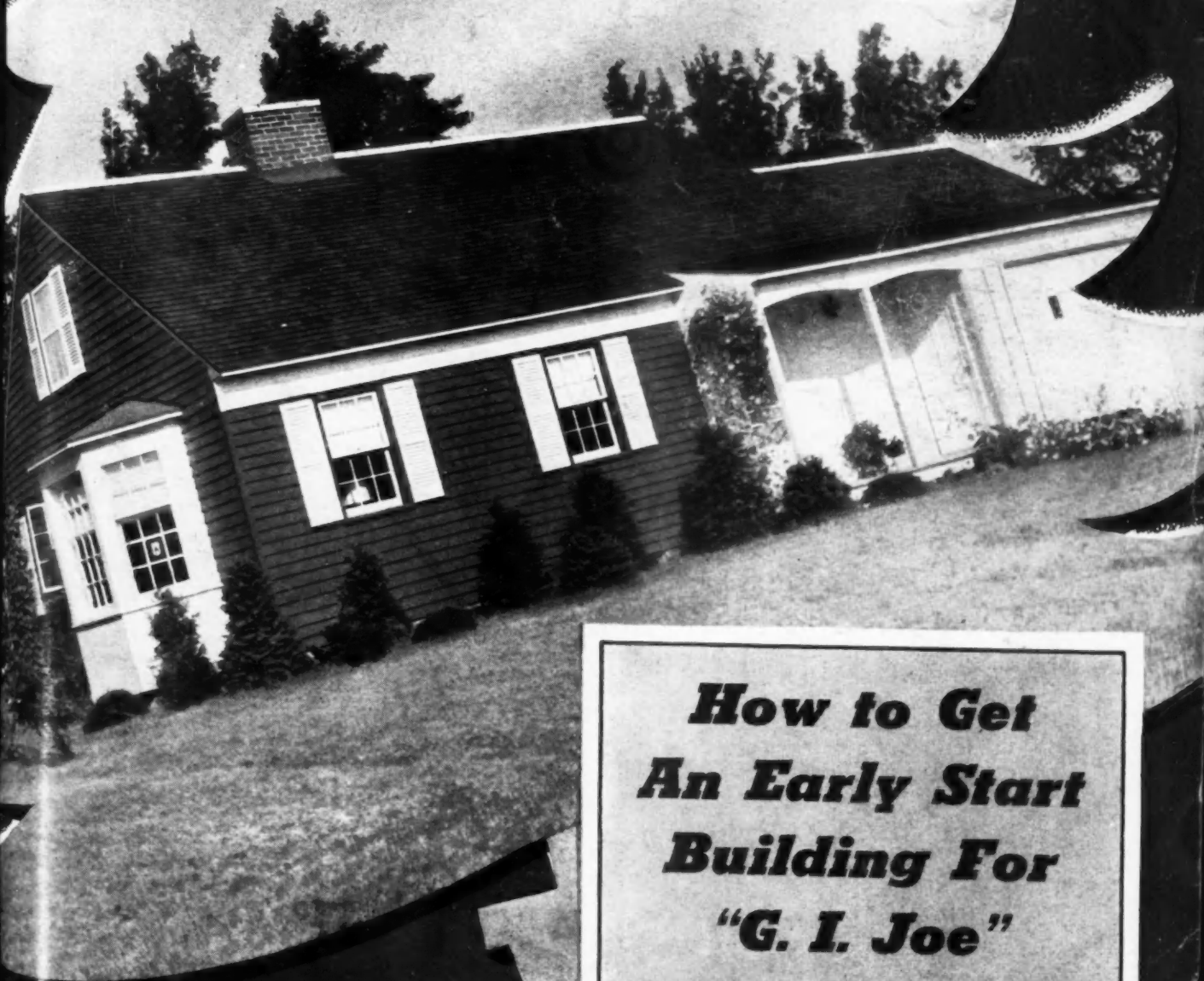


AMERICAN TECHNOLOGY DEPT. PUBL DE D

BUILDER

WORLD'S GREATEST
BUILDING PAPER

A N D B U I L D



***How to Get
An Early Start
Building For
"G. I. Joe"***

Blueprint plans for this
Caucase N.Y. house inside

USE THESE CELOTEX PRODUCTS IN PLACE OF "HARD-TO-GET" LUMBER

MAINTEIN your profits by using these multiple-function Celotex building boards. They're all available now!

They replace "critical" lumber for both interior and exterior construction... often do a far better job than traditional materials, as proved by their use in pre-war as well as war-time construction.

Today they are making possible repairs and construction work in vital farm, factory and housing

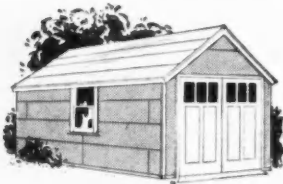
projects that would otherwise have to wait until after Victory.

Large, easy to apply, these Celotex building boards also save time and labor. That's another reason why you'll want to use them even after all building materials are off the wartime "shortage" list!

So... maintain profits. Use these Celotex building boards in place of "hard-to-get" lumber!

AVAILABLE NOW!

CELO-SIDING THE MULTIPLE-FUNCTION BUILDING MATERIAL THAT DOES THREE JOBS



Ideal for farm buildings, factories, machine shops, warehouses and general buildings. Combines siding, sheathing and insulation in one weather-resistant, easily applied material. Applied directly to studding, Celotex-Siding saves critical lumber, time and labor. Available in bufftone or green colors

and in two thicknesses - $\frac{5}{8}$ " and $\frac{7}{8}$ ". Sizes: $\frac{5}{8}$ " in 4' x 8' and $\frac{7}{8}$ " in 4' x 8' and 4' x 10' with square edges; $\frac{7}{8}$ " in 2' x 8' with T&G joints on long edges. Recommend $\frac{7}{8}$ " for greater strength and insulation value; $\frac{5}{8}$ " for lighter, lower cost construction.



AVAILABLE NOW!

AVAILABLE NOW!



CELOTEX $\frac{1}{2}$ " BUILDING BOARD

This is the famous Celotex Standard building board - a $\frac{1}{2}$ " cane fibre product. Sell it wherever a strong, rigid, light-weight board with heat resisting and sound insulating properties is required. It is smooth ivory-coated on one side - back is natural. And it is Ferox-Processed against dry rot and termites. Made in sizes 4 feet wide by 6, 7, 8, 9, 10 and 12 ft. long.



CELOTEX $\frac{1}{2}$ " ASPHALTED BUILDING BOARD

This $\frac{1}{2}$ " cane fibre board meets many varied requirements for both permanent and temporary work. Used as a sheathing, with or without exterior finish, it provides stiff, strong, wind-tight walls - superior in rigidity and strength to horizontal wood sheathing. It is moisture-resistant, rot-proof and vermin-proof. Requires no other finish. Sell it for low-cost construction purposes - such as tool sheds, garages, etc. Sizes 4 feet wide by 8, 9, 10 and 12 feet long.

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CELO-ROK WALLBOARD AND WEATHER-PROOF SIDING

Celo-Rok gypsum wallboards meet the rigid Celotex tests for quality. They are fire-resistant - won't warp, expand or contract. Their light weight makes them easy to handle, easy to work with, yet they are durable and strong. They take any standard type of decoration. Available in square recessed or beveled edges - $\frac{3}{8}$ " or $\frac{1}{2}$ " thick. Square edge also available in $\frac{1}{4}$ " thickness. All are 4 feet wide, made in 4, 5, 6, 7, 8, 9, 10, 11 and 12 foot lengths.

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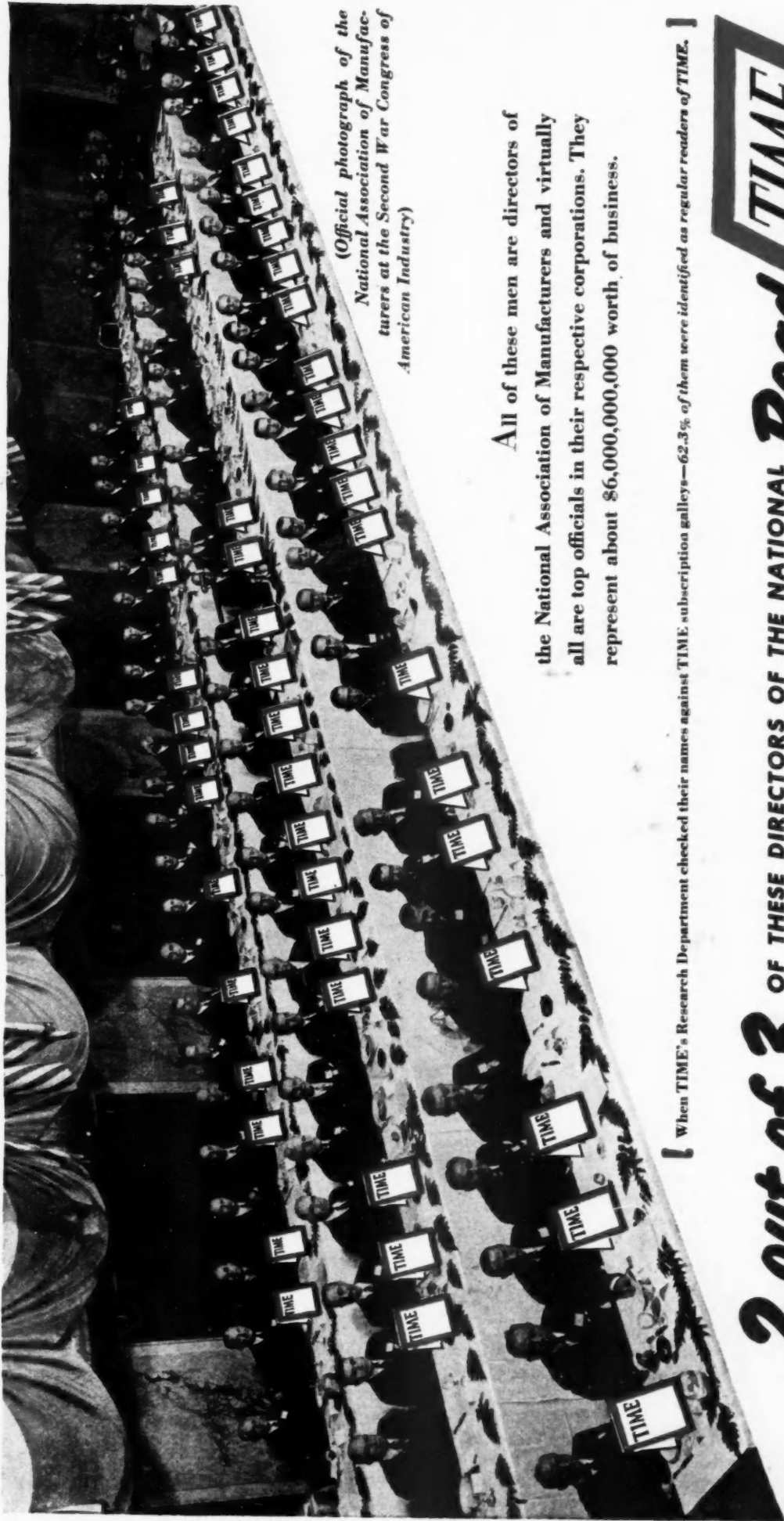
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(Official photograph of the
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All of these men are directors of
the National Association of Manufacturers and virtually
all are top officials in their respective corporations. They
represent about \$6,000,000,000 worth of business.

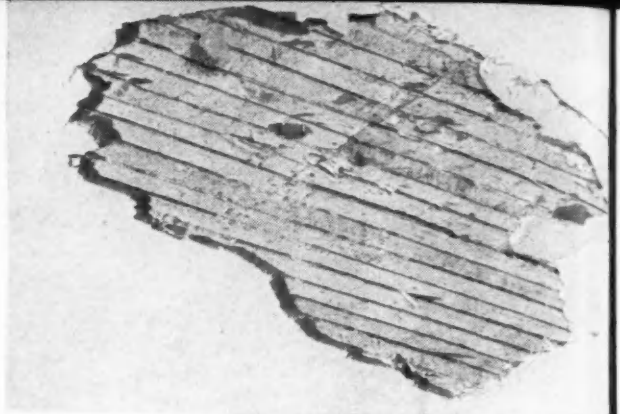
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AMERICAN BUILDER

FOUNDED—1879

VOL. 66 **DECEMBER** NO. 12

LETTERS

To The Editor

"Meat of the coconut"

To the Editor: In the Detroit area, where my interest lies, we need financing first for large groups of housing that would be especially designed for rental. Some method similar to 608 is necessary, only one that is simplified and streamlined. Nearly 60 per cent of our people are renters and as Detroit has built no property for rental during the past 12 to 14 years, the demand is great.

The second need is for a system of financing that will permit the lower strata of our people to own a home. This will require a special law if it is Government insured money, or some special setup on the part of other finance organizations. It means possibly tax exemption, lower interest rates, longer period of amortization, and some necessary requirements for the protection of the mortgagee's interest during the period of investment.

And, of course, our third need is the streamlining of Title 2 money with F.H.A. This means the ceiling should be raised to \$9,000 or \$10,000 in areas like Detroit and the valuations should be based upon actual costs.

I can see a big fight ahead if we are to preserve home building for home builders as we have traditionally known it. The big manufacturers, such as Kaiser, Higgins, Reynolds, etc., are going to try to control home building through use of government funds, just as they have dominated the manufacture of certain war materials. The large insurance companies and building and loan organizations are stepping out of character and attempting to become builders instead of money lenders. The C.I.O. is planning to control building for its membership so that this select group can obtain a home without paying a builder's profit. And then, of course, we have the Government itself threatening to do a goodly portion of building.

All of this is well known to you. All I wish to do in this letter is urge that you do all you can to see first that the private builder is furnished the proper means of financing and that insofar as possible he is left alone to do the job. I do not believe there is any doubt that he is capable of doing it.—GEORGE W. MILLER, PRES., Miller Homes, Inc., Detroit, Mich.

Will build test house from American Builder Blueprint

To the Editor: I would like to have a set of working drawings (Post-War Blueprint—June American Builder). I own an addition of 125 lots here in Lima and would like to build this as a test house.—IVA G. CLARK, Lima, Ohio.

Wants to be "best informed"

To the Editor: We are preparing our sales and design division with a large file of all the pamphlets, books, and literature and house plans that we can acquire. Any help you can give will be appreciated.

I have some excellent customers who want to build the latest thing in modern homes—modern both inside and out. I am trying to find pictures to show them so as to get their ideas down to working plans.

We do a lot of built-in work, such as kitchens, cabinets of all types, and panel work.

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*Galley on a small
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(OFFICIAL U. S. NAVY PHOTO)



*This all-aluminum electric wall kitchen
has flexible metal doors which close
off the entire unit when not in use.*

Everything Shipshape

Smart, compact and shipshape as the galley of a modern warship is the inviting, space-saving pre-fabricated kitchen unit for small dwellings, portrayed above. Defoe presents this design as one of many that postwar America may expect from the pre-fabricated housing industry. The goal of this industry will be to improve living standards and provide widespread employment. Today, Defoe's only job is to build dependable fighting ships for the Navy. But after Victory, the experience, skill and ability required by this exacting work will be devoted to building quality products for peacetime America. Our postwar work will reflect the same heart and pride we put into our present crucial job.

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Defoe

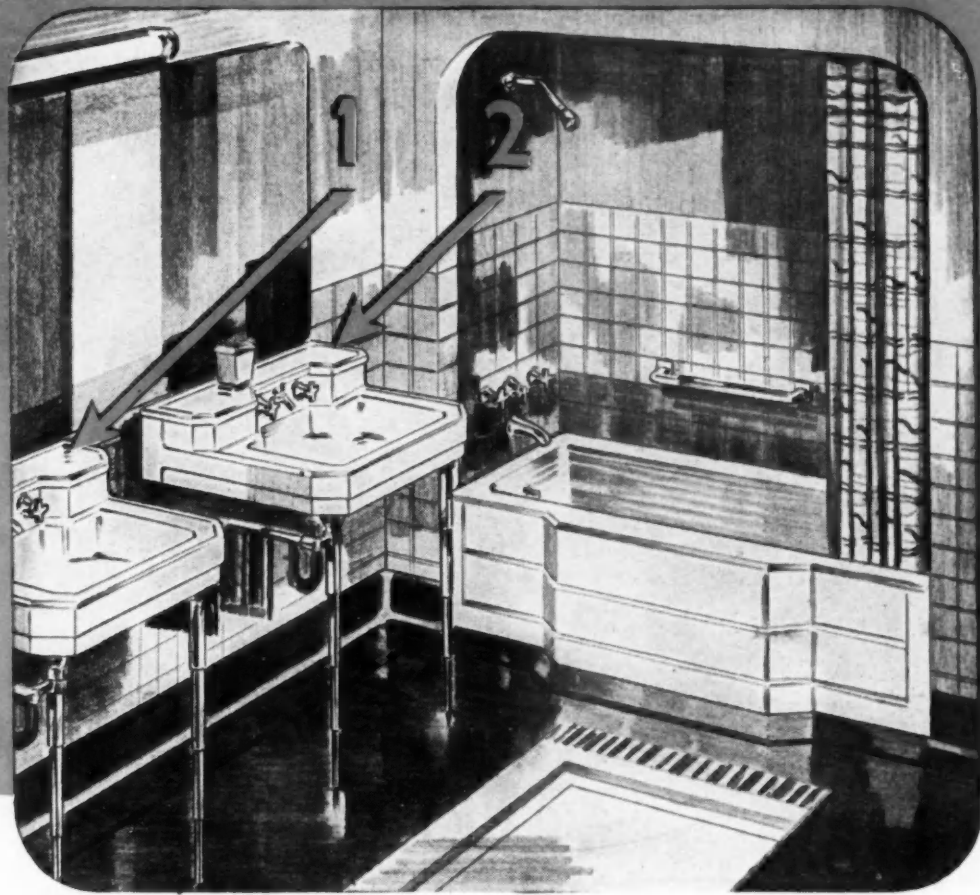


*Four White Star Renewal Citations now decorate
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BACK THE ATTACK
BUY WAR BONDS

SHIPS FOR VICTORY
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TODAY—The Army and Navy use KIMPREG for bomber floors and doors, packing cases, luggage, hutments, parachute folding tables.

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Out of a wartime test tube comes the new and greatly needed KIMPREG!* Not a plywood— not a conventional plastic laminate—KIMPREG is a remarkable surfacing material for bonding to the base plywood in conventional plywood hot presses. When applied to plywood, the finished product is more durable—has a higher flexural strength than ordinary plywood—offers resistance to vapor permeability, abrasion, decay. Application of KIMPREG assures moisture-resistance, easy washability. This new plastic surfacing material will make your product scuff-proof—it won't stain—the finish will wear better than paint.

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Watch a woman's eyes light up when she sees a dining room flooded with daylight by an attractive, big Fenestra Steel Window.

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A RIGHT WINDOW

cleaning, better screens and storm sash, lower cost . . . to name a few.

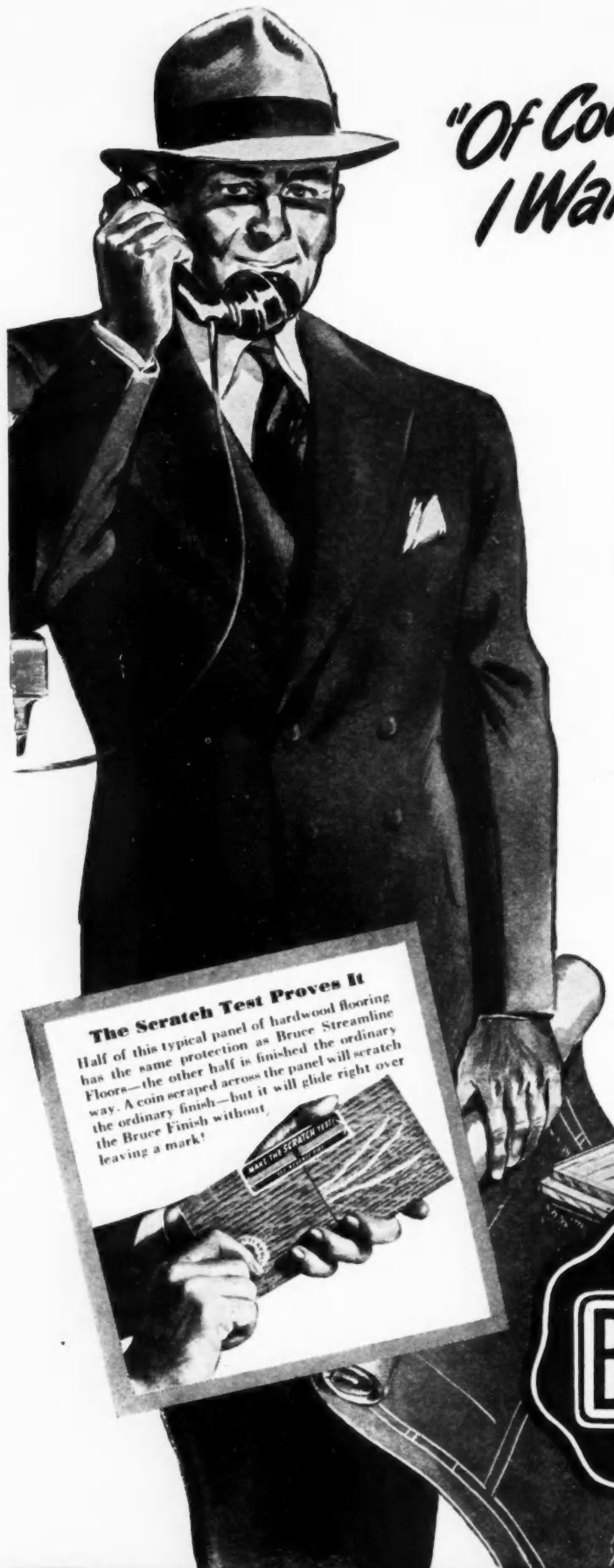
For postwar, Fenestra will have a simplified, but complete, line of steel windows. There'll be a *right* window for every room in the house—right in size, shape and method of opening. Busy on war work, we cannot make residential windows now. But the design work is done—and the facts are available so you can plan now.

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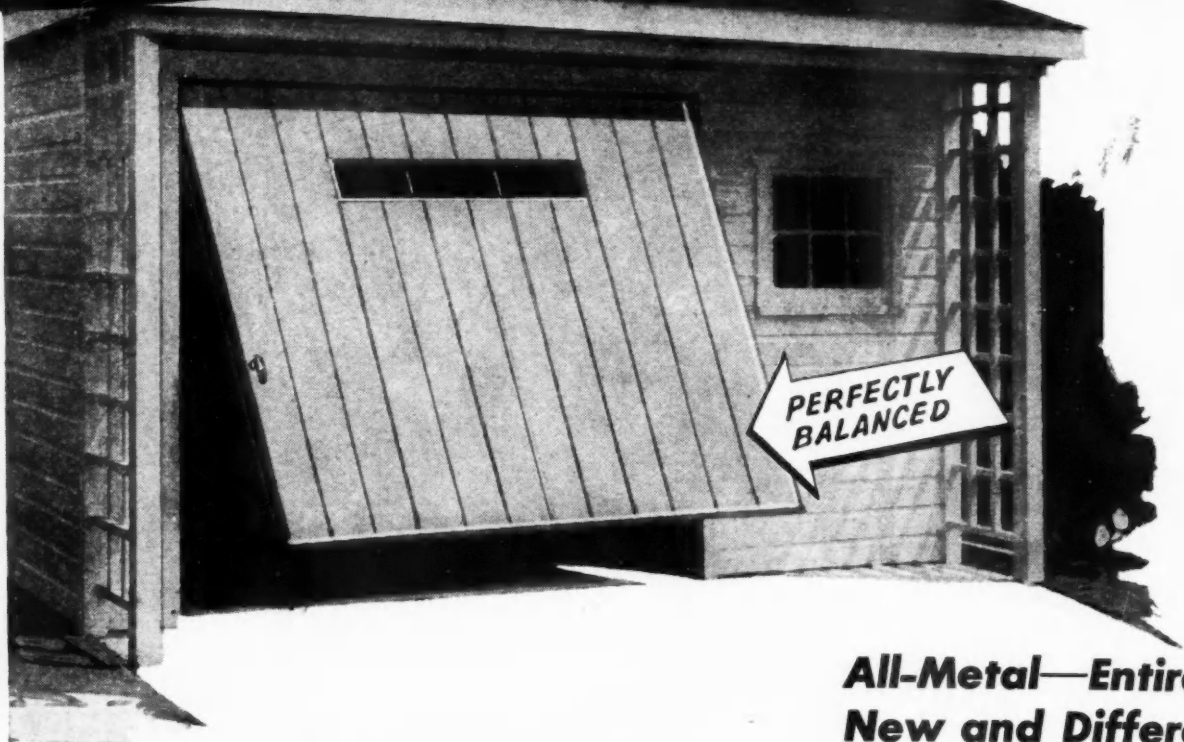
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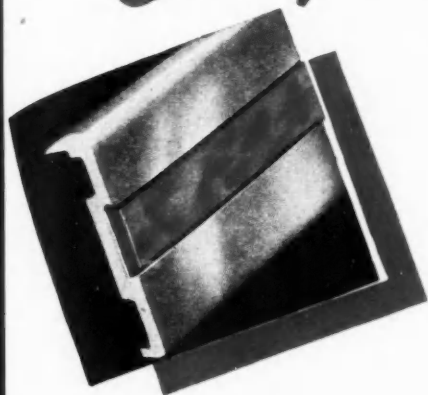
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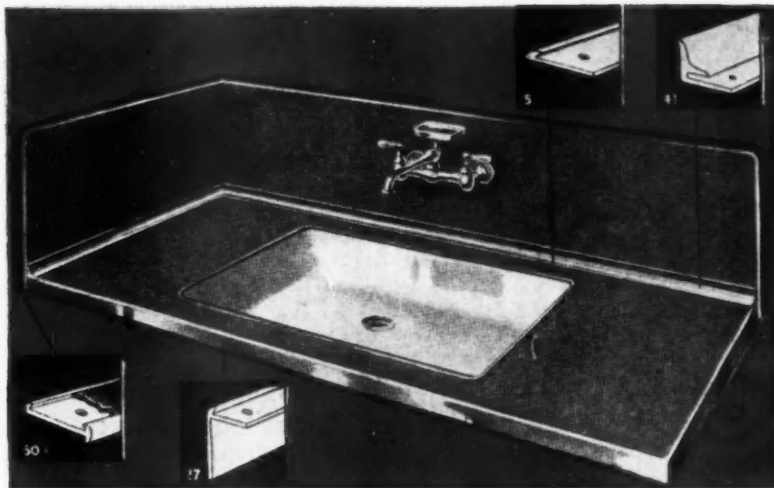
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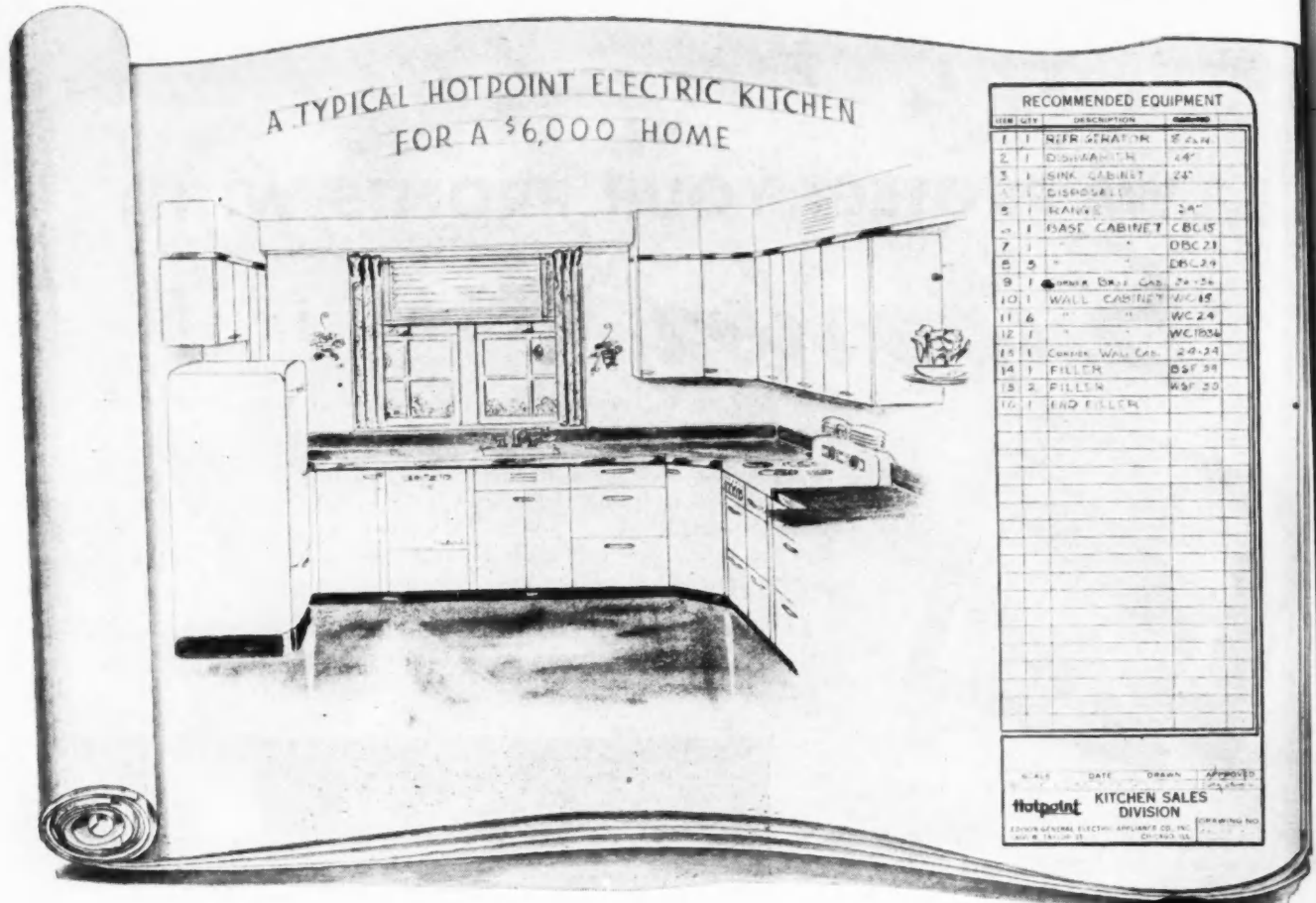


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PLAN POSTWAR KITCHENS for the **77%**

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OVER 300,000 requests for Hotpoint's booklet, "Your Next Kitchen" indicate that Mrs. America not only will be able to afford an electric kitchen, but that she wants the convenience of modern "planned" kitchens. She dreams of the postwar day when she can do bothersome kitchen tasks quickly and efficiently the all-electric way.

vantage of it. Design homes with modern functional kitchens.

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From Dow plastics comes an improved screen that can't rust or rot

Yes, there is reason enough for using screen made from Saran.

For one thing, Saran likes all kinds of weather and all kinds of atmosphere. It doesn't mind being out in wet, driving rain—rain that causes iron screen to corrode and crumble. Saran is fresher than ever after innumerable rain or snow storms. In fact, it doesn't even ask to be repainted.

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All these advantages come naturally to screen made from Saran. For Saran is a Dow plastic that has won high honors in many fields because of its unique characteristics. From this remarkable plastic, Saran screen inherits its ability to withstand the corrosive action of most chemicals and water as well as its all-round toughness and flexibility.



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for using
SCREEN *made from*
SARAN

All these advantages of screen made from Saran add up to a wide acceptance by the public as soon as it returns from war duties in Pacific jungles—work, incidentally, under which even the finest metal screens deteriorate but which Saran takes in its stride. And because of this coming popularity, it holds excellent profit possibilities for wide-awake dealers. Why not write today for further information so that you will be prepared?

THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington • Cleveland • Detroit
Chicago • St. Louis • Houston • San Francisco • Los Angeles • Seattle

**Dow Plastics include
Styron, Saran, Saran Film, Ethocel
and Ethocel Sheeting**

Screen from SARAN

**SERVING
 AMERICAN HOME OWNERS
 SINCE 1871—
 PREPARED TO RENDER
 GREATER SERVICE
 WHEN VICTORY IS WON**



1871-1944


ROUND OAK'S

73rd Anniversary



BUY ANOTHER WAR BOND TODAY!

ROUND OAK

HEATING EQUIPMENT 

 KITCHEN APPLIANCES

ROUND OAK COMPANY • DOWAGIAC, MICHIGAN



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Anyhow, Christmas comes but once a year!

SPEAKING of embarrassing moments—Bill Bjones' greeting to his Yuletide guests is awkward, to say the least.

It isn't at all funny to Mary either—while little Oswald is having a very merry Christmas, as you can see. And "Barkus" isn't helping the cause at all.

But this is likely to happen in any home that is *inadequately wired*—that does not have at least one duplex convenience outlet for every 12 feet of unbroken wall space.

Long loose wires and temporary connections are more than a *source of embarrassment* to home owners, too.

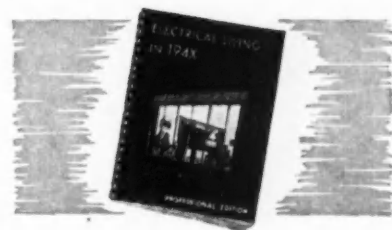
They endanger the safety of the family and the home, as well. They cut down

the efficiency of lighting and electrical appliances. And they waste electricity.

• • •

To help you make certain that the wiring in the homes you design or build after the war is brought up to 194X standards, the Westinghouse Better Homes Department offers you *free technical advice* on this important subject.

Refer your problems relating to home wiring, selection and installation of electrical equipment, location of convenience and lighting outlets and lighting controls, modern circuit protection, etc., to our housing specialists. You will receive *authoritative information*, promptly.



If you haven't already sent for your *free copy* of the new book, "Electrical Living in 194X" . . . which illustrates the proper wiring of every room in the modern home and the correct location of convenience outlets, switches, etc. . . . we suggest you do so *now!*

Write: Better Homes Department (AB-124) Westinghouse Electric & Manufacturing Company, Pittsburgh, 30, Pennsylvania.

Westinghouse

Plants in 25 Cities Offices Everywhere

TUNE IN John Charles Thomas, Sunday 2:30, EWT, NBC . . . Ted Malone, Monday, Wednesday, Friday 10:15 pm, EWT, Blue Network

News, Views
and Comments

On and Off the Record

by **STRUCTOR**

BUILDER STRIKE?—New York's muckraking newspaper PM recently charged that the builders of the country, led by the National Association of Home Builders, had gone on strike for higher ceiling prices on houses. N.A.H.B. members are complimented by this belief in their power, but we doubt that any organized group could possibly stage a strike, even if it wanted to. PM, like many big business men, think of the residential building business mistakenly in terms of great corporations. They do not realize that home building even in war time is done by thousands of scattered small firms operating under widely different circumstances in local communities.

O.P.A. AND CEILING—There's nothing organized about it, but the fact is that builders have not been starting many new houses. The obvious reason is that they need a higher price. O.P.A., egged on by C.I.O., blocked the establishment of a sufficiently high price to encourage builders to take the risk and chances involved in going ahead.

DANGEROUS PRECEDENTS

Here's a fight builders must take up. There is no justification for O.P.A. setting the sales price of new houses. If permitted to continue, this one agency can stifle building.

After a while, of course, the public housers will then claim that private builders have "failed to provide necessary housing" and will demand a public program with public funds.

This is the sort of squeeze play that has long been predicted. We wonder if it will really happen.

SMALL PROGRAM—Builders are greatly disappointed by the size of the H-2 housing program authorized by N.H.A. Only 10,000 units a month, has been programmed, in congested areas where housing is badly needed, but where the labor shortage is not too great.

PUBLIC HOUSING TO START

As *American Builder* predicted some months ago, public housing will be able to start under the H-2 program, and N.H.A. officials now say they expect it to do so soon. Thus even the pitifully small volume of housing allotted to private builders next year will be cut into still further by some 20,000 units.

BUILDERS READY—I am impressed by the large number of builders who have working drawings completed for post-war residential projects that are ready to start the minute the word "go" is given. G. I. Joe and his friends won't have long to wait if only O.P.A., W.P.B. and N.H.A. will cut the red tape and permit private builders to get started. Thousands of builders have projects in which the streets and utilities are already installed and the lots are ready and waiting to receive houses. They can start fast.

TWO TRENDS—Two interesting trends are to be noticed. In the larger cities and suburban areas the bigger type of community builders are stronger, better financed, and in a more dominant position than ever before. In such areas post-war home building will be on a larger scale than it ever has been.

But in rural areas and in small towns and through the South the lumber dealer is emerging as a more powerful influence in direct building of homes than ever before. Lumber dealers on the whole have come through the war in a strong position and in many communities are definitely planning to go into the actual construction of homes.

COMPETITIVE FACTOR—The post-war home building picture might be summarized briefly as follows: (1) Extremely large mass production firms including some prefabricators; (2) Operative builders putting up from 10 to several hundred houses in planned communities; (3) Lumber dealers engaging in actual construction or dominating small builders in their trading areas; (4) Small builders putting up from one to ten houses—a group that will be greatly increased by thousands of returning service men who will want to get into the building business.

HIGH ORDER OF TALENTS

Certain it is, the builder of tomorrow will require a high order of talents. He must understand land-planning and community development. He has to have a sense of good design and know how to pick good architects and how to plan a house that is salable yet not too expensive. He will have to be a technical and mechanical expert to ferret out the numerous new mechanical devices of the post-war house. He will have to be an expert merchandiser. In

addition to all these, he must have a sound working knowledge of construction and of the thousand and one materials and methods involved in building a permanent and lasting home.

GETTING ORGANIZED—Growth of local and state builder associations and their affiliation with the National Association of Home Builders is one of the striking developments of this period. Several hundred home builders from the state of Oklahoma recently gathered in Oklahoma City to organize a strong State association. The Missouri builders are getting organized on a state basis, and the same is true in Ohio, Pennsylvania, and California. For the first time in history, residential builders are getting organized in powerful groups to make themselves heard on matters vitally concerning their welfare. In Washington the N.A.H.B. is constantly conducting a vigorous campaign in behalf of private enterprise and the private home builders.

BRIGHT AND CHEERY—Will public housing projects compete with private ones? Public housers deny it. But in Buffalo recently the following advertising appeared in the real estate sections of the newspapers: "Bright, cheery homes in Parkside, a government development—adjoining Sheridan Park golf club. One, two and three bedroom units with electricity and water included, renting at \$32 to \$40—ready for occupancy at once."

The advertisement offers additional benefits including "elementary school located on the project"—"spacious play areas"—"child-care centers"—and a large "community building."

This may be a preview of the kind of "non-competition" public housers are talking about!

QUICK CONVERSION POSSIBLE

—While recent changes in W.P.B. and N.H.A. rules on housing have been maddening in their slowness, there are some heartening facts about the future. The technical division of N.H.A. in a recent report says that supplies of materials and equipment for home building will easily be able to keep up with requirements from builders.

The technical division estimates that from six weeks to seven months should cover the entire time to reconvert production of building products of all kinds to a peace-time basis.

Mechanical refrigerators and gun type oil burners and some types of metal plumbing trim seem to be the most serious. But even these will move swiftly once the European war is ended.

Reports state that retail lumber yards will be able to restore their inventory in from six weeks to three months after V-Day.

Already a large number of the essential products of home building are slowly getting into production on a volume basis and the industry as a whole should be ready to swing into large scale production as fast as builders can utilize them.

HOW TO KEEP SANTA CLAUS OUT OF YOUR POST-WAR HOME!

... but do you WANT to?



LIVING ROOM SETTING FROM GROSFELD HOUSE, CHICAGO



A BIG CHIMNEY plays Santa Claus by letting you burn the *cheapest* of all home-heating fuels—Bituminous Coal—the one fuel that will *always* be inexpensive because America has a 3,000-year supply!

The sense of satisfaction—and the hard-money savings—that can come from owning your own home are the “Santa Claus” everyone believes in! But if you don’t care about that, all you have to do to keep this “Santa Claus” away, is to build a home with a skimpy chimney!

Then you’ll be able to burn only the *most expensive* kinds of heating fuels—fuels whose cost may go even higher in the years ahead.

To safeguard yourself against this—make sure your home has an *adequate* chimney—one that’s *big* enough to handle *all* kinds of fuel equally well. Big enough, for in-

stance, to provide sufficient draft for burning Bituminous Coal—which is the *cheapest* home-heating fuel available. That’s why 4 out of every 7 homes in the United States rely on it for steady, dependable heat. And nowadays it’s also an *automatic* fuel and the one that gives the most uniform heat, when used with a modern coal-stoker!

Your architect or builder will tell you that a chimney which is adequate for burning Bituminous Coal is also efficient for burning any other fuel you ever might choose. Talk it over with him—it will pay you to do so!

BITUMINOUS COAL INSTITUTE, 60 EAST 42ND STREET, NEW YORK 17, N. Y.

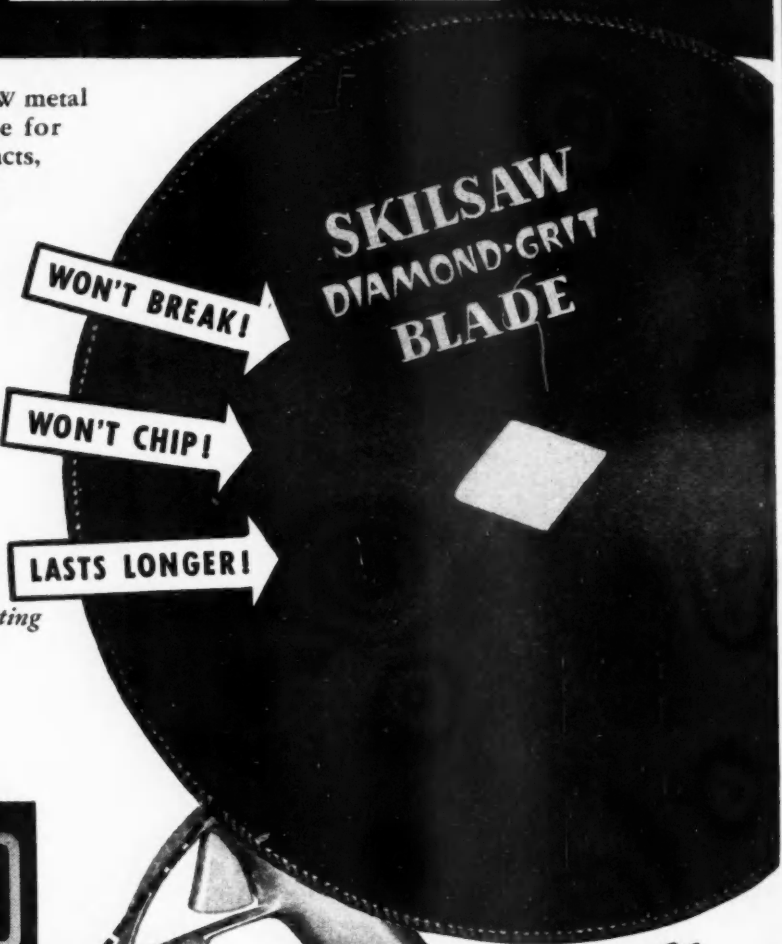
(This is one of a series of advertisements now appearing in home-makers’ magazines)

This Metal Blade in your **SKILSAW** cuts all masonry products **Faster, Cleaner, Without Dust!**

Embedded diamond grit gives this SKILSAW metal blade a faster-working, longer-lasting edge for smoother, cleaner cutting of all masonry products, hardened asbestos cement, glass, and a host of other building materials.

Outlasts abrasive discs 5 to 1 . . . there's only 1/8-inch loss of radius during the entire life of the blade. *Saves time . . .* eliminates need of frequent adjustment of saw base (a real time killer, as any user of abrasive discs knows.) *It's safer . . .* shatter-proof, no danger of flying pieces of abrasive. *It's dustless . . .* a practical, easy-to-install water attachment supplies water to point of cut, eliminates dust. This blade cannot be used dry.

Available in thin, medium or heavy types in 7, 8, 9 and 10-inch sizes to fit SKILSAW Models "77", "825", "87" and "127". Ask your distributor today to demonstrate the *greater cutting speed, safety and economy* of the SKILSAW Diamond-Grit Blade!



SKILSAW, INC.
 5033-43 Elston Ave., Chicago 30, Ill.
 Sales and Service Branches in All Principal Cities



SKILSAW WATER FEED ATTACHMENT
 . . . quickly and easily mounted or removed from SKILSAW.



THE SIGN THAT SELLS!

THIS HOME IS EQUIPPED WITH
**B & G
TRIPLE DUTY
HEATING SYSTEM**
HOME BUILDERS, INC.



B & G Triple Duty Systems are advertised to millions of America's home planners.

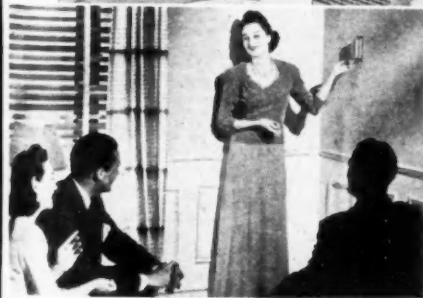


The easiest way to add irresistible appeal to your homes is to include equipment known everywhere for its *extra* value. B & G Triple Duty Heating, for example, the *forced hot water* heating system which holds top rank for low-cost comfort.

The B & G Triple Duty System is so perfectly controlled that it always matches the heat supply to the weather. At all times it delivers just enough heat to keep the house at the desired temperature . . . with never a bit of fuel wasted. No window-opening for relief from stifling over-heating—no chills—just solid comfort from Fall to Spring.

And what greater convenience is there than abundant hot water—especially necessary for the new labor saving appliances now being created for the post-war home. The B & G Triple Duty System provides it lavishly, *winter and summer!* No separately fired water heater is required—at amazingly low cost the same boiler that heats the house also heats the water for kitchen, laundry and bath.

Send for booklet which describes fully this heating system of tomorrow



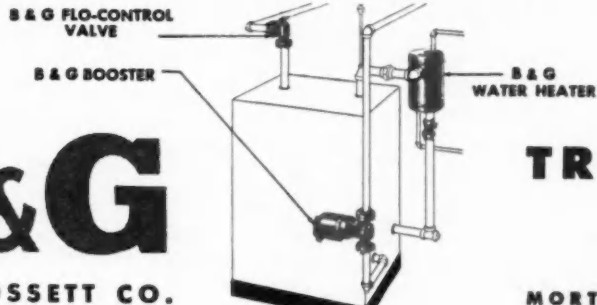
Uniform, beautiful temperature always



Ample hot water—24 hours a day



Low operating cost—no fuel wasted



B & G

BELL & GOSSETT CO.

TRIPLE DUTY SYSTEM

MORTON GROVE, ILLINOIS

[Since 1795]

Quality is made up of such a lot of things



That is why **BIRD**
has developed
CONTROLLED PRODUCTION
for all building materials

TAKE A CLOSE LOOK at that picture above. It shows not only a better building product, but a better method of application . . . a whole roof-building story made possible by Bird's exclusive method of Controlled Production.

For Bird Paroid is unlike most Smooth-Surface Roll Roofings. Consider the surface first...it's coated with a special Asbestine Talc. This bright gray talc stays bright, and completely covers the waterproofing beneath. Flat and flaky, it effectively deflects the damaging ultra-violet rays of the hottest tropical sun. The size, quality and character of this talc were determined and rigidly checked by Controlled Production.

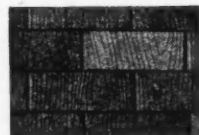
Beneath this special talc is a base built from the finest dry felt, produced in Bird's own felt plant. This felt is thoroughly saturated with waterproofing asphalt to well exceed Underwriters' Laboratory specifications. The saturated base is then given an extra heavy coating of waterproof asphalt. And every step in this complicated process is carried

forward through completely Controlled Production.

But Bird wasn't satisfied with just a better product. The best roofing is only as good as its application. So Bird developed a wind-and-weatherproof application — the Double Lock method . . . first with nails, safely concealed by an overlapping course, and then with Bird's exclusive Quick-Set cement, produced in Bird's own plant. This cement is so tough, so binding that the joints become even stronger than the material itself.

Few, indeed, of the many big-name corporations that use Bird Paroid roofing realize the endless attention to details that alone has made this splendid product possible. But from the jungles of Brazil to the distant Philippines, reports all prove that Paroid stands up, when ordinary roll roofings deteriorate under extremes of sun and weather. Again Controlled Production can be credited with another quality product that has made the name of Bird famous for 150 years wherever Better Building Materials are specified.

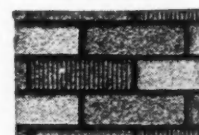
Other examples of Controlled Production:



BIRD MASTER-BILT Shingle—rich in texture and color, thick butts for extra protection.



BIRD TRI-TAB HEX Shingle—colorful, draft-free—wind-resistant.



BIRD INSULATED SIDING, in many attractive brick tones.

FOR HOMES



ASPHALT SHINGLES • INSULATED SIDINGS
INSULATION BOARDS • FLOOR COVERINGS
WALLBOARDS • BUILDING PAPERS

SINCE 1795



*Men who know
the best know*

BIRD

FOR INDUSTRY



RUBBERLIKE FLOOR RUNNERS • INDEX
PRESSBOARDS • SHIPPING CONTAINERS
SHOE CARTONS • BUILT-UP ROOFS
BIRD-FIBRE WOOD FRAME CASES

Bird & Son, inc. • East Walpole, Mass. • New York • Shreveport, La. • Chicago, Ill.

BR

FOR tar mu stand t which

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Walls retain . . . where merta



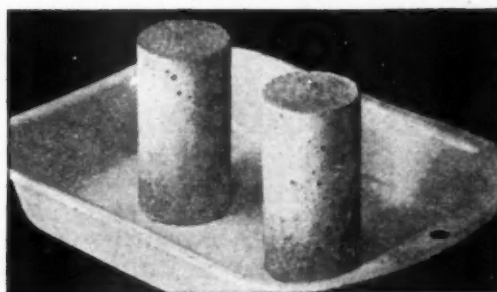
BRIXMENT Mortar

is More Durable

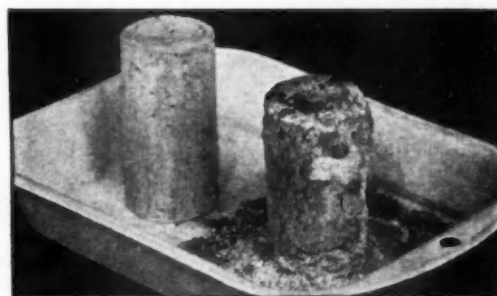
● FOR permanent strength and beauty, mortar must be *durable*—must be able to withstand the alternate freezing and thawing to which it is subjected many times each winter.

Brixment mortar *is more durable*. This greater durability is due partly to the strength and soundness of Brixment mortar, and partly to the fact that Brixment is waterproofed during manufacture. This waterproofing helps prevent the mortar from becoming saturated—therefore protects it from the destructive action of freezing and thawing.

Walls built with Brixment mortar therefore *retain* their original strength and appearance. . . . Even in parapet walls and chimneys, where exposure is particularly severe, Brixment mortar will almost never require re-pointing.



These two photographs show a cylinder of Brixment mortar (left) and a cylinder made with 50-50 cement and lime mortar (right). Both specimens were made at the same time, and subjected to exactly the same treatment.



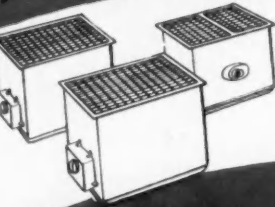
After curing for 30 days, $\frac{1}{4}$ " of water was put into the tray and the cylinders were alternately frozen and thawed 15 times. Note that the Brixment mortar remains intact, whereas the other mortar has crumbled badly.

LOUISVILLE CEMENT COMPANY, Incorporated
 General Offices: Louisville 2, Kentucky
 Cement Manufacturers Since 1830

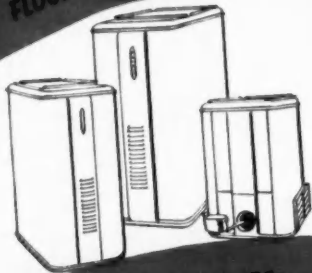
SEE HOW COLEMAN IS CAPTURING TOMORROW'S HOME-HEATING MARKET!



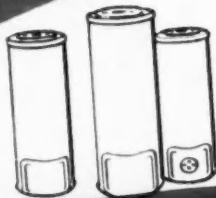
COMPLETE
SPACE HEATER LINE



GAS, OIL, BUTANE
FLOOR FURNACE UNITS



CENTRAL HEAT PLANTS—
FOR GAS, OIL, BUTANE



GAS, OIL, BUTANE WATER
HEATERS—30-60 GAL

Featuring Oil Heaters Or Central Heating, Coleman Ads Tell One Winning Story!

Floor-furnace ads, space-heater ads, central-heating ads are all telling millions the same story that is making Coleman the mighty name of the postwar heating market. That story is: "Warm Floors!" No matter what type of heating equipment goes into your houses, the name "Coleman" will tell prospects that you are offering a house with automatic convenience and warm-floor comfort—the comfort millions wish they had. Plan on building in this warm-floor blessing—with Coleman automatic floor furnaces, oil heaters, or central plants, burning gas, oil or butane.

**This Ad Is Typical Of The Coleman Series
NOW RUNNING IN THESE MAGAZINES:**

AMERICAN HOME
SATURDAY EVENING POST
MACFADDEN WOMEN'S GROUP
PATHFINDER
SMALL HOMES GUIDE
LOOK MAGAZINE
AMERICAN MAGAZINE

POPULAR MECHANICS
LIBERTY
POPULAR SCIENCE
COUNTRY GENTLEMAN
FARM JOURNAL
PROGRESSIVE FARMER
HOLLAND'S MAGAZINE

Hi,

You
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THE COLEMAN

Hi, Daddy...Come Down On The Floor...It's So-o-o Warm!



Here's The Kind Of Oil Heater That HEATS YOUR HOME LIKE A FURNACE!



You get 3 kinds of comfort with a Coleman Oil Heater (1) floods of circulating warm air like a furnace; (2) "quick-warm-up" radiant heat, by opening heat reflector doors; (3) directed flow of warm air at floor level.

It's something to be glad about! —to have such wonderful warmth on the floors! A joy to revel in *even* heat that's comfortable from head-height to shoe-soles, and in flooding billows of pleasant warmth, going through the whole house!

This is the *real* "heat of tomorrow" that Coleman will bring you, in new, improved oil heaters and in famous Coleman Floor Furnaces and Central Heat Plants. It's the advancement you're most in-

terested in—that of healthful comfort, with "push-a-button" ease and freedom from work and dirt. In city, town or country, you can enjoy this modern, automatic heat with Coleman Heat Plants, that use clean gas, oil or butane gas as fuels.

Do you want to know how many burdens these Coleman improvements can lift from your shoulders? —what remarkable comfort they bring? Then write for this:

FREE!—The "Inside Story Of Tomorrow's Home Heating." A detailed illustrated report on Coleman's new developments, giving the practical facts! Real help in planning for better heating and a better home! Just mail the coupon—now!



THE "HOT" NAME IN HOME HEATING



Floor Furnaces • Central Heating Plants • Water Heaters • Space Heaters
There's a modern Coleman Heat Plant for every home heating need



Coleman Lamp & Stove Co.,
Dept. OD-413, Wichita 1, Kansas
Without obligation to me send me your illustrated free book "The Inside Story of Tomorrow's Home Heating."

Name _____
Address _____
Town _____ State _____

COTTON INSULATION

means 70% to 75% LESS WEIGHT!

Public acceptance of the superior qualities of Cotton Insulation is rapidly advancing it to a position among the leaders in the insulation field. First commercially produced in 1940, the phenomenal rise of Cotton Insulation has taken place despite rigid curtailment of new construction made necessary by wartime restrictions and priorities.

To the alert architect, the observing builder, and the sales-minded retail dealer, this outstanding record will have great significance. In terms of the average home alone, it means that hundreds of thousands of homes have been insulated with this new and amazing material.

And Cotton Insulation is astonishingly efficient. With from 20% to 25% less bulk and with from 70% to 75% less load weight per thousand square feet of area, it exceeds all technical requirements for approved insulation. It transfers less heat per inch of thickness than any other insulation commercially available.

Fire insurance rates are not changed by Cotton Insulation — it is included in standard specifications of FHA and FPHA. Produced in strict accordance with specifications prescribed by the U. S. Department of Agriculture, it is tested, approved and certified by government inspectors at each plant.

No wonder, then, that the entire building industry is seeking more information on Cotton Insulation and is planning for its use in the postwar period. To new construction and the modernization of existing buildings, Cotton Insulation is bringing a new standard of quality and performance.

For more detailed information and a full account of government tests of this amazing product, write to—NATIONAL COTTON COUNCIL, Box 18, Memphis 1, Tenn., for the booklet "Cotton Insulation."



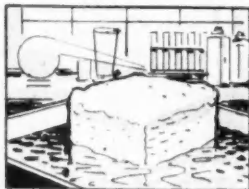
CONSIDER LOAD WEIGHT

Per thousand square feet installed, Cotton Insulation weighs no more than 220 pounds, as contrasted with the loading of up to 3,000 pounds for some other insulating materials. In bulk area it requires a three-inch thickness—equivalent insulating materials, to give an equal value, require up to four inches.



CONSIDER INSTALLATION

Cotton Insulation is installed without tiring effort—simply unroll it like a rug. Light in weight, it handles easily and no special equipment is required. No abrasives to scratch skin or injure workmen. No dust or flying particles accompany its installation and it is free from waste in storage, transportation, or on the job.



CONSIDER PERMANENCE

Match these qualities with other products. Natural waxes of pure cotton retained in processing shed destructive effects of moisture—soaked, frozen, thawed and dried in laboratory tests, it shows no loss of resiliency or insulating properties. Cotton Insulation can outlive the building it insulates, yet contributes to its life.



CONSIDER FIRE AND VERMIN RESISTANCE

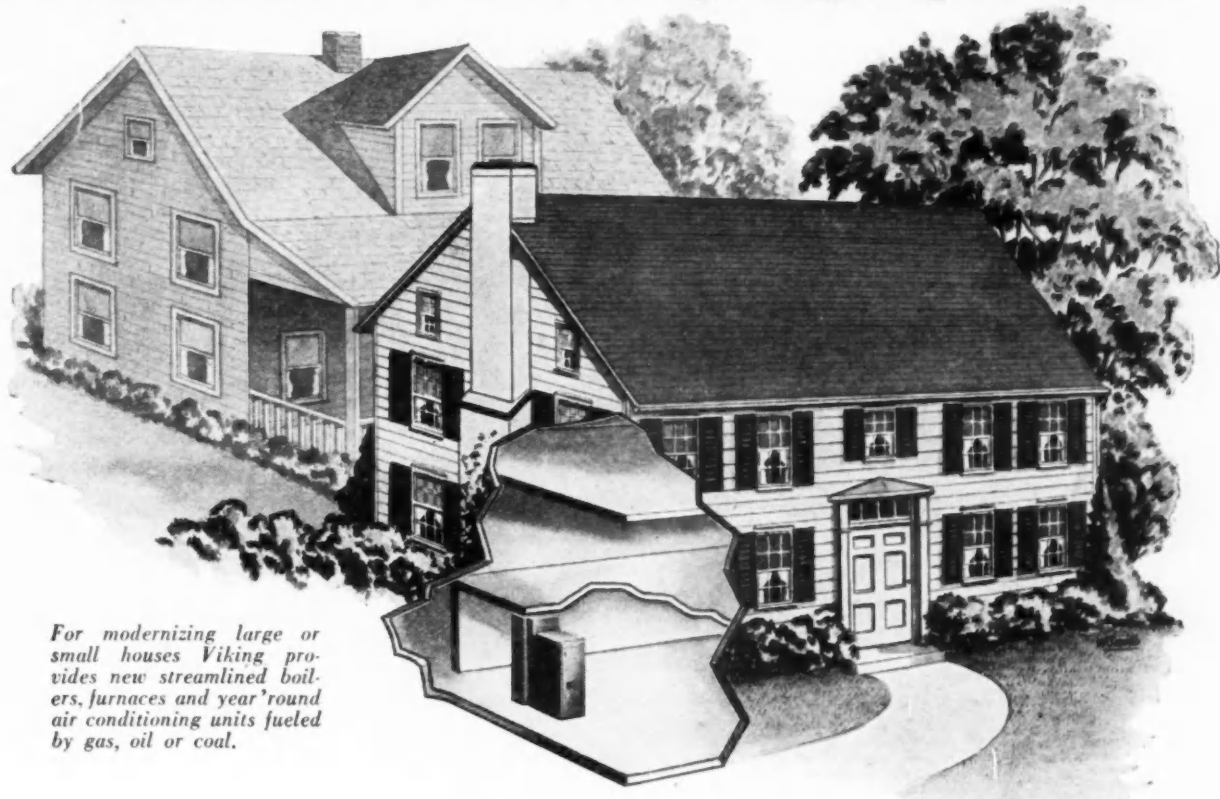
Cotton Insulation will not take fire when subjected to a 1600° F. flame from a blowtorch for a period of 20 minutes—only chars. It convincingly denies all traditional ideas that cotton is inflammable. Cotton Insulation is a repellent to vermin and has never been found to harbor household pests.

NATIONAL COTTON COUNCIL OF AMERICA

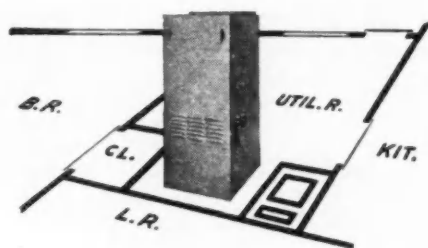
COTTON INSULATION ASSOCIATION

FOR OFFICIAL GOVERNMENT TESTS WRITE NATIONAL COTTON COUNCIL, BOX 18, MEMPHIS, TENNESSEE

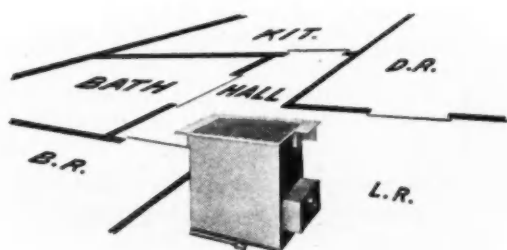
The First Requisite in Remodeling is Modern Heating Equipment



For modernizing large or small houses Viking provides new streamlined boilers, furnaces and year 'round air conditioning units fueled by gas, oil or coal.



For modest homes without basements, Viking "tuck-away" forced circulation furnaces (gas or oil) are ideal for utility room installation.



Oil or gas fired Viking floor furnaces provide automatic heat for the small homes.

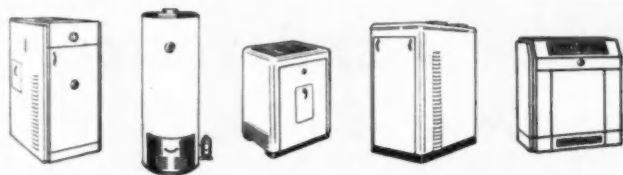
No matter what else you do to modernize an old dwelling it will only be acceptable to the occupant if it has the comfort of modern heating. And modern heating is automatic heating. The owner-occupant, renter, landlord or speculative operator gets the best return from a modernized house only when it offers real indoor comfort at low operating cost.

The VIKING line provides every type of equipment you need for automatic heating and cooling,—at reasonable cost, whether you use oil, coal or gas. For indoor comfort in a 4 room cottage or a 14 room mansion, VIKING provides the units you need for a completely satisfactory job. For quiet automatic service, and matchless heating comfort, VIKING offers the line of modern equipment you need in any modernizing project.

Our catalog is available without charge and spec. sheets can be supplied as desired.

Include year 'round climate control — now!

Year 'round Air Conditioning can be included in your Modernization Plans NOW. The mechanical refrigeration units which will be a part of the Viking Year 'Round Air Conditioning line postwar are in production now, although presently diverted to war orders. However the automatic heating units which we can supply now, are so designed that cooling can easily be added as soon as available.



VIKING

MFG. CORPORATION

1604 U. B. BLDG., DAYTON 2, OHIO



Extra Comfort
IN A
PROJECTING BAY



...with *Thermopane* —the windowpane that insulates

It's attractive both indoors and out—this projecting bay in the home that builder Victor Nurmi constructed for his family in Bay City, Michigan.

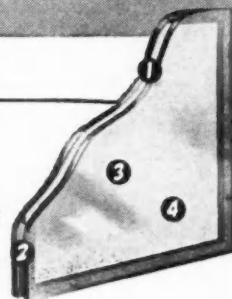
And a cozy spot no matter how cold outdoors. "Our windows are always clear regardless of variation in temperature," says Mr. Nurmi—proof that Thermopane provides excellent insulation. To make his home snug against the cold, Mr. Nurmi used Thermopane throughout the house.

Thermopane presents new Daylight Engineering opportunities for tomorrow's houses. It will enable the builder to employ exciting, larger glass areas that add appeal and lead to quicker sales.

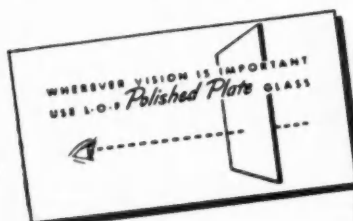
Write For Further Information And Technical Data

The basic features of Thermopane are described at the right. For information on how and where to use it, sizes, thicknesses and other data (including Technical Data Sheets by Don Graf) write to Libbey-Owens-Ford Glass Company, 12124 Nicholas Building, Toledo 3, Ohio.

4
Important
features:



1. **INSULATING AIR SPACE** is hermetically-sealed at the factory.
2. **PATENTED BONDERMETIC SEAL** bonds the two panes of glass into one unit to prevent dirt and moisture infiltration.
3. **CLEAR VISION** because the dry air is sealed in to prevent frost or condensation from forming on inner glass surfaces.
4. **ONLY TWO SURFACES TO CLEAN** because glass surfaces are specially cleaned at the factory before the units are sealed.



Copyright 1944, Libbey-Owens-Ford Glass Co., Toledo, Ohio

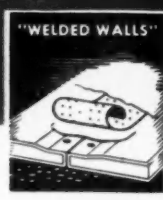


LIBBEY · OWENS · FORD

a Great Name in **GLASS**

A MILLION FIRES

that "might have been"



SHEETROCK *Fireproof WALL AND CEILING PANELS*



Written in letters of flame for all to see . . . are Fire's casualty lists of destruction—the toll of tinder-wall construction. *These are tragedies you read about.*

But there's another list you seldom see—of fires that are held in check—*disastrous fires that might have been!*

Here's No News That's Good News—to thousands who use Sheetrock*, the fireproof wallboard. File after file is full of letters that tell a story of fire held at bay until help arrives and building occupants can get away. Sheetrock—made from gypsum that cannot burn—acts as a fire-armor that protects the

framework over which it is applied.

You have beauty in the big processed panels, too. Beveled edge treatment creates a panelled effect—or sweeping, unbroken surfaces are provided by Perf-A-Tape* joint concealing system.

Sheetrock will take any form of decoration or may be purchased already decorated in pastel shades or woodgrain effects. With Sheetrock, there is no waiting. Wood trim may be applied immediately.

For over twenty years, Sheetrock has proved its usefulness on more walls and ceilings than any other gypsum wallboard in the world—a record that makes you certain to get the best when you say "Sheetrock."

*Trademarks Reg. U. S. Pat. Off.

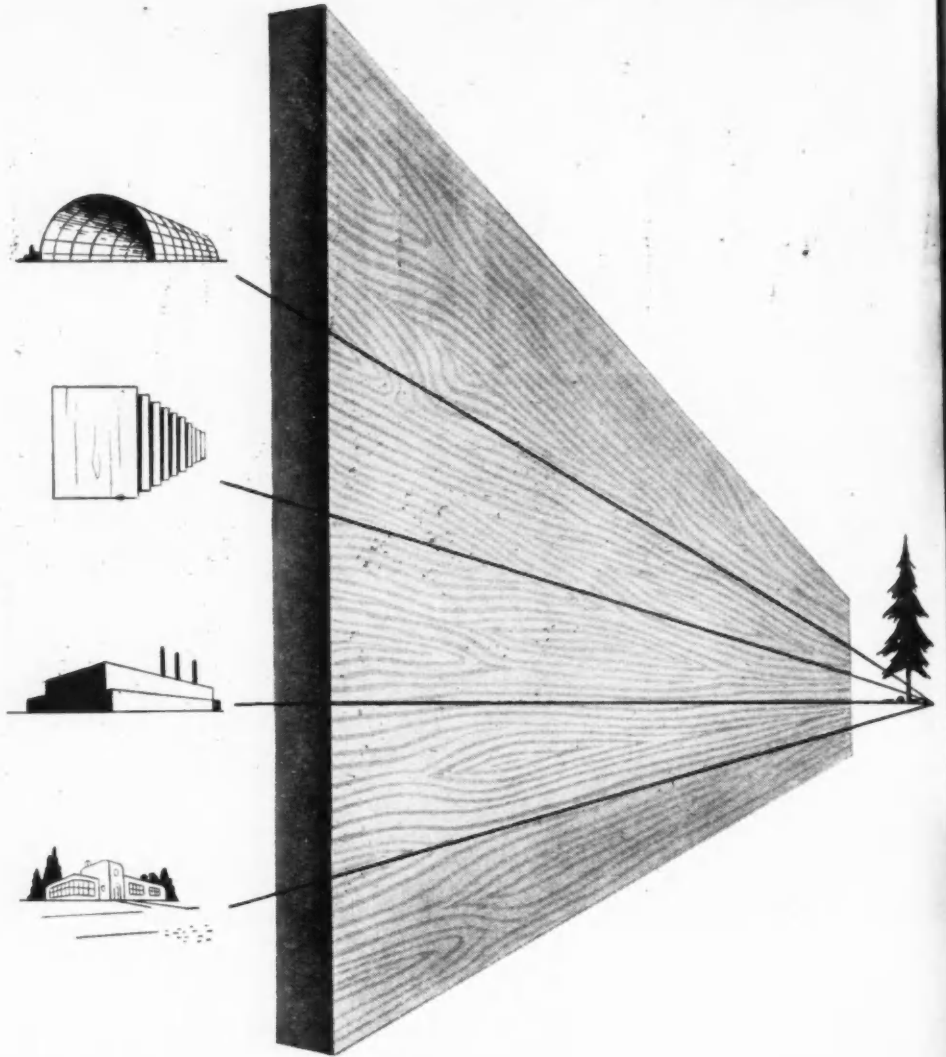


UNITED STATES GYPSUM

Manufacturers of Building and Industrial Products Since 1901

GYPSUM • LIME • STEEL • INSULATION • ROOFING • PAINT

Today,
wood will
go further,
do more,
last longer



America's No. 1 building material is prepared to meet the challenge to its traditional position as postwar construction approaches.

New wood treatments which are clean and non-odorous lengthen its effective life without changing its character.

Modern synthetic resin glues make possible strong, versatile plywoods, laminated structural members, and stressed-cover construction.

Combining their talents, resources,

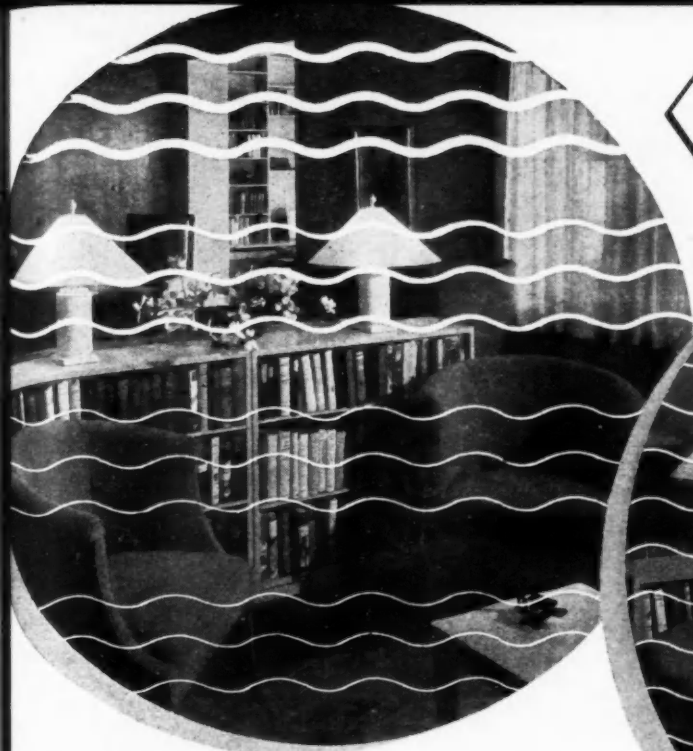
and research in behalf of wood today are Monsanto Chemical Company, pioneer producer of the newer types of chemicals for wood protection, and I. F. Laucks, Inc., Monsanto subsidiary, the world's largest manufacturers of industrial glues.

You can be sure that with this important help, and with more developments to come, wood is going to be preferred in the future as it has been in the past, in projects large and small.

**MONSANTO
CHEMICAL COMPANY**
Organic Chemicals Division
1700 South Second Street
St. Louis 4, Missouri

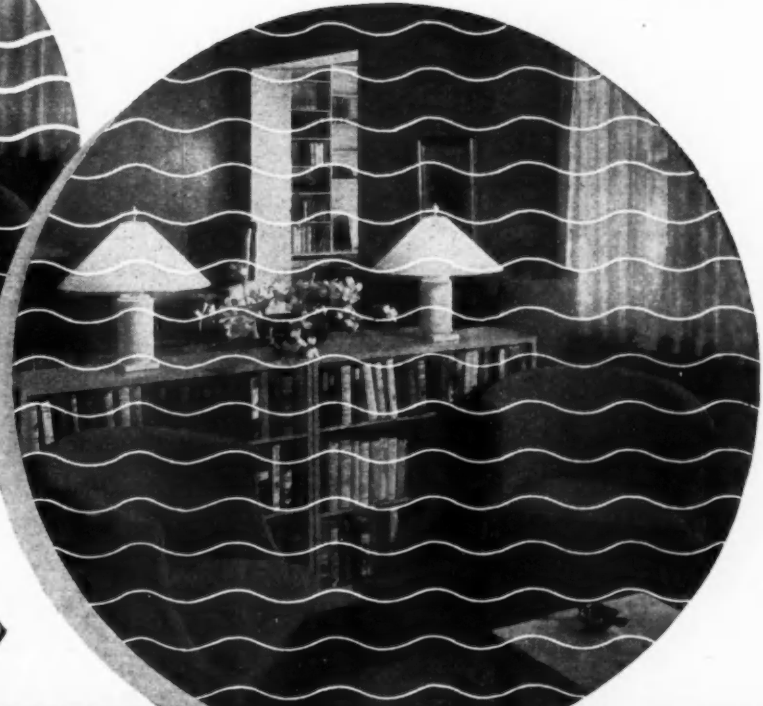


I. F. LAUCKS, Inc.
America's Glue Headquarters
SEATTLE (4)—911 Western Ave.,
LOS ANGELES (1)—859 E. 60th St.
Factories: Seattle, Los Angeles,
Portsmouth, Va., Lockport, N. Y.
In Canada, address: Laucks, Ltd.,
Granville Island, Vancouver, B. C.,
or Laucks, Ltd., Eastern, Stanbridge,
Quebec.



Without MODUFLOW

Alternate periods of heat and no heat, causing drafts and air stratification... Result: Cold floors, overheating and underheating...



With MODUFLOW

Constant supply of heat, modulated to exact degree necessary to offset heat loss... Result: True comfort...

Moduflow Control

MEETS THE CHALLENGE OF THE FUTURE

Home building prospects are encouraging, but the future brings a tremendous challenge, too. There will be new competition from new sources. Your prospects will demand the best. With the new Moduflow Control System in your homes you have a forceful selling feature to meet this challenge. In Moduflow you offer the finest and the latest in home heating comfort . . .



Developed by Minneapolis-Honeywell, Moduflow eliminates the ordinary "on-and-off" delivery of heat. Instead this new control system provides a continuous flow of heat at exactly the required temperature. Compensation for heat losses is made automatically.

Gone is the discomfort caused by alternate overheating and underheating.

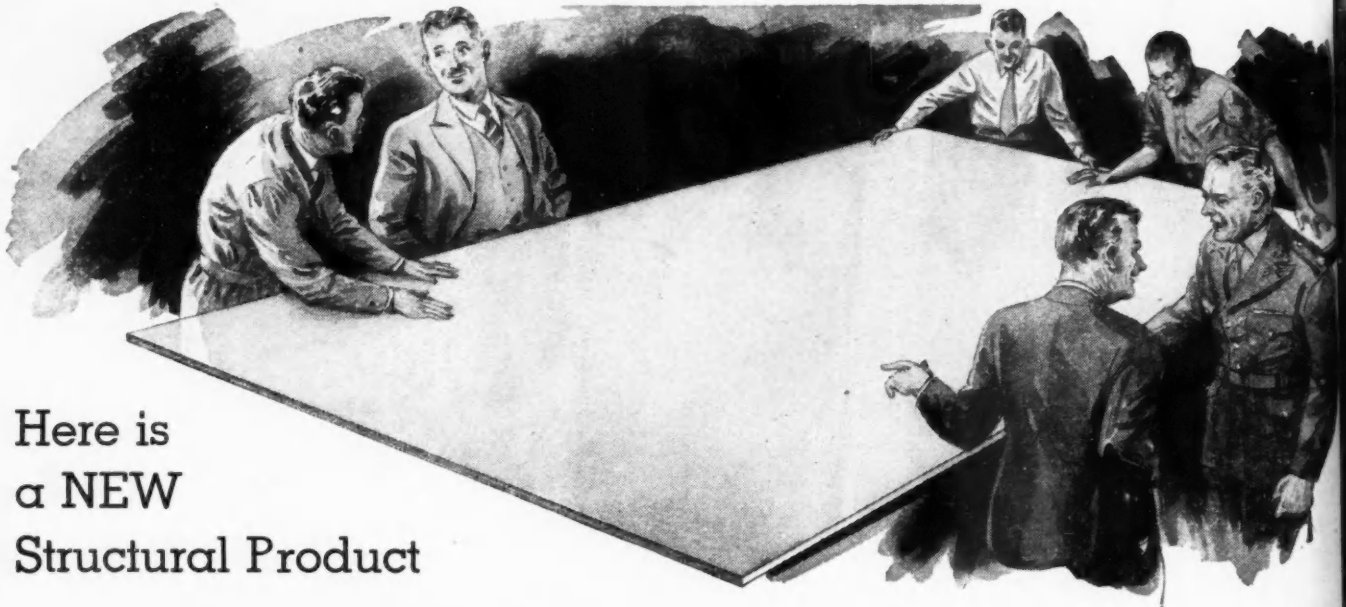
The Moduflow Sectional Control System enables home owners to maintain varying temperatures in different rooms or sections of the same house. This added comfort with substantial savings in heating costs.

Remember that Moduflow is not an untried system—it has been tested and proved under all conditions. Minneapolis-Honeywell Regulator Company, 2842 Fourth Avenue South, Minneapolis 8, Minnesota. Branches and distributing offices in all principal cities.

JUST OFF THE PRESS — the new "Engineering Guide of the Moduflow Control System for Home Heating and Air Conditioning". It's Free. Write for your copy today.

MINNEAPOLIS
Honeywell
CONTROL SYSTEMS





Here is
a **NEW**
Structural Product

INDERON

A High-Strength Material, in Large Panel Form, With a Smooth, Hard, Infrangibly-United Plastic Surface!

INDERON was developed as a utility container material for the Army Air Forces, was later adapted to many other war uses where strength, durability and dense, hard surface qualities were essential.

INDERON is waterproof, highly resistant to abrasion, impact, vapor permeation and other destructive forces. INDERON, made by chemically uniting Douglas fir veneers, plastic glues and a fibrous plastic film, is a large-size structural product which needs no surface protection, no decorative treatment, no structural support.

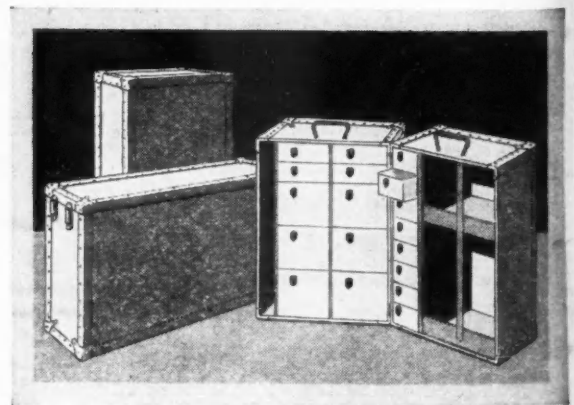
INDERON is stable. It does not warp or twist. It combines beauty, strength, durability and the economical panel form of standard plywood.

What Are the Uses of Inderon?

INDERON has literally thousands of applications in such fields as: Marine, Aviation, Railroad, Bus and Truck, Home, Office, Apartment, Farm and General Industry. Available now only for Army-Navy use. INDERON will become one of the most useful of all structural products in the post-war era. Write NOW for full information!



INDERON is ideally suited to play a large part in post-war home building—and in industrial construction as well. Consider INDERON in its three post-war grades (Standard, Decorative and Industrial) for exterior walls, concrete forms, roofs, kitchen cabinets and fixtures, floors, porch decking, etc. Its low cost will make it a "jack-of-all-trades" among structural materials.



INDERON is successfully serving the Army Air Corps as the preferred material for packaging many vital parts, medical supplies and delicate instruments. INDERON has also been used for many other important war purposes and has proved its ability to resist tropical fungus, termites, weathering and water immersion.

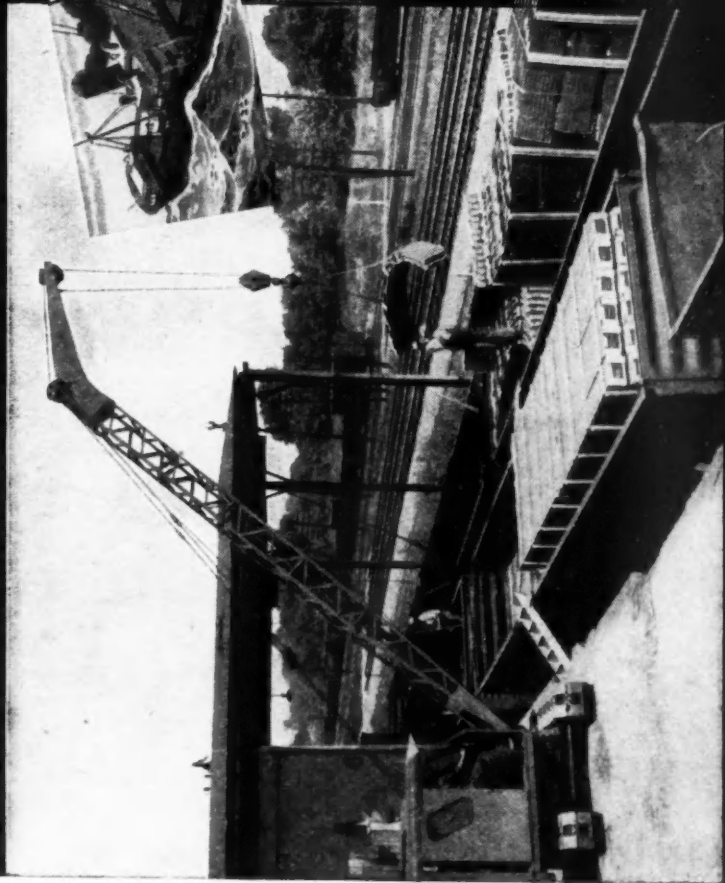
Manufacturers

Buffelen Lumber & Mfg. Co.
Tacoma 1, Washington

For Information, write
Chicago Sales Office
9 So. Clinton St., Chicago 6, Ill.

Washington Veneer Co.
Olympia, Washington

TODAY'S QUONSET HUTS



HOLD A PROMISE FOR TOMORROW

Familiar sight at American military bases all over the world is the U.S. Navy 20' x 56' steel arch rib Quonset Hut and its big brother, the 40' x 100' arch rib warehouse, both made by Stran-Steel and shipped ready for quick assembly in the field. No other material can match the efficiency of Stran-Steel framing on this vital assignment. ¶ The opportunities for adapting Stran-Steel's efficiency and design to



Manufacturer of the U. S. Navy's Famous Quonset Hut



construction in the future are limitless. Stran-Steel's war-learned experience will be of high usefulness to architects and engineers. Investigate Stran-Steel! Available joists and members for a permanent, fire-safe framing system for homes, apartments and light industrial buildings. Stran-Steel's flexibility in use affords wider latitude in design—opens up promise of better construction methods tomorrow.

STRAN-STEEL

DIVISION OF

GREAT LAKES STEEL CORPORATION

PENOBSCOT BUILDING, DETROIT 26, MICHIGAN

U N I T O F N A T I O N A L S T E E L C O R P O R A T I O N



How to save time and money
on winter construction jobs



Use Lehigh Early Strength Cement in your concrete. There are good, practical reasons why it pays to do this . . .

- 1** Lehigh Early Strength means 60 to 70% saving on heat curing costs.
- 2** Less danger of damage from freezing.
- 3** Permits quicker form removal at lower cost.
- 4** Helps bring the whole job to quicker completion.

That's because Lehigh Early Strength Cement cures and reaches service strength *three to five times faster than normal cement.*

The Lehigh Service Department will gladly answer your questions on winter construction. Send for our bulletin on *Concreting in Cold Weather.*

Lehigh
CEMENT

LEHIGH PORTLAND CEMENT COMPANY • ALLENTOWN, PA. • CHICAGO, ILL. • SPOKANE, WASH.



*Today's standard of
Indoor Comfort
is higher*

... be sure of satisfying your post-war client with a MUELLER

WINTER AIR CONDITIONER

The American public has raised its sights—in this matter as in many others. When he moves his family into the new home which you have built for him, your client expects complete satisfaction on this all-important point. It pays to allocate as much of the building budget as is necessary to secure true indoor comfort—with a Mueller Winter Air Conditioner.

It also pays you to deal with a reputable source, able to supply furnaces and winter air conditioners for homes of every type, size, and price range (old or new) . . . specifically designed for the fuel of your choice.

Mueller's 87-year record of progres-

sive design and dependable performance is your assurance that your homes will be known for their high standards of indoor comfort from efficient, economical heating systems. Specify "Mueller Winter Air Conditioner"—with confidence that results consistently back up your judgment. Write for bulletins. *L. J. Mueller Furnace Co., 2016 West Oklahoma Ave., Milwaukee 7, Wisconsin.*

B-20



Gas

Mueller equipment includes gas-fired winter air conditioners, gravity furnaces, and boilers for steam or hot water.



Oil

Just the right size and type for any home, in the complete Mueller oil-fired line.



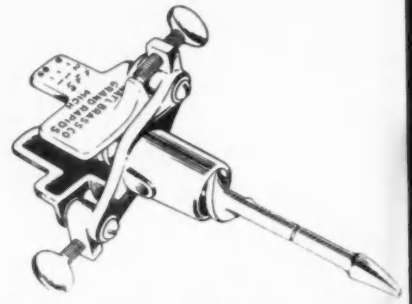
Coal

Complete selection of coal-fired winter air conditioners and gravity furnaces, including special stoker-fired model.

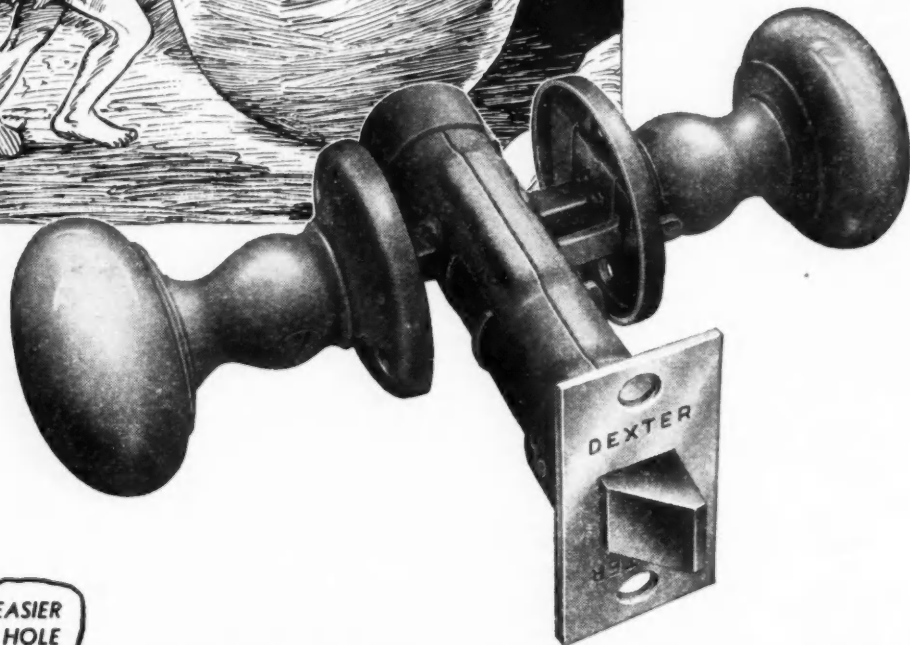


MUELLER *Climatrol*

HEATING AND WINTER AIR CONDITIONING



Far cry from the rock rolled before a cave to Dexter Tubular with the Bit-Guide—the tool that helps contractors and builders do the job easier, faster, better! Simply clamp the Bit-Guide on the door—self-centering, no measuring—guides the boring straight and true. Ask your dealer for a demonstration and complete details.



EVEN I KNOW IT'S EASIER TO DRILL A ROUND HOLE THAN TO MORTISE A SQUARE ONE



DEXTER TUBULAR LOCKS and LATCHES

1944 War Housing Calls for DEXTER-TUBULARS

Cave Men of the Old Stone Age rolled a rock in front of their cave homes to lock it against intruders. What advancements from those prehistoric days! What advancement even during the last twenty years! Today scientific ingenuity has brought the Tubular lock and latch—as easy and quick to install as drilling a hole! Time-consuming, laborious mortising and fitting has given way to the Dexter march of progress. And today, especially, builders appreciate the time-saving advantages of Dexter Tubular installations. Owners appreciate their guaranteed lifetime performance.

There is a Dexter dealer in your community. Ask him for complete information. Write for your copy of the Commander Line Catalog conforming to revised WPB Order L-236.

Manufactured by **NATIONAL BRASS COMPANY**
GRAND RAPIDS, MICHIGAN

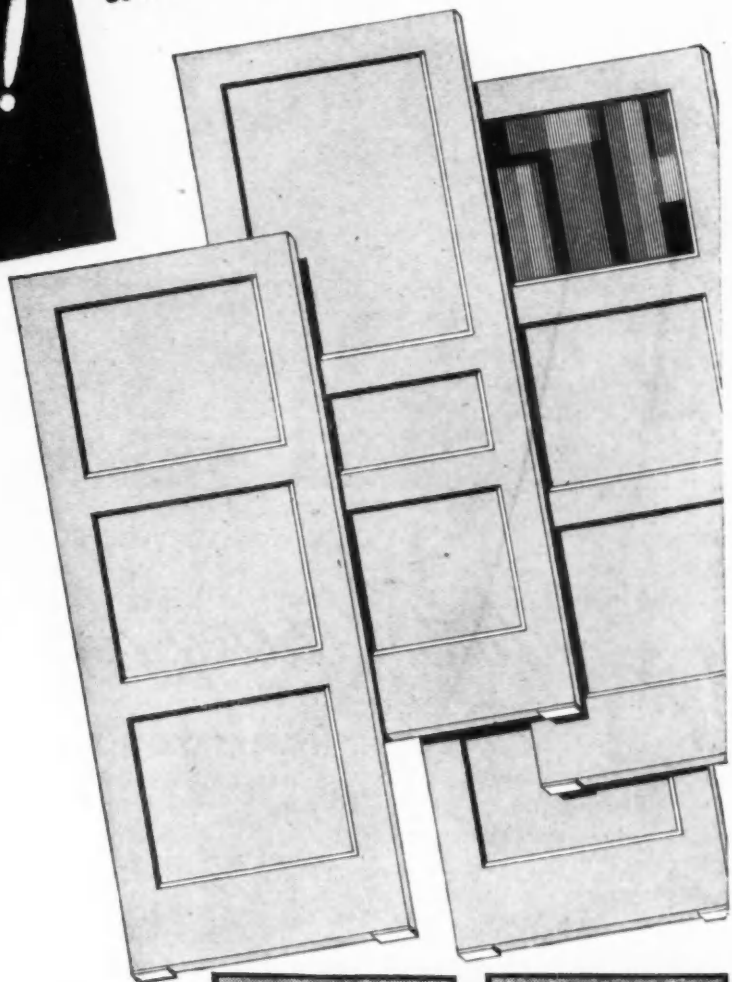
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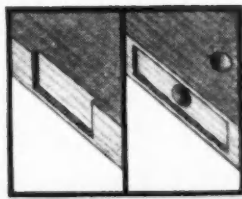
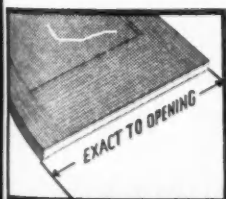
**Build
Faster—
Better!**

**Douglas Fir Doors with
new FACTRI-FIT Features
will Save Hours on the Job!**



Consider the advantages of the new FACTRI-FIT line of Douglas Fir Interior Doors. Pre-fitting at the mill eliminates slow, laborious trimming and fitting on the job . . . assures full beauty and utility of the door when in place . . . does away with the danger of scars which often result from the improper use of hand tools.

There is further advantage in the fact that these new FACTRI-FIT doors—as well as standard Douglas Fir Doors—are offered in basic 3-panel designs with an all-purpose application . . . designs in keeping with today's architectural trend. That's why we say you'll build faster and better with Douglas Fir Doors!

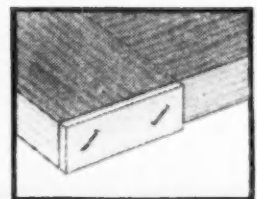
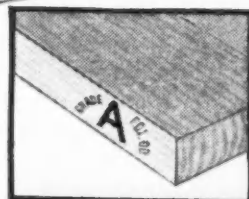


1 FACTRI-FIT doors are pre-fit at the mill, trimmed to exact size, ready to hang without sawing or fitting.

2 FACTRI-FIT doors may be ordered completely machined at your option—gained, bored or mortised by high-speed precision tools.

**FACTRI-FIT
PRECISION-BUILT
DOUGLAS FIR DOORS**

A new line, available at slight additional cost—a cost more than offset by savings on the job.



3 FACTRI-FIT doors like all Douglas Fir Doors are edge grade-marked for ease in ordering, specifying and supplying.

4 FACTRI-FIT doors are scuff-stripped to protect the precision-cut corners during handling and shipping.

**Douglas Fir
DOORS
FIR DOOR INSTITUTE**
Tacoma 2, Washington

**Remember!
NATURE MAKES
DOUGLAS FIR
Durable!**
Durable Douglas Fir Doors are made from all-heart-wood, vertical-grain, soft, old-growth Douglas Fir.

Write for catalog showing complete series of Douglas Fir Interior Doors, Tru-Fit Entrance Doors, and new specialty items.

Douglas Fir Doors are now available only for essential building. They'll be ready for general use again when war needs lessen.



WELDWOOD ADDS

Comfort, Utility and Charm

TO THE HOMES YOU BUILD

A scene like this is in your customer's mind when he thinks of building.

That's natural. He expects more than just a house.

What he's really buying is a home . . . a pleasant environment for himself and his family.

More and more, Weldwood is helping builders achieve the results their customers demand.

And modern builders take advantage of the structural and decorative superiority of Weldwood whenever possible.

They know that Weldwood brings to a

modest home the durability and beauty formerly enjoyed only in a mansion.

They know, too, that their customers will appreciate the increased investment value that Weldwood gives a building dollar.

They know that a Weldwood home is delightfully livable . . . that comfort and convenience are "built-in" features. That the durable beauty of Weldwood-paneled walls appeals to everyone.

You'll find that customers appreciate . . . and will buy . . . the comfort, utility and charm that you can build into their homes with Weldwood.



Plastics and Wood
Welded for Good

Waterproof Weldwood, so marked, is bonded with phenol formaldehyde synthetic resin. Other types of water-resistant Weldwood are manufactured with extended urea resins and other approved bonding agents.

THE MENGEL FLUSH DOOR

Strength and Beauty . . . to match your Weldwood walls.



WELDWOOD Plywood

Weldwood Plywood and Plywood Products are manufactured and marketed by

UNITED STATES PLYWOOD CORPORATION THE MENGEL COMPANY

New York, N. Y.

Incorporated
Louisville, Ky.

Distributing units in Boston, Brooklyn, Chicago, Cincinnati, Cleveland, Detroit, High Point, Los Angeles, Newark, New York, Oakland, Philadelphia, Rochester, San Francisco, Seattle. Also U.S.-Mengel Plywoods, Inc., distributing units at Atlanta, Jacksonville, Louisville, New Orleans. Send inquiries to nearest point.

HERE'S WHY YOUR CUSTOMERS

WILL WANT WELDWOOD:

STRUCTURAL ADVANTAGES

Dri-wall construction cuts building time as much as six weeks . . . eliminates dangers of warping, swelling and cracking in sash and woodwork due to the tons of water in plaster walls. All standard grades of Douglas Fir plywood are made in Weldwood's giant West Coast plants.

DECORATIVE FEATURES

Weldwood . . . in genuine mahogany, walnut, oak, knotty pine, figured gum, birch and Weldtex (striated Weldwood) . . . achieves the warmth and beauty of wood-paneled rooms at unbelievably low cost. Modern streamlined production has made this possible.

Inexpensive Weldwood Utility Panels, with satin-smooth hardwood faces, provide ideal wall surfaces for paper or paint . . . never show checking or grain-raise.

ECONOMY

Final results balanced against investment show Weldwood Plywood construction to give far more value per dollar than old-fashioned materials.

Because Weldwood can be installed rapidly . . . inside and out . . . building time is cut down, with resultant savings in labor cost.

DURABILITY

Weldwood Plywood Panels are crack-proof and are guaranteed for the life of the building. Weldwood walls are permanent walls, requiring no upkeep.

precutting!



MONARCH UNI-POINT RADIAL SAW

Precutting pays profits. A great building boom is just ahead. Over 1,000,000 non-farm dwellings will be built yearly for a decade after the war, according to reliable sources.

The houses will be better designed and better built at a more attractive price than ever before offered the American public.

Why? Because based on the advanced building processes gained from wartime experiences, the successful builder will employ newer building production methods—with the cutting economy, speed and precision of factory methods like precutting.

Yes, precutting pays profits, but *how much profit* depends also on the machinery used. UNI-POINT, the modern radial saw, offers the unusual mechanical simplicity, the absolute precision, the speed, the adaptability to precutting short-cut methods, so necessary to assure the elimination of cutting waste, more production per man hour, and greater profits per house.

Make UNI-POINT your next machine and watch the costs go down!



AMERICAN SAW MILL MACHINERY CO.

60 MAIN ST.

HACKETTSTOWN, N. J.

Established 1903

Radial Saws
Shapers

Saw Batches
Sanders

Band Saws
Mortisers

Jointers
Swing Saws

Planers
Lathes
Saw Mill Machinery

PANORAMIC VIEW CAPTURED BY



**ANDERSEN
COMPLETE WOOD WINDOW UNITS**

What architect could match the infinite designs of nature? None, of course. But architects are building nature's wonders into their homes, by the use of wide, spacious WINDOWALLS—walls of windows, windows that serve as walls.

There is, however, still an underlying need for ventilation, so this WINDOWALL includes two operating sash, that let in fresh air. This WINDOWALL, moreover, is weathertight.

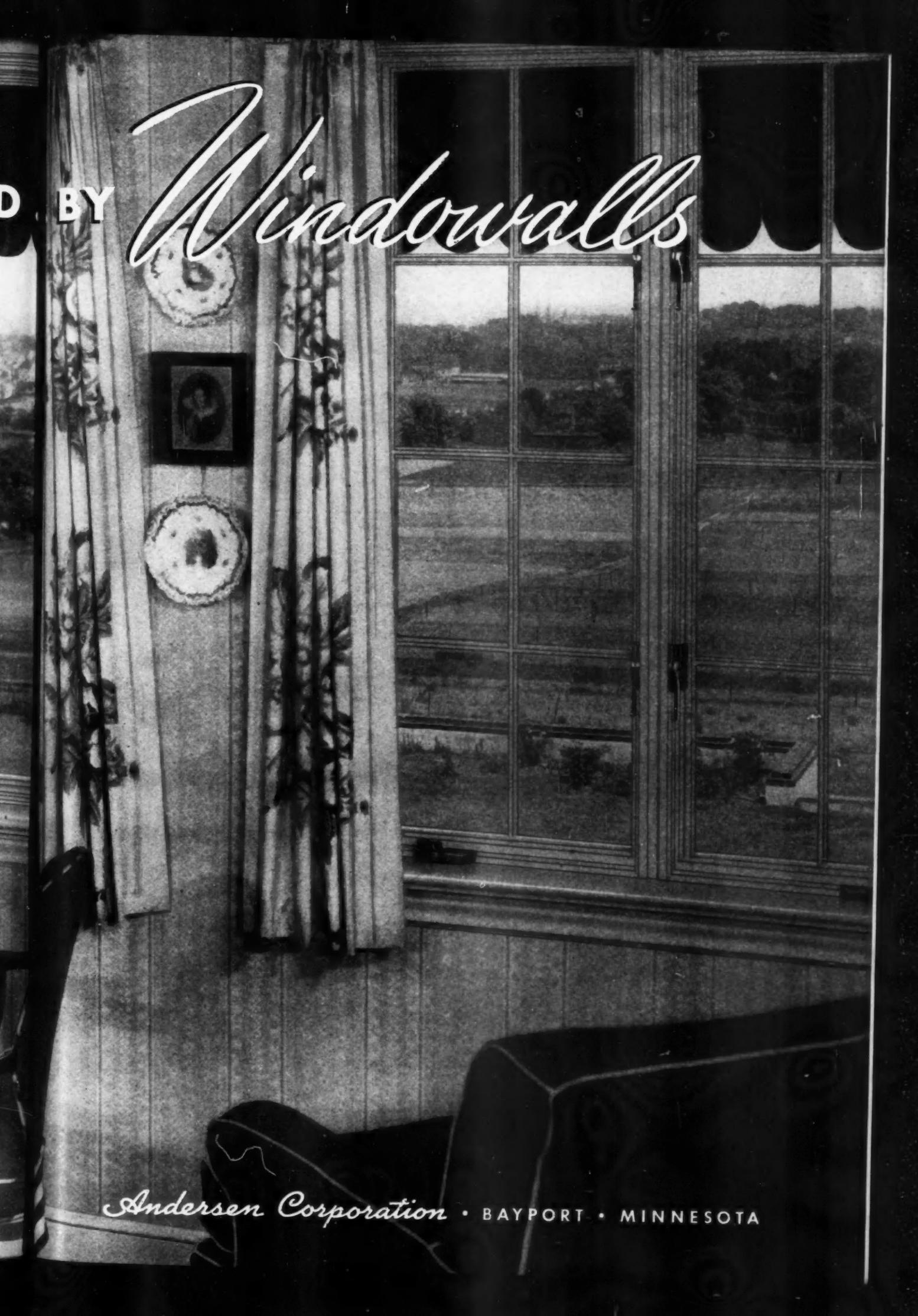
This WINDOWALL, with Andersen Casement Window Units, is in a home in Clifton, New Jersey. This WINDOWALL is one of countless variations possible with Andersen Window Units.

FOR DETAILS, CONSULT SWEET'S CATALOG OR WRITE
DIRECTLY TO ANDERSEN



D BY

Windows



Andersen Corporation • BAYPORT • MINNESOTA

Post Pages Plant the Seed that . . .



The "Urge to Buy" Originates

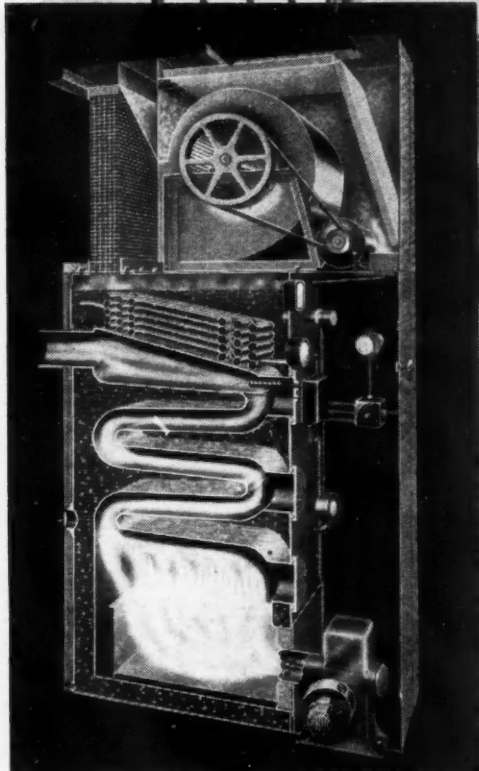
at . Grows Into Homes Like These



is on the Pages of the

SATURDAY EVENING
POST

*I'm saving 90% of installation cost
on every home I build with
PENN PACKAGED HEATING UNITS*



PENN HYDRO-AIRE HEATING UNITS

Cut-away section of Hydro-Aire (split system) shows how all parts and controls are built-in at the factory.

Cold, dusty air is drawn in through two large filters, cleaned and humidified. Steam heats the completely shielded copper radiator through which all air is blown directly into ducts.

Every heated boiler part is surrounded by heavily insulated water; no wasted heat. Long backward and forward fire travel ups efficiency.

Hydro-Aire makes possible combining warm air with steam or hot water radiation in kitchen or bathroom to avoid odors. Year-round hot water cost compares favorably with other methods, eliminates extra basement equipment.



... because they're completely factory assembled, shipped in one crate ready to pick up, set down, and plug in . . . and that's not all. The builder handling Penn heating packages avoids all guesswork and heat engineering headaches. He chooses a capacity rated unit that will serve any size or type of home in terms of b.t.u. requirements. What he saves in cluttered parts inventories, skilled labor, bookkeeping, and high equipment overhead, he pockets along with the savings of a low first cost.

Penn Packaged Heating Units are modern as tomorrow, fit in perfectly with a builder's mass production methods for profit. Penn has anticipated the trend toward pre-fabrication with the only truly packaged (and patent-protected) heating units so far developed.

To learn more about the various types of Penn packaged units and how they will bring you profit, write for the Story of Penn Packaged Heat. Address 60 Fruitville Road, Lancaster, Pa.

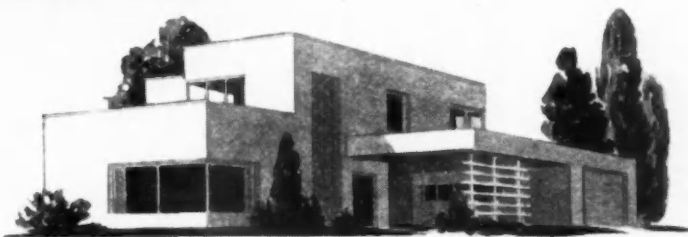
BOILER BURNER UNITS
AIR CONDITIONER UNITS

*Packaged
by* **PENN**

PENNGUN WATER HEATERS
HYDRO-AIRE (Split System)

PENN BOILER and BURNER MANUFACTURING CORP.

LANCASTER, PENNSYLVANIA



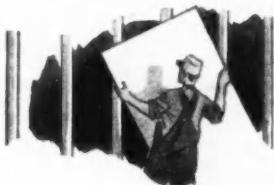
BUILD WALLS THAT MEET TOMORROW'S DEMAND

An advance in one direction often brings new problems in another direction. Modern methods of heat control and air-conditioning are certainly great advances—yet they bring with them problems that must be faced at the outset of construction or serious trouble will result.

The walls of tomorrow's homes must provide effective insulation. But they must do more than that. They must be so constructed as to reduce moisture condensation within the walls to a minimum.

The Approved Insulite Wall of Protection not only provides effective insulation, but, because of its scientific construction, safeguards against internal moisture condensation.

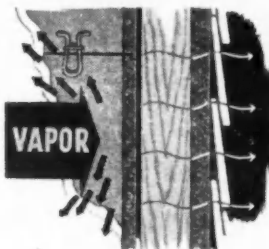
The illustrations to the right explain, in general terms, the reasons. Below, the blueprint drawings show details of construction. Get the complete story about moisture in walls. Write today for free "Scientific Facts" booklet, which quotes highest authorities on how this problem can be solved.



OUTSIDE THE STUDS, Bildrite Sheathing. The large boards provide a wind-proofed, weather-tight wall. Bildrite Sheathing has bracing strength four times that of wood sheathing, horizontally applied.



INSIDE THE STUDS, Sealed Lok-Joint Lath furnishes a second wall of insulation. The patented "Lok-Joint" provides a strong, rigid plastering surface, prevents joints from opening under trowel pressure.



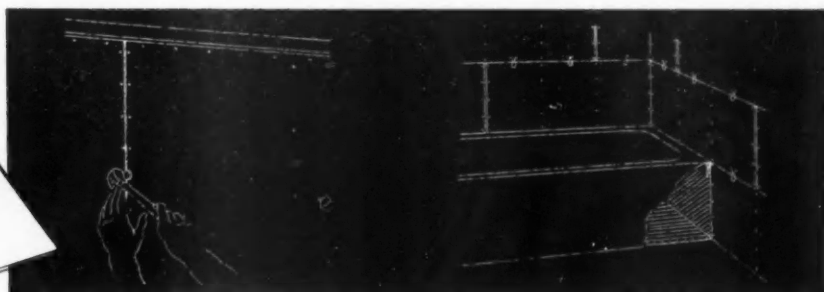
• How moisture condensation is effectively minimized in the Approved Insulite Wall of Protection. Sealed Lok-Joint Lath, with asphalt barrier against the studs, effectively retards vapor travel. Bildrite Sheathing, being permeable to vapor, permits what little vapor escapes to pass naturally towards the outside.

INSULITE
Minneapolis 2, Minnesota



INSULITE
Structural Insulation

MADE EXCLUSIVELY FROM WOOD



• Bildrite Sheathing is easy to fit and nail. Begin nailing along one of middle studs—not along edges. Boards are spaced $\frac{1}{8}$ " apart at joints. Use either 8d common or $1\frac{3}{4}$ " galvanized roofing nails. Along outer edges, nails are spaced 3" apart; 6" apart on intermediate framing.

• Behind bathtubs, medicine cabinets and built-ins on outside walls, where Sealed Lok-Joint Lath is not used, a vapor barrier must be provided. This protection is important to avoid vapor "leaks." Apply the barrier to the inner side of the studs.

Good Buildings Deserve Good Hardware



THE
Reputation

**THAT GOES (AND GROWS)
FROM DOOR TO DOOR!**

When you select Corbin builders hardware for that projected post-war home, industrial building, school, hospital or any other project . . . chances are you are selecting a *line* and a *name* already *pre-sold* to your client. For Corbin has long been synonymous with the very finest in builders hardware — wherever doors swing freely and windows

let in light.

Authentic design, widest range of products, dependability of craftsmanship, helpful detailing and counsel are all integral parts of the Corbin reputation.

A Corbin specialist will be happy to furnish pertinent details on builders hardware in connection with projects you are planning.

P. & F. Corbin

THE AMERICAN HARDWARE CORPORATION, SUCCESSOR

NEW BRITAIN, CONNECTICUT • SINCE 1849



What has a successful builder to sell?

Not merely a shelter,  but

economical home comfort  and

owner satisfaction. 

How can a builder do this and advertise the fact?

By assuring the home buyer lasting liveability
and having him tell others about his home benefits.



Can this be done by installing untried, doubtful, or obsolete types of heating?

Of course it can't! That's why it's so tremendously important to install the type of heating using the fuel *most buyers prefer*. And, according to *all recent surveys*, the *greatest consumer preference* is for clean, healthful, forced warm air gas heat!

records of proven performance. Janitrol will assure your *home buyers* the long lasting liveability that means more *comfort* for them . . . more *customers* for you.

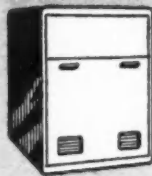
So give your customers the very *best* gas heating equipment available. Specify Janitrol, with its modern design, unique construction, numerous exclusive features, and

To help you make important comparisons, and to prove to you that Janitrol offers *so much more*, we have available complete descriptive data on the new full line of Janitrol Gas-Fired heating equipment. Write today for your copy. No obligation, of course.

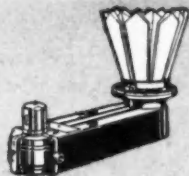
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JANITROL HEATING EQUIPMENT

FLAMEPROOFING . . . LIGHT . . . AND MADONNA LILIES



1. "Safety First" House Beautiful Editors Florence Paine (left) and Marion Gough (right) are hot on the trail of flame-proofing processes for fabrics. They're getting the low-down from John F. Taylor, Sales Manager of the Flameproof Chemical Co., who agrees that fire-protection should be considered with beauty and convenience in planning tomorrow's homes.



2. Light is thrown on postwar living through the study of postwar lighting itself. House Beautiful Editor Frances T. Heard discusses lighting advances with Marshall D. Nutt (left), Sales Manager of Ivan T. Johnson Co., national distributors of Louver-plas; and William F. Rooney, Supervisor of Lighting Products Styling for Sylvania Electric Products, Inc.



3. Getting down to earth about postwar gardening, House Beautiful Garden Editor Ralph Bailey analyzes the root growth of a Madonna Lily bulb with David Platt (left), Vice-President and General Manager of Max Schling Seedsmen, Inc., New York. House Beautiful knows that a colorful garden can be a delightful frame for the home of tomorrow.



4. Star-gazing has no place in House Beautiful's plans for postwar living. So House Beautiful Editors do constant legwork tracking down every lead about new products and developments. M. M. Miller, of Miller Metal Products (right), tells Editor Elizabeth Gordon about his company's blueprints for the future, while Designer Lurelle Guild smiles approval.

HOUSE BEAUTIFUL is the magazine that interprets your market for you! It's FIRST in the home field . . . the must magazine for those who make it their business to know their business.

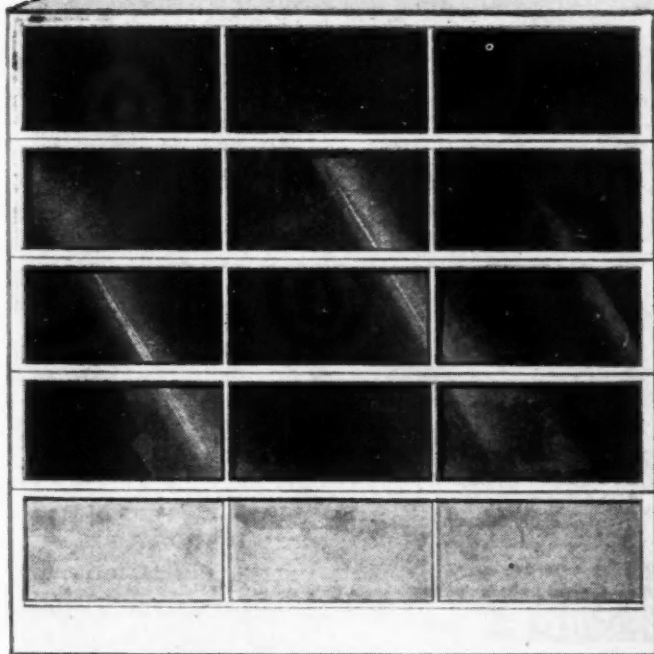
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It's Right from
HOUSE BEAUTIFUL



Standard Crawford Door designed for modern service station application. Upper four sections glazed for maximum light and attractive appearance. Lower section solid panels for protection. Easy to install, easy to operate. Built for service.



HERE'S OUR SLANT

on doors to step up service station traffic and profits

● When motoring comes back into its own the volume business will naturally gravitate to those places where the motorist finds the maximum of convenience and service. In this, as all experienced service station operators know, the public is largely guided by appearance. That means there will be many brand new service set-ups—and many more where existing buildings will undergo "face-lifting" operations.

Important in all of these will be doors—and the answer will be ready in Crawford Doors engineered and designed for the job. Substantial in construction, simple and trouble-free in operation, splendid in appearance—Crawford Doors will fill the bill. It's not too early now to get in touch with Crawford. Your inquiry will have our prompt attention.

Crawford Door Company, 401 St. Jean, Detroit 14, Mich.

Crawford

UPWARD - ACTING

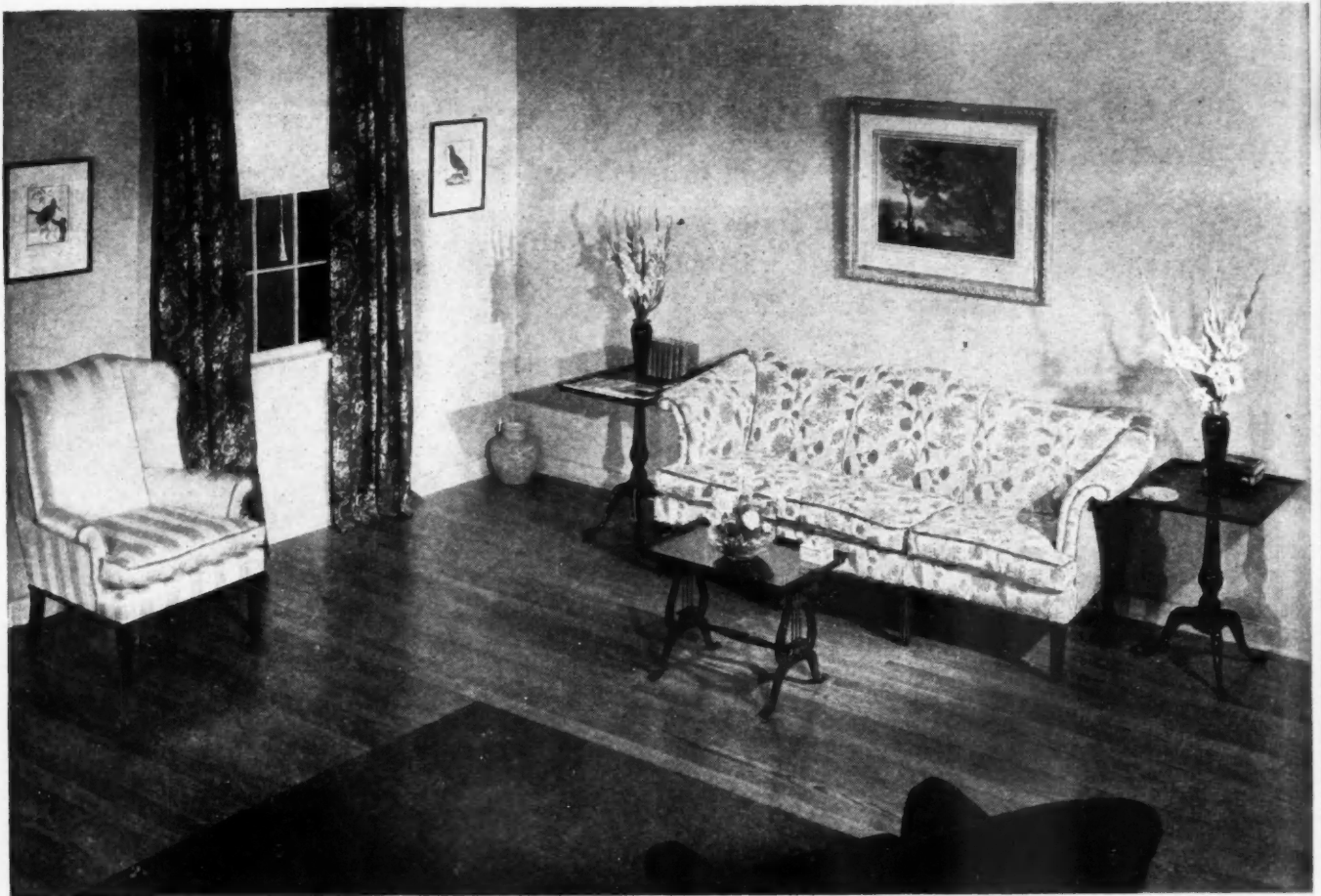
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Commercial & Industrial Doors
Hand or Power Operated Doors
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Preview of Bradley's Most Advanced Contribution



~ to Greater Flooring Beauty in the Homes of Tomorrow

To answer the coming demand for better products for the better homes of tomorrow, Bradley will be ready to supply you with its ultimate achievement . . . Pre-Finished Straight-Line Hardwood Flooring.

An extremely durable, penetrating finish of high quality, applied at the factory, enhances the wood's natural figure and grain. This is followed by a coating of heavy-bodied wax, providing a lustrous wearing surface easily maintained

BRADLEY PRE-FINISHED STRAIGHT-LINE HARDWOOD FLOORING IN OAK, BEECH & PECAN

by simple household methods.

Bradley's Straight-Line manufacture, comprising freedom from crook, accurate matching and 90-degree end joint, expedites laying.

This time-saving factor, plus the Pre-Finished feature, affords a beautiful hardwood floor ready to use the moment laid, at a definite saving in cost over ordinary flooring sanded and finished on the job.

These outstanding advantages are confirmed by the three-year record of millions of feet of Bradley Pre-Finished in war agency and federal housing projects. Write now for complete information, specifications and selling helps.

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Builders' News Review

Latest Washington developments—News of the National Association of Home Builders and Local Associations



H-2 Quotas Issued—50,000 Units Expected by Year's End

FIRST issuance of local quotas under N.H.A.'s revised H-2 program came in mid-November, and authorized construction of 3,120 privately-financed units in six communities. Other quotas have been made since, and the Agency hopes to have 50,000 units approved by the end of the year.

Informed sources in Washington believe that as many as 200,000 units for 1945 may be approved.

The first programs, under N.H.A.'s agreement with W.P.B. fixed maximum sales prices and maximum shelter rentals, and were expected to set a pattern for other local quotas to follow. In the first group, the allocations were as follows:

Richmond, Va., 125 for sale at a maximum of \$7500; 250 for rent at a \$27.50 rental and 125 at \$65.

Albuquerque, N.M., 100 units at a sales price of \$6000; 100 at a \$50 monthly rental top.

District of Columbia, 1000 units for sale at \$6000, and 1000 at a rental of \$50.

Syracuse, N. Y., 100 for sale at \$7500 and 125 for rent at \$62.50.

Worcester, Mass., 100 for sale at \$7500 and 70 for rent at \$60.

Trenton, N. J., 25 units for rent at \$45 or sale at \$5000.

The Trenton and District of Columbia quotas, plus the 250 in Richmond, Va., at \$27.50 are to be built for negro occupancy. None of the units need be held for in-migrant or other essential war worker occupancy.

Builders in these areas and those subsequently receiving quotas should make application at F.H.A. offices on newly revised W.P.B. for 2896.2 in order to get necessary priorities for construction.

Under the new H-2 procedure a troublesome bottleneck has developed which both N.H.A. and W.P.B. are exerting every effort to clear. That bottleneck is the local Area Production Urgency Committee. Procedures call for certification of needed quotas in any individual area by regional N.H.A. representatives, and many of these certifications have already been made, but before Administrator Blandford can approve them, the local Area Production Urgency Committee must declare that the manpower to build them is available without stripping it from needed war plant requirements.

This has proved difficult in many areas, because much building labor is often present without being registered at local U.S.E.S. offices, and because the loosely set up Area Production Urgency Committees (in some instances one for a State, in others, one in each critical production area) are slow to act, due either to lack of complete information or to infrequent meeting dates.

It has been suggested that in localities where they have reason to believe a quota is forthcoming, builders and their associations should urge the necessity for prompt action by such committees.

U. S. Chamber of Commerce Asks Public Housing Halt; Urges Review by Congress

The U. S. Chamber of Commerce, which has a firm record of opposition to subsidized housing, has sent a strongly worded letter of protest to N.H.A. Administrator Blandford against further war-time construction of permanent publicity-financed units with funds voted pre-war until Congress has had a chance to review the program. The letter, signed by Chamber President Eric A. Johnston, follows:

Approved Before War

"Dear Mr. Blandford: At its last meeting the Chamber's board of directors expressed itself in opposition to the expenditure of the unexpended balance, amounting to approximately \$100,000,000, of funds originally appropriated by Congress for subsidized public housing. It was felt that this whole matter should be reviewed again by Congress, in the light of the changed circumstances since these appropriations were authorized before the war.

Demand Congress Review

"The Chamber believes that widespread improvement in housing can only be accomplished through the building of homes in large numbers by the private home building industry. This large program rather than a limited program of subsidized building should be given the right of way. The federal government can be most helpful in this connection by encouraging research, through the development of standards, and by aid in the field of home finance.

"We believe that improvement in the living standards is a number one "must" after the war. This can be done, however, more effectively on Main Street than on Pennsylvania Avenue. States and local governments have an unparalleled opportunity to take vigorous measures in eliminating worn out structures, and to encourage the redevelopment through private activity of slum and blighted areas.

"For these reasons we urge that funds for subsidized public housing should not be expended until Congress has an opportunity fully to review the entire matter in the light of conditions which have been radically changed by the war. Sincerely, Eric A. Johnston, President."

F.H.A. Figures Show Impressive Record

An F.H.A. report recently issued, gives some idea of the tremendous lift to privately-financed new home construction and repairs by that agency in the ten years of its existence. More than \$8 billion of insurance has been written in that time under all titles of the act (including Title VI war housing), and 45%, or \$3 billion, six hundred million has been paid off in the form of prepayments, terminations and amortizations. The agency's percentage of loss is four-tenths of one per cent, and its outstanding liabilities are \$4 billion, five hundred thousand. It has over \$90 million in reserve funds.

C.E.D. Head Sees Huge Building Employment

A much-needed expansion in private construction can, in the opinion of Dr. Homer Hoyt, well-known housing economist, double the 1940 levels of employment in the construction industry within a year after the end of the war. In the metropolitan New York area, he pointed out recently, employment can be given to 450,000 persons in the industry if there is a "favorable economic climate."

Dr. Hoyt, who is chairman of C.E.D.'s research committee and a well-known figure in the housing field, stated further that establishment of such high employment levels would result in a heavy demand for new homes, stores and factories. But he stressed that maintenance of sound, long-lasting effects must come from "a huge demand springing from public need and paying its own way," rather than from public works.

Giving the Country Back To The Indians?

The ways of the white man must still appear strange to the redskins. An Associated Press dispatch from Port Angeles, Washington recently reported:

"They're giving the country back to the Indians—almost. This time it's a full-fledged defense community built at a reputed cost of \$1,500,000 to

house 2000 workers, with more than 100 buildings and a 750-seat theatre. The town is in the wilderness of the Mikah Indian Reservation, near Cape Flattery, most northwesterly point in the Continental United States. Sudden cancellation of a big defense contract meant the town's downfall. The tribal fathers of the Mikah Indian Council powdered and bought the whole shebang for \$22,000."

Seattle Association Receives Charter; Hears Fritz Burns



FRITZ BURNS

At a recent dinner meeting, the Seattle Master Builders Association, newly added member group of the National Association, received its charter from Fritz Burns, dynamic past president of N.A.H.B. and well-known home builder of Los Angeles. Mr. Burns later addressed the group on the subject: "Post-War Homes from the Viewpoint of a Practical Builder" and, to quote Tacoma's President Jim March, who was there: "I've never seen such an attentive audience. When he finished they all leaped to their feet and actually acclaimed him."

Training Program Set Up

A looming shortage of skilled building craftsmen in the New York metropolitan area, principally due to the fact that no apprentices have been trained since 1936, has led to recent co-operative action to remedy the situation. A comprehensive program, calling for organized apprenticeship training in the construction industry, has been developed by a committee comprised of three representatives each of the Building Trades Employers' Association, the Building & Construction Trades Council, and the New York Building Congress, Inc. It envisages the establishment and maintenance of a progressive ap-

prenticeship system, consistent with the various unions' replacement requirements; endeavors to secure the co-operation and assistance of employer and building trades union groups; to promote and establish the true artisan spirit; to arrange for practical and advanced trade education; and in general to further conditions leading to steady employment in the trade unions.

Houston Chapter Selects New Officials

William G. Farrington has been elected President of the Houston, Texas, Chapter, National Association of Home Builders, and will be at the helm of that group until September 15th, 1945. Other officers selected to aid Farrington in guiding the activities of Houston's bustling builders' organization, who will serve for the same term, are Frank W. Sharp, First Vice-President, and Harvey W. Draper, Secretary-Treasurer. Together with a Second Vice-President still to be elected, and Immediate Past President C. C. Bell, Jr., these officials comprise the Board of Directors.

Montgomery County Builders Hold Fall Meeting

Topped off by a cocktail party, sirloin beef dinner, and floor show, the Montgomery County, Ohio, Builders Association held its annual fall meeting at the Miami Hotel, Dayton, on October 26. While festivities were the order of the evening, the members also heard a stirring address by Bob Gerholz, President of the National Association of Home Builders, on new horizons for the construction industry.

A significant event was the presence at the dinner of the heads of many of the trade associations in Dayton, along with prominent members of the Dayton Real Estate Board and Dayton Builders Exchange. Under the guiding hand of Joe

Haverstick, it is felt that a good beginning has been made for close co-operation among all segments of the residential construction industry.

Portland Home Builders Elect New Officers

At its first fall meeting, the Portland Home Builders Association elected Edwin Sandberg its President, for the term ending October 10, 1945, while Otis Vowels was chosen Vice President; and F. W. Goldenberg, Secretary-Treasurer. Directors include: L. C. Simms, T. B. Winship, Palmer Bigness, Carl F. Asbahr, George F. Crow, and Hal R. Kibler; while Representatives to the Executive Board named were: Affiliate Membership—Martin Morlan; Associate Membership—R. E. Walker; Supporting Members.—O. A. Stevenson.

Springfield, Mass. Association Receives Charter

The ballroom of the Hotel Kimball in Springfield, Mass., was the scene on November 21, 1944, of a dinner meeting held by the Home Builders and Contractors Association of Springfield, Mass., a recent addition to the National Association of Home Builders. At the dinner meeting, the local chapter received its charter from the National Association of Home Builders, in an impressive ceremony, and later heard an interesting address by Joseph S. Merriam, First Vice President of N.A.H.B. on the war-time activities of its emergency committee, and post-war building prospects.

Housing Estimates Run to 300,000-400,000 Units in First Post-war Year

The great pastime of guessing the immediate post-war housing market goes merrily on, but now the estimates are leaning heavily toward the conservative side. It used to be that anyone prophesying less than a million and a half in the first post-war development was a killjoy, but the

latest figures issued by able groups tend toward a more sane figure. For instance, F.H.A., Producers' Council, and the War Production Board have all recently weighed in with estimates varying from 300,000 to 400,000 units for the first post-war year. The National Association of Real Estate Boards set its seal on 400,000 some months ago, and has stuck by it.

Meanwhile, N.H.A. has published the results of a survey indicating that there will be a need for 12,600,000 non-farm houses and apartment units in the first post-war decade. The agency stresses that this is an estimate of need, and neither a program, nor a prophecy that this number of units will be built. An additional 3,500,000 units will be needed if all sub-standard structures are to be replaced, the agency declares.

American Builder's own estimate, contained in its recently issued: RESIDENTIAL AND COMMERCIAL BUILDING IN THE IMMEDIATE POST-WAR YEARS, looks for construction by private industry (public housing and slum clearance are not included in the estimate) of 350,000 units the first post-war year, 500,000 the second, and 750,000 the third.

Hotels Plan Repair Program

Huge employment opportunities for the building industry exist in the vast repair and remodeling program expected to be undertaken postwar by hotels the country over. The American Hotel Association has recently distributed copies of its planning suggestions, calling for war-postponed repair and modernization, members in cities, towns and hamlets in all parts of the country.

Law Aids Savings Banks

New York savings banks are preparing to offer a "packaged" savings and financing plan, under new legislation permitting loans, without government guarantee, up to 80 per cent.

Milwaukee Chapter's Big Turnout

TYPICAL TURNOUT for a monthly meeting of the Milwaukee Chapter of N.A.H.B. (right). With meetings, combining business and pleasure, held at the Schlitz "Brown Bottle," the Milwaukee boys are threatening that organization's sole claim to the "Item" that "made Milwaukee famous." On the agenda for this conclave were reports from members who attended the N.A.H.B. Fall Conference in Washington, and a planned visit to the Chicago Metropolitan Home Builders' Meeting in the windy city on November 10.



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Ohio State Home Builders Call Fall Conference

Representatives of most branches of the Ohio home building industry met in a Charter Members' Conference at the Onesto Hotel in Canton on November 11, 1944. In addition to an interesting roster of speakers, whose subjects included county planning, license law, industrial insurance, release of L-41, and the 1945 Home Builders' Exposition, an organizational plan was presented, and a number of new members were added to the association's charter membership. Among the speakers were Joseph Merrion, First Vice President of the N.A.H.B.; William J. Guinan, Executive Secretary of the Home Builders Association of Metropolitan Detroit; and Dr. Henry E. Hoagland, Professor of Economics, Ohio State University.

Chicago Builders Sponsor Membership Dinner

More than 80 builders attended a membership dinner in Chicago's Hotel Gary recently, by the Chicago Metropolitan Home Builders Association. The dinner, which was held for the purpose of organizing home building interests of the South Shore of Chicago as a part of the Association, featured an address by N.A.H.B. Vice-President Joseph Merrion. Mr. A. O. Aldrich, Vice-President of the Chicago Association, presided, and many members of that Association attended under the direction of Kenneth Schuham. On November 10, Deputy Commissioner Earl S. Draper of F.H.A. addressed a meeting of the Chicago Association attended by over five hundred members and guests.

Draper sees a position of mounting importance for private home builders in the period immediately ahead in the volume of building for returning veterans and the new H-2 program.

N.H.A. Sees Quick Supply of Materials and Equipment

Supplies of building materials and equipment will probably at least keep step with actual demands for supplies for residential construction during the immediate post-war period, according to a survey of housing industry reconversion prospects by the Technical Division of the National Housing Agency.

Various parts of the materials and equipment industry

will require from six weeks to seven months to reconvert to a peacetime basis, but this tempo should present no serious time differential as compared with the probable rate of expansion in residential construction, the N.H.A. reported, and added the following comment:

"With a few exceptions, facilities for the production of materials, components and equipment needed for the immediate postwar housing program are now in production on these same items or in a readily convertible position," the N.H.A. pointed out.

Refrigerators Slowest

"These exceptions include mechanical refrigerators, gun-type oil burners, stokers, pre-war plumbing trim and metal plumbing fixtures; and it is not expected that the most critical item—refrigerators—will take longer than six or seven months to come into easy supply even if reconversion is started from scratch in the entire industry.

"General building materials supplies can probably catch up with demand within two months after labor and shipping facilities are made available," the survey showed. "With the exception of a few products such as metal lath, where facilities are now expended on the production of aircraft landing mats, there is no problem of reconversion. Generally, reconversion is a matter of labor and the diversion of raw materials now being produced for military use. This is true of clay products, steel pipes and fittings, reinforcing steel, sheet metal supplies, copper wire and cable. The production of nails and other steel wire products is even now close to 90% of the peak because of war demands.

Lumber Inventories

"Reliable sources have indicated that within six weeks to three months after V-Day, retail lumber yards may be able to build up adequate inventories and it does not appear that the lumber industry will respond more slowly than the effective demand for new residential construction. The major problem will come from the logging industry's loss of labor during the war to industries paying higher wage rates, and from deteriorated logging equipment, which can, however, be restored rapidly.

Plumbing in 3 Months

"The production of plumbing and heating items is now high, and could be ready within three months to meet demand.

Cortright's Column

By Frank W. Cortright

Executive Vice-President, National Association of Home Builders of the United States



G. I. Program progressing—Moving along with the difficult job of whipping the home loan section of the G.I. Bill into final shape, the Veterans' Administration has now reached the stage where it believes that it may be able to begin handling applications in a small way by the end of the month. It should be remembered that there are countless details that have to be worked out. Not the least important of these involves the task of negotiating an arrangement with other agencies whereby they can participate in the administration of the program. It is still believed that it will be possible to enlist the co-operation of F.H.A. and N.H.A.

To handle the initial volume of business, the Veterans' Administration is preparing to establish seven or eight regional offices that will be located in financial centers throughout the country. Meanwhile the V.A. is bending every effort to place the necessary forms for doing business in the hands of lending institutions at the earliest possible date. It expects to complete this distribution process by the middle of the month. Over a million copies of the various blanks are being printed. There will be three types of blanks: An application blank for the lender to fill out; a veteran's eligibility statement; and an appraisal form.

Presidential speaking tour—No Presidential candidate ever worked so hard or traveled as widely before election as N.A.H.B.'s President Bob Gerholz has done since his election. Early this year he addressed builders' meetings from Chicago to Los Angeles, from Tulsa to Seattle. Since then he has made a score of visits to cities in New England, on the east coast, and throughout the entire Middle West. Since October 24th, he has been visiting twenty-one cities in the South and Southwest.

Blandford answers protest—In replying to N.A.H.B.'s letter of protest on building public housing under H-2 program, Mr. Blandford denied any Congressional commitment to defer public housing for the war period, reminds us that a large part of the N.H.A. payroll represents agencies serving private enterprise, and indicates that approximately 10% of the materials allocated for the 90,000-unit H-2 program may go to public housing. We quote from Mr. Blandford's letter:

"Let me make it plain that the 7,000 to 9,000 publicly financed units which may be assigned under the H-2 program do not represent the proportion of low-rent housing that is needed; but the rest of the 17,000 units which Congress has authorized are ineligible because under present H-2 regulations they do not qualify or because they cannot be built under statutory cost limits.

"Let me also remind you that the private housing industry still has to complete thousands of units as its share of the H-1 program for migrating war workers, and that all H-3 housing will be privately financed. Therefore, its share of the priorities to become available in the next year will amount to far more than the number represented by 90% of the H-2 housing program.

"And let me, in turn, ask a question. You know that the segment of private enterprise you represent cannot build for low-income families of the type which would be taken

(Continued to page 98)

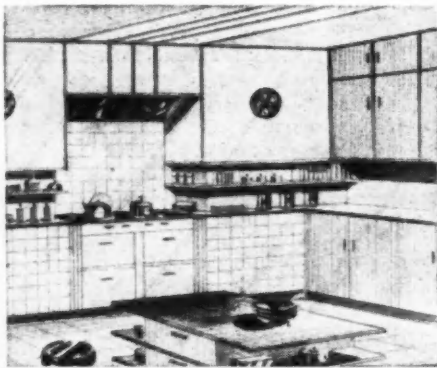
WHO SAID YOU CAN'T DO
KITCHENS AND BATHROOMS
WITH WALLBOARD?



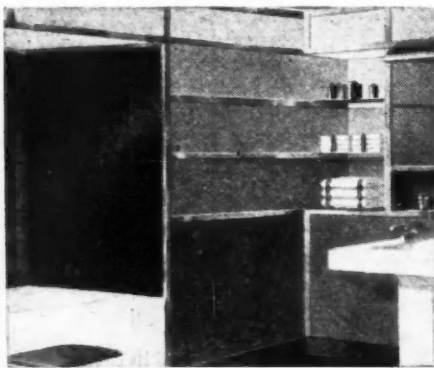
IT'S EASY WITH GOLD BOND!

THAT'S right—regular Gold Bond Gypsum Wallboard or Gold Bond Gypsum Tile Board can be enameled any color and do bathrooms and kitchens to the queen's taste! In many cases, there's little reason why these jobs can't be undertaken right now, certainly right after building restrictions are lifted. For little or no lumber is required—and there is all the Gold Bond material you need right at your Gold Bond Dealer's.

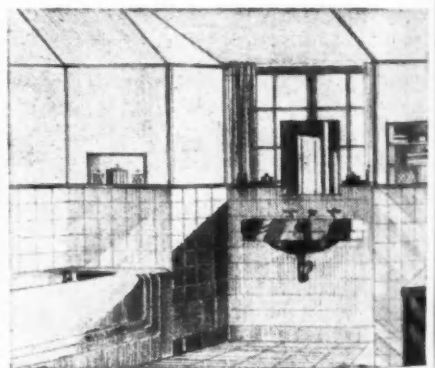
In fact there are over 150 different products under the Gold Bond label—and most of them you can get in all the volume you need. After the war all of them will be available. It might pay you to visit your dealer and have him explain this most complete line of building materials. It ranges from Rock Wool and Gypsum Wallboards through insulation boards to Sunflex DeLuxe Paint.



Perfect kitchen planning! Gold Bond Wall Tile gives a spick-and-span effect around the stove and under the working surfaces. The ceiling and side walls of fireproof Gold Bond Gypsum Wallboard can be papered or painted as desired. Note provision for fluorescent lighting and extra-handly working space.



This dandy modern bathroom is one way in which Gold Bond Gypsum Board can snap up old bathrooms to look better than new! Fireproof Gold Bond Gypsum Wallboard builds the walls and ceiling. Appearance of size is obtained through aluminum painted wood battens at the joints.



Growing families need more bathrooms—and here's one that will delight Mother's soul! Gold Bond Gypsum Wallboard for ceilings and side walls. Gold Bond Wall Tile for the lower walls. It's a permanent, attractive bathroom that will add to the value of the home—add to the family's pleasure, too!

All Gold Bond Products From Dealer's Stock!



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AMERICAN BUILDER

Editorial

Toward a higher standard

IT is clearly evident that the American public confidently expects a higher standard of living in the post-war years. Both parties contributed to this belief in the November election. Magazines, radio, the movies and industry generally keep fostering the idea that in the years ahead the American people will have finer and better cars, radios, comforts, and of course, *better homes*.

Better homes rank first in any consideration of the nation's standard of living. They contribute more than all others.

They expect a lot

So when planning for the future, it seems obvious that the building industry must promise the American people better planned, better equipped, and finer living accommodations than ever in history. As an industry we should make a *higher standard of living* a paramount goal. Not only for the well-to-do but for people of low income. In fact it is in low cost housing that the greatest emphasis must be placed.

For the truth is that the American public and many of the editors, writers, and public officials who reflect public opinion feel that the building industry is backward and stubbornly indifferent to progress. They seem to take the attitude that there is a sort of conspiracy among building men to refuse to do all the great, glorious, wonderful things they visualize for the home of tomorrow.

Informed men in the industry know that residential building is going through a remarkably rapid evolution—probably the greatest in history. We are on the way to producing the finest houses the world has ever seen. All that really need be done is for the *truth* to be told—but *truth* and *fact*—not fantasy and talk of miracles.

The roll of obstructionist is not a good one for any modern industry. Let's get on the band wagon—let's join the march toward a higher standard of living. Instead of opposing public housing, find a way to do the job better through private enterprise. Instead of denying change or quarreling about the direction it may take, let's assure the American people that they can have all the push buttons they can afford to buy—and then some.

The best answer to socialized housing is to build so many good homes in all price brackets that public houses won't be needed or wanted. As we see it, on the basis of a million a year post-war home program, about sixty per cent will naturally fall in the price range of \$4,000 and up—houses

with a rental equivalent of \$40 a month or more. That is the traditional private home market and in that field builders will without question set new highs in design, equipment and living comforts.

But there is a vast new market in low cost housing in the price range—\$2,000 to \$4,000 or a rental bracket \$20 to \$40 a month. Under present financing and present construction costs it will be difficult if not impossible to provide completely equipped houses of the high standard Americans are looking forward to. Instead of building shoe boxes with stripped equipment such as was done during the war, *American Builder* believes steps should be taken to stimulate or aid this class of construction. The only answer we see to date is longer term financing. Thirty- or forty-year mortgages at four per cent interest may be called for, with an added feature providing for maintenance and upkeep to protect values.

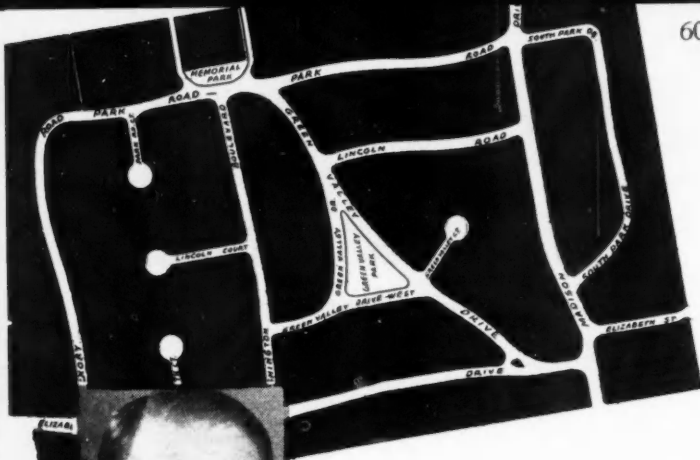
In the \$2,000 to \$4,000 house field the greatest developments are expected in mass production techniques. And they will be definitely needed if the American public is to get the kind and quality of low cost houses it so confidently expects. This class of construction would really be an *addition* to what has been the normal market as builders have always known it.

Plenty work for all

There is one more field—the remaining ten per cent—that must be constructively attended to. That is housing for the lowest income groups. If private industry will set its sights high enough it can build such a super-abundance of low cost homes that practically no public housing will be required. Many people now living in substandard homes will be accommodated in houses vacated by those buying new homes. There will still remain some substandard housing that can only be replaced by intelligent action of local housing authorities.

Private builders will do well to join in with their local housing authorities to see that the housing requirements of *all* the people are met. It is a mistake to blindly oppose every attempt to eliminate slums or substandard conditions.

The job ahead in housing is so great that there will be work for everyone. Let us set our sights high. There is a challenge and an opportunity here for everyone, and the job can be done best by increased production all along the line with no time wasted in factional or political disputes.



CHARLES H. CRESS

By John E. McNamara

Associate Editor

“WE read the suggestion that *American Builder* made in its last issue to build a home for

G. I. Joe and show it as a model home, and acted on it at once,” says Charles H. Cress, president of Green Valley Homes, Inc., Lombard, Ill., a residential suburb of Chicago.

“Not only are we now contacting honorably discharged veterans to build homes for them—and we have some very active deals in the hopper—but we are also launching an advertising campaign to attract more,” Cress said in an interview with an editor of *American Builder*.

The building of homes, both for temporary show purposes, and for the actual use of veterans is in Cress' opinion the only logical outlet now for the energies of builders who want to keep going as war home building lets up in most areas.

H-1 housing, which is for in-migrants, is at an end except in a few areas. H-2 housing, which is for local residents, will not be programmed where H-1 housing is still under construction. Even after

How One Builder Seeks Out Veterans to Build New Homes

Follows proposal made by *American Builder*—plans model homes for our honorably discharged veterans.

H-2 is programmed, there will logically be more delays and very little will likely be permitted until Victory in Europe is won.

It is different with the homes for veterans recently approved for priorities. These homes are to be built under the H-3 housing classification. There is no price restriction on the cost of the house as long as he conforms to P-55-C Schedule I (Critical List) and Schedule II (War Housing standards). They are now liberalized to permit building under Title II.

It means that, if a veteran has enough cash for the down payment, he can immediately secure a priority for building a home for his own family. All he needs to do is sign a certificate that he cannot otherwise secure suitable accommodations for his family. There is no need in most sections to stretch a point to certify that this is actually his situation.

If the veteran needs the down payment, he can go to his nearest Veterans' Bureau office and apply for a loan covering the down payment, which can amount to as much as twenty per cent of the cost of the house. He must, of course, qualify for the monthly payments when he borrows his down payment.

Here Are the Steps You Take to Build for Veterans

1. Look up returning veterans in your area who have been honorably discharged. Endeavor to sell them the idea of building now. Prices will likely not be lower later.

2. Advertise to "Veterans' Families" that they can secure priorities now to build new homes. Even though the member of the family in the services has not yet returned, the family may wish to start preparing for his return, securing a lot and selecting a plan before he comes home.

3. If the veteran has his own money for down payment, have him go to the F.H.A. and ask for a priority for a new home. All he is required to do is sign a certificate that he cannot otherwise find

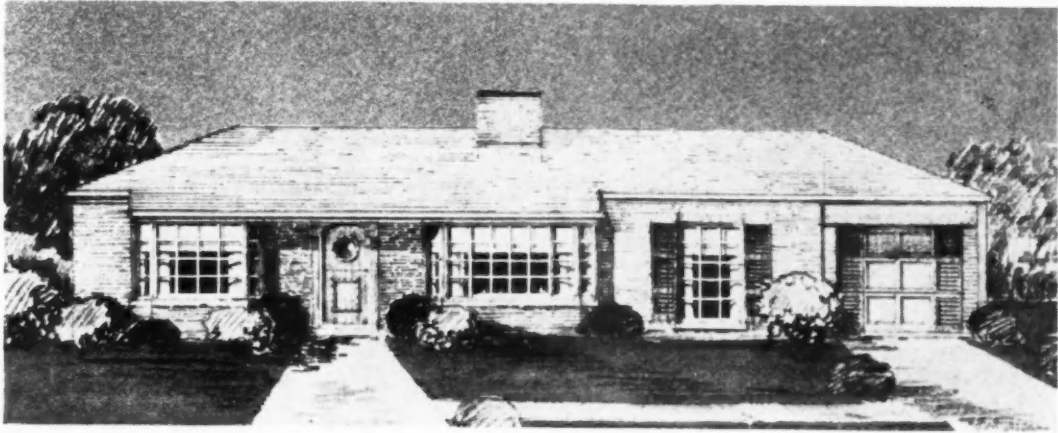
"suitable living accommodations for his family." With his own down payment his mortgage may be placed with or without F.H.A. insurance.

4. If he does not have the down payment, have him go first to the nearest office of the Veterans' Bureau with his plans, specifications and a description of the lot on which he proposes to build, and apply for a loan for the down payment (up to 20 per cent of the cost of the house and lot). After he secures this approval, he then goes to F.H.A. for his priority.

5. See your local offices of F.H.A. and Veterans' Bureau for the latest forms which veterans have to use to secure priorities or to be approved for loans.

VETERANS' FAMILIES can have *NEW HOMES NOW!*

Veterans need not wait for war's end



In Beautiful Green Valley

GREEN VALLEY'S 120 acres . . . farmed by one family for over 75 years . . . will be America's most beautiful post-war home community. Located in the heart of Lombard, a quiet suburb of American home-owners; one block from fast electric transportation; rigidly restricted; completely unspoiled—no pre-war buildings, no grass-grown paving.

GREEN VALLEY'S curved streets, irregular lots and modern development lend beauty to your home, safety for your family. Large discounts on sites bought before war's end. Guaranteed title and all improvements included, paid in full; terms to fit your income. Don't fail to see this rich, gently rolling land.

GREEN VALLEY HOMES, INC.

Charles H. Cröss and H. Viktor Hoyer,

Managing Directors

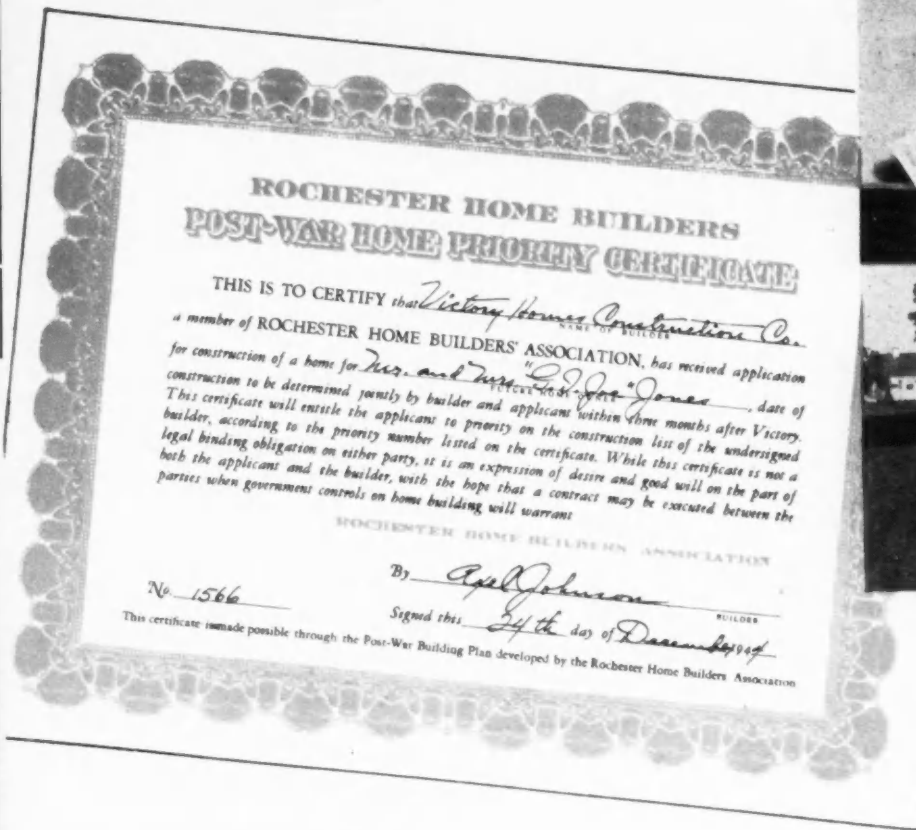
10 W. St. Charles Rd.

Lombard, Illinois

Telephone Lombard 1100



VETERANS' families will give attention to advertisements addressed to them like this one. Those who have men coming out of the services will come in for more information. Many will order homes now before their men return. FLOOR PLAN of ranch house in ad is shown at left. Note free circulation and how plumbing is lined up for three rooms.



ABOVE: A soldier and his lady inspect small home models featured at sessions of Rochester Home Builders Post-war Planning Lectures. At left, a "Post-War Priority Certificate" entitling applicant to preference on post-war construction lists of his selected Rochester home builder. Though not legally binding, certificate is an "expression of desire and good will" by the applicant and the builder.

Practical Post-war Planning for Returning Heroes

By James F. Bonnell, Eastern Editor

Rochester builders invite future customers to see homes they plan to build, and get on a 'Post-war Priority' list

IN time of war, prepare for peace. With this sensible reversal of the age-worn adage, members of the Rochester Home Builders Association, a Chapter of the National Association of Home Builders, have turned their time, talents and energies toward educating their post-war cus-

tomers on the subject of just what and how they intend to build when hostilities end. The matter of "when" is anybody's forecast, but the builders of this upstate New York city, who plan a minimum of 1200 new homes post-war, have let it be known that they will be ready when the day ar-

rives. And they have taken constructive steps to prove it.

Their plan is novel for its practicality. Post-war plans of Rochester builders were surveyed, and, when it was found that more than 1200 new units were planned, the sensible question: "What can we do about it now?" was posed. The answer, originating in a meeting of home builders M. Sanford Abbey (on duty with the United States Navy), Leland T. Pflanz (now serving with the American Red Cross), Joseph Entress, Homer J. French and Thomas Henderson, with Willis J. Almekinder, president of the First Federal Savings & Loan Association, swiftly took concrete form. First, building and materials suppliers were contacted—lumber, heating, plumbing, insulation, roofing, hardware—and promised support in the way of priority deliveries to Rochester if the plan were worked out. Next, the plan was opened to the public through the "Priority Certificate."

(Continued to page 100)



THE arrangements committee: Rochester home builders (front row) J. Raymond Tobin, Norman J. Huyck, Willis J. Almekinder, Peter Weaver, Harry P. Rupert, Jeremiah M. Haley. Back row: Alfred G. Scheible, Harold L. Reitz, Ed. Gates, N. A. Gallagher, H. F. Lauterbach.



"G. I. Joe Plans Ready"

CARL SKEELE, right, and street view of Sherman Park where plots are ready for 150 more of his homes.

American Builder's front cover and blueprint feature house of Syracuse builder who is "ready to go." Will provide larger plots, planned community, topnotch Colonial designs.

CARL H. SKEELE, of Syracuse, is one of the young, aggressive builders of the country who are going to see to it that private building gets off to an early start.

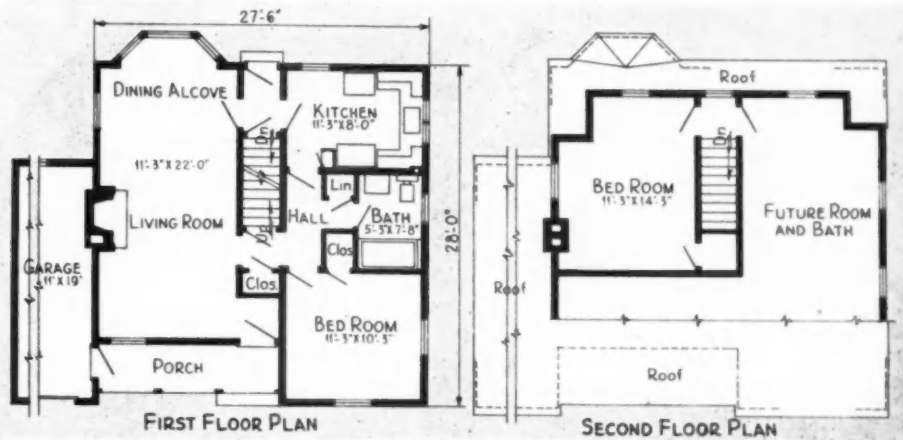
His working drawings are completed, and his experience in building houses right up to recent months gives him an inside on what G. I. Joe and his friends will want.

He plans to resume building Colonial houses along the lines pictured with this article. *American Builder* has selected one of these houses for its front cover design this month and the complete plans are shown in the blueprint following.

Skeele is young, well educated, forward-looking. He is a "third generation builder." Skeele Builders, Inc., the firm of which he is president, features a slogan "Material and Workmanship of Highest Quality for Over 90 Years." That's a record for continuous building that is hard to beat.

Outstanding in Skeele's program for G. I. Joe and for Joe's relatives, friends and admirers are larger land plots. His latest project, Sherman Park, on the edge of Syracuse, N.Y., was purchased early in the war. Some 35 houses have been built. Skeele completely replotted the track with lots of 50 ft. minimum frontage and many ranging up to 100 ft.

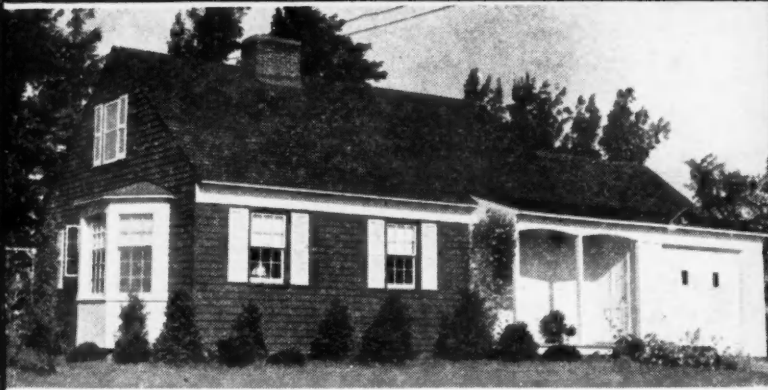
"These wider plots sets off the houses to better advantage," he told (Continued to page 110)



POPULAR small Colonial above is one of types G. I. Joe will like. Plans for Sherman Park house below (similar to front cover home) are shown in the blueprint on the next page.

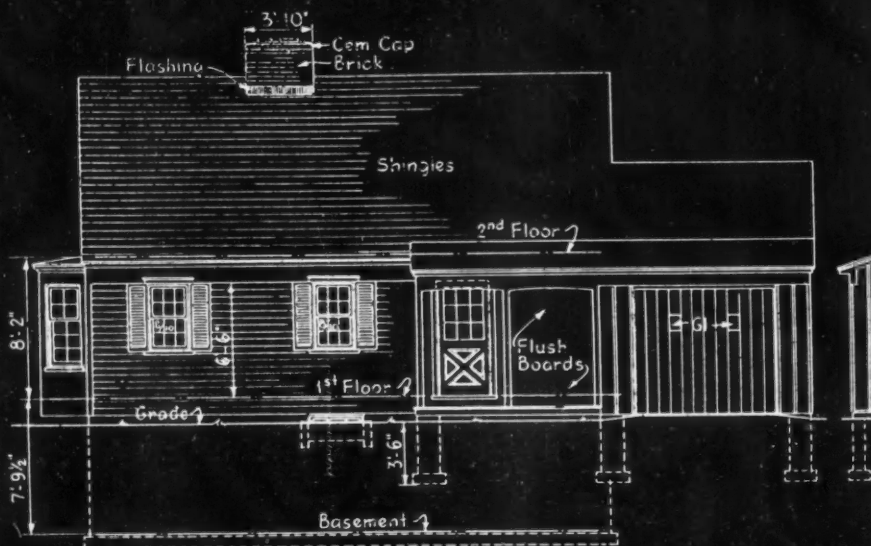


**SEE NEXT PAGE FOR BLUE-
PRINT PLANS OF FRONT
COVER G. I. JOE HOUSE**



FRONT Cover Home by Carl Skeele is packed with Victory planning

Ready to Go— Syracuse House for G. I. Joe



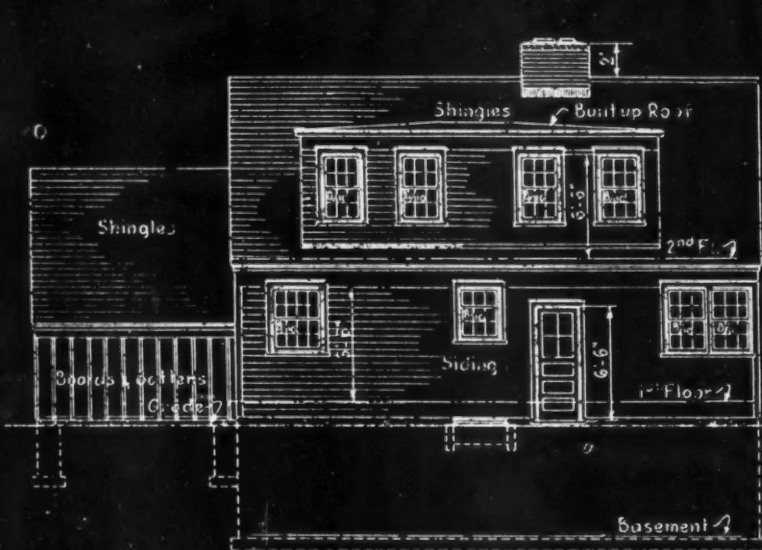
FRONT ELEVATION



RIGHT SIDE ELEVATION



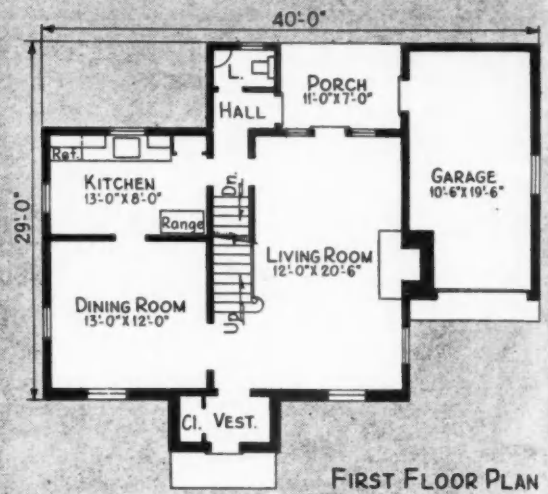
SCALE FOR PLANS AND ELEVATIONS



REAR ELEVATION



LEFT SIDE ELEVATION



TWO-story Colonial, with the "lines Americans love" will be featured and expected popular seller in post-war Wantagh development. In this

Van Dam Makes Plans for Post-War

Successful Dutch Developer, Who Built Pre-war Homes on New York's Long Island, and Went Into Defense Housing, is Shaping His Plans For the Big Building Days Ahead

MEET David Van Dam: erstwhile Dutch builder, developer, and director of one of the largest mortgage banks in his native Holland; now a successful builder of small and medium-priced homes on Long Island, proud possessor of his first "papers" and awaiting only the passage of time till citizenship can be his; post-war, an active factor in the building life of the famed isle east of Manhattan.

Proud of his building accomplishments, Van Dam is prouder still of his son, Henry, who has beaten him to citizenship by joining the U. S. Army, where he has served for more than two years. Coming here first in 1938, Van Dam returned for keeps in 1940, and shortly after set up in the business he knew—land developing and small home building. "In Holland," he will tell you modestly, in his precise English, "we sometimes took on tracts as large as five hundred acres, and had to put in not only roads and utilities, but even bridges. We had to arrange for extensions of transportation services, and even for the erection of stores and churches."

The restrictions on civilian construction stopped Van Dam on Long Island, but not before his Airway Homes Corp. had built more than one hundred homes in the \$5200-\$6900 price range in Bellmore. The last few built on that tract were in the "defense housing" class, by government

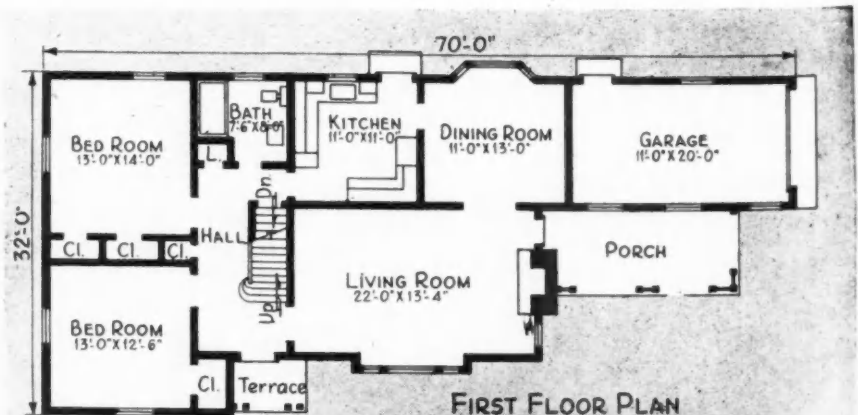
requirement, but you'd never think so to see them. Pride in his development led Van Dam to make them as attractive as possible under existing regulations, and to leave room in them for future expansion by installation of permanent stairways, expanded attics, and so on. There is still room for twenty more houses in that tract, and these will be built as soon as the green light is given building.

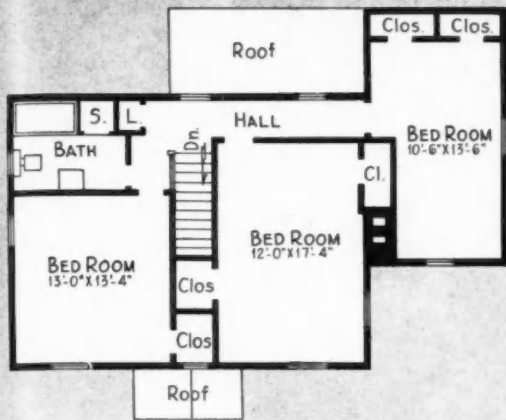
Van Dam's first new post-war project will be on his recently-purchased fifty-acre site at Wantagh, on which he plans to erect about two hundred and twenty-five homes in the \$6,000 to \$9,000 price class. These, he emphasizes, will be of conventional exterior design (as he thinks almost all post-war one-family houses will

be), as illustrated on these pages. They will be what he calls "your beautiful American homes," and the plans were drawn by George Gordon Foster, Architect, of Merrick, Long Island.

It is inside the homes, however, that improvements will be present in great number. Charles A. Wood, general supervisor on the Van Dam project, who has been associated with builders in the construction of more than 3000 pre-war homes on Long Island, pointed out a few.

"All our homes," he said, "will be heated with modern air-conditioning units. Radiators will be eliminated. Bathrooms and kitchens will feature concealed fixtures and fittings, never before used in this area in the me-





SECOND FLOOR PLAN

plan, porch faces rear garden.

dium-priced field. Refrigeration will include a quick-freeze and a storage unit. Basements, designed with a new type of entrance to improve accessibility, will be meant for use and will have better natural lighting than in the past."

Specifications as written call also for 10" poured concrete foundations set on reinforced waterproof concrete footings, waterproofed sidewalls and floor, and fire-proofed garage. Exteriors will be of wood siding or shingle, with stone veneer fronts, interiors will be lathed and plastered, and all framing construction will be in accordance with F.H.A. requirements.

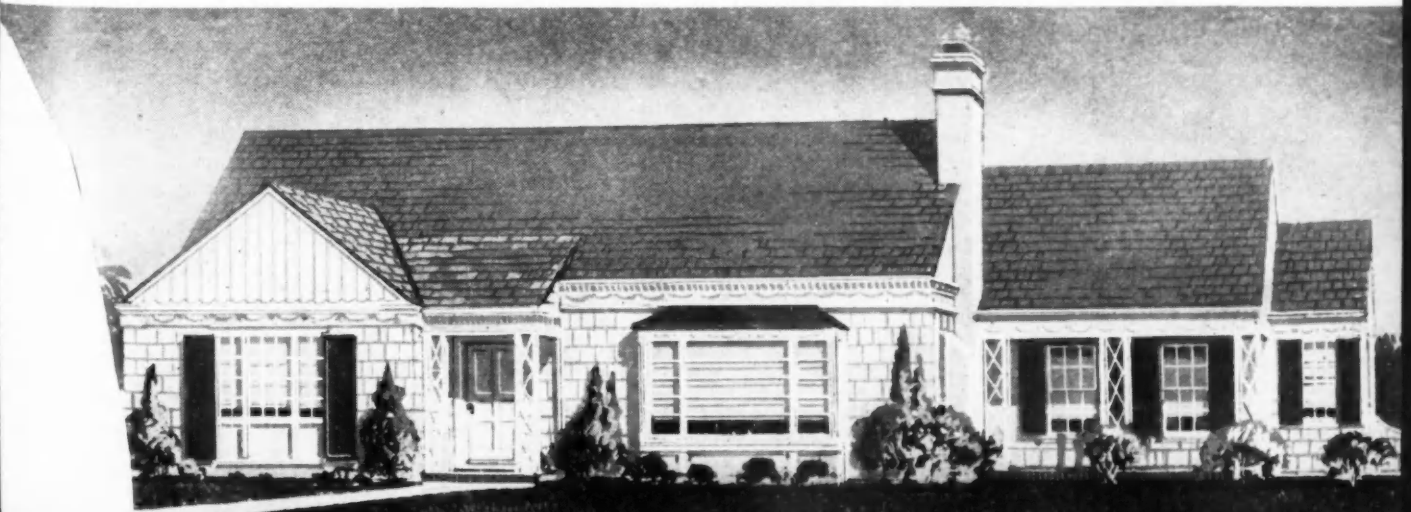
Van Dam, when asked, stated that he had "learned much" from his short experience in the United States in the matter of small home construction.

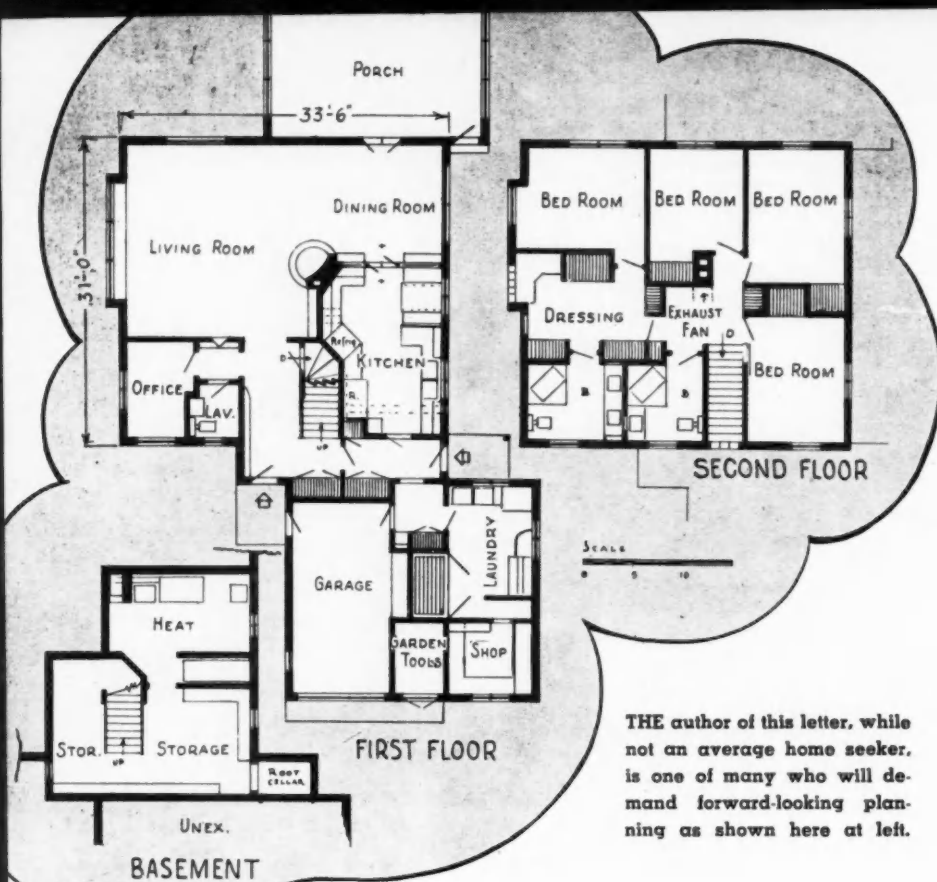
The "old country?" If, after the war, his government should ask, David Van Dam will be ready and eager with advice and assistance. But his future lies here. His chief pleasure now, when he thinks of Holland, is in the realization that he built some houses that sheltered war workers in the Long Island plane factories; workers who built the weapons that helped recover his native land from the Nazi invader.



SCENE at top will be repeated shortly after V-E day when David Van Dam starts work on his Wantagh, Long Island, tract. Wielding the shovel here, at ground-breaking ceremonies on the builder's Bellmore site, is Thomas G. Grace, New York State F.H.A. Director. To his right are builder Van Dam and Stanley White, now F.H.A. Assistant Zone Director.

BELOW: This 1 1/2-story design planned for future contrasts with pre-war model above. Attic will provide for two additional bedrooms and bath. Note manner in which window garage adds to length of house lines.





THE author of this letter, while not an average home seeker, is one of many who will demand forward-looking planning as shown here at left.



Will You Be Set to Fill This Order for a Modern Post-war Home?

With down-to-earth doodling, a future home owner arrives at his quality desires and practical needs

DEAR Editor: You saw my "doodling" of a house I hope someday to build, you heard me complaining that my own house, still less than eight years old, is about as "modern" as a Model T, and you suggested that I write up this dream house of mine for the edification—and no doubt, the impolite amusement—of your readers.

So I got out my drawing board and stuff and got to work. As you know, I'm far more interested in the plan, the arrangement of a house than I am in its exterior style. But why dress a modern house in Queen Anne costume, or make it look like something out of Cape Cod a century or so ago? Would you like to own a car dolled up to look like a covered wagon or a stage coach or a Roman chariot?

If I manage to contrive a reasonably workable, livable, enjoyable interior scheme, all I ask of the exterior

is that it be simple and, within its special province, useful. For the sake of shedding water and snow, I want a sloping roof, with sufficient overhang to keep rain out of the bedroom windows. The texture of the exterior walls should be fairly fine, to discourage dirt and encourage paint—if paint is used at all.

Before I build this or any house I'll have my plans checked by the best architect I can find; and I'll have him work up as attractive an exterior as the plan permits. For one of the functions of a home, I know, is to be attractive, to appeal to the eye, to arouse and sustain pride of ownership.

The house is to be built on a lot of not less than an acre and a half. So come on in; let's look the place over.

By foot, we come up the walk to the angle between the house proper and the garage wing. Or, if we come by car, we go into the garage, from

which we can go to either the front or service entrance. The doorstep is protected by an overhang. In you go—and here's the entry. To the right is the stairway, the door to the service hall and kitchen, and a broad, shallow closet. Our present closet is narrow and deep—a black hole the far reaches of which have not been seen by the eye of man for months. I think a hat of mine is somewhere back in there. To the left is a shallow shelf, under which are glove closets, closets for rubbers, field glasses, cameras, and miscellaneous junk.

Straight ahead of the entry is the opening of the living room. To the left of that opening is a door leading to the downstairs lavatory and to the small room I have called "the office." It is just big enough for a real desk, a chaise longue, and a few books. But it's an essential little place, for running a home is a business proposition and my wife deserves a headquarters and two good windows through which she can see the kids as they roar past in their childish pursuit of mayhem.

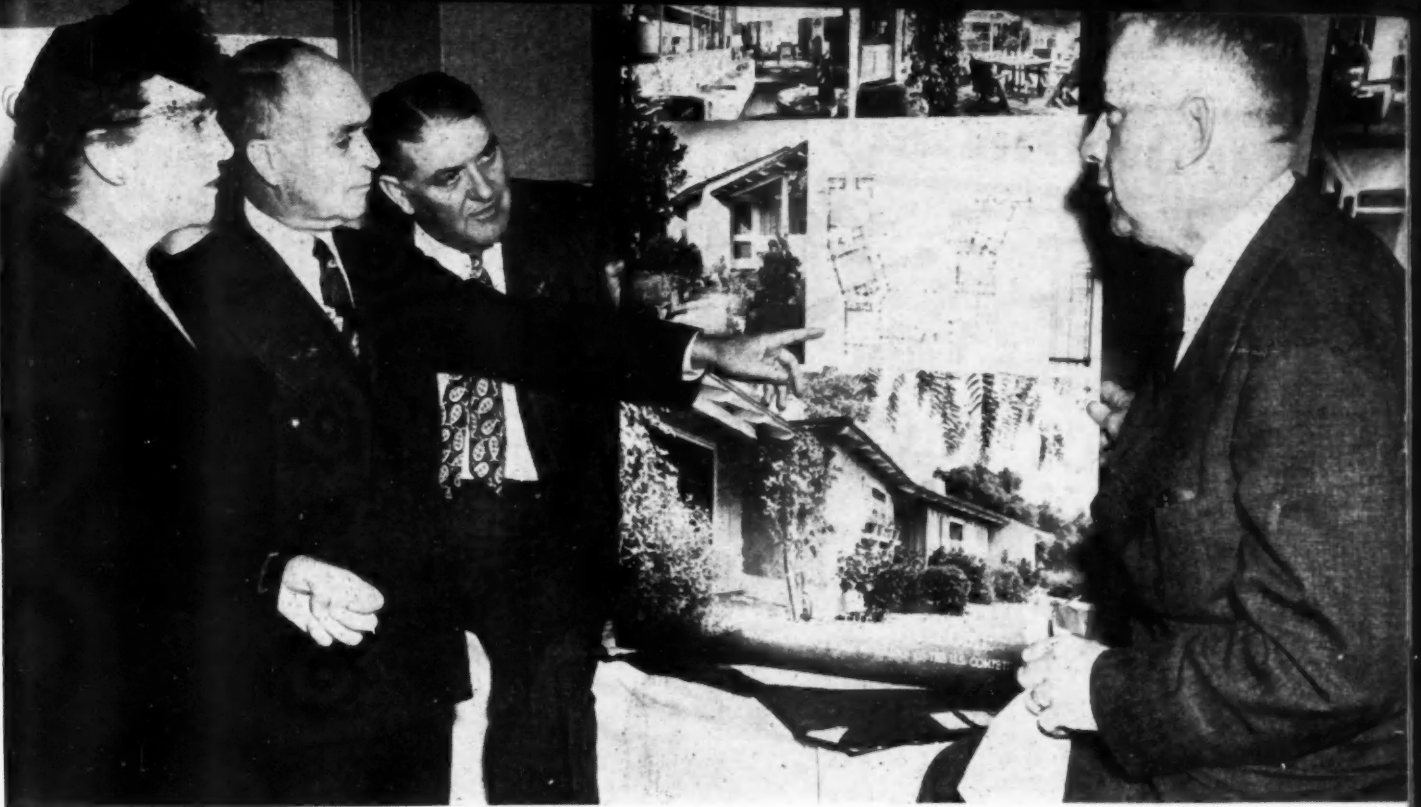
Wants Better Living Area

Now, into the living room. The first thing you'll note is that it's practically square. Neither dimension is as great as the length of our present room, but I think the square room will give an even greater sense of spaciousness. (I'm convinced that a living room as slim as the average 13-20 job tends to break in half; it cannot be enjoyed as a unit.) The fireplace at the angle where the dining room joins, may involve a bit of tricky work in the support of the second floor, but I can't believe it will stump a good designer; it is open at the sides, so that it can be enjoyed in both living and dining rooms. A large, coaxial radio speaker is built into wall.

While the house is not planned as a "solar" house, I would like to make use of whatever feeble sunlight our local winters afford; hence the 12-foot window on the southwest wall. There's a window seat beneath it. I would like to have permanently sealed double-pane windows, with summer ventilation provided by screened louvres let into the walls below or beside the windows. So long as the changing seasons require the householder to struggle alternately with storm sash and screens, both of which have to be stored somewhere when not in use, just so long will our houses be anything but modern.

The dining room is neither large nor small; certainly it will be adequate for any formal dinners we expect ever to give. Sideboards are built in. The partition above the

(Continued to page 112)



SELECTING the prize winners in NAHB's \$6,000 Design Competition. Left to right are judges Mrs. Herbert F. French of the General Federation of Women's Clubs, F.H.A. Commissioner Abner H. Ferguson, John A. Stelle, National chairman of the American Legion G.I. Bill of Rights committee, and Raymond J. Ashton, president of the American Institute of Architects. Awards later.

"Shape of Homes to Come" Will Arise from N.A.H.B.'s Home Builder Exposition

THE greatest gathering of America's leading home builders ever to take place will occur when the first national convention and exposition of the National Association of Home Builders convenes in Chicago, January 15 to 18.

A check-up of registrations received up to the time *American Builder* went to press shows that builders from eighty-nine cities in thirty-four states had already sent in their registration fees.

George F. Nixon, Exposition-Convention Chairman, declared

A laboratory of home planning ideas from America's leading residential builders and designers, a showing of the latest available materials and equipment—this is what N.A.H.B.'s Convention and Exposition will be in Chicago, Jan. 15 to 18

that "the requests from non-members to be permitted to attend this unprecedented gathering of the Nation's home builders is nothing less than startling."

Acting on these requests the N.A.H.B. decided to extend to all non-members the opportunity to attend and to profit by taking part in the meetings and studying the displays in the exposition. "Just to have the chance to view the models of the six prize-winning homes in the \$6,000 design competition, and the display of hundreds of other new and advanced home-planning ideas in the *achievement section*, would alone repay any builder for coming thousands of miles to attend this exposition," Nixon said and asked: "Is it any wonder they are registering in droves especially when they realize that this exposition will also show

them just what building products and materials will be available to them for early post-war building?"

Elizabeth Shoemaker, Exposition-Convention Director, paid high tribute to the quality of the work submitted, placing an approximate value of over \$100,000 on the architectural effort involved.

While the judging of the competition has been completed, the prize winners will not be announced until the awards are made at the convention. The judges said they believed that the designs submitted will go far in setting the pattern of post-war homes to come.

The committee has adopted the following program of activity for the four days of the meeting:

Monday—This is Exposition Day. There will be no speaking programs this day so that you can

(Continued to page 104)

NON-MEMBERS Invited to Attend

BUILDERS in areas where local chapters have not yet been set up will be given the opportunity to attend the convention and exposition. Send request to attend to Chicago Metropolitan Home Builders Assn., 228 North LaSalle St., Chicago, Ill.

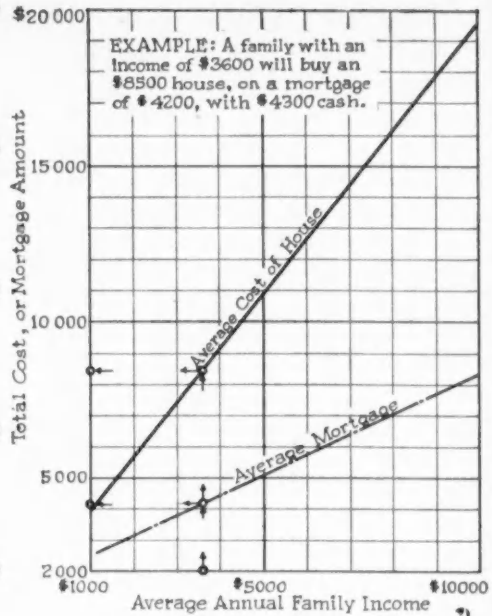
HANDY NOTEBOOK WORK SHEETS

American Builder JOB HELPS Prepared by Don Graf

Builders' short cuts, time savers and how-to-do-it ideas for use in office or on the job. A continuing editorial feature appearing monthly. Sheets or notebooks are not for sale or available in any other form.

HOW TO FIX COST OF HOUSE TO BUILD

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



In planning homes to be built for sale, the builder will determine from the character of the neighborhood the income group who will be attracted to the particular area. Knowing the income group the builder can approximate from the chart (which is based on averages for salaried workers) the selling price of the home and the size of mortgage which such buyers can safely undertake, and which they will willingly accept.

HOW TO ESTIMATE MAPLE FLOORING

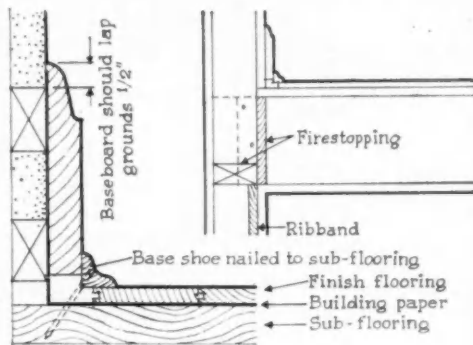
AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS

Net Sq. Ft. of Floor	BOARD FEET TO ORDER			
	Nominal Size of Flooring			
	$\frac{3}{8}'' \times 1\frac{1}{2}''$ $\frac{1}{2}'' \times 2\frac{1}{4}''$ $\frac{5}{8}'' \times 2\frac{1}{4}''$ $\frac{7}{8}'' \times 2\frac{1}{4}''$	$\frac{1}{2}'' \times 1\frac{1}{2}''$ $\frac{5}{8}'' \times 1\frac{1}{2}''$ $\frac{7}{8}'' \times 1\frac{1}{2}''$	$\frac{3}{8}'' \times 2''$	$\frac{1}{2}'' \times 2''$ $\frac{5}{8}'' \times 2''$ $\frac{7}{8}'' \times 2''$
1	1.4	1.6	1.3	1.4
2	2.8	3.2	2.7	2.9
3	4.2	4.7	3.9	4.3
4	5.6	6.3	5.3	5.8
5	7.0	7.9	6.6	7.2
6	8.4	9.5	7.9	8.7
7	9.8	11.0	9.3	10.0
8	11.2	12.6	10.6	11.06
9	12.6	14.2	11.9	13.0
10	14	16	13	14
20	28	32	27	29
30	42	47	39	43
40	56	63	53	58
50	70	79	66	72
60	84	95	79	87
70	98	110	93	101
80	112	126	106	116
90	126	142	119	130
100	140	158	132	144
200	280	315	265	289
300	420	473	397	433
400	560	630	529	578
500	700	788	661	722
600	840	945	794	866
700	980	1,103	926	1,011
800	1,120	1,260	1,058	1,155
900	1,260	1,417	1,190	1,299
1000	1,400	1,575	1,323	1,444

The table figures read in board feet required, not in square feet. Five per cent has been allowed for waste, cutting and matching. EXAMPLE: To cover 473 square ft. of floor you need to order $529 + 93 + 4 = 626$ board feet of $\frac{3}{8}'' \times 2''$ Maple flooring.

HOW TO INSTALL BASEBOARDS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



1. Infiltration of cold air at the baseboards can be a large heat loss factor. Therefore, before the baseboards are installed, building paper should be turned up the full height of the base to form a cold air stop.
2. A baseboard 6' or less high should have 2 nails about 1' from top and bottom, nailed on each stud. Before plastering, stud locations should be marked on the rough floor or building paper to locate their position.
3. Two grounds should be used and on all outside walls these should be plaster between them.
4. The nailing of the shoe should be through to the subfloor, as shown, so that movement of base or finish flooring will not show cracks.
5. In good work, corners should be formed by housing or rabbeting—not butting.
6. Proper fire-stopping should occur behind all baseboards, for both stud and joist spaces.

Home and Building Interiors Offer Opportunities for Winter Work

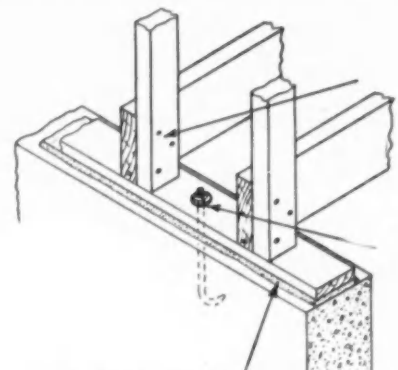
MOST indications point toward an increasing amount of relaxation of restrictions on building materials intended for use in bolstering up the sagging condition of America's homes and small buildings, especially the buildings located on farms. This condition offers the possibility of profitable employment for winter months.

Remodeling, alterations and rejuvenation of old structures will produce millions of man-hours.



How To Frame and Anchor Foundation Sills

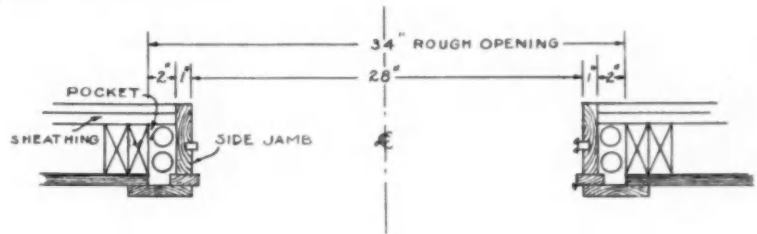
STRONG winds of tornado velocity often tear frame buildings off their foundations. A good way to avoid this is to place anchor bolts in the concrete foundation walls and put a washer and nut on top of the sill, as shown in the illustration. Spike the studs to the joists, and as a further precaution, nail the sheathing diagonally with sound nailing in the sill and the bottoms of the studs. This combination of fastening is good practice regardless of wind hazards, and puts a stamp of approval on wood framing of any kind of light structure.



SILL SET IN MORTAR PREVENTS INFILTRATION OF AIR AND ENTRANCE OF VERMIN

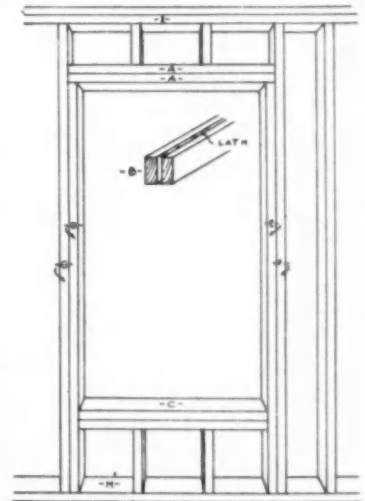
How To Frame Double-Hung Window Openings

FOR the width of a window opening, add together the glass size, the side rail size (2 inches), 1 inch for each side jamb, and 2 inches for pockets when round sash weights are to be used. Briefly, the average width can be found by adding 10 inches to the glass size. If balances that require no pockets are to be used, allow approximately $\frac{3}{4}$ inch instead of 2 inches between the side jamb and the stud on each side. These general dimensions may vary some, but a quick check can be made on a standard window in your locality to be sure they apply.



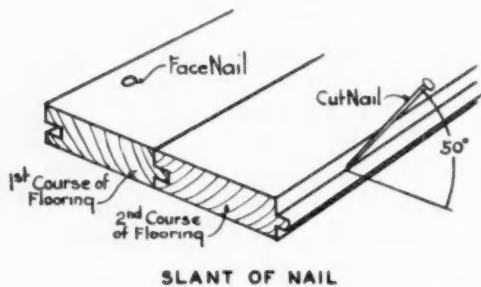
How To Cut and Fit Studs for Window Openings

FIRST of all, the head jambs of all windows and doors should be the same height. The illustration shows a substantial method of framing an opening. There are several methods of doing this, but the problem is always to consider carrying the load over the opening. Double headers are always necessary, and the lower header should be supported by studs extending to the plate. The bottom 2 by 4 may be a single piece rather than two of them depending, more or less, upon the width of the opening. The uprights are toenailed to the lower plate and the upper plate. The inside studs provide good backing for trim and act as stiffeners for the other studs which are part of the frame.



How To Start and Nail Finish Flooring

PLACE the groove edge of the first piece of flooring under the baseboard so that it butts against the ground, if possible. Straighten the tongue edge so that it is parallel with the wall and face-nail the first board—as indicated in the sketch—where the base shoe will cover up the nail head. Space these nails about 16 inches apart, and drive the nails into joists when possible. If the room is large, it is wise to use a chalk line as a guide for the first flooring strips. For the second course of flooring, select pieces so that the butt joints will be as far away from the joints of the first course as possible. In general, the usual 13 by 16 inch and the 1-1/16 inch hardwood flooring is drilled for nailing.

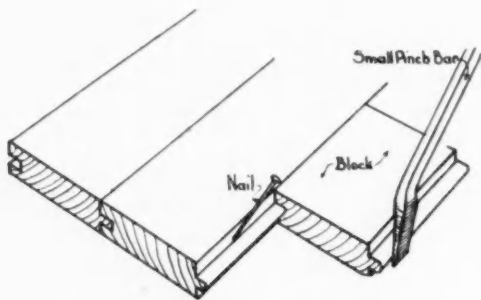


SLANT OF NAIL

How To Use a Pinch Bar for Prying Up Flooring

DEPENDING upon the thickness of the flooring, from 3/8 inch to 1-1/16 inch, the proper sizes of the nails vary from 3-d cut nails spaced 9 inches apart to 10-d nails spaced the same distance apart.

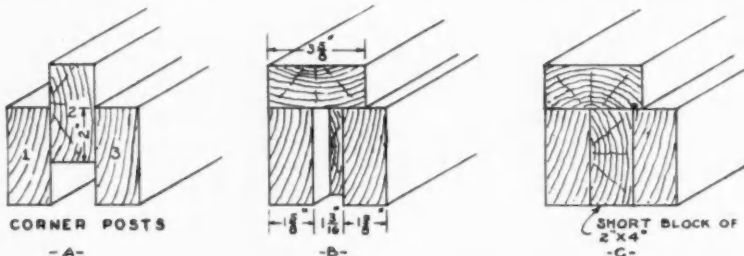
Use a short piece of flooring and a hammer to drive the second piece of flooring up tight to the first course. Do not depend entirely upon the toenailing to draw the boards together. Use a small pinch bar and a short piece of flooring if necessary, as shown in the sketch, to be sure the joint is tight.



PRYING UP FLOORING

How To Frame Three Kinds of Corner Posts

THERE are several different types of corner posts used in frame construction. The drawing below shows three methods of doing this, depending upon the way houses are framed in your part of the country. All corner posts must be stiff and strong and, of course, provide surfaces on which to nail lath in the corners. Type "A" is generally used in balloon framing, and provides good construction at joint ends. "B" and "C" are examples used in other types of framing. Short blocks of wood are used between the studs.



CORNER POSTS

-A-

-B-

SHORT BLOCK OF 2x4

-C-

Another of

AM
BU

Practical Details of a One-Story Cape Cod House Give Real Information

CORRECT framing as well as the right kind of details are important in the building of small houses that are characteristic of a definite type of architecture. This is particularly true of the Cape Cod type.

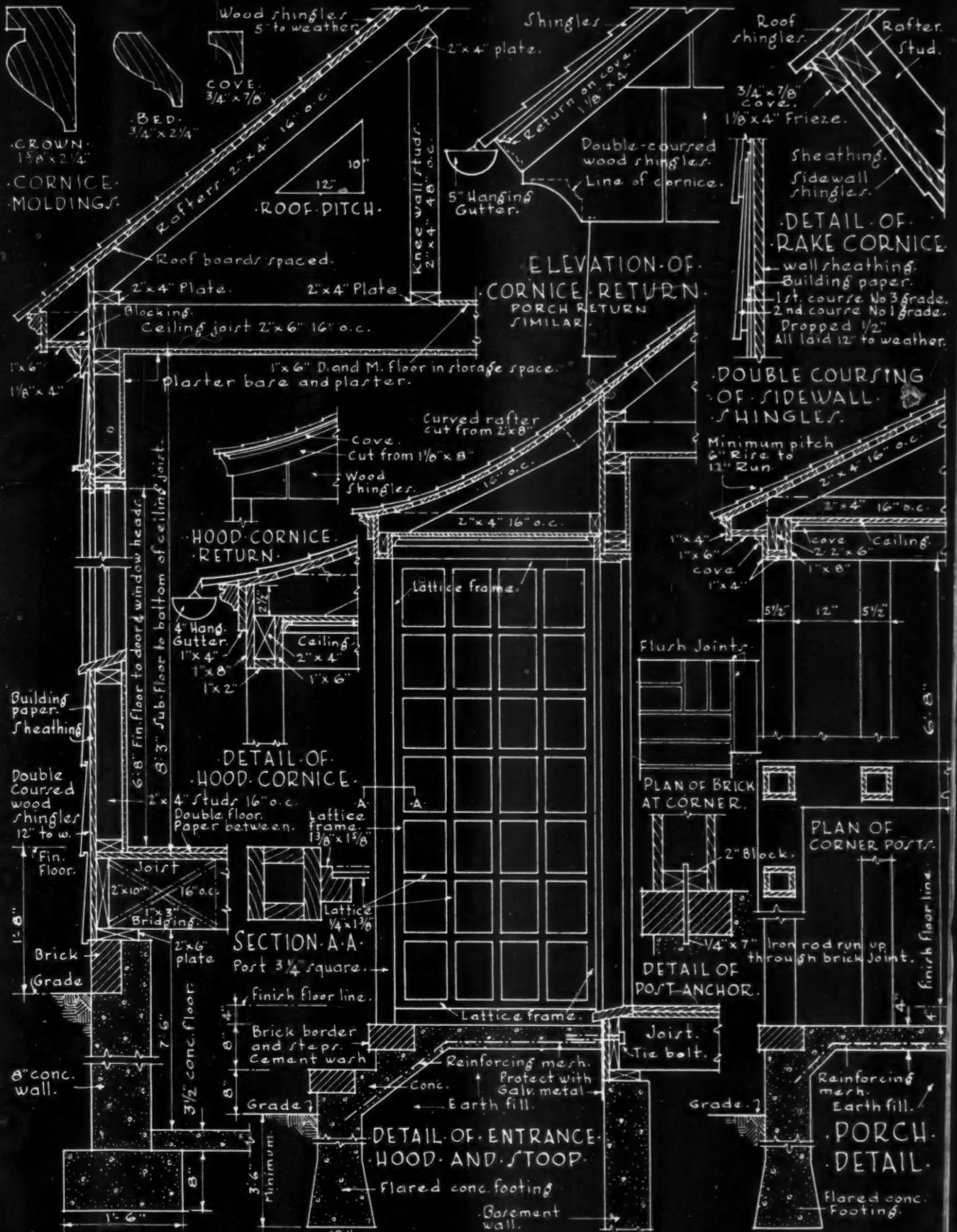
On the opposite page will be found authentic information from the bottom of the foundation footings to the cornice details. Wall construction as well as details showing the proper erection of entrance stoop and hood are included.

Surveys of all kinds show that the Cape Cod is still at the head of the list as far as popularity is concerned, and the building of this type of house calls for particular attention to details of mouldings as well as trim and general proportions of the house itself.

PREPARED FOR
AMERICAN BUILDER
BY
R. J. ALEXANDER

Plate No. 3-A is one of several being presented by *American Builder* in its desire to continue the use of solid construction for post-war homes. It will be noticed that a number of seemingly small details are included, such as the reinforcing mesh in the concrete of both the stoop and porch foundations, and the protection of metal between the space under the stoop and the wood sill and joist of the floor inside the house.

Another detail of Cape Cod exteriors, when shingles are used, is shown on this Better Detail Plate. The popular method of application with 12 inches to the weather and laid in double courses is shown in the drawing. In fact, the more this plate is studied, the more details will be found.



MAIN WALL SECTION.

NO. 3A. A CAPE COD TYPE ONE STORY HOUSE.

Photos by George H. Van Anda Mott, Roger Dudley, Johnston & Johnston, Maynard Parker, Curt Gottschalk, Hedrich-Blessing.



A HOMEY rustic corner which might be the pattern for a basement play and recreation room. Planned for parties for both young and old, it adds much livability.

BELOW, rough hewn beams and boarding harmonize with large brick fireplace and tiled floors; built-in oven and heating unit add to usefulness of this scheme.

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LEFT, simple attractive treatment in V-jointed boards and stone can be used in new houses or as an inexpensive way to dress up an old fireplace, leaving a small face of masonry.

The Fireplace Still Radiates Its Glow of Christmas Cheer

MORE than a million veterans of this war already are back home—soon more millions will be returning from the hell holes of battle to seek what they have been fighting for—a home and fireside. That's one of the dreams of G. I. Joe: a peaceful spot for himself and the security of a place his family can call its own. Never before has the symbol of the hearth, companionship and loved ones meant so much to so many.

It's too late to provide the well-earned havens for our returning heroes this year. But we can start planning and building "Christmas cheer for another year" for those qualified under the G. I. Bill of Rights. Such homes must be soundly planned and constructed throughout to last the many Christmas seasons ahead. Even the fireplace can be more than just a symbol of good fellowship and reunion; it can give forth both the comforting heat and radiant cheer to help push into the past the all too vivid recollections of today.

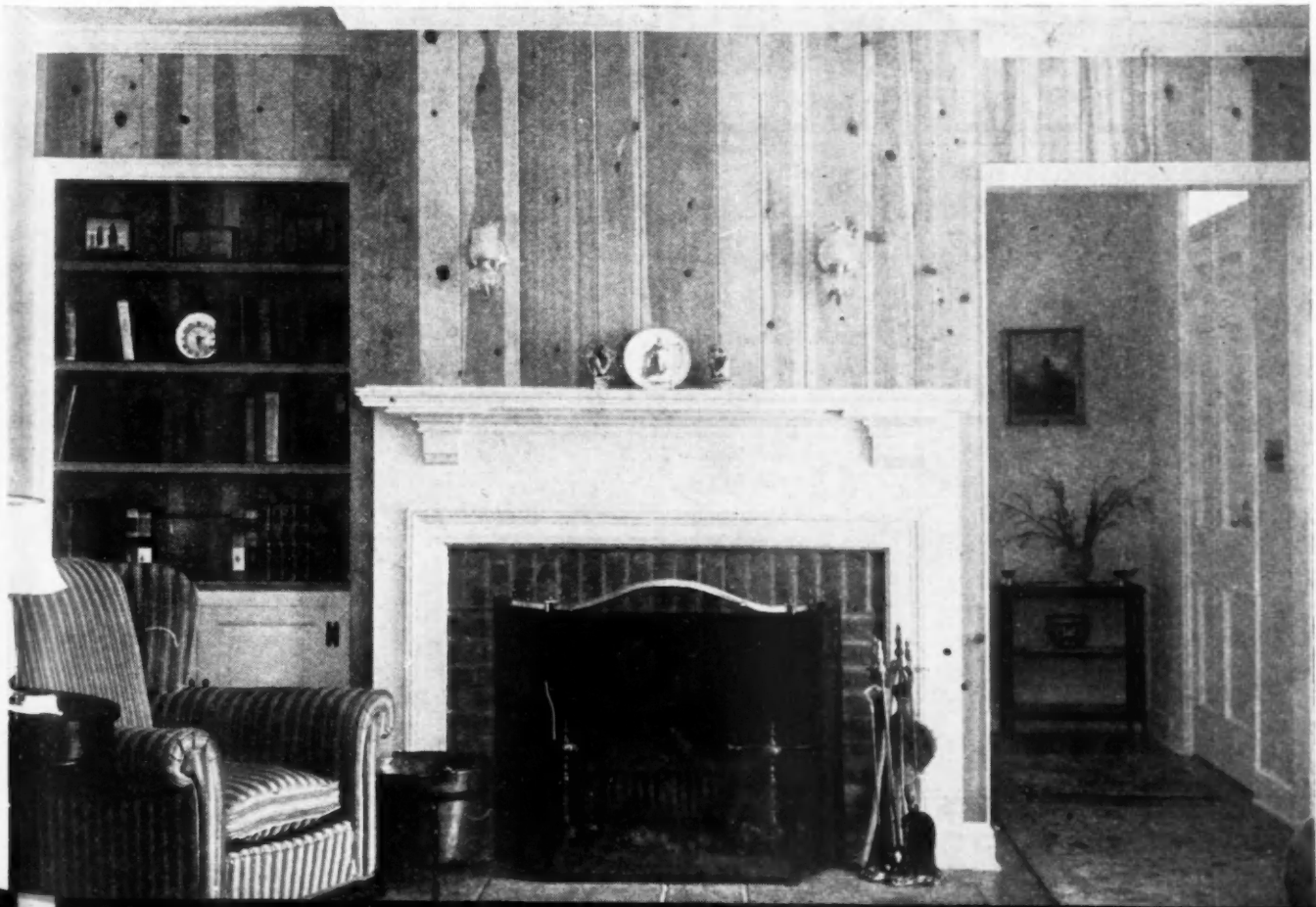
WHAT a spot for relaxation! G. I. Joe is looking forward to such a nook as below where he can call the world his own.

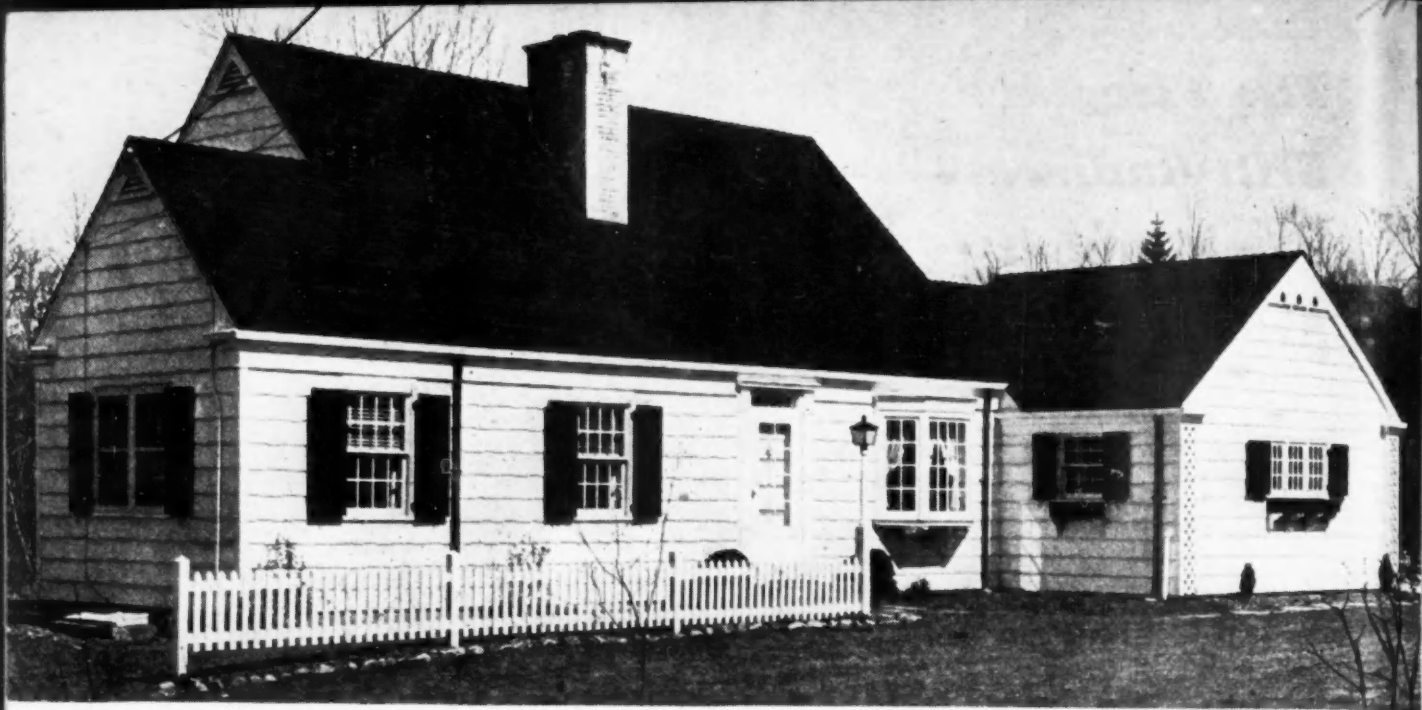


HERE'S a cozy grouping for an end of living room fireplace, bookshelves and cupboards in natural finish panneling.

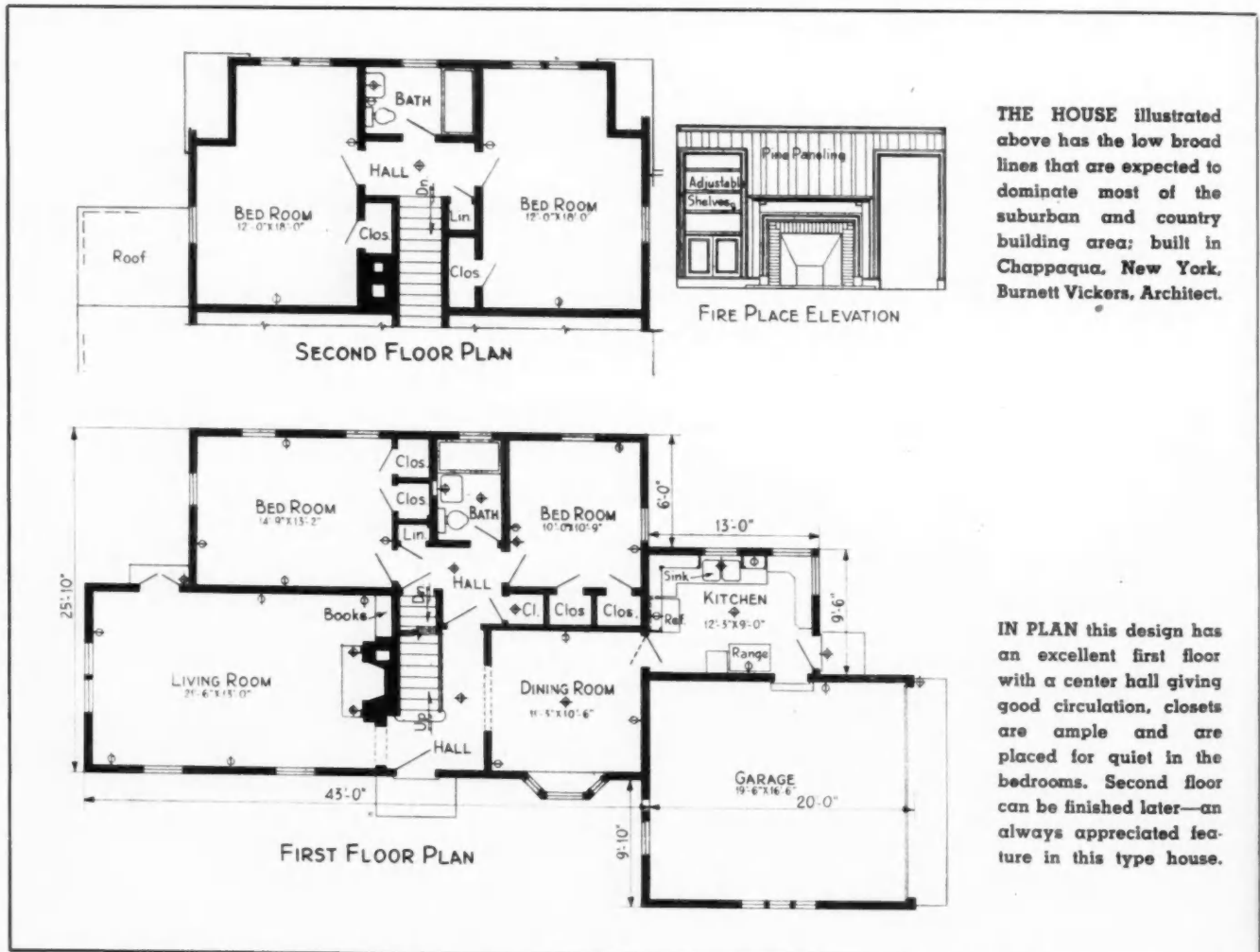


MORE highly styled than the others, the above handling is in keeping with tomorrow's homes.





Favorite G.I. Basic Plans—Choice of Traditional or Modern



THE HOUSE illustrated above has the low broad lines that are expected to dominate most of the suburban and country building area; built in Chappaqua, New York, Burnett Vickers, Architect.

IN PLAN this design has an excellent first floor with a center hall giving good circulation, closets are ample and are placed for quiet in the bedrooms. Second floor can be finished later—an always appreciated feature in this type house.

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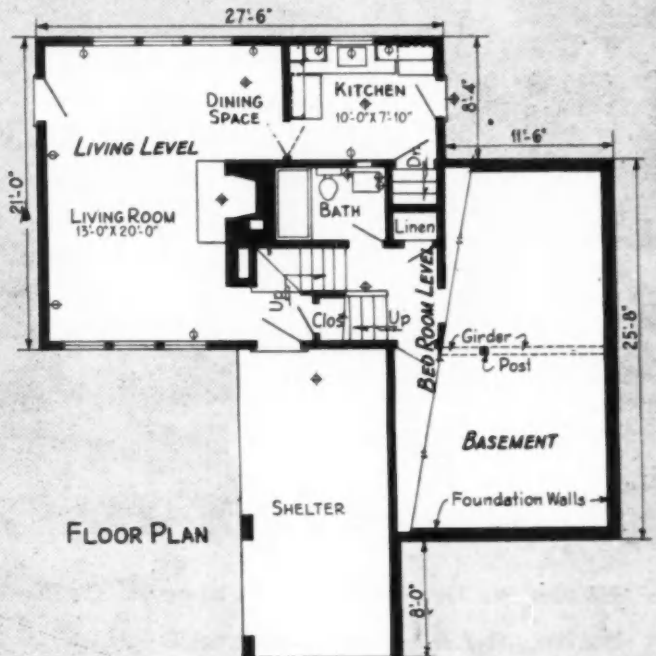
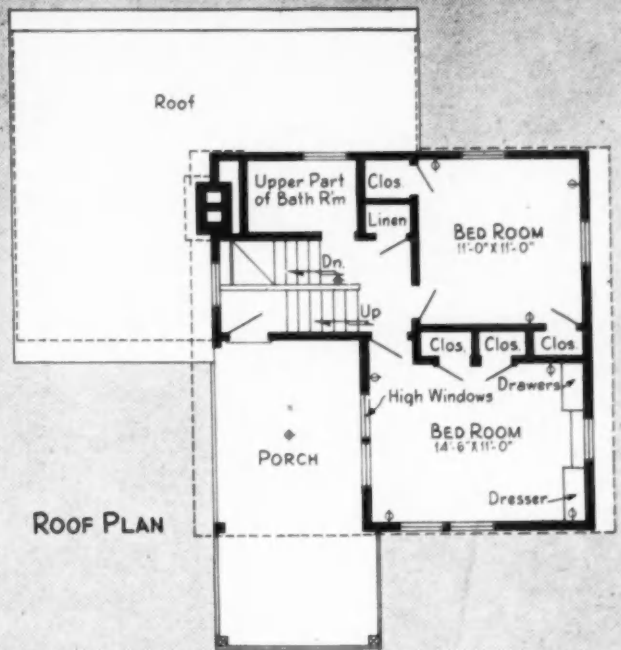
The more popular room arrangements and exterior styles of the immediate pre-war period will be good starting points for post-war homes. These two offer many advantages.

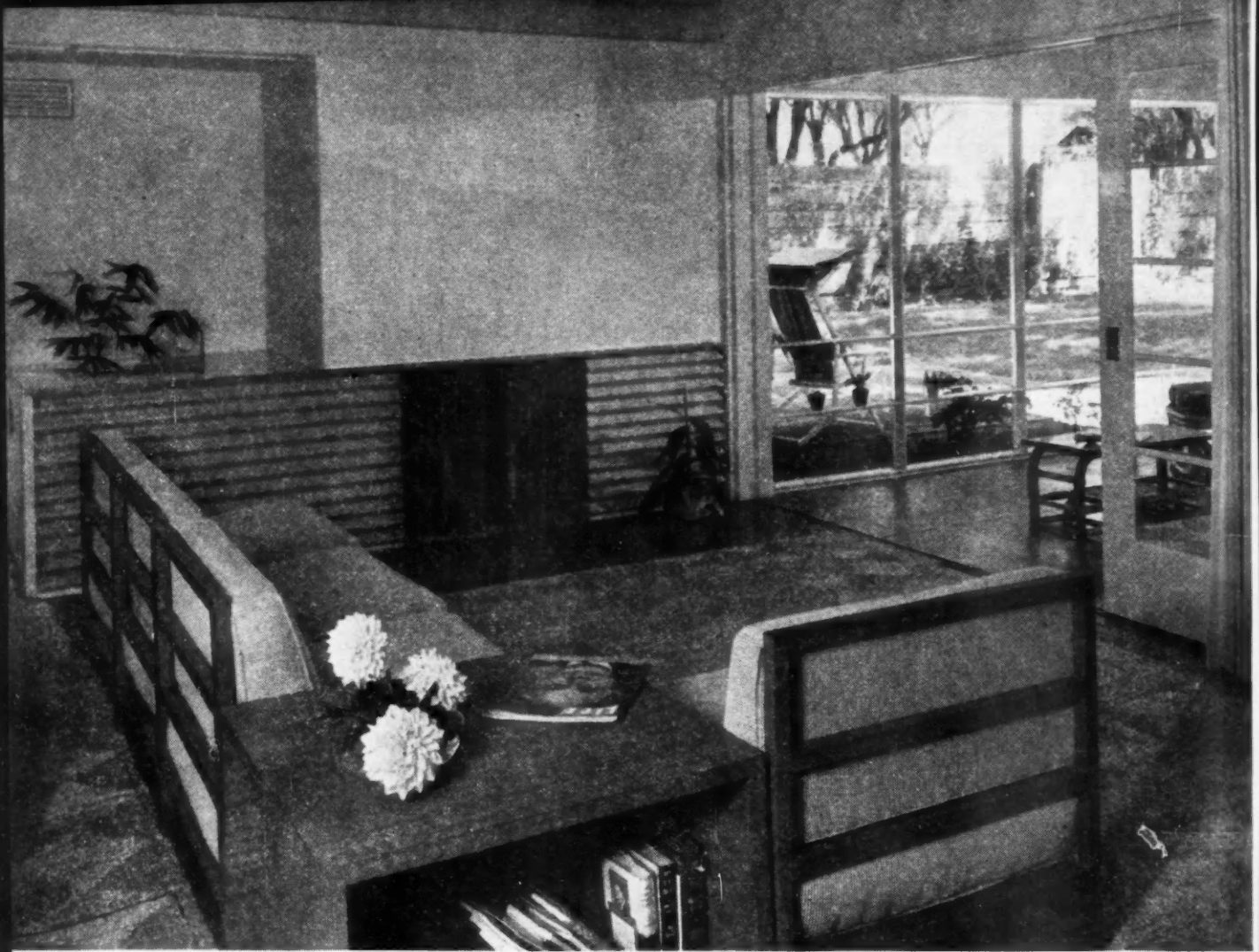
THE rambling Colonial story and a half design on the opposite page will offer the future home owner plenty of appeal, with a nicely detailed exterior and a workable floor plan. For young couples, particularly G.I. Joe and his bride, the house is complete on the first floor. Later requirements can be taken care of by finishing an additional two bedrooms and bath above, making this an economical seven room and two-car garage plan. Plenty of storage space has been provided, and the French doors off the living room can open onto a terrace added later. The fireplace end of this room is finished in pine paneling and has bookshelves and cupboards balancing the entrance way.

Modern Exteriors

IN DESIGN at the right, the standard 3-level arrangement of rooms has been brought up to date, with the living and dining room combined and a bank of casements at each end for excellent light. Half-basement requires less excavation, and on the bedroom level five closets are provided as well as built-in drawers and dresser in the master bedroom. Up a half-flight of stairs the door opens onto a porch and sun deck. This house was built in Mt. Pleasant, New York, Vickers & Tilton, Architects.

MODERN styling for the conventional 3-level plan; here another well-liked arrangement has added features of car shelter and second floor porch.

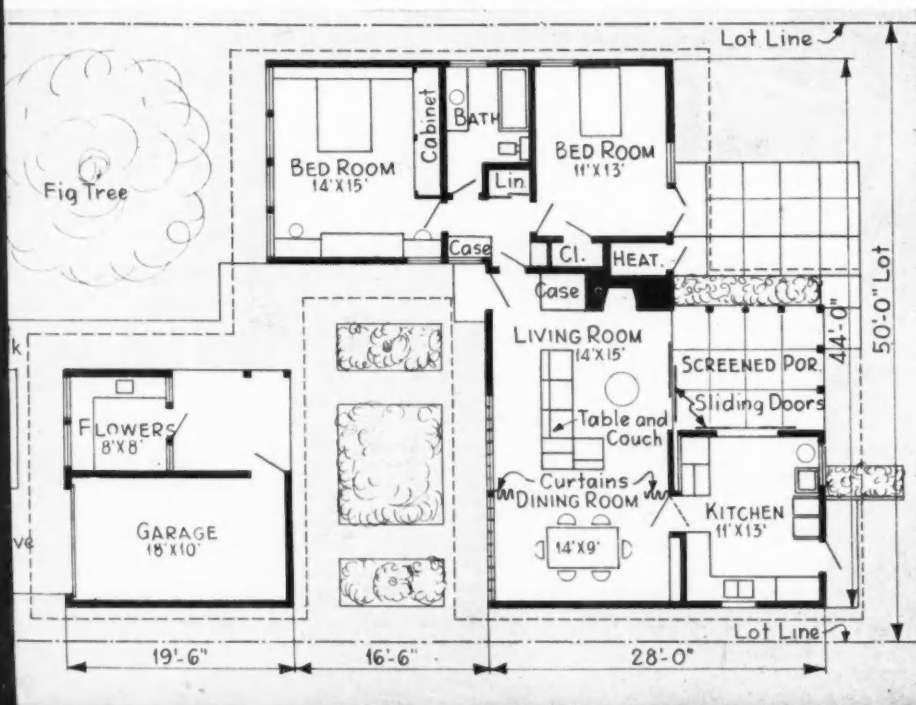




78

Modernism On a 50-Foot Lot

House for Dr. and Mrs. George A. Coates, Altadena, California. Whitney R. Smith, A.I.A. of Pasadena, Designer—Photographs by William A. Garnett.



GIVEN a 50-foot city lot with a stand of fine olive trees, the desirable solution for development into a home was one which saved the trees and achieved within the limits of the narrow lot a maximum of private indoor and outdoor living space.

The plan evolved, and illustrated here, provides a master bedroom and a nursery with an outdoor play terrace, dining and living area opening to a screened porch, and a combined kitchen and laundry. Windows in the kitchen slide back for buffet service to the screened porch or garden. The room for flowers and garden equipment is arranged so

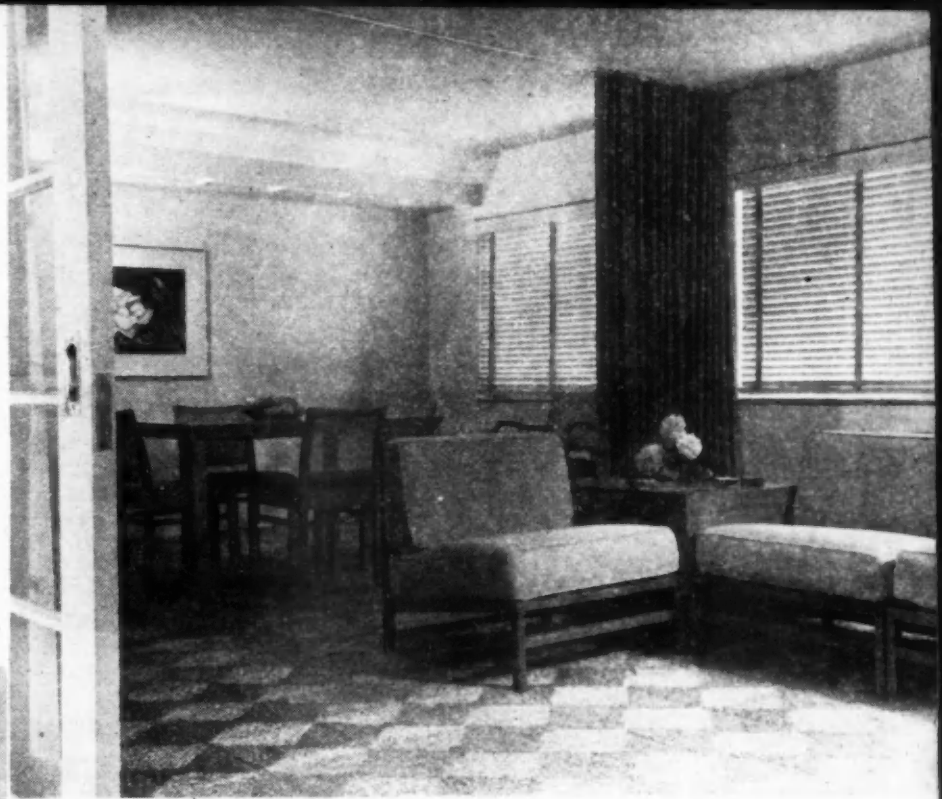
FLOOR PLAN shows open, functional arrangement of small, modern home pictured above and on facing page; an interesting example of the current trend for post-war home planning among the young modernist school of architects of the southern California area.

that it can be converted into a second garage. A high, horizontally-boarded wall surrounds the back garden.

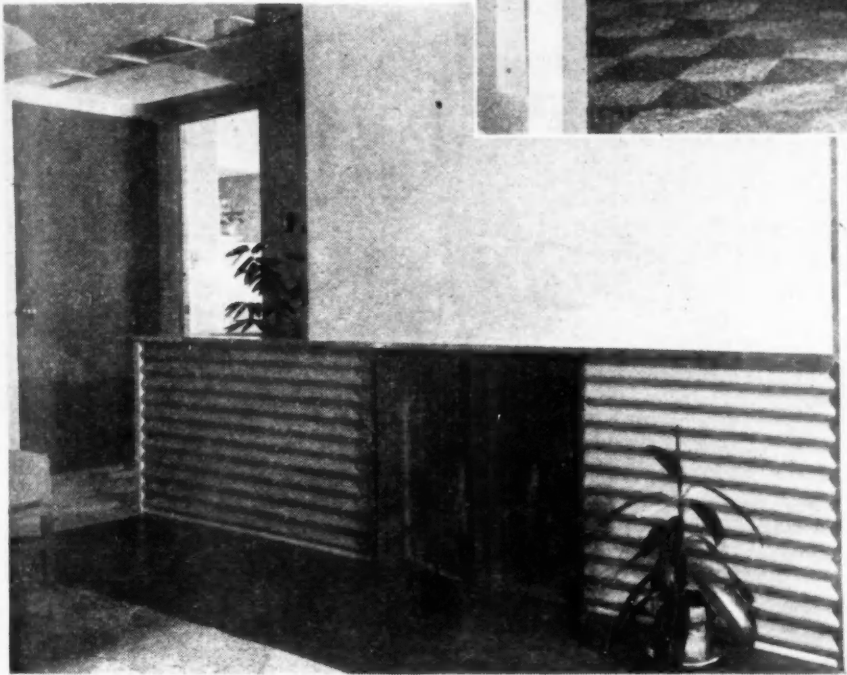
The house is of frame construction on a concrete slab. Exterior walls are of white stucco and redwood; interior walls are of plaster.

The furniture has the same clean-cut simplicity as the house. With the exception of the dining room chairs, it was designed by the architect. Bedroom cabinets are built in. The living room fireplace has an unusual and effective facing of gray corrugated transite, a cement and asbestos board by Johns-Manville.

Much of the outdoors is brought inside the attractive living room by the use of glazed doors which slide into the wall, plus either glazed or screened panels surrounding the sides of the porch.



THE DINING ROOM, above, is a curtained extension of the living room. At the left is shown a close-up of the fireplace end. The facing material is corrugated transite board.



LIVING ROOM, (photo on opposite page) with screened or glazed porch, reached through broad sliding doors which disappear into a wall pocket, is really an impressive spot. Furniture for the house was especially designed by Whitney R. Smith. The exterior of the house is shown below.



How To Make Good Hardware a Post-War Sales Help



RIGHT

1 Front Door (5-Pin Tumbler Cylinder)	6.50*
1 Grade Door (5-Pin Tumbler Cylinder)	4.50*
1 Rear Door Solid Brass Trim	2.25
2 Bath Sets Solid Brass Trim	4.00
3 Bedroom Sets Solid Brass	4.80
5 Closet Sets Solid Brass	6.50
2 Passage Sets Solid Brass	3.00
\$31.55	

*Keyed alike (No extra charge)

WRONG

1 Front Door (3 Tumbler)	7.00
1 Grade Door (Single Tumbler)	.95*
1 Rear Door Plated Steel Trim	.95*
2 Bath Sets Plated Steel Trim	1.90
3 Bedroom Sets Plated Steel Trim	2.85
5 Closet Sets Plated Steel Trim	4.75
2 Passage Sets Plated Steel Trim	1.90
\$20.30	

*Skeleton key will open

In the average \$6,000-house, approximately \$100 goes for hardware. Of this \$100, about \$60 goes for finishing hardware (\$40 for rough hardware); about \$30 of the \$60 goes into locksets and latchsets; the average for locks and latches is about 1/2 of 1 per cent and can do 10 per cent of the selling.

This is the second article by Lou Dexter, President of National Brass Company, on the use of good finishing hardware as a potent talking point in selling houses.

FOLLOWING up on last month's article regarding the use of solid brass hardware, instead of plated steel, as a sales help in arousing the interest of a prospective customer, here are some pointers that will finish up the job of selling.

For instance, the average 14 interior doors in the average \$6,000-house offer 14 opportunities to drive home the fact that the house as a whole is quality built because each and every door has quality locks and latches.

It may seem at first glance that to keep emphasizing the quality of good hardware on all doors will bore your prospective buyer, but the opposite is the fact, when properly handled.

Take the offer of a home tool kit as a gift, for instance. Any man or

woman will welcome such a set of handy tools, conveniently placed in a small drawer in one of the kitchen cabinets.

Using the screw driver, remove a set screw from one of the knobs to expose the spring in the core. Explain how this spring bites into the spindle and prevents the loosening of the screw. This little matter of loose knobs is a constant annoyance, which your prospect knows from past experience, and to show how quality hardware permanently overcomes this predominating ailment is very convincing.

Next, take out one of the screws which hold the rose trim to the door and place it before the prospect to show its 3/4" length. Explain that these long screws engage solidly as

they are far removed from the edge of the circular hole drilled into the door for the Tubular Latchset.

And again, point out the Lifetime Guarantee given with the quality sets of locks to certify that the hardware will last the entire life of the building. If, however, there does occur the need for a minor adjustment, the tool kit is handy for the purpose. You add, of course, that the warranty states that any faulty set will be replaced free of charge at any time unless there has been damage done to it outside of normal operation.

A further educational aspect of this sales approach, as you go from room to room opening and closing doors, is to explain the use of powdered lubricating graphite instead of oil for occasional use on door butts and latches

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and locks. Oil will eventually gum and hamper the operation of pin tumbler cylinder locks, but the opposite is true if graphite is used. There is a tube in the tool kit for the purpose. Also, occasionally a pin will work up in a door butt, and graphite will usually remedy the trouble.

If doors made by members of the Fir Door Institute are used, it is a good point to explain that the doors are factory bored for Tubular Latchsets which can't help but function properly due to factory precision of boring.

All these opportunities to impress your prospective buyer with the quality of finishing hardware in your house stem from the almost absurd fact that you actually spend only a matter of \$10 or so more for the best of locksets and latchsets as against the inferior ones which, as we all know, bring grief sooner or later. This approximate $\frac{1}{2}$ of 1 per cent of the \$6,000 price for the best of door sets can very easily, as said before, do 10 per cent of the selling of your houses.

\$50 SERVICE FUND

To tie in the new proven high quality of the finishing hardware, with the other elements of the house, and to create the clinching sales argument, the \$50 "Service Fund" is explained to the buyer. This \$50 is set aside to cover possible future service calls on the part of the builder for minor adjustments during the first year of occupancy by the buyer. It is pointed out that \$5 of this \$50 is set aside for calls due to hardware, the balance of \$45 covering other items about the house that might make it necessary to call in the builder to fix them.

However, if there are no calls, the \$50 is given to the buyer. This works two ways. First, the buyer is influenced to make minor adjustments which might be necessary to avoid calling in the builder. Also it influences the prospect in the matter of all

other hidden factors in the construction of the house as to their quality in keeping with that of the solid brass locksets and latchsets. In short, the buyer sees a \$50 bonus in his pocket and the contractor or builder sees relief from many costly service calls that usually are prompted by minor items which the owner himself could easily fix.

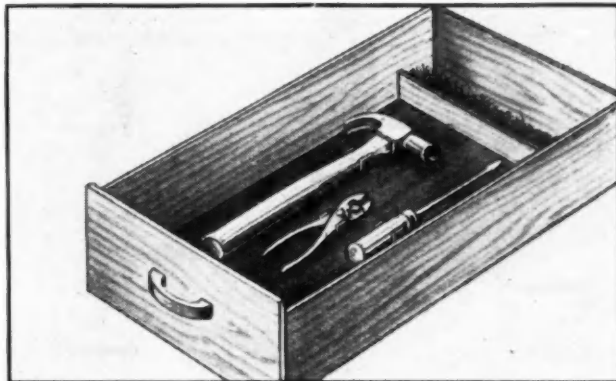
Interspersed during the sales talk, woven around the quality of the hardware, may be small but interesting bits of information. Mentioning a way to avoid the painter's brush from daubing the hardware during re-decorating, creates real interest. It seldom, if ever, occurred to the owner to protect the hardware trim during redecoration, and yet it is easily done by simply removing the wood screws from the rose, loosening the set screw and turning back the knob on the spindle, moving the rose to the shank of the knob and placing any filler handy between the rose and door.

The cabinet hardware on the kitchen doors and drawers offers another opportunity to speak of quality. Since they are for the most part chrome plated, they need never be polished with an abrasive compound, but merely washed with ordinary soap and water.

Tell the buyer that it is a good idea to make a record of the numbers of the keys so that they can be quickly replaced in the event that they become lost.

All of this adds up to confirm in the mind of the buyer that since the house is built of quality products even to these details, the house must be quality throughout. And, by pointing out these things to his prospective buyer, the builder has stolen a march on his competitor who merely points to the obvious things about his house and fails to capitalize on the not-so-obvious ones. Good hardware that costs about $\frac{1}{2}$ of one per cent of the average house can be used to do 10 per cent of the selling!

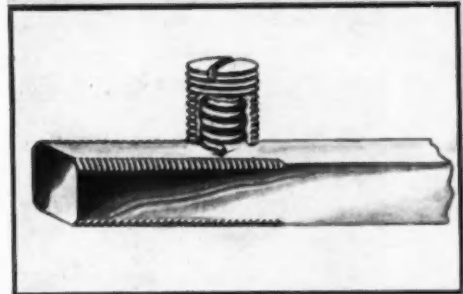
FURNISHED with the home is a tool kit, possibly in a small kitchen cabinet drawer, containing a pair of pliers, hammer, a screw driver and a graphite gun for "oiling" locks.



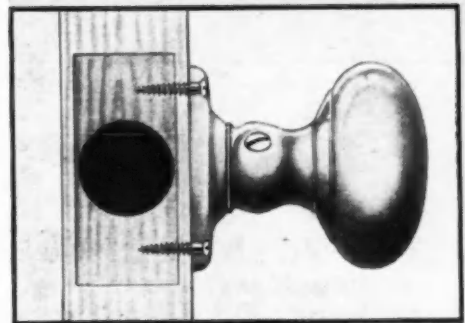
USING SOLID BRASS HARDWARE IS GOOD COMMON SENSE



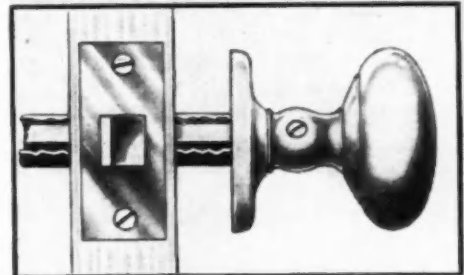
A LIFE-TIME warranty is used to capitalize on life of good hardware



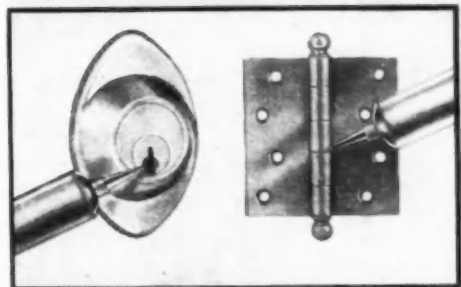
A LOCKING set screw eliminates future adjustments of loose knobs



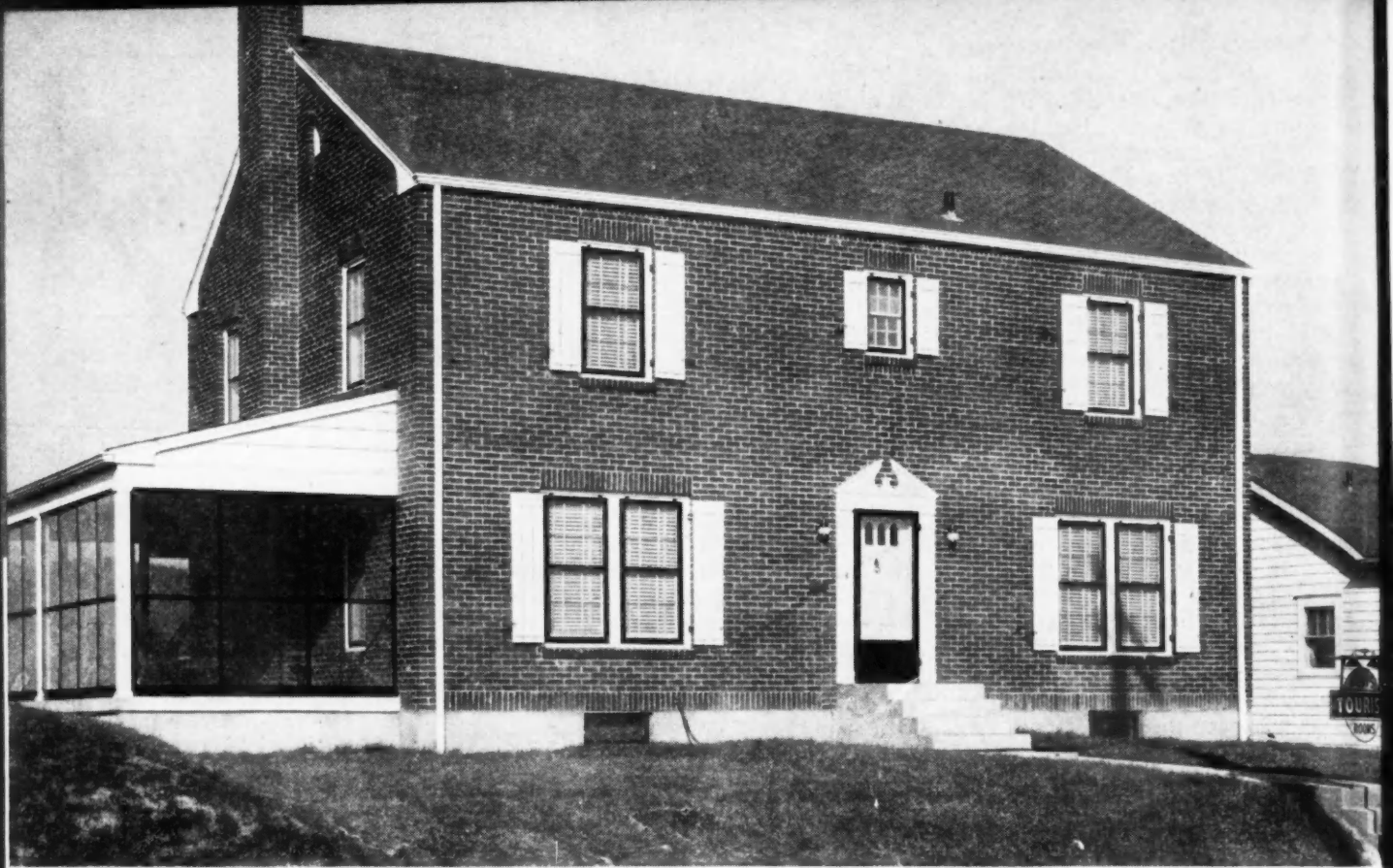
WITH tubular locksets the screws go into solid wood as picture shows



ABOVE shows knob turned away and rose trim protected when re-painting



POWDERED lubricating graphite, and not oil, should be used on hardware



"We Built It To Be A Tourist Home"

This tourist home brought in enough revenue to pay for itself in two years exclusive of cost of land.

HERE is a field which may hold fairly large possibilities for new home building in the post-war period. Other young couples may follow the lead of Mr. and Mrs. Harold R. Best, who built this home

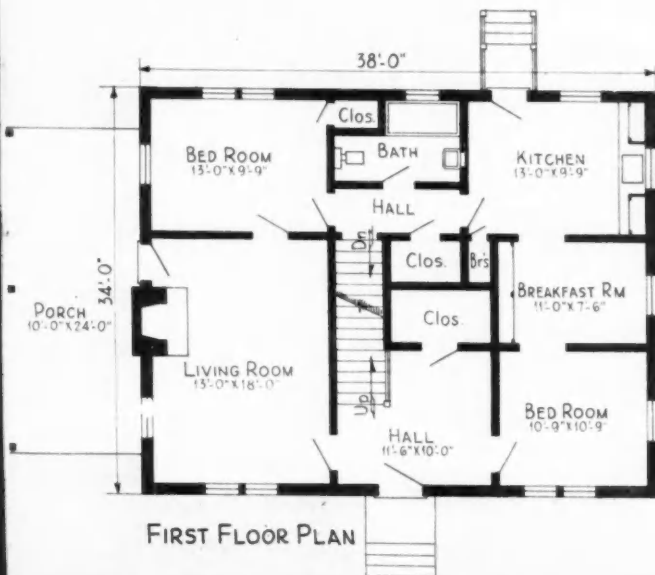
especially to be a tourist home. It is located at 1939 State Street, on U. S. Highway 150, New Albany, Ind.

Although the house was built in 1941 just as inter-city driving was on the decline because of gas and tire rationing, the owners were able to secure enough business to pay off the total cost of the house in the first two years. This did not include the cost of the lot which had been purchased previously. Nor did it include any

payment to Mrs. Best for her work as manager and housekeeper. The house accommodates eighteen tourist guests.

T. E. Weathers of New Albany secured the contract for building the house. Noel E. Lillpop, Mrs. Best's father, who is a cabinet maker in Campbellsburg, Indiana, built the fireplace mantle, door and window frames, baseboards, moldings and the front door frame.

82 Many bathrooms and large closets fill the purpose of this house. Sleeping porch is also rented to guests in summer.



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AMERICAN BUILDER'S Technical Section

MODULAR PLANNING

Further Data on Use of Brick and Tile of Four-Inch Module for Building Construction

THE project for developing the system of modular dimensions and design was organized in 1939. It is the work of the American Standards Association together with the Producers' Council and the American Institute of Architects. *American Builder* presents this material in the interest of builders, architects and manufacturers of building materials to help increase building efficiency.

Jambs—Jambs of standard masonry units may be either square or recessed. Recesses which use standard supplementary unit lengths are preferred.

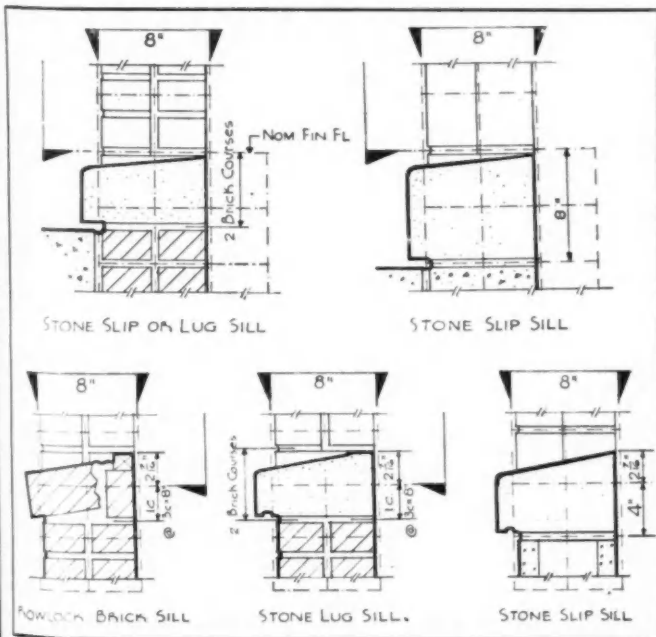
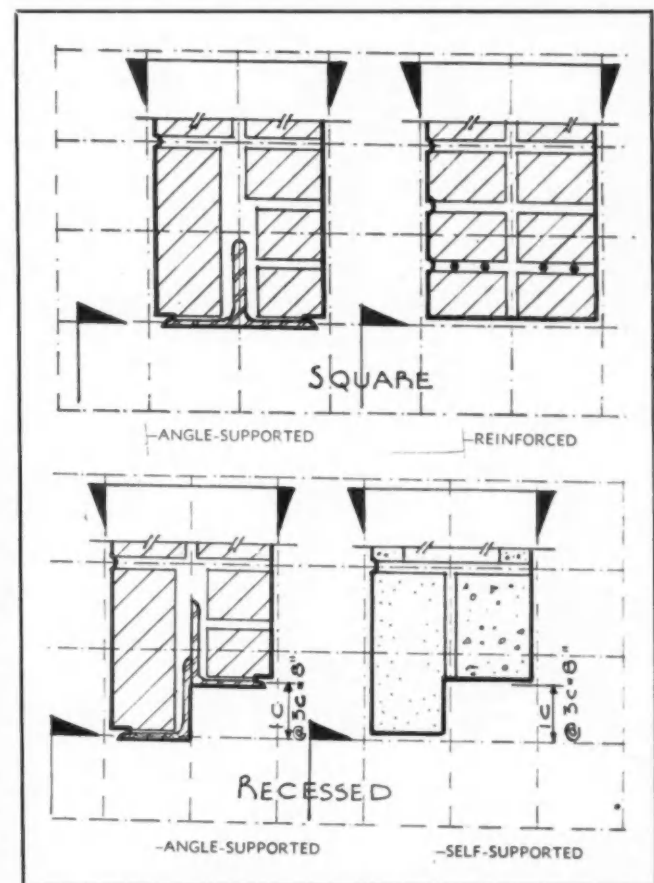
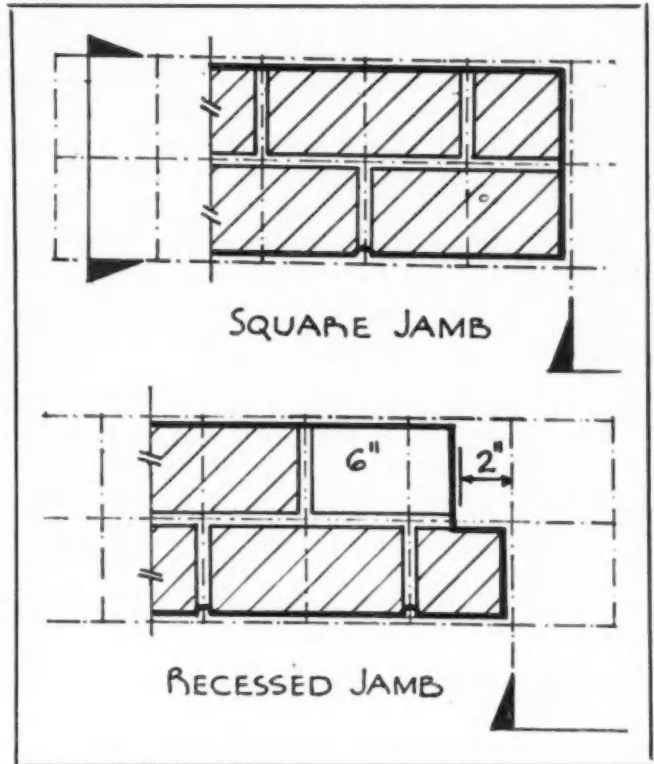
Heads—Lintels of standard masonry units may be either reinforced or angle-supported and either square or recessed. In brick walls the use of reinforced brick lintels is recommended to avoid the cutting of brick required for the installation of lintel angles.

The locations of the masonry sills relative to the grid, as shown below, fit many present stock sash sizes for wood windows which are multiples of 4" in width and based on New York market wood allowances.

Window Sills—Window sills may be various types. Slip or lug, seated, plain-wash, or slab and metal sills, may be used. Lug sills are not provided for block or tile walls using units 8" in height.

Door Sills—Types of door sills are similar to window sills. The locations of the masonry door sills relative to the grid, as shown below, fit present stock wood door sizes. Modular details show the installation of all types of windows and doors for which there are standard coordinated sizes. Interchangeability within each of these classes of products is indicated by grid locations.

Further information on the uses of modular designing and the various sizes of clay-products units can be had from the Structural Clay Products Institute at 1756 K Street, N.W., Washington, D.C. Ask for "The A B C of Modular Masonry."



ABOVE are details of five different sill constructions

HEADS may be either reinforced or angle-supported

Snug Apartments Fr

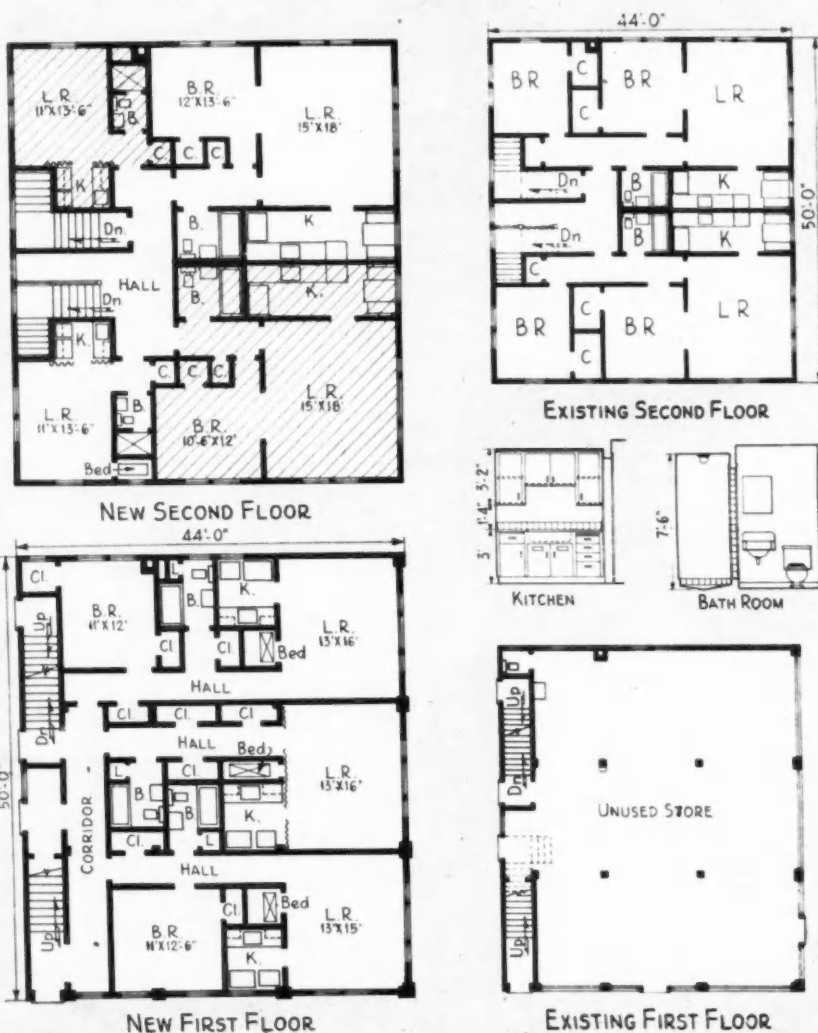


SEVEN apartments created by architect Ralf E. Decker, Seattle.

**Government's Remodeling Program
Teaches Lesson On How To Eradicate
Part of Neighborhood Blight**



THE store building was empty and an eyesore locally



Examples of Restored Property Value Under the "Home Use Program" of War Housing by the N.H.A. and H.O.L.C.

A BY-PRODUCT of the Government's current remodeling program to secure additional rental housing units for war workers in home shortage areas has been, in many instances, the rescue of almost abandoned property and the wiping out of serious neighborhood blight. More or less isolated store building ventures on residential streets—that didn't pay out and have long stood vacant or partly vacant—have been picked up under the N.H.A.-H.O.L.C. conversion program and rebuilt into appropriate housing units. They have been returned to usefulness, their earning power has been restored, and their neighborhoods have benefited by the change back to a residential type of building.

This is seen by some students of city zoning and community rehabilitation as a promising technique for action in the post-war period, which individual (or group) property owners, real estate interests or professional builders might profitably take to clear their neighborhoods of objectionable and deteriorating non-residential buildings.

Illustrated here are three conversion projects of this type, recently handled in the North End district of Seattle, by which badly rundown property has been returned to productive use and threatening slum-spots cleaned up. Each involved the change-over from first-floor commercial space to modern small apartments. The results have been surprisingly good.

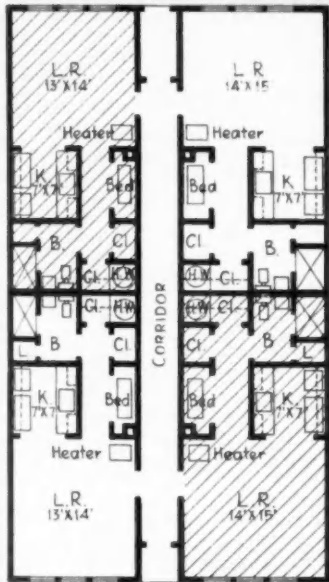
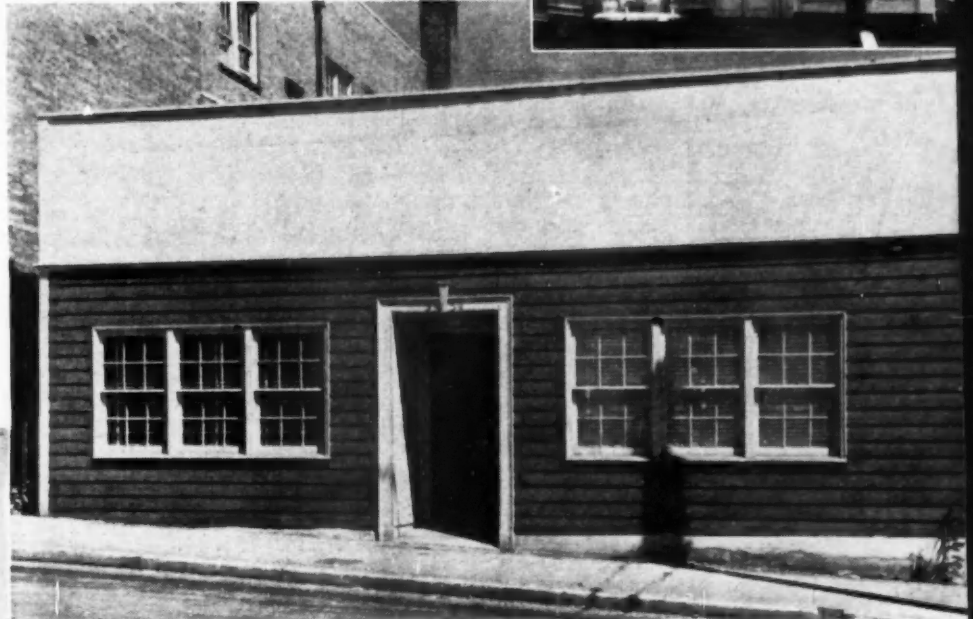
AT the left are before and after plans of the converted building which cost \$11,880, or \$1,697 per apartment. The photos at top of page show exterior improvements.

In each of the store buildings... domestic stores... ing cons... windows... house w... store ent... able plu... able ren... three dif... following... Chapman... and Wed... contracts... the archi...

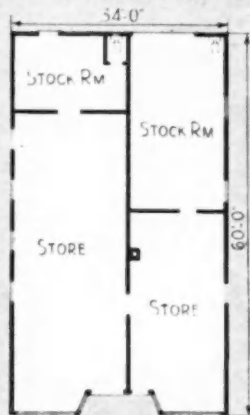
CONVE... building... ments... income... to avo... neigh...

ts From Unrented Stores

In each instance the ceiling height in the store space was lowered to the domestic standard by means of a new ceiling construction. The plate glass show windows were removed and attractive house windows installed. The typical store entrances were modified; and suitable plumbing was added. Very desirable rental properties resulted. The three different projects were done by the following firms of building contractors: Chapman and Chapman, Harold Larson, and Wedwick and Kvolheim, all Seattle contractor-builders. Ralf E. Decker was the architect for all three jobs.

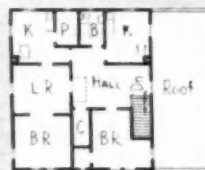


NEW FLOOR PLAN

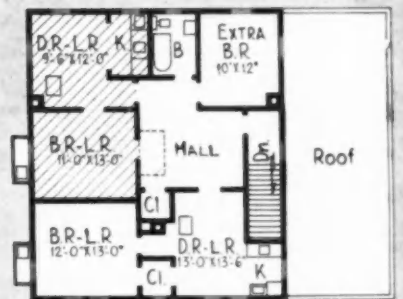


EXISTING FLOOR PLAN

PHOTOS above and plans at left show how four apartments were created within the 34' by 60' dimensions of this store.



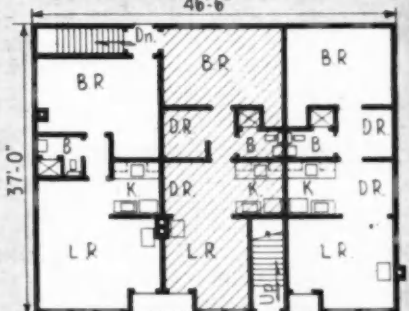
EXISTING SECOND FLOOR



NEW SECOND FLOOR



EXISTING FIRST FLOOR



NEW FIRST FLOOR

CONVERSION of this old building into small apartments made it once more income property and helps to avoid development of neighborhood blight.



ABOVE are the new and altered plans of the store conversion job as pictured at the left. Restrictive order L-41 has recently been relaxed to allow apartment conversion in certain areas. W.P.B. through N. H.A. will define the areas where remodeling can be done to create more living quarters where needed.

CATALOGS and HOW-TO-DO-IT INFORMATION

88—NOT A DREAM—say the makers of OZO-RAY air purification equipment because it is being used in airliners, dining cars, apartments and hotels. The A & J Company of Chicago have a booklet telling how this combination of electronics chemistry and plastics produces pure air from stale.

89—SOLAR HOUSES—A booklet by Libbey-Owens-Ford Glass Co., gives a thorough explanation of the use of the sun's rays for modern, comfortable living. There are photos, questions and answers, and diagrammatical drawings of value.

90—FIXTURES FOR DISPLAYING MERCHANDISE—are thoroughly explained in a booklet by the Douglas Fir Plywood Assn. of Tacoma, Wash. The book was written by A. E. Hurst, who is a National Authority on the subject. Considerable business might be built up in this line.

91—GAS FLOOR FURNACES—by the Coleman Lamp and Stove Co., Wichita, Kansas, are well explained and illustrated in a new 32-page instruction manual. Considerable material on calculating heating requirements, measurements and installation details are included.

92—PROPER BATH TUB HANGING—is fully explained and thoroughly illustrated in a booklet recently released by William B. Lucke, Inc., Wilmette, Ill. All types of installations are considered and the possibilities of leaks are described and their remedies made clear.

93—DIAMOND ABRASIVE BLADES—that will fit hand electric saws cut almost any material with ease and speed. A folder by the Felker Mfg. Co., Torrance, Calif., explains the various uses of these Rimlock blades, made of copper or steel with diamond grit embedded in the periphery.

94—CELLULITE COTTON INSULATION—is thoroughly described in a new booklet by the Gilman Brothers Co., Gilman, Conn. This comparatively new type of insulation has many interesting features and is worth while for any builder to know.

95—A NEW BOOK OF HOUSES—and floor plans has recently been brought out by the Brick Manufacturers Assn., of Chicago. It is a useful book to show to prospective owners to get their reactions as to type of houses.

96—DRY BASEMENTS—are a "must" in the post-war home, and a new vitrified clay skip-pipe by the Robinson Clay Products Co., Akron, Ohio, helps in this job. A leaflet is available which describes this new product.

97—POST-WAR AIR CONDITIONING—is given a complete handling in a booklet by Westinghouse Electric Elevator Co., Jersey City, N. J. It covers how to plan, how to control temperature and humidity, and how to keep the air clean.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department,
American Builder,
105 W. Adams St., Chicago 3, Ill.

(December, 1944)

Please send me additional information on the following product items, or the catalogs, listed in this department:

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Name

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OCCUPATION*

*Please note that occupation must be stated if full service is to be given

Oklahoma, Texas builders hold record meetings

BUILDERS of the Southwest had a busy time last month at meetings devoted to post-war planning, war housing problems, and to organizing of strong local builder associations.

At Oklahoma City residential builders from all over the "Sooner" state gathered for a post-war clinic sponsored by the Oklahoma Home Builders Association. J. W. Lyon, president and Ben C. Wileman, vice-president staged the largest meeting of home builders the state has ever seen with approximately 300 in attendance. Heading the program were Robert P. Gerholz, president of N.A.H.B. and Fritz B. Burns, past president. Highlight of the meeting was the surprise presentation of tribal head-dresses to Burns and Gerholz.

Governor Kerr Speaks

Demonstrating how the home builders of Oklahoma are stepping forward in local and state affairs was a noon luncheon at the Chamber of Commerce attended by more than 400 people at which Governor Robert S. Kerr was co-starred with Gerholz as speaker.

A wide range of subjects including problems of L-41, the G. I. Bill of Rights, land planning, home financing, and new building materials and methods were discussed during the two day clinic. Most absorbing topic of the session was the description of plans for a new 1,000 home post-war building project "Country Estates" by W. P. "Bill" Atkinson.

In co-operation with 16 other builders a 565 acre tract has been purchased which will be developed into a completely modern, planned home community with all participating.

All of the builders in this project are members of the Oklahoma Builders Association and most of them participated in the co-operative building of Midwest City, one of the best known war housing projects in the country.

At Ft. Worth, Dallas, San Antonio and Houston large



Chiefs "Heavy Fog" Burns and "Big Teepee" Gerholz are welcomed into Kiowa Tribe by Chief Saunkeah at Oklahoma Builders meeting

groups of builders and allied building men gathered to hear President Gerholz in a series of stimulating addresses. As a result of the Gerholz talks it is expected that several new Texas home builder associations will be formed and affiliated with N.A.H.B.

More than 300 gathered at Dallas, which has an aggressive organization under the direction of Hugh E. Prather, president, and Grover A. Godfrey, executive secretary. A lively division of this association is a group of salesmen of building materials who take an active part and have been a strong contributing factor to the membership growth.

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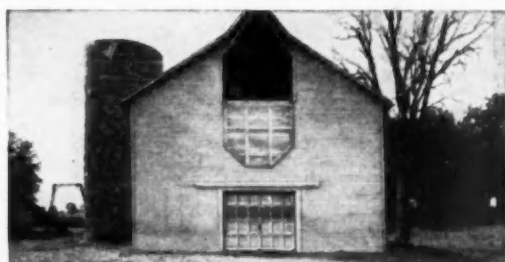
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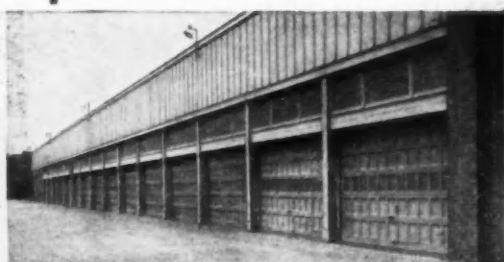
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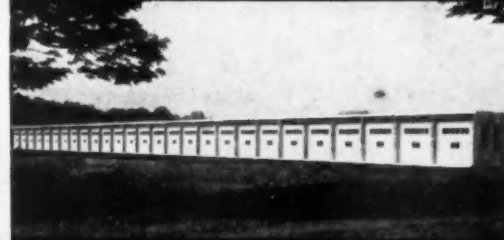
AGRICULTURAL BUILDINGS



COMMERCIAL BUILDINGS



INDUSTRIAL BUILDINGS



GOVERNMENT BUILDINGS

If you are planning on constructing or remodeling any of these four types of buildings, it will pay you to investigate the many exclusive advantages offered by —

Ro-Way

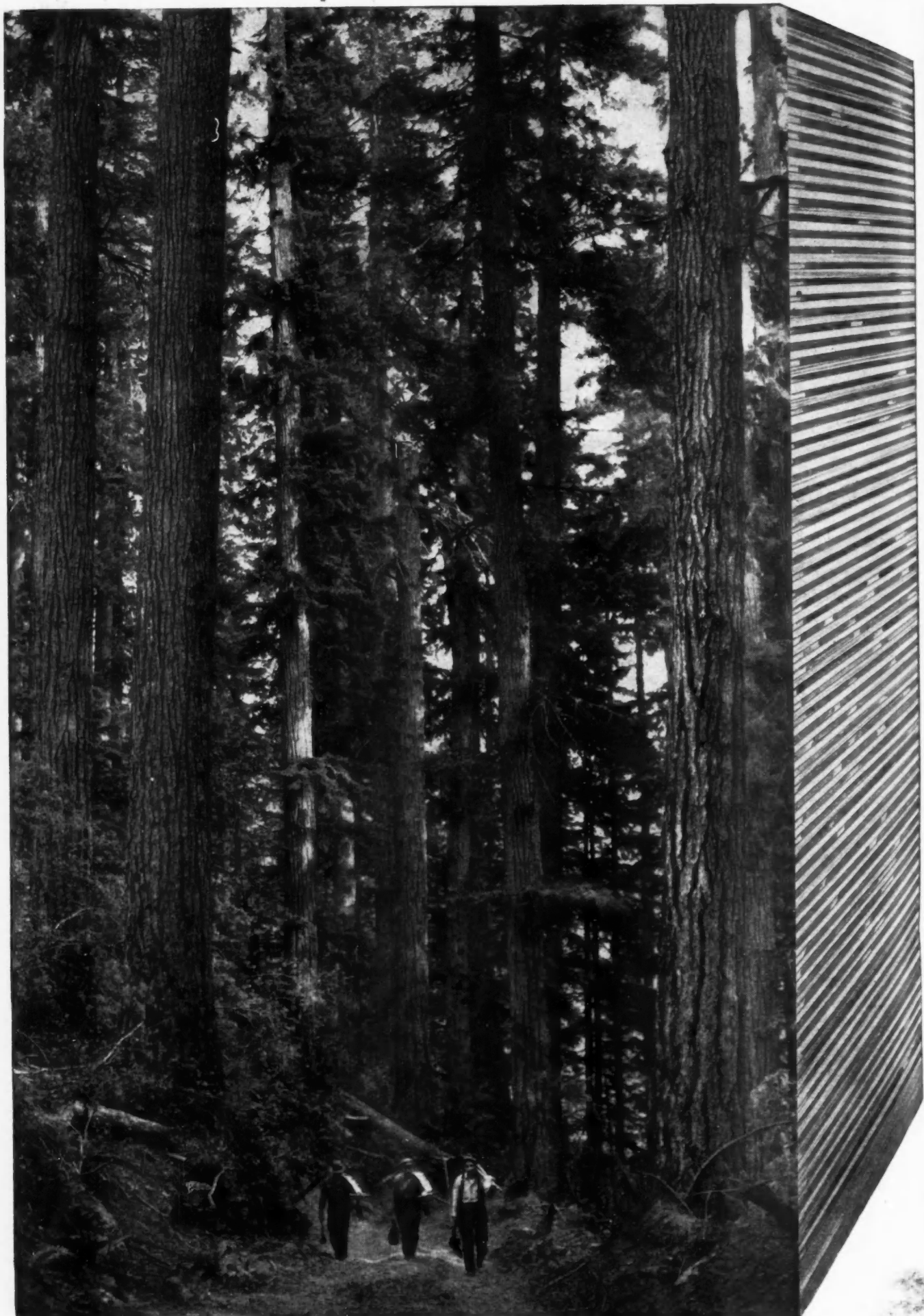
OVERHEAD TYPE DOORS

Available now for Industrial Buildings, Commercial Buildings, Government Buildings and Agricultural Buildings.

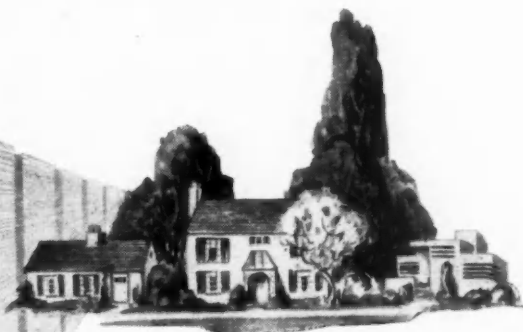
Write for complete new Catalog of Ro-Way Overhead Type Doors. See our Catalog in Sweet's.

ROWE MANUFACTURING CO.
783 Holton Street • Galesburg, Illinois

*There's a
Ro-Way for
every Door way!*



here's one story that should be circulated...



There will be plenty of quality lumber for normal needs when war's demands are over!

Notwithstanding a civilian shortage today, there will be plenty of high quality lumber as soon as war needs are satisfied, because there is an abundant supply of saw timber still standing in U. S. forests.

The present scarcity of lumber for civilian needs is due, in part, to the shortage of skilled workers in forest and mill. The industry has lost between 70,000 and 80,000 experienced men. It suffers too from a shortage of equipment—fewer power saws, tractors, trucks, and tires. Our production is no longer measured in mill capacity but rather by available man power and equipment. Yet despite the shortage of man power and machinery in our effort to meet the war needs, the industry today is producing much more lumber than is normally required for civilian consumption.

The channeling of this production to civilian markets is a simple matter. For there is no reconversion problem in the lumber industry. War needs and civilian needs are similar. They both use the same sizes, grades and items. With reconversion we'll simply continue to produce and ship traditional Weyerhaeuser quality for civilian consumption.

WEYERHAEUSER SALES COMPANY
SAINT PAUL 1, MINNESOTA

WILL THE BUILDING INDUSTRY BE A SELLING INDUSTRY IN THE POSTWAR PERIOD?



The answer depends upon the ability of the industry to aggressively employ the merchandising principles and selling power that have been successful in other fields. The responsibility rests with the manufacturer as well as the dealer.

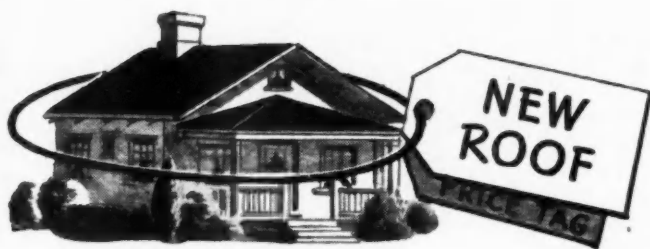
By the Johns-Manville Roving Reporter

There have been thousands of words written and untold speeches made about the necessity for the Building Industry to do a consumer selling job. Practically every man, woman, or child who expects to make a livelihood in the future in the Building Industry can speak quite glibly about "package" selling. But, let's take a candid look at the situation.



(Advertisement)

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WE ARE LIVING in a very unusual economy today. Because of the war, manufacturers cannot produce anywhere near enough goods to supply the needs of their customers.

Some have been hit harder than others. If the manufacturer's plant happens to be located in an area which the War Manpower Commission calls a No. 1 critical area, he is able to produce goods only in accordance with the manpower he can scrape out of the bottom of the barrel. If the manufacturer is in a No. 2, 3 or 4 area, he can produce more goods.

The Big Battle is Ahead

As a result, there have usually been just about enough building materials available from all sources to permit the dealers of the country to chug along on two or three cylinders, and in the main to keep their businesses afloat.

Some day this abnormal economy will end and the real battle for survival will begin. All of us have read the staggering figures of potentials for the Building Industry after the war. But let's not be misled. Those potentials that we hear bandied about can dissolve into a fine mist when the manufacturers of automobiles, washing machines, vacuum cleaners, and all those other products supplying other consumer needs get their selling organizations out into the field and go after the consumer dollar in the post-war world.

A Challenge to the Building Industry

What do those manufacturers have that we don't have? Here, I believe, is a challenge to all of us in the Building Industry. Those manufacturers in other industries have the selling power of brand names which have obtained the confidence of the people through national advertising—and, strong dealer organizations with well-trained consumer salesmen.

Now if we are candid with ourselves, we all know that the American economy of the future is going to be far more competitive than any we have known before. When we in the Building Industry speak of becoming a selling industry, it means that the manufacturer must provide the consumer salesmen with brand identification that has national consumer acceptance. And it means that the manufacturer and the dealer must build and train an adequate consumer selling organization. Without these we cannot compete successfully with salesmen in other fields.

The other day I sat in a meeting with a group of Johns-Manville executives, and there I saw post-war planning which was not just so many words. It was the good solid thinking of experienced men who were really "pulling a bead" on this whole problem. They were not only looking to the future, but they were analyzing the past. Let me quote just one statement:

"I know these are troublesome times for our dealers, and I know that our inability to furnish them with a lot of our products, because of our shortage of manpower, is a matter of great concern to many of the dealers who have been loyal to Johns-Manville for years.

J-M Radio Program

"But very soon their problems will be selling problems. For the past decade through national and local training schools, we have taken the lead in the effort to make the Building Industry a selling industry.

"Since 1941, when consumer selling became a war casualty, we have been truly doing a post-war planning job with the Johns-Manville Radio Program, 'Bill Henry and the News.' For 5 nights a week, 52 weeks a year, this program, the most popular news program on the air, has been reaching an audience of over 30 million people month after month, for nearly 3 years.

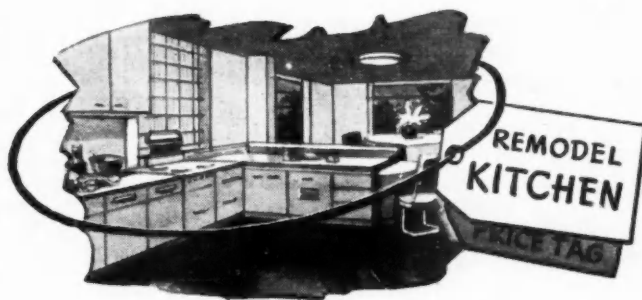
Education of Dealer Salesmen

"Yes, it has cost a lot of money. But the consumer acceptance we have built for our name and on which our dealers can capitalize will pay dividends in the competitive days ahead. This indispensable consumer selling asset *plus* our

plans for dealer clinics and the development of the proper equipment to educate consumer salesmen for our dealers is Johns-Manville's answer to making the Building Industry a selling industry in the post-war period."

Planning for the Future

This quotation is typical of Johns-Manville planning for the future. We hope that every serious-minded manufacturer in our field is thinking along similar lines. We are convinced that only through the best thinking and the co-operation of all can the Building Industry become a selling industry and meet the competitive problems of the future.



A "New Quality of L



Servel *All-Year*

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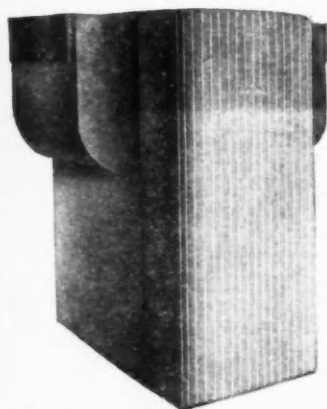
SUMM

f Living" for your post-war homes

**Greater comfort, cleanliness, convenience—the year round
with Servel *All-Year* Gas Air Conditioning**

YOU CAN MAKE the post-war homes you design even more livable, efficient and comfortable with the new Servel *All-Year* Gas Air Conditioner. This new equipment represents an entirely new concept in all-year air conditioning. It permits you to offer your clients, for the first time, control of all factors affecting indoor climate.

The Servel *All-Year* Gas Air Conditioner maintains comfortable indoor temperatures and humidity the year round. In summer, it cools the air and removes sticky humidity. In winter, it heats the air, supplies just the right amount of humidity. In between seasons, when neither heating nor cooling is required, clean, filtered air can be circulated throughout the house. All three functions are controlled by the Servel Selectrol. Just a flick of a switch *selects any function of the unit . . . heating, cooling or independent air circulation. Just a setting of the dial selects the temperature, provides the exact kind of air conditioning and the exact degree of comfort desired.*



Homes with *All-Year* Gas Air Conditioning not only are more comfortable; they're quieter, safer, more private. Windows can be kept permanently closed, banning outside dirt, noises, and damage from sudden summer storms. Or they can be locked, banishing the danger from prowlers. Paint, floor and wall finishes, rugs, draperies, and furniture require less frequent cleaning, stay fresh and new longer. And the cleaned, filtered air, freed from irritating dust and pollen and always properly humidified, is a boon to hay fever and asthma sufferers.

This new equipment is already operating successfully in more than 400 homes and commercial buildings throughout the country. New units will be available as soon as productive capacity is released from war work.

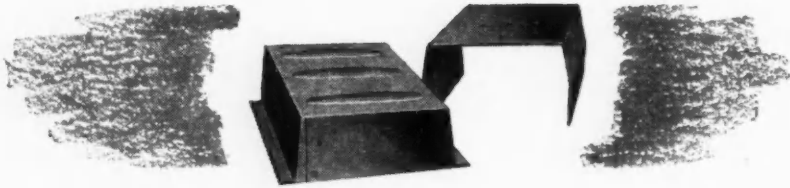
For information on how to include this "New Quality of Living" in your post-war homes, get complete facts on the Servel *All-Year* Gas Air Conditioner now from your local Gas Company. Or write direct to Servel, Inc., 1412 Morton Avenue, Evansville 20, Indiana.

Gas Air Conditioner

SUMMER COOLING—WINTER HEATING—IN ONE SIMPLE UNIT

MADE BY THE MAKER OF THE SERVEL GAS REFRIGERATOR

HOW THIS SMALL STEELFORM EFFECTIVE



THE very building itself is testimony to the inscription over its stately portals—"The salvation of the state is watchfulness in the citizen." For the Nebraska state fathers, ever watchful of economies, *created this monumental masterpiece at substantial savings to the tax payer.* Some of the most important economies were made possible by the Meyer Steelform, produced exclusively by Ceco.

Ceco introduced this dynamic engineering concept in reinforced concrete construction just 31 years ago. Today, because of its inherent advantages over other concrete joist forms, over 200,000,000 square

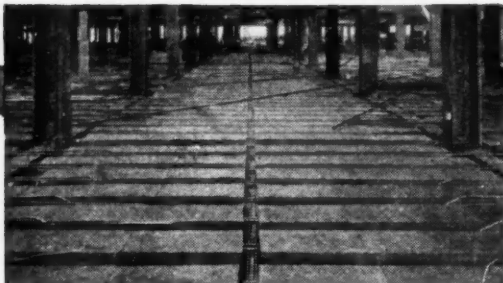
feet of concrete joist floors have been built with Meyer Steelforms. This because the Meyer Steelform provides three distinct construction economies:

1. Direct savings in concrete and steel;
2. Direct savings in supporting formwork;
3. Direct savings in number of forms used, for the Meyer *removable* form can be used over and over on a nominal rental basis.

Yes, for builders using reinforced concrete construction, Meyer Steelforms and Ceco construction products do a better, more economical job, through better engineering.

CECO STEEL PRODUCTS CORPORATION • General Offices • Omaha, Nebraska

Manufacturing Division • 5701 W 26th St., Chicago, Ill.

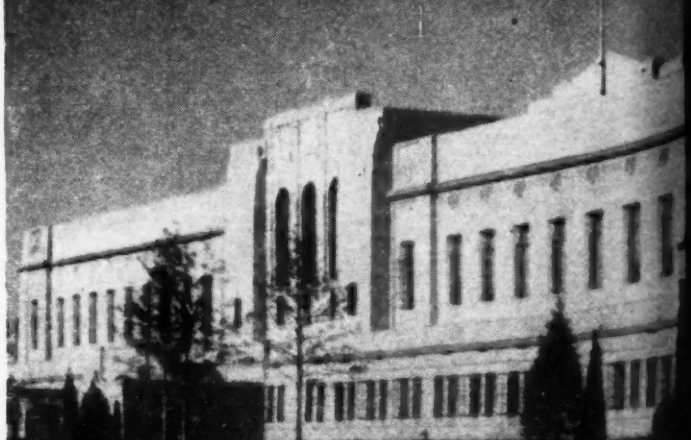


Eliminates extra framework . . . With the Meyer Steelform you use a simple open wood centering, that can be removed and re-used with the Meyer Steelforms from one floor to the next.



Gain time and efficiency . . . The placing of reinforcing bars and concrete goes faster when you use Meyer Steelforms, and their solid rigidity eliminates leakages, insures accurate execution of structural design.

Complete line of Ceco engineered products for reinforced concrete construction includes Meyer flange type steelforms, Meyer adjustable type steelforms, reinforcing bars, column spirals, welded fabric, bar chairs, spacers and accessories, column clamps and adjustable steel shores.



ENGINEERING MAKES THE BIG DIFFERENCE IN CECO STRU



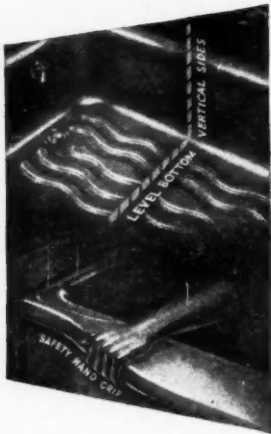
THE GREAT ECONOMIES IN A GREAT BUILDING

“THE SALVATION
OF THE STATE IS
WATCHFULNESS
IN THE CITIZEN”

CO **STRUCTION PRODUCTS**

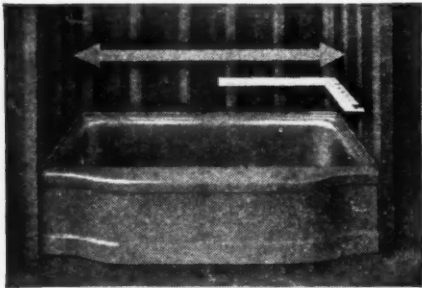
OTHER CECO ENGINEERED PRODUCTS: ALL TYPES OF RESIDENTIAL AND INDUSTRIAL STEEL WINDOWS... STEEL DOORS... METAL FRAME SCREENS... METAL LATH... METAL WEATHERSTRIP... STEEL JOISTS AND STEEL ROOF DECK.

If it's **BRIGGS**— it has these essential features

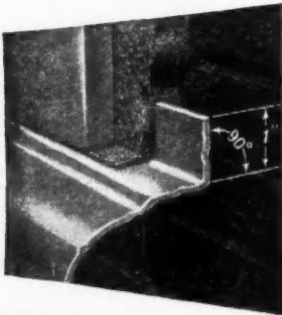


it's safe

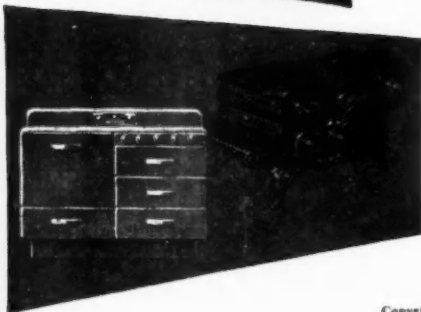
Briggs engineers designed and produced the only real Safety Bottom Bathtubs . . . a maximum area of level bottom, serpentine embossed for safety. This non-slip tread is an exclusive, patented Briggs safety feature. Wide rim seat, low sides and convenient hand-grip are other safety features pioneered by Briggs.



it fits — Exactness of dimensions in plumbing fixtures is required today if full advantage of mass production principles in the building industry is to be realized. Briggs Beautyware fixtures meet this requirement because they are die-formed and are engineered to permit easy installation . . . keep construction costs down.

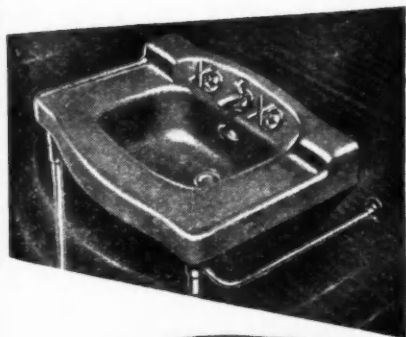


it's leakproof — Leaks along the built-in edges of bathtubs are a problem familiar to every builder. Briggs solved this problem with a one inch integral lip flange which provides a perfect flashing — a permanent water seal — tub to walls.



unnecessary weight is eliminated

— Briggs Beautyware Formed Metal Plumbing Fixtures — one-third the weight of their old-fashioned predecessors — are typical examples of how reduction in weight goes hand in hand with increased utility and beauty.



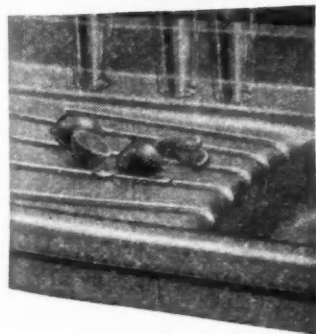
**it's
smartly styled**

Modern and pleasing in appearance, each Briggs Beautyware fixture is designed to give the fullest utility and convenience. A Briggs bathroom is a room of beauty, an enhancement to the charm of the home.



Sandstone
Sea Green Light
Sky Blue Light
Ivory
Butter Yellow
White

it's colorful— Briggs took the lead in popularizing the use of colored fixtures and has made it possible for home owners with even the most modest budget to enjoy their advantages. Color in a variety of pleasing pastels blends tastefully with the most distinctive wall and floor treatments, and lends a homelike warmth to the room.



it's acid resisting— Briggs Beautyware Fixtures are of one quality—the highest—acid resisting porcelain enamel . . . easy to clean and easy to keep clean . . . and at no extra cost. Acid resisting enamel preserves original fixture beauty and protects it from the etching and surface staining common to regular enameled fixtures.

BRIGGS *Beautyware*
PLUMBING FIXTURES

Cortright—

(Continued from page 57)

care of in these publicly financed units. Are you asking me to ignore the needs of such families—including returning veterans, dependents of veterans, and other Americans who happen to be the victims of low incomes—and to ignore the mandate of Congress and the legal commitments to a score of crowded cities and towns?

"Against a background of unified effort in housing migrating war workers and in the light of the need for similar unity and utilization of our full resources for the post-war job, I believe

the interests of private builders are best served by helping them to do more than they have ever done before, without the distraction of straining at the shelter needs of those who cannot pay economic rent for decent housing and without the burden of conscience that they have postponed the partial meeting of that need."

Research to reduce costs is essential if the full post-war demand is to be met is the conclusion reached in an excellent study about to be released by the Technical Division of the National Housing Agency. "Although considerable progress has been made in improving the system of home financing

and in developing large rental projects by private enterprise, the greatest possibilities for the future lie in the development of more efficient methods of production and distribution. If housing is to assume its proper place in the national economy," the report states, "building costs must be substantially reduced without sacrificing standards of quality."

"Housing costs are high" the report said, "because the home building industry, composed largely of numerous small business enterprises, has been unable to undertake scientific industrial research on a sufficiently broad scale to bring down costs on a scale comparable with modern mass production industries." As evidence of the need for research, the report pointed out that in good quality houses constructed of wood there are as many as 14 individual layers in the exterior wall, each of which is applied separately by hand. These include "finish coat exterior paint; second coat exterior paint; priming coat exterior paint; exterior siding, clapboards or shingles; building paper; sheathing; studs and framing; insulation; vapor seal; lath; brown coat plaster; finish coat plaster; sizing coat interior paint; and finishing coat interior painting. Although each of these layers serves a particular purpose," the report said, "it should be possible to develop a material which would perform the necessary functions of an exterior wall and yet could be efficiently molded into single thickness wall panels or sections, thus combining many layers into one."

Post-war housing demand as analyzed by N.H.A. would be enough to keep the residential construction industry busy for the next ten years at a higher annual rate of activity than it has ever known before. To be specific, N.H.A. estimates that the construction of 12,600,000 non-farm houses and apartment units would be required in the first post-war decade to meet the needs of American families and to make substantial progress in replacing substandard structures. The estimate was made after careful study of available information bearing on the problem. To meet the full need in ten years would entail replacement of all substandard structures. It would involve the construction of about 16,100,000 units for the whole period.

While a valuable contribution has been made concerning the size and nature of the post-war need for housing, we believe N.H.A. has gotten off on a tangent. It has devoted its primary attention to the matter of social need and at the same time has tended to play down the more practical phase of the problem which is effective demand. It took this approach deliberately because it is one that has perhaps not received sufficient emphasis in previous surveys. Unfortunately, the building industry must be guided chiefly by estimates of the number of houses that the market can absorb—not with the number that would be built if all families were properly housed.



The Most Attractive Roof In America

—in texture, in shadow lines, in soft color tones and in substantial appearance.

These are indeed plus values that go with the inherent qualities of the cedar wood in giving long life and all-weather protection for both roof and double-coursed sidewalls.

The builder who builds with Certigrade Cedar Shingles is giving complete satisfaction to the owner.

Let us send you a complete set of working blue prints of Red Cedar Shingle Application. Address

RED CEDAR SHINGLE BUREAU
White Bldg., Seattle 1, Wash., U. S. A.
Canadian Office, Vancouver, B. C., Can.



Red Cedar SHINGLES

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The important factors that will af-
fect the situation, the N.H.A. has listed
such things as the increase in number
of families, the future distribution of
families between farm and non-farm
areas, and the need for replacing sub-
standard structures. It is interesting to
note that this last category—rehousing
of slum dwellers—constitutes the biggest
element in the post-war need envisaged
by the N.H.A. Thus, the study esti-
mates that 6,100,000 units will be re-
quired to replace substandard structures
during the next ten years. In addition
to the replacement of worn-out and un-
desirable housing, it is estimated that
around 200,000 units will be needed over
the decade to compensate for fire, storm,
and flood loss.

A significant feature of the N.H.A.'s
appraisal of the housing requirements
for new families is its breakdown be-
tween the normal increase and the mar-
ried servicemen's household to be estab-
lished or reestablished. As to the normal
increase in families and migrations from
farms, it believes that 4,100,000 units
will be necessary to fill the need, during
the ten-year period. It has put down
the figure of 1,400,000 as its estimate of
what will be required to meet the re-
quirements of new households estab-
lished by servicemen, and has listed
700,000 units as being needed to pro-
vide for the demand created by un-
doubling.

Director Lee Pflanz of N.A.H.B.
serving with the American Red
Cross on an island in the South Pacific
writes us that his building experience
has enabled him to rig up the finest ac-
commodations on the island. In spite of
this, he says that when the Marines have
finished their job on this bit of paradise
they can "give the damn island back to
the British—Abner Ferguson wouldn't
even approve a Title VI project there."
Finally, he informs us that good drinks
in the officers' mess are available at 10
and 15 cents. More power to you, Lee,
in the fine front line work you're doing.

Copper released for plumbing—
More durable float rods, flushometers,
single and combination faucets, shower
heads and arms, and various other items
of plumbing fixture fittings and trim
have been provided for by a War Pro-
duction Board action permitting the use
of copper in these supplies, W.P.B. an-
nounced. Previously the use of copper in
these items was either prohibited or
limited, W.P.B. officials explained.

Chromium, nickel and cadmium for
plating these plumbing fittings are still
prohibited, however, because of the
scarcity of these materials. Consumers
cannot expect to find these more durable
products on dealer shelves immediately,
Plumbing and Heating Division officials
emphasized. The time lag manufacturers
will experience in obtaining the copper
from mills and putting it into produc-
tion probably will delay availability of
the improved fittings for thirty to sixty
days, they said.

The world's busy Spots



Hustling, bustling crowds are outward signs of a busy people. But we think the real busy spot in the home is the kitchen. It is also a spot full of profit for you because all AMERICAN Kitchens are ready planned and built. Consider this practical list—

COST—Far lower than custom built kitchens, much cheaper than labor and materials in the open market.

INSTALLATION — A minor operation for skilled workmen.

APPEARANCE — Modern design with simplicity of line guarantees satisfaction.

DURABLE —Made of steel to last a lifetime.

EFFICIENT — Scientifically planned location of wall and base cabinets prevents needless steps and other lost motion.

CLEANER—The spotless white of the new product is easily maintained because of the porcelain enamel finish of the sinks and the DuPont DuLux on the cabinets.

American

KITCHENS

AMERICAN CENTRAL MANUFACTURING CORPORATION • CONNERSVILLE, INDIANA.

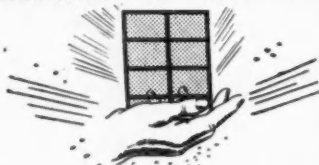
**BIG NEWS FOR
SMALL HOME BUILDERS!**

CROFT

formerly trade-marked PLASTEEL

First, Complete

PREFABRICATED WINDOW UNIT



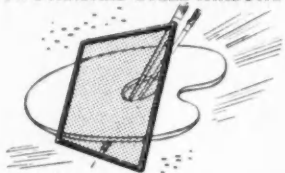
Until the "go" signal for non-war production is sounded, we cannot reveal the details of our CROFT window unit. But bear this in mind—it is a complete window set-up . . . completely prefabricated! Designed exclusively for small homes of the future; priced accordingly. To be sold— assembled in a single carton— through building supply dealers.

CROFT STEEL PRODUCTS, Inc.
370 Lexington Ave., N. Y. 17
Dept. D

25 Years Experience in Designing
and Manufacturing Steel Windows

**UNIVERSAL SETS THE PACE!
SCREENS
IN COLOR!**

FOR STANDARD STEEL WINDOWS



A complete, new line of metal and all-plastic screens—in color! That's item #1 on Universal's postwar program. Watch for it at your building supply dealer.

UNIVERSAL SCORES AGAIN!
**ELECTRIC VENTILATING-AND-
EXHAUST ATTIC FANS**
One Unit! Completely
Assembled!

Buy 'em off the shelf— just like any other packaged goods. A revolutionary principle in attic ventilators. Another Universal scoop all set for postwar production.

UNIVERSAL FABRICATORS
Formerly Universal Metal Screen Co.
1861 Boone Ave., Dept. U., Bronx, N. Y.

**New Form for H-2
Housing Priorities**

A SUPPLEMENTAL Form W.P.B.-2896.2, to be used in conjunction with the present application Form W.P.B.-2896 for housing to be constructed in accordance with the H-2 program for congested war areas, was announced jointly by the War Production Board and the National Housing Agency.

Instructions on the supplemental Form W.P.B.-2896.2 modify instructions on Form W.P.B.-2896 to the extent that certain paragraphs and sections of the latter form are not required to be filled out.

Form W.P.B.-2896.2 requires the applicant to describe certain features of the proposed house by checking a simple outline specification in order to arrive at a determination that the rental or sales price is properly related to the accommodations to be constructed. In addition, the applicant furnishes one copy of the floor plan and one copy of the front elevation, showing general floor layout, over-all dimensions and approximate room sizes.

Under the H-2 program the National Housing Agency is permitted to approve shelter rental up to \$65 a month and sale prices not to exceed \$8,000 where N.H.A. determines such prices are required in order to provide an acceptable three-bedroom house. In many areas, the maximum sales and rental limits will be lower, as determined by N.H.A.

**Practical Post-war Planning
for Returning Heroes**

(Continued from page 62)

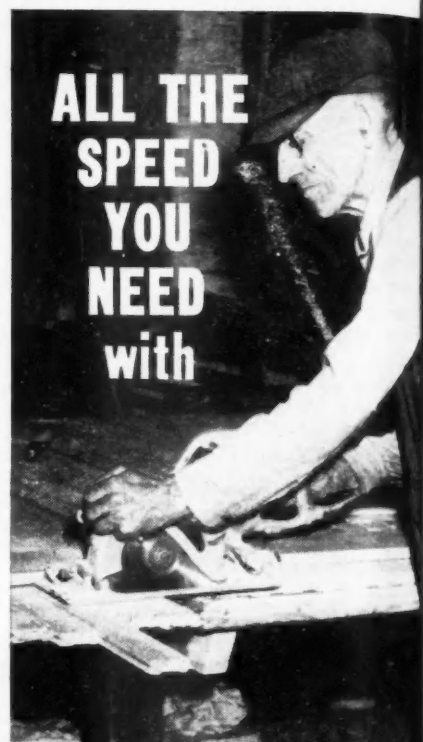
It is here, perhaps, that fullest advantage was taken of the wartime pre-occupation with shortages and the public consciousness of the word "Priority." For John Q. Public, accustomed to standing at the long end of a figurative and sometimes actual line in the matter of preferences, snapped at the opportunity to gain preference on that for which he had been saving: a new home. The Priority Certificate, while not a legally binding document, acts as a token of good will and good faith between the hopeful home owner and the man who can build his home for him.

At this juncture, the First Federal turned over the entire plan to the Builders Association, feeling that the greatest degree of public support would be gained if that organization were to back it, along with all of Rochester's financing institutions, who were forthwith invited to join. A series of lectures was planned, and all the facilities of press and radio, in the way of publicity, advertising, and promotion, were used.

The response was gratifying. More than nine hundred persons turned out for the first lecture, and hundreds had to be turned away. It was necessary to have subsequent lectures given twice, in afternoon and evening sessions.

These were not stuffy formal talks, but almost in the nature of open forums. In the nature of exhibits, and freely
(Continued to page 101)

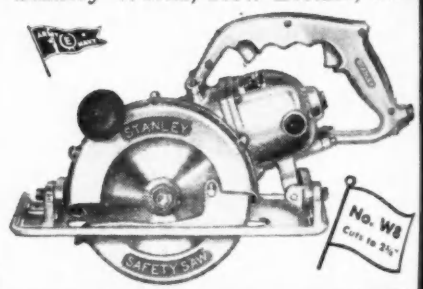
**ALL THE
SPEED
YOU
NEED
with**



**STANLEY
Safety Saws**

Trimming panels, ripping and sawing boards with a fast-moving Stanley Safety Saw put added profits into any building job. It's an all-over-the-job tool whether used at the bench or out on location. Old hands and new like its easy-handling accuracy—its capacity for otherwise hard work—its patented safety features.

Stanley Safety Saws are available in cutting capacities up to 3 1/4" and may be equipped with all standard wood-cutting blades, or with special blades for stone and tile cutting. Write for complete information. Stanley Electric Tool Division, The Stanley Works, New Britain, Conn.



STANLEY

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examined after the lecture, were literature, an attractive array of small home models, pictures of the last and best homes built in Rochester (in all price classes) prior to wartime restrictions, blueprints of the sort of homes Rochester's builders hope to build postwar, and a form of "estimating chart" prepared by the Association to assist potential home owners (and builders) in estimating their possible costs, and what they could afford. Questionnaires, aiming at an answer to what the home-building public wanted, were distributed for answering.

But most important: the builders, the men who would put together the concrete and wood and plaster and all the rest that go to make up a home—the builders were there, to talk with their potential postwar customers, in a practical, down-to-earth manner. To answer questions—and to ask them, about customer-wants—to explain what could and what could not be expected in the way of postwar homes for their people in their city.

The plan was followed up with newspaper feature stories and editorials, with stories in the Rochester Chamber of Commerce publication, with an exhibition of the model homes in the public libraries. But, most important, it was followed up with the sort of "word-of-mouth" advertising, by which one Rochesterian told another that their builders were ready and waiting with practical plans for postwar Rochester homes.

There Are "CEILING PROFITS" too



In this Marlite kitchen installation the ceiling surface is greater than side wall surface. Walls are done in jade green Marlite, ceiling in cream. All moldings white plastic.

GET YOUR SHARE by Including the CEILING in Every MARLITE INSTALLATION! . . .

Ceilings Require Nearly As Much Material As Side Walls

A good way for you to get full profit from every interior surfacing job is to make sure you install the ceiling material, as well as side wall materials. For ceilings usually provide nearly as much area as walls! And the best way to assure your customers of attractive, practical installations is to provide them with walls and ceilings of plastic-finished Marlite!

Pre-Finished for Lasting Installations

Plastic-finished Marlite's pioneer high-beat-bake finish is your guarantee of attractive, long-lasting and satisfactory installations, because this remarkable finish permanently seals the surface against dirt and moisture penetration; against destructive action of Blurmities (see below).

Manufactured in a wide choice of colors and patterns, plus a complete selection of matching moldings, large wall-size sheets of Marlite are easily and quickly installed for new construction or modernization — without special tools. Marlite is moderate in cost for both commercial and home installation. Send for complete information today!

HERE'S THE BLURMITE* GANG



They raise hob with ordinary wall and ceiling panels. But when they meet Marlite, they're all through—washed up—out of business! Give your customers the full protection that Marlite offers! Get customer satisfaction and real profits in return for using Marlite!

*Blurmities — destructive agents, harmful to the finish of many wall, ceiling and counter surfaces.

Red Devil GLASS CUTTERS

MODERN AS TOMORROW FOR OVER 74 YEARS

Constantly designed and engineered to cut the glass of tomorrow as well as today—better and faster. Modern-line handle comfortably fits the hand, just right. Precision made wheel—an exclusive RED DEVIL feature.

ANDON P. SMITH, INC. IRVINGTON, N. J., U. S. A.

IT'S ALL IN THE WHEEL

No. 024

No. W8 Cuts to 2 1/2"

Marlite MARSH WALL PRODUCTS, Inc. 123 MAIN ST., DOVER, OHIO

REG. U. S. PAT. OFF.

PLASTIC-FINISHED WALL PANELS • FOR CREATING BEAUTIFUL INTERIORS

**Structural,
Reinforcing or
other Blding Steel
Shipped from Stock**

Write for Stock List—
your guide to over 10,000
different kinds, shapes
and sizes of steel for quick
shipment from ten plants.

Joseph T. Ryerson & Son, Inc. Plants at Chicago, Milwaukee, St. Louis,
Cincinnati, Detroit, Cleveland, Buffalo, Boston, Philadelphia, Jersey City.

RYERSON

**U. S. Savings and Loan League
Elects W. M. Brock President**

W. M. BROCK, president of the Gem City Building and Loan Association of Dayton, Ohio, was elected president at the recent national conference on veterans' loans and home ownership held in Chicago by the U. S. League. It was the League's 52nd annual meeting, at which Mr. Brock was voted to succeed John F. Scott, St. Paul, Minn., as president.

President Brock is a member of the council of the international organization of the thrift and home financing business, having been elected at the last international conference of the business held in Zurich in 1939. He is also chairman of the League's committee on Economic Policies. Backed by 40 years of home-lending experience in Dayton, he is considered well qualified to head the League during 1945.

For vice-president, the League elected Henry P. Irr, Baltimore, president of the Federal Savings and Loan Association of that city and an active person in the post-war planning of the state of Maryland.

**Mutual Life Makes Money
Available Nationally for Mortgages**

INITIATION of a nation-wide mortgage lending program on both residential and commercial properties, and the establishment of new territorial organizations for the placement of such loans, were announced recently by The Mutual Life Insurance Company of New York.

Lewis W. Douglas, president of the company, in describing the new program, said that Mutual will henceforth, on a prudent basis, make funds available to small, as well as large mortgage borrowers throughout the country. He emphasized that this will enable the company to utilize its funds for the benefit of many communities from which policyholder payments are received. Other purposes of the program, he said, are to increase and diversify the company's mortgage holdings, and to enable the company to help finance the demand for new housing that is expected after the war.

The Name
1818

HOPE'S Guarantees
1944



Residence at La Grange, Ill. Wm. Joern & Sons, Chicago—Builders and Designers

"Modern" means

Hope's Windows

To the public, a "modern" house means the extra benefit and convenience of up-to-date mechanical improvements even more than it does the characteristic appearance of functional design.

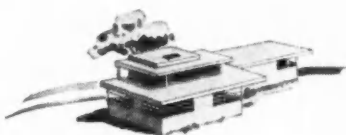
The only fenestration that meets this standard is steel casement. Its convenience and safety for cleaning by the housewife herself, its better ventilation control, its greater daylight per opening, its longer life in perfect adjustment, all make a home "modern" whether the architectural style be traditional or functional. And Hope's Windows do not increase building costs.

HOPE'S WINDOWS, INC., Jamestown, N. Y.

BACK THE ATTACK



BUY WAR BONDS



CRANE PLUMBING *Adds Prestige*
TO THE HOMES YOU BUILD

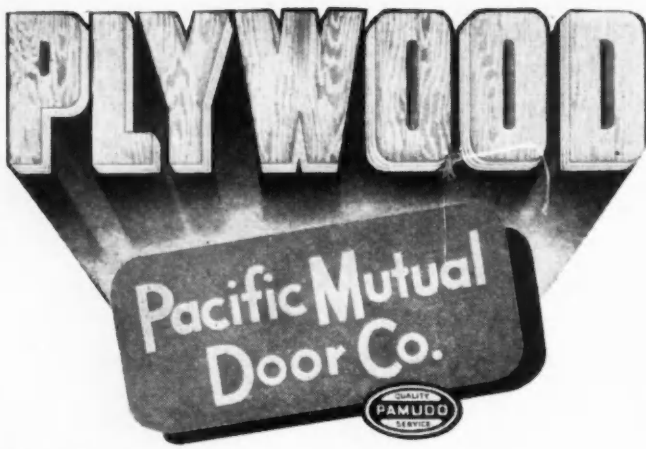
The high quality you put into the homes you build—the care with which you select the equipment for those homes is best demonstrated to your prospects by the plumbing. Repeated surveys have proved that more people recognize Crane as standing for the highest quality in plumbing than any other make. Put this preference to work for you in the homes you are planning.

The new Crane line of quality plumbing equipment is ready for production as soon as war restrictions permit its manufacture. This line includes fixtures in every price range to suit every taste as well as every pocketbook. Be sure to include Crane plumbing fixtures in your plans and let the name Crane help typify the quality you put into your construction.

CRANE

CRANE CO., GENERAL OFFICES:
 836 S. MICHIGAN AVENUE, CHICAGO 5
 PLUMBING • HEATING • PUMPS
 VALVES • FITTINGS • PIPE

NATION-WIDE SERVICE THROUGH BRANCHES, WHOLESALERS, PLUMBING AND HEATING CONTRACTORS



Why...

PAMUDO is a leading distributor of DOUGLAS FIR PLYWOOD

Specialization

Since 1921—and step by step over the years we have concentrated our efforts on one species—DOUGLAS FIR PLYWOOD. Through this undeviating policy we have developed our organization in the way best fitted to cope with the ever-increasing range of uses of this modern "miracle wood."

Experience

Our long association in the marketing of DOUGLAS FIR PLYWOOD—the work of pioneering each new type and grade as developed—has given our organization a fund of knowledge invaluable to all interested and is your assurance of skilled guidance.

Facilities

With our Home Office at Tacoma—in the heart of the plywood industry—with 6 Branch Offices and Warehouses strategically located to serve the major market areas—each ably staffed with experienced personnel—we offer a complete service for your DOUGLAS FIR PLYWOOD requirements.

Avail yourself of this service in developing your market for Douglas Fir Plywood in the post-war period



PACIFIC MUTUAL DOOR CO.

Mills: Oregon — Washington
Home Office: Tacoma 1, Wash.

SIX BRANCH OFFICES AND WAREHOUSES

Chicago 8, Ill. St. Paul 4, Minn. Kansas City 3, Kan.
Garwood, N. J. Baltimore 31, Md. Los Angeles 21, Cal.

WRITE US FOR PRICE LIST AND GRADE USE GUIDE

Post-war Gas Kitchen named "New Freedom"

"The New Freedom Gas Kitchen" is the prize-winner in an inter-industry contest to name the post-war co-ordinated gas kitchen, the American Gas Association announced last month. This name, submitted by Everett A. Taylor, Providence Gas Co., R. I., who was awarded \$500 in war bonds, will be used extensively in the national advertising of the Association already scheduled for early in 1945.

The contest was part of the activity of the Association's Post-war Planning Committee in promoting a kitchen-planning program which sought to co-ordinate the efforts of manufacturers of kitchen cabinets with those of manufacturers of gas appliances for unity of type, size and design.

* * *

"Shape of Homes to Come"

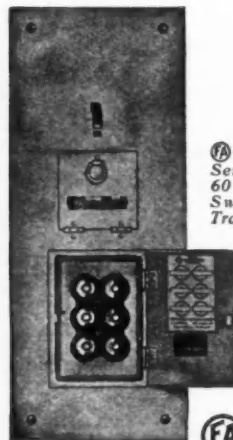
(Continued from page 69)

devote the day, including the evening, to a study of the exhibits on financing, city and community planning, materials, equipment and techniques. You will want plenty of time to inspect the models of the prize-winning houses and the other plans submitted in the contest that also will be on display. Manufacturers and other exhibitors will have their officials present for consultation.

Tuesday—Convention Starts. Report of President Gerholz on what has been a busy and profitable year for the National Association, and a preview of the Association's plans for 1945.

Also on the program will be: Review of home financing methods. Reports from high-ranking Army officials on the then current war situation, particularly as it affects resumption of home building. On this day, too, you will hear from the heads of several government agencies. You will want to know the situation at that time in these

(Continued to page 108)



Ⓣ 6-Circuit Safety-type Service Equipment, with 60 Amp. Tumbler Main Switch and Fuse. Bell Transformer space optional.

Adapted to the requirements of the modest bungalow — or of the most elaborate house,

Ⓣ FUSE TYPE SERVICE EQUIPMENT

contributes to the low cost of good construction. It is designed to give maximum protection. The box is of galvanized steel. The front, with its pearl gray lacquer finish, is neat and unobtrusive, and easily kept clean. Each unit is compact and pleasingly designed . . . Main switch and distribution circuits are combined in one unit. Capacities: 30 amperes, 115 volt, 2 wire, or 30-100 amperes, 115-230 volt, 3 wire. Available with from 2 to 20 circuits.

Write for Bulletin 63

with description, dimensions, capacities, etc., of Ⓣ Fuse Type and Ⓣ Type A.C. Circuit Breaker Service Equipment



For esse available use Dou struction

How to Panel Wall Surfaces with Douglas Fir Plywood

THESE SUGGESTED DESIGN TREATMENTS WILL HELP YOU BUILD MORE ATTRACTIVE INTERIORS . . . AND CONSERVE MATERIALS

Finished walls can be given an almost endless variety of design treatments through the use of Douglas fir plywood. For best results, certain fundamentals should be kept in mind.

WORK "FROM THE OPENINGS"

Start at the openings with vertical joints and divide the plain wall spaces in an orderly pattern with panels placed in reasonably balanced horizontal or vertical spaces. (See Figs. 1c, 2c, 3c) Where width of wall is 10 feet or less panels may be run horizontally in two or three pieces, with openings cut out. (See Fig. 1b and 2b.) Place vertical joints at each side of top of door and at top and bottom of window openings. (See Figs. 1a, c, e, g)

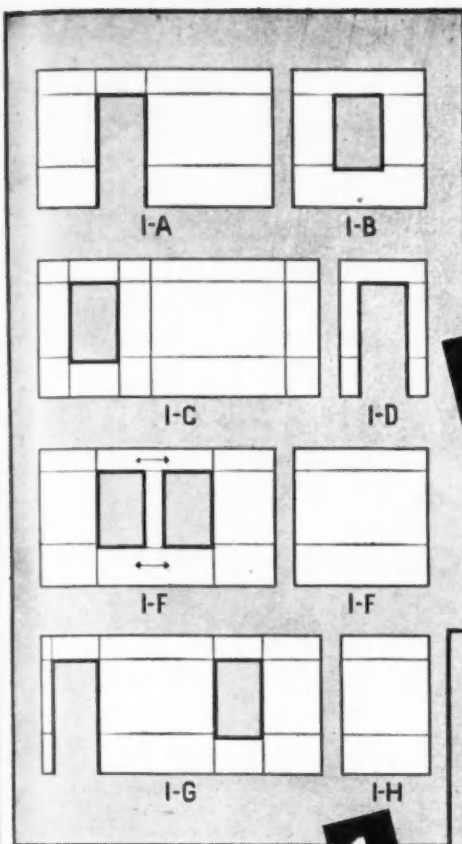
OPENINGS OVER 4 FEET REQUIRE HORIZONTAL TREATMENT

If width of door or window openings is over 4 feet, do not hesitate to place panels horizontally as in Fig. 1, 2 or 3e. Combinations of horizontal and vertical arrangements may be used in the same room with pleasing effect. Nine and ten foot lengths are available to assist in solving special problems.

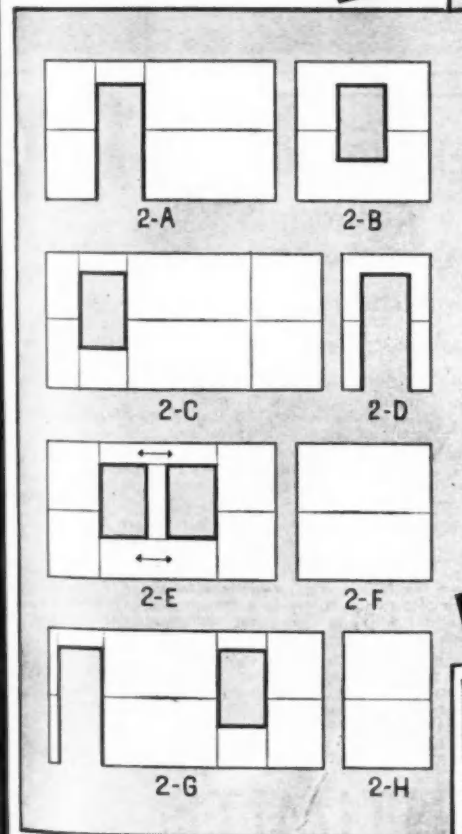
SPECIAL PATTERNS

If special patterns or patterns made up of small panels are desired, the most satisfactory method of application is to sheath the walls with 5/16" or 3/8" Plyscord placed horizontally and apply the finish panels as desired.

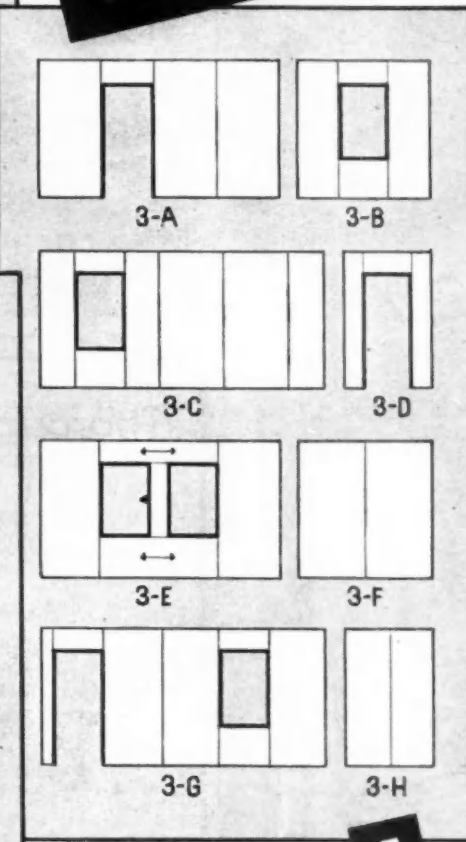
Douglas Fir Plywood Association
Tacoma 2, Washington



1



2



3

For essential building Douglas fir plywood is available upon highest priorities. Plan now to use Douglas fir plywood in your postwar construction.

SPECIFY DOUGLAS FIR PLYWOOD BY THESE "GRADE TRADE-MARKS"

SO MANY PEOPLE ASKED THESE QUESTIONS

We had to write a book



WHAT IS THE BEST HEATING SYSTEM FOR YOUR PARTICULAR HOME?

WHAT IS RADIANT HEATING?

IS IT NECESSARY TO PLACE RADIATORS UNDER WINDOWS?

WHICH FUEL?

AIR CLEANING—COOLING?

WHAT ABOUT TOMORROW'S MIRACLE HOME HEATING?

Send for your FREE copy

For some time, we have been bombarded with questions about the new ideas in home heating.

To help clear up this obvious confusion we have prepared a booklet. It explains in simple words that a home owner can understand (1) what true heating comfort means (2) the advantages and limitations of each type of system (3) automatic heating with various fuels (4) other pertinent and commonly questioned points about "indoor climate."

We believe you will want to read this booklet. Perhaps it may save you time in answering similar questions . . . Write for your copy and after looking it over if you have any suggestions for the next edition send them along.

The NATIONAL RADIATOR Co.

226 CENTRAL AVE.

JOHNSTOWN, PA.

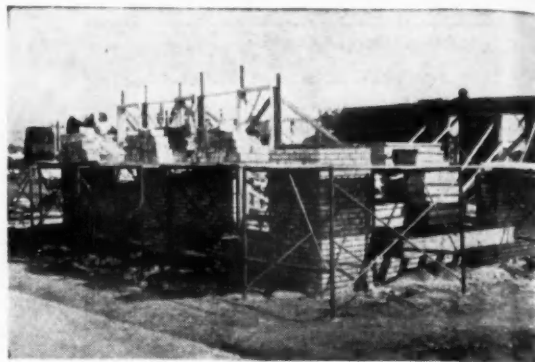


THE NATIONAL RADIATOR COMPANY
226 Central Ave., Johnstown, Pa.
Please send "Plan To Be Comfortable"

Name _____

Street _____

City _____ State _____



Try

SAFWAY SCAFFOLDING

on Your Next

HOME CONSTRUCTION JOB

See for yourself how its simple design and rigid construction will enable you to complete more work, of a diversified nature, with fewer men in less time.

FREE For complete information send for our new 32 page catalog. Write today for Bulletin No. AB 1244.



Distributors in Principal Cities

SAFWAY STEEL PRODUCTS, INC.

MANUFACTURERS OF TUBULAR STEEL SCAFFOLDING AND EQUIPMENT
WEST STATE STREET AT 43RD MILWAUKEE 13, WISCONSIN

Thorough Termite Control Is a Contractor's Job

An Opportunity to Represent a National Termite Control System

A thorough termite control job requires structural knowledge; and usually structural modifications; and is usually a job of substantial size and profit. Thorough termite control is work that fits right into a building contractor's regular operations.

The ANTIMITE system of termite control is a national system that is applied by only authorized operators. It is a complete and thorough system that has a national reputation and a background of more than a quarter century.

ANTIMITE has representation in many localities, but we are increasing our operation; and in consequence are looking for representation in many more localities. The representative selected is given exclusive rights in his community. He receives our full co-operation in proven business-getting plans and instructions in the ANTIMITE system. No investment is required. It is a franchise that is valuable and profitable in itself, and that leads to new contacts and increased construction work.

We are inviting inquiries from building contractors who see the prestige and profit for them in becoming the local ANTIMITE representative. A proven record of integrity and progressiveness is required. If you are interested and can meet these requirements, communicate immediately with the address below.

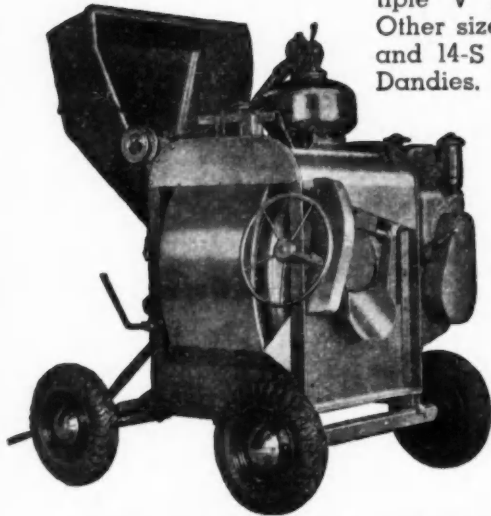
ANTIMITE

A National System of Termite Control
Applied by Only Authorized Operators

THE ANTIMITE CO., 5137 Southwest Ave., St. Louis 10, Mo.

KWIK-MIX MIXERS

Kwik-Mix convertible 10-S Dandie... side or end discharge... change can be made in the field to suit pouring conditions. Special features are: easily accessible drum drive shaft... flow-line discharge chute... simplified skip-flow shaker... enclosed reduction gear assembly in oil... multiple "V" belt drive. Other sizes are 7-S and 14-S Kwik-Mix Dandies.



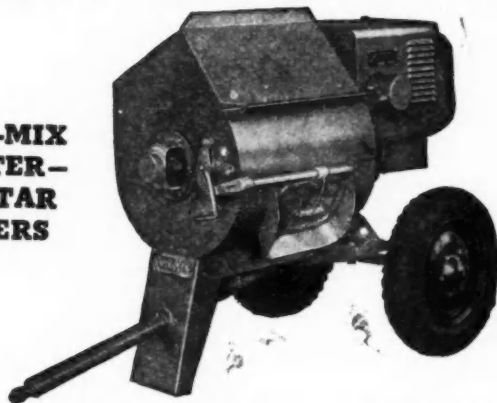
KWIK-MIX 10-S DANDIE



Kwik-Mix 3 1/2-S Concrete Mixers... side or end discharge... tilting or non-tilting... anti-friction bearings... spring mounting... high speed trailing... welded construction.

KWIK-MIX 3 1/2-S SIDE DISCHARGE TILTER

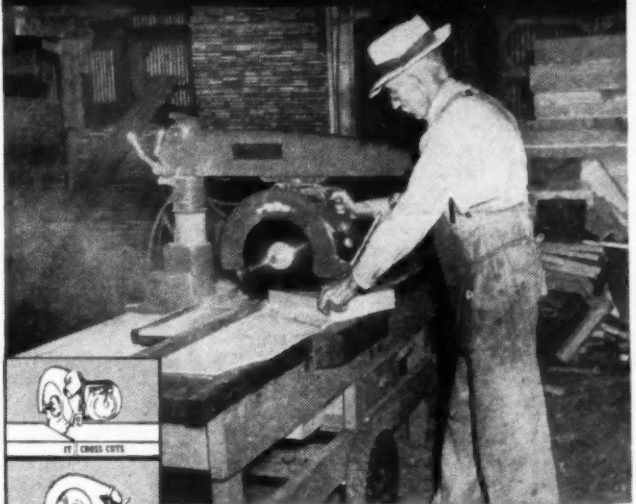
KWIK-MIX PLASTER-MORTAR MIXERS



Kwik-Mix Non-Tilting 6-P Plaster or Mortar Mixer... fast discharge, 7 seconds... light weight, only 850 pounds... air cooled engine... V-belt and worm drive... low shoveling height. Also 4 wheel 10-P tilting model.

KWIK-MIX CONCRETE MIXER CO.
PORT WASHINGTON WISCONSIN

BUILD BETTER HOUSES AT LESS COST WITH THE NEW DE WALT BUILDER'S SAW



"I'm building better homes for less money with DeWalt." That's what modern home builders all over the world are saying.

This is only natural, because the new portable DeWalt is especially designed for use by builders.

A DeWalt, with proper tools, makes any cut quickly, safely and accurately. In addition to cutting your framing, DeWalt cuts the mill work you need without mill costs. It is the ideal machine for your maintenance and repair work as well.

DeWalt saves time, money and material on the job. What's more, operators like it because it is so simple to handle and can be carried so easily from job to job.

Available in three sizes for prompt delivery... 1 1/2 HP only \$248; 2 HP for \$280; 3 HP for \$285 f.o.b. factory. If you are planning to stay in the building business and want to capitalize on the post-war building market, now's the time to "cut out" the coupon and get the facts.

DeWALT PRODUCTS CORPORATION
4809 Fountain Avenue, Lancaster, Pa.
Please send me information on DeWalt Saws.

Name.....
Address.....
City..... State.....

★ STRAINING AT THE LEASH



Every mile gained by our armed forces brings us that much closer to peace. But our worst error today would be a "war is over" attitude and a slump in our war effort.

So, much as The F. H. Lawson Co. would like to be making metal bathroom cabinets again, our productive effort remains almost entirely devoted to the requirements of Uncle Sam. And you'll agree that the needs of our armed forces still have a priority that nothing but total victory can alter.

We continue to turn out the finest wooden cabinets on the market today. Yes, we mean Warwoods! Carrying the F. H. Lawson name —backed by our full guarantee — the Warwood is a cabinet of which we are genuinely proud. And priced right for your resale markup.



THE F. H. LAWSON COMPANY

CINCINNATI 4, OHIO

(Continued from page 104)

agencies as they affect you; but the entire Convention Program is to be less an interpretation of government regulations, and more on the problems of the post-war era.

Wednesday—Selling in Post-War Period. Selling, merchandising, direct-mail for the home builder's prospects, advertising. All these subjects will be covered by national authorities.

Election of officers for 1945.

Annual dinner, installation of new officers, and a fast, interesting program of speakers.

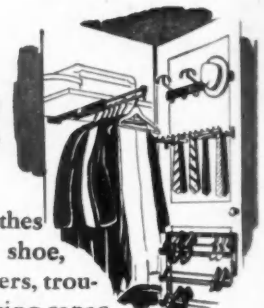
Thursday—Interpreting the Exposition. What is ready and what is coming in materials, services and equipment. Also in three Clinics this day you will have an opportunity to ask direct questions of (1) the manufacturers' representatives at the exposition; (2) the financial agencies, including government officials appearing on the Tuesday program; (3) the sales and advertising authorities appearing on the Wednesday program.

In the above order, representatives of these industries and professions have agreed to be at your service on the platform for any and all queries. This will be a good opportunity for you to secure personal answers on questions that will occur to you during the two previous days. Make notes on first two days. That's what the glass top tables are for!

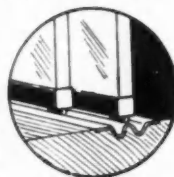
In the afternoon there will be an optional tour of Chicago housing projects. Those who prefer to do so may continue the Clinics.

Friday and Saturday—The Exposition will remain open until late Saturday afternoon so manufacturers may invite dealers for these two last days. Builders too, are cordially invited to remain for further study and discussions with manufacturers and other organizations that will be represented.

4 MUSTS in ALL POST-WAR HOMES—



K-Venience Clothes Closet Fixtures—over 40 chrome shoe, tie, hat, towel racks, clothing carriers, trouser-skirt hangers, etc. Double hanging capacity of any closet, keep everything neat and orderly.



in handy reach. A sure answer to the need for more closet space.

2 Ball bearing glides for sliding glass and wood wardrobe and cabinet doors.



3 Extension drawer slides that permit even large or heavily loaded drawers to pull out at a touch. No sticking or sagging.



4 Space-saving adjustable metal shelf supports for quick, easy 1/2" adjustment to any level. For library, storage cabinets, closets.

All of the above available again right after the war. But include them in your plans now! Folder on request.

KNAPE & VOGT MFG. CO.

Department M-6

Grand Rapids 4, Michigan

Old dairy asbestos

Better the dairy barn

THIS for concrete shingle out the can in building

Then tos ma improv

Conc necess the use

We use wi Old Fa States

P O

Dept.

A nation concrete



Restore Old Buildings with Concrete Materials



Old dairy barn with new concrete foundation before application of cement asbestos siding to walls. Concrete masonry milk house in foreground.

Better than new with concrete foundation and cement asbestos siding, this dairy barn is now a valuable farm asset.

THIS old dairy barn was completely restored, for many more years of useful service, with concrete masonry and cement asbestos siding and shingles, all of which are readily available throughout the country. Timely repairs with these materials can increase the firesafety and usefulness of farm buildings everywhere.

There's no shortage of concrete and cement asbestos materials for building repairs, maintenance and improvements.

Concrete builders should let farmers know that necessary improvements can be made now without the use of scarce materials.

We have suggestions for inexpensive advertising to use with farmers. Send for your copy of "Restoring Old Farm Buildings With Concrete." Free in United States and Canada.

PORTLAND CEMENT ASSOCIATION

Dept. 12-3, 33 W. Grand Ave., Chicago 10, Ill.

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

BUY MORE WAR BONDS

SIX STEPS OF PROTECTION IN THE PUBLIC INTEREST

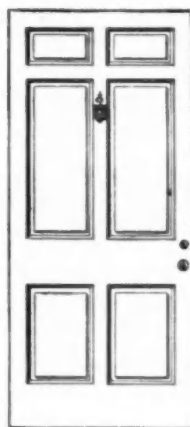
... (5th of a Series)



The Authority of the Test Tube

Opinions may differ... ideas may diverge... but there is no disputing the results of careful, scientific testing. That is why NDMA, as part of its service to the public, retains the authority to test the efficiency of toxic preservative solutions for wood used by its licensees.

NDMA's authority to make such tests provides a firm foundation for the confidence with which architects, builders and homeowners regard wood products carrying the NDMA seal of approval. This authority makes it possible to determine, accurately, that such products as windows, doors, screens, frames and shutters have been treated in accordance with NDMA's minimum standards... that their lasting qualities are improved and enhanced.



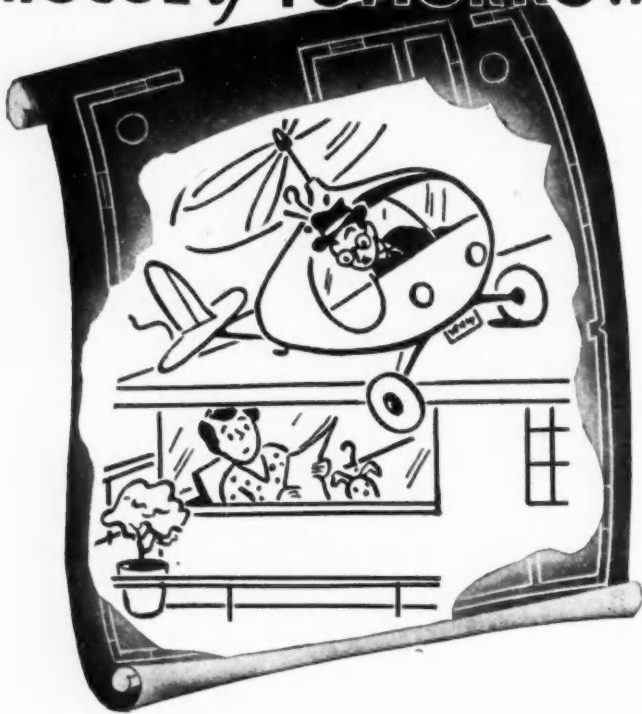
The NDMA Seal of Approval—available by license to all manufacturers and distributors who conform to the toxic preservative standards of the NDMA—represents these six steps of protection:

1. An efficient test for measuring effectiveness of toxic preservatives
2. Minimum standards governing the toxic preservative treating of wood-work products
3. A seal identifying products treated in conformity with NDMA Toxic Preservative Standards
4. Mill inspection of treating equipment and practices
5. Laboratory check-tests of preservative solutions
6. Educational effort in the public interest

NATIONAL DOOR MANUFACTURERS' ASSOCIATION
McCORMICK BUILDING · CHICAGO, ILLINOIS



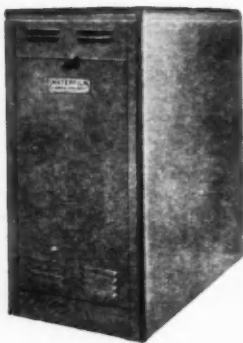
BLUEPRINTS FOR YOUR HOUSE of TOMORROW



YOU MAY HAVE A LANDING FIELD ON YOUR ROOF!

Aviation progress may result in a private landing field for your plane.

BUT -
Your Heating Plant will be KOVEN WATERFILM



DE LUXE MODEL
For Better Grade Homes

Tomorrow's home will have even higher standards of excellence than your home of today, and the question of perfect heating is answered by the unit incorporating the latest scientific improvements—the KOVEN WATERFILM BOILER. Its patented construction provides you with quick heat throughout the house, sustained room temperatures, and plenty of domestic hot water at all times. You'll find real economy of operation with KOVEN WATERFILM BOILER as it is the fastest steaming boiler on the market, and made for automatic firing with oil, stoker or gas.

Leading architects and builders recommend the WATERFILM BOILER for perfect heating comfort, for its smart design, and for giving you the most for your heating dollar. You'll find a WATERFILM BOILER for every type of home or factory.

WATERFILM BOILERS, Inc.

154 OGDEN AVENUE

JERSEY CITY, N. J.

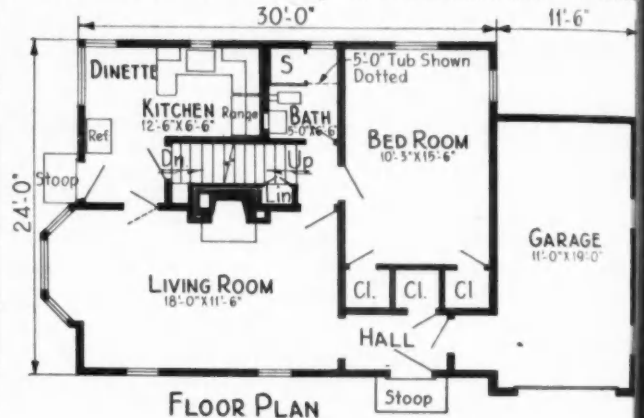
PLANTS: JERSEY CITY, N. J. • DOVER, N. J.

G. I. Joe Plans Ready (Continued from page 63)

American Builder, "and meet a common demand on the part of prospective buyers." The project is laid out with curving streets and modern traffic-safe planning. The old gridiron project, with its narrow lot, was abandoned completely.

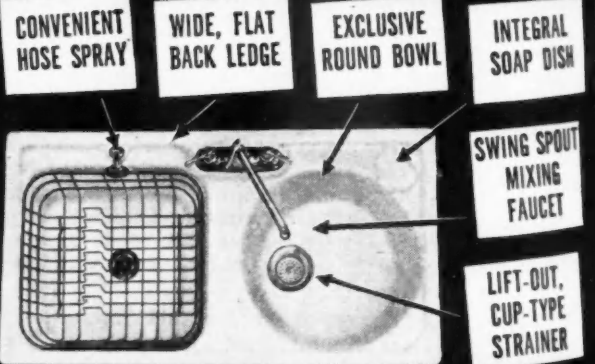
The market for moderate-priced houses in Syracuse is tremendous, according to Skeele, yet he believes that the builder of tomorrow must provide better designed homes on larger lots in completely controlled, well-planned communities. He believes the private builders, by building better planned communities of this type can ward off public housing. He has been very active in Syracuse in the fight against public housing. He takes an active part in the work of the Syracuse Better Builders Association, which is affiliated with the National Association of Home Builders.

Study of these houses on pages 63, 64 and 65 and the alternate plan below show that Skeele has contrived to provide good design and good layout in a relatively small floor area. These houses were built under F.H.A. Title VI standards, and feature a basic 24 x 30-foot floor plan. The architectural work was



FLOOR PLAN
(Continued to page 112)

EBCO Dishwashing SINK



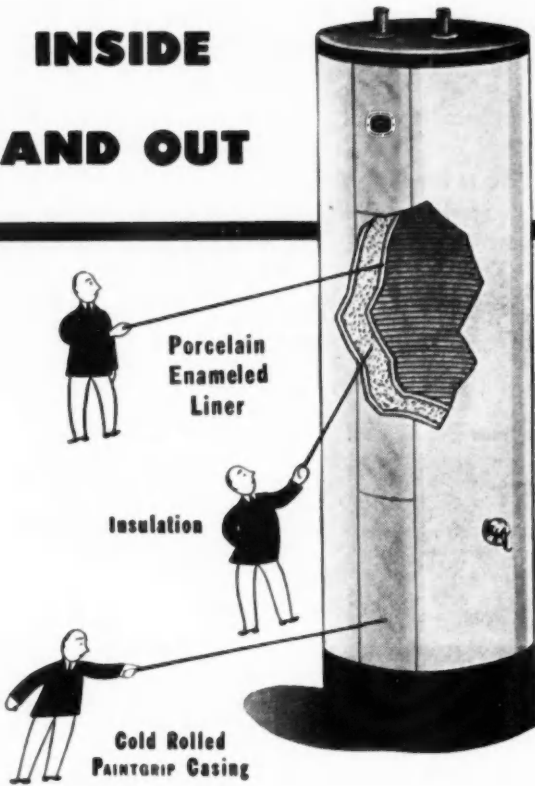
The POSTWAR SINK with the Features Women Really Want

Every one of the work-saving sink features women want most is built into the new EBCO Dishwashing Sink—including the famous, exclusive round compartment. Every detail is designed for efficiency and convenience. Installation is easy and economical too! The wide, flat rim makes it easy to provide a permanently watertight installation, and fixtures are mounted flat on the wide back ledge to eliminate in-the-wall piping! Write for full details on tomorrow's favorite sink—the EBCO Dishwashing Sink!

The EBCO MANUFACTURING CO.
401 W. Town St., Columbus 8, Ohio

FOR RUST-FREE SERVICE

INSIDE AND OUT



AFTER the war you will be able to install *doubly protected* hot-water tanks in the homes you build.

These tanks are porcelain enameled *inside* to assure your home-buyers clear, sparkling hot water for many years. This smooth, glass-hard material has a long record of satisfactory service in American homes.

The metal on which porcelain enamel is fused is important. Most manufacturers prefer ARMCO Enameling Iron — the *original* enameling iron and the most widely used metal base for this exacting purpose.

Many insulated tanks in automatic heaters will also be protected against rust on the *outside* by a casing of ARMCO Cold Rolled PAINTGRIP steel — a special Bonderized steel sheet that holds and preserves the beauty of a smooth paint finish.

Installing tanks like these will help broaden your reputation as a *good builder* who knows what people need and want. The American Rolling Mill Company, 3401 Curtis Street, Middletown, Ohio.



FOR EXPORT THE ARMCO INTERNATIONAL CORPORATION

Help finish the fight—with War Bonds

BRICK VENEER approved for INSULATION!



Recommend brick veneer to your customers as a way to conserve fuel. Brick veneer has been approved by WPB as a form of insulation. It not only meets insulation requirements, but adds to the beauty and value of homes. Suggest brick veneer now. It necessitates no essential materials, requires no lumber. Cost is surprisingly low. Send today for your free copy of "Mason's Handy Guide." For complete information on mortar, you can get a copy of "Mortar for Clay Masonry" for only 15¢.



MAIL THIS COUPON TODAY!

STRUCTURAL CLAY PRODUCTS INSTITUTE
1756 K Street, N. W., Washington 6, D. C.

- Send me a free copy of "Mason's Handy Guide."
- I enclose 15¢ for a copy of "Mortar for Clay Masonry."

Name

Address

City..... State.....

BRICK AND TILE

**YOUR BEST NEW-BUILDING PLANS
DESERVE *Bathe-Rite*
SHOWER CABINETS**



SHOWER FACILITIES will be on the "must" list of one out of three new-home builders! This *known* demand, plus *taken-for-granted* shower needs on public, commercial and institutional buildings, makes **BATHE-RITE SHOWER CABINETS** an important factor in your new-building plans.

So, for your own future benefits, and for the satisfaction of your clients, you'll want to check the reasons why **BATHE-RITE** is the *quality standard* in modern prefabricated shower convenience. Their popularity has always been based on superior strength and durability, greater beauty of design, and a wealth of features that speeds up installation. This combination of advantages recommends **BATHE-RITE** Shower Cabinets for all your new-building plans.

Learn how **Bathe-Rite** Shower Cabinets can help you in designing bathing facilities. Write for bulletins, specifications and prices.

MILWAUKEE STAMPING COMPANY

828-5 South 72nd Street
Milwaukee 14, Wisconsin

(Continued from page 110)

done by the Syracuse firm of Granger, Sweeney & Burke. A landscape architect is also employed to beautify the projects. The home building of tomorrow with its wide use of mechanized equipment and factory built parts is a far cry from the operations of 1860, when Skeele's grandfather founded the present firm. In those days the builders transported themselves and their mechanics to the location where the house was to be erected and lived on or near the job. Practically all of the material was made right on the job, starting from the standing timber itself.

The Skeele builders of that day built quality homes. And the Skeele of this generation is "ready to go" with plans to carry out that sound tradition for G. I. Joe and his friends.

* * *

Will You Be Set To Fill This Order—

(Continued from page 68)

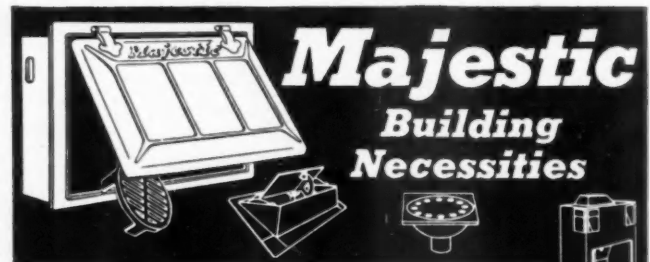
sideboards will contain sliding doors to facilitate service of special courses—and also serve as bars.

Before we go into the kitchen consider the large porch opening off the dining room. It is both glazed and screened, but the windows hinge up and out of the way in summer. In the other seasons, with the windows down and tight, the porch will work as a recreation room.

Now, turn back toward the kitchen. Step on that little spot in the floor (indicated by a small cross in the drawing). The swinging doors into the kitchen swish gently open and stay that way for about ten seconds; then, assuming you have passed through the door, they ease softly closed. There's a similar gadget on the kitchen side. It's done with neither an electric eye nor mirrors; just a straight electrical job. I know perfectly well that the dog will sometimes park on one or the other of the floor buttons, but that's part of the fun.

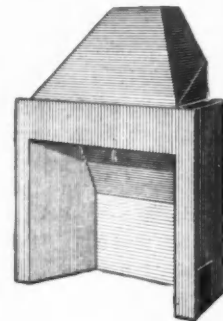
On your left, as you enter the kitchen through the swishing doors, is a table, with benches for four. On your right are closed cupboards, counters, and beneath them either storage

(Continued to page 114)



**For Fireplaces with "HEAT-APPEAL"
Majestic CIRCULATOR
Fireplace Units**

The heating efficiency post-war home-builders are going to demand from their fireplace is *built into* the **Majestic Circulator to stay!** Ruggedly built, expertly designed, and thoroughly proved by years of performance, a **Majestic Circulator** makes it easy to provide a highly efficient fireplace with any type of mantel design! Simplifies masonry work, saves on materials, assures satisfactory operation—with clean, warm, smoke-free air *circulated and recirculated* to every part of the room. Heat can be piped to other rooms if desired! Write today for complete details on the full line of **Majestic Circulator Fireplace Units!**



THE MAJESTIC COMPANY
961 Erie Street, Huntington, Indiana



SO
40
Gent
ride
Nam
Affil
Addr
City

- for extra speed!
- extra safety!

**ON WINTER
CONCRETE JOBS**

USE ↓

SOLVAY
Calcium Chloride

Save time on concrete construction work this winter . . . *despite* low temperatures! Costly waits between operations can be cut . . . the protection period can be reduced.

Solvay Calcium Chloride added to the mix doubles the strength normally developed during early periods . . . overcomes slowing effects of low temperatures . . . provides extra cold weather protection . . . permits re-use of forms and quicker finishing and use of concrete. It does not change the normal chemical action of portland cements and makes for a denser, stronger, more waterproof concrete.

Send for **FREE** booklet—"Calcium Chloride and Portland Cement."

SOLVAY SALES CORPORATION
40 Rector St., New York 6, N.Y.

Gentlemen: Kindly send me your free booklet "Calcium Chloride and Portland Cement."

Name

Affiliated with

Address

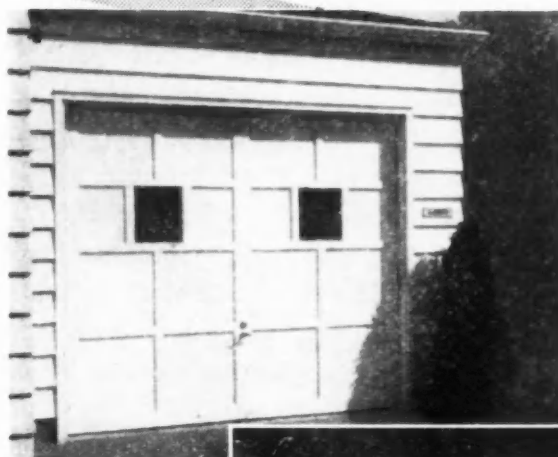
City State

34-12

"UNI-ROL"

(TRADE-MARK)

**SWING-OVER-HEAD
GARAGE DOOR**



Modern
**GARAGE DOOR
CONVENIENCE
AT LOW COST**



Qualitybilt design — Stanley hardware. Two outstanding firms in the building field combine to produce this popular priced, ultra modern door. Rot-proofed. Weatherstripped. Smooth floating action. Prefit for openings 8'-0" wide by 7'-0" high and 8'-0" wide by 6'-6" high. Requires only 1 3/4" head room. Easily installed. Beautiful and distinctive appearance keeps pace with modern home-building and remodeling desires. Ask your Millwork Distributor for Qualitybilt Products.

FARLEY & LOETSCHER MFG. CO.
DUBUQUE, IOWA

DeLuxe Kitchen Units . . . Unipak Wood Casements . . . Farlo Unique Frames . . . Victor Sliding Stairs . . . E-Z-Glaze Puttyless Sash . . . Farlo-Vents . . . Sliding Window Units . . . Basement Sash Units . . . Front Entrances . . . Sash . . . Doors . . . Frames . . . Screens . . . Cabinet Work . . . Stair Parts

Qualitybilt
WOODWORK

POINT FOR POINT FLAME-PROOFED COTTON INSULATION *is Best!*

Cotton is a "natural" as an insulation agent. Its ability to stop heat (low thermal conductivity) and its amazing light weight are features unsurpassed by any other commonly-used insulation.

And Lo-"K" specially-processed Cotton Insulation is especially flame-proofed for protection . . . backed by a heavy Kraft paper for an added moisture barrier.

Cotton's unique insulating features, plus the advantages of modern processing, have made Lo-"K" a leader in the insulation field. For better building, investigate the fine points of Lo-"K" FLAME-PROOFED COTTON INSULATION.

Lo-"K" is manufactured to strict Federal Specifications.

FEATURES WHICH MAKE LO-"K" A BETTER INSULATION

- **Flame-proof** . . . will resist a blow-torch temperature of 1800° F.
- **Low in thermal conductivity.** The "k" factor is only 0.24.
- **Light in weight**—only 1/2 lb. per cu. ft.
- **Low in cost and lasts indefinitely.** Pays for itself in fuel savings alone.
- **Easy to handle** . . . the blanket-type rolls fit snugly. Cuts labor costs . . . will not cause skin irritation.
- **Resists moisture, rot, mildew, vermin.**
- **Clean.** Walls and ceilings will be free from smudging.
- **Fluffy**—creates more air cells after installation. Will not sag or settle.

Lo-"K" IS AVAILABLE NOW!



A PRODUCT OF
LOCKPORT COTTON BATTING CO.
ESTABLISHED 1870

Lo-"K" COTTON INSULATION DIVISION—Dept. AB-12
Lockport Cotton Bating Company, Lockport, N. Y.

Gentlemen: Please send me complete information about Lo-"K" Cotton Insulation.

Architect Contractor or Builder Dealer

NAME.....
ADDRESS.....
CITY.....ZONE.....STATE.....

(Continued from page 112)

space or, adjacent to the refrigerator, frozen food compartments and special drawers for ice cubes and other frozen assets. Beyond the refrigerator is the range, with a heat collector over it.

Into the back hallway, please. Almost opposite you is another big, wide, shallow closet. The small closet alongside the stairway is the terminus of the clothes-chute. The service entry gives on to a small covered porch. A door almost opposite the kitchen door opens into the service wing, in which are combined a number of things that, excluding the garage, are usually put under ground—for no good reason. This laundry is different. It's light and bright and convenient. It has tubs and room for a washer, an ironer, and a great big drying closet.

Beyond the laundry is a small room dedicated to photography and/or any other craft work. . . . Between the shop and the garage is a tool house for lawn-mowers, rakes and all such suburban necessities; it can be reached only from the outside.

Now let's take a look around upstairs. The straight, uncomplicated stairway takes us to a small central hallway, in the ceiling of which is the vent for the only summer air conditioning our climate requires.

There are three medium-size bedrooms on the right half of the second floor, plus the bath which serves them. The left side of the second floor is Bed Room No. 1, a closet-lined dressing room, and a bath. Nothing special to note in these rooms, except the glass bricks alongside the dressing table and the long, Pullman washroom type of lavatory setup in the bathroom. The two upstairs baths are located so that the plumbing stack serving them rises from the first floor lavatory. By the way, let me pound the table a bit here. Two baths and a lavatory are not in the least excessive for a small house.

That's all about the second floor, so let's filter on down to the below-grade space. The stair door is in the front hall; if traffic to the basement were heavy, or if it meant heaving

(Continued to page 116)

WHEN YOU
HAVE TO BE
SURE
OF RESULTS



. . . You must use methods and material you can trust! You need a concrete admixture which will shorten initial setting time, cut water ratio, increase workability and early strength. You want to increase dispersion and you cannot use any product which will interfere with the hydration reaction. You have to be SURE. That's the time to specify Sonneborn's TRIMIX LIQUID. Write for folder: "The Multi-Purpose Concrete Admixture." Address Dept. A-20.

BUILDING PRODUCTS DIVISION

L. SONNEBORN
SONS, Inc.

88 LEXINGTON AVENUE
NEW YORK 16, N. Y.

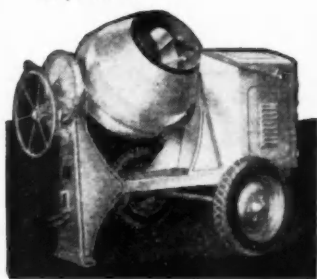
For SURE results in concrete construction count on

SONNEBORN'S
TRIMIX LIQUID

They're Man Savers!
**WONDER
 SMALL JOB
 MIXERS**



2 1/2, 3 and 3 1/2 Cu. Ft. Capacities!



Wonder gives you the best to be had in small job Mixers. The three models shown here are backed by 30 years of "know how" in Mixer building. Write for Wonder Small Mixer catalog.



CONSTRUCTION MACHINERY COMPANY
 WATERLOO, IOWA

W I N D O W
 P L A N N I N G
 B E G I N S
 N O W !

The simplicity, rapidity and ease of installation of the Grand Rapids Invizible Sash Balance are among its more commendable features, and are important factors in post-war planning. But, the smooth, dependable performance of this sash balance must be emphasized. The ease of tension adjustment, absence of tapes or cables, and the actual invisibility of the entire working mechanism are of primary importance.



Note: Sash pulleys will be available as soon as materials are released.

So, planning begins now! When the war is over and building materials are released to a hungry public, time will be doubly valuable, and contractors will be forced to take advantage of every item whereby time can be saved without sacrifice of performance, satisfaction or profits.

Grand Rapids Invizible Sash Balance, now serving in thousands of war housing projects, has demonstrated its practical service. Its place in peacetime building is now assured. Write for information concerning our engineering service.

GRAND RAPIDS HARDWARE COMPANY
 GRAND RAPIDS MICHIGAN

When you're in Pittsburgh
 STOP AT
 the
HOTEL
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**400 OUTSIDE ROOMS
 ALL WITH BATH & RADIO**

Singles \$3.30 to \$4.40 Doubles \$5 to \$6.50

A KNOTT HOTEL Jos. F. Duddy, Mgr.

TREES FOR TOMORROW



WESTERN PINE
TREE FARM

Like Christmas tree ornaments, the large pine cones hang from tips of the branches; and from cones like these laden with seeds is scattered each year the seed crop of trees for tomorrow. This natural system of regeneration makes the forest such a unique natural resource in that while some wood is harvested the forest renews itself.

Western Pines* are no exception.

So, to users of these versatile forest products, they offer the assurance not only of a vast storehouse of mature timber but a young growing forest as well.

WESTERN PINE ASSOCIATION

YEON BUILDING, PORTLAND 4, OREGON

*Idaho White Pine *Ponderosa Pine *Sugar Pine

*These are the Western Pines

(Continued from page 114)

buckets of ashes up stairs, this arrangement would be bad. Most of it, as you see by the drawings, is unexcavated; the excavated portion is used for the heating plant, water softener, and preserved food storage facilities.

Finally, it seems to me that the whole problem of building good houses is akin to the problem of good government or decent behavior. We know exactly what's needed, and how to provide it. But most of us lack the guts either to demand it or to do it. Hence, what we get is what we deserve.—Wyatt Brummitt.

* * *

LETTERS—

(Continued from page 7)

We want to be the best informed and most up-to-date contractors in our locality.—D. D. TYSON, MGR., Home Maintenance & Construction Co., Mansfield, Ohio.

Jim March says it

To the Editor: Your section entitled "Builders' News Review" is swell! As you know, I have been a booster for the *American Builder* for some time, but this new section will be the part that I turn to first every month. I particularly want to thank you for printing "10 Weak Spots in Public Housing" as outlined by Bill Guinan.—JAMES H. MARCH, March Construction Co., Inc., Tacoma, Wash.

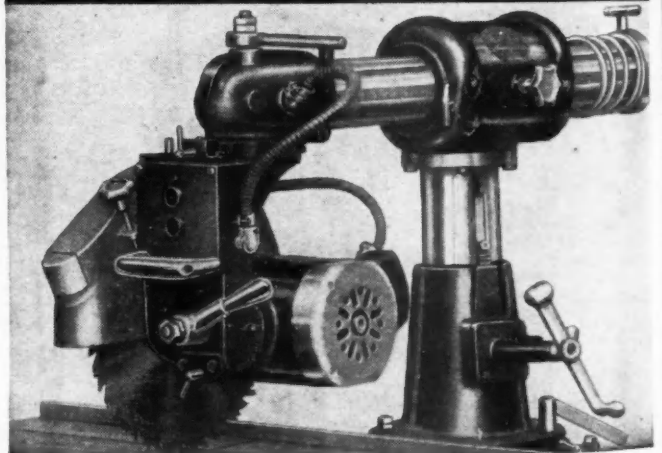
A watchful eye

To the Editor: Just completed looking over the *American Builder* for October.

I suggest organizing home builders in all cities of the United States be stressed by *American Builder* in order to enable them to keep a watchful eye on our legislative groups.—C. HINMAN, PRES., Lansing Home Builders Assn., Lansing, Michigan.

(Continued to page 118)

The COMET Senior



LOOK TO THE FUTURE count on Comets

A war is still to be won. But builders everywhere visualize the vast construction ahead. That, too, will be a tremendous job. . . . Then, as now, count on Comets. Write for free literature.

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.
2029-33 Santa Fe Avenue, Los Angeles 21, California

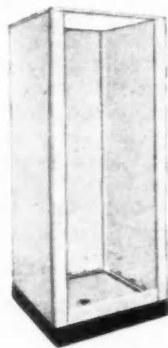


COMETS cut quicker

A step forward.

STANDARDIZATION OF SHOWER CABINET AND GLASS DOOR SIZES

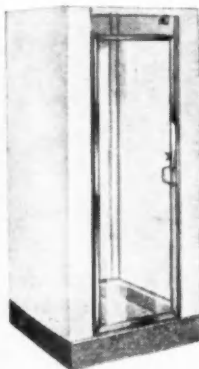
The standardization of shower cabinet and glass door sizes announced by Fiat marks a step forward in the industry that will be of definite benefit to the architect, builder, jobber and plumber. Standardization will expedite bathroom planning, make possible bigger values in showers, simplify jobbers stocks, and promote uniformity in installation methods. Fiat showers are classified into four groups with six basic sizes.



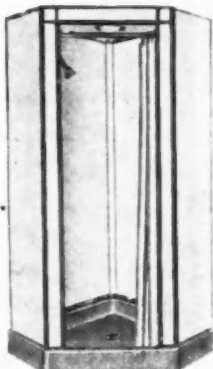
GROUP NO. 1
Skipper type, low cost showers
32 x 32 x 76



GROUP NO. 2...
Cadet type, medium priced showers
32 x 32 x 80
36 x 36 x 80
36 x 36 x 80
(corner)



GROUP NO. 3
Marine, Ensign type, for "above average" installations
32 x 32 x 80
36 x 36 x 80
40 x 40 x 80
(corner)



GROUP NO. 4...
Admiral type, de luxe class
32 x 32 x 80
36 x 36 x 80
40 x 36 x 80
36 x 40 x 80
40 x 40 x 80
(corner)

Glass Shower Doors. One standard size—24 x 72

Measurements conform to the American Institute of Architects 4" unit module system.

AVAILABLE FOR DELIVERY NOW

NO. 85—Recommended for homes, clubs, hospitals or public buildings. Size 36 x 36 x 78. Deep type receptor—heavy 1/4" MASONITE walls.

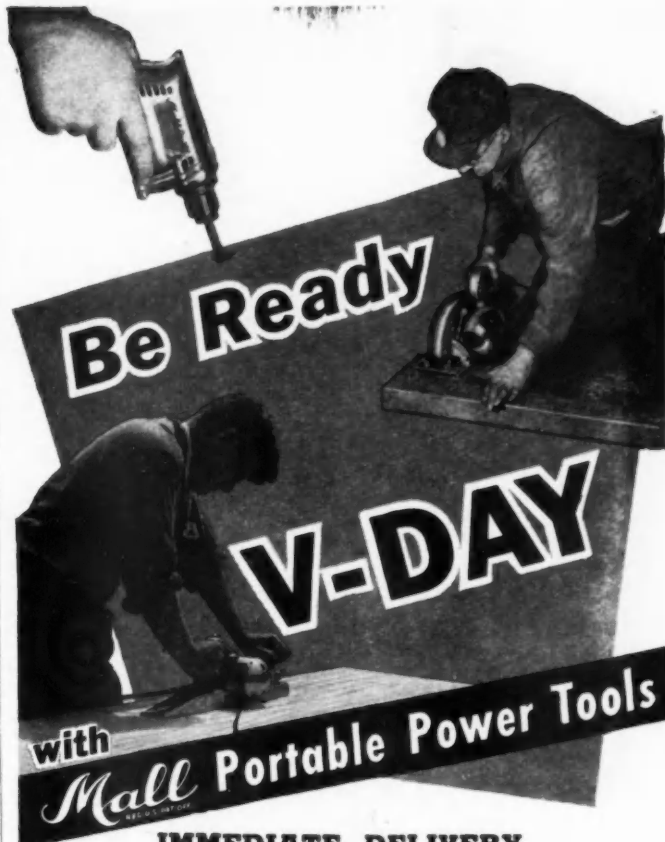
NO. 80 Volunteer — has remarkable strength and is easily erected. A good shower for economical installations. Size, 32 x 32 x 76 and 30 x 30 x 76.



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METAL MANUFACTURING COMPANY

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ON MOST TOOLS**

1/4" Mall Drill — a handy, compact, light-weight (3 lb.), cool-running drill for drilling in wood, metal and plastics. Made to order for close quarters. Ruggedly constructed with steel alloy gears and extra long brushes for long service. Commutator is easily accessible for servicing. Brushes can be replaced without dismantling drill. Available for 110-volt A.C. or D.C., also 220-volt A.C. or D.C.

Mall Saw — 2 powerful electric models: model 85 has 8 1/2" blade and 2 3/4" cutting capacity for cross cutting and ripping rough or dressed lumber, making bevel cuts up to 45 degrees and other sawing. Model 120 has 12" blade and 4 1/2" cutting capacity for extensive sawing and ripping of heavy lumber and timbers.

Both models operate an abrasive wheel for cutting non-ferrous metal, cutting and scoring tile, stone and concrete.

Mall Plane — (Electrically driven) is 10 times faster than a hand propelled jack plane yet does a smoother, accurate job. The operator simply guides the plane across the work—plane makes cuts up to 1/8" by 2 1/2" wide in both pine and hardwood. Cutter is under constant control. Depth of cut easily varied 0" to 1/8" by simply turning handle. Full ball bearing mounted.

Ask your Dealer Today for Mall Drills, Mall Saws, Mall Planes, and Mall Concrete Vibrators or write for literature

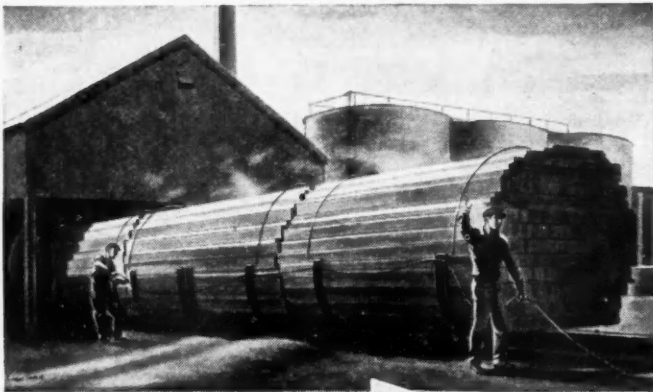
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Offices in Principal Cities



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POWER TOOLS**



**PILOT PLANT
Sets the Pace in the
Drive for BETTER
TREATED LUMBER**



WOOD PRESERVATION, to be effective, calls for plenty of push to drive the preservative deep into the wood. Painting it on or dipping gives an illusion of adequacy, but it's a case of "only skin deep"—unable to handle the hard jobs expected of treated lumber.

PRESSURE TREATMENT is the basis on which all the wood-preserving industry's service records are built. Pressure treatment with Wolman Salts* preservative produces Wolmanized Lumber*—wood with ability to stand up on the toughest jobs. Its dependability has been proved by millions of feet, some in service nearly twenty years.

OUR PILOT PLANTS start with the pressure process as a *must*. Constant research there, in the laboratory, and in the field, is helping to make wood treatment even more effective. American Lumber & Treating Company, 1645 McCormick Building, Chicago 4, Illinois.

*Registered Trade Marks

WOOD THAT'S *Alloyed* FOR SAFETY AND ENDURANCE

AMERICAN LUMBER & TREATING COMPANY

LETTERS—

(Continued from page 116)

Praise indeed

To the Editor: You are doing a splendid job and the reaction of the builders nationally signifies the manner in which they recognize it.—**GEORGE F. NIXON**, Chicago Metropolitan Home Builders Assn., Chicago, Ill.

Accomplish much

To the Editor: It is fine that you are giving as much space as you are to the N.A.H.B. A strong Association of Home Builders should be able to accomplish a lot for the industry during the post-war period.—**J. C. TAYLOR, PRES.**, J. C. Nichols Investment Co., Kansas City, Missouri.

Likes News Review

To the Editor: I have noted with interest your Builders' News Review page. Your splendid co-operation and support is much appreciated by members like myself.—**J. L. SCHROEDER**, Schroeder Realty Co., Omaha, Nebraska.

Builders,—not speculators

To the Editor: Norman J. Huyck, acting President of our Association, joins me in expressing the feeling that you are doing a constructive piece of work on behalf of the Home Builders.

Incidentally, I am enclosing my check for \$3 to cover my subscription that I may follow your efforts on behalf of the builders.

We are continuing our Post-war Lecture Series next month and continuing through the winter. Through this means we hope that the public will recall when the Great Day comes that there are builders ready to serve them in place of speculators.—**J. RAYMOND TOBIN, EXECUTIVE SEC'Y.**, Rochester Home Builders' Assn., Rochester, New York.

HARDWARE FOR ALL PARTS OF THE WORLD

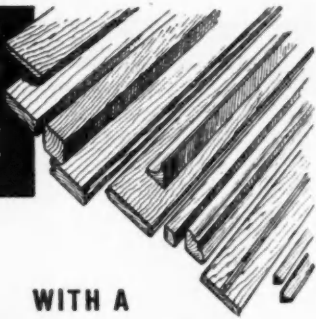
- ACCORDION DOOR HARDWARE
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- BARN DOOR HARDWARE
- FIRE DOOR HARDWARE
- HEAVY TYPE DOOR HINGES
- HOUSE DOOR HARDWARE
- INDUSTRIAL DOOR HARDWARE
- OVERHEAD CARRIERS
- ROUND HOUSE DOOR HARDWARE
- STADIUM SEAT BRACKETS
- VERTICAL SLIDE DOOR HARDWARE
- GARAGE DOOR HARDWARE
- FOLDING SLIDING
- OVERHEAD TYPE
- ROUND THE CORNER
- STRAIGHT SLIDING

As usual, look to A-P for your requirements in the postwar market.

Allith-Prouty
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DANVILLE, ILLINOIS, U. S. A.

**PRECUTTING
IS
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**WITH A
Walker-Turner
RADIAL
SAW**

Prime requisite for successful precutting is an accurate, rugged power

saw, capable of cutting all shapes and sizes of lumber . . . and that's the performance you get with a Walker-Turner Radial Saw!

This versatile, cost-cutting machine crosscuts, rips, dados, shapes, routs, tenons and miters . . . on wood, metals, plastics and ceramics. Sliding ram travels 21½", affords clear view of work. Convenient controls provide accurate setting. Write for literature.

Walker-Turner Co., Inc., 1154 Berckman Street, Plainfield, N. J.



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METAL-CUTTING BAND SAWS • POLISHING LATHES • FLEXIBLE SHAFT MACHINES
RADIAL CUT-OFF MACHINES FOR METAL • MOTORS • BELT & DISC SURFACERS

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New Steel Window Sizes adopted by the Metal Window Institute for all post-war work! Free 12-page bulletin showing the new sizes, plus a chart on opening sizes for long runs of sash. A "must" for anyone now designing a project with Steel Sash included.

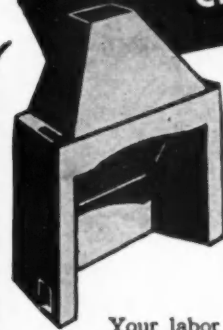
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WILL NOT SMOKE . . .
CIRCULATES HEAT . . .**



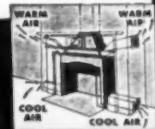
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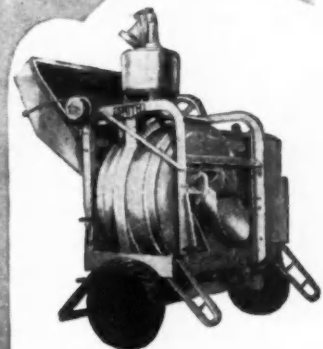
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Expert Repairing—All Makes of Instruments

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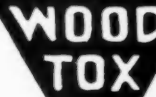


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WALLS that creak
FLOORS that wave
DOORS that are drafty

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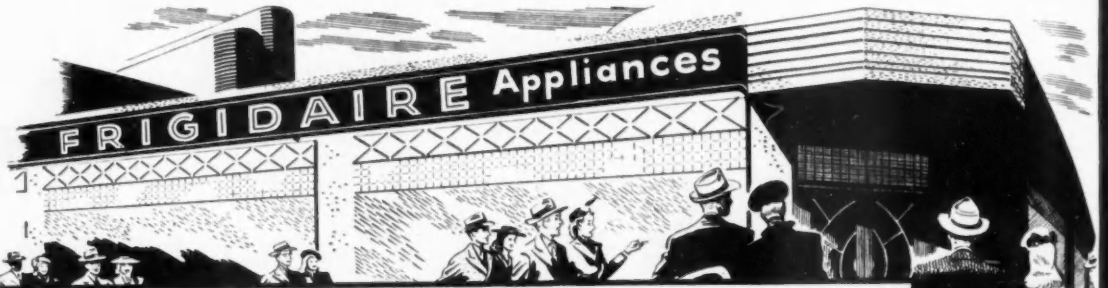
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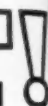
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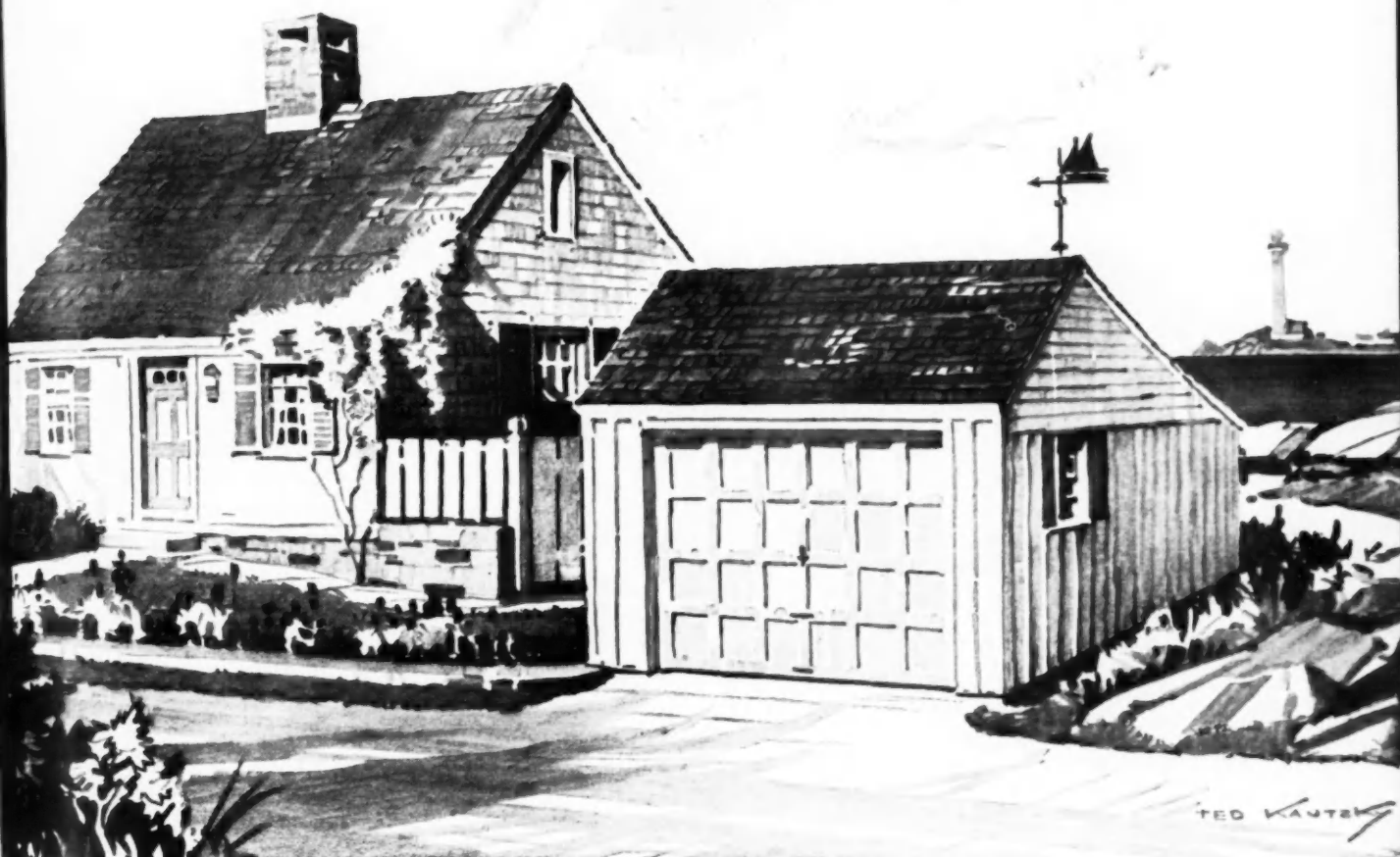


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OVER



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WITH THE
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OVERHEAD DOOR CORPORATION, HARTFORD CITY, INDIANA, U. S. A.

National
No 900

**AWAITING
YOUR POST-
WAR PLANS**



When post-war building comes, homeowners will demand upward-acting garage doors for convenience and style. They will be a "must" on every home building job.

Plan on installing National No. 900 Garage Door Sets. The ease of installation, the smooth, effortless operation and the trouble-free life are important to your successful post-war building program.

Thousands of sets of these modern doors are serving homeowners and industry in this war period, without mechanical adjustments or service of any kind, because there are years of life built into every National No. 900 Garage Door Set.

Ask your dealer for complete information, or write us for free descriptive literature.

National's complete line of Builders' Hardware will be available for post-war building. Make your plans now, and plan on using . . .

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