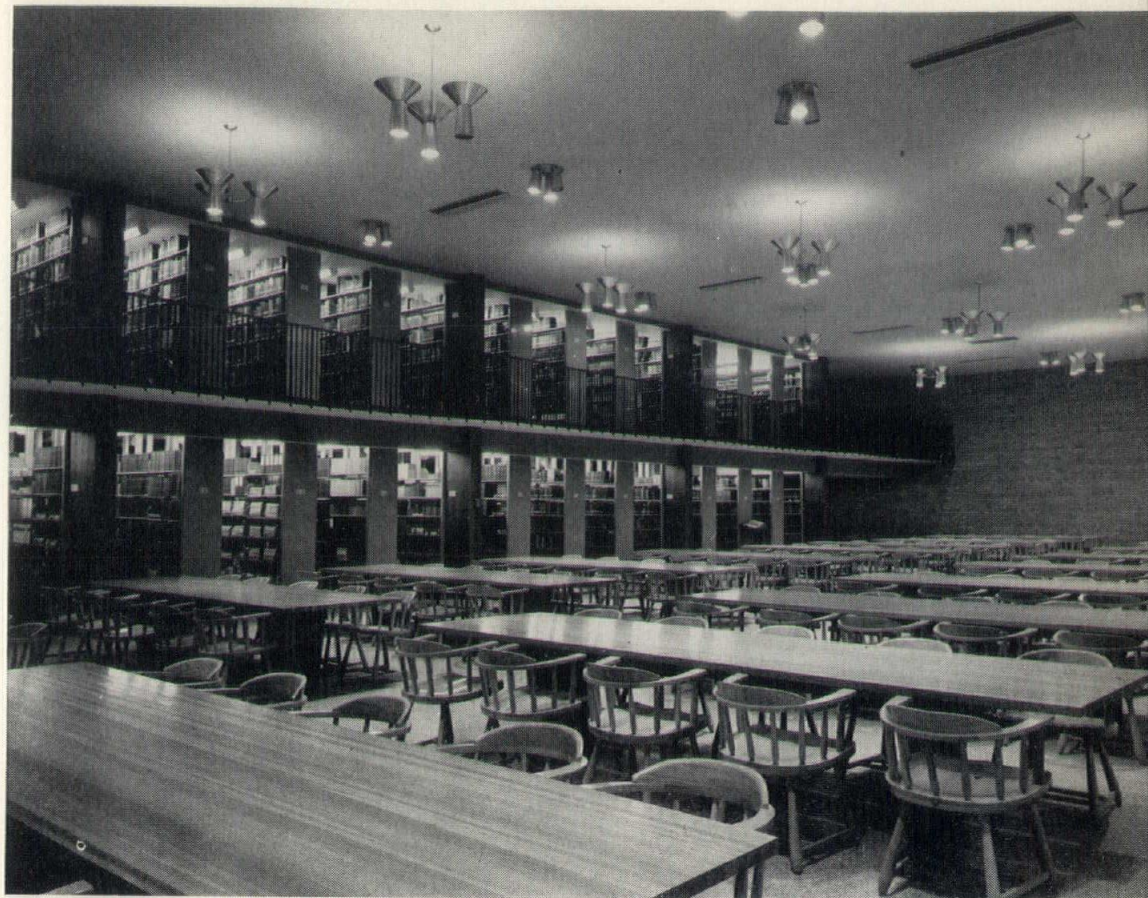


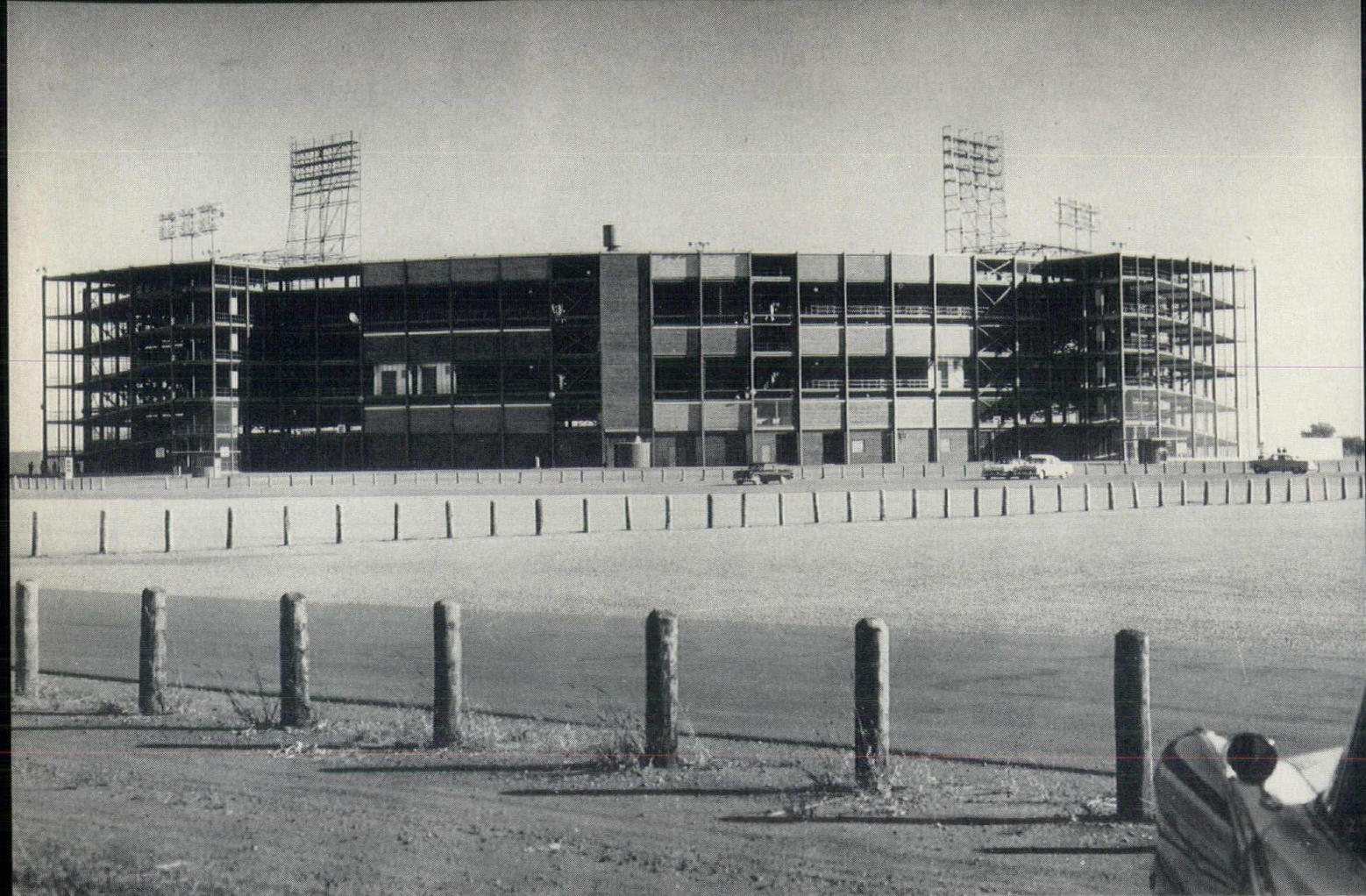
MERIT AWARD

Carl B. Ylvisaker Library Concordia College

Moorhead, Minnesota

Sovik, Mathre
& Associates
Northfield, Minnesota





MERIT AWARD

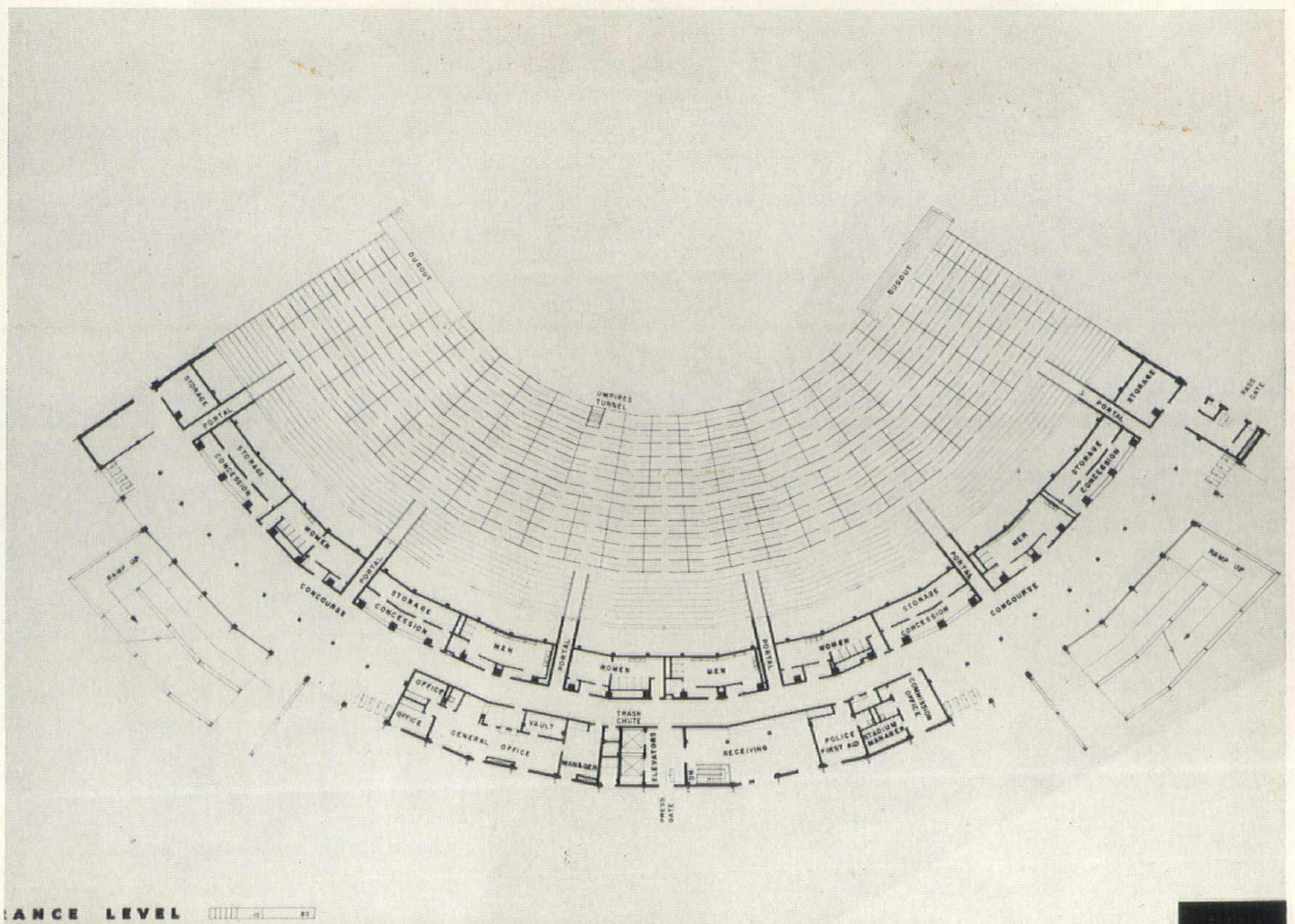
Metropolitan Area Sports Stadium

Bloomington, Minnesota

Thorshov & Cerny, Inc.
Minneapolis, Minnesota

Associates

Toltz, King, Duvall,
Anderson & Associates
St. Paul, Minnesota

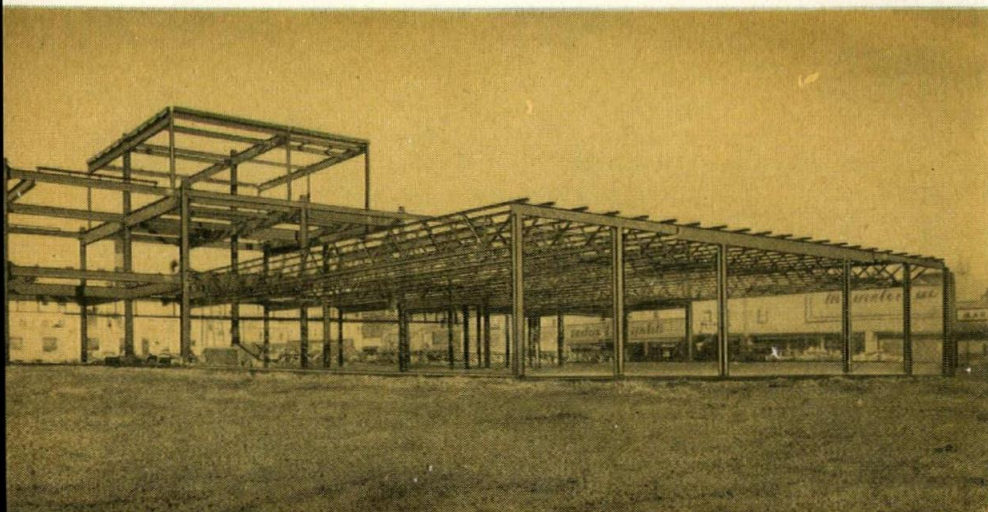




Safe with...

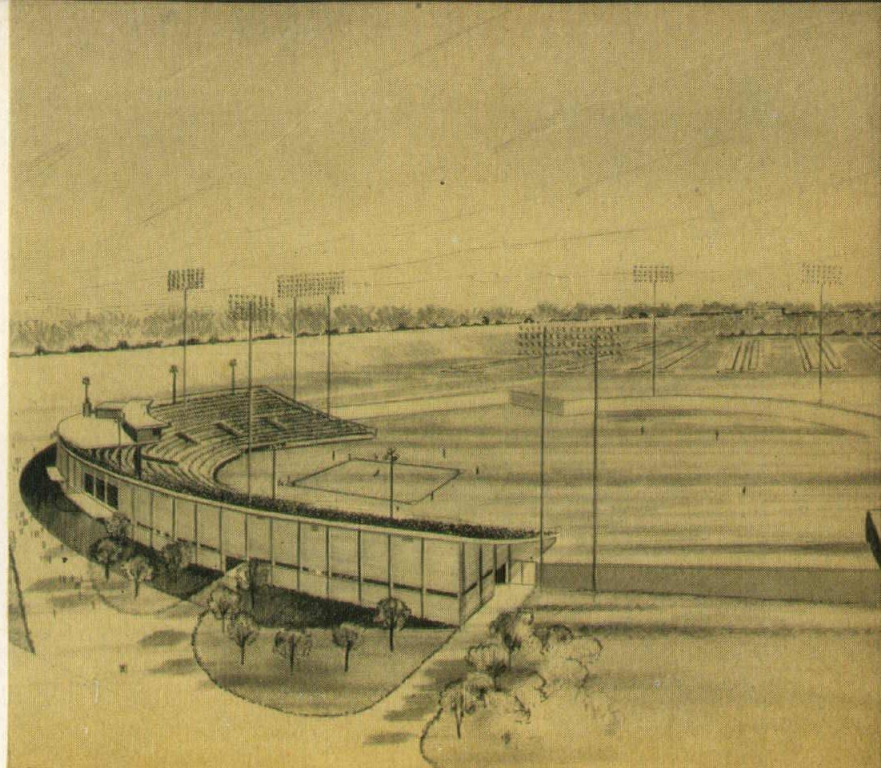
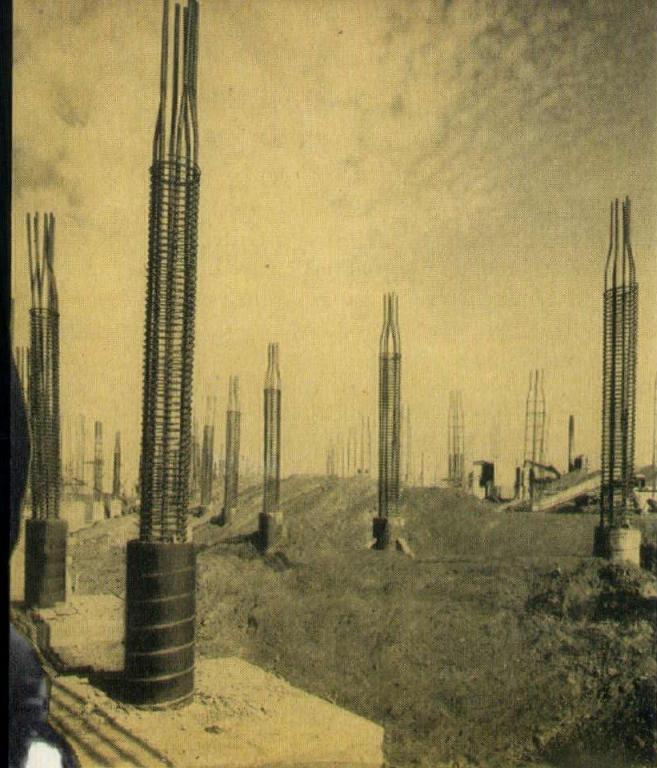
"SAFE AT HOME" will be the American Association St. Paul Saints where 233 tons of Pacal Reinforcing Steel and Wire Mesh went into the \$2,000,000 municipal stadium. With a seating capacity of 10,250, the ball park is scheduled for completion in time for the opening game April 25.

BANK REPLACES YESTERDAY'S BALL PARK



SAFE, TOO, will be money banked at Northwestern National Bank's Nicollet-Lake Branch. Located on a site familiar to Twin City baseball fans, this structure occupies what was Nicollet Park — former home of the Minneapolis Millers. Standing in its place today is 155 tons of Pacal Structural Steel, 39 tons of Joists and Steel Decking and 72½ tons of Reinforcing Steel and Wire Mesh.

ARCHITECT—Magney, Tusler & Setter, Minneapolis
 CONTRACTOR—Geo. W. Madsen Co., Minneapolis
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ARCHITECT—A. H. Schroder, City Architect, St. Paul
 ARCHITECT-ENGINEERS—Toltz, King, Duvall, Anderson & Assoc., St. Paul
 CONTRACTOR—Steenberg Construction Co., St. Paul
 ERECTOR—N. H. Sandberg Erection Co., St. Paul

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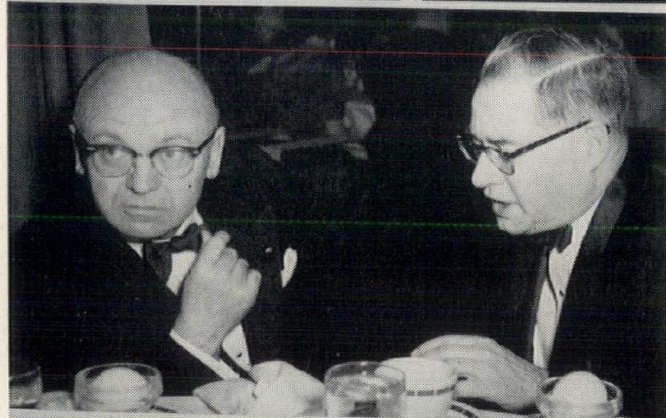
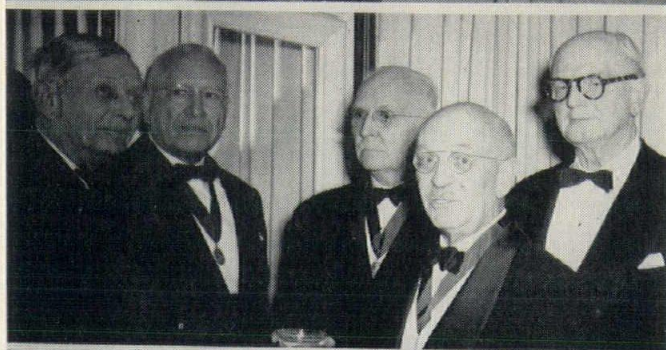
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The AIA



Asides . . .

The serious moments, the thoughtful moments, of the AIA Centennial celebration were caught in the four pictures here. Shown, l-r, from top down, are: Brooks Cavin, St. Paul Chapter president, Dean John Burchard, Victor Gilbertson, president of the Minnesota Society, and Clair Armstrong, centennial program chairman, as the local architects welcomed Dean Burchard to the cities. . . . The AIA Fellows, Edwin Lundie, Dale McEnary, W. H. Tusler, Roy Jones and Oscar Lang. . . . Sid Stolte and Robert Hendershot. . . . John Magney.

Hundreds of those in the field of architecture and related work gathered in Minneapolis for the observance of the 100th anniversary of the founding of the American Institute of Architects on February 23 and the affair had the thrilling air of one of the year's major events. The Minnesota chapters of AIA held their observance on the exact date of the origination of the national group although the national celebration will come later.

One of the highlights of the banquet meeting was presentation of the centennial honor and merit awards, which are shown in the place of the usual monograph in this issue of *NORTHWEST ARCHITECT*. President Victor C. Gilbertson of the Minnesota Society of Architects introduced the honored guests of the occasion and John E. Burchard, dean of Humanities and Social Studies at MIT, gave the principal address on "Architecture—Influences of the Past—Lessons for the Future."

Dean Burchard pointed out that not only some of America's greatest geniuses but the taken-for-granted electric light bulb have helped shape an architecture which may become truly American. The electric light broadened the use of our large buildings so they could be used in any or all of the 24 hours of the day and this has had a profound effect on their design. Another facet of this influence is that buildings used to be designed to be viewed from the outside in daylight. In the future they will be designed for use and also for viewing during day by sunlight and by night as a myriad of lights shining through from the inside.

Mr. Burchard pointed out that early architecture in America had strong influence from European sources but that the Revolution brought about an upsurge of nationalism. Primary influence was from English architecture, French and Spanish influences being minor and regional.

The President's Reception

The guest list for the president's reception during the big affair included the following:

Board of Directors, Minnesota Society of Architects:

Mr. and Mrs. Victor C. Gilbertson, President, Minnesota Society of Architects

Mr. and Mrs. Arthur C. Lucas, Vice President, Minnesota Society of Architects

Mr. and Mrs. Fred V. Traynor, Secretary, Minnesota Society of Architects

Mr. and Mrs. Allan H. Meinecke, Treasurer, Minnesota Society of Architects

Mr. and Mrs. R. V. McCann, President, Minneapolis Chapter, A.I.A.

Mr. and Mrs. Edwin W. Krafft

Mr. and Mrs. W. Brooks Cavin, President, St. Paul Chapter, A.I.A.

Mr. and Mrs. Richard F. Hammel

(Continued on Page 46)

NORTHWEST ARCHITECT

Centennial Was Honored by Big Area Turnout

Pictures of Some of the Awards Presentations

Some of the honor and merit award winners, whose work is shown in detail in the monograph section of this issue, are pictured here with their exhibits and receiving their awards at the centennial celebration. They are:

1—Roy Thorshov (l) and Robert Cerny (r) of Thorshov & Cerny with Rev. F. L. Richeson of the First Christian Church, with the exhibit.

... 2—Rev. Richeson and Newton Griffith of T & C as the award was made.

3—Principals of the county government and the firm with the Jyring and Whiteman exhibit of the St. Louis County Courthouse. . . .

4—Four of the principals with the Jyring and Whiteman display of the Washington Elementary School.

5—Tom Frederickson of the Andersen Corporation (l) and Brooks Cavin, designer, with exhibit of the company's new building. . . . 6—Don Haarstick of Haarstick, Lundgren & Associates, George W. Jacobson, executive vice-president of Group Health Mutual Insurance Co., and Robert Bennighof, associate architect in charge of the project, with exhibit.

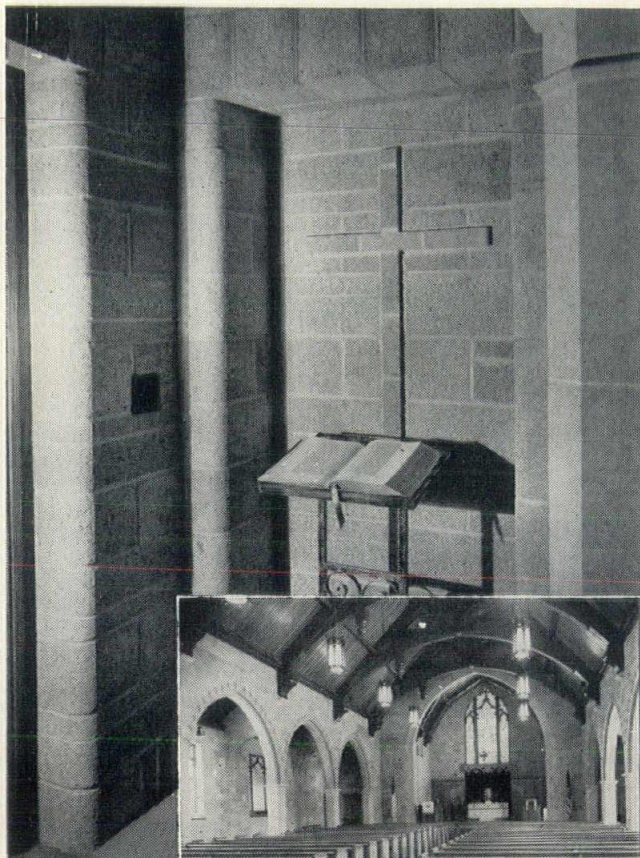
7—Larry Hovik, Al Meinecke, William Shannon and Peter Woytuk, all of Ellerbe & Co., with exhibit of the Hazel Park Junior High School.

... 8—Richard Hammel (l) and Curtis Green (r) of Hammel & Green with John Alexander, board member of St. Benedict's College Center, with exhibit of the school's dormitory.



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Mr. and Mrs. Grover W. Dimond, Jr.
Mr. Harold E. Hanson, President, Duluth Chapter,
AIA
Mr. and Mrs. Otto M. Olsen
Mr. and Mrs. E. A. Jyring
Mr. and Mrs. Wilbur Backstrom
Mr. and Mrs. Glynne Shifflet, Past President, Minne-
sota Society of Architects

Fellows of the AIA:

Mr. Roy C. Jones
Mr. and Mrs. Oscar T. Lang
Mr. and Mrs. Edwin H. Lundie
Mr. and Mrs. Dale R. McEnary
Mr. and Mrs. W. H. Tusler

Guests:

Mr. and Mrs. Ray Thibodeau, Secretary, Builders Ex-
change of St. Paul
Mr. and Mrs. R. J. Hendershott, Manager, Associated
General Contractors of Minnesota
Mr. and Mrs. Harold E. Olson, President, Minnesota
Society of Professional Engineers
Mr. and Mrs. Clair Loretz, Advisor, NORTHWEST
ARCHITECT, Bruce Publishing Co.
Mr. and Mrs. Jack Bissell, President, Producers Coun-
cil
Mr. and Mrs. Wm. J. Meyer, General Manager,
Builders Exchange of Minneapolis
Mr. and Mrs. Wm. Schoell, President, Minnesota As-
sociation of Consulting Engineers

Our Montage on Opposite Page

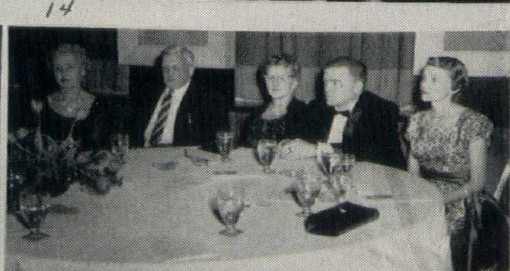
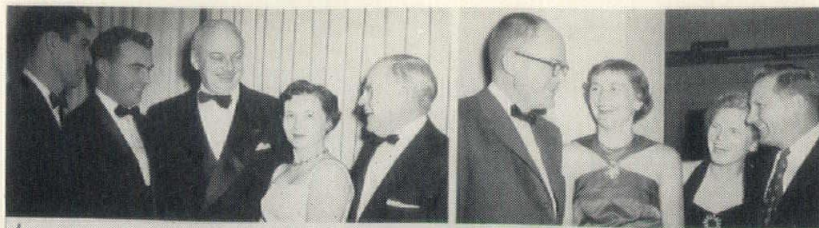
Here and there—everywhere—during the celebration
went our photographer, with results shown in part on
the opposite page. We identify the numbered pictures
left to right:

1—Richard Hammel, James Fenelon, John Burchard,
Mrs. A. W. Lucas and R. V. McCann. . . 2—Donald
and Mrs. Haarstick with Louis and Mrs. Lundgren.
. . . 3—Mrs. and Dale McEnary, Mrs. and E. W.
Krafft. . . 4—Mrs. and Richard Hammel with Mrs.
and Brooks Cavin. . . 5—Al Meinecke, Mrs. Harold
Olson and John Burchard. . . 6—Messrs. and Mes-
sames Lang, Setter, Backstrom and Rood, Haley John-
son and Miss Joyce Quillo. . .

7—Mrs. C. J. Loretz, Mrs. and Harold E. Olson.
. . . 8—Grover and Mrs. Dimond with Mrs. and Art
Lucas. . . 9—Wilbur and Mrs. Backstrom with Mrs.
and John Bissel. . . 10—Clair and Mrs. Armstrong,
Mrs. and Victor Gilbertson. . . 11—Stowell and Mrs.
Leach with John Lindstrom. . . 12—Rudy Zelzer with
Mrs. and Saul Smiley. . . 13—Mrs. Fred Traynor,
Mrs. and R. V. McCann and Fred Traynor. . .

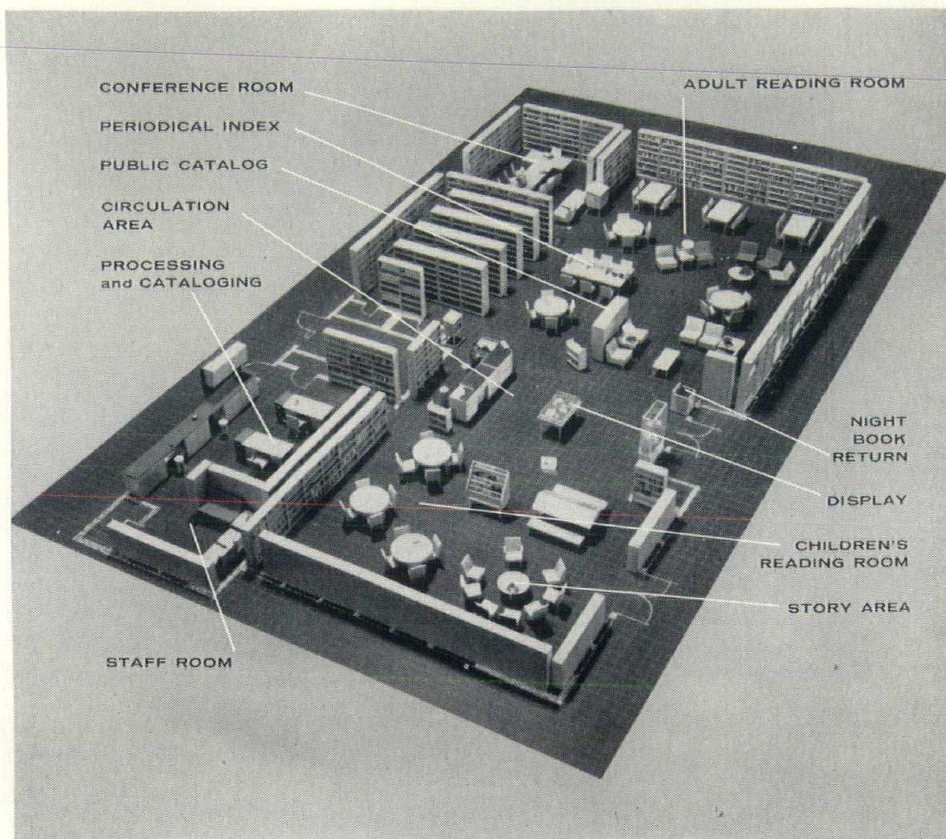
14—Robert Howe, Mrs. Jacobson, William Berget,
Mrs. and S. C. Little and Mrs. Berget. . . 15—Austin
and Mrs. Lange, Mrs. and James Brunet. . . 16—
James Fenelon, Mrs. Betty Johnson and Mrs. Fenelon.
. . . 17—Mrs. and George C. Darrell, unidentified lady,
William and Mrs. Shannon. . . 18—Mrs. and Charles
Magney, Mrs. and James Horan. . . 19—Al and Mrs.
Meinecke, Mrs. and W. J. Meyer and Harold Hansen.

Seen by the Camera at the Centennial Events . . .



Event was prelude to
nationwide meeting
scheduled for May
in Washington.

Next major AIA event in this area is
the Minnesota Society of Architects'
Convention in Duluth June 27 and 28.



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... at the circulation center of this warm, friendly and remarkably efficient "New Life" Library. Take this opportunity to look around. Anything missing? Well, let's see. Records at finger-tips... staff room nearby... conference room out of heavy traffic... layout just right. No questions or comments? Then whisk it away—to your "New Life" distributor (who can make "dream libraries"—like this—come true).

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Chapter, Club and other news...

SHIFFLET, BACKSTROM, HUTCHISON AND DICKEY IS NEW FIRM

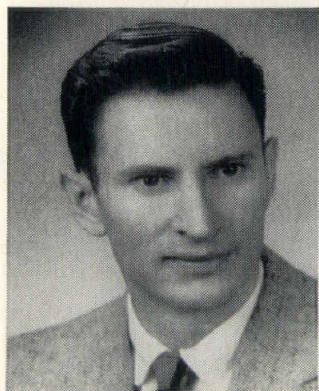
Glynne W. Shifflet and Kenneth A. W. Backstrom, senior partners of Shifflet, Backstrom and Associates, Architects, have announced reorganization of the firm and election of two new officers. The two new prin-



Mr. Shifflet



Mr. Backstrom



Mr. Hutchison



Mr. Dickey

cipals of the firm are Messrs. Hutchison and Dickey, who were associates the past year. The new firm title will be Shifflet, Backstrom, Hutchison and Dickey, Inc., Architects. The firm has a history of 25 years of architectural service in Minnesota, North Dakota, South Dakota and Wisconsin.

Marlin D. Hutchison is a graduate of the University of Minnesota School of Architecture and joined the firm in 1950. He lives in Hopkins, Minn. Arthur H. Dickey is a graduate of the University of Nebraska School of Architecture and was formerly with Davis and Wilson, architects and engineers, Lincoln, Neb. He has been with the firm the past five years and lives in Edina, Minn.

Officers of the corporation are Mr. Shifflet, president

and treasurer, Mr. Backstrom, vice-president and secretary, Messrs Hutchison and Dickey, vice-presidents.

BUENGER OF ELLERBE KILLED IN CAR CRASH

Edgar W. Buenger, 59, member of the firm of Ellerbe and Company of St. Paul, was killed instantly March 10 in an automobile collision near his home in Rochester.

Born in St. Paul, Mr. Buenger is survived by his wife, two daughters, Elizabeth of Rochester and Mrs.



Mr. Buenger

Delbert Leppke of Evanston, Illinois, a brother and sister.

A 1919 graduate of the University of Minnesota with a bachelor of science degree in architecture, Mr. Buenger became associated with Ellerbe and Company in 1921. In 1924 he was sent to Cleveland to manage the construction of the first unit of the now tremendously expanded hospital at the Cleveland Clinic Foundation. He moved permanently to Rochester in 1926 to work on the 1929 Mayo Clinic Building and the Chateau Theater there.

During World War II he was project engineer for the Air Force Base at Rapid City, S. D., and for the government ordnance depot at Provo, S. D., and also worked on the air base at Great Falls, Mont.

Mr. Buenger had been a very active member of the Minnesota Society of Architects since its inception and was active in many civic organizations in Rochester. Because of his long and intimate association with the Mayo Clinic, he had a national reputation on medical

VFW CONVENTION JAMS ARCHITECTS' DULUTH TIME

The convention of the Veterans of Foreign Wars will be held in Duluth at the same time as the 1957 convention of the Minnesota Society of Architects and it is called to the attention of all architects planning to attend that this means a big jamup in that city. Therefore, it is smart to make plans now and get your reservations made in Duluth hotels, etc., so you can obtain the best accommodations. The managements of hotels there have promised full co-operation in seeing that early reservations get good and prompt handling.

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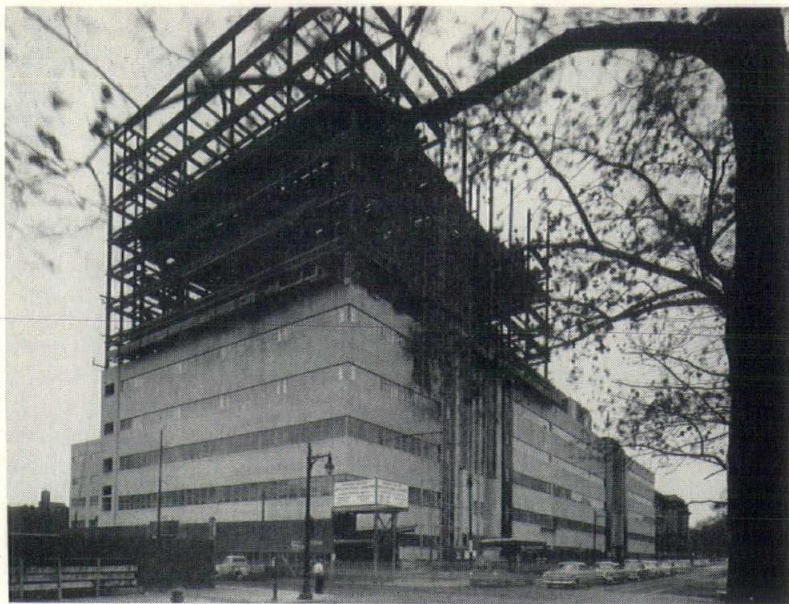
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160 tons of reinforcing bars were saved by redesigning the 2nd to 6th floors in accordance with the "Smooth Ceilings" theory of design as approved by Philadelphia Building Dept. without increasing any other materials. Original design was "flat plate." 1st floor not redesigned because of time element.

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matters that pertained to architecture.

He was responsible for the evolution of the Trinity Evangelical Lutheran Church in Rochester and was a member of the National Board for Higher Education of the Lutheran Church, Missouri Synod, for a number of years. Dr. Martin Neeb, also a member of the Board for Higher Education, stated at the funeral service that Mr. Buenger's long service to the organization was invaluable and left its imprint on many of the synod's institutions throughout the country.

Included among his many construction projects in Rochester are the new Mayo Clinic buildings, Medical Sciences Building, Olmsted County Hospital, addition to Methodist Hospital, Rochester Dairy Plants, Health Center, Franklin Heating Station, Kahler Hotel addition, Mayo Civic Auditorium, 100 First Avenue Office Building, First National Bank, Rochester Post Bulletin Building, the IBM building on the 101 site and the present and future Rochester airports.

MAX O. BUETOW, ST. PAUL ARCHITECT, DIES

Max O. Buetow, 65, well known St. Paul architect, died Saturday, February 23, in Bethesda Hospital after



Mr. Buetow

a lengthy illness. He was the founder and a partner with his son in the firm of Max and Gerald Buetow.

Best known for his church, school and hospital designs, his most recent works included the chapel, dormitory and athletic buildings at Concordia College, Trinity Lutheran Church in St. Paul and the new Breck School in Minneapolis. In commercial and industrial work he did extensive work for Land O'Lakes Creameries and Cities Service Oil Company.

He was a member and past secretary of the Minnesota Society of Architects and a member of the American Institute of Architects, a member and past president and director of the St. Paul Midway Civic Club, a member of the Gargoyle Club, a director of the Lutheran Home, St. Paul, and a life-long member of St. Stephanus Lutheran Church.

BUILDING PRODUCTS LITERATURE HONORED BY AIA-PC

A jury of AIA members, of which John R. Magney of Magney, Tusler & Setter, Minneapolis, was chairman, has selected the outstanding building product literature issued during the last year.

In Class 1, literature concerned primarily with basic

MARCH-APRIL, 1957

NEW CODE OF ETHICS, WITH RECOMMENDED FEES AVAILABLE

The new "Circular of Information on Architectural Practice with Code of Ethics" prepared by the Minnesota Society of Architects, together with a single-sheet insert of the recommended minimum fee schedule, is now available to members as long as supplies last, according to Jim Fenelon, society executive secretary. The circulars are available from the society's office, 3416 University Ave., SE., Minneapolis, at 30 cents apiece.

"Firms are advised to purchase in lots of 75 to 100 to expedite mailing and save on cost of postage," Mr. Fenelon said. "It is wise to order immediately as our supply is limited."

technical information, a certificate of exceptional merit was awarded to Reynolds Metals Company for the well known two-volume "Aluminum in Modern Architecture." Merit and mention awards went to, among others, Portland Cement Association for "Reinforced Concrete Floor Systems" and Structural Clay Products Institute for "Technical Notes on Brick & Tile."

A Northwest firm, Flour City Ornamental Iron, won a merit award in Class 2, technical information on products of a single manufacturer, for "Flour City

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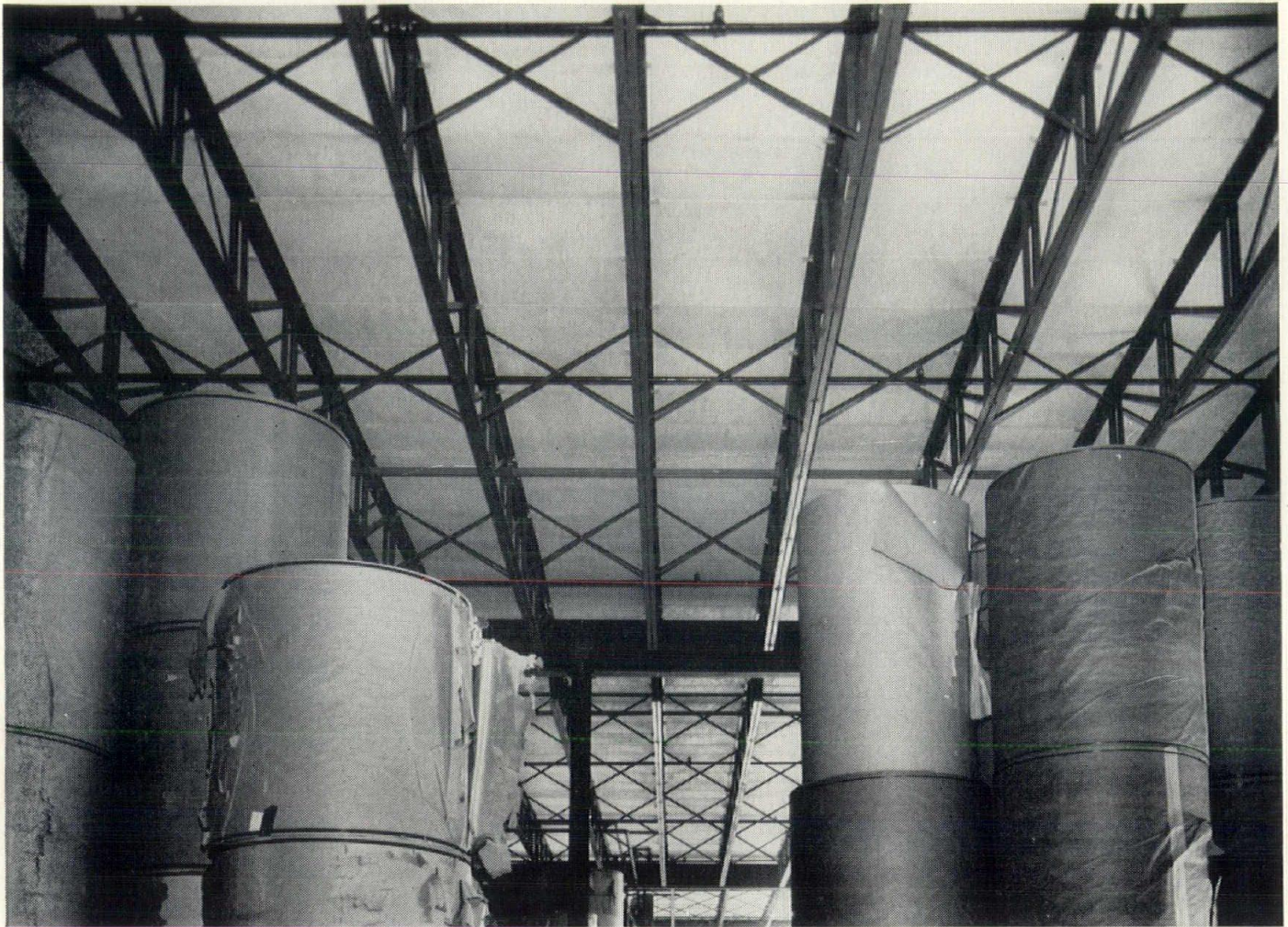
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MINNESOTA PERLITE

Precast Concrete Insulating Roof Tile

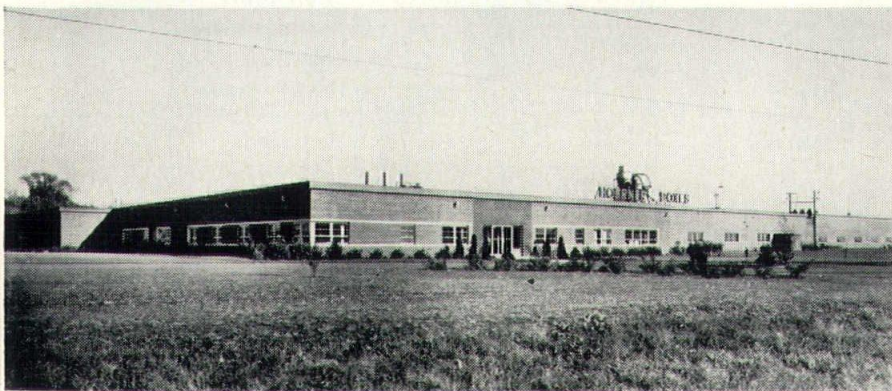


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Caron E. Carlberg, Designer

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Selected for its high insulating value Minnesota Perlite Precast Concrete insulating roof tile was used in 50,000 square feet in the manufacturing area in the Hoerner Boxes, Inc. building, Minneapolis, Minnesota. Although a high humidity condition exists in this section of the building . . . no additional insulation material was used.

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NORTHWEST ARCHITECT

Metal Windows." The Kawneer Company won a mention for "Kawneer Architectural Metal Products."

In Class 3, primarily promotional material, a merit award went to Portland Cement Association for its "Beautiful Walls with Concrete Masonry" and a mention went to Structural Clay Products Institute for its "Brick & Tile."

MINNESOTA SOCIETY NOW SUSTAINING MEMBER OF NCARB

A sustaining membership in the National Council of Architectural Registration Boards has been purchased for the Minnesota Society of Architects by the Minneapolis Chapter and important documents from the NCARB are now on file in the society's office and available for reference by members.

Typical of recent programs carried on by the national board is the "Log Book" system of checking experience of architectural graduates, on which W. L. Perkins of NCARB made this comment:

"This program was set up by a committee of members of the institute, the schools and the (board) for the purpose of establishing a method of properly checking the experience of candidates for registration."

Among records now on file with the society office are Circular of Advice No. 3-53, containing the outlines of the standard NCARB examinations and instructions; Circular of Advice No. 4, explaining the applications for national council records; procedure charts, etc.

The NCARB is a national group made up of and controlled by the registration authorities of the states. Services to the architect include the following:

MINNESOTA PERLITE SELLS TILE BUSINESS TO FEDERAL CEMENT TILE CO.

The Minnesota Perlite Corporation has sold its perlite concrete insulating roof tile business to the Federal Cement Tile Company of Chicago, according to C. W. Potts, founder and president of Minnesota Perlite.

The company was a pioneer in the manufacture of the lightweight roof tiles and will act as sales representatives for the Federal Cement Tile Co., covering a five-state area. Minnesota Perlite will continue to expand perlite for use in the construction industry.

The perlite industry, although only 10 years old, today supplies the greater share of lightweight aggregates for plaster and lightweight insulating concrete, Mr. Potts said. Fifty per cent of plastering in this country is done with perlite as the aggregate in place of sand and other materials.

The precast roof tiles were added to its manufacturing by Minnesota to help fill a gap when weather prevented regular installation of concrete. During the past three years more than 2,000,000 square feet have been made by the corporation.

"Perlite's excellent fireproofing qualities have been adopted and used by many architects for fireproofing some of the finest and largest buildings in the U. S. and Canada," the company said. "Architects also like perlite plaster for its reduction in dead load and its space saving when used in partition walls."

Federal Cement Tile celebrated its 50th year in

business at this time by adding the perlite tiles to its lines of channel slabs, tongue-and-groove roof planks and acoustical roof tile.

AIA-AGC JOINT COMMITTEE

Shown here are most of the members of the AIA-AGC Joint Committee which has done so much toward bringing onto common ground the problems faced by architects and contractors. The committee has been meeting regularly twice a month and has resolved many problems to the mutual satisfaction of the two organizations, according to those concerned.



Shown in the picture are (seated, l-r) Bob Hendershot, Peter Dougall, Ken Backstrom and Jim Fenelon; (standing) Frank Meisch, Art Lucas, Milton Leadholm, Harry Lovering, C. E. Field, Earl Beddon, Don Setter and Don Magnuson. Members not present when the picture was taken are David Griswold, Milton V. Bergstedt, Virgil Siddens, J. M. Leck, J. R. Schweitzer, Ray Meiz and A. H. Baumeister.

Recommendations for changes of contracts in the AIA standard forms have been forwarded to the national committee by this local group. Other recent actions of the joint committee include the following:

The Committee adopted the following recommendation concerning retained percentage at its meeting on February 22:

"In making such partial (monthly payments) there shall be retained 10% on the estimated amounts until final completion and acceptance of all work covered by the contract; provided, however, that the architect, at any time after 50% of the work has been completed, if he finds that satisfactory progress is being made, may



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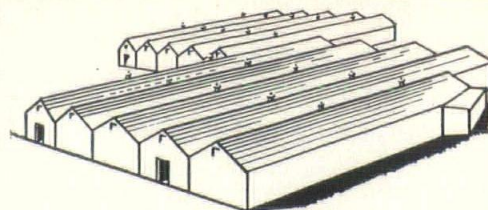
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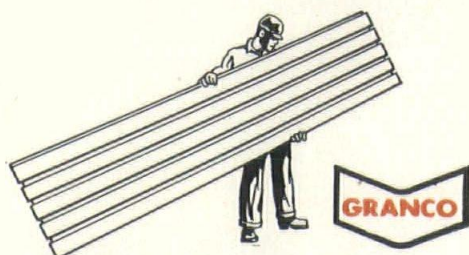


STEEL BUILDINGS

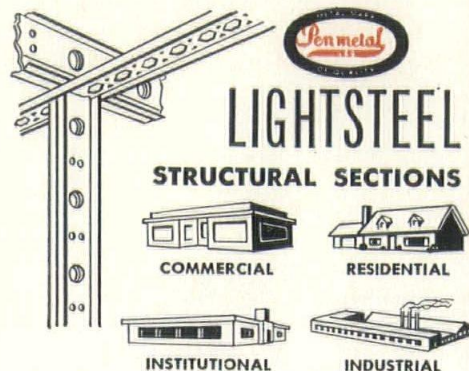
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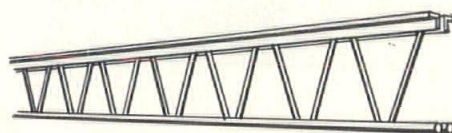
RESIDENTIAL



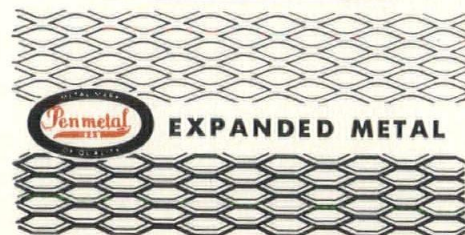
INSTITUTIONAL



INDUSTRIAL



STEEL BAR JOISTS AND LONG SPANS

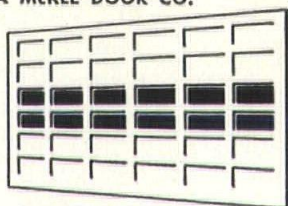


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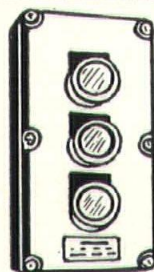
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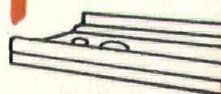
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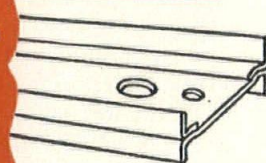
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recommend that any of the remaining partial payments be paid in full.

"Payments for work, under subcontracts of the general contract, shall be subject to the above conditions applying to the general contract after the work under a subcontract has been 50% completed."

David J. Griswold, chairman of materials availability subcommittee, on March 8 reported for his group:

"... It seemed apparent that the problem of material availability was obviously of first concern to the architect. His decisions are made before the contractor is involved. It was also considered that the materials of most concern were those pertaining to basic structure (e.g. steel, cement, wood) as opposed to materials and fabricated elements such as brick, tile, windows, etc. . . .

"With this analysis, the committee directed its efforts toward . . . steel, cement and wood. . . . The results of the investigation are briefly stated as follows, noted for information only and not inferring recommendations by the Committee.

"STEEL"—The suppliers and fabricators note a general and severe shortage of structural steel in wide flange sections. This is particularly true in the heavier sections, which are practically impossible to procure. Delivery was noted as being from six to eight months after placement of an order for this material, with available tonnage sold out through the third quarter of 1957. The suppliers stated that light sections for use in trusses and joists were reasonably available and noted that fabricating capacity was able to meet demand without delay.

"The report on the survey of basic producers indicated that the steel industry expected to be able to meet demand by the third quarter of 1957 because of increased capacity and an allocation of a greater portion of ingot production to structural sections. However, the shortage will still exist until the backlog (a year's supply at current demand) has been satisfied.

"Reinforcing steel is available to meet demand.

"CEMENT"—The suppliers considered there would be no cement shortage in 1957 and 1958. Recent tight supplies resulted from strikes or extremely heavy demands on individual heavy construction projects. Production capacity has been about equal to demand and local increases in plant facilities should be sufficient to satisfy any demand increase, including the extensive highway program.

"The report of the survey of producers verifies this situation.

"WOOD"—The suppliers report no problem in supply of wood for structural or other use. Fabrication facilities (laminated sections) have been and are being increased, although fabricators report a shortage of engineers that could delay delivery. They suggest design for such structure be accomplished by the architect whenever possible.

"There is, and must be, a time lag in delivery of heavy-sawn timbers, as local yards do not have a complete selection in stock. However, heavy sections are readily available on order and construction schedules need not be delayed if orders are properly scheduled.

"The report of the survey of producers verifies this situation."

FOREIGN STUDENTS STUDY MATERIALS INDUSTRIES

Field trips arranged by John Hansen, head of the building construction department of Dunwoody Industrial Institute, Minneapolis, recently showed the school's foreign students how American building materials are manufactured. Typical tour group is shown in the



picture here: left to right are M. O. Komar of Indonesia, Tun Hla Khine of Burma, M. Hidajat of Indonesia and Epifanio Mendoza of the Philippine Islands. In company with 17 other students from the carpentry section they recently visited the plant of Western Mineral Products Co., Minneapolis manufacturers of lightweight aggregates and precast insulating concrete roof tile.

L. J. Venard, president of the firm (center background) welcomed the group. L. G. Swedlund, at the right, is instructor of the shop section. In co-operation with the Ford Foundation, Dunwoody operates a technical school in Indonesia and another in Burma. After they graduate here in April, the students from those countries will join the Dunwoody staff in their homeland and teach American methods and materials.



Mr. Nelson

NELSON SUCCEEDS ZELZER AS MINNESOTA STATE ARCHITECT

Alfred J. Nelson has been named to succeed Rudolph G. Zelzer as Minnesota State Architect, effective with the resignation of Mr. Zelzer on April 1.

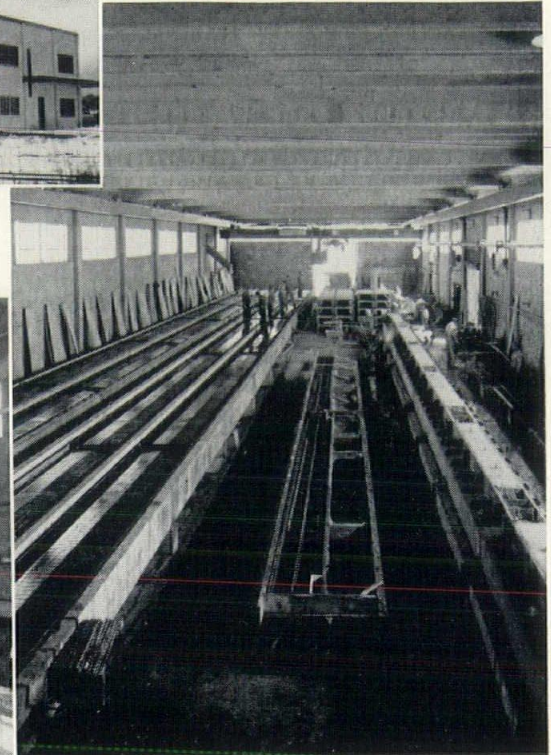
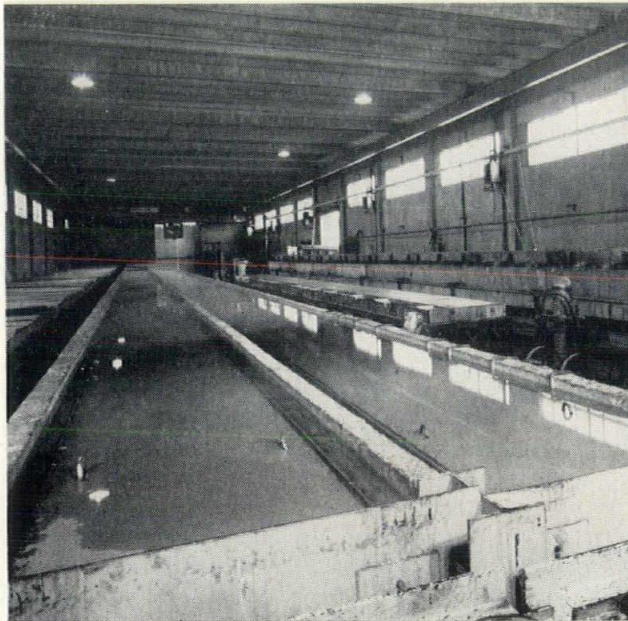
Mr. Nelson, previously assistant state architect, received his bachelor of architecture degree from North Dakota State College. He is registered in Minnesota. He has been in Minnesota state service since 1950, with the exception of 15 months spent as an associate of Frank W. Jackson, architect and engineering firm in St. Cloud, Minn.

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LIGHTING FAIR THROWS SPECIAL LIGHT ON BUILDING PROBLEMS

A Lighting Fair sponsored by the industry in this area had a two-day run in Minneapolis, March 26 for architects and engineers and March 27 for contractors and distributors. Speeches on salient aspects of today's lighting were coupled with exhibits of the latest materials and methods. The fair was sponsored by the Northern States Power Co., Illuminating Engineering Society; Twin Cities Section and North Central Electrical League. Co-operating were the Minnesota Society of Architects, Minnesota Society of Professional Engineers, Minnesota Association of Consulting Engineers and National Electrical Contractors Association's Minneapolis and St. Paul Chapters.

Each day there were afternoon and evening programs, tied together by a luncheon and a dinner for those attending. Among those who attended were those shown in our montage. Identifications are by group, not necessarily left to right.

1—Ben Anderson, A. G. Schulz, Larson & McLaren, W. H. Thomson and R. J. Graf. . . . 2—George Ellison, Erickson & Ellison Assoc., Francis Kerr, Francis Kerr Co., Charles Schwab, Charles Schwab Co., Ray Ganger, Ray Ganger & Co. . . . 3—R. G. Slauer, Sylvania Electric Products, C. N. Clark, General Electric Co., Jim Horan, Magney, Tusler & Setter, and George Townsend, Bettenberg, Townsend, Stolte & Comb. . . . 4—Don Schwartz, Bob Allen and R. C. McClintock, Westinghouse Electric, with George Ellison and George Glennon. . . .

5—G. M. Brown, Bill MacDonald, Erickson-Ellison Co., Walt Amundson, R. H. Hamilton Co. . . . 6—Charles Schwab, Bob Hamilton, George Morrison and Walt Amundson, Smithcraft. . . . 7—K. M. Fullerton, Al Nelson, Magnus Jemme, L. E. J. Mobbatt and Grover Dimond, Jr. . . . 8—E. H. Voss, Charles Schwab Co., Miss Branting and Fritz Schuck, Magulo & Quick Co. . . . 9—Bob Voight, Gerald Parke, John Quealy and Reuben Johnson, Haarstick, Lundgren & Assoc., Chuck Duepner and Clark Wold, Bergstedt & Hirsch. . . . 10—Kenneth Oberg, Bergstedt & Hirsch, Peter Woytuk, Ellerbe & Co., and Wallace Drake, Brooks Cavin office. . . . 11—Lorenzo Williams and W. C. King, Lang & Raugland. . . .

12—C. W. Clarkson, Corning Glass Works, Tom Hastings, hotel man, Gordon Matson, Magney, Tusler & Setter, Harry Spell, NSPCo. . . . 13—Ed Hanson, George Entriakin and Cap Sanders, Lang & Raugland. . . . 14—W. L. Sallee, G. M. Orr Co., Warren Anderson, Curtis Lighting, John Sperberg, Lyman Gross Co., and Dave Perschke, Curtis Lighting. . . . 15—Bob Wakefield and William Estebo, Bettenberg, Townsend, Stolte & Comb, and John Torseth, Armstrong & Schlichting. . . . 16—John Hennessy and George Glennon, J. C. Hennessy & Assoc., and Frank Deveny, Deveny Co. . . . 17—Wallace Drake, Kenneth Petersen, Francis Kerr Co., Jack Hanson, Nielson & Bruch, and Robert Gerke, Magney, Tusler & Setter. . . .

18—Dick Graf, NSPCo., IES program chairman, Joe Schneller, Lighting Products, and Dick White, IES board member. . . . 19—John Torseth, Brooks Chas-saing, Day Brite Lighting, John Anderson, Hills, Gilbertson & Hayes, and Andy Aronson, NSPCo. . . . 20—G. W. Johnson and Edward Ehling, U. of Minnesota, with Gerald Perkl, Haarstick, Lundgren & Assoc., and John Lawson, Hills, Gilbertson and Hayes. . . . 21—Hoyt Cass and Dan Heemer, Ellerbe & Co., and Dave Kerkow, U. of Minn. . . . 22—Bob Erdman, Ellerbe & Co., Russ Gerde, Gerde & Pearson, and Harold March, Magney, Tusler & Setter. . . . 23—Bob Wakefield, Verse Furey, NSPCo., Marvin Bruce, Bettenberg, Townsend, Stolte & Comb, Louis Riegert, BMD & R, Inc., Bud Thorgaard, NSPCo., and Mike Finn, General Electric Co. . . . 24—Merrill Birch and A. N. Dobbins, McEnary & Krafft, and Charles Duepner, BMD & R, Inc. . . .

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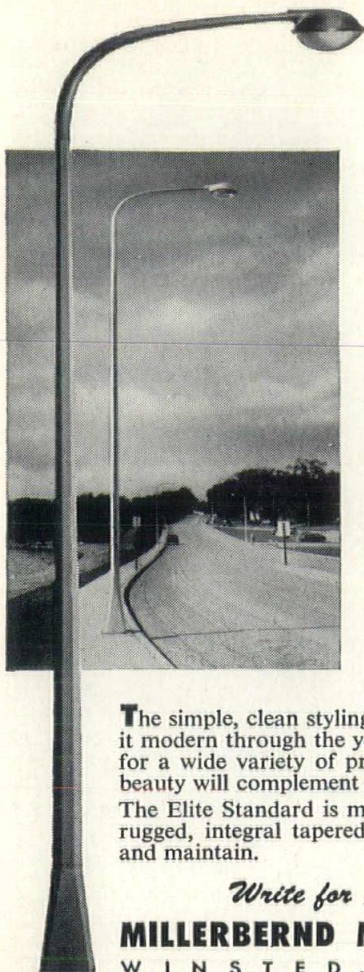
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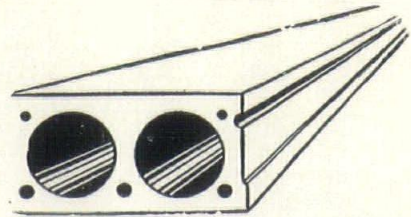
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More Lighting Fair

At the Lighting Fair we saw (row by row, left to right in each instance)—Clair Armstrong, Armstrong & Schlicheing, James Fenelon, exec. sec'y., Minn. Society of Architects, Brooks Cavin, St. Paul AIA president, and John Newhouse, NSPCo. . . . Cecil H. Branham, fair program chairman, Brooks Chassaing, IES national director, and F. L. Tillermans, Westinghouse Electric. . . . Louis J. Riegert, BMD & R, Inc., Con Aas, fair general chairman, Bill Frederick, IES, and W. H. Kahl-er, Westinghouse Electric. . . .

Second row—A. A. Aronson, John Newhouse, right, NSPCo., with C. L. Crouch, IES technical director. . . . Gerhard Brandhorst, Brandhorst and Leadholm, J. R. Furber, NSPCo., Bud Weidt, Weidt & Assoc., and Vic-tor Gilbertson, Minnesota Society of Architects presi-dent. . . . E. Richard Cone, Cone & Peterson, H. H. Moffatt, Ellerbe & Co., Cecil Branham, BMD & R, Inc., F. T. Tillermans and H. W. Grosh, Westinghouse Elec-tric, and G. K. Nash, Northern Pacific Ry. . . .

Third row—Bill Frederick, Cecil Branham, A. H. Kessler, North Central Elec. League. . . . Howard Gil-man, Oscar Lang, Cap Sanders, Lang & Raugland, and Paul Murray, Day Brite Lighting. . . . S. L. Stolte, Tom Roche, Paul Murray, Magnus Jemme, Joe Korba and Miss Glindmier.

Some of the men responsible for the Lighting Fair are shown above, identified top-down, left to right —John Newhouse, commercial sales manager, NSPCo., Wm. Schoell, president of the Minnesota Association of Consulting Engineers, Victor Gilbert-son, president of the Minnesota Society of Archi-tects, and Conrad Aas, Lighting Fair general chair-man. . . . Alvin Kessler, executive secretary of the North Central Elec. League, E. K. Thorgaard, vice-president and manager of Minneapolis Division, NSPCo., Sid Stolte, St. Paul AIA, and James Fene-lon, Minnesota Society executive secretary. . . .

Cecil Branham, Lighting Fair program chairman, Duke Johnson commercial sales supervisor, Minne-apolis Division of NSPCo., and Brooks Cavin, St. Paul Chapter AIA president. . . . J. P. Ferber, gen-eral sales manager, NSPCo., Joseph Scheller, vice-



president, Midwest IES, Andrew Aronson, chairman of the Twin Cities Section, IES, and C. L. Crouch, technical director of IES, New York.

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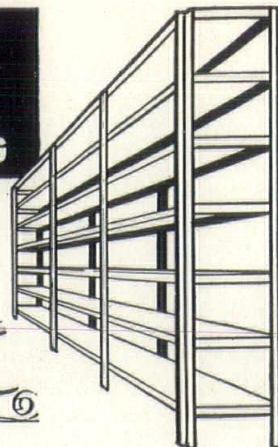
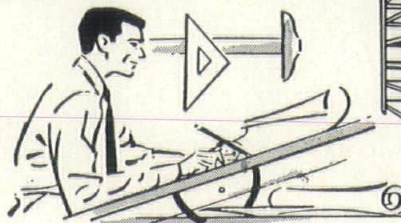
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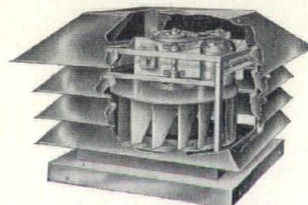


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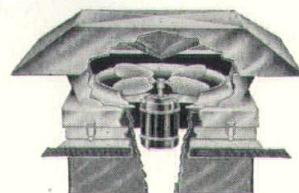
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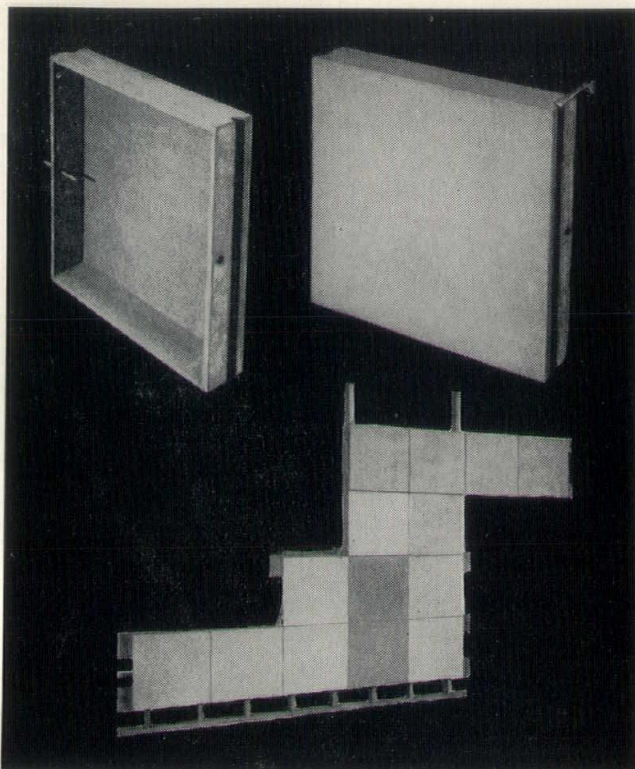
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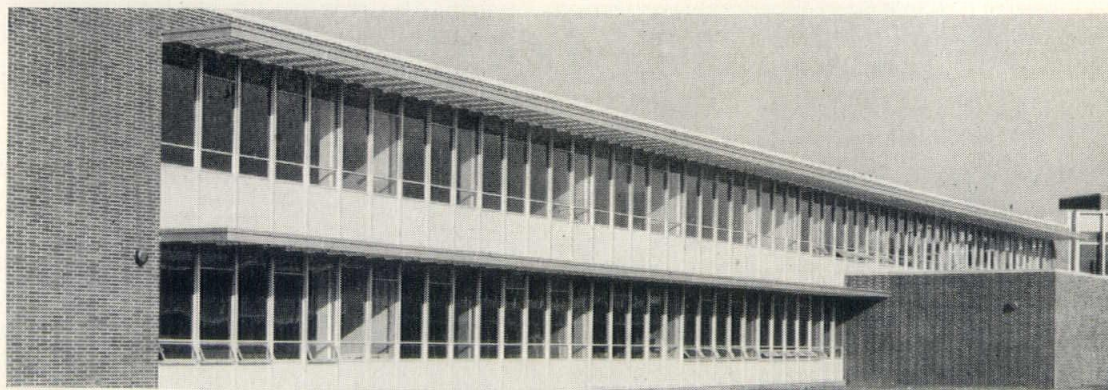


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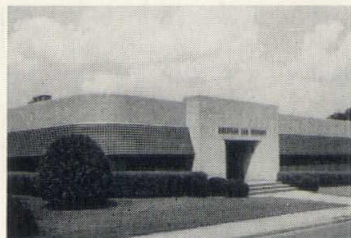
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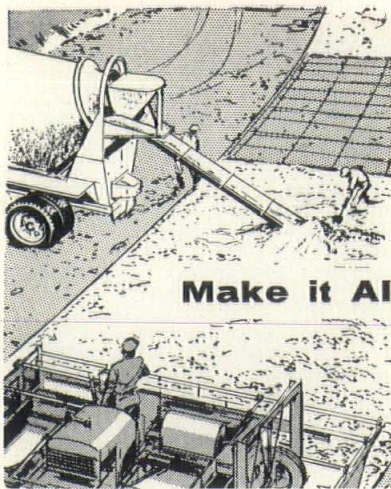
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MINNEAPOLIS BUILDERS EXCHANGE ENTERTAINS AT ANNUAL DINNER

The 68th annual banquet of the Minneapolis Builders Exchange, held recently, drew hundreds of architects and others in the industry to a special evening of events. After a cocktail event, the dinner featured steaks and was followed by a series of specialty acts.

Our montage of pictures shows, left to right in the numbered units—1—James Fenelon, exec. secy., Minnesota Society of Architects, and Joe Veranth of Fowler-Veranth Const., Duluth. . . . 2—Eugene Griswold, treasurer, and John Ganely, vice president, Mpls. Bldrs. Exch., and W. F. Poppenberg, president, St. Paul Builders Exchange. . . . 3—Earl Kellar and Kerm Johnson (right), Crown Iron Works, with Orv Domholt, Lang & Raugland, and Al Wegleitner, Swanson & Wegleitner. . . .

4—Gordon and John Madsen, Madsen Const., Roger Patch, Patch & Erickson, John Nelson, Mason City Brick & Tile, and H. S. Nelson, Wunder, Klein, Donohue Co. . . . 5—Wally Bruch, Nielsen & Bruch, John Healy, Gardner Hardware, and D. C. Gramling, Northwest Marble Co. . . . 6—E. M. Ganley, Ganley Const., and L. R. Twiek, Paper Calmenson Co. . . . 7—Joe Olson, Warner Hardware, Roger Patch and Bob Hanson, right, Patch & Erickson, and Bob Donnelly, Ramsey Bldg. Materials. . . . 8—Sheely Palmer and Art Sahly, Stewart Lumber Co. . . . 9—George Beckman, The Hustad Co., Leroy Pearson, Hauenstein & Bur-

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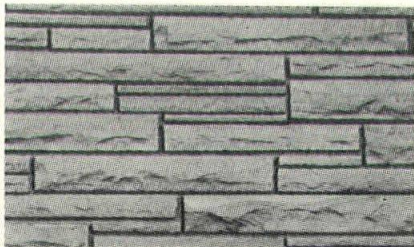
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meister, and Bob Nelson, Minneapolis Gas. Co. . . .

10—Willis Jacus and Jack Hustad, The Hustad Co., Bob Hewitt, AISC, and Stan Iverson, Magney, Tusler & Setter. . . . 11—W. E. Neal, director, Mpls. Bldrs. Exch., Al Benzick, Glacier Sand & Gravel Co., and Jack Bissell, president, Minnesota-Dakota Producers Council. . . . 12—S. M. Olson and Doug Dunsheath, right, directors, Mpls. Bldrs. Exch., with Ray Thibodeau and Bill Meyer, directors, St. Paul Bldrs. Exch. . . . 13—Henry Olson, Twin City Brick Co., and Roy Thorshov, Thorshov & Cerny. . . . 14—J. P. Knutson, Midland National Bank, J. A. Knutson, Knutson Const. Co., and Cliff Anderson, Crown Iron Works. . . .

15—William Johnson, Hoffer Glass Co., William Van Aken, Bartley Sales Co., and James Reed, General Detroit Corp'n. . . . 16—Roy Bertelsen, Bob Asbach, president, AGC, Mag Olson and John Ganley. . . . 17—Roy Howard, Don Dailey and Ray Thibodeau. . . . 18—L. G. Peterson, director, Mpls. Bldrs. Exch., Col. Rhode, U. S. Corps Engineers, James Fenelon, MSA secretary. . . . 19—Walter Buckholz, director, Mpls. Bldrs. Exch., Bob Hendershot, AGC, and Paul Carlson, director, Mpls. Bldrs. Exch. . . . 20—Gene Griswold, Doug Dunsheath, Will Hamilton, Chamberlain Co., and Don Erickson, Mpls. building inspector. . . .

21—Ted Hidding, Twin City Tile & Marble Co., Bill Poppenberger, W. Gilger, director, Mpls. Bldrs. Exch., R. Mars, president, Duluth Bldrs. Exch., and M. E. Nordstrom, vice-president, Mpls. Bldrs. Exch. . . . 22—Paul Carlson, Bob Asbach, Lloyd Peterson and W. E. Neal. . . . 23—Herb Klippen, John Ganley and Jack Bissell. . . . 24—Roy Howard, Joe Versuth, Herb Klippen, Bob Mars and Rod Hood, Duluth Bldrs. Exch. officers and directors.



Roy A. Bertelsen, president of the Minneapolis Exchange, is shown at the upper left. At upper right S. M. Olson, retiring Minneapolis Exchange president, receives a gift from Roy Bertelsen. Lower picture shows Roy E. Howard, Bill Meyer and Ray Thibodeau, executive secretaries of the Duluth, Minneapolis and St. Paul builders exchanges.

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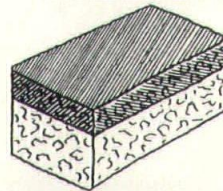
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Mr. Oas

plant for processing lightweight aggregates and was president of a firm that specialized in installing all types of insulating concrete roof decks. Later he formed his own company and applied decks throughout Iowa.

JOHNSTON ANNOUNCES NEW TILE

A new and improved Salt Glazed Gold-Tone Face Tile, which will be shipped in paper cartons or trays, is to be manufactured by the Johnston Clay Works, Inc., Fort Dodge, Iowa, according to J. R. Roudebush, general manager.

"The cartoning process will insure the delivery of the product to architectural jobs in perfect condition," he said. "Recent installation of electrical fibrating screens and improved grinding equipment has made it possible to manufacture a much finer facing tile with an extremely smooth glazed face."

ST. PAUL STRUCTURAL STEEL COMPLETES \$50,000 EXPANSION

Completion of a \$50,000 expansion project which doubles the firm's shipping area has been announced by Thomas H. Comfort, president of St. Paul Structural Steel Co.

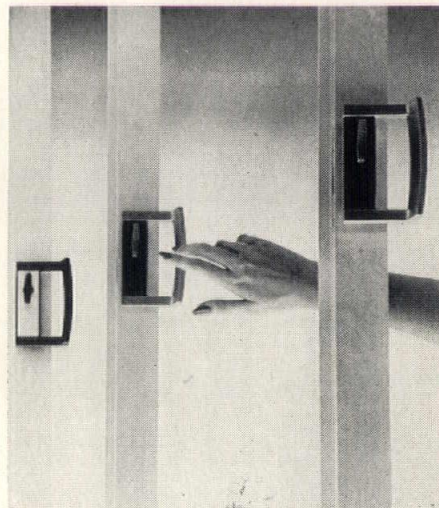
The project, designed to keep pace with the company's over-all expansion program of the past seven years was completed in late February with installation of two huge bridge cranes fabricated in the firm's own shops.

Tabbed "Yard No. 3," the new addition doubles the size of the company's former storage-shipping area. Previously, the yard measured 75 x 120 feet; its new dimensions are 150 x 120 feet. Yard No. 3, which was erected immediately north of St. Paul Structural Steel Company's existing beam storage yard, "implements the speed of our outgoing

shipments and provides additional storage space for more prompt and efficient delivery," Mr. Comfort said.

FASHION APPEAL EMPHASIZED IN DOOR HARDWARE

Latest in sliding door hardware by Arcadia Metal Products offers for the first time a functional pull available in a choice of finishes se-



lected specifically to harmonize with a wide variety of architectural detailing. Pella Products Company, Minneapolis, handles the Arcadia lines in this area.

Designed exclusively for the steel and aluminum-framed sliding glass doors manufactured by Arcadia, the pulls are available in dull chrome, dull bronze and dull black.

The hardware is made of "Zamak #5," a zinc alloy particularly adaptable for casting. Patented latch mechanism, with all parts cadmium-plated, provides maximum protection against tampering with positive up-action cam-type design. Spring-lock latch is jam-proof. Flush cylinder lock is an added feature made possible with design of new hardware. Pulls in similar finishes are available for sliding screens.

apolis vermiculite processors, according to Vice-president Harvey W. Steiff. Mr. Oas was formerly district sales manager for the firm in Denver. He will work primarily with architects and applicators of concrete roof decks, floor fills and underground hot pipe insulation. He will headquarter in Minneapolis.

MIDWEST PLACING IS NEW DES MOINES FIRM

Midwest Placing Co., a new firm, has been established in Des Moines, Iowa, to install lightweight insulating concrete roof decks in Iowa and eastern Nebraska, according to R. J. Leonard, general manager.

The firm is equipped to install both precast slab and poured-in-place decks and aims at prompt service, Mr. Leonard said. It is licensed by Western Mineral Products Co. of Minneapolis to install precast vermiculite concrete decks.

Mr. Leonard has been associated with the lightweight aggregates and insulating concrete business for a number of years. He managed a

PC Members Display Products for Minneapolitans



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Venice Art Marble Co., Inc.

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In February members of the Minnesota-Dakota Producers Council put on a display of their products for Minneapolis members of the building industry. A similar exhibit is planned for St. Paul in May. From among the 200-plus persons who attended the Minneapolis showing our photographer snapped some pictures, shown here. Left to right in the numbered pictures are —1—Harold Thomas, U. S. Ceramics Tile Co. . . . 2—Bob Wrase, Northern States Power Co., Bob Kline and Vern Nelson, Thorshov & Cerny. . . . 3—Duff Longtin, Celotex Corp'n., Jack Bissell, PC president, Hal Fridlund, AIA, Ray Bush, Westinghouse Electric, and Jim Coulter, Granco Steel Products. . . .

4—Charles Wahlberg, Bergstedt & Hirsch, Al Fischer and Carl Seterstrom, both Inland Steel Products Co. . . . 5—R. B. Wallin, U. S. Plywood Corp'n., and F. C. Feske, Soo Line Ry. . . . 6—Cec and Tom Ammerman, right, Ammerman Co., with Ron Griddy, Thorshov & Cerny. . . . 7—Earl Brinck, Prestressed Concrete Co., Bob Chadwick, Western Mineral Products Co., D. C. Grover, Minnesota Mining & Mfg., and G. F. Osten, Nateo Corp'n. . . .

8—Ron Gridley, Thorshov & Cerny, Bernie Mulcahy, Bell & Gossett Co., Vern Nelson, Thorshov & Cerny, and Larry Meyerhoff. . . . 9—Clowes Jones, DeVoe & Reynolds Co., Marlow and Mrs. Ihling, A. Moorman Co. . . . 10—John Gardner, Gardner Hardware, Larry Ward, Hough Mfg., and Gordy Matson, Magney, Tusler & Setter. . . . 11—Sam Carpenter and Dent White, right, Cambridge Tile Co., with Harry Garrish, Magney, Tusler & Setter.

GE ANNOUNCES LAMP AND PANEL DEVELOPMENTS

The General Electric Company has introduced two new white mercury lamps and a panel for heavy duty service entrance installations.

The lamps give as much as 63 per cent more light just by changing from old type lamps, lower cost of light, as much as 33 per cent, have a better, white color than any clear mercury lamps, the company said.

The improved performance of the white mercury lamp is the result of a new specially designed strontium magnesium orthophosphate phosphor which converts ultra-violet radiation into more white light than ever possible before.

The new lamps are H400-RW1—a reflector lamp which not only directs two-thirds of the light to the work surface but also seals the reflector against dirt and fumes—and the H400-EW1—in the familiar and popular bulged tubular shape.

The new fuse puller panel with 150-ampere main lugs is for installations of more than 100 amperes. This new G-E device is available with either 12 or 16 plug-fuse branch circuits. It has a total of four fuse pullers.

A 60-amp range puller is connected in parallel with a 100-amp puller that controls all the plug-fuse branches. Also in series with the 100-ampere puller are two 30-amp power circuit pullers. These may be used to protect the circuits for additional 240-volt appliances such as dryer, water heater or air conditioner. The new panel is rated for 120/240-volt a-c, single-phase, 3-wire service and is equipped with a groundable neutral. It is available in either flush mounted or surface mounted enclosures and is listed by Underwriters' Laboratories.

FIAT METAL APPOINTS BJERKEN AS REP

Fiat Metal Manufacturing Company has appointed A. C. Bjerken & Associates of St. Paul as sales representatives for Fiat shower cabinets, shower floors, shower doors and bath tub enclosures. Bjerken will cover Minnesota, South Dakota, North Dakota and northwestern Wisconsin.

Remember the MSA Convention in Duluth, June 27-28.



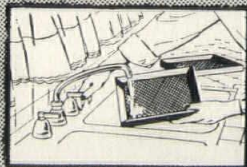
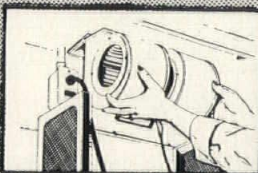
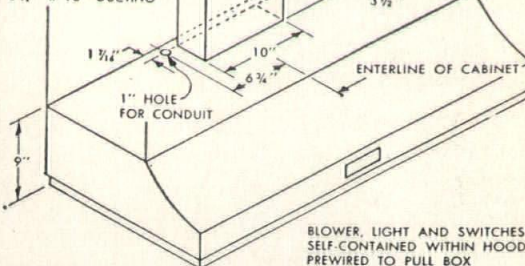
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VENTILATING HOODS

Easiest to install

Stanthony Hoods are easier to install because they are self-contained, completely-assembled units, with lights, switches and blower all prewired to one connection box, and ready to operate after two wires are connected to the house current. No wall switches are ever required. All blower discharge openings are located on centerline, at rear of hood and take a standard 3 1/2 x 10 inch vent pipe through the roof or with an elbow through the outside wall.

VERTICAL THROUGH ROOF
OR 90° TURN THROUGH
SOFFIT OR BETWEEN FLOORS

MAKE
ROUGH-IN VENT
OPENING 4" x 10 1/2"
TO CLEAR STANDARD
3 1/2" x 10" DUCTING



Easiest to Care for!

THE MOTOR—Ordinarily, the motor does not require servicing. It is prelubricated at the factory. Whenever it needs servicing, you merely slide it out like a drawer.

FILTERS—Stanthony filters are made from spun aluminum that will not rust or corrode. Clean them periodically by soaking in soap and warm water or any household detergent. Rinse and let them dry before replacing. Hood itself is finished in hi-baked enamel and easily cleaned with ordinary soap and water.

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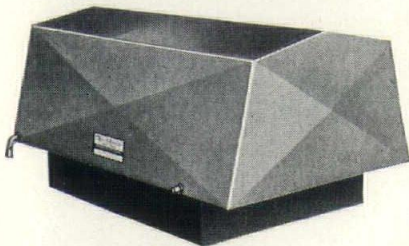
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*Enhance The Beauty
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Lowest Silhouette Design
 FORWARD OR BACKWARD CURVE
 WHEEL WITHIN . . . OR OUT OF
 SCROLL HOUSING

Motor mounting on side of structure support . . . out of line of air stream reduces height of Lo-Boy models nearly 50% of older designs.

LOW WIND RESISTANCE
 SIZES 10"-72" 600-47,000
 CERTIFIED C.F.M. RATINGS

- QUALITY
- BEAUTY
- PROVEN PERFORMANCE

See Sweet's File 20c/Amm or
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Manufacturer
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 Sales Representative



**GARDNER HOLDS OPEN
 HOUSE FOR ARCHITECTS,
 BUILDERS**

An open house and display event was held on April 1 by the Gardner Hardware of Minneapolis to show architects and others in the building industry some of the more recent developments in materials and equipment handled by the company, ac-

cording to Lawrence K. Healy, president.

Several hundred persons visited the open house to inspect finish hardware, building specialties and related materials shown and to discuss with officers and staff members of the hardware company the newest and best ways of doing things in building. Our pictures here show some of those who were present,

NORTHWEST ARCHITECT

identifications being left to right in the numbered pictures.

1—D'Arcy Leck, Jr., of D'Arcy Leck Construction Co., John Healy, Gardner vice-president, Cliff Forslund, Amerock, Inc., and Stan Iversen, Magney, Tusler & Setter. . . .

2—Robert Nelson, Ellerbe & Co., Sid Stolte, Bettenburg, Townsend, Stolte and Comb, and A. D. Keye, M. J. McGough Co. . . .

3—Mrs. and W. W. Purdy, AIA.

. . . 4—Frank Tusler, Tusler & Assoc., Mrs. John Healy, Gardner Hardware, Carl Lein and Fran Hare, both of Sheehy Const. Co., L. J. Maday, Univ. of Minnesota, and Henri Rahn, Sheehy Const. . . .

5—Ray Clausin, Northwestern National Bank, S. L. Stolte, AIA, G. O. Fossen, Abbett & Griswold, and John Healy. . . .

6—Larry Healy, Gardner Hardware, Sig Pearson, Pearson Bros. Const., C. W. Farnham, architect, and Marlowe Knutson, FHA. . . .

7—John Gardner, Gardner Hardware, Ed Brizz, Moen Faucet Co., and Mrs. Thomas Shirley, P. D. Shirley Assoc. . . . 8—Harold McEwen, Gardner Hardware, Milo E. Dubois, Wagner Mfg. Co., Donald Stark, contractor, Mrs. Stark and N. M. Nelson, Gardner Hardware. . . .

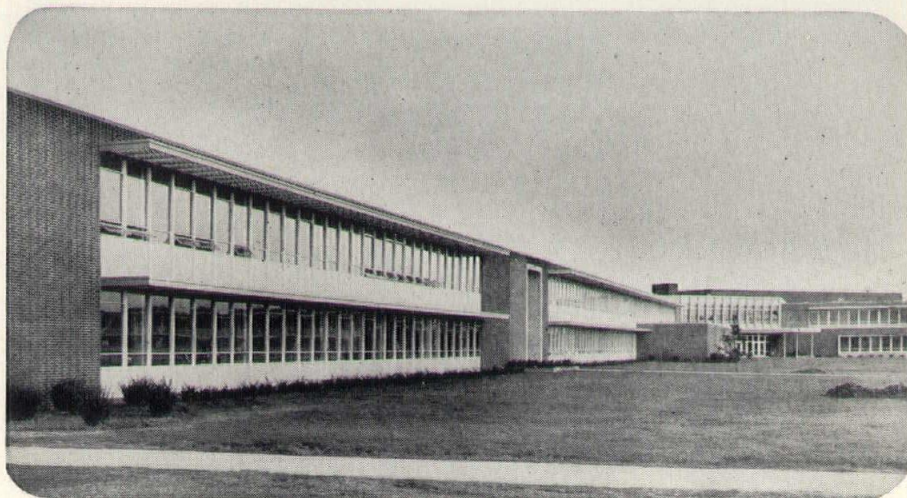
9—H. J. Wepplo, Gardner Hardware, Norma Dutton, Gardner Hardware, F. H. Mosse, architect, and Paul K. Larson, Gardner Hardware. . . . 10—John Parson and Charles Magney, both of Magney, Tusler & Setter, and Robert Cerny, Thorshov & Cerny. . . .

11—R. Van How, Myrtle Melin and Dave McEnary, all of McEnary & Krafft. . . . 12—Frank Austin, Crown Iron Works, Gordy Matson, Magney, Tusler & Setter, John Healy and C. A. Dirksen, PBS Paints. . . . 13—Harry Whitteley, Russell & Irwin Co., G. O. Fossen and R. B. Vosejpka, both of Abbett & Griswold, and John Gardner. . . .

PARKINSON IN NEW POST AT M M & M

Herbert S. Parkinson has been named to the newly created position of chief project manager of Minnesota Mining & Manufacturing Co.'s central engineering department, according to Cyril P. Pesek, vice-president for engineering and staff manufacturing. Mr. Parkinson will coordinate the activities of all central

Buildings for a growing America



...faster !

Buildings like the one above are appearing everywhere—helping to meet urgent needs of growing population. Built with quickly erected standard sections, major wall area consists of Davidson "Double-Wall" Porcelain Panels (single units that become inner and outer wall) combined with standard sash and window, in one easy assembly.

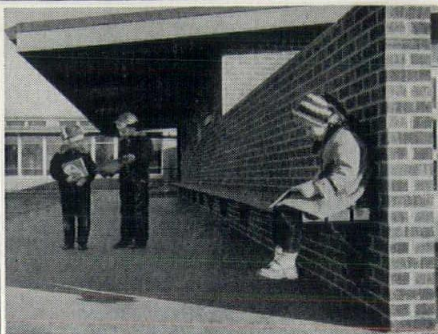
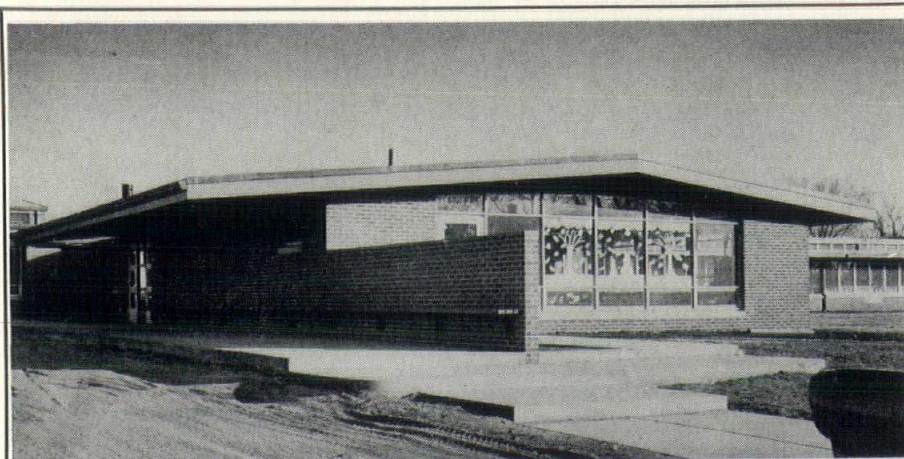
Davidson Porcelain Panels adapt to every structural design. For quick occupancy—for economy—for enduring modern appearance, it will pay you to investigate.

A modern approach for any building, this school design represents 13,000 square feet of "ready-made" walls — combining exact-size Davidson Porcelain Panels with standard sash.



JOEL F. JACKSON

**801 N. W. Federal Building
MINNEAPOLIS 3, MINN.**



THIS ALL CLAY MASONRY SCHOOL COST ONLY \$7.61 PER SQUARE FOOT

This school at Ogden, Iowa, (a portion of which is shown above) was built at a structural cost of only \$7.61 per square foot. Total cost including mechanical and electrical work was \$10.80. School is built of face brick and acoustile and is firesafe. Architects were Smith-Vorhees-Jensen-Siletto & Associates, Des Moines.

Write for information about clay masonry schools.

STRUCTURAL CLAY PRODUCTS INSTITUTE
Region 6 • AMES, IOWA

engineering departments as well as the work of outside architects, engineers and contractors on all 3M plant construction projects. He becomes assistant to Hans J. Wessel, executive engineer in charge of central engineering. Born in England, Parkinson has been a senior project engineer since 1950. He had nine years of experience as an architect before joining 3M and is a graduate of the Massachusetts Institute of Technology.

NEAL SLATE DESIGNS NEW MAP RAIL

After two years of study and design, W. E. Neal Slate Company of Minneapolis is now manufacturing a new school map and display rail, called "Map-Tak," which is used to hang roller maps and to display posters and student paper work.

The rail itself is an anodized aluminum extrusion about one and one-eighth inches wide, which accommodates sliding hooks and has a cork insert in colors to match the other tackboards in the classroom. Paper work can be tacked to the insert, hanging down, or else rest in the channel formed above the rail.

The sliding hooks hold steel map holders firmly erect with a friction grip created by the weight of the map on a spring steel tab. The strong spring tab also can be used to suspend heavy posters and art work.

Architects who object to the silvery effect of natural-color aluminum in rooms with no other aluminum trimming or fixtures, can specify Map Tak rail in dull gold, a fade-proof anodized color. This blends

Minneapolis Blue Printing Co.

Agents for Keuffel & Esser Co.
of New York



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Quality Cut Stone for Over 40 Years

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PA. 9-1870

well with today's light-finished wood trims, the manufacturer states.

"Map and display rails," says the manufacturer, "have in the past few years replaced the use of twelve-inch cork strips above blackboards. Besides allowing more blackboard height, use of these rails brings more versatility to the learning wall area."

FRANZEN JOINS CROWN IRON STAFF

L. E. "Red" Franzen has joined the estimating and sales staff of Crown Iron Works Company's architectural metal division. Formerly with the A. T. Rydell Co. for the past eight years, he will be engaged mainly in miscellaneous metal estimating and customer contact.

Crown also reported addition of Jack Schuller to its H. H. Robertson Sales Division. He will work with Earl Kellar to increase its service to the builders of the Northwest in Robertson wall panels, roof deck and related products.

AMMERMAN ELECTED TO AIR CONDITIONING GROUP

The C. L. Ammerman Company, Minneapolis, has been elected to membership in the growing Air Moving and Conditioning Association, according to word from W. H. Rietz, AMCA president.

The Ammerman company is a well known Northwest manufacturer of power roof ventilator equipment. Purpose of the 59 member trade association is to serve industry and the public by improving standards and practices within the industry. Member companies manufacture air moving and conditioning devices such as industrial and residential fans, central station air conditioning units, unit heaters, and power roof ventilators.

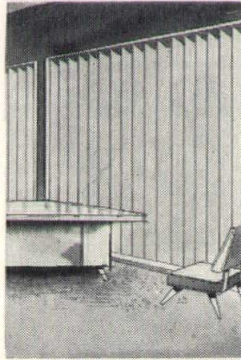
ARCHITECTS INVITED TO DESIGN ROOMS—RUSH!

Rooms from representative houses designed by Minnesota architects will be shown in the first area museum display of this kind in the Walker Art Center next September and architects are asked to rush their notices of intention to submit plans to the Minnesota Society of Architects' Office immediately, according to Jim Fenelon, executive secretary.

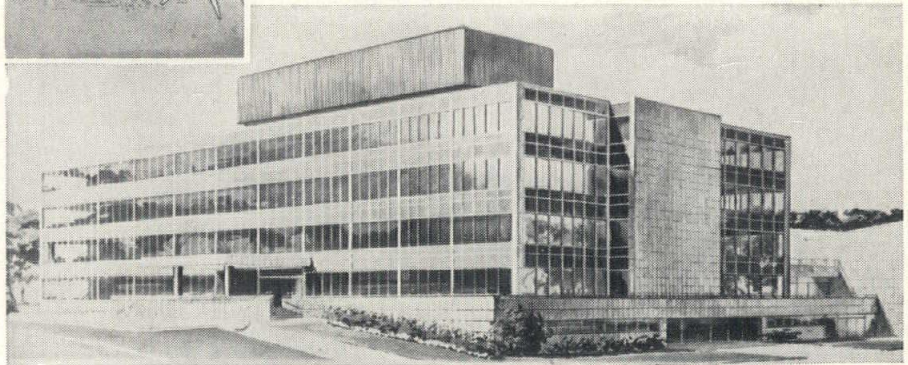
The rooms, one from each of 12 designs, will range from

those in homes of \$12,000 value up to \$100,000. They will be completely furnished. The home or room to be submitted can be one already built, under construction or purely on the drafting board.

This "Living in the Upper Midwest" exhibit will accent the living potential of each plan, with its facilities for family activity and cultural pursuits.



An exciting architectural idea for interior design



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 only practical drape for

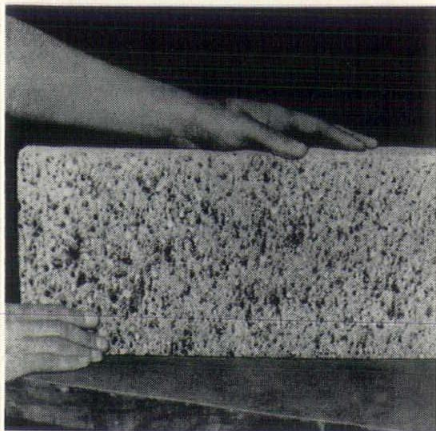
modern "window wall" buildings. Ideal for office buildings, hospitals, motels, or schools. A growing complement to practical, modern architecture—created for approval of discriminating clients on recommendation of leading architects.

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



W. F. SHARPE CO., 2507-09 E. 38th Street
Minneapolis — 6 — Minnesota





NEW COLD GLAZED BLOCK SET FOR NATIONWIDE PRODUCTION

Production of new Vitricon-faced concrete block and panels is now being set up throughout the U. S. and a limited number of block manufacturers are currently being licensed to use the newly-developed process, according to Harold Lane, vice-president of Vitricon, Inc., Long Island City, N. Y.

Following the successful introduction of Vitricon site-applied wall

surfacing by less than six months, Vitricon-faced concrete block is being produced to retail at 30 to 35 cents above the cost of the ordinary unfinished block.

"The new block finish produces a depth of color and three-dimensional effect not attainable with ceramic glaze," Mr. Lane said. "Its outstanding attributes are permanence, attractiveness, water- and stain-proofness and washability. Because Vitricon becomes an integral part of the surface it covers, the finish will stand up as long as the concrete block itself. An occasional washing keeps it clean."

POMONA NAMES CONK SUPERINTENDENT

Pomona Tile Manufacturing Company has appointed V. Joseph Conk as plant superintendent of the company's main plant, according to K. C. Sopp, vice-president. Mr. Conk, who has been with the company since 1946, formerly was production manager. In his new capacity he will be in charge of all production and quality control of ceramic tile.

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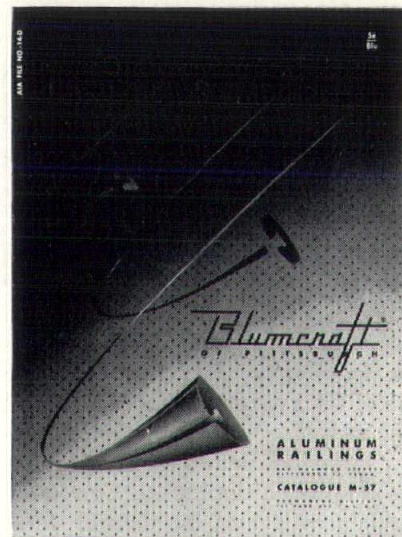


For specifications consult
Sweet's Catalog Section 13G

Less Cost Per Square Foot Per Year

NORTHWEST TERRAZZO ASSOCIATION

MEMBERS NATIONAL
TERRAZZO & MOSAIC ASSN.



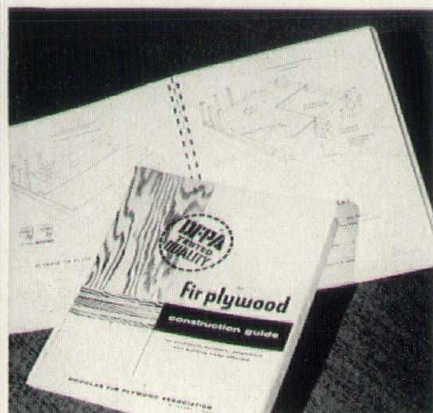
BLUMCRAFT CATALOG FILLED WITH IDEAS

Room dividers and aluminum stair railings can now be constructed from matching elements, according to the new Blumcraft 48-page catalog. The room dividers are built from standard Blumcraft sections by the same local metal fabricator who builds the railings.

"The adjustable features of the

NORTHWEST ARCHITECT

posts and fittings permit the architect unlimited freedom in creating the room divider designs and for combining with other materials such as cork, glass, plywood, plastic or wire grille panels," it was pointed out. Copies of the Blumcraft catalog M-57 are available from Blumcraft of Pittsburgh, 460 Melwood Street, Pittsburgh 13, Pa.



NEW DOUGLAS FIR GUIDE RELEASED, PANEL ANNOUNCED

The Douglas Fir Plywood Association has announced a new, 34-page, four-sectioned construction guide containing full-page structural drawings that provide authoritative basic information on types, grades and applications of fir plywood for builders, architects, engineers and building code officials.

The booklet covers information on floor, single and double wall and

roof construction, while including recommendations and plywood excerpts from "minimum property requirements" of the FHA.

Booklet is designed for maximum simplicity of use and quick reference all contained in convenient notebook form, ideal for draftsmen.

Copies are available without charge from Douglas Fir Plywood Association, Tacoma 2, Washington. Quantity orders are \$12.50 per hundred.

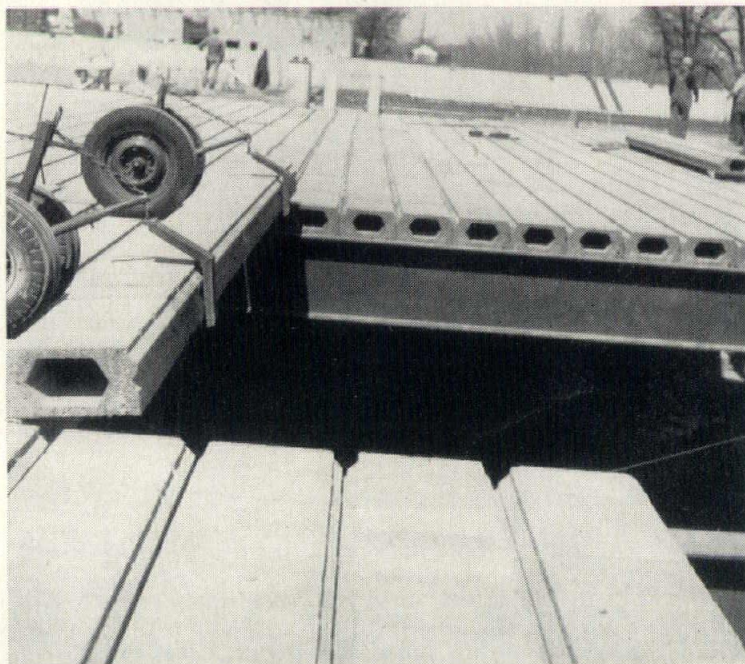
A new improved plywood sheathing panel with 100 per cent water-

proof glue for use under difficult exposure conditions or in areas prohibiting interior-type plywood sheathing has also been announced by Douglas Fir Plywood Association.

The new panel is trademarked "PlyScord With Exterior Type Glue."

Performance requirements call for hot pressed synthetic phenolic resin glue-lines but they permit "D" veneer for inner plys and backs. This differs from the requirements of standard grades of Exterior type for permanent outdoor exposure. These

DOX PRECAST SLABS S P E E D CONSTRUCTION



Buggied into position is a Dox 8" floor providing an immediate working deck. No additional shoring required.

Dox precast slabs are lightweight concrete and are used to greater advantage in the construction of floors and roofs for commercial, residential, industrial and agricultural building.

DOX-BLOCK SYSTEM

ST. PAUL PARK, MINN.

VANDER HAYDEN INC.
Milwaukee, Wisc.

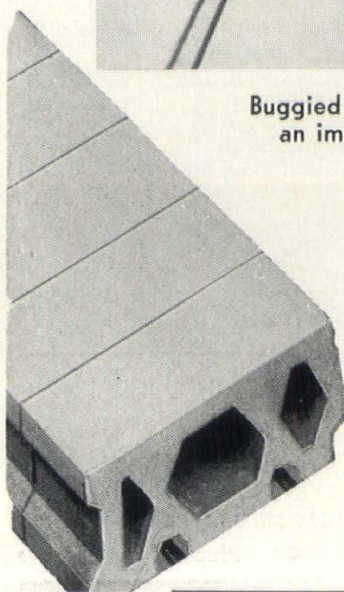
Natural Building Stone For Every Purpose

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**Rubble Stone
Company, Inc.**

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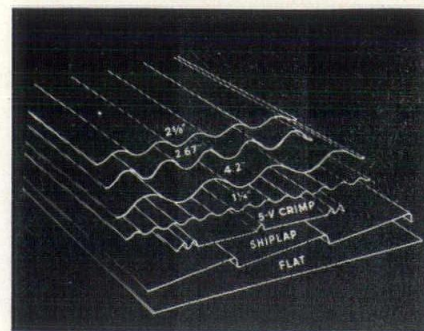
require a high quality "C" veneer or better throughout the panel.

The association declares the new sheathing panel is recommended primarily as an improved PlyScord to be used with discretion in any application where it might be permanently exposed to severe conditions of weather and moisture. It can, however, be used as a calculated risk in the less critical class of exterior exposures.

LYNCH PANELS DESIGN EXPANDED

Lynch Asbestos Company reports its Lascolite fiber glass panels are now available in seven shapes and two standard thicknesses (.050-.060). The additional shapes permit practically unlimited adaptation of fiber glass panels in the residential and industrial field.

Included in the new shapes are flat panels and shiplap. The former



is especially useful in the replacement of industrial glass windows. It resists acid fumes, solvents and alkalies and the impact strength of the .060 panel is 18.5 lbs. per inch notch.

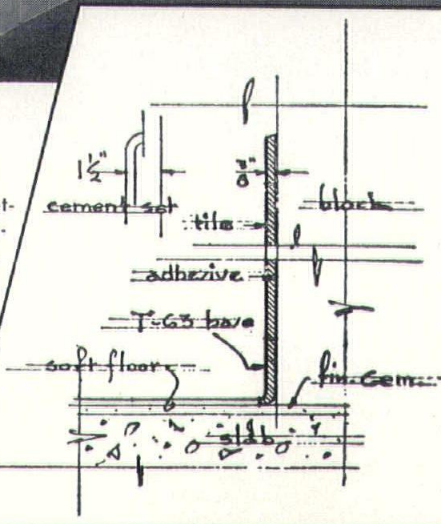
Free folders showing uses of Lascolite is available from Lynch Asbestos Company, Department L36, 2939 South Sunol Drive, Los Angeles 23.

Go! MSA Convention!



ROMANY TILE SPACE ADVANTAGES

Now with direct adhesive ROMANY tile setting, tile of any color offers real space savings applicable to high cubic foot costs. Consider the difference of a total of one-half inch thickness from rough block to finished tile as opposed to approximately 1½". When a long corridor is figured, this saving in cubic area amounts to an interesting item. It makes useful much space previously allotted to vertical wall areas, or it materially reduces overall cubage with less room and floor. It also offers lower cost dry wall construction where desired.



Every Architect should have our
Sample Tile Chart No. 15. It's free.

Rollin B. Child

Northwest Sales Representative

13006 Excelsior Blvd.

• Phone WE. 8-8379 • Hopkins, Minnesota



OVERLY WINS AIA-PC PRIZE

Overly Manufacturing Company of Greensburg, Pa., and Los Angeles, won first prize in the 1957 Building Products Literature Competition sponsored by the American Institute of Architects and the Producers Council of Columbus, Ohio.

The Overly award was in the category of "Space Advertising Directed to the Architect." It marked the fifth consecutive year that Overly

**WEATHERSTRIP
CAULKING
INSECT SCREENS
CANOPIES
PSYCO-SECURITY
SCREENS**

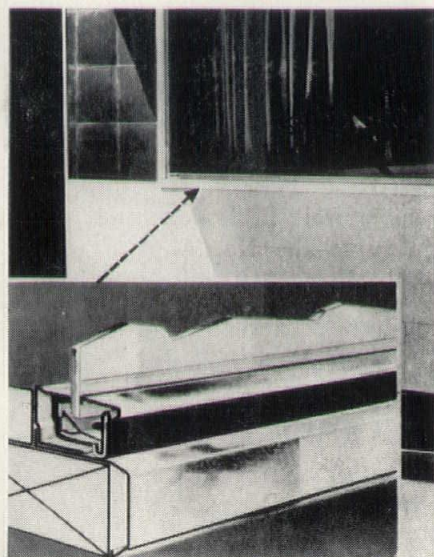


4424 EXCELSIOR BLVD.
Minneapolis WA. 6-1841

has won this award. W. S. Walker Advertising, Inc., of Pittsburgh is the agency for Overly.

"COLOR ACCENT" SASH INTRODUCED BY KAWNEER

A crisp accent line of color provides a dramatic framing for store fronts and show windows in a new



aluminum window sash announced by the Kawneer Company, Niles, Michigan.

Known as "Color Accent," the new sash features a one-inch color strip that is easily inserted into a specially-designed groove running along the sash facing. The ribbon of color accents the eye-appeal of the satin-finish aluminum sash. Interchangeable strips are available in three modern decorator colors: jonquil yellow, olive green and tile red.

The strips are made of textured vinyl plastic laminated to an aluminum backing. They are weather-

proof and impervious to ammonia and other harsh window cleaning agents.

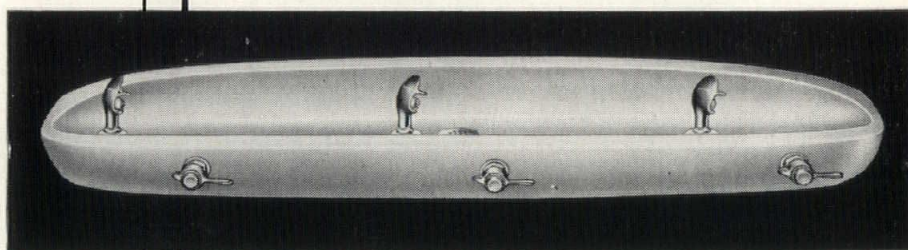
The shadow-line design of the strip groove is, in itself, an innovation that lends unusual attractiveness to the sash. Consequently, the sash may also be used without a color insert.

More information on this product can be had from Robert M. Baker, Kawneer Company.

Now is the Time to Plan to Attend the Convention of the Society in Duluth, June 27 and 28.



A bright new idea in drinking fountains! Model 10Y combines HAWS famous sanitation features with amazing lightweight toughness of Fiberglas plastic...the modern strength material.

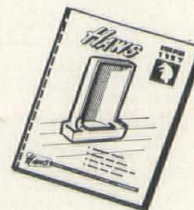


Model 10Y

In color! Choose from five decorator colors and white, permanently bonded to receptors to assure lasting vitality. Fiberglas strength foils vandalism, too! Color appeal and ruggedness make this model ideal for school use.

Write today for details...

and ask for your free copy of the 1957 HAWS Catalog...72 pages, with hundreds of design ideas for drinking facilities.



INTERIOR DECORATION HOME STUDY

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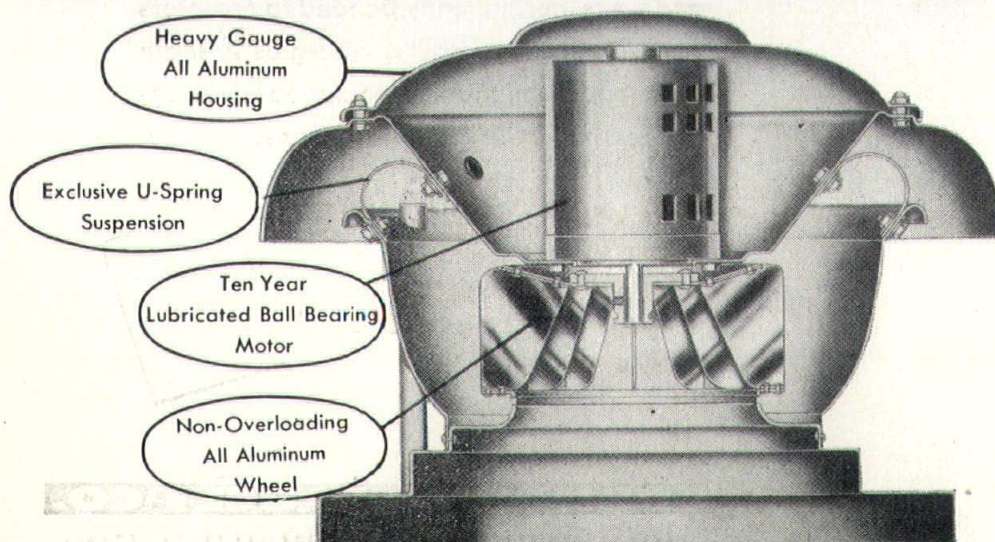
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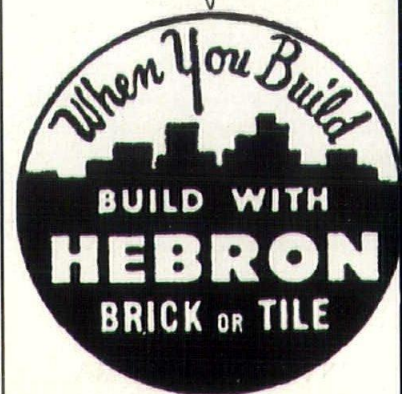
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One of the keys to successful selling of the use of a product is color. In recent years manufacturers have come more and more to realize the importance of this factor and so they are hiring experts not only to develop colors that are eye-pleasing but also to anticipate public tastes in color a year, and five years, from now.

An example of such a manufacturer is Pomona Tile Manufacturing Company, which currently is involved in the greatest color hunt in its history.

Recently President Drew Schroeder decided the company should map out a long-range program to develop new colors that would not only meet public approval today but would rise in popularity in coming years. This has resulted in Pomona's "Birth Of The Blues," the first two of an entire series of striking new colors which are being added to Pomona's production lines.

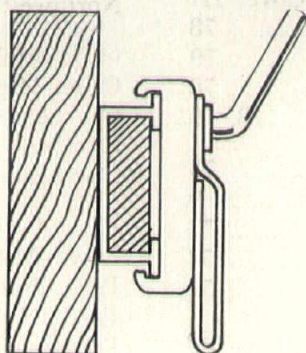
In charge of Pomona's color development is Margaret Lowe, nationally-known color consultant who spent a year doing research on the Pomona project, designing and selecting new colors and transforming her painted colors-on-paper to ceramic tile glazes with the co-operation of Pomona personnel.

Pomona's two colors being introduced this month are "Blue Nocturne," a dark, rich hue being manufactured on satin wall tile, and "Patrician Blue," a light shade produced in two tiles, Pomona's trademarked Perma-Glaze floor tile and the satin wall tile.

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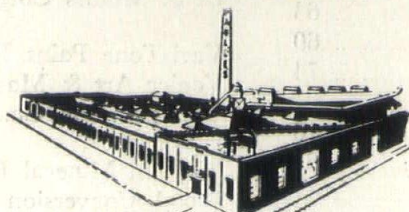
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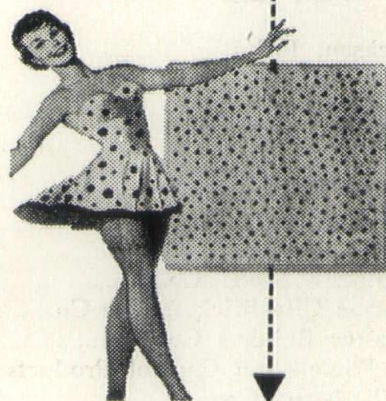
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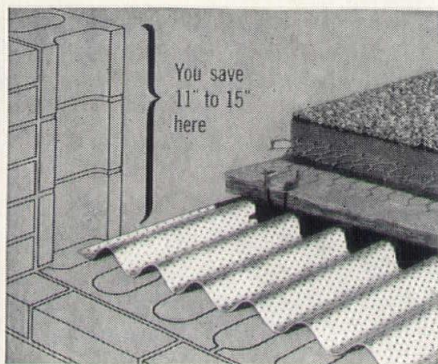
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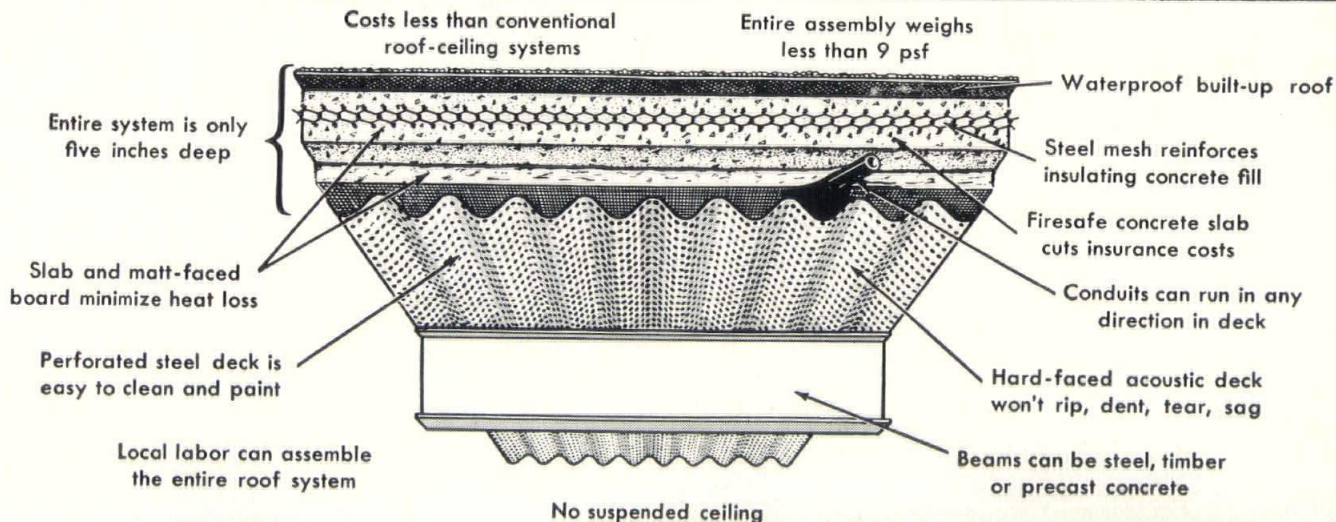


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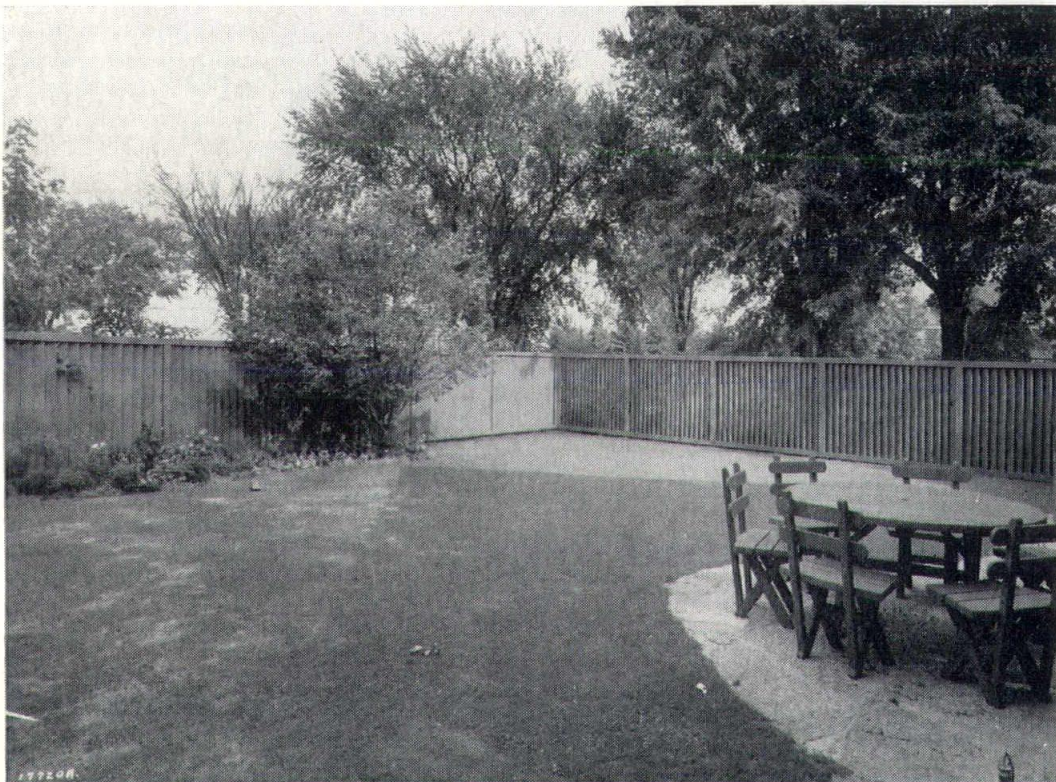
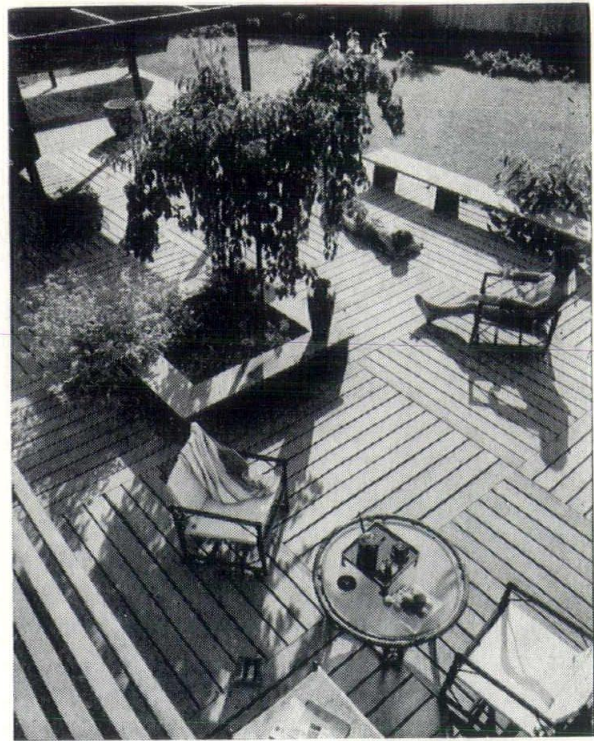
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