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OF
ARCHITECTS

JUL 3 1957

NORTHWEST

ARCHITECT

May-June, 1957

Volume XXI • Number Three

ANOTHER
Blue Ribbon
INSTALLATION



COMMERCIAL WINNER

TWIN CITIES SECTION—I. E. S.

'My Most Interesting Lighting Job'

Installation at MACALESTER COLLEGE FIELDHOUSE, St. Paul, Minnesota



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CONSULTING ENGINEERS: Gausman & Moore, Inc.

ELECTRICAL CONTRACTOR: Kehne Electric Co., Inc.

FIXTURES: Curtis Lighting, Inc.

SPECIAL FOUR AND SIXTEEN LAMP FIXTURES USING 96"
'HIGH-OUTPUT' LAMPS PROVIDE A HIGH LEVEL OF
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Information compiled by

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

Call Commercial Sales Department—Northern States Power Company



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Air Diffusers help make movies

A carefully designed air conditioning system enables Production Center, Inc. to make movies at top speed during the hot summer months. In fact, production has been increased by three to four times, according to Center estimates.

Anemostat Air Diffusers help do this vital job. They draftlessly diffuse 20,000 cubic feet of cooled air per minute pushed by giant fans through the soundproofed ducts. The two main studios have 32 vertical ducts, ranging in diameter from 18 to 24 inches; of these, 24 are telescopic and can be raised or lowered to suit requirements. The conditioned air, efficiently distributed by Anemostat Air Diffusers, offsets the heat from the tremendous wattage of the lights needed for film-making.

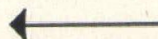
Movie-viewing, as well as movie-making, is aided by Anemostat Air Diffusers. They are installed in hundreds of theatres throughout the country. Anemostat Air Diffusers also provide *true* draftless comfort and uniform air distribution in schools, hospitals, banks and practically all types of commercial and industrial buildings.



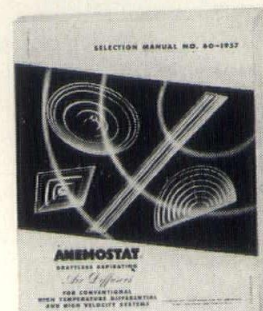
One of three completely air conditioned sound stages at Production Center, Inc. in New York City.



Note the Anemostat Air Diffusers installed on the telescopic ducts.

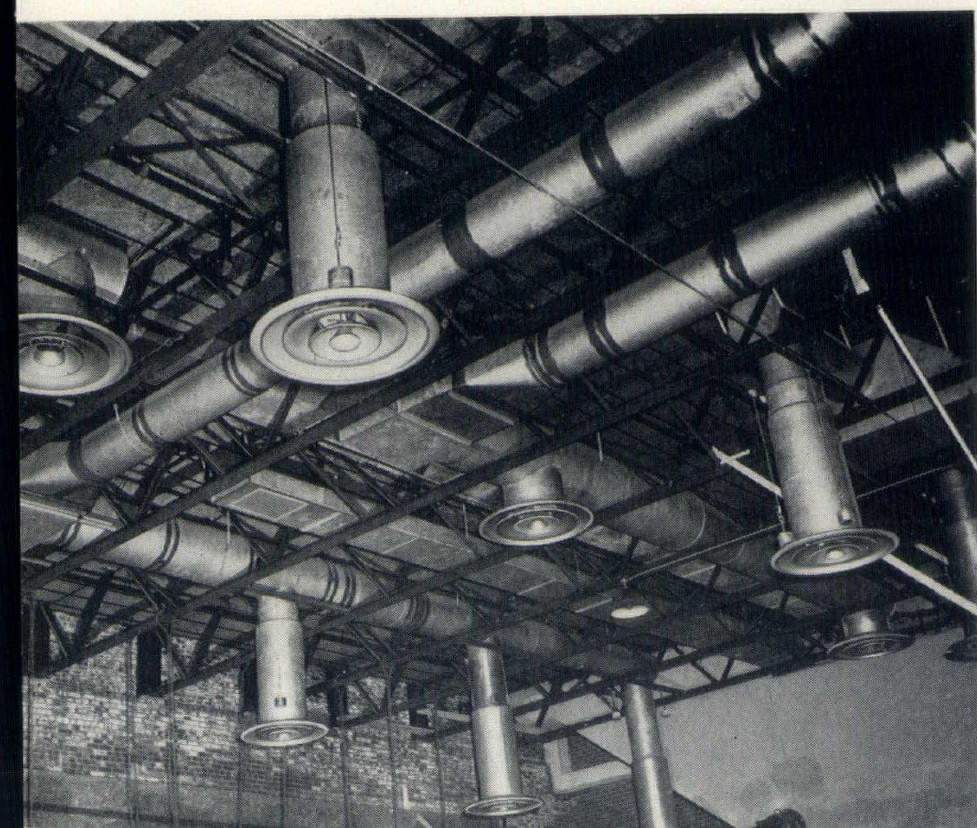


Joseph B. Klein, Architect
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Mechanical Contractors



For complete information contact
THERMAL COMPANY
Inc.

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NORTHWEST ARCHITECT

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NUMBER 3

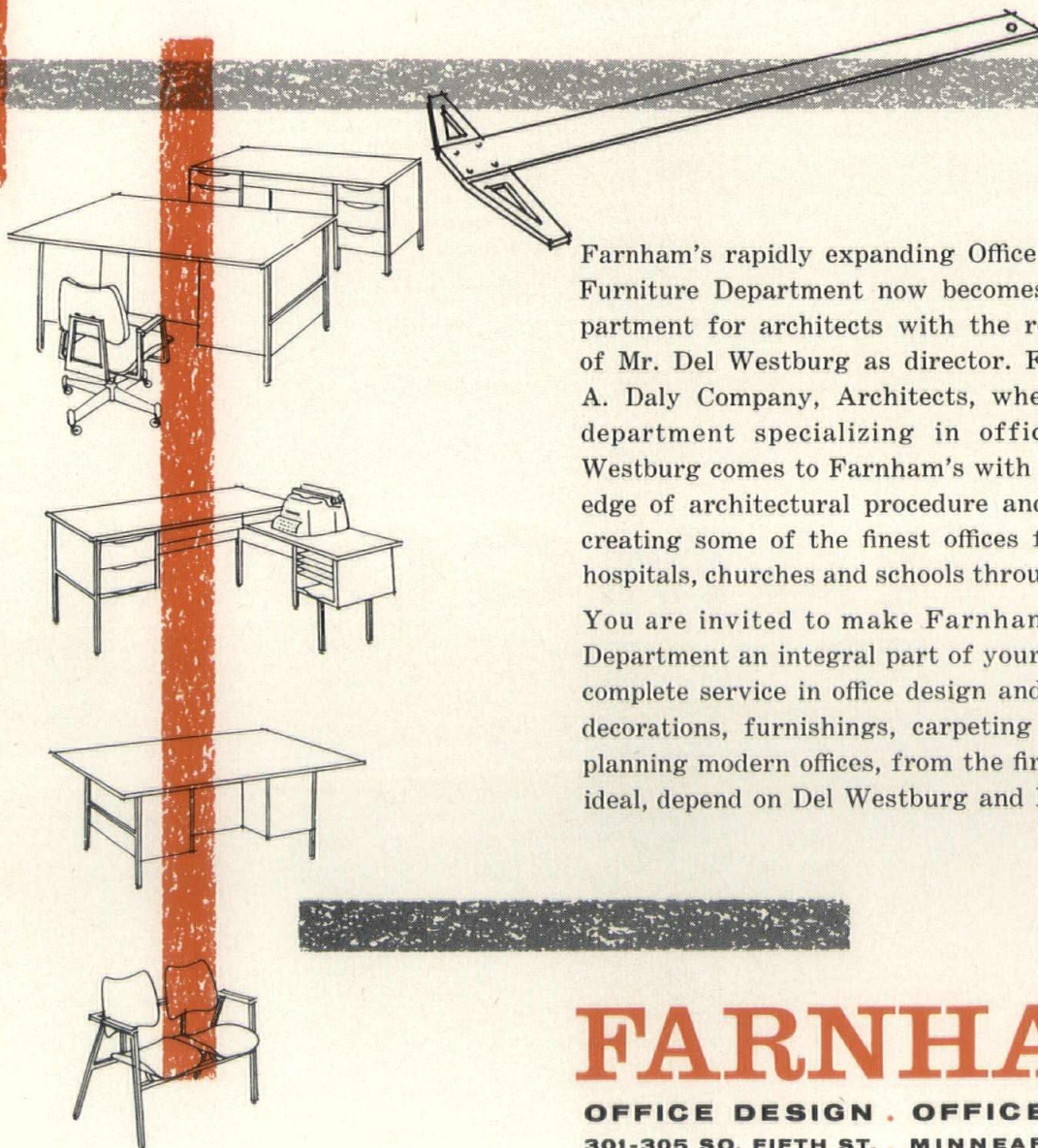
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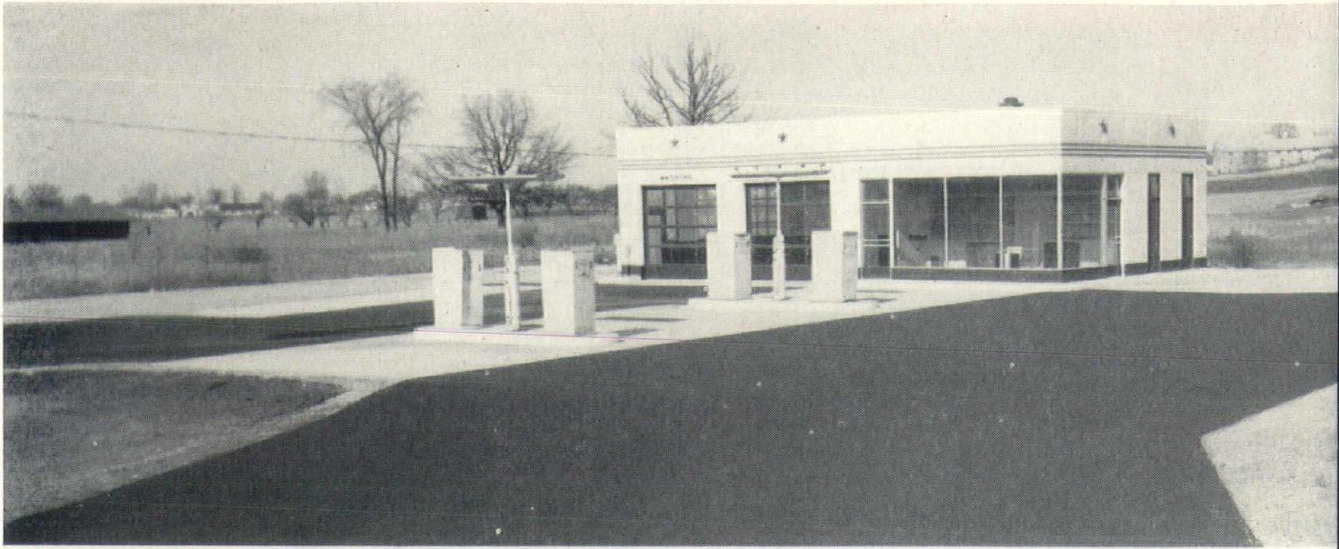


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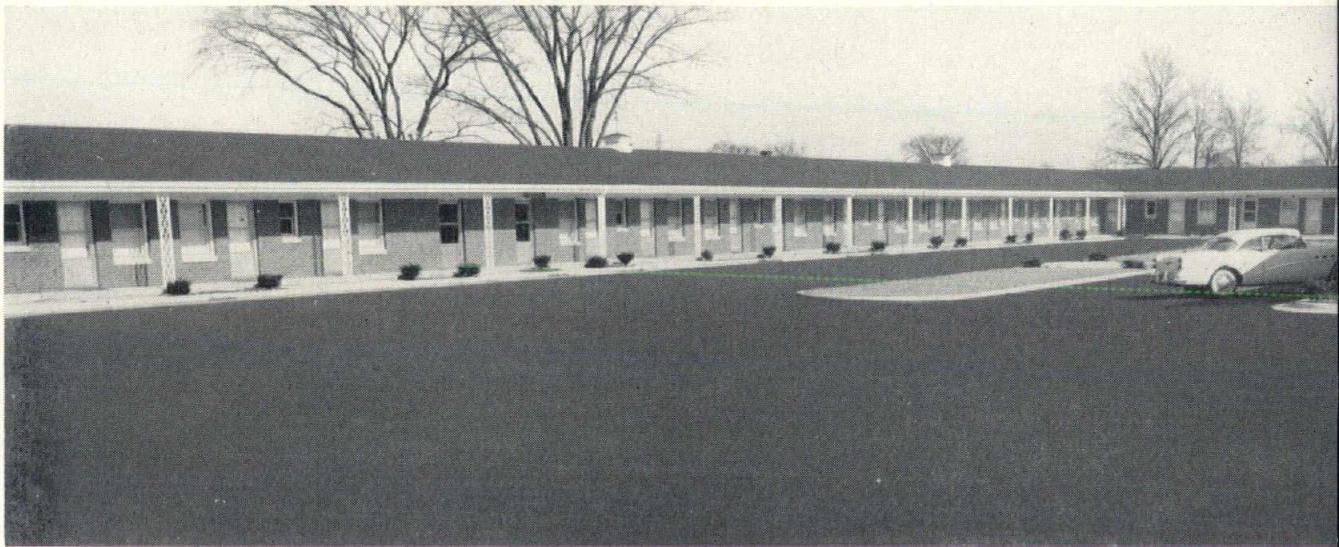
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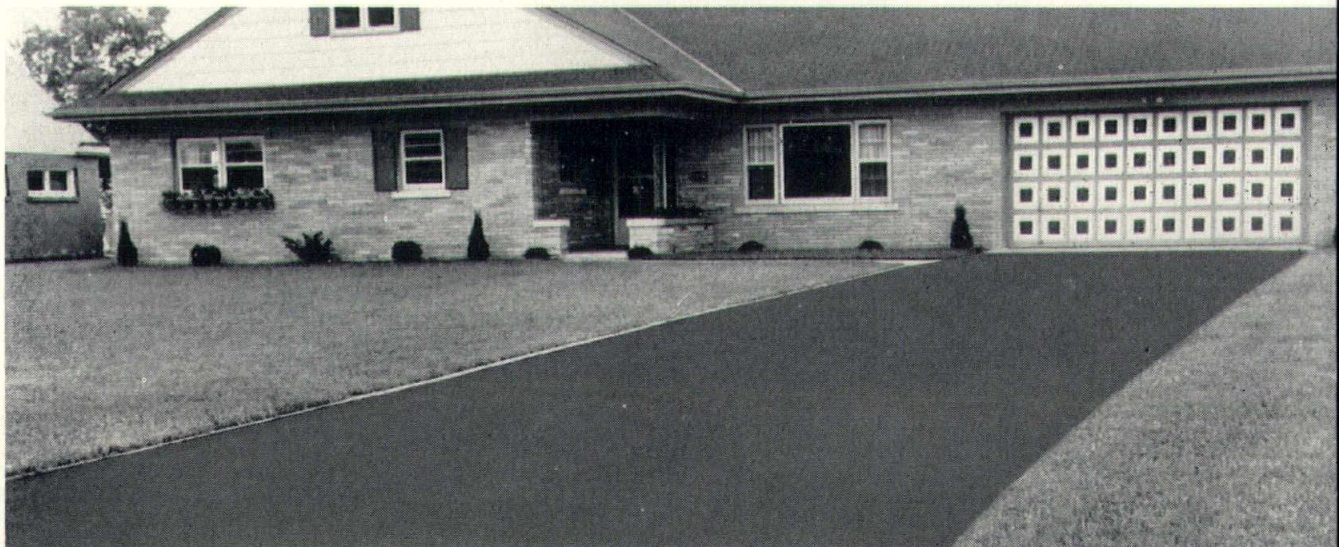
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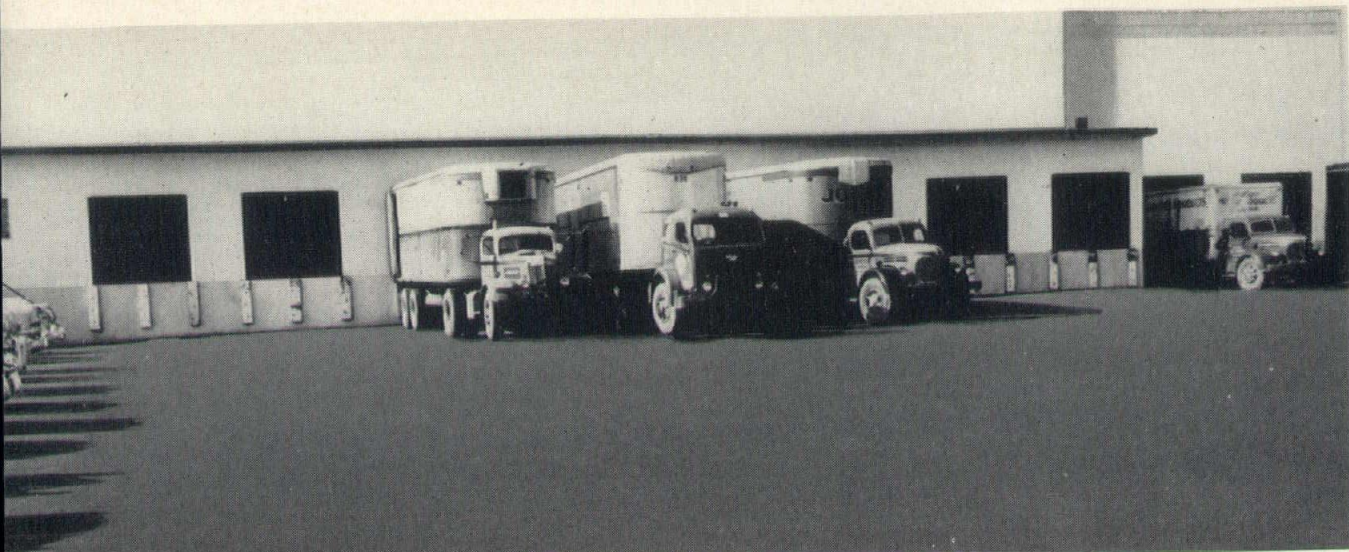


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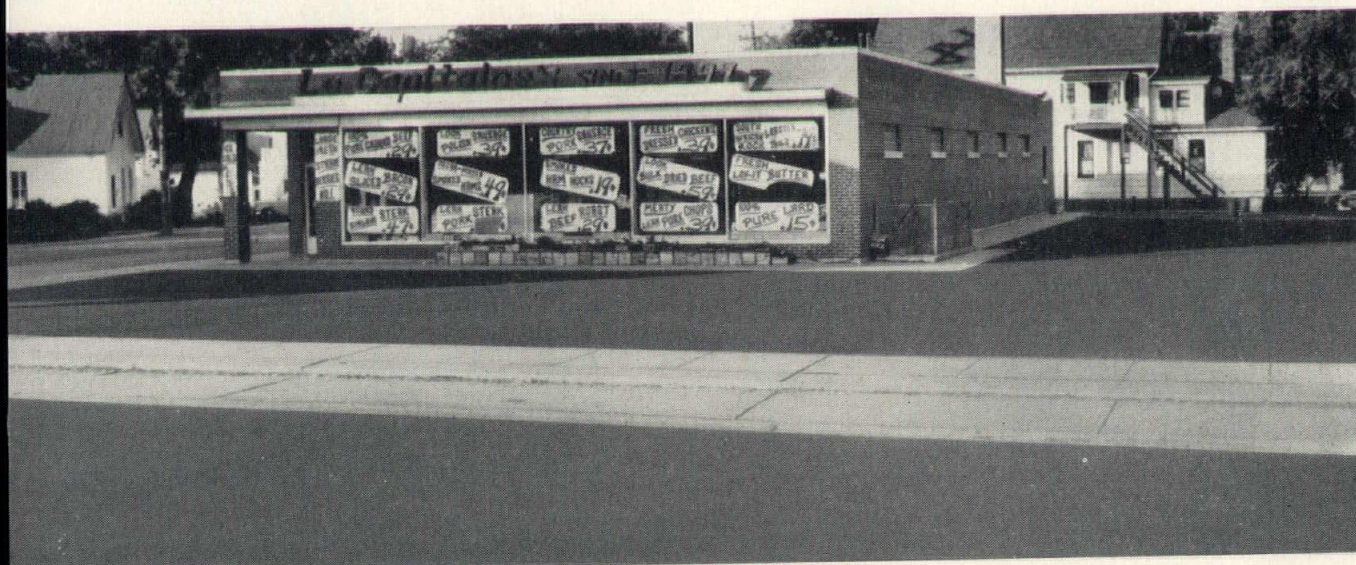


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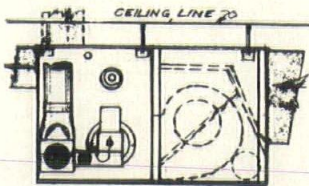
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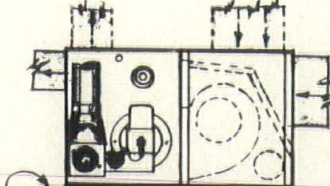


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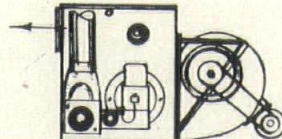
STYLE "A" FURNACES



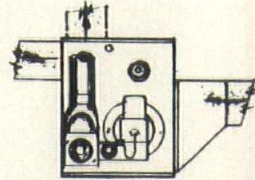
SUSPENDED FURNACE
WITH FAN & FILTER SECTION



FLOOR LINE
STYLE "A" LO-BOY

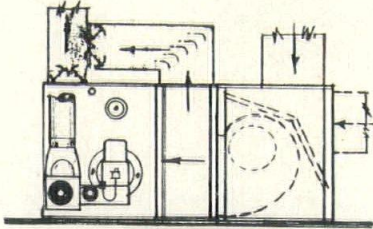


UNIT HEATER, BLOWER TYPE

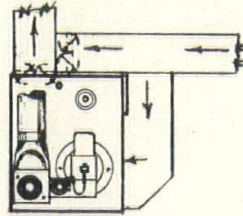


DUCT FURNACE

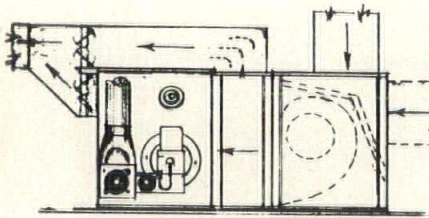
TYPICAL APPLICATIONS



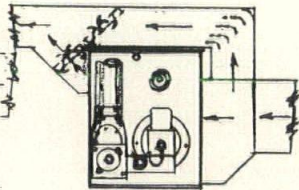
STYLE "A" LO-BOY FURNACE
WITH BY-PASS SECTION AND
FILTER SECTION



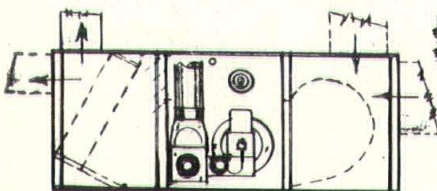
DUCT HEATER WITH
BY-PASS DAMPERS-
SUSPENDED OR FLOOR
MOUNTED



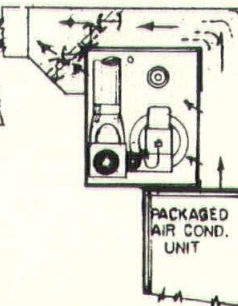
STYLE "A" LO-BOY WITH BY-PASS, FRONT
DISCHARGE, FAN AND FILTER SECTION,
TOP OR REAR AIR INLET



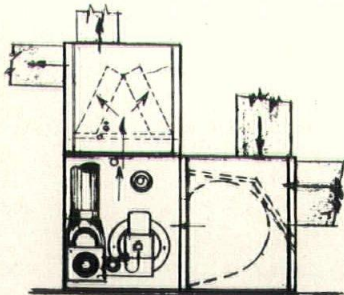
DUCT HEATER WITH BY-
PASS AND FRONT DISCHARGE



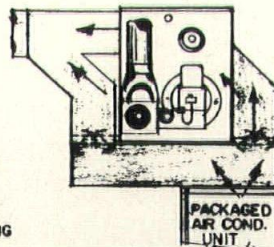
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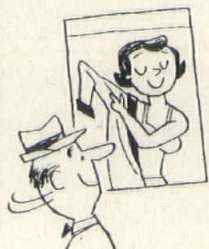
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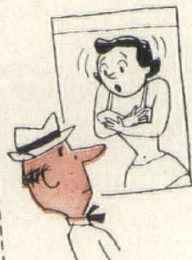


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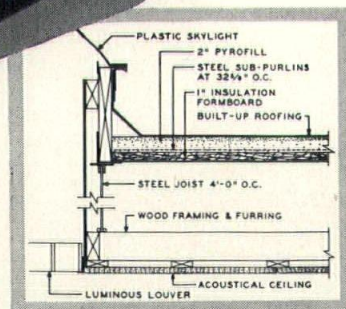
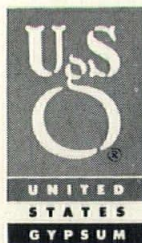
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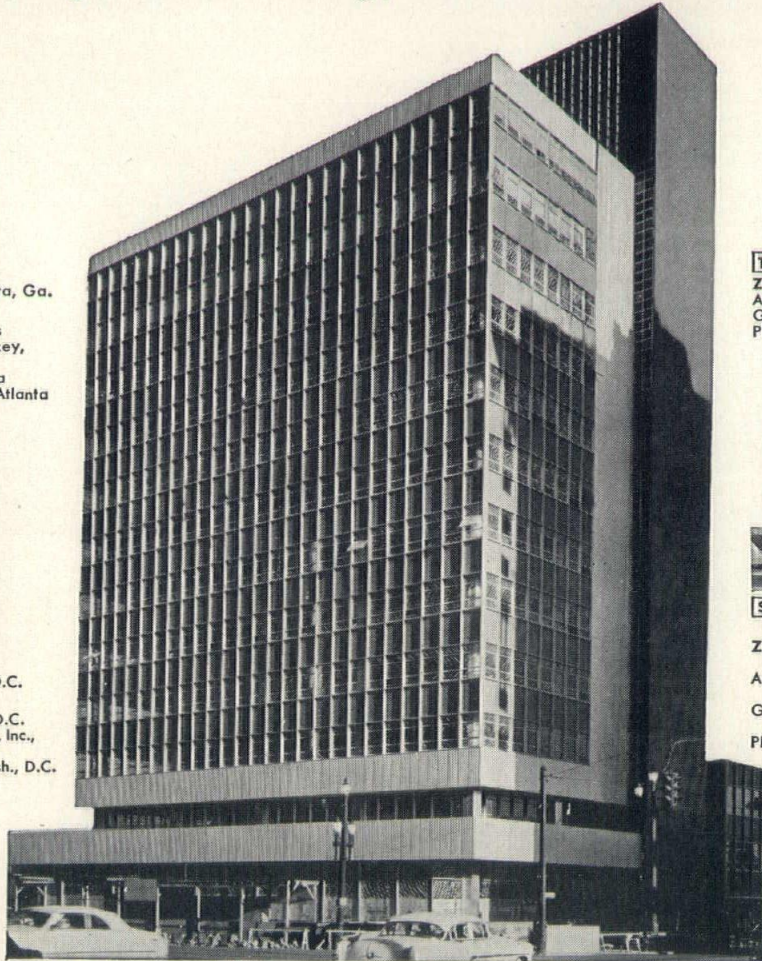
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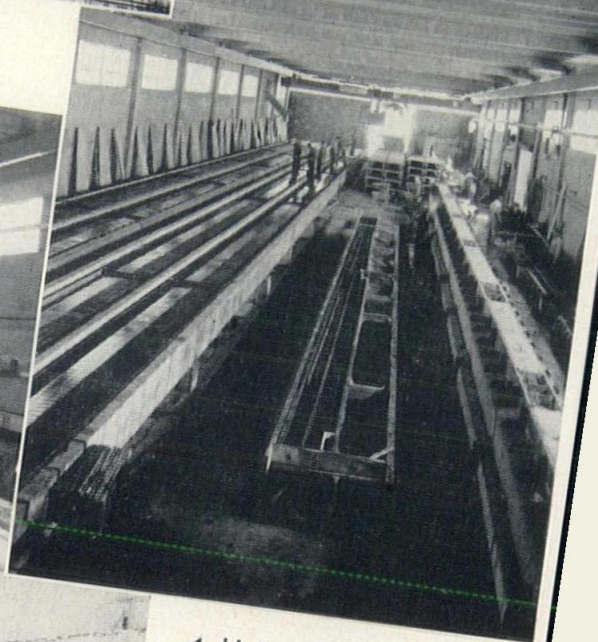
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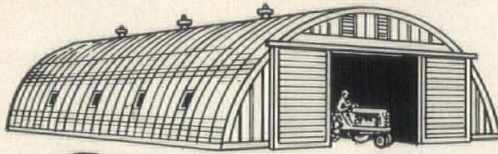
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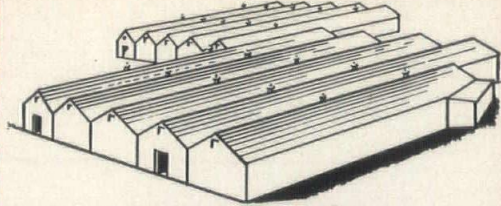
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FOR
THE
NAMES
YOU
KNOW

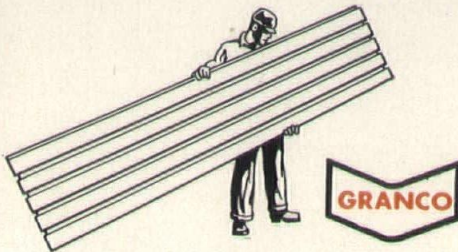


LOK-RIB STEEL BUILDINGS

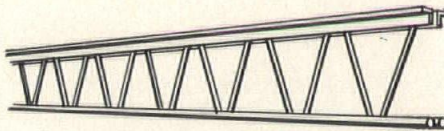
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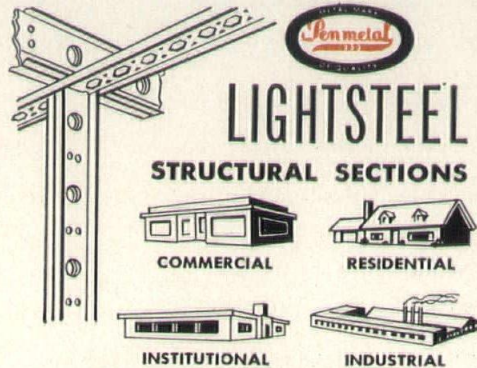
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LIGHTSTEEL

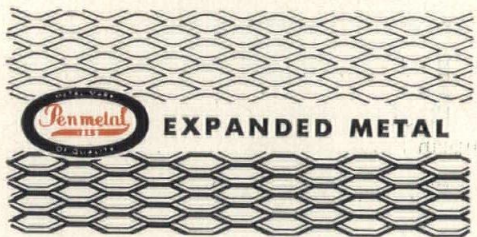
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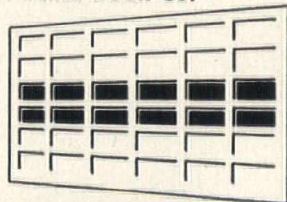


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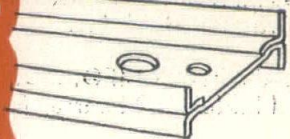
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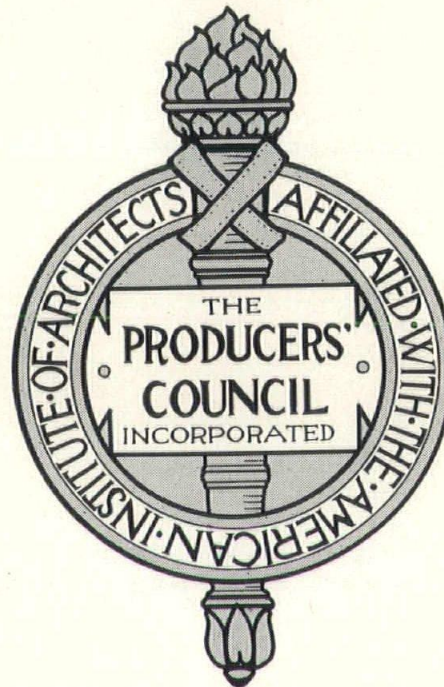
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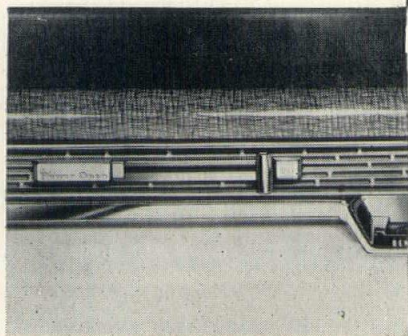
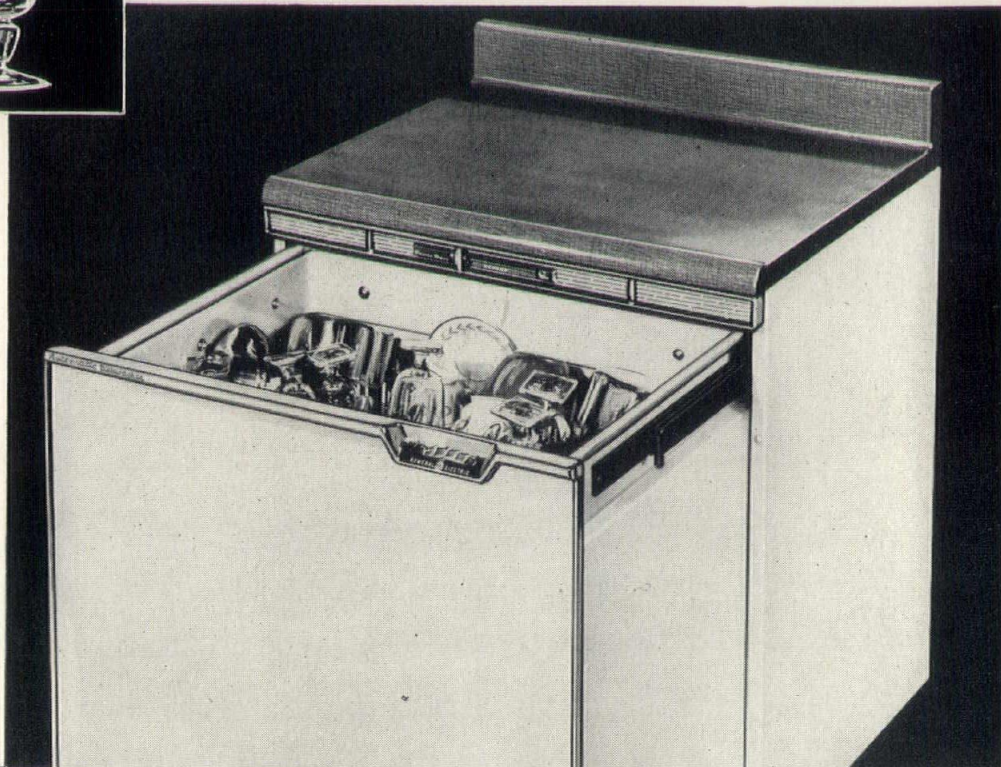
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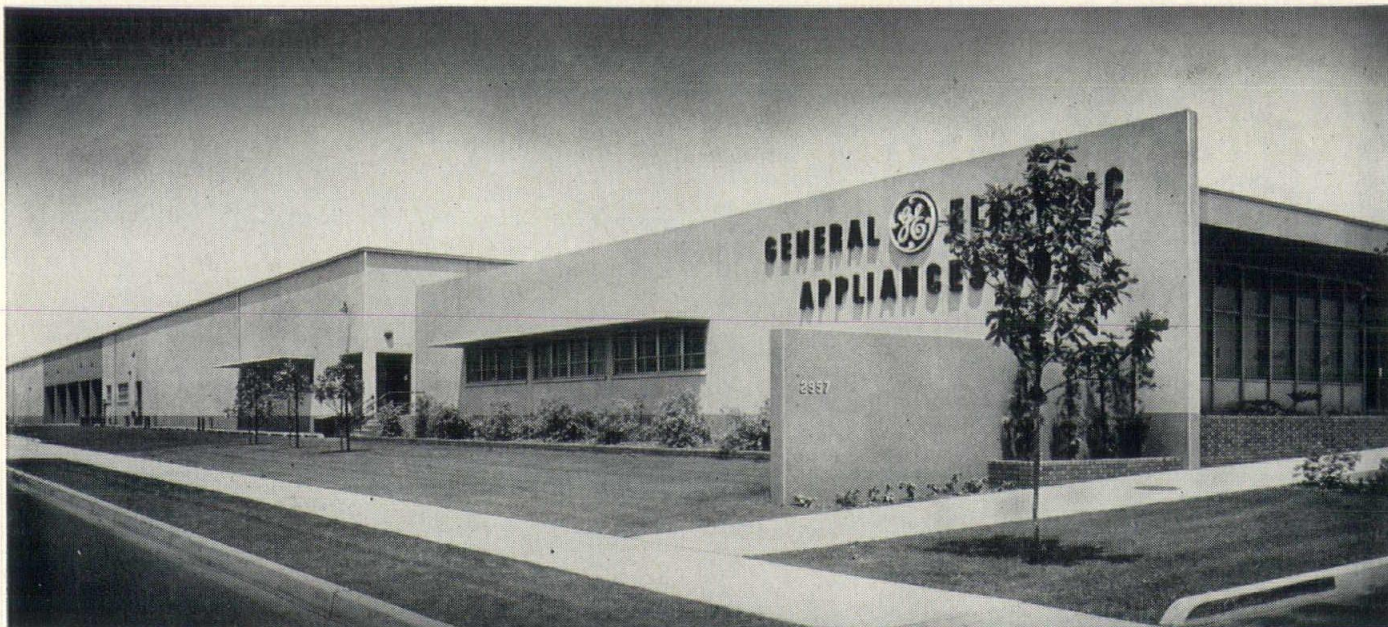
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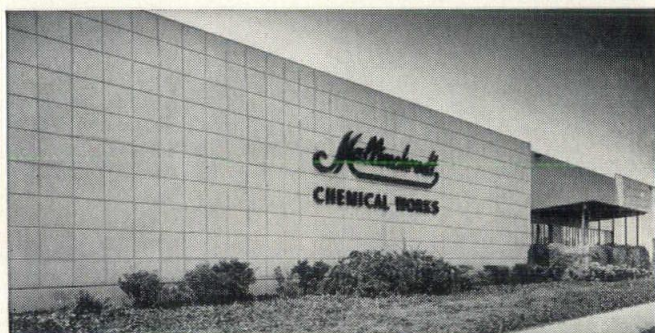
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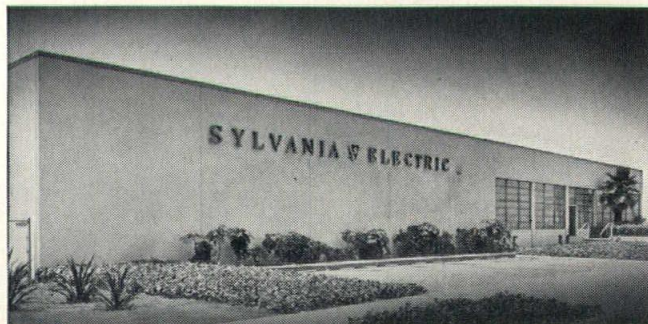
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These four concrete tilt-up buildings, designed and built by Los Angeles firms, are part of an industrial development in Vernon, Calif. They show how tilt-up walls can be combined with interesting architectural details to create distinctive, modern styling.

In the General Electric warehouse, windows are shaded by concrete canopies. The square pattern in the Mallinckrodt building was formed by wood strips placed in the form before casting. Tilt-up construction details in the Abbott Laboratories are masked by colored window trim and stone planters. The bold Sylvania name stands out against a large plain wall.

In all cases the uniform color and texture in the concrete panels furnish an excellent background for company names and trademarks.

For more information about tilt-up design and construction write for free illustrated literature. It is distributed only in United States and Canada.

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A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work

RIGID LIGHTWEIGHT SCREED ADJUSTERS

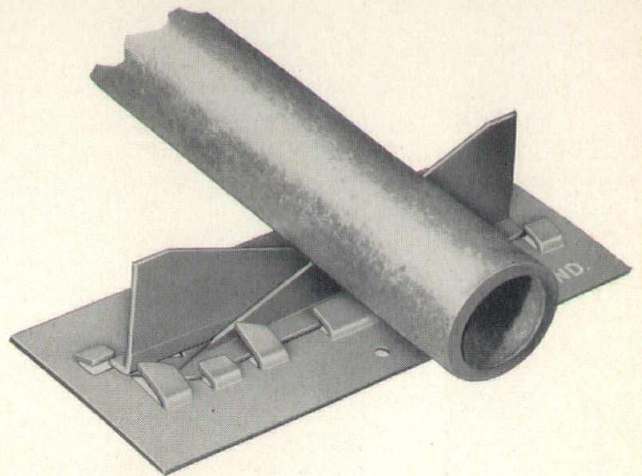
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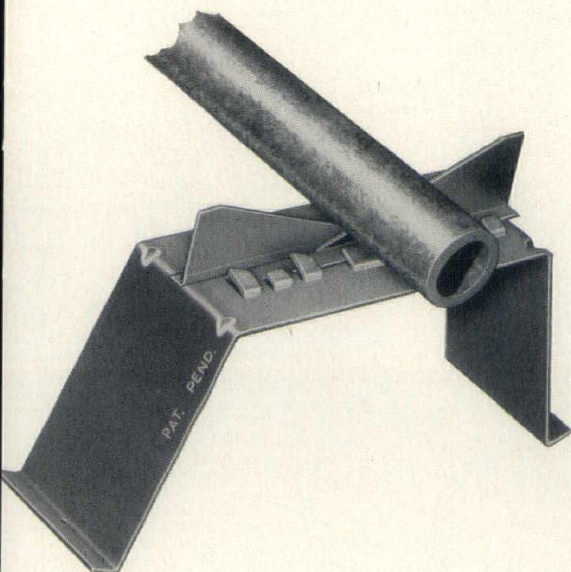
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DESIGNED FOR:

- STRIKING-OFF CONCRETE SLABS TO A SPECIFIED THICKNESS

ARCHITECTS
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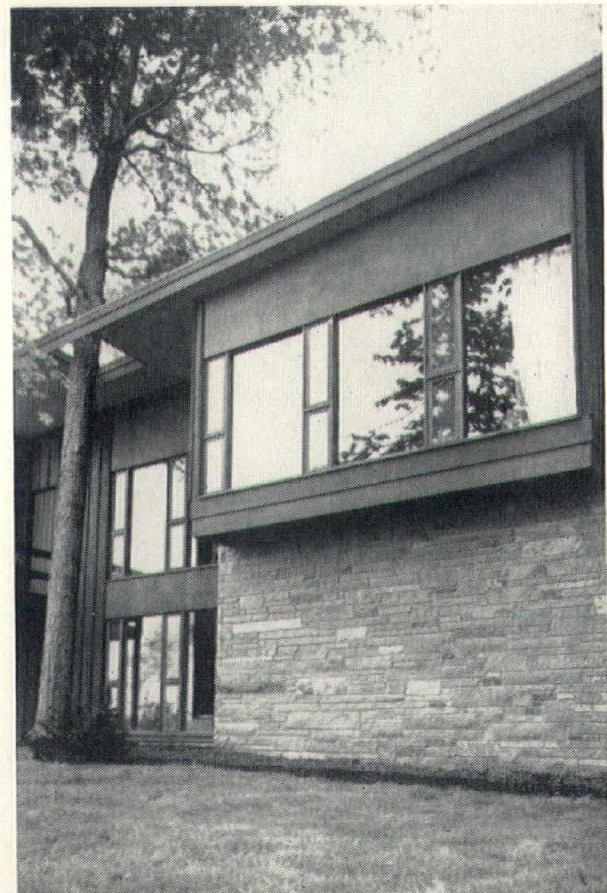
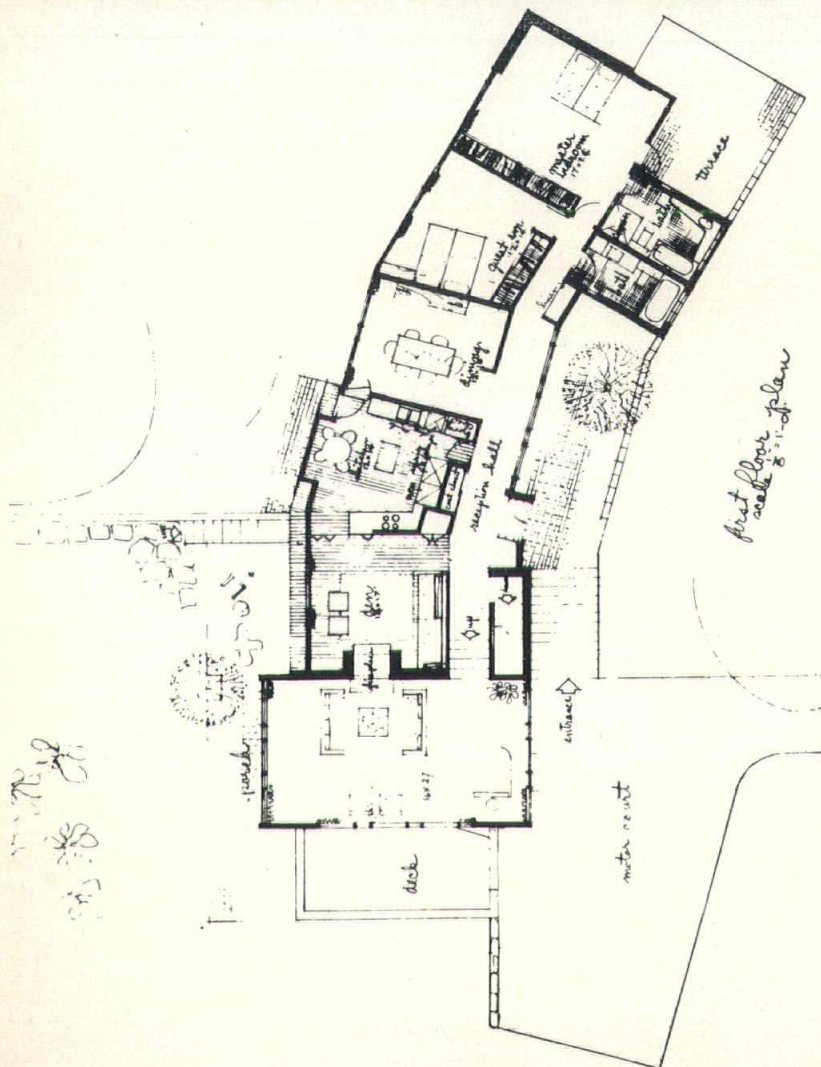
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Capital 4-2664



Residence of
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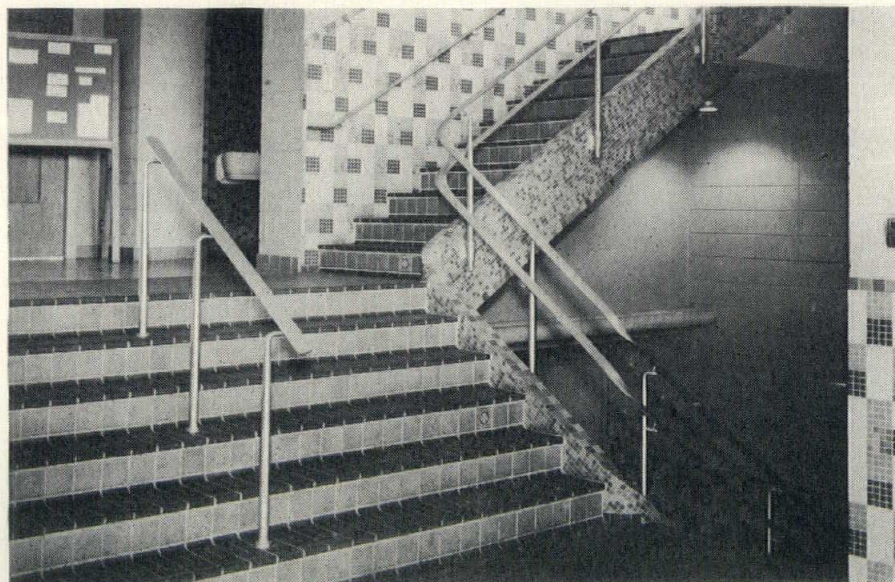
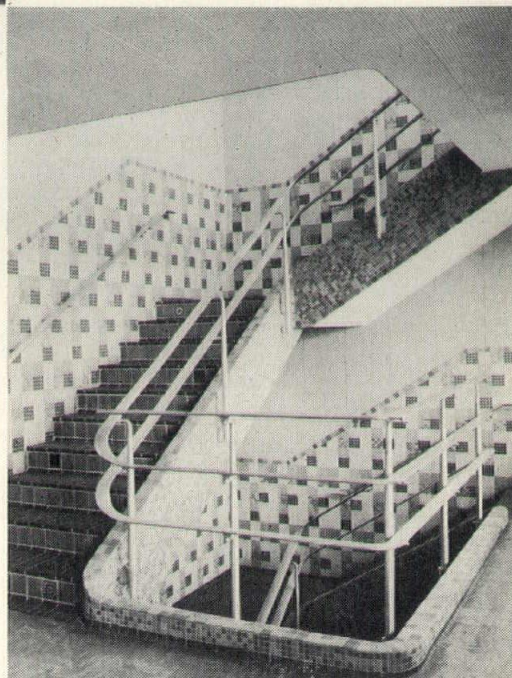


Pella MULTI-PURPOSE WINDOWS

to those who look for quality

Good design of enduring beauty on the difficult curves pictured on this page is carried out by the skilled craftsmen at Minnesota Fence & Iron Works.

These functional aluminum stair rails in the Women's Dormitory at Eau Claire State Teachers College were fabricated to follow the slope and turn of the stair, conforming to the contour of the architectural theme. Minnesota Fence & Iron Works has proved itself dependable through the many years of service in the Northwest to architects, engineers and contractors. New expanded facilities will make possible even greater service in meeting your requirements.



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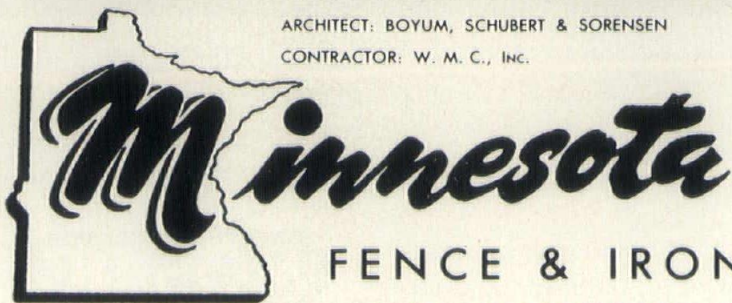
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fire escapes

railings

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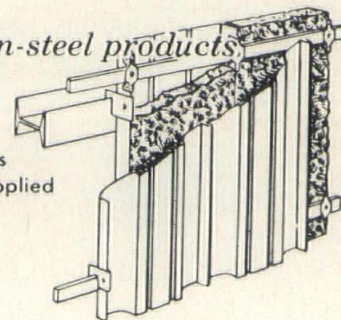
ARCHITECT: BOYUM, SCHUBERT & SORESEN
CONTRACTOR: W. M. C., INC.



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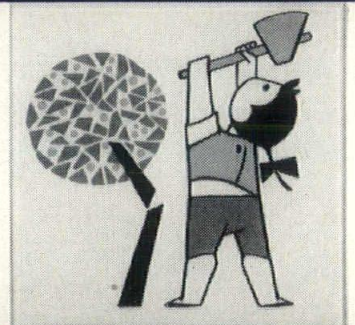


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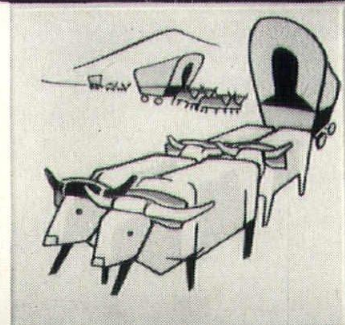
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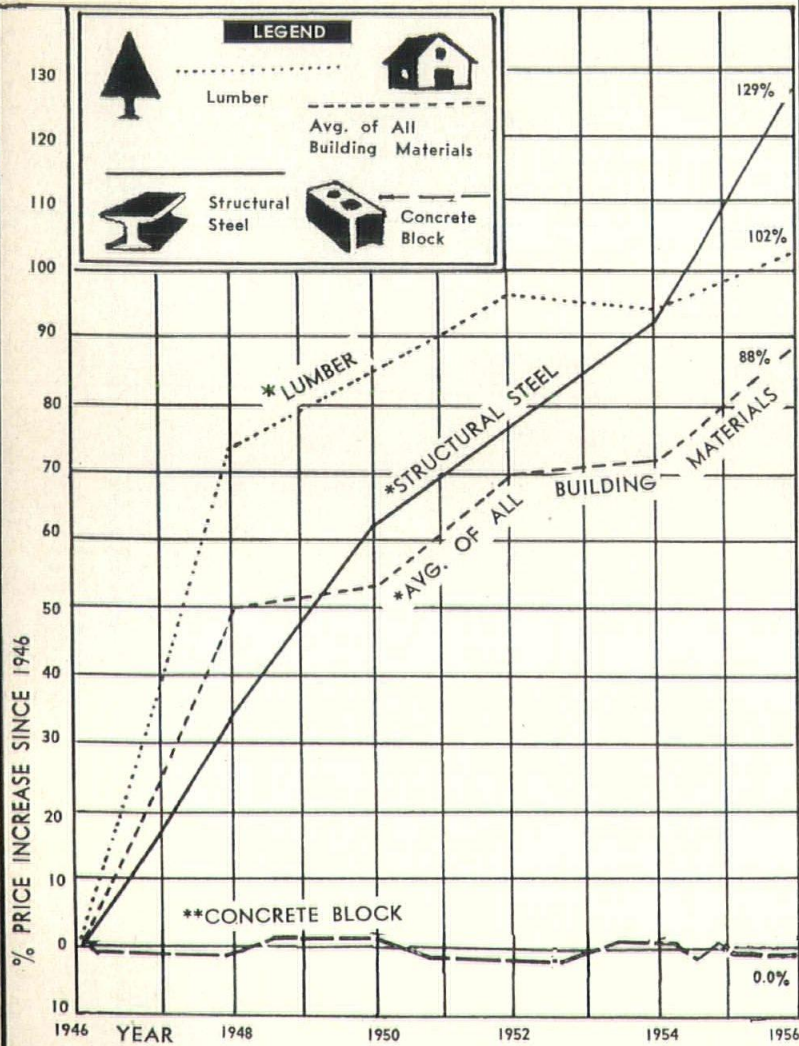
The Minneapolis Building and Construction Trades Council and its Affiliated Organizations Extend to the M.A.I.A. Best Wishes for a Successful Convention.

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| Construction and General Laborers No. 563 | Roofers No. 96 |
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| Drivers No. 221 | Sign Hangers No. 34 |
| Electrical Workers No. 292 | Sign Painters No. 880 |
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10 YEAR PRICE TRENDS OF PRINCIPAL BUILDING MATERIALS EMPHASIZE ECONOMY OF CONCRETE MASONRY

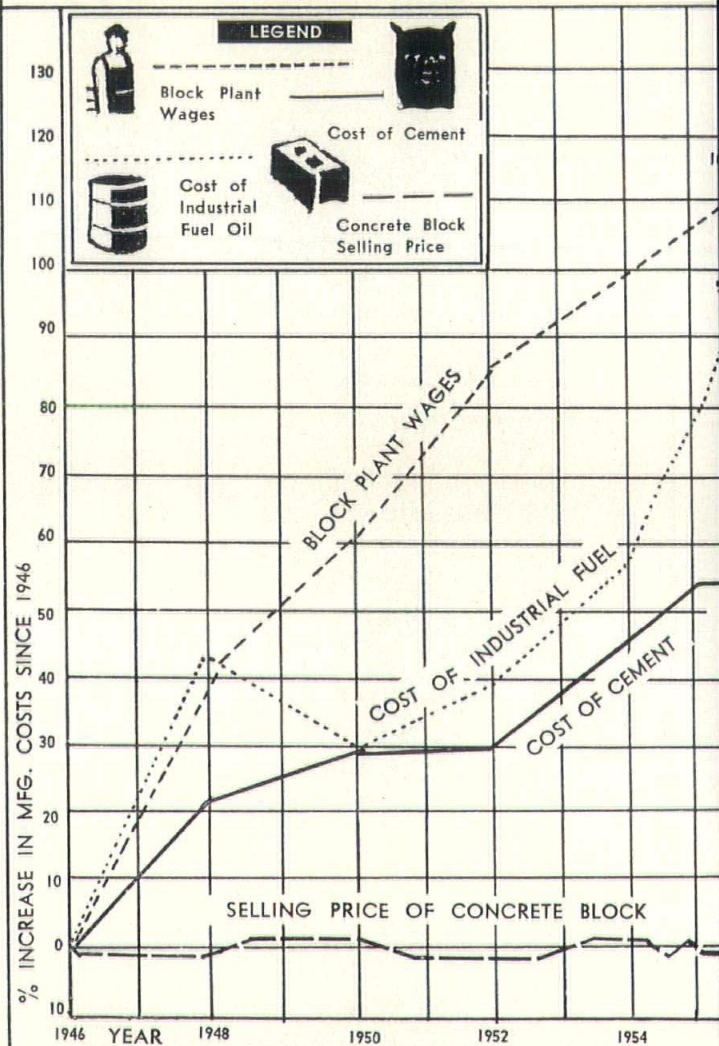
PRICE TRENDS OF PRINCIPAL BUILDING MATERIALS
DURING PAST 10 YEARS—% PRICE INCREASE 1946-56.



* DATA FROM U. S. DEPARTMENT OF COMMERCE
** DATA FROM MINNESOTA CONCRETE PRODUCTS ASSN.

The economy of concrete block construction is graphically illustrated above. Despite the steep upward spiraling of prices during the past decade of all other building materials the price of concrete block has increased only a negligible amount.

% INCREASE IN MANUFACTURING COSTS OF CONCRETE BLOCK COMPARED TO SELLING PRICE 1946-56



STATISTICAL INFORMATION COMPILED BY THE MEMBERS OF THE MINNESOTA CONCRETE PRODUCTS ASSN.

No wonder then . . . more and more architects and contractors are specifying and using versatile, low cost permanent concrete masonry in buildings with a future.

CONTACT THE MANUFACTURER IN YOUR AREA FOR CONCRETE PRODUCTS ON YOUR NEXT JOB WITH A FUTURE.

MINNESOTA CONCRETE PRODUCTS ASSOCIATION

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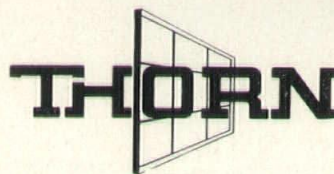
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We contacted the State Director of the Savings Bonds Division of the U. S. Treasury and discussed this matter. He helped us work out a promotion plan to contact every employee on the Payroll, and thereafter, each new employee we hired. He supplied literature,

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In a short time, with practically no disruption of our business, our campaign was successful. The enthusiastic response floored us. This proved to us employees *want* to save part of their pay and they welcome the convenient Payroll Savings Plan for buying U. S. Savings Bonds.

Your State Director, Savings Bond Division, U. S. Treasury Department, will be glad to help you install The Payroll Savings Plan, or build participation in an existing plan. Write: Savings Bonds Division, U. S. Treasury Department, Washington 25, D. C.

The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

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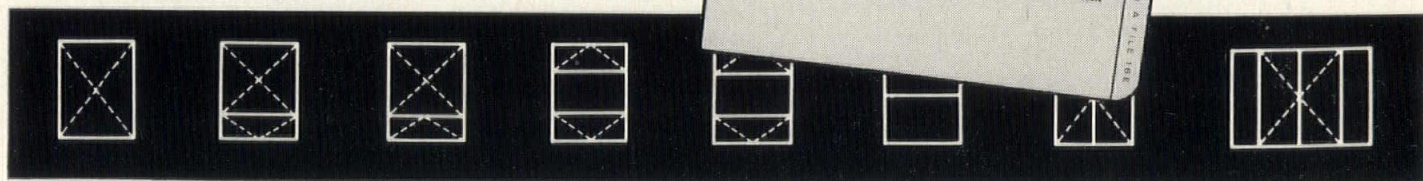
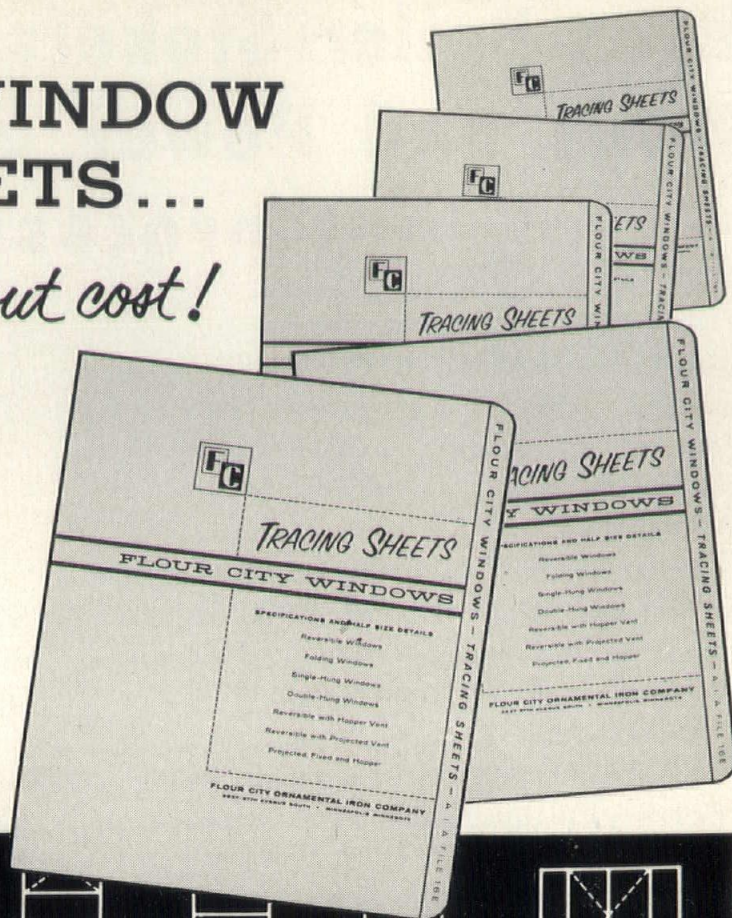


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Bros Boiler-Stokers supply 11 acres of Heat and Power at world's largest nut processing plant

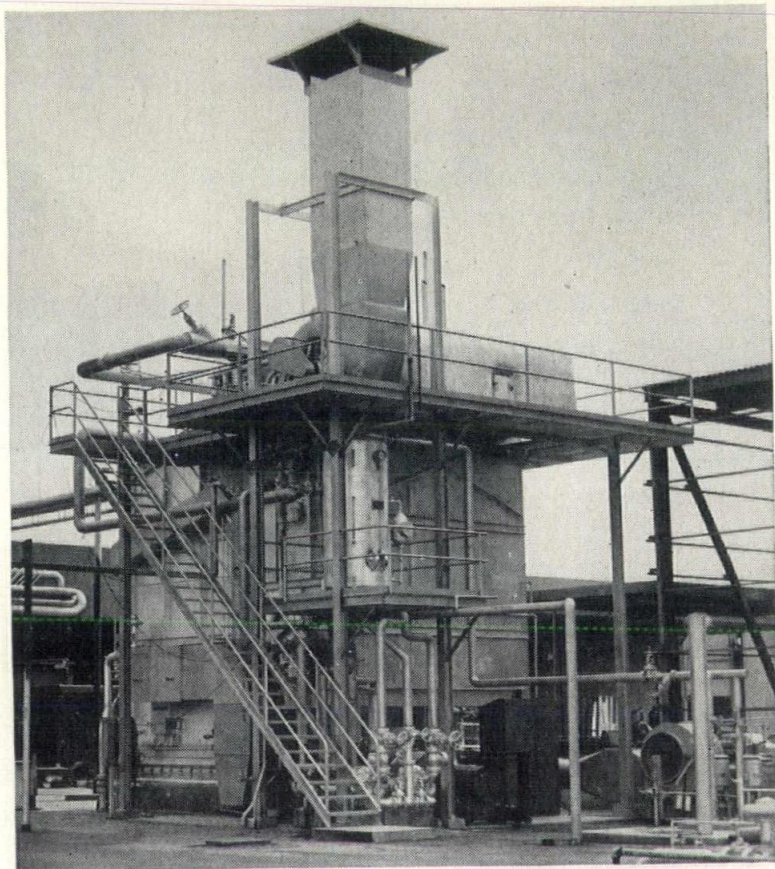
DIAMOND WALNUT GROWERS, INC. wanted complete efficiency in its huge, new nut processing plant. And they certainly are getting it. Take steam, for example:

This 11 acre plant at Stockton, California uses steam for heat, steam for power and steam for its ammonia absorption refrigeration system of air conditioning.

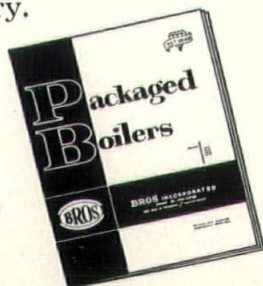
Added to the plant's operating efficiency, walnut shells serve as an auxiliary fuel to gas; thus, a disposal problem is eliminated and a very sizeable saving in annual fuel cost is made.

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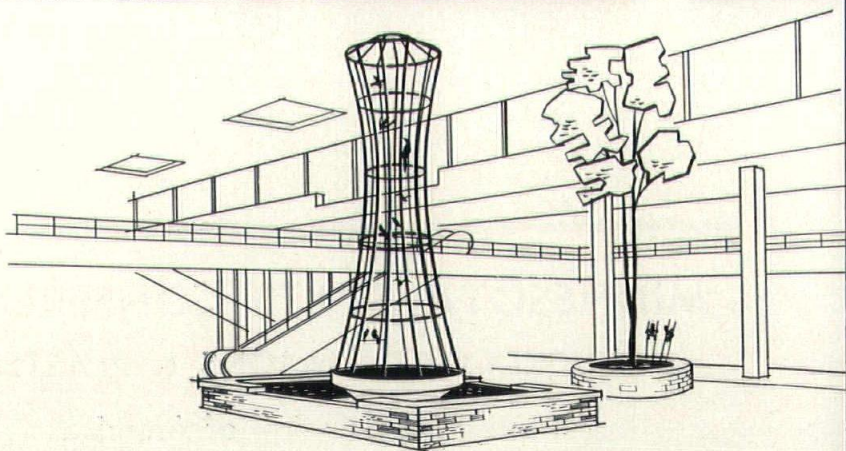
How to make tropical bird



Southdale Shopping Center

Architect: Victor Gruen, Associates of Los Angeles

Contractor: Johnson, Drake & Piper of Minneapolis



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A chilling challenge? Yes, but if you'd heard the craftsmen talking down at Crown Iron Works you'd have thought each one an expert ornithologist. But, it was all just a part of their boning up on birds before building a happy home for 65 tropical featherlings in Minneapolis' fabulous Southdale shopping center.

Result—a king-sized cage, 21-feet high, now towering over Southdale's garden court. The moment you see this striking cage with its twittering tenants you'll appreciate how Crown's enthusiasm—combined with skill—pays off happily and handsomely. You'll see Crown's zest for thoroughness reflected elsewhere in Southdale, too—in dramatic bronze escalator guard rails, in cantilever stairways and in hundreds of “invisible” installations—all delivered on schedule.

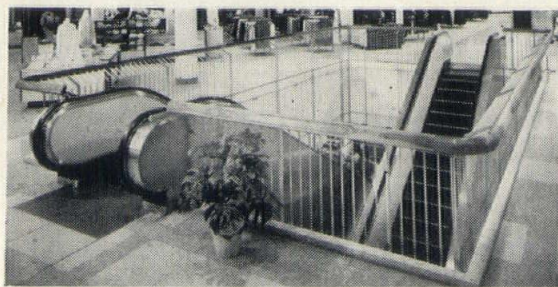
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THE MINDS AND METALS TO SOLVE YOUR PROBLEMS



These unique escalator railings, fabricated by Crown from gleaming bronze, combine safety and beauty in keeping with the decor of Southdale.



This modern cantilever stairway makes maximum use of precious space and provides an inviting, balcony-like entrance to the store below.



President Gilbertson

President's Greetings

TO ALL MEMBERS OF THE MINNESOTA SOCIETY OF ARCHITECTS:

THIS Centennial Year of AIA is proving to be significant and important on a nationwide scale. The profession of architecture is being brought to the direct attention of millions through all of the publicity media. Our own society's centennial dinner, with an inspiring address by John Burchard and an honor awards program, stimulated local interest in architecture a great deal.

The centennial convention in Washington, attended by a record throng of members, pulled out all of the stops and mightily impressed the capital with diverse speakers such as Bennett Cerf, Lillian Gish, Walter Reuther and Henry Luce. There was a centennial medal by Sidney Wough, centennial dinner plates, an architectural history discussion set to music in dramatic fashion by Dr. Howard Mitchell and The National Symphony and a presentation of two gold medals, one to Ralph Walker and the other to Louis Skidmore.

Now we are about to have our state convention in Duluth to further bring our profession to public notice, to do the yearly business of the society and to pledge ourselves to a new century of striving for improvement

of our increasingly complex society. All of our committees have worked hard to make this a successful convention. Art Lucas, as general chairman, and Jim Fenelon, our executive director, along with the many other chairmen and hardworking members, are to be congratulated for the fine program before us.

We must continually aim toward a greater importance of our state society and if we, in this past year, have moved MSA a little closer to the spotlight and made it, at the same time, a greater service to you, the members, and to the public good, then we are moving forward in the manner that we patterned our year to do.

It has been a rewarding experience to serve during this past year and I thank you all for the opportunity of being your president. If I accomplished anything, it was this—and I pass it on to my successor and his successors—I learned something! I learned that our members *are* interested in the present and the future of their profession, that the MSA is an organization in at least second gear and preparing to shift to high and that we can't turn back or even look back until we get into overdrive!

Victor C. Gilbertson

MINNESOTA SOCIETY OF ARCHITECTS, AIA

1957 CONVENTION

JUNE 27, 28 and 29, 1957

THEME: "TOWARD NEW HORIZONS"

PROGRAM

Thursday, June 27, 1957

- 9:00 A.M.—Registration.
- 10:00 A.M.—Call to Order by Convention Chairman A. C. Lucas, Jr.
Introduction of Host Chapter President Harold Hanson.
Presentation of Convention to MSA President Victor C. Gilbertson.
- 10:15 A.M.—Panel Discussion—Prestressed and Prefabricated Concrete, Thin Shell Concrete, Advantages and Disadvantages.
- 11:15 A.M.—Recess, Products Exhibits will be open.
- 12:15 P.M.—Luncheon—Speakers—Mayor Eugene Lambert of Duluth.
Bryant Hadley, Rockford, Ill., Regional Director, North Central Section AIA.
- 1:45 P.M.—Business Session.
- 2:45 P.M.—Products Exhibits.
- 3:30 P.M.—Seminar or Talks by—James M. Ashley, Past National President and Present Director, Producers Council. Don Merriman, Assistant Attorney General for the Registration Board. Jack Fisher, Technical Director for Metal Lath Association—"Recent Developments in the Industry."

Friday, June 28, 1957

- 9:00 A.M.—Products Exhibits.
- 9:30 A.M.—Seminar—Great Lakes Seaway and Duluth-Superior Port Development. Speakers: Robert Smith, Duluth Port Director. Roger Noreen, Attorney and Legislator. "Effect of Seaway on Economy and Construction in Minnesota and Surrounding Area."
- 10:45 A.M.—Products Exhibits.
- 12:15 P.M.—Luncheon—Speaker: Roger Allen, FAIA, Grand Rapids, Mich.
- 2:00 P.M.—Business Session Adjourned.
- 5:00 P.M.—Meeting of New Officers and Directors.
- 7:00 P.M.—Dinner-Dance.

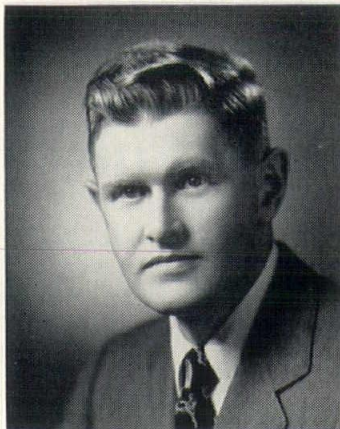
Saturday, June 29, 1957

Field Trip to Wood Conversion Company in Cloquet, with Buffet Luncheon.

Among Speakers and Panel Members:



Jack Fisher
Cleveland, Ohio



Roger F. Noreen
Duluth, Minn.



Don Merriman
Duluth, Minn.

MINNESOTA SOCIETY'S ACCIDENT AND SICKNESS PLAN PRESENTED

"Such a large number of our society's members and their employees have taken advantage of this plan, we believe everyone would like some information about the company that underwrites it," Jim Fenelon reported in connection with the Minnesota Society of Architects' current accident and insurance plan.

"The Washington National Insurance Company is represented in the Twin City area, and statewide, by the Lloyd A. Dosh Agency located at 3300 University Avenue, S.E., Minneapolis, just a short block from the Minnesota Society of Architects' office. Their home office is in Evanston, Ill.

"The Washington National Insurance Company presently has more than two billion dollars of insurance in force throughout the United States and Canada and is represented by more than 3,000 specialists in the field of life, health, accident and hospitalization plans.

"Of special interest to the Society of Architects is the Minnesota association plan providing accident and sickness benefits, which was installed during the late summer of 1956. To May 1 of this year more than 40 claims have been paid averaging in excess of \$500.00 each. Claims have been paid promptly on receipt of proof of loss and, *most important, paid from the local office.* This aspect has been most pleasing and gratify-

ing to those insured under the plan.

"The Washington National Insurance Company believes in retaining only those representatives of the highest moral character and able to pass rigid requirements as to financial integrity, intelligence and potential development. Training schedules and programs are a must so as to keep abreast of latest developments in the insurance field and their effects on clients' problems.

"The Lloyd A. Dosh Agency has associates who have completed the LUTC studies that qualifies them as specialists in estate planning, partnership, corporation, group and key man insurance. These men are available for consultation and advice.

"At our state convention in Duluth architects will be able to meet their new general agent, Lloyd A. Dosh, as well as other company representatives, Ed Lundeen, Erwin Ewart and Chet Petrie. They will be most happy to answer your questions and be of service to you."

TOUR OF JAPAN PLANNED FOR INTERESTED ARCHITECTS

A second Architects' Tour of Japan is planned for October, 1957, by members of the Pasadena AIA Chapter, according to a notice in the group's bulletin. For those of our readers who might be interested, a folder on the tour is available from Kenneth M. Nishimoto, AIA, 263 S. Los Robles, Pasadena, Cal.

"The itinerary is patterned after the successful 1956 Tour," the announcement said, "but this time the group will travel during the most colorful season in Japan and in ideal traveling weather. Starting from San Francisco, the tour will spend a day in Hawaii en-route and three fascinating weeks in Japan. The party will fly both ways. We will again have meetings with Japanese architects, thus making the trip business and pleasure combined."

Mr. Nishimoto who originally planned the schedule specifically for architects, will lead the tour. He will be assisted by English speaking guides who will accompany the architects throughout Japan. Tour membership is open to all architects, their families and friends, but the number is limited.

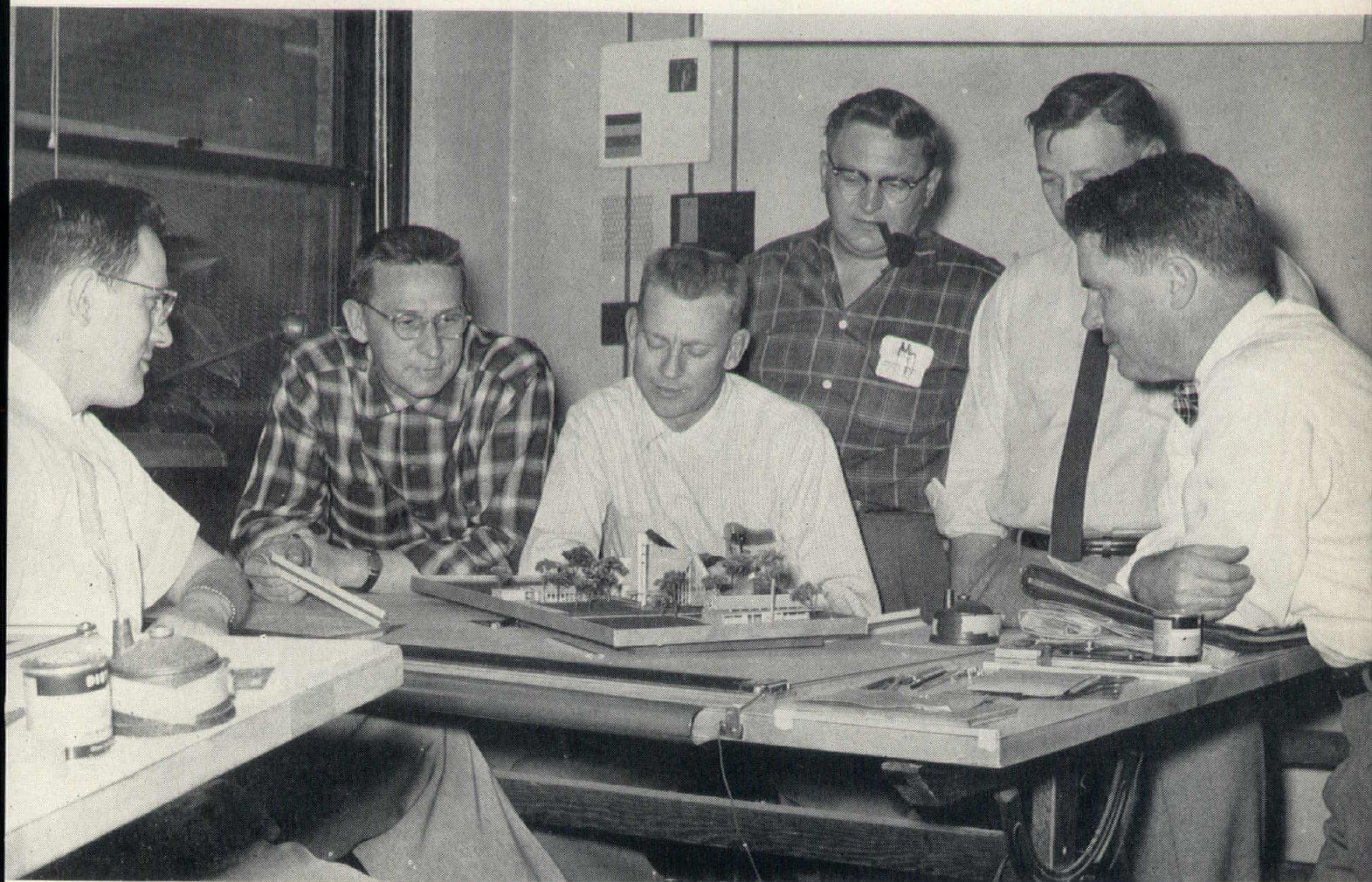
MAKE NO LITTLE PLANS

they have no magic to stir men's blood and probably themselves will not be realized. . . . Make Big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die but long after we are gone will be a living thing, asserting itself with ever growing insistency. . . . Remember that our sons and grandsons are going to do things that would stagger us. . . . Let your watchword be Order and your beacon Beauty.

Daniel H. Burnham, AIA
President in 1894

TRAYNOR & HERMANSON, ARCHITECTS

ST. CLOUD, MINNESOTA



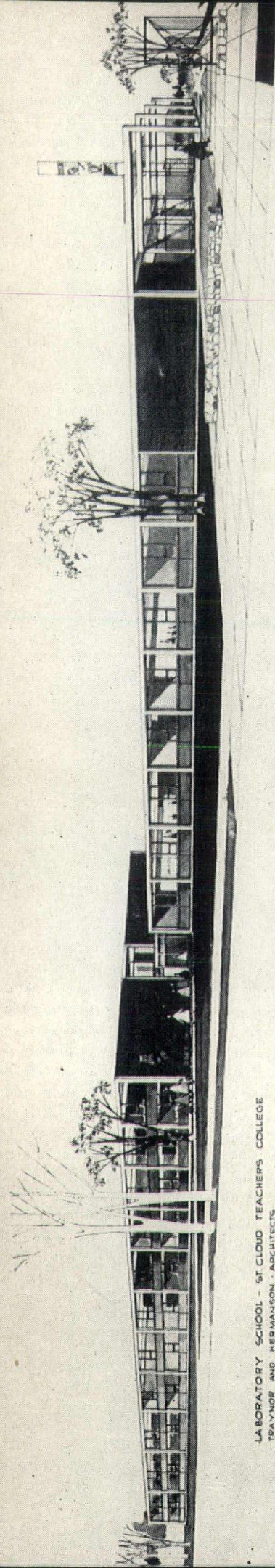
From left to right are staff members Frank W. Barnard, Raymond T. Hermanson, Lloyd L. Weisskirk, Lyle J. House, Rudolph A. Sauerer and Fred V. Traynor.

The firm of Traynor and Hermanson had its beginning at the mid-point of this century when Fred V. Traynor and Raymond T. Hermanson, both of St. Cloud, Minnesota, formed a partnership for the practice of architecture. The practice grew rapidly from the two principals to include a staff total of six, which is a very convenient size for a community like St. Cloud, Minnesota.

A full range of design work is handled by the firm, highlighted by commercial work, schools, churches, convents and other types of parochial work. Mechanical, electrical and structural work is handled by consultants, leaving more time for the staff to concentrate on architectural phases of the practice. Because of the office size, it is possible for close collaboration

among the constituents on all work. Members are given opportunities for individual design and personal contact with clients. Recently the firm has associated with Marcel Breuer, architect of New York, on several important commissions in Minnesota and North Dakota.

Members of the staff are encouraged to become active in community affairs. They hold such positions as chairman of the City Planning Commission, president of the Exchange Club, vice-president of Junior Chamber of Commerce and treasurer of Church Board. Participation in Toastmasters Club, bowling, county club, church choir and miscellaneous Chamber of Commerce committee work is typical of the activities of the staff.

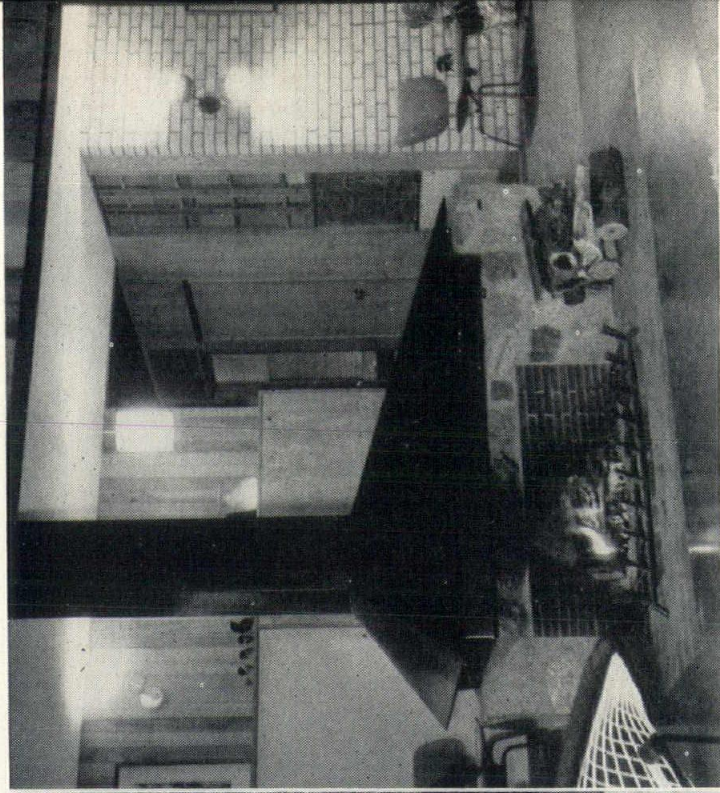


LABORATORY SCHOOL - ST. CLOUD TEACHERS' COLLEGE
TEAYNOR AND HERMANSON - ARCHITECTS

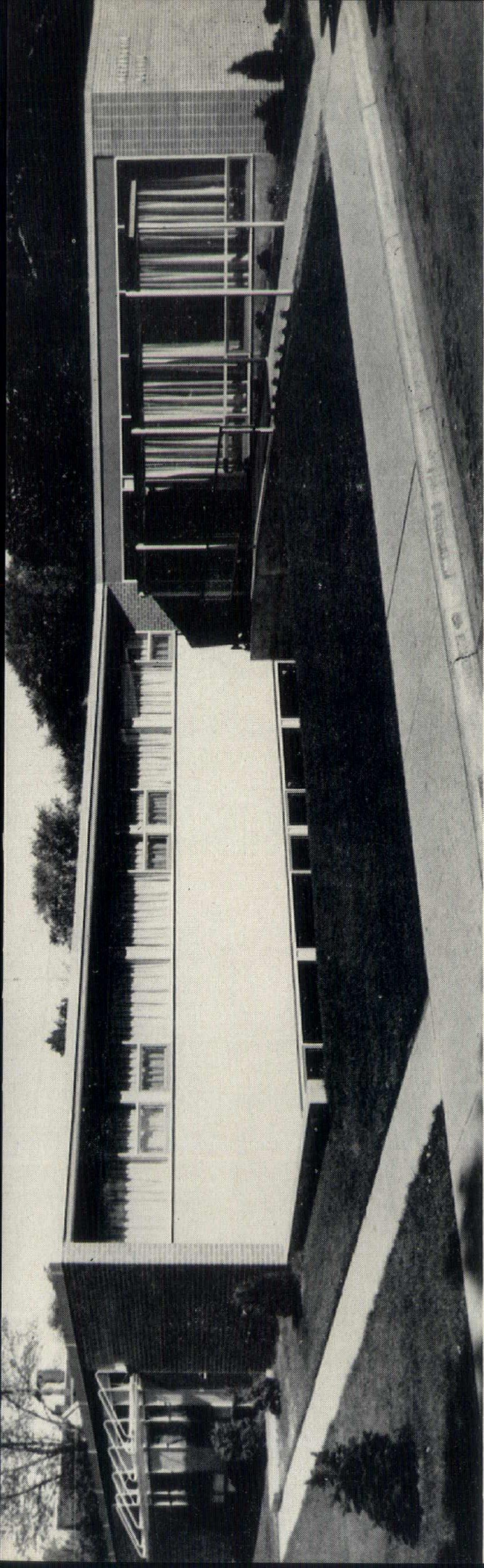
LABORATORY SCHOOL, ST. CLOUD STATE COLLEGE, ST. CLOUD, MINNESOTA



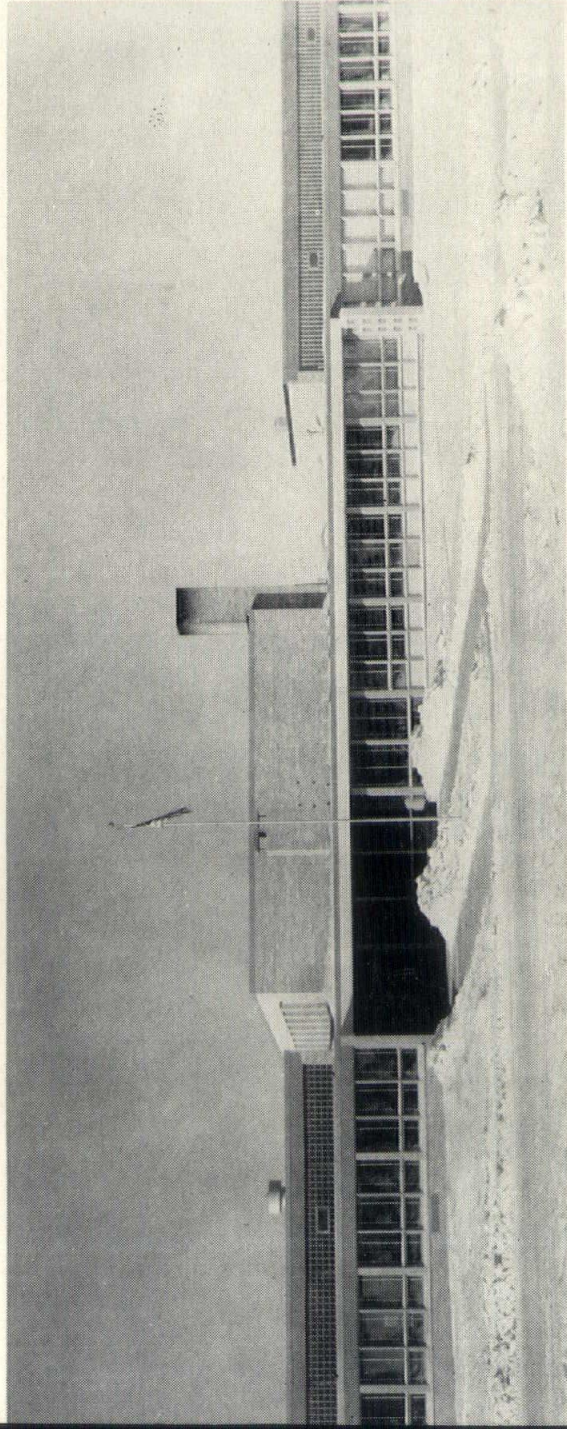
SCHOOL ADDITION
BELGRADE, MINNESOTA



INTERIOR OF RESIDENCE
ST. CLOUD, MINNESOTA



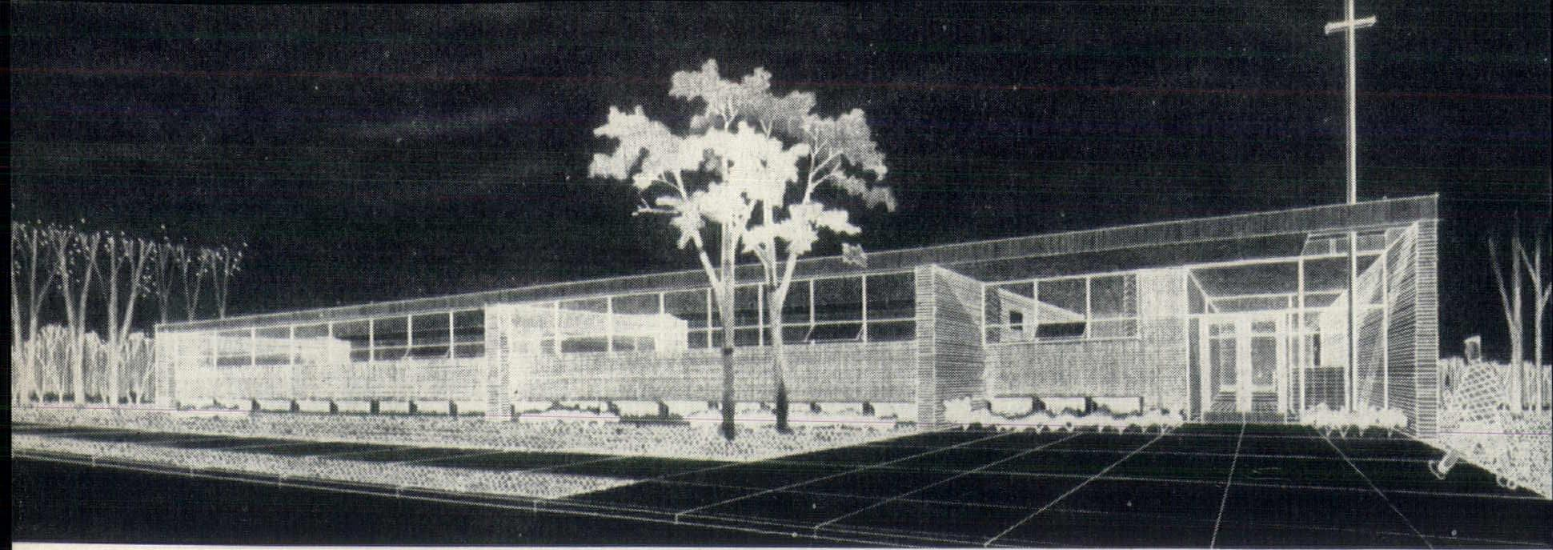
ALEXANDRIA CLINIC, ALEXANDRIA, MINNESOTA



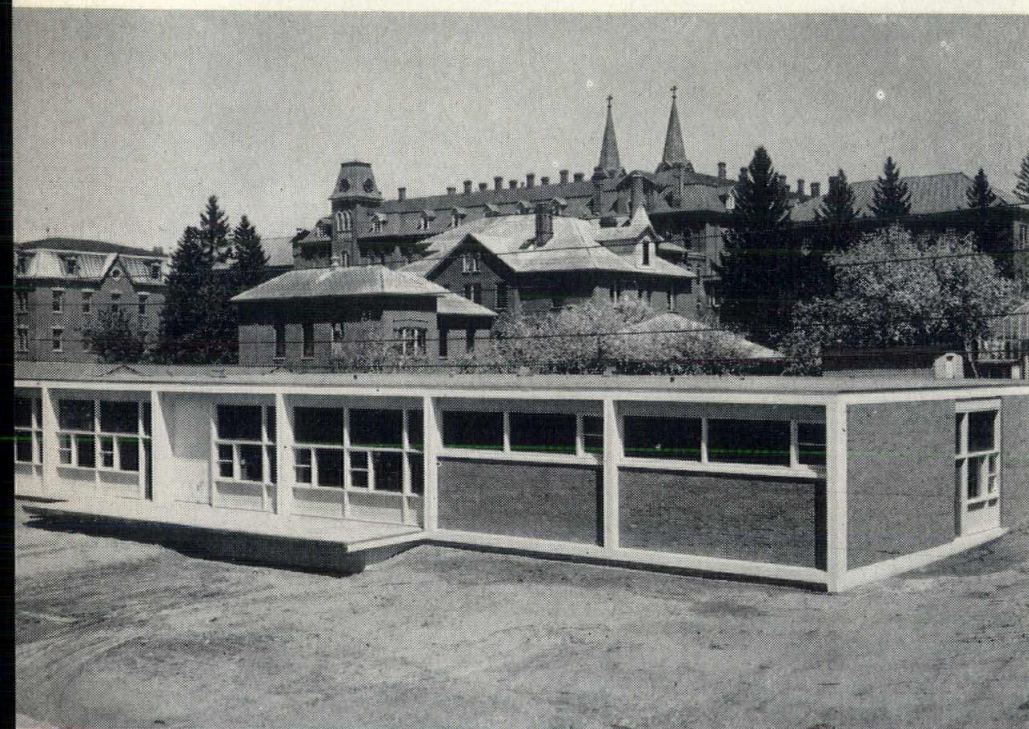
LINCOLN ELEMENTARY SCHOOL
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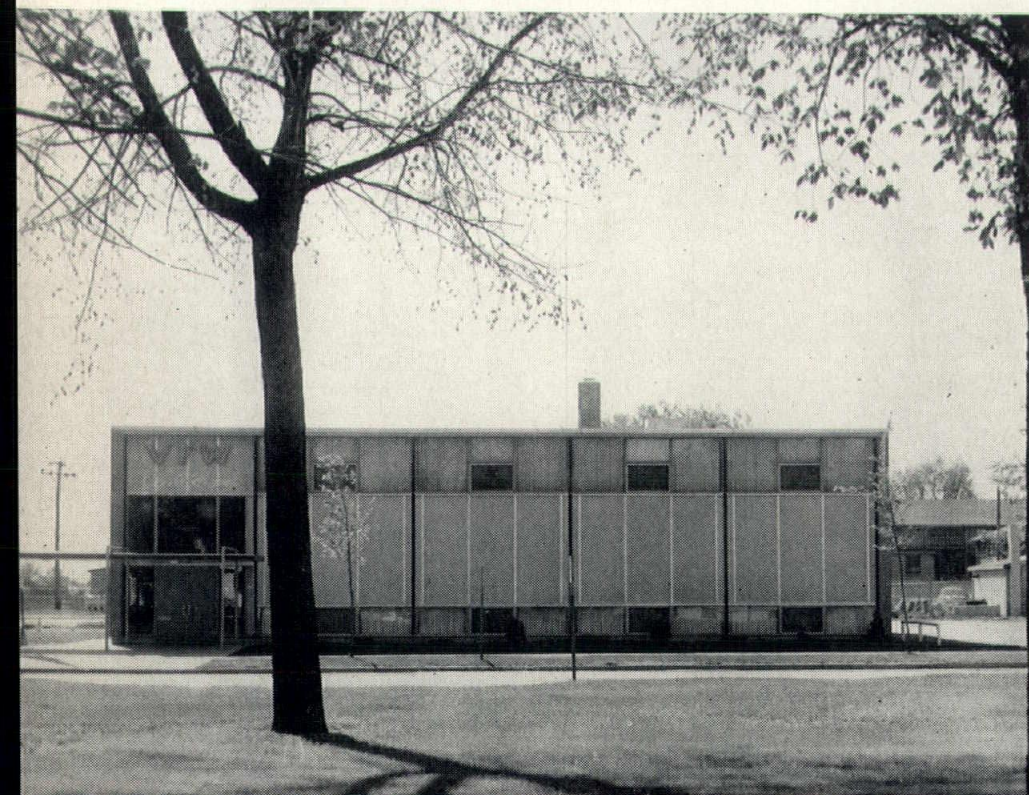
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WADENA, MINNESOTA



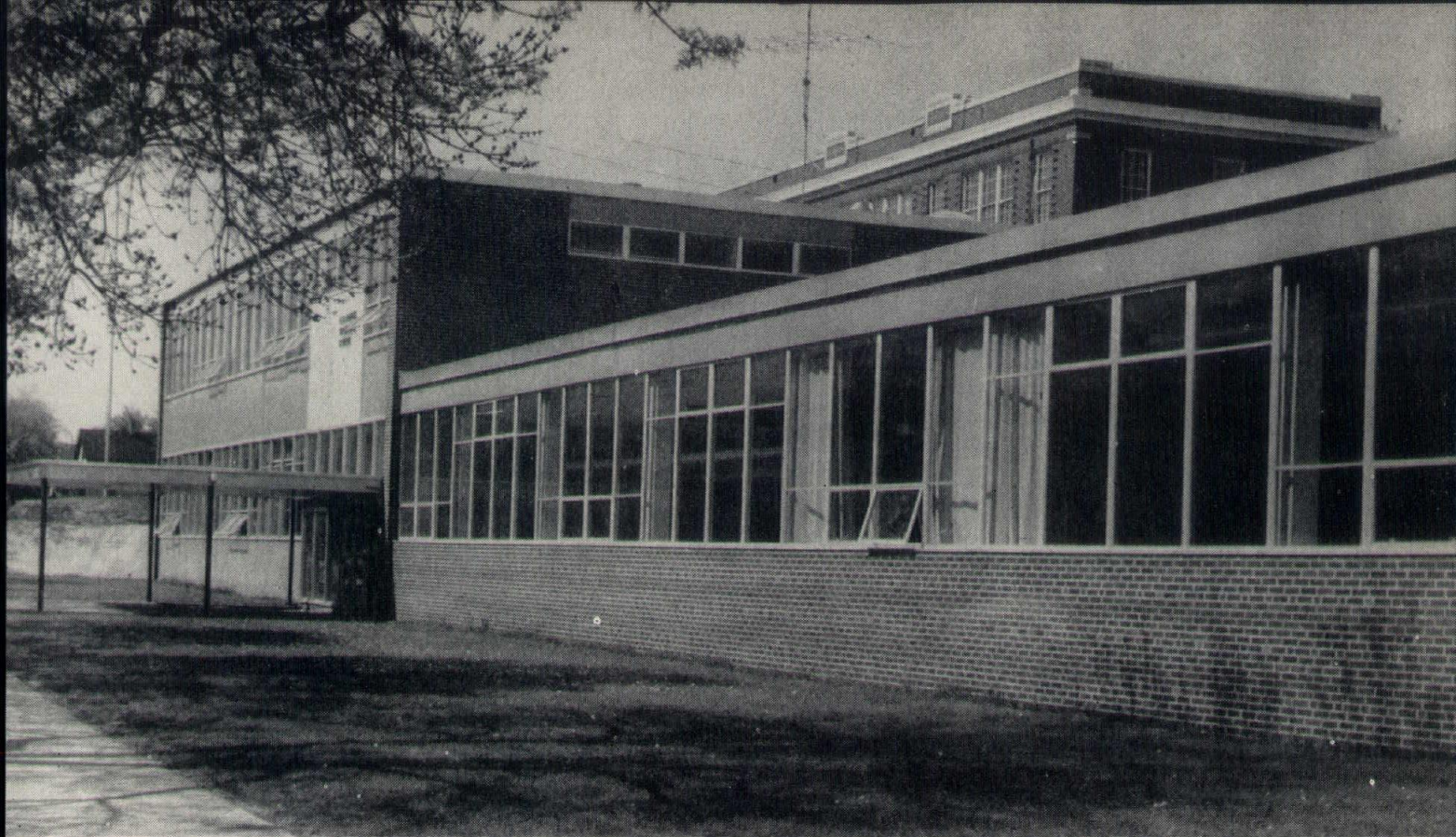
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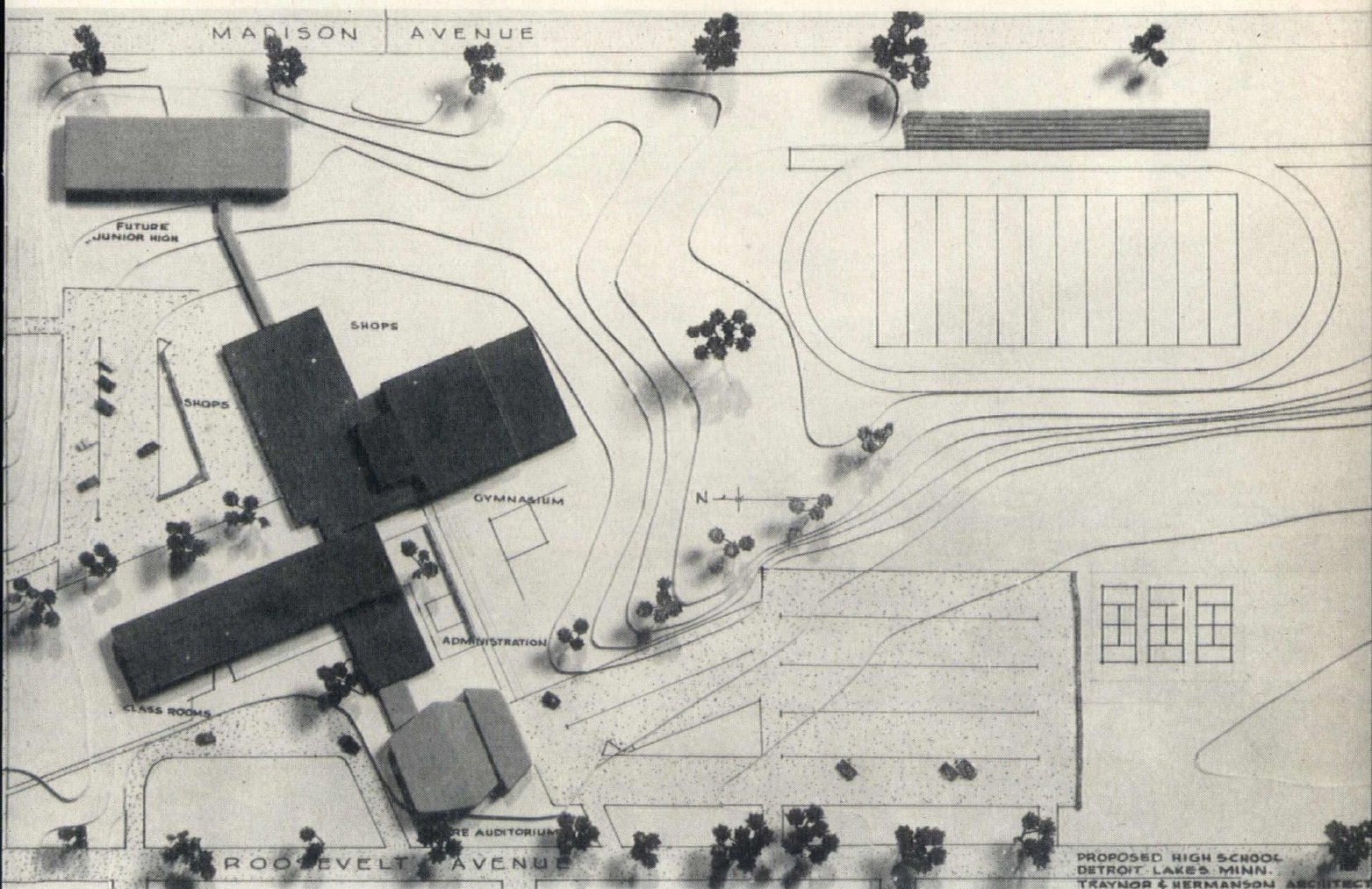
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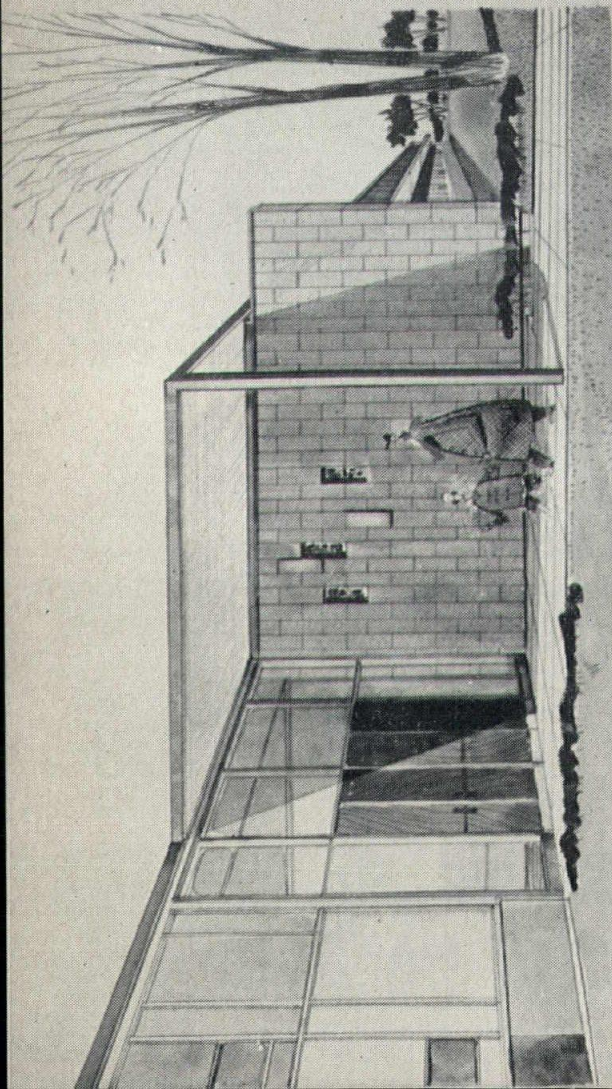


H. B. GOUGH VOCATIONAL SCHOOL, ST. CLOUD, MINNESOTA

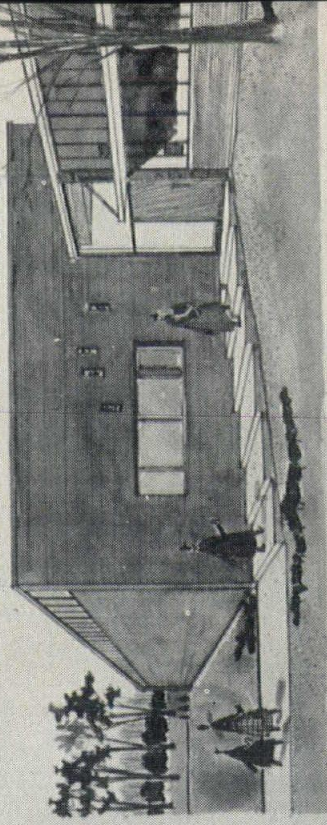


HIGH SCHOOL, DETROIT LAKES, MINNESOTA

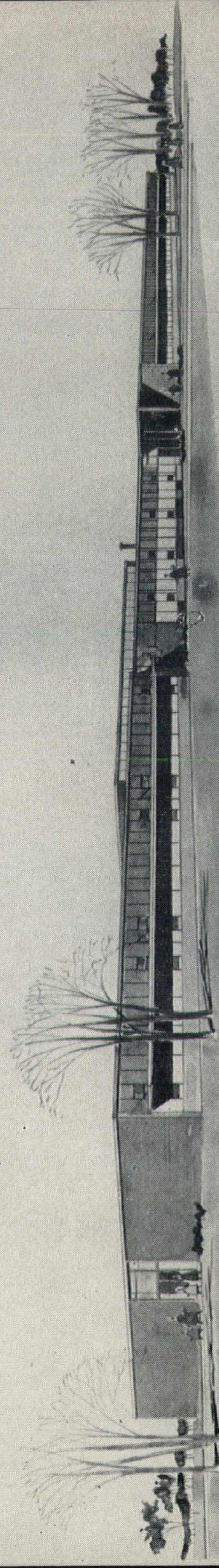
PROPOSED HIGH SCHOOL
DETROIT LAKES, MINN.
TRAYNOR & HERMANSON ARCHITECTS



FRONT ENTRANCE
12 UNIT ELEMENTARY SCHOOL

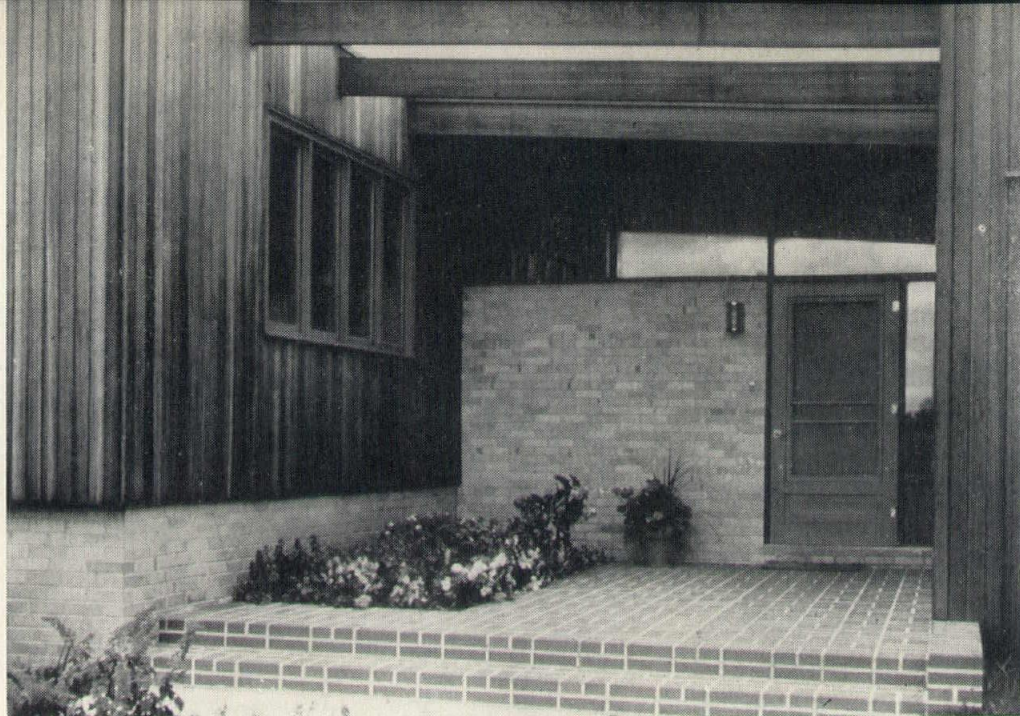


REAR ENTRANCE
12 UNIT ELEMENTARY SCHOOL



12 UNIT ELEMENTARY SCHOOL
DEVIL'S LAKE SCHOOL DISTRICT
DEVIL'S LAKE, SIOUX FALLS, S.D.
DESIGNED BY HENNINGSON ARCHITECTS
ST. CLOUD, MINNESOTA

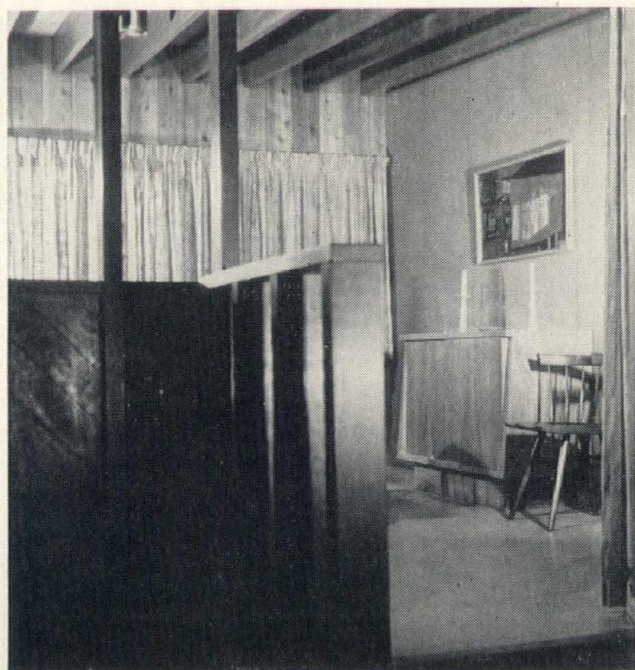
PRAIRIE VIEW ELEMENTARY SCHOOL, DEVIL'S LAKE, NORTH DAKOTA



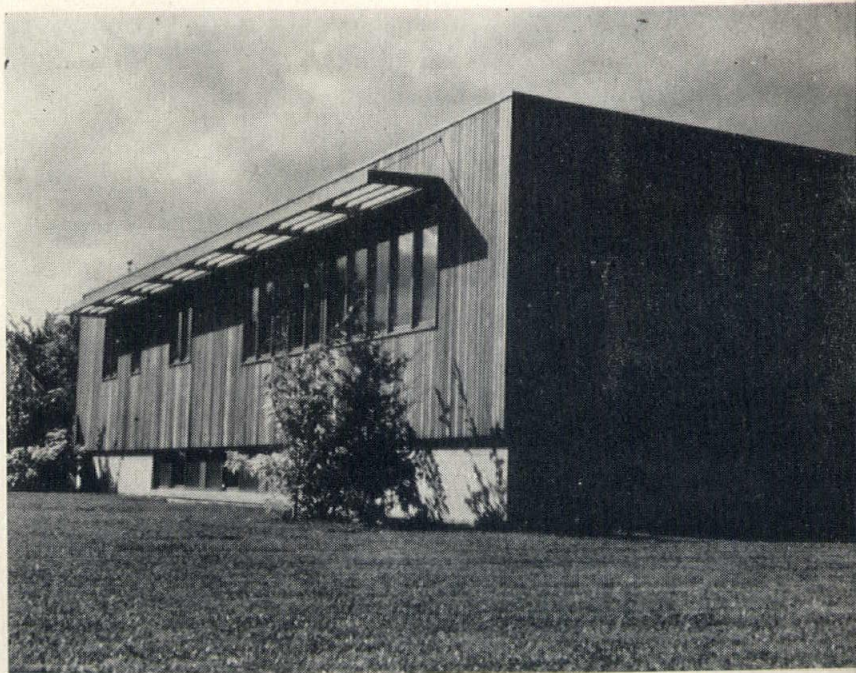
RECTORY,
ST. DOMATUS
PARISH,
BROOTON, MINNESOTA

Entrance

Interior

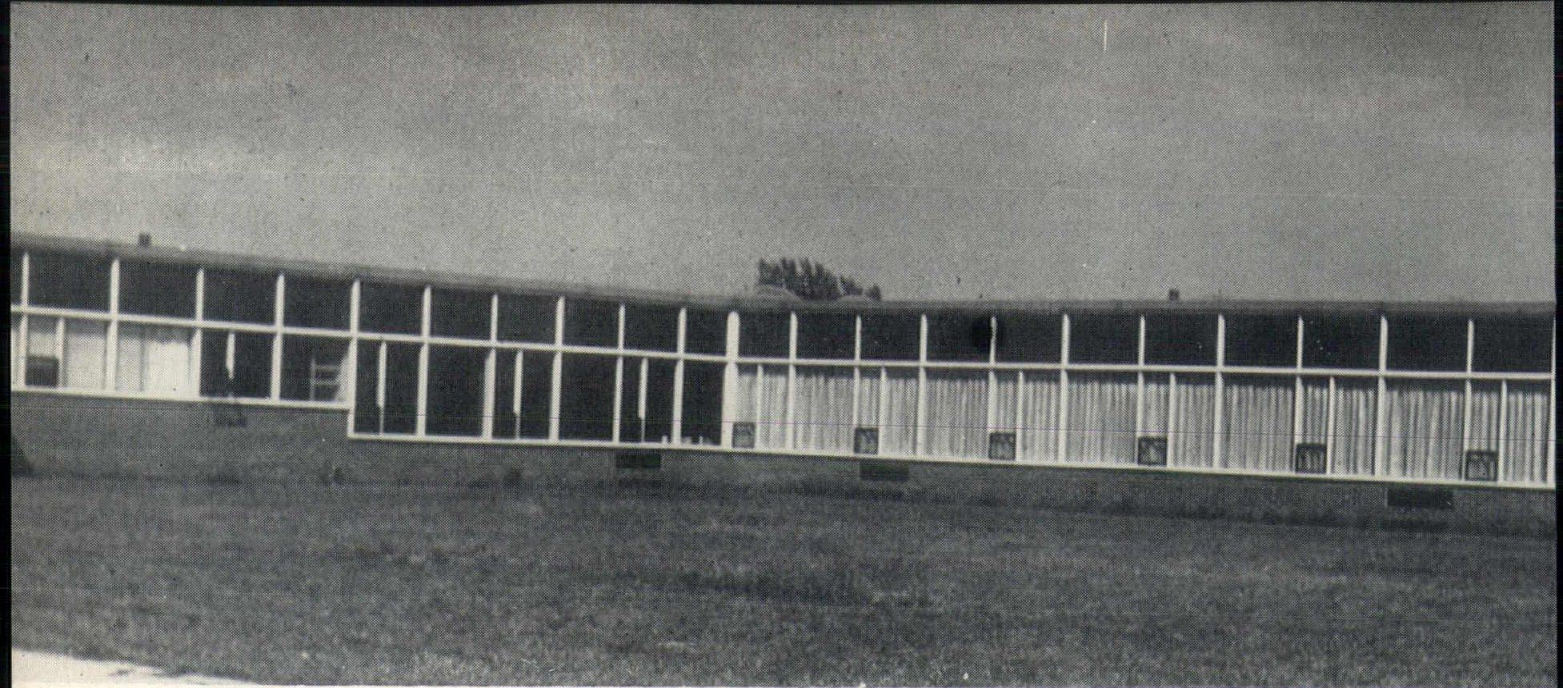


South Sunshade Exterior



RUDOLPH SAUERER RESIDENCE, ST. CLOUD, MINNESOTA

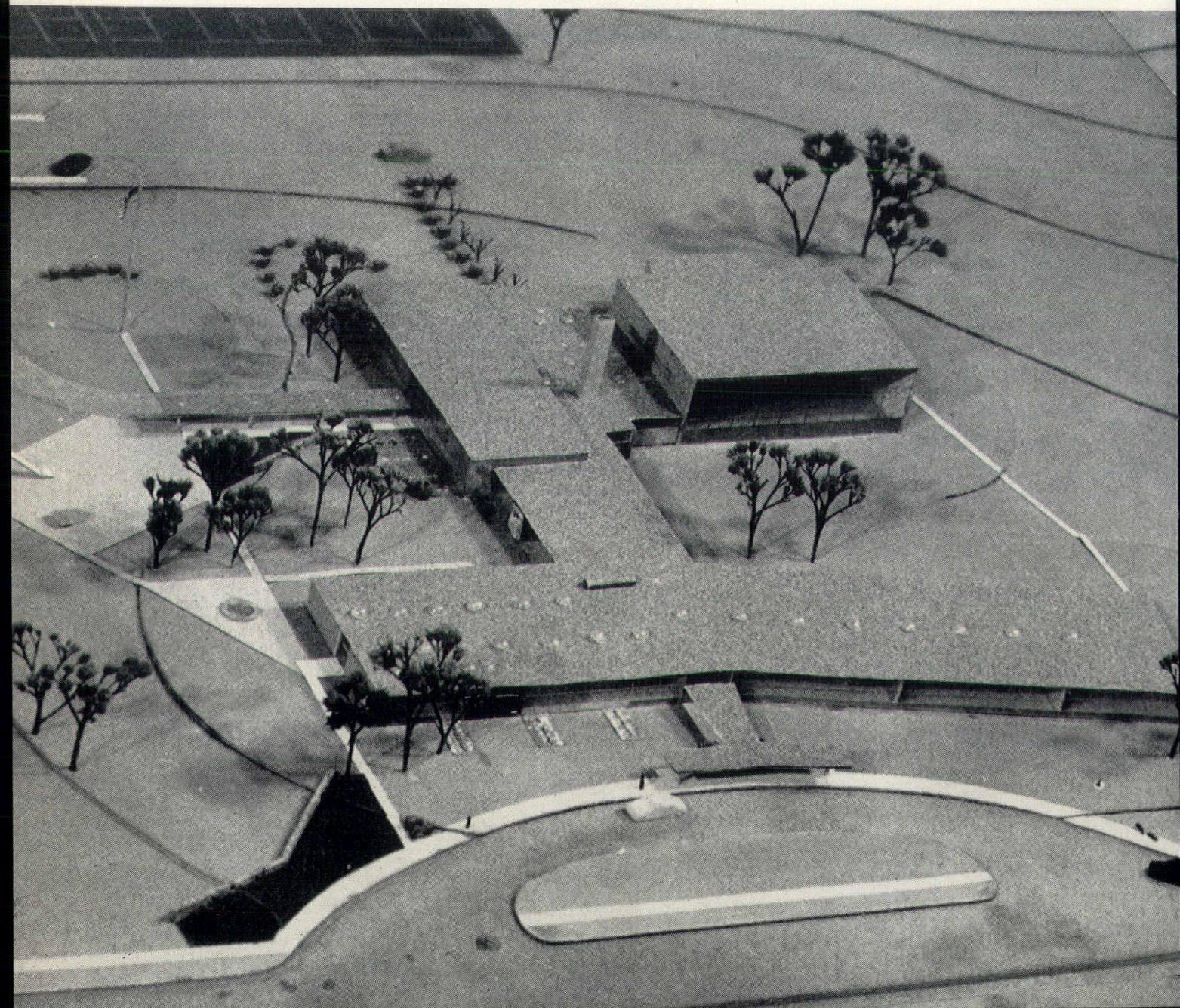


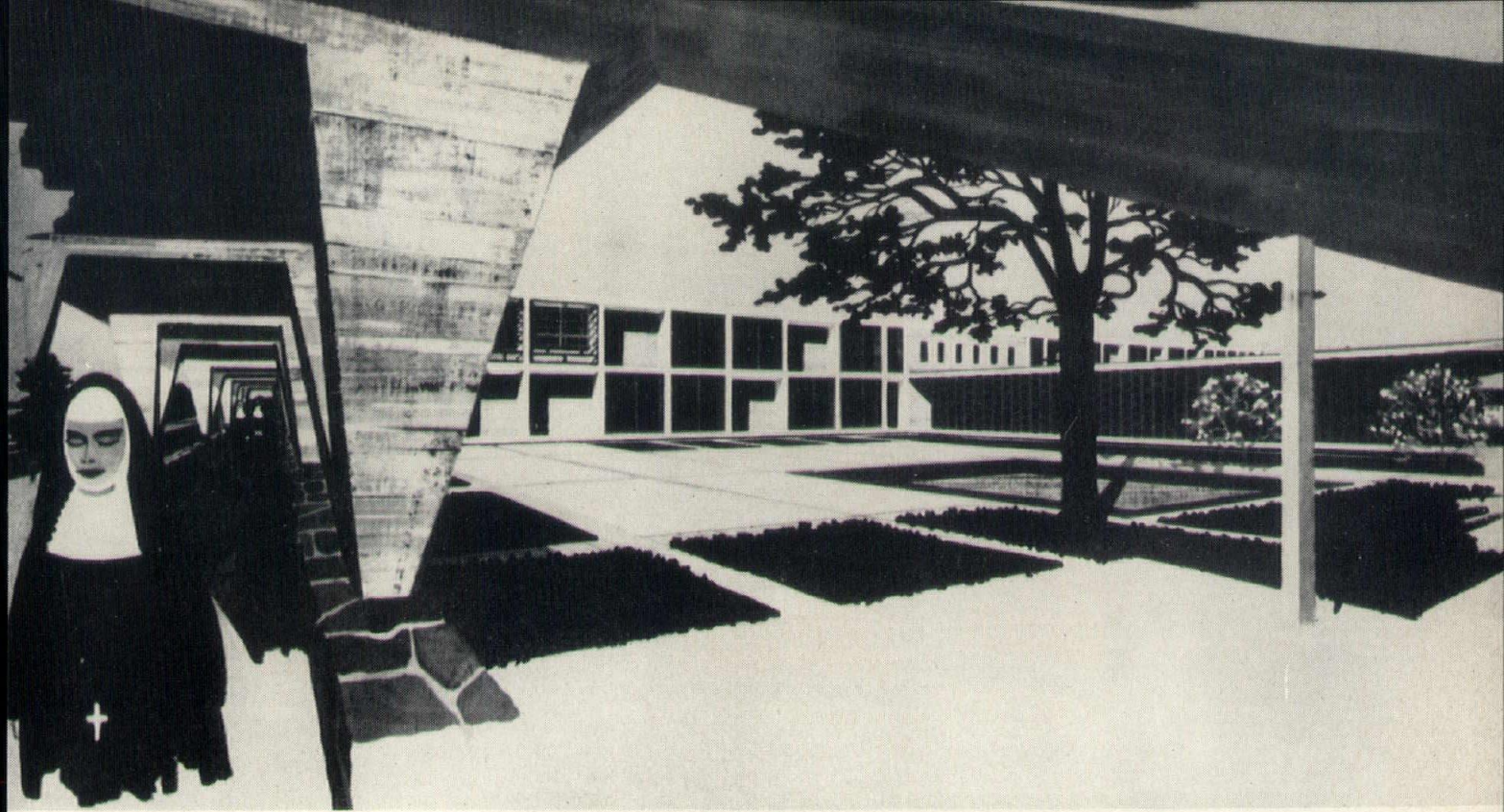


ELEMENTARY & HIGH SCHOOL
COSMOS, MINNESOTA

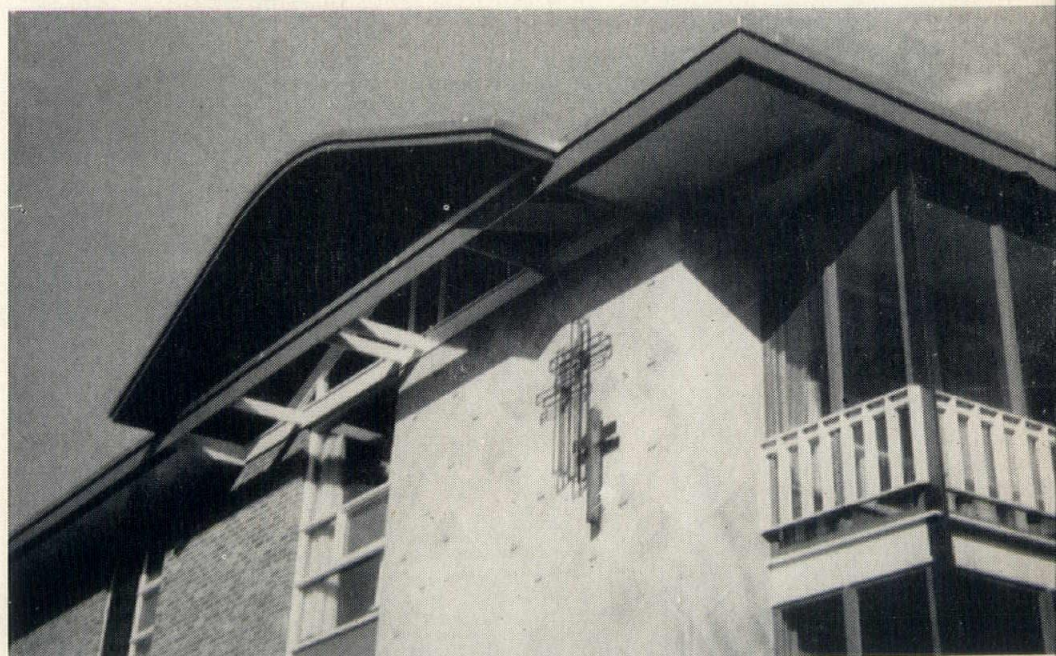
Interior Court

Model

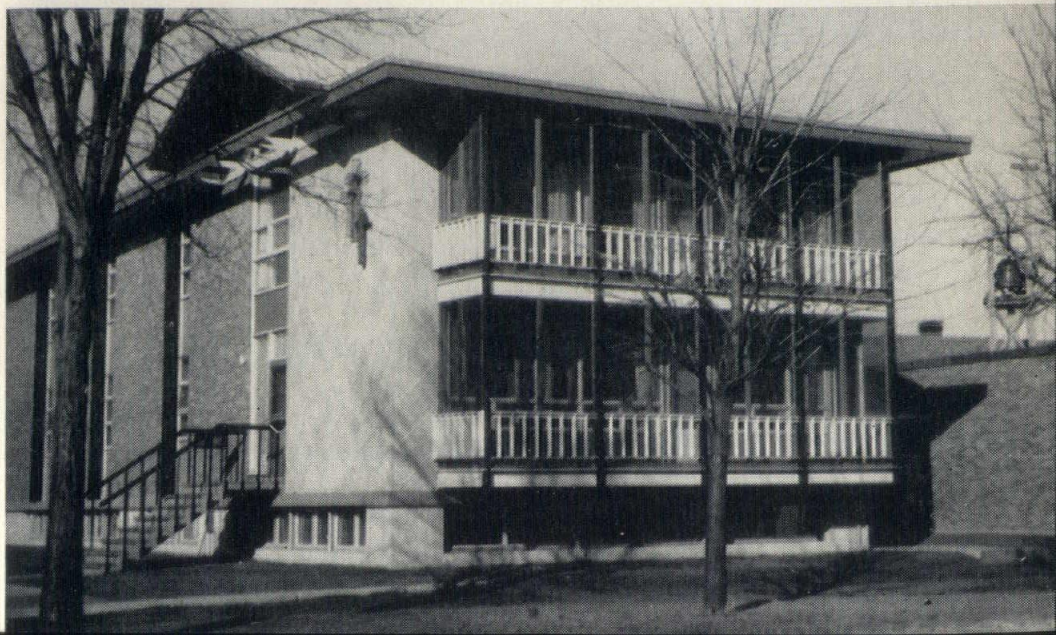




CONVENT OF THE
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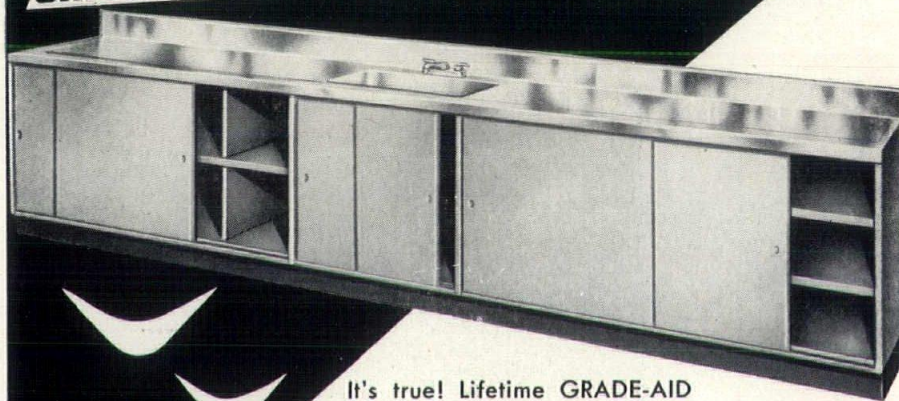
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Centennial Medalist Walker Takes Long Look At Capital



Mr. Walker

Editor's note: We print the following talk by Ralph T. Walker, former president of AIA and recipient of the AIA Centennial Medal for his architectural and city planning work and his role as a humanitarian, before the Washington Metropolitan Chapter minor deletions as shown because we feel that many of our readers will find idea provoking comments in it. Inasmuch as it concerns the seat of our central government it concerns all of us for the government and its actual appurtenances exist only because each of us is a part of it and gives in his individual capacity to its growth.

A New Century Beckons:

The Future Design of the Capital City

When this capital of ours was first planned, it was not thought of as either a small village or as a thriving modern metropolis. The industrial age represented by the Black Country in England and the then much more pleasant manifestations in New England were but tiny forebodings understood by Jefferson perhaps, if not by the others interested in the design. The capitol city was, however, planned on a grand scale, the scale of the Eighteenth Century. No meager little plan was left to us as a heritage, although the result, that is before the McMillan resurrection of the plan, belied the famous words supposedly said by Burnham: "they have no magic to stir men's minds"—for a truly noble plan, like so many others, gathered the all too-familiar dust. . . .

There was no question in the minds of those early Americans that grandeur had its place, not only in the public buildings but also in the houses which would naturally spring up along the vista-reaching avenues and all about the wide circles and the generous squares. That early planner, L'Enfant, said in his message to the future, through General Washington himself: As matters stand, the site assigned to the Congress House and the President's Palace exhibits a sumptuous aspect and claims already the suffrage of crowds of visitors serving to give a grand idea to the whole—the grand avenue connecting the palace and the federal house will be magnificent with the water of the cascade (falling) to the canal which will extend to the Potomac; as also the several squares which are intended for judiciary courts, the national bank, the grand

church, the playhouse, markets and exchange, offering a variety of situations unparalleled for beauty, suitable for every purpose and in every point convenient (and here I blush a little) calculated to command the highest price at a sale."

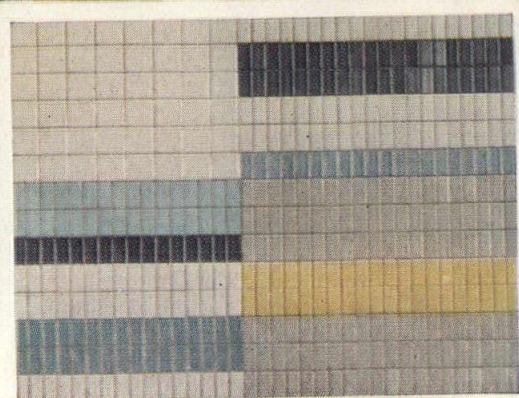
The plan was excellent, the hopes were high that this capital city now in evidence all around us would finally overcome the urgent commercial needs of a young nation and in a far away place develop into the magnificence desired not only by L'Enfant but also by Washington and Jefferson—no mean architects themselves.

"Bigness" Came a Cropper

Whatever these men foresaw as to the bigness of our present, we, I am sure, exceed it in actuality in this great city sprawling now over the land far beyond the regional boundaries of the district and I mean sprawling, for when you consider a suburbia like Crystal Springs you appreciate that the primary impulse of L'Enfant has been widely dissipated into meagerness. And as you get out of the district you realize that Virginia and Maryland have had little respect for the possible majesty of the national capital. The creeping paralysis of commercialism, first cautiously indicated in the planning of L'Enfant, has accelerated even more than the acknowledgment of the aesthetic need.

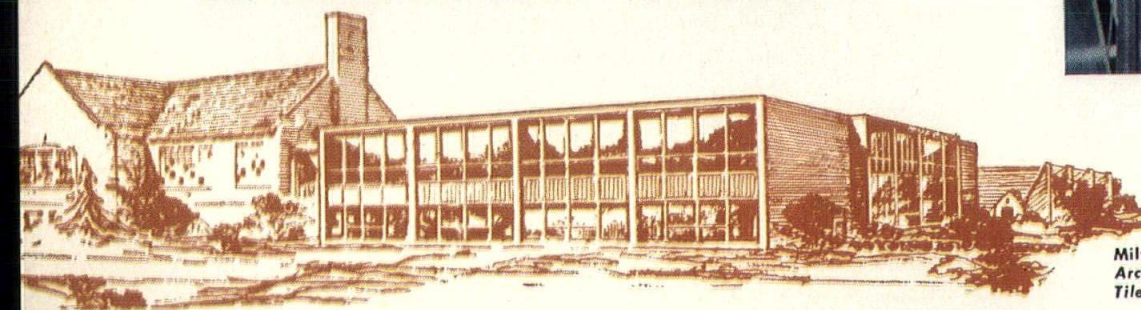
We have had, however, a tremendous heritage of idealism because as an architectural profession, perhaps as plain architects, we have more than others respected the greatness possible within the concept of the Capital. Again and again, men, great and humble, have arisen to develop and protect the magnificence which we should continue to deliver to our successors. It is a very excellent place, perhaps, to reiterate that famous pledge of Athenian youth: "That we serve the city with our lives and that we leave it more beautiful than ever before." You know I am not quoting exactly but the meaning is clear. Each citizen, each architect, was expected to look to and recreate the great ideal. He hopes not necessarily to increase his own stature but that of the possible magnificence extolling the greatness of his country.

The momentary stunt, the impermanent, shall we wish them here? No! In Washington there should be no room for anything except statesmanship in architecture. What is statesmanship in architecture? It is the



Above: Close up of inner court wall panel
Below: Outer court panels of unglazed tile

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understanding of how to make a great city even greater. It means that each unit added to the first produces a continuous victory for greatness. As one walks, and so often one does, along the Seine from the Isle de Cite down with the current toward the sea, the additions one by one enfold to entrance the historically minded, even aesthetically unaware, with the feeling that each generation (like the Gdeek) left a richer heritage for the following.

We have, as I have just said, a remarkable heritage and it should be thought precious, enriched rather than debauched. Here in America we have a strange proclivity to destroy beauty and preserve and enlarge slums. I was reminded of this the other evening when I heard that Frank Lloyd Wright's Robie House was to be torn down—just imagine—with all the terrible background of slums in south Chicago. And this is true concerning the really fine buildings we have inherited from those early days. I personally think it is an outrage to move the east front of the capitol, to change in any degree whatsoever the magnificent forecourt in which the traditional inaugural ceremonies have taken place. Could anyone imagine an Englishman suggesting that the front of the British Museum should be changed? The *Times* would thunder, the *Manchester Guardian* would blast the impudence. Here in Washington is an even more noble front and, because of an inhibited desire for purity and plausibility and merely because an iron dome overhangs a portico below, a fine facade, one of the finest in Washington, must be desecrated. We also hope the old Patent Office can be saved from this wanton destruction.

Careful Planning Makes Beauty

It is the religious care of these things that gives the absorbing and continuing interest to other capital cities, such as Rome, Paris, London. The past is not good because it is the past, neither is the present because we exist. The Capitol should persist as a continuing symbol. I have been much interested in the rebuilding of the House of Commons in its historical symbolism and also by the need of the Poles to reconstruct Warsaw. That symbol was considered more important than the memorial to Stalin.

A capital city is bound to have a certain bigness and its architecture should have a classical quality. By that I mean a certain formality, a certain richness of detail, an intelligent use of ornament to add grace. I think our present-day reluctance to use sculpture, painting and decorative ornament is a blind spot caused by the extremely stupid concepts, promulgated by a few but influential Europeans, that the machine as a tool has limitations never before associated with tools; as I have said before, an animistic lifting of these limits to philosophical absurdity. I do not mean by the word "classical" the heedless copying of the Roman, Greek and Renaissance past, just as I do not mean the meagerness and the dry monotony of the factory style now so fashionable. Certainly classicism does not mean "We do not try to please people, we are driving to the essence of things." As architects I would ask but one question—just why do we exist but to please; for whom actually is the city built?

I do not see why, using the climatic conditions which exist here in Washington, a truly fine architectural expression might not be achieved, one using the modern techniques of structure, but also one using originality (I mean individual expression) in the development of stone and marble, metal and glass, if you will.

In the first place, I think the skyscraper does not belong in a climate such as Washington, *that is if it really belongs anywhere*. Here trees and green spaces are desperately needed to add comfort to eye and body, if only for those moments when necessity makes one cross the crowded streets with the further outpouring of discomforts from the constant stream of automobiles. The character of the buildings should go hand in hand with the present open plan which still persists so largely in the city, together with sufficient green spaces to reduce, as they do, the temperature noticeable.

The scale of the buildings does not have to be so enormous to be monumental. I do not believe that everybody has to be under the same roof but, with the amount of land still available here, beautiful groups of lower buildings could take care of the same population.

I was told that Herbert Hoover, when he was Secretary of Commerce, did not want the Commerce Building where it now is and had made serious studies as to where the building would be better placed to avoid the motor congestion he foresaw. He picked a building site out on the fringe of the city. He had made traffic studies and the pattern of the living habits of people working in the department and these determined the area chosen. These studies, however, went into the waste basket together with the idea that governmental buildings should be economically constructed. I understand that greatest Secretary of the Treasury, Andrew Mellon, defeated him and the Triangle was the result. Now, somewhere between Hoover's idea and the architecture of the Triangle is what we should aim at in a city like Washington.

I looked over carefully the report of the committee advocating a cultural center and was greatly amused at what at other times I have called "below the wrist thinking," which leads naturally to World's Fair stunt-like results. Here in Washington the stunt certainly should be absent. What is needed is an architecture of simplicity in which the new columns, if any, are incorporated with purpose with the structure. *Certainly useless pipe stem colonades, which never give adequate protection from the sun or rain, can be as ridiculous as an over detailed Corinthian order.*

Permanence Comes From Materials Too

I repeat that I believe the architecture of our capitol should have a grandeur which can only be obtained by the use of permanent materials. Why I would eschew a large use of metals is because they need constant cleaning to look well. Neglected, the patina they collect has a shabby, muddy appearance. Even though these remarks might be taken to mean advertising some materials and damning others, I would still persist in thinking that here we need a different philosophy.

I have no quarrel with a so-called "wall punched with holes." I believe that in a world of humid glare,

windows have more reason than the continued stretch of Venetian blinds which, jail-like, preclude vision. After all, the thermal problems attending the all-glass building, which may have its place in the greyer European world, mean added first costs equivalent to fine masonry building and life-long high maintenance and operational costs.

I think, moreover, that monumental building should have more pleasant forms than the box-like structures now being designed for laboratories and office buildings elsewhere in the nation. They resemble factories and I would question whether the engineering mind is not in control because it is evident that work in any of these manifestations is rarely a pleasure and always a task.

There is no question that the architect and the owner, whether the government or private enterprise, should think of buildings here in the capital as having a tremendous amount of dignity. Our people and nation represent true greatness and our architecture should reflect this in every way.

To be modern is to understand the nature of the problem to be resolved, and the character of an architecture which embellishes Washington should have allied with it the best of the arts of sculpture and painting, arts, however, which have meaning. We should not be afraid to glorify Democrats in a Republican administration and vice versa. There are still rich personalities in the world and their virtues, if not their faults, can be passed on tenderly and beautifully to succeeding generations.

Ornament Not Immoral

I do not think ornament is necessarily immoral or that it may not belong in our age. Quite the contrary! We all like patterns, men increasingly in sport clothes and ties, women from the skin out. This love of pattern should not be thought wicked for, if our life is drab and our architecture meager, it may mean actually that our morals need revision. To make a virtue of a negative seems crooked philosophy.

We will see more interesting forms developed from the use of concrete but again they must be used to increase pleasure and comfort, not as a stunt.

Perhaps we should seek for our times an expression of modernism which cannot be symbolized by direct dogma. Fortunately we do not live as a people under the depressing symbolism of the faces, the swastika and the sickle and hammer—all of them in brief times as potent as the cross and the crescent. Nor do we need the symbol of revolution but in truth we need once more to gain a spiritual independence which was evident at the founding of *this city*.

To be modern does not necessarily say that we must glorify the cast iron pipe, however useful, nor the endless ribbon of plate glass. What we must seek is some charm—a feeling of rich life expressed in designs which are not stark manifestations of a poverty of imagination. Moreover, the architecture of the Capital of these United States should clearly indicate, no matter how large the bureaucracy they may house, that the individuals making up the group are not robots.

Finally I would like to suggest that the zoning height

in the business areas be further restricted so that the appearance, long since held elsewhere in the city, would be that of a city dominated by nature and that the ordinance further demand that all building in an area be constructed to the complete limitation imposed. There is nothing so distressing in a great city such as this as the raggedness of the building line. Let New York and all other points west, north and south have sky lines that look like a broken comb. This city should try to preserve constant-area heights, for the capitol building should always dominate the city. This is by no means absurd for a place that has as extensive slums as Washington does not have to follow the present trend to make them larger by permitting the sweating of some properties.

Neighboring Sprawl Must Be Dealt With

We have been talking about the architecture and the plan as related to the District of Columbia but what about the sprawl that is developing in the two neighboring states? When the limits of the district were determined no one could have foreseen the impact of the railroads and the crushing force of the automobile upon city life and form. The old city form no longer exists except as a political entity without validity. Washington, then, is no longer the District but contains the great outlying suburbia in which most of the city workers either do now or will soon live. The traffic congestion within the city at peak hours, like that of every city in the world, is unbearable and a downright nuisance.

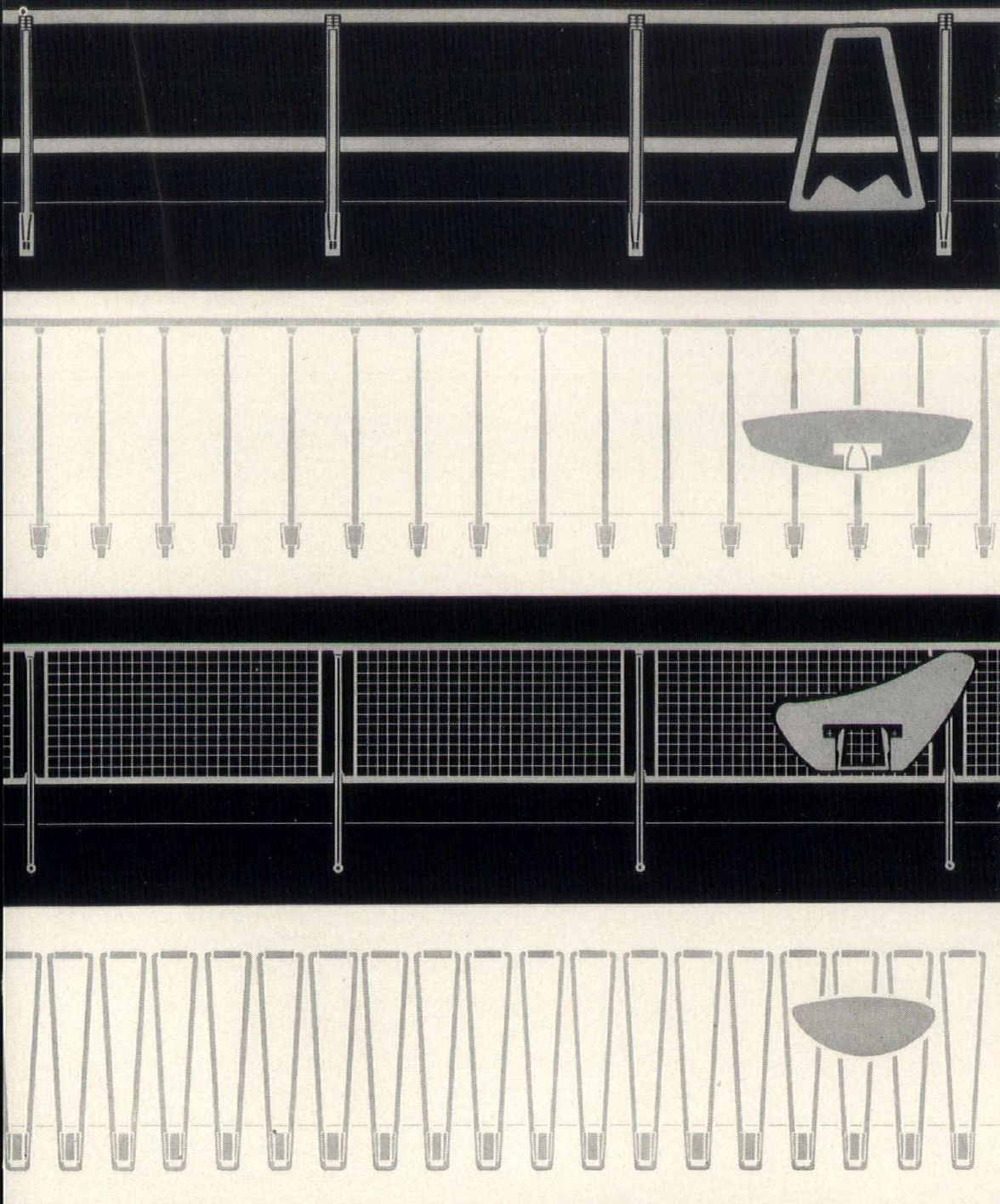
The form of the new city has never been planned, the city streets still act as the spokes without even an outer rim to the wheel. Intelligent by-passing is still in its infancy. Nevertheless the automobile is forcing out actively, so a decentralization of work, play (such as it is) and living, what planning there may be, is done mostly by use of zoning ordinances and the result of this type of planning is a chaotic community with fringes that are sorry indeed. Industry and the commercial usages either are spot zones (which of intelligence is not a detriment) or permitted to group themselves into a new congested form, or further as hasty urban developments extending out from city's immediate influence and laws. Washington joins all other cities in having this chaotic, amorphous growth just outside its borders.

Here the problems are further aggravated by the federal government's seeking to gain some dispersal of its administrative services and thereby siting some activities in the region but again without much in the way of actual planning, either of individual position or of the effect upon the community's growth and character, which will develop about the scattered sites.

Of course there is some sophistry about these services being so important that they must be taken out of the city, leaving behind the president and the Congress. Since 1940 the value of dispersal patterns have come into serious doubt for if Washington were to be destroyed it would involve an area saturation. The reasonableness of the military necessity for this dispersion can be questioned but the idea of decentralizing for the sake of traffic has much more validity and if the

(Continued on Page 53)

NORTHWEST ARCHITECT



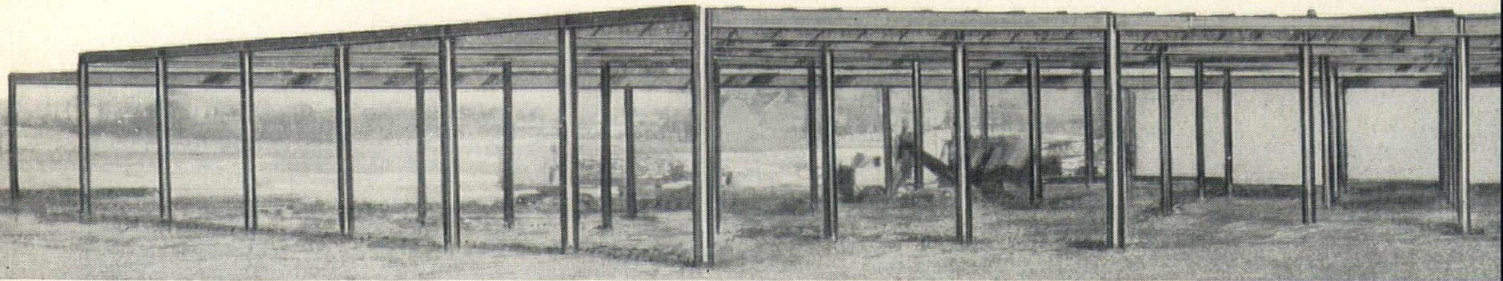

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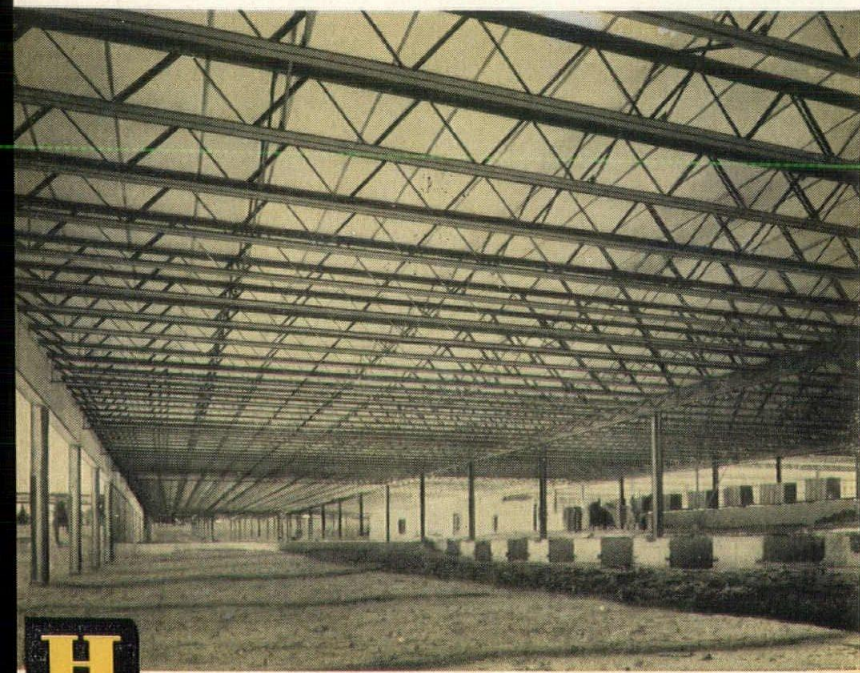
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Minneapolis-Honeywell distribution center and manufacturing facility located in Golden Valley.



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CONTRACTOR—Watson Construction Co., Minneapolis

ERECTOR—Industrial Construction Co., Minneapolis

In every phase of building construction, steel is doing the job faster, better and cheaper, such as this 265,000 sq. ft. structure for Minneapolis-Honeywell Regulator Co.

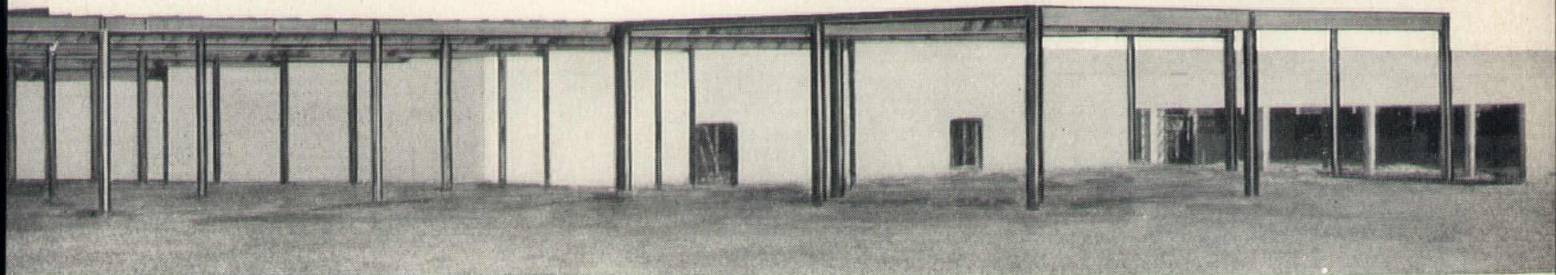
585 tons of Pacal Structural Steel and 180 tons of Reinforcing Steel went into this \$3,000,000 single story structure to be used as a combination distribution center and manufacturing facility. The new steel-concrete block building is located on a 105 acre tract in Golden Valley—a Minneapolis suburb.



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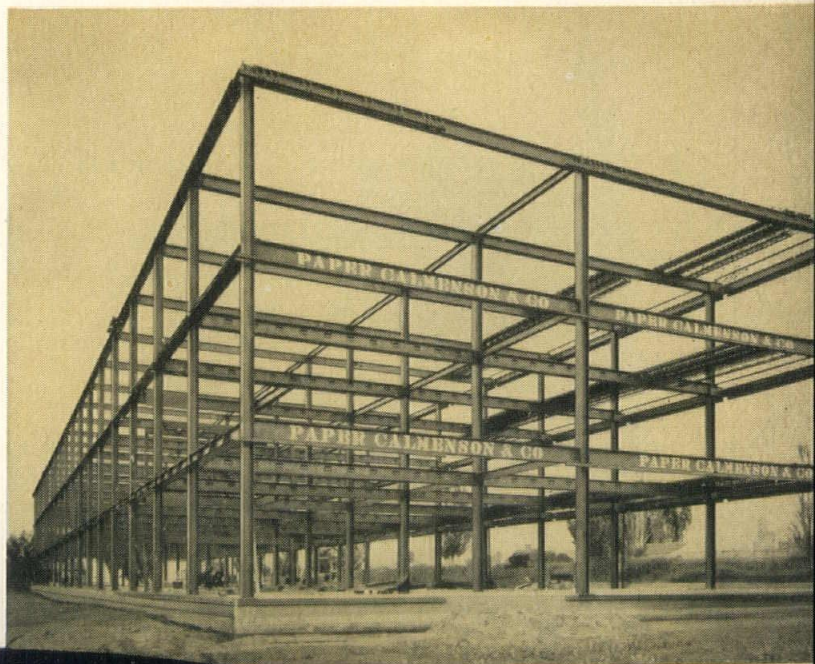
Here, too, steel is doing a job better by *carrying the heavy load*—providing for larger glass areas, improved natural lighting and making possible big recreation areas uncluttered by conventional support columns.

533 tons of Pacal Structural Steel went into the 3 story Highland Park Junior High School at St. Paul, Minnesota.

ARCHITECT—Hammel & Green, St. Paul

CONTRACTOR—Steenberg Construction Co., St. Paul

ERECTOR—N. H. Sandberg Erection Co., St. Paul



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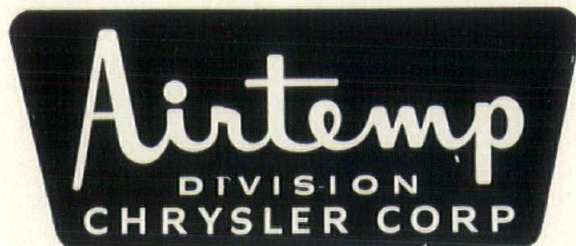
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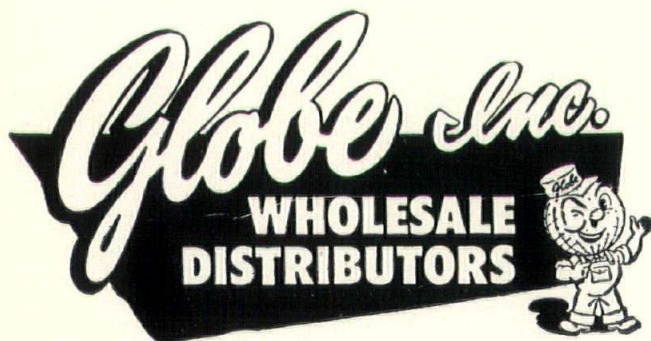


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worker pattern is important and the community life also, then the sprawl of indirection should have some forthright thought given to it immediately.

The Proper Regional Pattern

What might be then a proper regional pattern for Washington? I understood that, other than museums and movies, there are few cultural qualities to be found in the city, that the inhabitants do not think of it necessarily as a cultural center and, while I questioned the external character of the Center proposed for "Foggy Bottom," I definitely believe in its need. I would place the siting of government buildings as close in as possible to the present limits of the district developing if their siting ring was to take the traffic. I would do this because I think that the symbol of the nation should not be permitted to ravel away just because the workers within our government should be permitted to avoid being on general display. In bigness there is a further need for unity of purpose and this unity can be dissipated by too great a dispersion.

I do not think that all city patterns have to look alike; cities like New York or Chicago can well afford a wider dispersal than can the national capital. I would try in Washington to maintain the integrated plan as started by L'Enfant, not a continuation of Le Notre's boulevards and circuses but a plan that appreciates

a larger growth in population and an increase in the number of automotive vehicles in the United States to one hundred million or more. Unless we plan now, the impact of forty million more cars on our cities and countrysides will be terrific.

We need to develop in Washington, as elsewhere in the country, regional authorities which, under the charters establishing them, will have ample authority to deal with all regional problems. One of the blights of the democratic way of life is to be found in our unplanned communities. There is sufficient precedent for this type of authority, the Port Authority of New York being one of them.

I firmly believe the time has come when the present planning commission in the District is to be considered outmoded and that a newer and greater approach is needed.

I come back for a moment to Hoover's idea of economic building. I deplore meagerness for economy's sake. In a world where many billions are spent for wanton destruction it would still seem possible to spend a few millions, relatively, on increasing the amenities of work.

The plan and architecture of this city should be not only a matter of heritage but also a symbol to all the world that we are a cultural people who encourage and enjoy the beautiful.

GLASS IN BUILDING SUBJECT OF NEW BOOK

Advantages and disadvantages incurred by the continually growing use of glass in all types of present-day construction are reported in the newly published 176-page illustrated book, "Windows And Glass In The Exterior Of Buildings," just released by the Building Research Institute.

The book, official record of the BRI conference held last November, contains reports by 24 of the nation's top specialists on daylighting, air conditioning, heating, ventilating, interior and exterior controls, windows and glass production and residential, commercial and institutional design.

Leading architects were divided on the growing use of glass as a design element. Bruno Funaro, assistant dean of the Columbia University School of Architecture, says we have reached the end of the line with the all-glass wall and we must "either start moving back or, in an easy step, we may move to the windowless wall."

However, Bruce Graham of Skidmore, Owings & Merrill, hailed the glass wall as one of the most flexible forms of modern architecture and Morris Ketchum of Ketchum, Gina and Sharp, found the combination of glass and metal, particularly aluminum, an ideal medium for creation of imaginative, attractive, and magnetic store front design.

University of Illinois Small Homes Council Director James T. Lendrum, commenting on the extensive use of glass in homes, reported on work with window wall design to overcome home owners' concern over breakage and the need for privacy.

Alonzo J. Harriman of Auburn, Maine, outstanding architect-engineer in the school field, urged heating

systems be designed for unoccupied classrooms, since that is the greatest heat load period. He stated that solar and body heat more than offset occupied classroom heat loss even at outdoor 10° F. temperatures combined with 10 MPH winds. Mr. Harriman reported on the use of insulating glass, skylights, structural, safety, block, tempered and color glass in schools throughout the nation.

Thomas A. Bullock, partner of Caudill-Rowlett-Scott and Associates, Oklahoma City, who has designed more than 150 schools in the past eight years, suggested that more flexible classrooms—higher visibility—helped to create better student-teacher relationship.

Owners' problems were aired by Harold S. Miner, vice-president of the all-glass Manufacturers Trust Company in New York, and Herbert S. Greenwald, owner-operator of the widely known 860 Lake Shore Drive, Chicago, apartment and other similar buildings.

Among the manufacturers' reports are the latest developments in wood, steel and aluminum windows, glass block and fixed glass fenestration and a section on standardization of windows.

The book can be obtained from the Publications Office, National Academy of Sciences, 2101 Constitution Avenue, Washington 25, D. C., at \$5.00 a copy.

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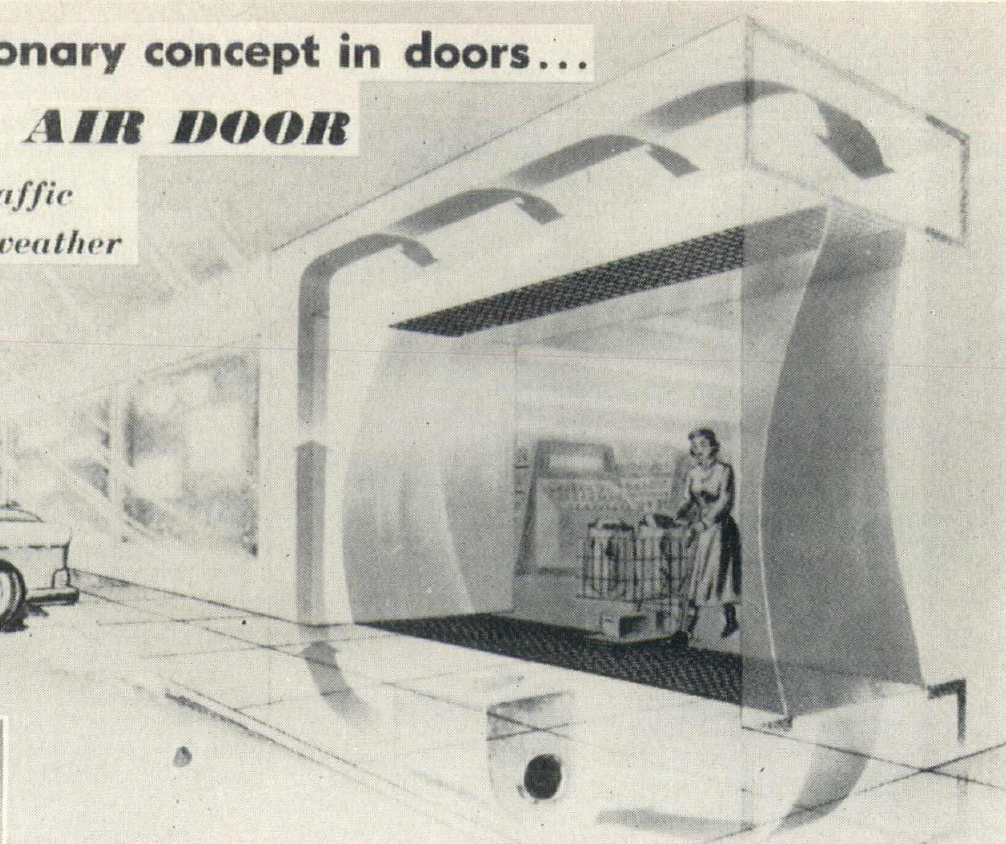
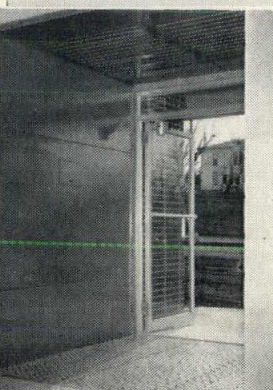
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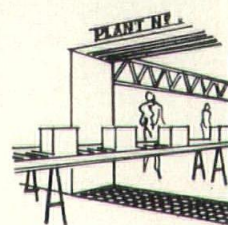
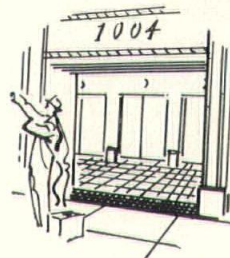
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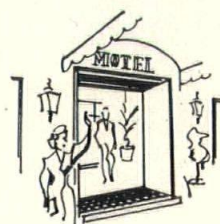


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Chapter, Club and other news . . .

ARCHITECTS BATTING EACH OTHER ALL OVER THE LOT

Editor's note: We print the following letter without comment other than that its a wonderful idea and we wish winners and losers alike a lot of fun and good exercise as we watch from the sidelines, being older than these youthful ball batters!

Dear Sir:

The general public, yea, even some of our fellow practitioners, may regard the hoisting of martini glasses as the only physical exercise in which architects indulge (outside of sharpening an occasional pencil). I wish to refute the above on behalf of an ever increasing and hardy group of architects and engineers.

About one year ago the combined forces of Bergstedt and Hirsch and Voight and Fourre issued a challenge to all architectural offices in the Twin Cities Area, to wit "—come forth and do battle on the softball diamond for the honor and glory of your offices and let the vanquished buy beer for the victors." Consulting engineers were also included in the challenge.

Unfortunately, for the challengers, several offices were quick to accept. Thus, last summer saw many an informal, yet spirited contest of pitching and batting skills waged even more interesting postmortems held over draughts of cooling refreshment. Injuries and ensuing time lost from the job were limited to a broken leg, crushed cheek bone, wrenched knee cap and the usual assortment of minor bruises, sprains, contusions, etc. Most common injury was to the mental processes caused by imbibing too freely of the spoils which were divided after each game.

In addition to the aforementioned, those offices participating were Ellerbe & Co., Haarstick, Lundgren & Associates, Gausman & Moore, Magney, Tusler & Setter and Thorshov & Cerny. Unofficial laurels for the initial season must be assigned to the last named.

Interest in the manly art of softball continues to run high with the result that this season contests will be staged on a more formal basis. The VA has kindly donated a diamond at Ft. Snelling where all games will be played and a tentative schedule has been made up which started during the week of May 12. The office of Hammel & Green has been added to make up a seven-team league.

To those offices whose athletic prowess is at present limited to paragraph one of this report—Arise! Fran-

chises are still available in the "Architects & Engineers Softball (very soft) League." Collaboration is permissible between smaller offices wishing to unite in a common endeavor but no "ringers." For further information call Ken Oberg at MI 9-1319 or Jack Wilwerding at FE 8-8741.

Respectfully submitted,
Chas. D. Wahlberg

MELANDER, FUGELSO FORM NEW DULUTH FIRM

A. Reinhold Melander of Duluth, Minn., has announced formation of a new firm for the practice of architecture in that city. The firm is that of Melander, Fugelso and Associates, architects and engineers. Offices of the group will be at 603 Alworth Building.

In addition to Mr. Melander, firm members are Norman K. Fugelso as a principal and John D. Peck and Leon E. Simich as associates.

FARNHAM & BRANSTROM IS NEW MINNEAPOLIS FIRM

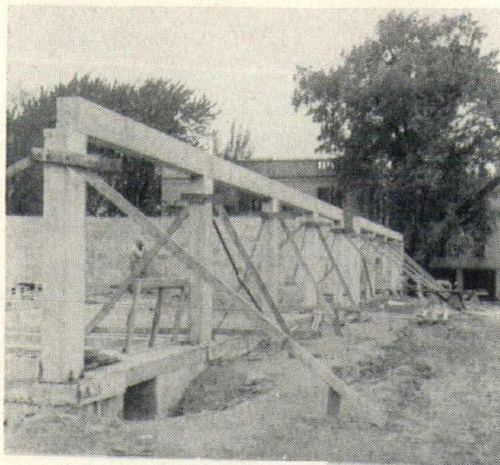
C. W. Farnham and Earl E. Branstrom have become associated to form the new Minneapolis architectural company of Farnham & Branstrom. Their offices will be in 809 Wesley Temple Building, which have been occupied by Mr. Farnham since 1929. Both are members of the American Institute of Architects. Mr. Branstrom has been employed previously by a number of architectural firms in Duluth, Superior, Eau Claire and Minneapolis.

KERR MOVES OFFICE

New offices at 1645 Hennepin Ave., Minneapolis, have been occupied by the architectural firm of Francis K. Kerr.

CLOSE ELECTED V-P OF ASSOCIATION OF UNIVERSITY ARCHITECTS

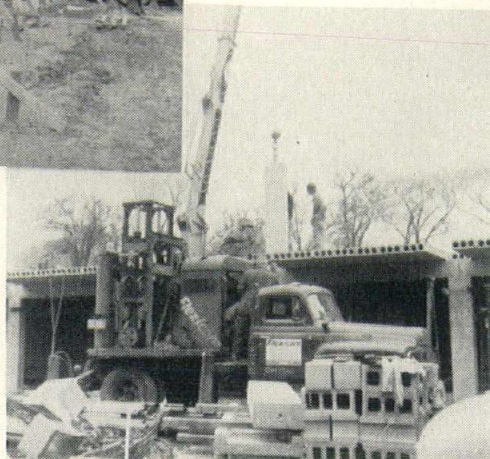
University of Minnesota's advisory architect, Winston Close, was elected vice-president of the Association of University Architects at the group's recent convention in Berkeley, Cal. Mr. Close conducts his own practice in association with his wife, Elizabeth, in Minneapolis.



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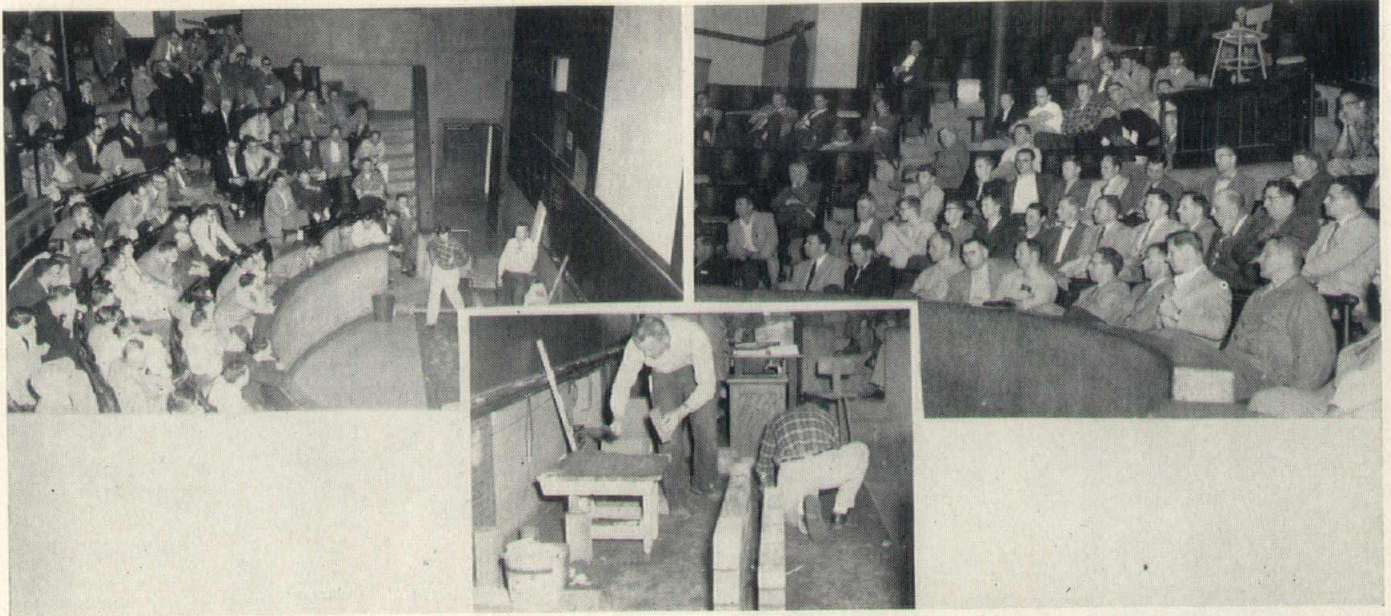
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GOOD MASONRY TAUGHT IN "U" SHORT COURSE

What is best in masonry construction today was the subject of a Modern Masonry Short Course, co-sponsored by the Department of Architecture, University of Minnesota and the Structural Clay Products Institute, given at the university from April 30 through May 28. The course was made up of 5 sessions on each of the Tuesday evenings in that period.

Some 175 architects, engineers, contractors and students registered for the course and its success as the first of such courses put on by SCPI gave rise to plans to hold a series of such courses in other universities around the country.

Our photographer was at the third session of the course and took the accompanying pictures. This session had two bricklayers from Minneapolis Local No. 1 demonstrating good masonry procedure in building walls sections, the men's time being furnished courtesy of the union. In the top pictures there are two general views of the group with an insert of the bricklayers in action.

The other pictures show (top, l-r) Jim Neville, regional director for SCPI, and Chuck Wetzler, field engineer for SCPI; (center) Sheldon Bernstein, St. Paul School Board architect, Lee Dahlen of Hamel & Green, Bert Flick of Bettenberg, Townsend, Stolte & Comb, and Gene Flynn, St. Paul School Board architect; (bottom) Harry Erickson, M. M. Kehne Co., W. H. Johnson, Wayzata Home Builders, and J. W. Lyddon, Watson Construction Co.



SIDDENS OPENS ST. CLOUD OFFICE

Virgil E. Siddens has announced opening of an office for the individual practice of architecture in St. Cloud, Minn. Address is Woolworth Building, St. Cloud. Mr. Siddens formerly was associated with Louis C. Pinault of St. Cloud, past president of the Minnesota Society of Architects.

MAY-JUNE, 1957

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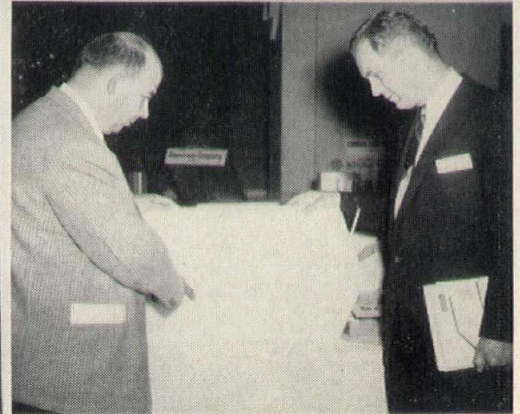
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REGIONAL ARCHITECTS SEE PRODUCERS' COUNCIL DISPLAYS

A display of 60 new building products was visited by more than 200 architects from this area when it was presented in St. Paul as a recent feature of the Producers' Council's educational work by the Minnesota-Dakota Chapter of PC. The exhibits were in keeping with the council's purpose of "the promotion of quality construction with quality products."

Our pictures here show some of those who were present during the exhibition. In the top row, l-r, are Rollin Child of U. S. Ceramic Tile Co., with Paul Liebelt and Gerald Carlson of the Walter Butler Co. . . . Frank Clark, St. Paul architect, and Henry Snyder of the Crane Co. . . . Clarence Schutz of Sargent & Co., with Ray R. Gauger, St. Paul architect. Lower row shows Tom Sutherland, St. Paul engineer, and Howard Page of Frank Adam Electric Co. . . . Sixten Benson of U. S. Plywood Corp'n., and E. J. Mueller, Sr., Corps of Engineers. . . . Jack Forcier of Edward Sales Co. and John LeVin, St. Paul engineer.

NEW ENGINEERING FIRM IN LARGER QUARTERS

The recently formed business of J. Robert Snyder, consulting engineer, Minneapolis, has been moved into new and larger quarters in the Fawkes Building in that city, according to word from Mr. Snyder.

Mr. Snyder, University of Minnesota graduate in 1949, formed his business group last year to do mechanical and electrical engineering for industrial, commercial and public buildings. Recent work included a Streater Industries building in Albert Lea, Minn., Anoka County high school and the Cornwall Clinic in Amery, Wis.

A member of the Minnesota Association of Consulting Engineers and the American Society of Heating and Air Conditioning Engineers, Mr. Snyder was employed by a number of Twin Cities firms prior to starting his own business.

RAPSON SPEAKS AT THIRD ANNUAL ARTS AND SCIENCES MEETING

Ralph Rapson, head of the school of architecture at the University of Minnesota, was the guest speaker at the third annual meeting of the St. Paul Council of Arts and Sciences. He is the associate architect of Ellerbe & Co., St. Paul, on planning for a proposed new center to house the council's activities.

WELL CONTRACTORS ASSOCIATION ELECTS OFFICERS

Leslie Renner of St. Louis Park was elected president of the Twin Cities Water Well Contractors Association recently. Mr. Renner is associated with the Max Renner Well Co. Other officers elected include E. J. Huntsinger of Excelsior, vice-president; Robert Vadnais of St. Paul, secretary; and Miller F. Pumarlo of Minneapolis, treasurer.

BILLINGS FIRM ENLARGES

Loners and Stroebe, architects of Billings, Mont., have enlarged their firm with addition of Willard D. Johnson to the official setup. The firm will now be called Loners, Stroebe & Johnson.

Go to Duluth for the MSA!

PRODUCERS' COUNCIL ELECTS HUSTAD, PREPARES FOR MSA EVENTS

John "Jack" Hustad, Jr., has been elected 1957-58 president of the Minnesota-Dakota Chapter of the Producers' Council. The group also has laid its plans for active participation in the events scheduled for the Duluth convention of the Minnesota Society of Architects.

Mr. Hustad is vice-president of The Hustad Co., Minneapolis, fabricators of steel and allied products. The company also represents Sanymetal Products Co., among other nationally known companies, in this area. Mr. Hustad formerly represented the U. S. Gypsum Company in the Fargo, N. D., district until his present affiliation in 1950. He is married, has a son and two daughters, lives in Minneapolis. He is a fighter pilot veteran of World War II.



President Hustad



As new officers take over—(l-r) Treasurer John Barr, President Jack Hustad and Vice-President Bert Power.

Other officers named in the recent chapter elections were Bert Power of the Pittsburgh Plate Glass Co., Minneapolis, vice-president; Howard Page of Frank Adam Electric Co., and Cooper, Page Co., Minneapolis, secretary; and John Barr of American Radiator and Standard Sanitary Corp'n., Minneapolis, treasurer.

The chapter will participate in a panel discussion during the Duluth convention when James Ashley, director of public relations for Libby-Owens-Ford Glass Co., will discuss the relationship between PC and the architects. Mr. Ashley is a past president of the national PC and is now a member of its executive committee and board of governors.

The chapter is planning to operate a coffee bar on the exhibit floor during the convention. It will be open to architects and their wives throughout the exhibit period.

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Letters to Editor

Editors,
Northwest Arsenic
St. Paul, Minn.

Gentlemen:

Crikes! Can't you make your magazine more consistent? I like to go through the many things you present in your columns and I find the series of presentations of work done by various architectural firms of top interest but they do not hang together from issue to issue in a similar layout or design. Can't they all be presented in a similar layout so there will be some consistency? In this connection the last issue on the AIA Centennial awards was good because all the award layouts were of the same pattern. I think there is room for improvement here . . . but definitely!

Very truly yours,
(name withheld)

Editor's note: We surely could. Making all the presentations similar in format could be easily done, merely take the pictures and scale them to the prearranged pattern established here. But that is not our way for we ask each company's staff, when it prepares its pictures of what it considers worthwhile, to suggest a layout of the pages. This layout carries out the design habits of that company and thus each monograph becomes individualized for the company being shown. To cast all in identical patterns would be like passing a law to make all buildings the same dimensions and of the same materials. We want the individuality so shall continue to allow layouts as devised by our contributors, except where printing's mechanical requirements force changes.

PARKER AND JOHNSON OPEN OFFICE NEAR UNIVERSITY

A new architectural firm, with offices near the University of Minnesota in Minneapolis, has been formed by Leonard S. Parker and Roger T. Johnson, both graduates of the university's school of architecture. Firm name is Parker and Johnson, architects.

Both men formerly were with Eero Saarinen's office in Bloomfield Hills, Mich., Mr. Parker as senior designer and Mr. Johnson as job captain. They also worked for several Minneapolis architectural companies, including Magney, Tusler & Setter and Thorshov & Cerny.

Mr. Parker holds a master of architecture degree from Massachusetts Institute of Technology.

ALPHA RHO CHI SPONSORS NUMEROUS ACTIVITIES

In an effort to stimulate and broaden architectural thought among students and faculty at the University of Minnesota, Alpha Rho Chi, national fraternity for students of architecture and the allied arts, has spon-

sored a number of speakers and tours during the past few months, according to word from Vernor E. Knutson.

Winter quarter found such speakers as H. Harvard Arnason, director of Walker Art Center, and Dr. Donald Torbert, noted art and architecture critic at the university. Buildings toured were Southdale shopping center, Christ Lutheran church, the Malcolm Willey residence and the Temple of Aaron.

Spring quarter events were initiated on April 16 with a lecture by Dr. Wilhelmus Bryan, director of the Minneapolis School of Art. Entitled "The Comissioned Work of Art," Dr. Bryan's talk gave consideration to the necessity of sculpture and painting to be an organic and integral part of the structure and design of the building it is in, instead of merely being applied decoration, and was concerned with the role of the artist, architect and patron in this concept.

The following week, on April 23, the fraternity sponsored a tour of one of Minneapolis's best homes, the Richard Davis residence at Crystal Bay, Wayzata. Designed in 1950 by Connecticut architect Phillip C. Johnson, the house features an indoor garden court at the center of the house and large unbroken wall areas to display the fine collection of paintings and sculpture of the owner, director of the Minneapolis Institute of Art. Seventy-five students were joined by Robert Bliss and Fred Koeper of the School of Architecture staff, who led the tour.

In addition to these activities, the fraternity has had several closed events for its members, including a smoker on April 11, a dance on April 13, a tour of the Louis Lundgren residence on May 7, and an open-house architecture exhibit for neighbors and alumni on May 10.

The culmination of the year's activities, perhaps, was the annual spring formal dinner-dance held on May 17 in the Minneapolis Golf Club. Post dinner activities included the presentation of the Rose of Alpha Rho Chi award to Miss Patricia Ketchem, who represented the fraternity in the Engineer's Day queen contest held the week previous. Dancing was from 10 p.m. until 1 a.m., with an intermission skit by Kappa Kappa Lambda and Delta Kappa Phi at 11:30. These two groups combined to entertain the APX men with "The Dozing Dame," a take off on the ballet "The Sleeping Beauty."

Alumni and wives who were present included Mr. and Mrs. Robert Auvinen, Mr. and Mrs. John Rauma, hostesses; Mr. and Mrs. Robert Calrow, national president of the fraternity; Mr. and Mrs. Earl Brink, Mr. and Mrs. George Normandin, Mr. and Mrs. Wallace Bruce and Alden Smith and Miss Donna Simmons.

REBEL WRITER CALLS FOR REVOLT AGAINST IDEAS OF SOLIDIFIED OLDER REBELS

Rebels of yesterday frequently become the staid defenders of the "olden days" and new rebels must come to the front to force progress, according to Henry H. Reed, Jr., writing in Harper's Magazine.

Saying that "scrubbed and unadorned structures of glass and steel" have lost their "novelty and shock



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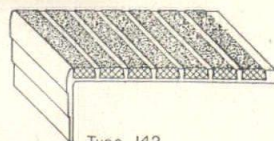


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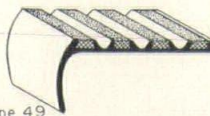


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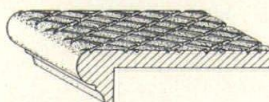


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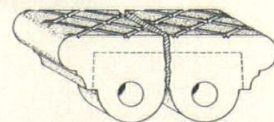


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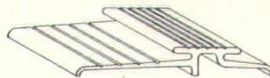
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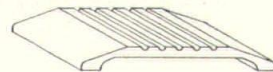
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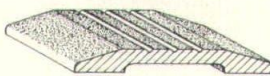


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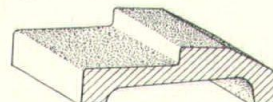


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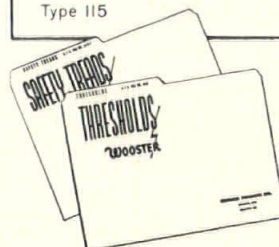
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value," Mr. Reed called for the emergence of a "new architecture, better suited to our temperament, an architecture of plenty, not of scarcity, conceived in the grand manner."

Mr. Reed said modern architecture became widespread in the 1930's as part of a "revolt against the exuberance of the previous generation." Hard times invited a certain earnestness which found reinforcement in Thorstein Veblen's technocratic ideas, which included the notion that decorated buildings were samples of "conspicuous consumption."

At the same time, he continued, certain architects thought they had discovered the secret of art in the unadorned and the abstract. He wrote:

"But Modern has been with us a long time now, more than thirty years, and since the second world war an architecture which properly belonged to the mood of the 1930's has sprung up like so many identical glass boxes along our city streets. As a style it palls and architects who now call themselves Modern will come to see their work derided and replaced.

"There will, of course, be high blood pressure over the change. The rebels of yesteryear are now as safely ensconced in the key positions in museums, schools, architectural firms and magazines as were the people they drove out and they will not abdicate by choice. They have created an academy of their own, far more rigid and unorthodox than the old classical academy. They have reinterpreted architectural history to fit their taste, giving emphasis to that part of our past

which by their lights lead up to the Modern, and they are afraid of the masterpieces and monuments of other styles."

Mr. Reed said further that "we no longer live in a world of scarce materials and financial distress but a world of expanding plenty and there is need for an architecture which offers more than the functional, which reflects some of the joy of this life."

He contended that architecture should return to the classical forms and that the decorative arts—sculpture, murals and wrought iron—should be brought back.

The new architecture, he suggests, might be called "The Grand Design."

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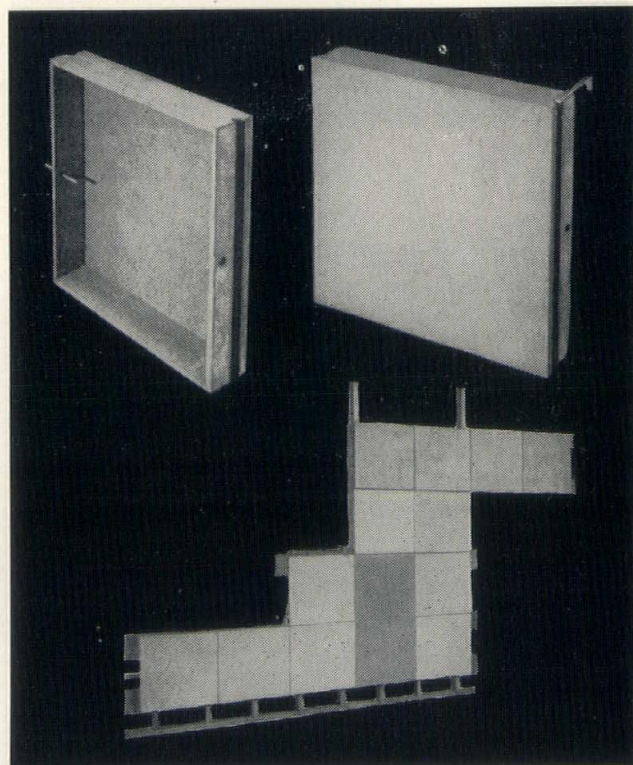
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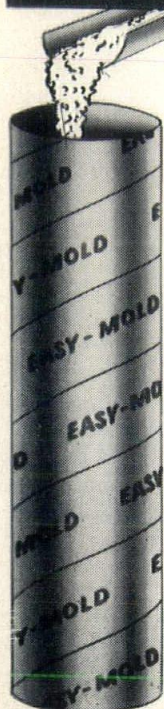
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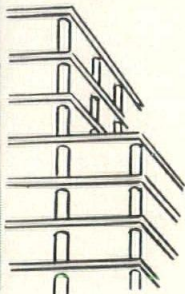
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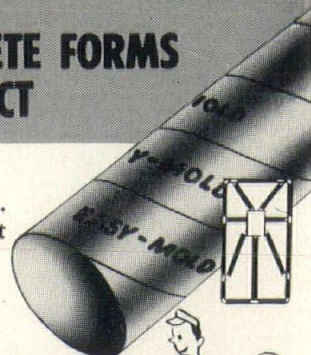
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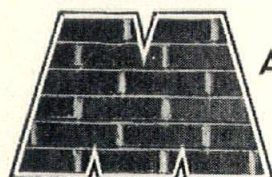
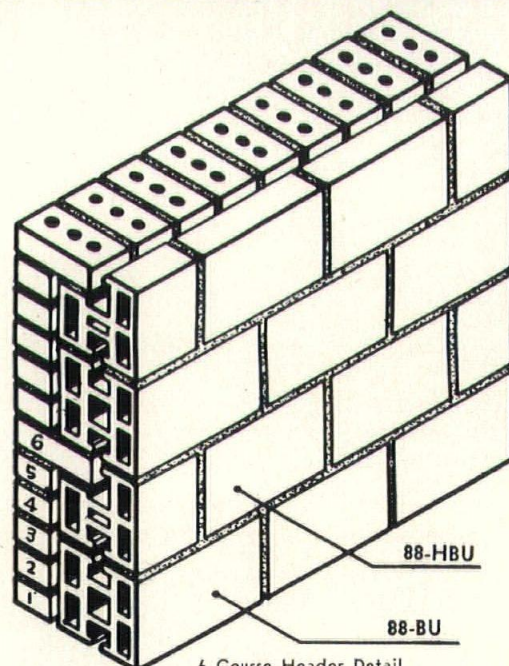
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BIT ON BOOK:

SMALL COMMERCIAL BUILDINGS

By Richard W. Snibbe

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430 Park Ave., New York 22, N. Y.

The author of "Small Commercial Buildings" has had considerable experience in the design of such structures. He was associated with Gropius, Breuer and others and at present is chief of design at Kelly & Gruzen and visiting critic of Columbia University Architectural School.

Perhaps it is inevitable that this type of book becomes something of a catalog. However, considerable ground is covered in an extremely well chosen selection of photographs which show some of the finer examples of small commercial buildings. I presume that production costs excluded any color reproductions which would have helped to emphasize a rather significant aspect.

It is explained that the book is primarily for laymen and I assume that it was for this reason no graphical illustrations were used, apart from some rather poorly delineated plans. This publication suffers because of this and it would have been more complete if some of the details to which the texts refer were illustrated.

Reviewed by Hugh Peacock

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GREAT CHANGES IN HOUSING PREDICTED BY BRI OFFICIAL

There is good reason to believe that the next 25 years will see changes in houses far greater than anything seen before and the forces for change, perhaps revolutionary change, are even now shaping up, according to William H. Scheick, executive director of the Building Research Institute, in a recent address. Two major factors are dictating this change, Mr. Scheick said. They are the way people want to live and the ability of the home building industry to meet these wants.

Pointing out that family living habits are continually changing, he stated that the demand will be for homes that have an adequate provision for space for more leisure, more diversified activities and higher standards of comfort and convenience.

"Too many families in the mid-twentieth century live in too little space with no flexibility poor possibilities for expansion," Mr. Scheick said. "The family of the future, with more leisure time, will have more activities and will put a greater premium on the needs of individuals of the family to be following different pursuits at the same time."

Noting that the greatest markets will still be in the middle and low income groups, Mr. Scheick said that "the ingenuity of the industry will be focused on these two classes of houses in a constant battle to reduce production costs and at the same time give the home buyer a more appealing product. The hammer and

saw contractor will disappear from the scene. New industries, notably the chemicals, electronics and metals, will make strong bids to capture major shares of the market for housing products. These industries have the know-how to achieve change through research."

Research and development will divide its attention between the shell, or house proper, and the service systems with much effort given to integrating these into a complete "package for sale." Mr. Scheick predicted that the structure of many mass-produced houses will probably be frameless.

"Many types of panels will be available which can be combined in many ways to give far greater variety to the house than we know today," he said. "Most panels will consist of exterior and interior skins bonded to cores of honeycomb or foamed materials. The skins may be of plastics, metal, hardboards, chipboards or plywoods to give the best performance for exterior or interior conditions. Permanent films may take the place of paints or 'natural' finishes."

"There is good reason to believe that the house structure may be divorced from the ground, figuratively," he said. "The floor panels may be kept out of contact with the ground by 'support on pins.' The battle with mud is a nuisance during construction and the battle with ground moisture and termites continues for houses in or upon the earth. If exterior walls can



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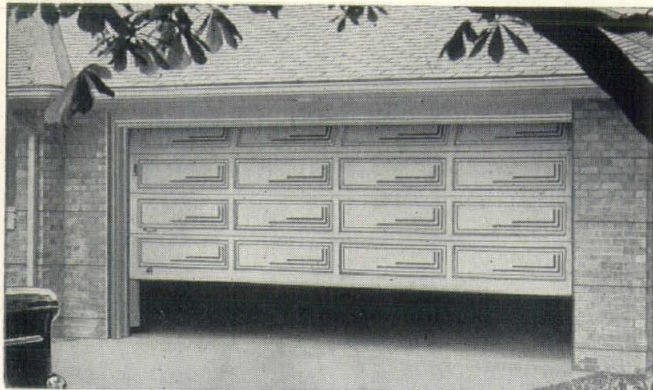
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be comfortable, so can floors off the ground."

He stated that the "aggressive and progressive" appliance industry may well put both architects and engineers to a test because of the surprisingly rapid progress it is making compared with the relatively slower structural change rate.

"The overriding problem," Mr. Scheick stated, "may well be the scarcity of land that may force us to find ways of disposing of the quickly obsolete, undersized postwar houses which occupy land too good for them. The industry will find ways to prevent obsolete houses from remaining on highly valuable suburban residential sites convenient to the cities and major shopping centers.

"The goal will be to be able to sell new models to replace outdated ones on the same piece of land. Houses will be built so that they can be added to or subtracted from, according to the owners' living requirements, and ultimately sold second hand to another home owner for use somewhere else. No longer will a good site have to be occupied by one house through its full life cycle and into obsolescent years.

"The forces needed to cause the actual development of these ideas," he concluded, "are here—an ingenious, competitive industry with huge markets just far enough ahead to make a good technological race out of it."

Editor's note: There seems to be much in the foregoing story to which some of our readers might like to reply. If you want to comment on Mr. Scheick's forecast of things to come in the housing field, we will be glad to publish your ideas, if they are publishable, of course.

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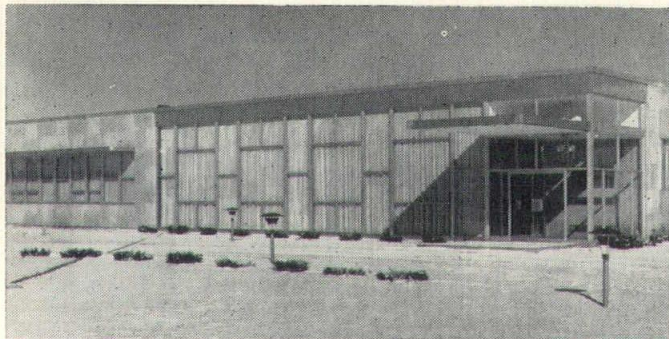
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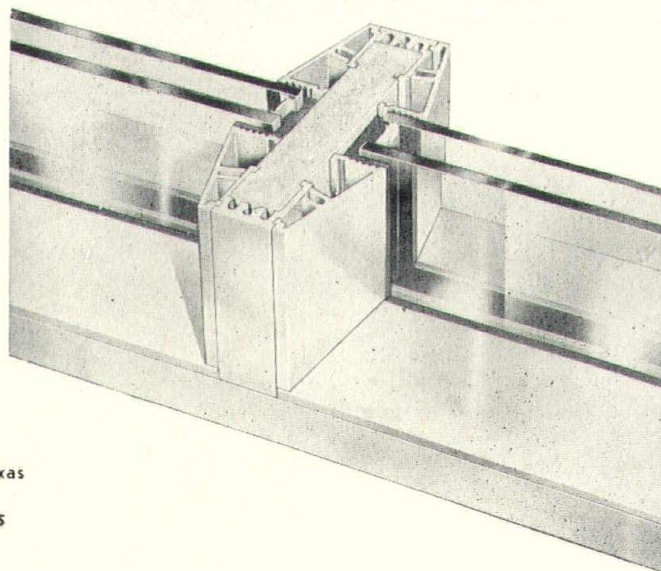
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Decorating Contractors' Panel Points Up Architectural Problems

During the state convention of the Painting and Decorating Contractors of Minnesota earlier this year a panel discussion was held on problems which are of concern to architects. John R. Rysgaard, representative of the executive board of the Minnesota PDCA, sent us considerable information on the discussions.

The panel was made up of the late E. W. Buenger of Ellerbe & Company's Rochester office, who represented the architects, Wayne Schroeder, representing a leading paint manufacturer, O. A. Stocke, representing the general contractors, and Mr. Rysgaard representing the painters. Moderator was Ed S. Torrence, assistant to the president of the Painting and Decorating Contractors of America.

"During the course of this panel discussion many points were discussed which affected the working relationships of the painting contractor, the general contractor, the architect and the owner," Mr. Rysgaard reported. "It was the consensus of the group that if this information could be carried to all architects and others interested that much good could be derived in the form of better working relationships and a more satisfactory job for all concerned.

"In many cases the painting contractor is asked to match a gloss tile or metal prefabricated appliance of gloss finish with a flat paint or other dissimilar material on the surrounding plaster or other textured surfaces. Inasmuch as the only match which can be obtained in this would be a visual match and, further, because varying light conditions alter the color evaluation and match, it was felt advantageous to avoid this situation by arranging contrasting colors in these instances.

"Mr. Shroeder pointed out that while the day of matching has not disappeared, we are today thinking in terms of monochromatic color plans where we may have a variance of colors within one color family.

"Mr. Rysgaard pointed out the problems present when the architect specifies or recommends one manufacturer's materials for use on the job and then selects color samples from the color standards of another manufacturer. In many cases colors compounded for a paint of a certain basic formula will yield a different effect when used in a different formula. For instance oil paint versus water paint colors, alkyds or modified alkyds, and color chips and finished materials of different sheen are frequently incompatible. It was the

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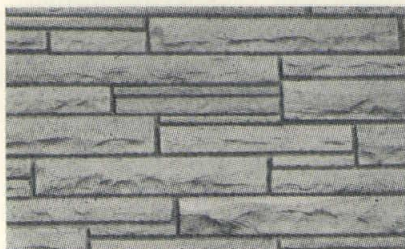
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feeling of the group that color chips of the same type and finish of paint specified should be used to establish color standards.

"A very interesting and informative discussion was developed relative to the question of the specification's providing that the general contractor, through his painting sub-contractor, be responsible for certain painting of items included in the mechanical trades' contracts. In many cases the mechanical plans and specifications are prepared for bidding under separate cover and are not available to the painting contractor in the preparation of his bid to the general contractor. Further, due to the fact that the general contractor does not have any control over the mechanical trades and the painting contractor has no contact with the mechanical contractor, it becomes very difficult to administer this work from the standpoint of the general contractor and puts the painting contractor in a difficult position, particularly when change orders or disputes arise. He's sort of a man without a homeland, so to speak.

"He has no one to whom he can turn to and establish liability or responsibility. It was the belief of the group that if the mechanical trades choose to set themselves apart from the general contractor in such a way as to have full and complete control of their work, that they should also assume the responsibility of providing for the completion of all phases of this work without relying on the general contractor to co-ordinate or supply contractors for any portion of it.

"It must be recognized that the items discussed were

not extended in the form of criticism on any individual or group of individuals but rather for the mutual benefit of all in the building industry. This consideration can lead to a more harmonious relationship. The common goal and concern of all is to expedite each contract with a minimum of confusion and the utmost of understanding for the responsibilities and duties of all concerned in a satisfactory completion of the work to the satisfaction of the particular owner.

"I would be most happy to meet with groups of architects either in a panel or in any other form of discussion for by so doing we can further unify our ideas about the handling of decorating problems."

PORCELAIN ENAMEL ENCASES 724 NEW STRUCTURES

The Porcelain Enamel Institute has revealed that 724 new curtain wall buildings encased in brightly hued porcelain enamel have been erected in the United States since 1954. The survey showed that the construction of these metal clad buildings has not been limited to urban areas or one particular section of the country. The report shows that the 724 buildings have been completed in almost every state in the U. S.

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MINNEAPOLIS



"I have had lots of troubles"

AFTER YEARS OF WORK, the doorway to literary success finally opened. She managed to get her novel, *Moods*, published.

It promptly flopped.

Undaunted, she wrote a second novel, which instantly turned out to be the rage of 1869. Businessmen, lawyers, housewives, everybody read and talked about *Little Women*.

Fortune had finally smiled on Louisa May Alcott. Twenty years had passed between her first writings and *Little Women*—years of privation, struggle, pain! She had worked as a maid, as a paid companion, had nearly lost her life as a Civil War nurse, had once come close to suicide.

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CONCRETE PRODUCTS ASSOCIATION BEGINS BIG PROMOTION

Seeking to aid architects and others in the construction industry of this area with problems concerned with concrete use, an extensive promotional campaign has been started by the Minnesota Concrete Products Association. The association is made up of concrete materials and products companies.

The first of a series of presentations in this campaign appears in this issue of our magazine on page 22. The campaign is aimed at acquainting all designers and builders with the advantages of using concrete and its products, their economy and the proper use of them in construction. Members of the association also are always ready to aid architects and builders with specific problems.

Our picture shows some of the officers and directors of the association. They are, left to right, John K. Bush, Anchor Block Co., St. Paul, Minn., secretary; Peter Neitzke, Neitzke Concrete Products Co., Detroit Lakes, Minn., first vice-president; Harold L. Flittie, Marshall Concrete Products, Inc., Minneapolis, Minn., director; Palmer Hanson, Hanson Block & Tile Co., Redwood Falls, Minn., treasurer; Joe Chalupa, Jr., Standard Building Material Co., South St. Paul, Minn., director;

Maurice Barnes, Barnes Sand & Gravel Co., Pipestone, Minn., director; D. L. Hammel, Owatonna Concrete Products, Inc., Owatonna, Minn., president; and T. M. Seppi, Seppi Brothers Concrete Co., Virginia, Minn., director. Charles M. Freidheim, Jr., Charles M. Freidheim Co., Minneapolis, second vice-president of the group, is not shown.

CROWN IRON INTEGRATES COLOR GALBESTOS WITH OTHER PRODUCTS

Crown Iron Works Company, a leading northwest manufacturer of structural steel, miscellaneous iron and ornamental metals, is getting a new reputation for the expert integration of colorful Galbestos with its regular structural steel and related building products, according to its officers.

"The praise coming Crown's way is due to the company's adaptation of the H. H. Robertson Co. protected metal, to help architects and engineers who have the problem of departing from usual masonry wall construction while still maintaining proper architectural treatment," the company said.

"Galbestos walls, now available in gray, green, red and buff, in addition to the original maroon and black, offer many decorative possibilities on projects where a light-

weight, low maintenance material is desirable."

Engineering, design and production technicians from the 79-year-old Minneapolis firm have been able to incorporate Galbestos into various types of insulated and uninsulated wall panel construction.

Some of Crown's current colorful installations include the Northern States Power Computer Center at Lauderdale; Minnesota Highway Department's district headquarters, Golden Valley; St. Regis Paper Company, Sartell; Minnesota & Ontario Paper Co., International Falls, and the Spring Valley, Minn., public school. In addition to Galbestos, Crown is distributor of such products as Page fences and Weldwood fire doors to assist in completing specific architectural assignments."

SMOOTH CEILINGS LISTS PRODUCT'S ADVANTAGES

There are many advantages to the Smooth Ceilings System of flat slab construction, which has been used widely in hospitals, schools, dormi-



A Smooth Ceilings Building

tries, commercial and industrial buildings in the U. S. and Canada, the company reported recently.

"In addition to great savings effected through reduction of quantity elimination of steel, there are other savings in time and materials when installing mechanical equipment," officials said. Pipes and other mechanical equipment run

down through slabs adjacent to columns without weakening construction. In several instances, hollow columns have been used for distribution of heating, ventilating and cooling air, thus eliminating the need for ceiling ducts.

"After a study by engineers, contractors and architects, the Smooth Ceilings System was adopted for the hospitals of the Kentucky Memorial Association because it was the most advantageous type of construction and provided the lowest cost per bed. The SCS was adopted for the Prudential Building because it offered the lowest cost fireproof building. In other cases SCS is used for floating foundations where soil conditions demand it. SCS construction recently withstood flood conditions without any damage."

Additional information will be furnished by Smooth Ceilings System, 802 Metropolitan Building, Minneapolis 1.

CLAY MASONRY HELP AVAILABLE THROUGH SCPI

Structural Clay Products Institute, Region 6, maintains a Minneapolis office at 401 Wesley Temple Building for the purpose of aiding all architects and engineers with any clay masonry problems. Charles "Chuck" Wetzler, Minneapolis representative of the institute, is ready at all times to help. Architects can reach him at FEderal 6-7055.

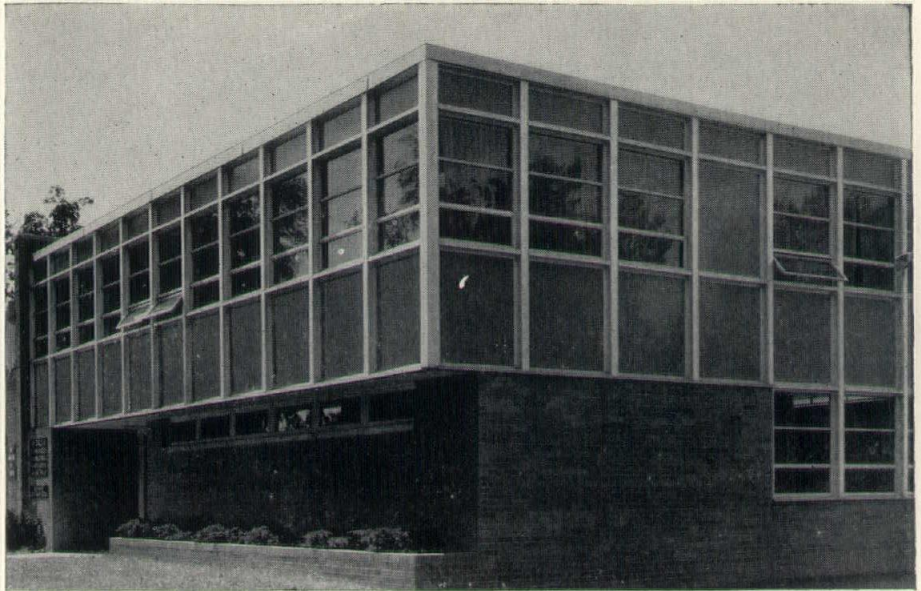
TERRAZZO ADVANTAGES CITED BY NW ASSOCIATION

Widespread use of terrazzo in construction is based on five advantages of the material, according to the Northwest Terrazzo Association, whose object is "to see that installations of this material turn out exactly as wanted." The advantages of this product listed are:

"Economy—initial cost is offset by freedom from repairs, replacements and excessive upkeep over a period of years. This is usually far less than the long range cost of other types of floors, since repairs, replacements and upkeep are added to the initial cost.

"Comfort—finished terrazzo is easy to walk on, less slippery than any waxed surface.

"Cleanliness—terrazzo can be sealed so as to be practically non-



-nothing cut but costs

Making the most of modern materials, the architect here combined Davidson Architectural Porcelain with aluminum sash. Result: vir-

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

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

"Made for the job," Davidson Panels provide easy erection, plus trim appearance and durability. Buildings go up faster, more economically, with Davidson Architectural Porcelain, the modern building material.



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absorbent. Its smooth, unbroken surface cleans easily, harbors no accumulation of germs, paves the way to aseptic cleanliness.

"Color and Design—terrazzo has warmth and beauty and can be specified in any design, pictorial or geometric, in virtually any combination of colors.

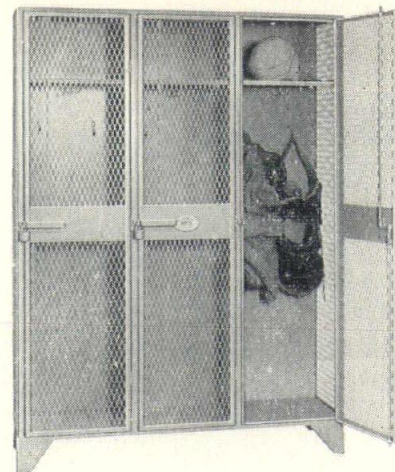
"Dependable installation—our objective is to see that terrazzo installations turn out exactly as wanted."

Go—Duluth!

DE BOURGH LOCKERS FIT INTO MANY SPEX

All-American Athletic Lockers, made by De Bourgh Manufacturing Co., Minneapolis, are "ruggedly constructed of heavy gauge steel with sturdy diamond steel mesh on three sides, a construction feature which provides ample ventilation for drying, reduces unnecessary clothes handling and eliminates offensive locker-room odors."

Units are finished in baked enamel according to the customer's color sample and are shipped completely



assembled, ready for immediate use, the company said. An exclusive three-point door latching device eliminates the theft problem and increases door sturdiness.

Lockers are available in 1, 2 or 3-locker units made for back to back or single row installation and come in two sizes, full length or the half-length "Junior" size. Each locker is equipped with clothes hooks. They can be had with or without legs and/or oval brass number plates.

All-American Lockers have been installed in the new Municipal Stadium, St. Paul, the new Metropolitan Stadium, Bloomington, by the University of Minnesota Athletic Department and in the Bemidji and International Falls high schools.

Complete information and descriptive literature may be secured from the manufacturer, De Bourgh Manufacturing Company, 2974 27th Ave., So., Minneapolis.

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DOX-BLOCK TELLS OF NEW APPLICATIONS OF SYSTEM

Although the representatives of Dox-Block System "believe that most engineers and architects have a general working knowledge of the system with regard to its design and application," they feel that there are new applications of value to modern design.

We believe that most engineers and architects have a general working knowledge of the Dox-Block System with regard to its design and application.

"We therefore invite them to discuss with our engineers any of the following new applications:

"Continuous design, giving a

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monolithic effect to an assemblage of precast units.

"Specifications for lightweight acoustical plastic applied to Dox ceilings.

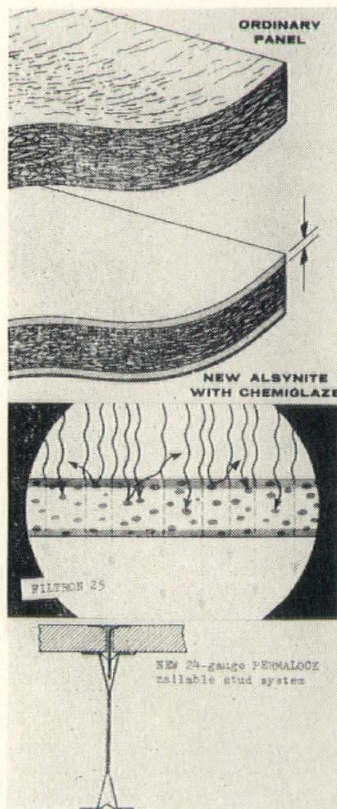
"New Dox production technique and its significance.

"Ultimate strength design."

STEEL STRUCTURES ANNOUNCES NEW FEATURES ALSYNITE AND PENMETAL

Elwood Molander, vice-president and general manager of Steel Structures, 821 Ninth Ave. S.E., Minneapolis, has announced new features in two of the building products which his firm distributes, Alsynite and Penmetal.

"Ordinary fibreglas panels are



made with uncontrolled fibreglas mat; the strands run all the way to the surface," Mr. Molander said. "Under weathering conditions these strands become exposed. With Alsynite's exclusive, new Chemiglaze process the fibreglas is compressed into an extra strong central blanket with a full controlled surface on both sides. Alsynite with Chemiglaze is much more resistant to erosion and delivers longer lasting beauty.

MAY-JUNE, 1957



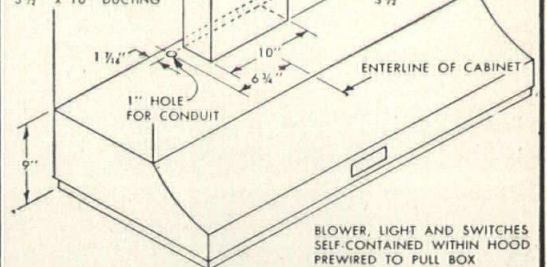
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Stanthony Hoods are easier to install because they are self-contained, completely-assembled units, with lights, switches and blower all prewired to one connection box, and ready to operate after two wires are connected to the house current. No wall 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.

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TO CLEAR STANDARD
3 1/2" x 10" DUCTING



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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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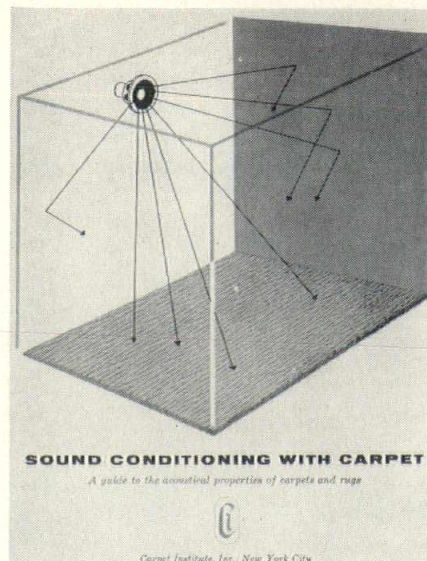
"Alsynite offers a second new feature called Filtron 25, an exclusive heart-blocking formula which cuts heat transmission from about 60% with ordinary panels, to as low as 10%, to transmit soft, cool, diffused light even on the hottest days.

"The new Penmetal Permalok stud system introduces a *nailable*, non-bearing steel stud, reasonable in price and easy to erect. Collateral materials such as metal lath, gypsum lath, wallboard, sheet metal, etc., are secured with nails or screws, which are locked in a permanent vise-like grip."

CARPETS IMPORTANT AS SOUND ABSORBERS, INSTITUTE SAYS

Carpets and rugs absorb airborne and impact noises equally as well as most standard sound conditioning materials, according to research sponsored by the carpet industry and reported in a publication of the Carpet Institute, "Sound Conditioning with Carpet."

"Of major importance to acoustical engineers, industrial designers and consumers is the fact that the study highlights the possible false economy of installing non-carpeted



floors and then compensating for their acoustical shortcomings by sound conditioning other major surfaces," P. M. Jones, institute president, said.

Using five representative carpets, typical of those used in installations where acoustical considerations are a factor (such as theaters), the first series of tests was staged in the reverberation chamber of the United States Bureau of Standards, Washington, D. C. Standard sound absorption measurements were made with and without underlay to simulate different types of installations. Results from the chamber tests showed that four out of five carpets tested had a range performance equal to many acceptable acoustical materials—a noise reduction coefficient of .50 to .60. In lay language this means that carpet reduces airborne noises slightly more than 50 per cent, the report said.

Among data revealed were the following:

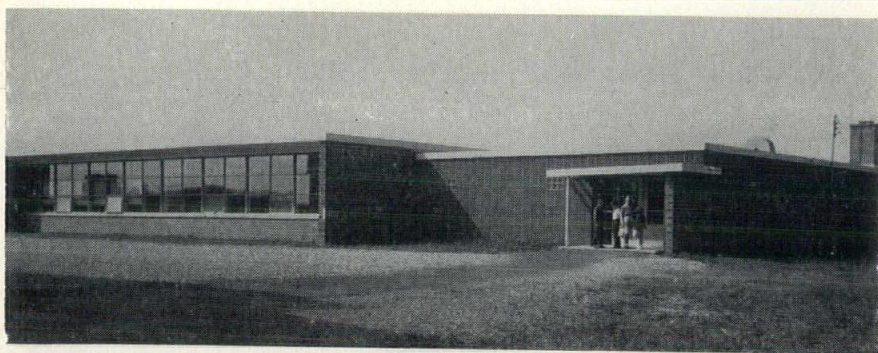
Density of pile: important factor affecting sound absorbency; the more dense the pile, the greater the absorption.

Depth of pile: a deeper pile provides greater sound absorption.

Pile structure: has little effect on carpet's sound conditioning role; cut or looped pile perform equally as well.

Fiber content: makes no difference whether you use wool, cotton, Nylon, acetate rayon or viscose rayon.

Underlays: substantially increase absorption; recommended for greatest effect are hair felt and foam rubber; sponge rubber tends to be less



THIS CLAY MASONRY SCHOOL COST ONLY \$7.26 PER SQUARE FOOT

The lovely St. Mary's Parish Parochial School at Ellsworth, Wisconsin, cost only \$7.26 per square foot. The exterior is built of Exterior Face Tile; the interior partitions are Acoustile. The architect was Grant J. Paul, Eau Claire, Wisconsin.

Write for information about clay masonry schools

STRUCTURAL CLAY PRODUCTS INSTITUTE
Region 6 • AMES, IOWA

absorptive.

Copies of the bulletin are available free from Carpet Institute, 350 Fifth Avenue, New York 1, N. Y.



STYROFOAM NOW AVAILABLE FOR BUILDING USES

Scores of Northwest firms and a

growing number of private dwellings are finding increasing use for an unusual building material, Styrofoam, a multicellular insulation made by Dow Chemical Co. and now being distributed in this area by Edwards Sales Corp. of Minneapolis. It is made by expanding the plastic, polystyrene, about 40 times.

The product is so light a youngster can balance a nine-foot board on the fingertips of one hand, yet it is so strong it can be used as a base for concrete floors, for built-up roofs and in the construction of self-supporting partitions, its makers say.

"The product makes use of two of the best non-conductors of heat known, plastic and an entrapped gas (present in millions of non-connecting cells). Thus, its insulating properties are so great that one inch equals the insulating value of four feet of concrete, two feet of glass or four inches of wood. Its K factor is extremely low, only .25.

"The product also is a permanent water barrier, with a closed cell construction that completely prevents entrance of water by capillary

action. It is unaffected by water or water vapor. Water pickup is only on the open cells of the surface.

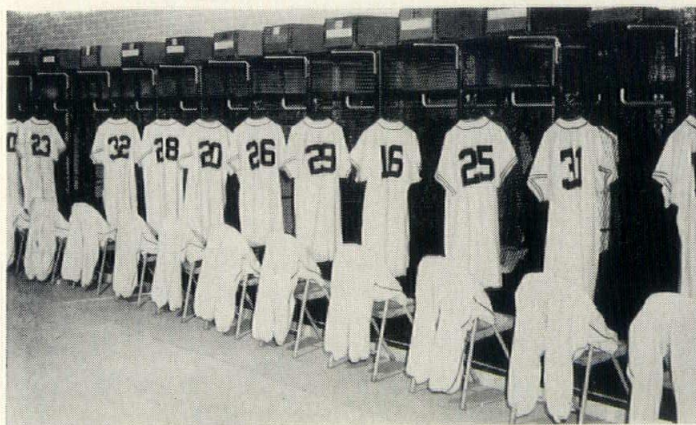
"It has great structural strength with an average compressive strength of 3,000 pounds per square foot, coupled with extreme light weight (only 2.4 ounces per board foot).

"Styrofoam speeds up construction while cutting down on costs, because its lightness permits greater ease of handling and it is ideal for food handling or food storing plants since it has no odor and does not sustain growth of mold or other fungus (thus does not attract rodents or vermin, since it has no food value).

"This product makes it possible for architects and contractors to plan basement areas around smaller heating units, since its extreme insulating value minimizes heat loss."

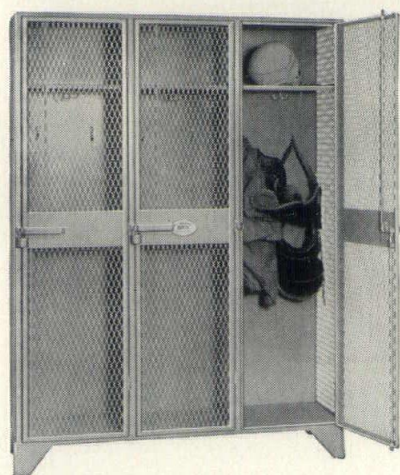
THREE NORTHWEST COMPANIES DISTRIBUTE ADEL CLAY PRODUCTS

Three well known building supply firms in Minnesota distribute Adel



ABOVE: Specially built Big League Type All-American lockers installed in the new Metropolitan Stadium, Bloomington, Minn. . . . Home of the Minneapolis Millers.

Johnson, Drake & Piper, Inc., General Contractors
LEFT: Standard unit is 18" w x 16" d x 6' h . . . 1, 2, or 3 lockers per unit . . . for back to back or single row installation . . . full or half-length. Legs and brass number plates optional . . . padlocks extra.



All-American ATHLETIC LOCKERS 1st Choice of Coaches!

They're the lockers coaches . . . players . . . and school boards like best because:

- ✓ Thirteen to 15 gauge diamond steel mesh on three sides of each locker provides ample ventilation for drying . . . the locker room becomes a drying room, reducing unnecessary clothes handling . . . eliminates offensive odors.
- ✓ They're ruggedly constructed of heavy gauge steel to give a lifetime of service . . . outlast conventional lockers three to one.
- ✓ Finished in baked enamel, per customer's color sample.
- ✓ An exclusive three-point door latching device eliminates the theft problem and increases door sturdiness.
- ✓ They're roomier . . . cleaner . . . neater . . . completely equipped with hooks.
- ✓ They're shipped completely assembled, ready for immediate use.

FOR COMPLETE INFORMATION ON ALL-AMERICAN ATHLETIC LOCKER WRITE TO:

DeBourgh

MANUFACTURING CO.

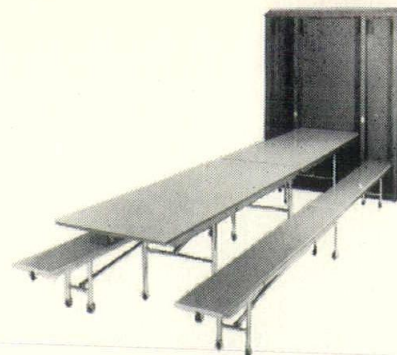
Dept. NA—2924 27th Ave. South
Minneapolis, Minnesota

Clay Products' face tile, brick and other vitrified clay products, according to F. L. McCrea, Adel manager. The firms are Duluth Builders Supply Co., The Gran-A-Stone Co., St. Cloud, and Twin City Brick Co., St. Paul.

Mr. McCrea said these firms can supply brick and tile from either the Centerville or Redfield Adel Clay Products plants. The Adel Clay Products Company was established in 1894 and sales offices and warehouses are located at 101 Ashworth Road, West Des Moines, Iowa.

"WALL TABLES OF TOMORROW" ANNOUNCED BY HALDEMAN-HOMME

New "Wall Tables of Tomorrow," said to incorporate features hitherto unavailable in wall-type lunch tables, have been introduced by the manufacturer, Haldeman-Homme Mfg. Co., St. Paul. The new tables are the latest addition to Haldeman-Homme's line of Erickson Fold-A-Way tables, stages, choral risers and band stands for multiple use of space.



Special features of the new wall tables, the company said, include:

1—Tables and benches that unfold or detach with special latch in cabinet; no mechanisms operated through holes in table tops and benches.

2—Tables and benches hide-away in full recessed cabinets, or handsomely finished flush-mounted cabinets, only 6½" deep.

3—Exclusive automatic hydraulic action at no extra cost. "Thanks to the specially designed Erickson hydraulic cylinder," says the manufacturer, "all a custodian has to do is unlatch the table. It operates gently, quietly, quickly, by itself."

4—Tough, colorful plastic tops and benches in any of five decorator colors, solid or two-tone combinations.

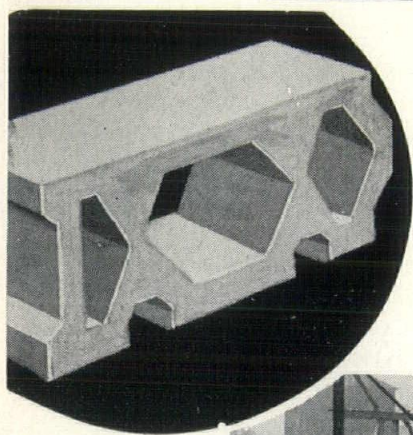
Complete information on these and other features of the new Erickson "Wall Tables of Tomorrow" can be obtained from Haldeman-Homme Mfg. Co., 2580 University Ave., St. Paul 14, Minn.

SHER'S EXPANDS IN DULUTH AND VIRGINIA

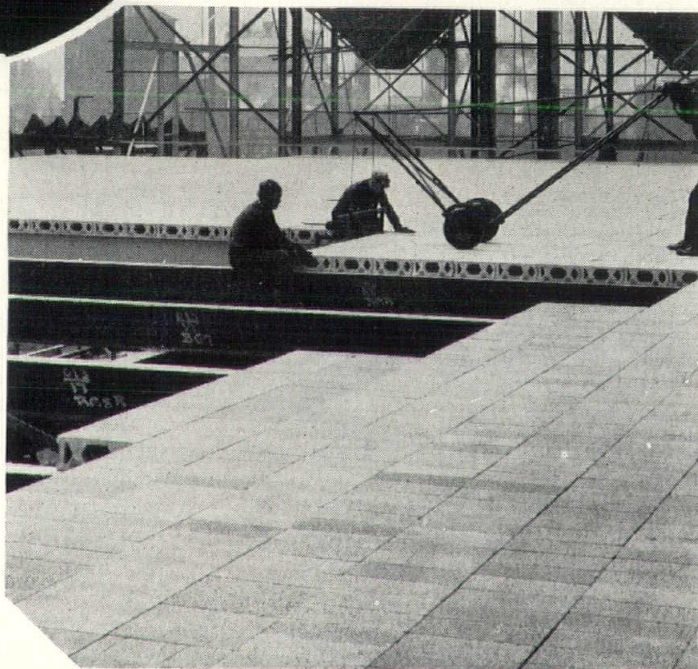
Sher's Contractors, in the plumbing and heating business since 1923, was started in Duluth by Joseph W. Sher. They now have two shops, Sher's Contractors in Duluth and Virginia Plumbing and Heating Company in Virginia, managed by Alvin I. Sher.

All types of work are done in both shops, Mr. Sher said. In the past ten years they have done the plumbing, heating and ventilating work in twelve schools, two hospitals, office buildings, apartment buildings, mine works and hundreds of residences. Repair and remodeling work have been an integral part

NORTHWEST ARCHITECT



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For Floors and Roofs

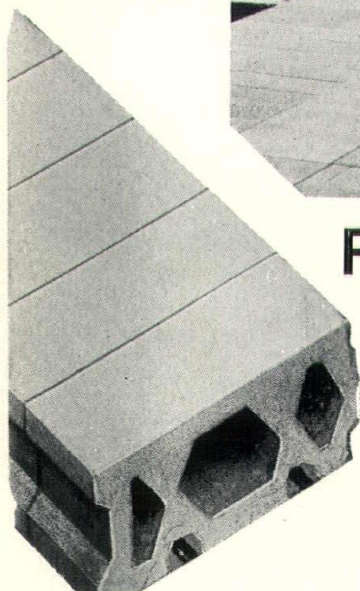
REINFORCED LIGHTWEIGHT AGGREGATE

For residential, commercial, industrial and agricultural building

DOX-BLOCK SYSTEM

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VANDER HEYDEN, Inc.
6633 Nat'l., Milwaukee, Wisc.



of Sher's operation since their founding.

"Staffed by capable engineers and estimators," the company officers said, "Sher's entire staff is interested in doing the best work on any job they have. Their integrated service department is capable of doing any phase of mechanical work and maintenance."

ST. PAUL STEEL FRAMES NEW GENERAL MILLS STRUCTURE

A colorful, old-world "topping out" ceremony was held April 15 to herald completion of steel framework for the new General Mills office building and executive wing in Golden Valley.

Scheduled for completion next January 1, the building's main section will measure 333 by 183 feet and house general offices. The executive wing on the south (or rear) side of the four-level structure will measure 143 by 120 feet and include the firm's executive offices, cafeteria, employees' lounges, a lower-level garage and other special facilities.

Skidmore, Owings and Merrill, Chicago, are the architects-engineers. Johnson, Drake and Pipe, Minneapolis, are the general contractors, and steel was fabricated by St. Paul Structural Steel Co. Initial shipments of fabricated steel left the yards of St. Paul Structural Steel in December and erection was completed "ahead of schedule" on April 1, despite the fact a change in specifications called for 15 per cent more steel. Finished steel was transported by trucks in an almost continuous shuttle-type delivery operation. On a number of occasions, 160 tons of steel were erected in a single day.

Spaced 10 feet apart across the front of the building are 33 steel columns—some up to 43 feet in height. Maximum floor space of 269,854 square feet has been assured with the installation of 60-foot clear steel spans.

HEBRON BRICK CLAY DEPOSITS CALLED AMONG BEST IN U. S.

The Hebron Brick Company, which has been in business since 1904 at Hebron, N. D., owns its own clay deposits, which are "re-

cognized as being some of the very best in the United States," according to officials of the firm.

"Face brick produced by this company has been accepted as being of the very highest standard and the best of quality for years and years by architects and builders everywhere," it was said. "Laboratory tests show the face bricks made by Hebron Brick Company exceeds all required ASTM specifications for

severe weather conditions. As a matter of fact, our brick has been accepted by the United States government for use in Alaska, as being best suited in the climates of that area. The bricks are further well suited for construction in areas where salt water freezes prevail.

The area of operations for the company extends from Wisconsin, continues West to the West Coast and into Canada.

New School Project on the Board?

...add "the touch"
that makes it really new...

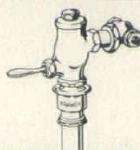
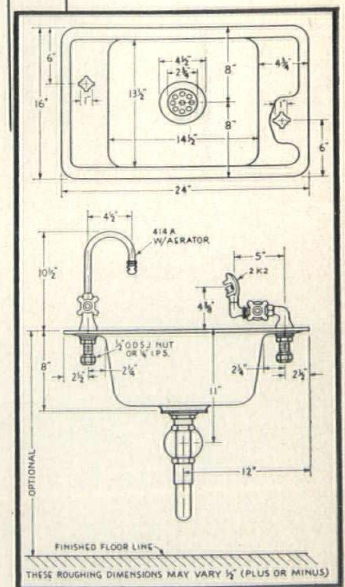
HAWS classroom DECK-TYPE FOUNTAINS



Acid resisting porcelain enameled cast iron receptor, 16" x 24", equipped with drinking faucet and pantry faucet...with HAWS advanced sanitation features for utmost cleanliness and safety.

Specify water facilities where they're needed most—right in the classroom! HAWS versatile deck-type fountains are available with optional combinations of VANDAL-PROOF faucets and fixtures to meet any classroom need.

And for appearance... they can't be beat! Handsomely designed in lifetime stainless steel or acid resisting enameled iron, they add pleasing functional beauty. Five basic series fit every space and service situation. Make your school refreshingly new throughout—with HAWS Deck-Type Fountains. Write for detailed information...**TODAY!**



HAWS features complete lines of drinking fountains, electric water coolers, emergency eye-wash fountains—and KRAMER Flush Valves, for every make plumbing fixture.

HAWS DRINKING FAUCET CO.

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Representatives:

A. C. BJERKEN & ASSOCIATES, 2645 University Ave., St. Paul 14, Minn. Ph. MI. 4-5121
G. D. HAUP, 5546 No. Berkeley Blvd., Milwaukee 11, Wis. Phone WOodruff 2-1142



OUTDOOR LIVING HITS THE UPPER MIDWEST

For years, when you thought of outdoor living, you thought of Southern California only. In recent years, however, the people of this area have come to realize that their late springs, summers and early au-

tumns can be more pleasant than the climate of most any other part of the country so why not enjoy them to the fullest, out in the sun and the breeze?

"To enjoy outdoor living to the

maximum, you want to remain at home, on your own property, and not fight traffic," officials of Canton Redwood Company pointed out recently. "This means that you must have privacy such as is afforded by a redwood privacy fence (like the basket-weave). Most lumber yards now buy redwood for fencing in carload quantities and have booklets on fence designs. Quantity buying and selling have reduced privacy fencing to an economical level.

"With the value of real estate increasing every year, a home buyer must be satisfied with a smaller lot and can make better use of all of his property by extending his home to all he owns with a redwood fence.

"The next step for convenient outdoor living is a patio, which is the center of your privacy area. This can merely be a small area covered with redwood or concrete patio blocks or it can be more complete with a redwood sunshade or roof. The patio can have lattice or solid walls for storage, additional privacy or to serve as a windbreak. The patio can extend out from the

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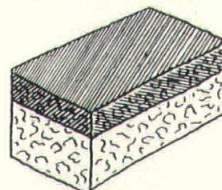
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Apply over old concrete to retard dusting and spalling.



- Covers and saturates concrete surface to average depth of $\frac{1}{8}$ ". Reduces abrasive wear to that of chemically hardened concrete.
- Seals surface from 95% to 98% water retention, gives slow curing, superior protection from rupture.
- Fills in voids and hairline cracks to insure surface uniformity. Prevents moisture and salts from penetrating, reducing possibility of spalling.
- Surface becomes impervious to oils, greases, salts, and mild acids, and can be painted, bonded, tiled without additional operations.

Speed-O-Laq "4014" Concrete Clear Coat meets ASTM specifications and has been field-tested by independent testing firms in hundreds of applications. Documentary proof of excellence supplied on request.

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SPEED-O-LAQ PRODUCTS CO., INC.

2386 WYCLIFF STREET • ST. PAUL 14, MINN.

house, or be a separate unit located any place on the property. In many cases, the patio and redwood privacy fence can be combined units. Using redwood, you are able to combine attractive design with economy—economy in both material and labor.

"Many architects and contractors are figuring decorative or privacy fences and patios in new home plans, incorporating them in the original financing. It is more convenient, and economical, to do this outside work while the house is under construction and the carpenter crews are on the job.

"Inasmuch as the material used in fences and patios is subjected to the full force of the elements, a durable wood such as redwood, which will not rot and which need not be painted or stained, should be used. For garden and patio work, specify Construction Heart Grade, which has some knots and is priced about the same as #2 Common Ponderosa Pine.

"Redwood fences and patios can

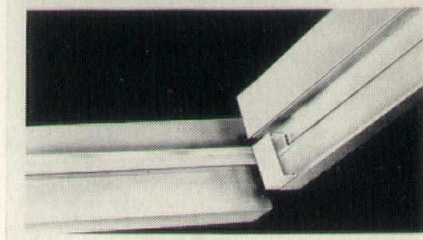
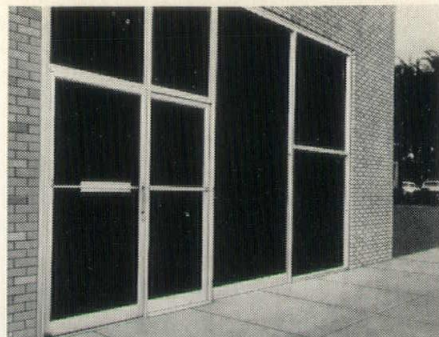
be designed in limitless patterns, shelters, and carports. Redwood retaining walls, planters, and garden boxes require no costly concrete footings, and are the answer for many landscaping problems. Over three million feet of Redwood will be consumed for outdoor living in this area in 1957."

Free booklets on Garden and Patio ideas, fences and retaining walls are available from Canton Redwood Sales Co., Box 5817, Minneapolis 19.

KAWNEER ANNOUNCES NEW FIXED GLAZING SYSTEM

A new building front and wall system that uses only a few standardized glass-framing members to provide unlimited design freedom has been introduced by the Kawneer Company of Niles, Michigan. Called "Narrow Line," the new system of slender, extruded aluminum components features putty-less, flush glazing throughout.

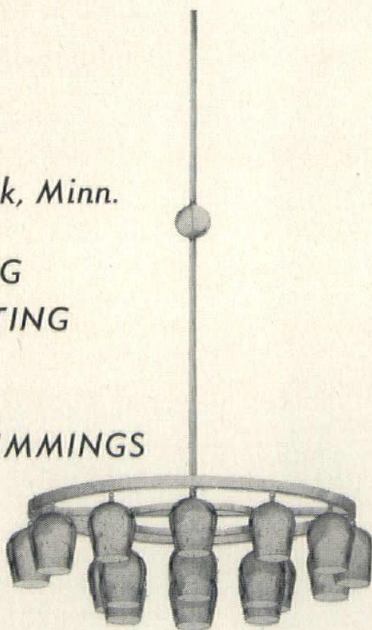
"Providing swift, clear sight lines,



it is planned for simplified, minimum-cost erection of glass-and-fixed glazing wall sections, entrances, store fronts and display windows in commercial, industrial and institutional buildings. It may also be used for interior vestibule work and partitions," the company said.

" L I G H T I N G I N S T Y L E "

- ST. LUKE'S
LUTHERAN
CHURCH
St. Louis Park, Minn.
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& SCHLICHTING
Architects
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BMD and R *Lighting*

- DESIGNERS AND MANUFACTURERS
- OF LIGHTING EQUIPMENT
- 7020 WALKER STREET, ST. LOUIS PARK
- MINNEAPOLIS 16, MINNESOTA



"Importantly, Narrow Line is the first fixed glazing system to offer flush glazing on all four sides of a glass pane. Built-in glass-holding channels in all the components eliminate the extra lines of the protruding glazing members common to most other systems. This provides the neat clean look of glass panes flowing directly into the framework. Glass stops may be used where the flush glazing innovation is not desired."

Flexibility of the system is enhanced because the same components will act as frames for doors; permit glass to be set straight or at an angle; and accommodate glass sections around any angle of a building front. Additionally, the report said, these multi-use framing members can hold colored wall panels of various other materials. Combinations of these materials and glass can be used to achieve a wide variety of striking design effects.

"The basic dimension of the system's vertical supports is 1¾" wide by 4½" deep. The narrow width does not impede the view of passers-by.

AIR-BLANKET "DOORLESS DOOR" ANNOUNCED BY INSULATION SALES

Details of the new developments in the doorless door of Air Door, Inc., which uses a flowing blanket of air from above to keep out weather, insects, dust and other unwanted things, are now available from this area's distributor, Insulation Sales Co., Minneapolis, according to Douglas Dunsheath, president of Insulation Sales.

"The doorless door will help eliminate drafts at the front of the building in which it is installed," he said. "The invisible blanket of air filtering down from the door mechanism acts as an insulation against drafts, a common hazard in supermarkets where conventional swinging doors let them in."

While the flow of air is hardly noticeable to persons walking through it, it is strong enough to repel insects and animals. A demonstration of this is the discharge of a CO₂ extinguisher into the door area, shown in our illustration, and its failure to penetrate to the man standing in the door.

Every hour a stream of water is



WESTERN MINERAL ANNOUNCES NEW SIDEWALL BLANKETING

A new blanket insulation for sidewalls has been announced by Western Mineral Products Co., Minneapolis vermiculite processors. In the picture here R. L. Eikenberry, assistant sales manager, and F. E. Homuth, district sales manager, receive the first shipment, which was flown in. Remarkably light, the new insulation weighs only two ounces per square foot. A new process so compacts it that two bales contain suffi-

cient material to insulate an area 25 by 32 ft., or the sidewalls of an average house, the company said.

Zonolite Glass Fiber Home Insulation comes in standard, medium, and full thickness. It is packed in bales weighing 22 to 25 pounds that contain 200 to 400 sq. ft., depending on thickness. A vapor barrier of aluminum foil has a lip for stapling the insulation to the studs.

There's much of value in Duluth MSA show . . . so go!



a filter and is once again pushed on its way by the blower.

The flow and its direction, guided by vanes, is determined in advance for the climate and weather of the area where the door is to be used. One test unit in the Midwest was used when the temperature dropped to minus 6 degrees. Cost was established at that time at about five cents per hour per foot of opening. The setup is designed to counteract the most severe normal winds. In the case of gusts of abnormal strength although the wind does enter it is tempered by the door's air flow and is not as severe as in the case of a conventional door's being blown open, it was reported.

Equipment for the door can be installed at floor level, overhead or below the door. The door is a standard height of 8 feet, widths in units of two feet to 10 feet, with custom jobs running wider and also higher.

Security closures are needed for times when the building is not open to the public. These are extras. Additional details can be obtained from Insulation Sales, whose ad on this new unit appears in this issue.

flowed into the pit below the door grating to wash away accumulated dirt and dust. A small switchboard in the office of the structure controls the temperature and flow of air through the door.

Briefly, the door mechanism is this. A blower sends air through a heater into a plenum chamber over the area from which it flows down to form the "door." It is received through a floor grating into the return plenum chamber, passes through

B. M. D. & R. LIGHTING EXPANDS

This area's only designers and manufacturers of custom lighting equipment have been working for 30 years with the architects and engineers of the Northwest area designing and manufacturing distinctive lighting for their buildings.

Now B. M. D. & R. Lighting is expanding into the southland and is furnishing custom contemporary lighting for the new Maison Blanche store in Baton Rouge, Louisiana, more than a dozen churches scattered throughout the southland and a beautiful new motel and lodge in West Virginia.

They are also furnishing some beautifully designed lighting for two of this area's newest country clubs—the Wayzata Country Club, designed by Shifflet, Backstrom and Associates, and the new Golden Valley Golf Club, designed by Armstrong and Schlichting.

In addition to lighting, or re-lighting, a great majority of the churches in this area, this company is very active in supplying lighting equipment for schools, banks, shop-

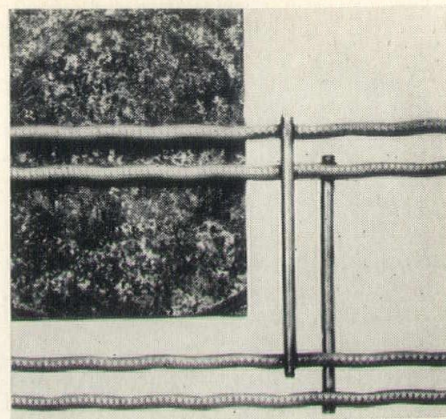
ping centers and public buildings of all types. They were pioneers in the fabrication of the "baffle system" of lighting for school classrooms—a combination acoustical and lighting system.

B. M. D. & R. has served on the U. S. Navy Lighting Advisory Committee and has worked for many years on the development of lighting equipment for the war-ships.

WAL-LOK NOW AVAILABLE IN GALVANIZED WIRE

Adrian Peerless, Inc., Adrian, Michigan, manufacturer of Wal-Lok Horizontal Mortar Joint Reinforcing, has announced Wal-Lok is now available fabricated from galvanized wire. The material used is 100,000 psi cold-drawn steel which has been "electrolytically galvanized."

"Wal-Lok Reinforcing manufactured from this material has withstood 12 weeks of exposure in all weather beneath a downspout where it was subjected to repeated rain



water baths without any appreciable rusting," the report said.

According to the manufacturer, the "electrolytic galvanizing" process provides a more complete bond between the zinc coating and the steel. The zinc actually penetrates the pores of the steel so the two metals are intermingled. As a result, according to the company, enough zinc remains on the steel after cold peening deforming processes and welding to prevent rusting for long periods. Even the sheared ends of Cross Rods and Longitudinal Bars are protected by

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JOBBERS

Arketex Ceramic Building Tile

Ochs Brick & Tile Co.

Sales Office

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Minneapolis, Minnesota

Plant & General Office
Springfield, Minnesota

the zinc wiped on the cross section surface.

The material is available in both extra heavy (3/16" side rods, 9 ga. cross rods) and super standard (8 ga. side rods, 10 ga. cross rods) grades as well as corners in both grades. For further information write Adrian Peerless, Inc., 1491 E. Michigan St., Adrian, Michigan.

BELL & GOSSETT PRIZE WINNING BOOKLET AVAIL- ABLE, MULCAHY HONORED

The booklet "Year 'Round Comfort with Water for Heating and Cooling," published by Bell & Gossett Company, which recently won an exceptional merit award from the National Association of Home Builders and the Producers' Council, is generally available for architects and others in the field.

"It has many illustrations to help the reader visualize the varied applications of circulated water in a home," the announcement said. "For example, the advantages of radiant heating using modern base-

board or floor panel units are explained fully in an easy-to-read manner. Similarly, new ideas in summer cooling are shown to be accomplished through chilled water circulating systems. It can help architects present these ideas to their clients.

"Shown also are other applications of circulated water in the home such as for melting sidewalk snow, for instantly available hot faucet water, and for budget saving zone heating."

Bell & Gossett is represented in this area by Bernard J. Mulcahy Com-

pany of Minneapolis. This sixteen page booklet can be had free of charge by writing Bell & Gossett Company, Morton Grove, Illinois.

The Mulcahy Company was recently presented with an award for placing first in percentage of sales increase by Bell and Gossett. Mr. Mulcahy, president, is the oldest Bell and Gossett representative in point of service, having been in its service more than 28 years.

Pictured here during the presentation at the annual sales conference in Chicago are (l to r) A. B. Meeg, general sales manager for Bell &



ARCHITECTURAL WOODWORK

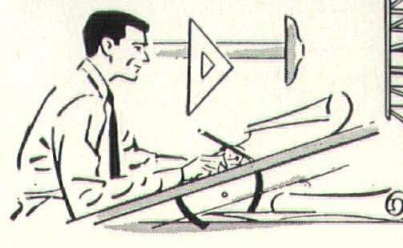


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Quality
Workmanship
From Established Craftsmen

**NORTHWESTERN
SASH & DOOR CO.**

Fergus Falls, Minnesota

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NEUBAUER
"TWIN-POST" SHELVING



SPECIAL SIZE SHELVING *at the price of standard*

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

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

NEUBAUER MFG. CO. 535 Lowry Ave. N.E.
Minneapolis 18, Minn.

Gossett, B. J. Mulcahy, Sr., B. J. Mulcahy, Jr., Bob Thompson of the Mulcahy Co., and R. E. Moore, president of Bell & Gossett.

PAULLE'S AWARDED MAY CO. STORE JOB

Another famous name has been added to the long list of prominent stores in the country served by the L. Paulle-Midway Fixture & Showcase Company of St. Paul, according to Carl R. Stone, vice-president and general sales manager.

Mr. Stone reported that first units of the third floor store fixtures and architectural woodwork for the May Company, University Heights, Cleveland, the total cost of which will be in excess of \$200,000, have been let to Paulle's. Completion date is August 1. The architects and store merchandising firm on the project are C. E. Swanson Associates, Inc., Chicago.

Paulle's also handled numerous outstanding jobs on the Twin Cities scene recently. Among them are the First National Bank of St. Paul, Drive-Up-Walk-In Auto Bank by



Bettenburg, Townsend, Stolte & Comb, architects, Steenburg Construction Co., general contractors; Great Northern and Burlington Railroad Ticket Office in the Lowry Hotel Building, St. Paul, by Ellerbe & Co. architects, Lovering Construction Co. general contractors; and the First Merchants State Bank, St. Paul, First Service Corporation, Kenneth W. Bacchus, general contractor.

A large portion of the store fixtures for the Southdale Shopping

Center, Edina, Minn., also were built and installed by Paulle's.

Fixtures for the new Great Northern and Burlington Railroad Ticket Offices are shown in the picture here.

TRUE MULTI-COLOR SPRAY REPORTED BY ZOLATONE

A "revolutionary decorative application which makes it possible to spray a surface with two or more colors simultaneously in a single



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Tel. Capital 3-6149

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260 Plymouth Ave., Minneapolis 11, Minn.

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MUCKLE POWER ROOF VENTILATORS

Specify Muckle Power Roof Ventilators and get all the features you are looking for. Low silhouette . . . fine appearance . . . quality built . . . a full line to choose from. From 254 CFM to 18,200 CFM. For additional information refer to Heating, Ventilating and Air Conditioning Guide . . . or contact . . .

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Manufacturing Co.

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The Gorgen Company

814 South 9th St.

Minneapolis

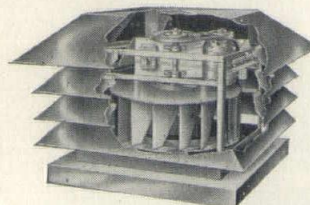
Phone Fed. 6-1645

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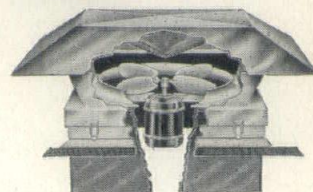
Muckle Manufacturing Co.

Owatonna, Minnesota

Phone 7249



Belt-Driven &
Direct Drive
Backward-
Curved Wheel



Direct-Drive
Propeller

spray coat," has been reported by makers of Zolatone.

"No special spray equipment is required nor is it necessary to learn a complex new spray technique. The nature of Zolatone allows colors to be intermixed and yet remain separate. No merging or blending or letdown of colors takes place. Instead of the single resultant color that would develop in the case of conventional paints, a multi-color blend is created in which all of the individual colors can be seen equally intermixed among the others in whatever ratio has been established. Upon being sprayed they create an interlocking network of color which is extremely pleasing to the eye."

This is possible, the Zolatone people said, because the particles of material are each enveloped in a fluid sac which protects each aggregate and prevents merging with any other aggregate, whether of the same or a different color.

"Thus, when you pour red Zolatone into white Zolatone you do not produce pink Zolatone. Rather, the white remains as white as before and

red retains its original color while all the aggregates intermix. The size of the aggregates can be controlled in manufacture and is available in fine, medium or large. Thus, by intermixing varying ratios of colors and sizes, there is no limit to the number of possible multi-color blends."

CHURCH STEEPLE

A contract for the construction of one of the highest church spires ever to be entirely prefabricated has been awarded to the Overly Manufacturing Company of Greensburg, Pa., and Los Angeles, Cal.

The 107-foot spire will be erected atop the Second Presbyterian Church in Indianapolis. It will be of intricate Gothic design and will be fabricated of lead coated copper. The tip of the spire will be 195 feet from the ground. Construction of the spire will be done entirely in Overly's Greensburg plant. It will then be dismantled and shipped to the job site where it will be reassembled and lifted into position.



**KENNETH BROS NAMED
VICE PRESIDENT**

Kenneth Bros, a supervisor of the construction equipment department and sales engineer for Twin Cities industrial accounts, has been elected a vice president of BROS, Incorporated, 75-year-old Minneapolis firm, according to Raymond J. Bros, president. BROS, Incorporated is one of the nation's leading manufacturers of road construction machinery and equipment, heavy duty boilers for industrial use and special steel fabrications for all types of construction work.

MANKATO CUT STONE MANKATO SPLIT FACE ASHLAR STONE

Enduring Colors of

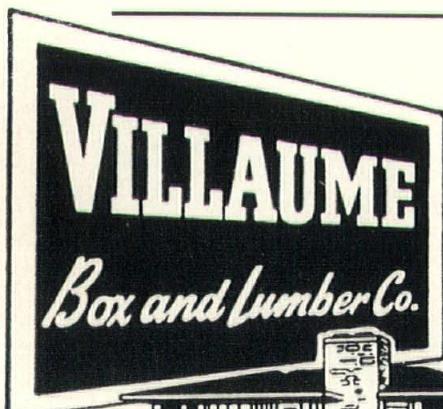
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Mankato, Minnesota

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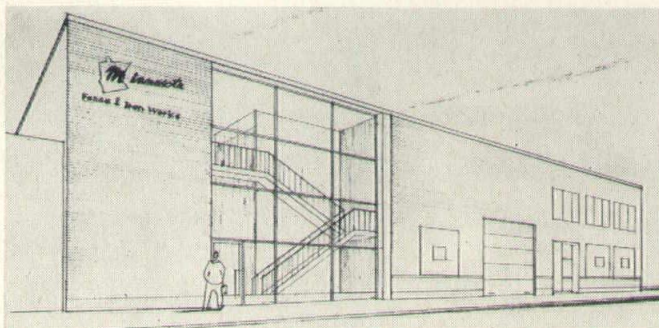
St. Paul, Minnesota

A member of the third generation of his family to work for the firm founded by his grandfather, the firm was formerly known as the Wm. Bros Boiler & Mfg. Co. The new vice-president is a mechanical engineering graduate of the University of Minnesota and has been with the company since his graduation in 1928.

enlarged office area, engineering room and conference room, plus an additional 4,000 square feet of shop area for the fabrication of metal products.

"Minnesota Fence & Iron Works was established in 1869 and since has continuously served architects, contractors, engineers and industry, as well as individual home owners, in the fabrication and erection of

MINNESOTA FENCE EXPANDS ST. PAUL FACILITIES



A \$100,000 expansion program has been announced by Eugene J. Lentsch, president of Minnesota Fence & Iron Works, Inc. Plans call for the construction of a two-story addition to the present brick, concrete and steel structure located in St. Paul.

The addition will provide for an

miscellaneous and ornamental metal products," the announcement said.

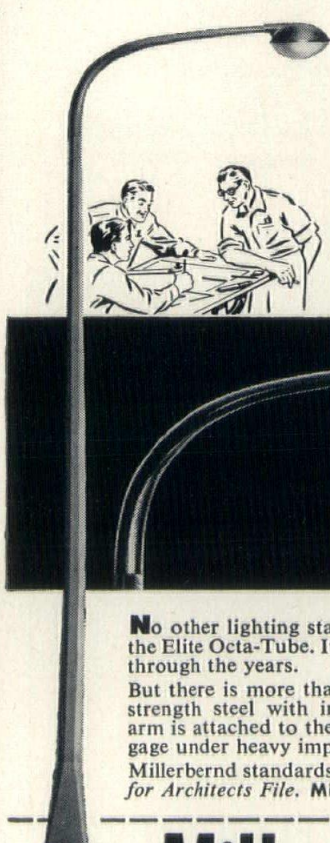
"The new facilities will enable Minnesota Fence to serve the Northwest more efficiently and its annual payroll will be increased substantially, which will be of a benefit to this area. The project will be completed in August of this year."

- 1—MSA
- 2—Duluth
- 3—June 27-28
- 4—Meetings
- 5—Exhibits
- 6—Nuff sed!

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No other lighting standard matches the clean design of the Elite Octa-Tube. It is styled simply . . . to stay modern through the years.

But there is more than beauty. It is fabricated of extra-strength steel with integral tapered base. The tapered arm is attached to the top of the pole . . . will not disengage under heavy impact.

Millerbernd standards available in 5 modern styles. Write for Architects File. Millerbernd Mfg. Co., Winsted, Minn.

Millerbernd

ELITE OCTA-TUBES

MAY-JUNE, 1957

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Varnishes
Enamels**



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Melrose Park, Ill.

**FARNHAM'S NAMES
WESTBURG OFFICE DESIGN
DIRECTOR**

Farnham's has announced appointment of Del Westburg, nationally-known color authority, as director of its office design department.

"Mr. Westburg comes to Farnham's after several years with the Leo A. Daly Co., commercial architects with offices in Seattle, San Francisco, St. Louis and Omaha, where he headed a department specializing in interiors," the company said. "His creative planning resulted in some of the finest offices for hospitals, schools, churches and commercial firms throughout the country. He also had his own business in Minneapolis as a color consultant."

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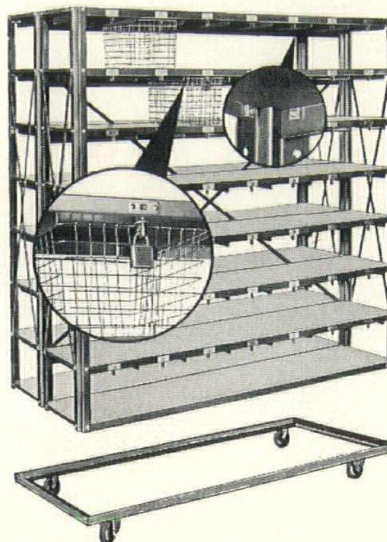
Delano Structural Granite
Copings—Stair Treads—Flagstone

**Rubble Stone
Company, Inc.**

3611 W. Lake, Minneapolis
WAlnut 2-6262 WAlnut 2-4103

Mr. Westburg is a native of Minneapolis and is a graduate in interior design from the Minneapolis School of Art.

Farnham's, with offices in both Minneapolis and St. Paul, has designed and furnished business interiors for such recent new buildings as the Lutheran Brotherhood Insurance Co., American Hardware Mutual and the Marquette National Bank.



**MOBILE BASKET LOCKERS
SAVE SPACE**

Aisle space between basket racks used in gymnasium locker rooms is saved when the racks are mounted on casters for withdrawal from a rack stack as needed, according to the Newbauer Mfg., Minneapolis. "The caster assemblies for these mobile basket racks are available separately for the conversion of stationary racks or for other similar conversions. The extra rigidity desirable in mobile racks is claimed for the

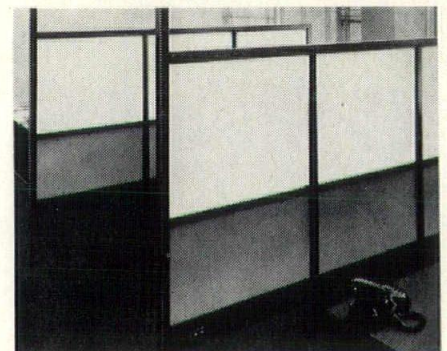
twin-post corners (small inset in picture here) which distinguish the shelving products of Neubauer," the company said.

"Another exclusive feature of the Neubauer Basket Racks is their recessed lock hasps (large inset in picture) which can't snag clothing or cause injury. Standard Neubauer products are steel library shelving, open-shelf filing equipment and storage shelving, all of which are made to fit any size space without extra charge for odd dimensions. The company also fabricates metal racks, work benches and drawing tables for special purposes."

**COLORED SAFETY GLASS FOR
OFFICE PARTITIONS**

Safety glass in a wide range of rich, opaque colors, recently developed in Europe, is now being introduced in the United States as a decorative, practical panel material for office partitions by Mondial United Corporation, New York.

Called "Colorsan," this new architectural material is shatterproof and, like automotive glass, meets all safety specifications, the company said. The colors are obtained by the lamination of colorfast pigmented vinyl between two sheets



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- PLUM VALLEY
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of window glass. This produces two identical useable sides on each panel.

"Colorspan is available in 12 decorator colors, ten opaque and two translucent, to complement most office decors," the report said. "It can, however, be supplied to meet any custom color specification. Proved fadeproof through accelerated weathering tests by the U. S. Electrical Laboratories, it never needs refinishing. The organic color is permanently sealed in.

"Advantages of Colorspan for office partition use are many. Colors are bright and permanent. The material requires almost no maintenance. It has a high safety factor. It is less expensive than colored tempered glass and is comparable in price with ordinary safety glass and with other common partition materials such as porcelainized steel, wood or plastic.

Colorspan is offered in stock sheet glass sizes, or is supplied cut to size at no extra cost. At present, it is available in thicknesses of from 13/64 inch to 1/4 inch. Maximum stock sheet size is 46" x 94". Delivery time is two months from receipt of order, and the price varies with the port of delivery.

In addition to its usefulness for office partitions, this new color glass product has been found to be an excellent material for sliding doors, shower doors, table tops, outdoor furniture, and other products where attractive color accent is desired.

Additional details can be had from Mondial at 625 Madison Avenue, New York, N. Y.

Come on to — — DULUTH!

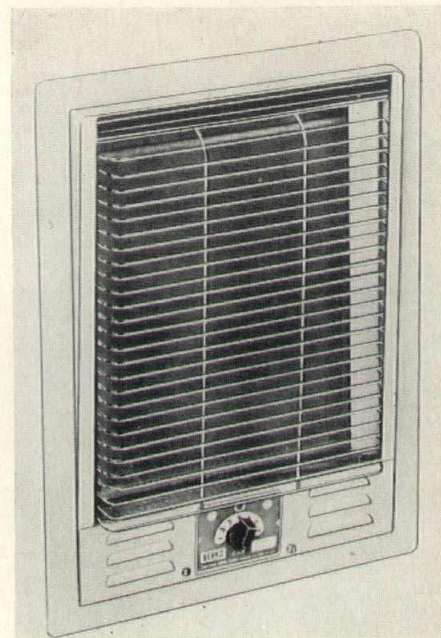
BERKO RADIANT PANEL IS VERSATILE, POWERFUL

A new 750-watt glass radiant heater has been added to the Berko Electric Mfg. Co.'s lines. Berko makes the point that this new unit "concentrates more heat per square inch of glass surface than any other heater of equal rating and at the same time it provides the great comfort and safety for which glass radiant heating has become known."

The recessed mounting permits unobtrusive installation. The panel has a built-in snap action thermostat that will not cause television interference, and allows the user to keep room temperature under finger-tip control.

The complete Berko ratings on this new unit are: 750-watts-2,560 B.T.U.-120 volts, 6.25 Amps. (model RBT 120)-240 volts, 3.12 Amps. (model RBT 240). The panel measures 13" x 17" x 5" and the shipping weight is 13 pounds.

The new High Output Series, of which this 750-watt is a part, includes panels ranging up to 2,000 and 3,000 watts.



"Since electric radiant heating has built its reputation as a method of supplementary and additional heating, this development may be one of the industries' biggest steps forward. Now glass radiant heating is competitive in cost with any other method of heating!"

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COLORED GRANITE USES BROADENED, DELANO REPORTS

A broader application of the use of colored granites for structural assignments is being recommended by Delano Granite Industries, following several successful adaptations of the idea by the Delano, Minn., firm. Delano has found its colored granite to be ideal for steps and platforms, where traffic is heavy and constant, according to Ed Blycker, structural sales manager.

Delano jobs currently under con-

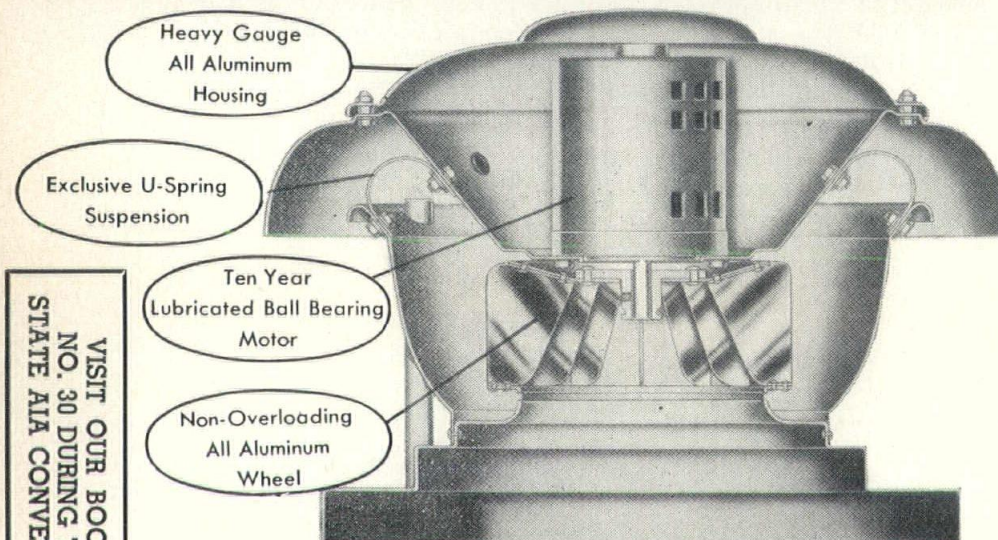
struction, using granite in this application, include Freshmen Dining Hall, University of Notre Dame, South Bend, Ind., architect, Ellerbe & Co., St. Paul; Benedictine Heights College, Tulsa, Okla., architects, Slattery & Slattery, Tulsa, and Reynolds & Morrison, Oklahoma City, Okla.; grade school, Huron, S. D., architect, Harold Spitznagel, Sioux Falls, S. D.; Beth Shalom Synagogue, Pittsburgh, architect, Alexander Sharove; and Hastings Hotel, Minneapolis.

The stone's permanent beauty and

design, plus its wearing quality and minimum maintenance demands, make granite an economical construction material for use on jobs where other, softer stones and concrete become badly worn and cracked because of excessive wear, Mr. Blycker pointed out.

"Use of colored granite for steps adds a striking note to a building's exterior approach," according to Mr. Blycker, "because of the contrast created between the machined non-slip tread and the riser, which may be either rubbed or polished. Delano Granite Industries has 17 colors available from which to choose."

JENN-AIR *Quiet-tested* POWER ROOF EXHAUSTER



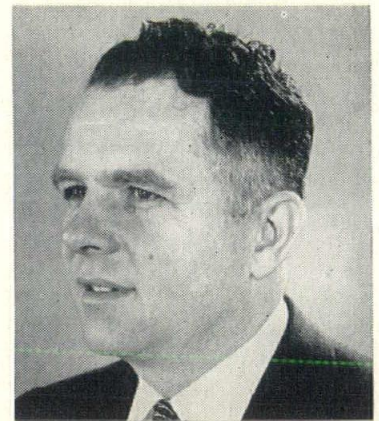
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WALL & BELT DRIVEN UNITS

Heltne Ventilating Company

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TA. 3-1770



**GILMER OF DELANO
GRANITE MADE "YOUNG
PRESIDENTS" MEMBER**

Donald O. Gilmer, mayor of Delano, Minn., and president of Delano Granite Works, Inc., is the sixty-fifth Minnesota executive to become a member of the Young Presidents' Organization. Mr. Gilmer is 39.

Members of the YPO, organized six years ago, are company presidents who became heads of their firms before the age of 40. Their companies all have annual sales in excess of \$1,000,000.

President of the Twin City chapter is Alvin T. Leonard of Superior Plating, Inc., Minneapolis.

Two other Minnesota men are national officers of the organization which now numbers approximately 1,100. They are Henry P. Albrecht of Waco Manufacturing Co., St. Louis Park, national director and secretary; and Joseph C. Winslow, of Mutual Products Co., Minneapolis, area vice-president.

NORTHWEST ARCHITECT

**Welcome
to
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THE CITY OF DESTINY!

Come in and browse around

A & E
SUPPLY COMPANY
Complete Office Outfitters
212 West Superior Street

MUCKLE VENT FEATURES LOW SILHOUETTE

An extremely low silhouette is a feature of the Lo-Sil Vent, manufactured by Muckle Manufacturing Company, Owatonna, Minnesota.



The manufacturer claims that this design in power ventilation meets the present architectural trend, yet maintains high operating efficiency.

The ventilator is available in 31 capacity sizes, varying from 225 cfm to 17,600 cfm, with static pressures to $\frac{5}{8}$ -inch. The motor is mounted on special vibration separators and the hood is hinged and secured by two heavy-duty draw buckles for inspection purposes. All material used in the vent is heavy gauge steel, electric welded and finished with two coats of paint. The motors are totally enclosed with full ball-bearing available for single or three-phase current. The single-phase motors are of the capacitor type for variable speed operation.

Additional information can be secured by writing Muckle Manufacturing Company, Owatonna, Minnesota.

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FLOUR CITY IRON GREW WITH ARCHITECTURE

Ever since Flour City Ornamental Iron Company was founded in 1893 the company's growth and progress has largely depended upon and closely followed the growth and progress of architecture in this area, according to company officials.

"In the span of 64 years, Flour City has emerged from the early days of a company that sold 'everything in wire, wrought iron and brass work, any finish,' to one of Minneapolis's major businesses. Today the company supplies custom-designed curtail wall panels, windows, distinctive doors and ornamental metal work for many major building structures throughout the United States," they said.

"For our growth and progress we of Flour City owe the architects of the Northwest a debt of gratitude for through their careful study and research, their inventiveness and skill, they have made an increasingly important contribution to the handsome 'new' cities that are fast becoming an enduring part of the American scene."

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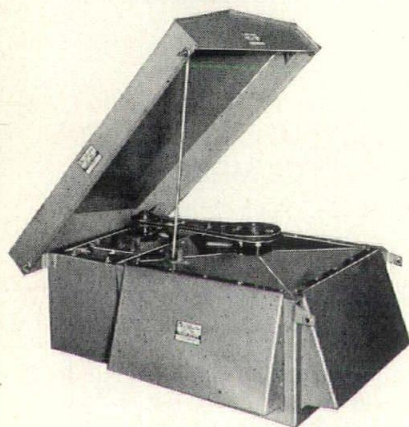
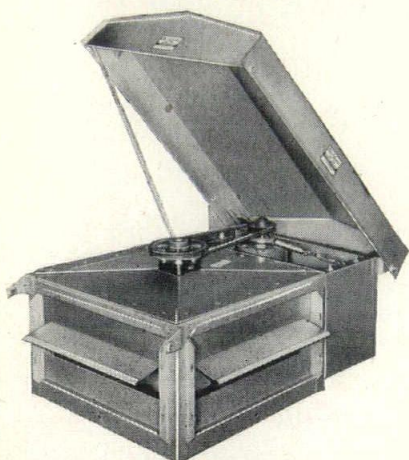
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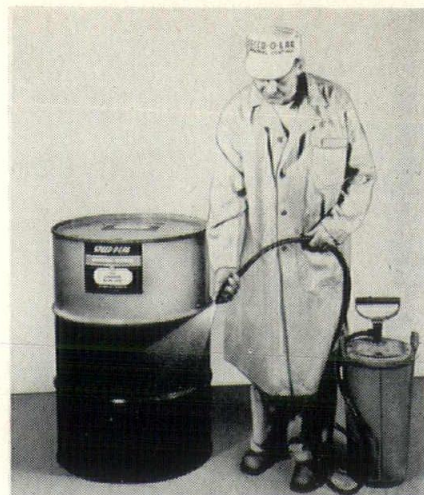
C. E. Sparrow Co.
Sales Representative

LOW COST CONCRETE TREATMENT REPORTED BY SPEED-O-LAQ

A new spray-on concrete treat-
ment with a chlorinated rubber base
that protects concrete for less than
one cent a square foot is now on the
market as a product of Speed-O-
Laq Products, St. Paul.

Called Speed-O-Laq 4014 Con-
crete Clear Coat, it's equally suit-
able for both new and old concrete,
the company said.

"It seals, cures and hardens con-
crete, coats it to an average depth
of $\frac{1}{8}$ of an inch and dries in 30 to
60 minutes. The surface, when
treated, has a 95 to 98 degree water
retention and becomes impervious to



oils, greases, salts and mild acids,
reducing the possibility of spalling.

"Speed-O-Laq 4014 gives excel-
lent surface uniformity and can be
sprayed on immediately after trowel-
ing. On gallon covers 300 to
700 square feet, with an average
coverage of 500 square feet. Inde-
pendent testing firms have certified
performance and documentary proof
of excellence is available."

WATER, WE HAVE IT, SHOULD GUARD IT

"The Twin Cities area is 'blessed
with the greatest water supply of
any comparable in the country,' Lee
Rogers, president of Layne Minne-
sota Company, told members of a
civic group recently.

"The average rainfall of our Twin
Cities area in a year is 27.4 inches,
which means that an acre of land
receives an average of 740,000 gal-
lons of rainfall per year. It would
require 740 trucks each carrying
1,000 gallons of water each—or, if

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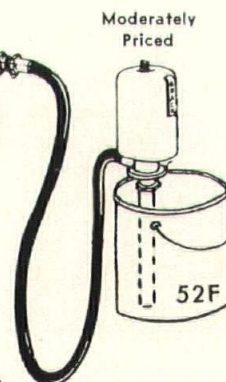
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Moderately
Priced

in close single file formation, would make up a string of trucks five miles long to carry the amount of water an average acre receives," Mr. Rogers said.

"The best things in life are still free and rainfall is no exception or the people in the Twin Cities area would have to pay, at the average cost computed on the 1,000-gallon basis, \$220 per acre for this rainfall.

"We remember our lakes but we forget our underground water resources, which are like money in the bank. The Twin Cities have been hiding their 'underground water story' under a bushel basket so when you're talking about the Twin Cities area mention our tremendous water supply.

MASON CITY BRICK AND TILE FOLLOWS CLOSE SPECIFICATIONS

New, advanced methods used in production and handling of facing brick and facing tile at the Mason City Brick and Tile Company's plant "insures full satisfaction in meeting architects' exacting specifications," the company has reported.

"The latest burning and drying methods are used in the making of these products, which eliminate much of the handling. Packaging of the clay products also assures top quality and convenience in handling."

The Mason City Brick and Tile Company has recently produced a complete "Design and Construction Manual," which details application of its products particularly with reference to its backup and partition tile line. This book is offered without cost upon request. The services of the company's service engineers are also available to architects.

Another service of the company is the complete line of clay products made possible by its associated group of plants, which include Ottumwa Brick and Tile Company, Des Moines Clay Company, Oskaloosa Clay Products Company and Redfield Brick and Tile Company.

NC SUPPLY ANNOUNCES NEW CATALOG

North Central Supply Company, 1000 Raymond Ave., St. Paul, has announced a new catalog and refer-

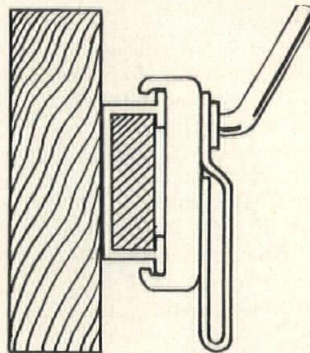
ence guide is now being distributed to all architects and engineers in this area. This catalog, which contains a complete line of specialties relating to concrete construction, lists products "chosen on a basis of quality plus economy and are backed by North Central's ten years of experience in the construction specialty field." Copies are available from the company.

The Last Word — DULUTH!

School Architects:

... for up-to-date schools specify the NEW up-to-date ...

MAP-TAK
MAP and DISPLAY RAIL



SPECIFICATIONS: Over all chalkboards and tackboards in classrooms, install Map-Tak map and display rail, in dull-gold (or dull-aluminum) finish, as manufactured by W. E. Neal Slate Company, Minneapolis, Minn. Erect securely, according to manufacturer's directions. Cork insert shall match balance of tackboard in classrooms. Provide one hook per three feet of rail.

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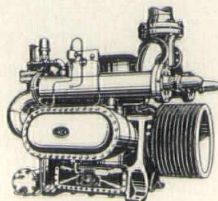
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Compressor oil

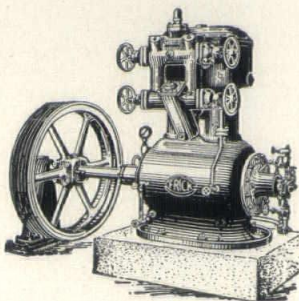
Ammonia Valves,
Fittings and Pipe

Freon

Copper Tubing and
Fittings



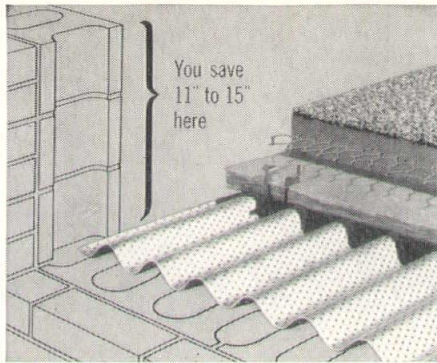
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and
FREON
EQUIPMENT



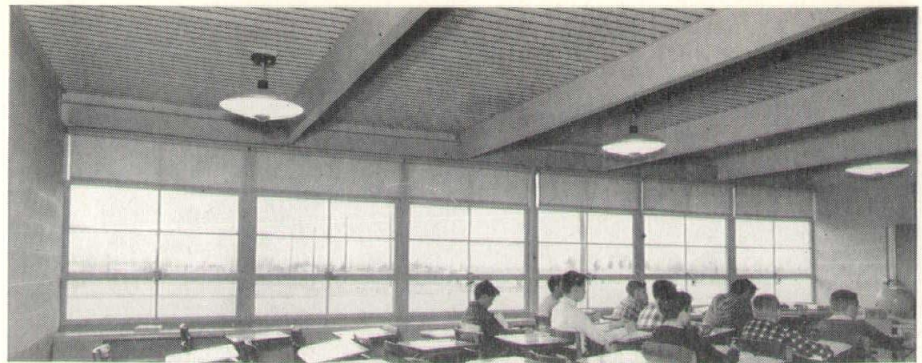
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New idea in school ceiling-roof construction



5-INCH SYSTEM. A suspended ceiling system usually requires 16" to 20" in depth. Only 5" deep, the Structur-Acoustic system saves 11" to 15" in wall height, saves thousands of dollars in materials and labor.

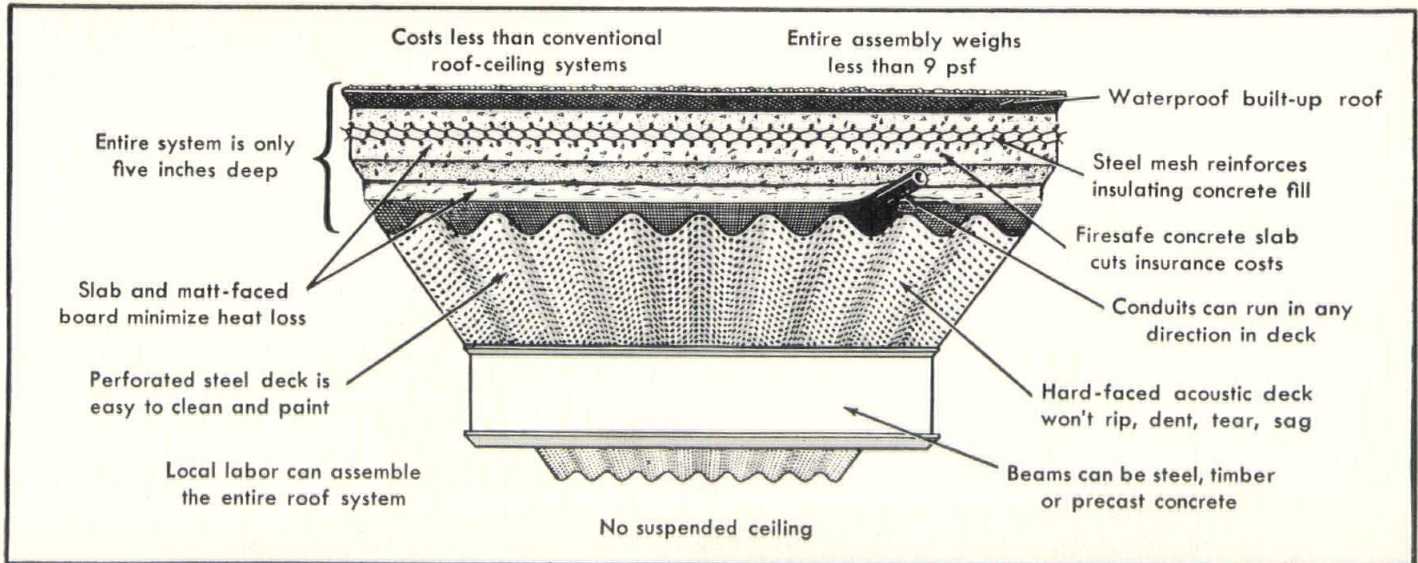


GOOD ACOUSTICS. Tests conducted by Riverbank Acoustical Laboratories indicate that Structur-Acoustic system with $2\frac{1}{2}$ " slab provides Noise Reduction Coefficient of .80. Clean, corrugated underside of Structur-Acoustic reflects light, can be painted to matching color scheme. Hard surface won't dent, *stays* attractive. Heat loss is kept to minimum with U factor in excess of 0.14. Firesafe system protects both building and contents, helps reduce owner insurance costs.

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EASY TO ASSEMBLE, USES LOCAL LABOR

A new combination of building materials, the Structur-Acoustic roof system eliminates suspended ceilings, offers one-third more roof for your dollar than conventional school roofs with similar features. Heart of the system is Structur-Acoustic—a galvanized, corrugated, *perforated* steel sheet that weighs only 2 psf. Strong but lightweight, these high-tensile, tough-temper steel units are easy to handle and place, form a firm structural deck for the ceiling-roof assembly. Entire system can be assembled by local labor—no bulky prefabricated assemblies to ship long distances at high freight rates. For schools, one-story offices, factories, stores—wherever sound control is desirable. For more information, contact Granco home or district office, ATTN: Dept. F-74.



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Architect Harry Bruno featured a 100% Redwood exterior on the "Sea Wolf" with board on board walls. The striking lines of this restaurant suggest an inviting atmosphere inside.

The board and wide batten wall of Worwa's Cafe in Minneapolis (center panel at right) carries down to a built-in gutter and planter.

The small town bank, with a glass and 1x8 Palco Redwood V-joint exterior, breeds a warm friendly feeling which only can be gained by wood—a personal feeling missing in most banks.



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