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JANUARY, 1945

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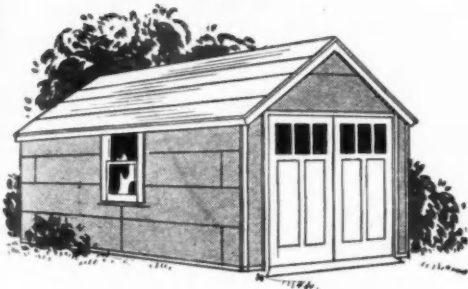
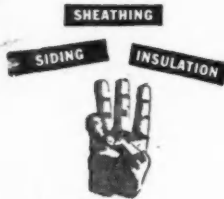
WORLD'S GREATEST
BUILDING PAPER

AND BUILDING AGE



CONVENTION ISSUE with Prize-Winning Designs

FEATURE THE LEADER!



CELO-SIDING... THE MULTIPLE-FUNCTION BUILDING MATERIAL THAT DOES 3 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 direct 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!

CELO-ROK WALLBOARD AND WEATHER-PROOF SIDING



Celotex 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.

Celotex Weather Proof Siding is a fire-resistant gypsum board—a single structural material which will serve in place of both sheathing and siding. Both surfaces and all edges are treated with a weather-proof compound. Exterior side is finished in green and requires no painting. Available in 1" thickness with ship-lapped long edges and $\frac{1}{2}$ " thickness with T&G long edges, —24 inches wide, in 6, 8, 9, and 10 foot lengths.



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Celotex Asphalted Building Board

Celotex Insulating Interior Finishes

Celotex Triple Sealed Roll Roofing

Cemesto

Celotex Plasters

Celotex Anchor Lath

Celotex Sheathing

Celotex Roof Insulation

Celotex Sheathing

Celotex Lath

Celotex Triple Sealed Shingles

Flexcell Expansion Joint



THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS

Here are the **WINNERS** of the "FLEXIBLE HEATING" **COMPETITION**

Sponsored by **THE BITUMINOUS COAL INSTITUTE**

Conducted by **KENNETH K. STOWELL, A.I.A. Professional Advisor**

JUDGES: PROF. ERNEST PICKERING, University of Cincinnati, Chairman
CAMERON CLARK, New York, N. Y. HARRIS ARMSTRONG, St. Louis, Mo.
ROLAND WANK, Detroit, Mich. CARROLL F. HARDY, Cincinnati, O.



1st PRIZE \$1500 WAR BONDS*

ELLIOT L. WHITAKER of the Department of Architecture
Pennsylvania State College, State College, Pennsylvania

2nd Prize \$1000 War Bonds*

STEPHEN J. ALLING
7373 Kirkwood Lane, Cincinnati, Ohio

3rd Prize \$750 War Bonds*

KENNETH M. NISHIMOTO
44-1-B, Rivers, Arizona

15 AWARDS OF \$100 WAR BONDS*

*SERIES E MATURITY VALUE

WILLIAM P. BROWER,
641 Doremus Avenue, Glen Rock, N. J.

ROBERT A. DESHON,
3918 West Sixth Street, Fort Worth, Texas

WALTER H. GRUBER,
312 East 206th Street, New York City

HENRY HEBBELN,
409 East 51st Street, New York City

CHARLES K. HIRZEL,
8406 109th Street, Richmond Hill, N. Y.

CAPT. KARL KAMRATH,
Corps of Engineers, Ft. Sam Houston, Texas

THEODORE LUDEROWSKI,
1613 Preston Road, Alexandria, Virginia

LEE CHARLES MIELKE, 9754 Hoxie,
and **LAWRENCE LATTIN SMITH,**
9928 S. Hoxie, Chicago, Illinois

WILLIAM G. MOECKEL,
709 West 19th Street, Wilmington, Del.

GEORGE R. RUSSO,
428 Marlton Pike, Camden, New Jersey

SIMON SCHMIDERER,
5469 Sylvan Ave., New York City

JOSEPH SHILOWITZ,
55 Tonnele Avenue, Jersey City, N. J.

FREDERICK W. STRITZEL,
1427 Parsons Avenue, Columbus, Ohio

FRED VAN WAGENINGEN,
252 West 12th Street, New York City

FREDERICK W. WESTMAN,
116 Warren Avenue, Milton, Mass.

● The purpose of this competition was to stimulate creation of designs for the ideal basement of the post-war small home—incorporating the principle of "Flexible Heating."

"Flexible Heating" is a descriptive term for a heating plan that permits the use of any fuel—bituminous coal, anthracite, gas, or oil.

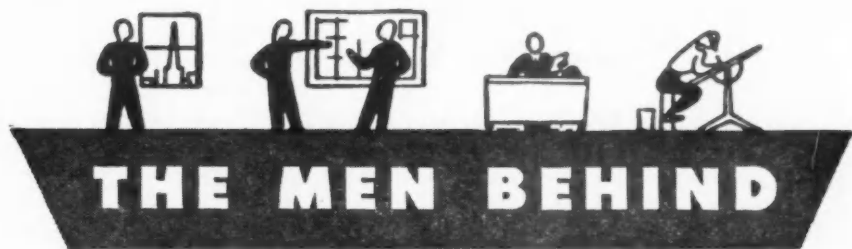
In view of the diminishing reserves of certain fuels, public interest has still further increased in bituminous coal—the most plentiful and least expensive of

all home-heating fuels. Thus, this contest sought to produce plans which, by providing adequate chimney and basement facilities, would permit the use of any fuel with equal efficiency.

The Bituminous Coal Institute extends congratulations to the winners—and sincere appreciation to all of the many architects who participated.

A selection of the contest entries, including the 18 winning designs, will soon be made available to architects and others interested in building new homes.






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



vote TIME their favorite magazine




Highly important to your business, we are told, are the groups listed below. They are eight of 128 groups of top people* which TIME has recently queried about their magazine reading habits (on blind letterheads).

These five were asked:
"What is your favorite magazine?"

- Leading Realtors in 60 cities that have shown the greatest war-time growth 
- Members of the Mortgage Bankers Association 
- Members of the American Institute of Architects 
- Members of the American Society of Civil Engineers 
- U. S. Purchasing, Contract & Local Administrative Personnel 

All of them voted:
"TIME is our favorite magazine."

These three were asked:
"What is the most important magazine published in America today?"

- Officers of all U.S. Engineering Societies 
- Mayors of U. S. Cities 
- Directors of Postwar planning in 119 private and public agencies 

All of them voted:
"TIME is the most important magazine published in America today."

*Among the other groups which (without exception) vote TIME tops are the businessmen listed in Poor's Register of Directors . . . key executives in Washington . . . men and women in Who's Who . . . M.I.T. graduates . . . First Citizens of 10 of America's leading cities . . . Federal, State and City Planning Commission members . . . customers and prospects of Commercial Credit Company . . . officers and directors of leading U. S. corporations.



GATEWAY TO THE BUILDING MARKET

How much punishment can a panel board take

These men know!

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With the aid of the most modern testing and measuring devices, we learn a great deal. Few laboratories have as complete equipment.

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From this laboratory too, will come outstanding improvements and developments to better satisfy the needs of aggressive contractors as well as provide ever better quality.

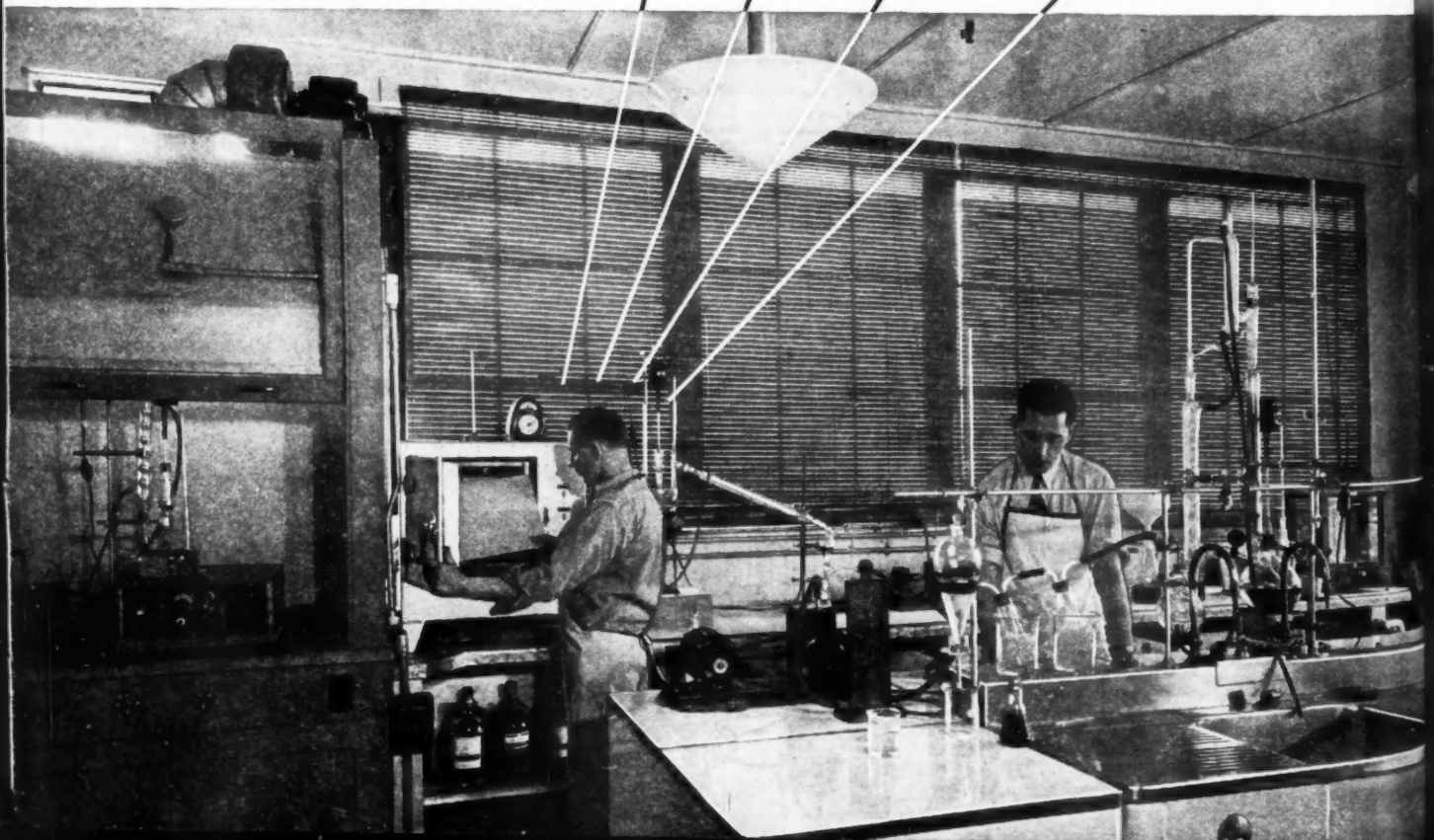
A firmly established time-tested acceptance created by the use of hundreds of millions of feet! An ever-increasing acceptance through continued consumer advertising! We plan to deliver quality products and service fully in keeping with the postwar expectations of America's Building Industry! The Upson Company, Lockport, New York.

*Upson Quality Products Are Easily Identified
By The Famous Blue-Center*

UPSON
**PACEMAKER IN CRACKPROOF
PANELS**



A small corner of the Upson Research Laboratory devoted to continuous testing and development of better panel boards.



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LETTERS

To the Editor

Both barrels

To the Editor: I have always thought the *American Builder* was pretty hot stuff and really without much room for improvement. But I do think that adding your "Builders' News Review" is really a big drawing card. Keep pouring out both barrels, particularly on this public housing issue.—DONALD T. POMEROY, Syracuse, N.Y.

Permanent rent control?

To the Editor: Enclosed you will find a booklet "Good Shelter for Everyone" which is a part of a group of booklets mailed out by the P. A. C. of the C.I.O.

Here in 24 small pages is the thinking and planning of those who control the thinking and action of our National Government. Read on page 2—how the builders have failed to provide good housing for the lower and middle-income group. How we should now be encouraged to enter any field in which we can operate, but must not be permitted to block development of public and co-operative building. Read on page 17, where rent control should be made a *permanent feature of the economy*.

I have not been active since the spring of 1942, but have plans laid and property bought for a swing back into it, as soon as restrictions are lifted. Now to find out what support we may expect from the Government certainly is far from encouraging.—C. R. BOYD, Rock Island, Ill.

Wife reads it also

To the Editor: As you no doubt know, Denver has one of the finest and no doubt one of the largest Home Planning Institutes in the country. Our enrollment at the present time is in the neighborhood of seven hundred. Attendance has been so large that it is necessary for us to conduct two classes on each subject covered. At some of these classes the attendance has been as high as 325 and the repeat class over 100.

Enclosed herewith please find a copy of an advertisement which lists the names of supporting members.

Newstrom-Davis & Company of which I am president, has been a subscriber to your fine magazine for several years. Not only is your magazine read by myself and other members of the firm, but my wife also insists upon my bringing it home for her to read.

When restrictions are lifted we intend to build several blocks of homes of the better type. Your October issue contained one plan which is one of the finest floor plans we have seen.—PAUL M. NEWSTROM, Denver, Colo.

Pays many times

To the Editor: I was particularly interested in your article "Mass Displays Move Merchandise." I will say that a single idea or short cut found in the *American Builder* pays the subscription price many times.

I am always glad to receive literature on building hardware, building materials, portable houses, millwork, steel windows—in fact anything to build a house with, provided we can procure same from American agents or dealers in Canada. In post-war maybe the restrictions and red tape will be lifted and we can order many things from the U.S. which can be manufactured much cheaper owing to such a big home market.—ARTHUR LA-POINTE, Terrebonne Builders Supply, St. Jerome, Que., Canada.

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FOUNDED—1879

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HIGH SPOTS OF THE

Carey LINE FOR '45

MANY Carey Products are still at war. However, the Carey Line for 1945 is reasonably complete despite wartime limitations. On these pages, we give you a quick picture of the products which make up the basic Carey Line.

As conditions permit, production will be increased, the manufacture of popular pre-war items will be resumed . . . new and improved products will be added.

To make building, repair and remodeling jobs with Carey products a more profitable and easier-to-sell proposition for you, advertising and promotion will be stepped up on all Carey products. So we suggest—for more satisfactory jobs and satisfied customers—

LINE UP WITH THE

ROCK WOOL INSULATION



Carey Rock Wool Batts possess high insulation value—save up to thirty percent on fuel. Every installation is not only profitable for you but saves fuel vitally needed for war. And every installation means increased comfort summer, winter, spring and fall.

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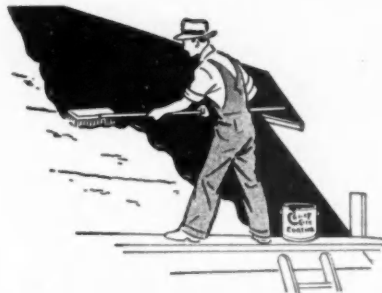


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Careystone provides a practical and economical way to give old houses a fireproof facelift—roof and sides. Ideal for other light construction, too.

Asbestos fibres and Portland Cement are combined to give Careystone Shingles and Siding their long lasting beauty, weather-resistant and fireproofing qualities. Minimum upkeep expense.

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Carey offers a complete line of protective roof coatings—including several exclusive with Carey. **CAREYCLAD BLACK ROOF COATING**—a Carey development—renews composition roofs with a continuous one-piece coating that will last twice as long as standard coatings. Won't flow, crack, or alligator. Excellent protection for metal roofs, too.

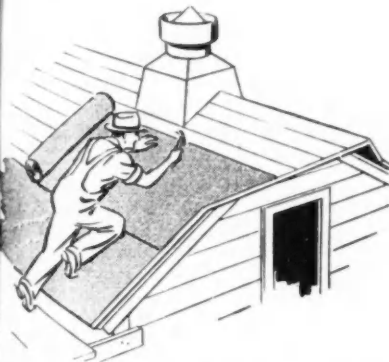
OTHER CAREY COATINGS AND CEMENTS: Noah's Pitch, Prime-Kote, Fibre-Coating, Black Asphalt Roof Coating, Universal Coating, Flashing Cement, Carey Plastic Waterproofing Compound.



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For customers who want protection—appearance—durability . . . plus economy, recommend Carey Asphalt Shingles. They combine the lasting protection of a thoroughly saturated tough felt base and a weather-resisting mineral granule surface. A range of colors, sizes, weights, and shapes to choose from. For the low-cost answer to what to do with shoddy exterior walls, sell Carey Roll Brick Siding. Easy to apply. Ends painting. Colors: Red and Buff.

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Look to Carey for a complete line of ready-to-lay roll roofings to meet your customer's varied needs . . . from temporary to permanent buildings. Available in various weights, colors, and finishes—smooth or colorful mineral surfaces. Easy to apply.

WATERPROOF BUILDING PAPER AND FELTS—keep out dampness, grit, and wind . . . assure a cleaner, more comfortable home. Available in various types and weights.



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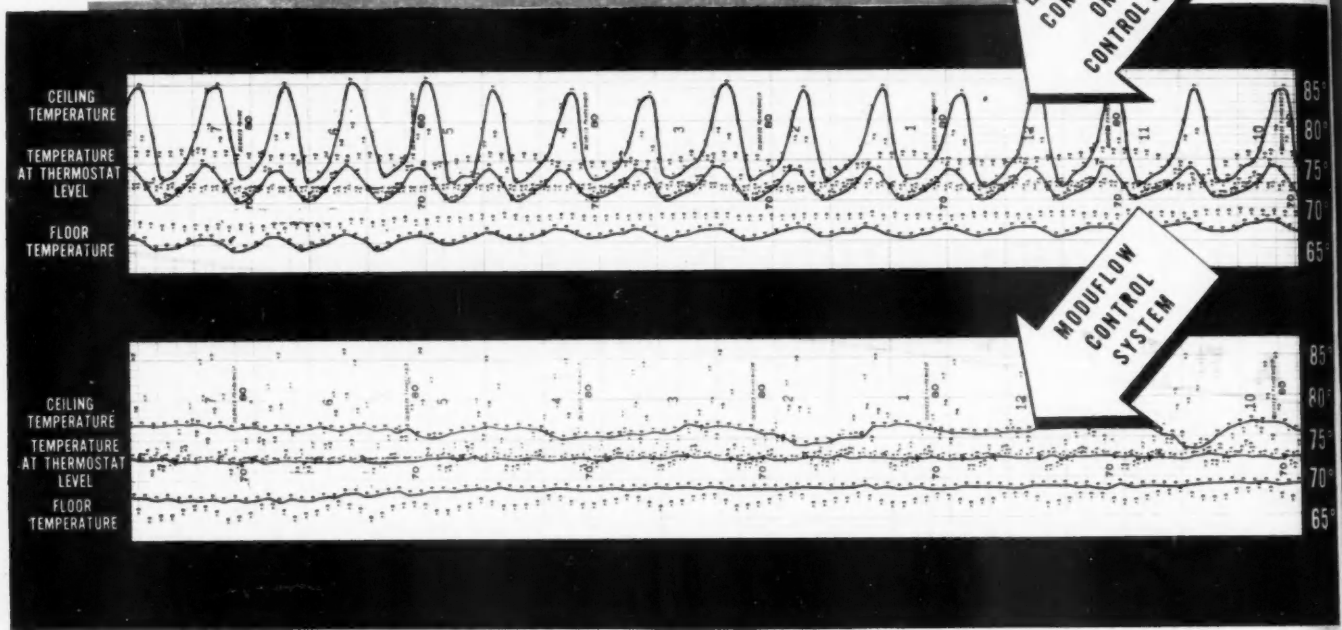
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Control SYSTEMS



When you use a sales story that is backed by facts—hard facts you can prove in black and white—you've got something that's hot!

That is the case with the Moduflow Control System developed by Minneapolis-Honeywell. The comparative test heating records shown above were taken in similar houses at the same time by the Research Foundation at the Purdue University. One house was equipped with conventional controls, the other with Moduflow. Just a

glance at these charts is convincing evidence of the advantages provided by Moduflow. See the variation in temperatures of the conventional "on and off" method of heat supply. Then study the contrast when the Moduflow System controls the supply of heat.

Here is dramatic proof to help you demonstrate how Moduflow brings new home heating comfort and lower fuel costs to your clients . . . Fill in the coupon today.

These charts are included with other factual information in the new Engineering Guide of the Moduflow Control System for Home Heating and Air Conditioning. The coupon below brings you a free copy.

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MINNEAPOLIS-HONEYWELL REGULATOR COMPANY
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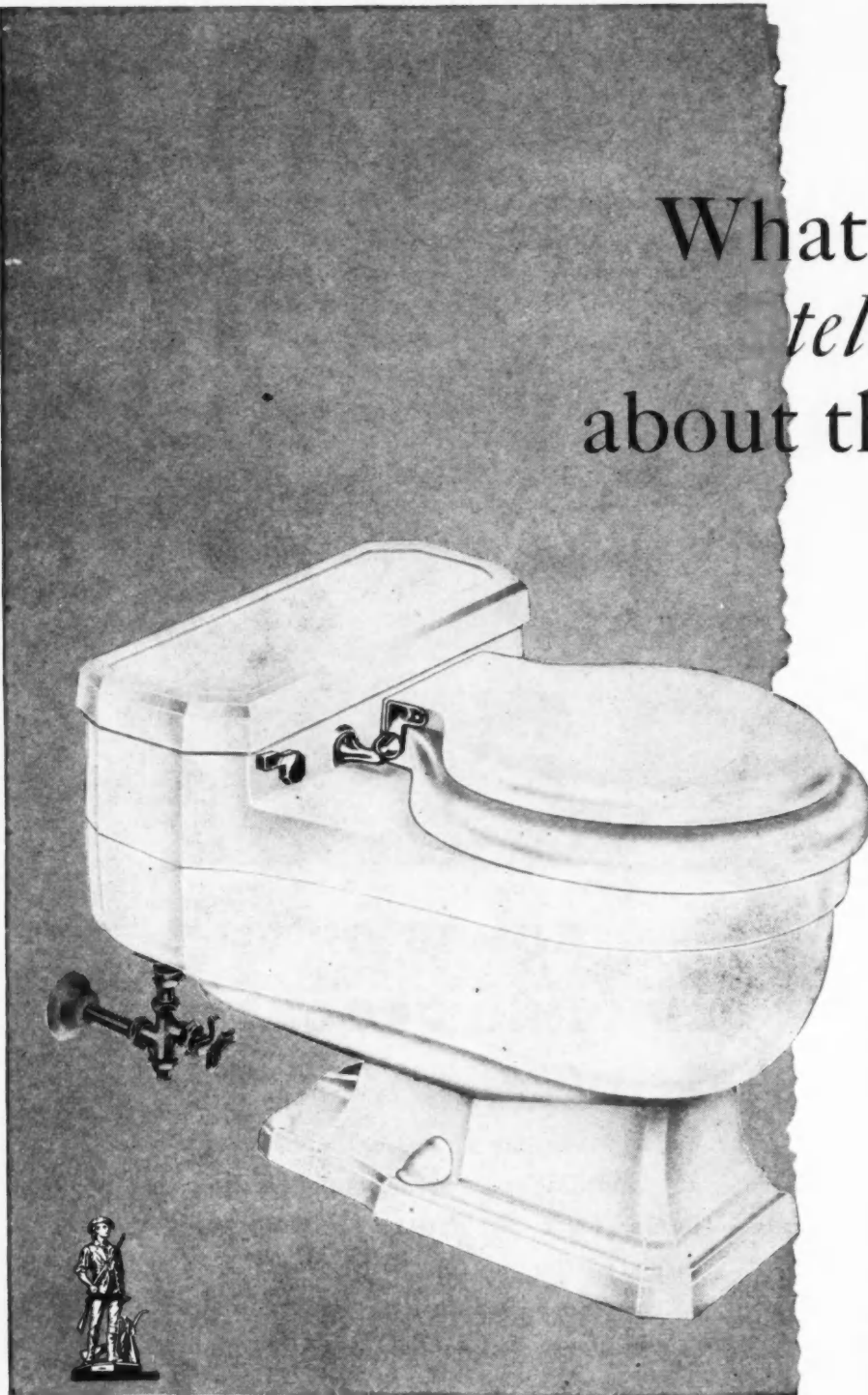
In typical Certain-teed fashion, the men and women of our Pantex Ordnance Plant at Amarillo are backing our fighting forces. Their excellent performance has earned for this plant the Army-Navy "E." After Victory Certain-teed workers in all of our plants will contribute with equal vigor to the progress of Building!

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tells you
about the future...



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THE CASE **T/N** ONE-PIECE

The first and finest one-piece water closet... non-overflow and non-siphoning... quiet and efficient.

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Winning immediate acceptance by the architect, engineer, builder and merchant plumber—and the homeowner—the "T/N" has become a mark of excellence in America's finest homes and public buildings, and at an average price of only \$50 to \$60. Our experience, and your own too, makes this a reasonable promise—that after the war the "T/N" will be better than ever. W. A. Case & Son Mfg. Co., Buffalo 3. Founded 1853.

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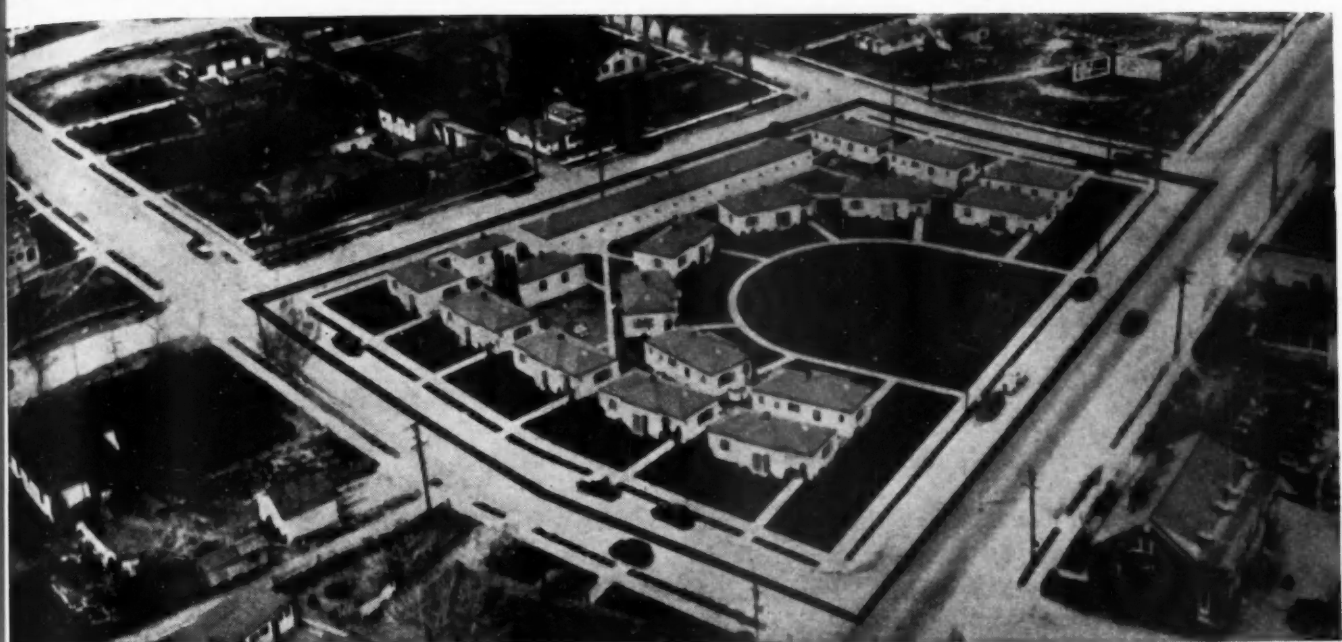
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\$3⁴⁴ PER MONTH PER DWELLING FOR HEAT AND HOT WATER!

This housing project illustrates clearly why the B & G MonoFlo System is *the preferred heating system*. The amazing economy of operation revealed by the following data is not unusual—it is being duplicated in thousands of large and small installations the country over.

LOCATION: Reno, Nevada
OWNER: Mr. Roland Giroux

SIZE: 16 five-room apartments on a 1½ acre tract

HEATING: B & G MonoFlo System, supplied from a central heating plant, with two main circuits, each equipped with a 3" B & G Booster Pump. The heat-

ing of each apartment is individually controlled by a thermostat operating a B & G Motorized Valve. Any thermostat calling for heat opens the Valve and starts the Booster in its respective circuit. Four boilers are installed, with three carrying the heating load and one used as a spare.

HOT WATER: Hot water for household use is furnished by a B & G Unitem Tank Heater. Boiler water is circulated through the heater coil by a bronze-bodied B & G Booster, with another Booster used to circulate the domestic water through the buildings.

OPERATING COST: Based on a nine month heating season, the operating cost of this system averages \$3.44 per apartment per month—an outstanding example of efficiency and economy. Tenant comfort is assured by the individual control of each apartment's heating.



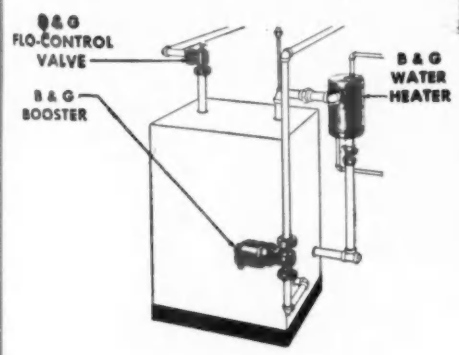
This modestly priced home is one of several hundred in a mid-west housing development, all equipped with B & G Forced Hot Water Heating Systems. The selection of B & G equipment was based on three factors: (1) maximum comfort for the owners, (2) low fuel consumption, (3) installation cost within the builder's budget requirement.



In the home equipped with a B & G Triple Duty System, temperature is held constant at the desired degree, regardless of weather variations.



The Water Heater of a B & G Triple Duty System furnishes a virtually limitless supply of hot water for every household use . . . summer and winter.



B & G MONOFLO

BELL & GOSSETT COMPANY MORTON GROVE, ILLINOIS

TRIPLE DUTY SYSTEM

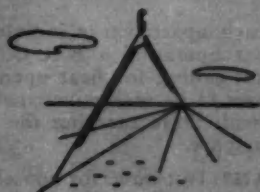
This Complete Line of TRUSCON STEEL BUILDING PRODUCTS

will be ready for civilian use as soon as our wartime obligations are fulfilled . . .

• Some of these items, noted thus (*) now are available in limited quantities. And just as quickly as conditions permit we will supply additional products and ultimately the entire line will be available to you. We cannot tell how soon this

will be, but up-to-the-minute information on Truscon production schedules and releases will be passed on to you as quickly as possible. Start your postwar planning with these well-known Truscon Building Products now.

THESE ARE TRUSCON ADVANTAGES TO YOU . . .



As the largest peacetime manufacturer in the steel building products field, Truscon gives you a range and quality of products that enables you to meet every construction requirement.



Truscon Steel Building Products will be available through well-established dealers all over the country, and through strategically-located Truscon warehouses. This means quick service.



The experienced, technically-trained men in Truscon offices always are ready to help solve any building problem you may have. They are at your service to help increase your business.

TRUSCON SWING AND SLIDE DOORS



Truscon swing and slide doors are adaptable for use in basements, rear entrances, boiler rooms, fire exits and similar places in residences, hotels, apartments, schools, churches, shops, warehouses, factories, filling stations and stores. They are durably made for heavy usage. Swing Type Doors can be furnished with heavily reinforced pressed steel door frames, prepared for standard hardware.

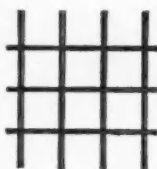
TRUSCON COAL CHUTE DOORS



"Break-proof," weathertight and thief-proof. No castings used. Door and frame made entirely of heavy pressed steel. Truscon Coal Chute Doors are complete with positive spring latch, slotted hinges, and formed lugs. Two sizes.

TRUSCON STEEL

TRUSCON STEEL BUILDING MATERIALS



***Welded Steel Fabric**
Truscon Welded Steel Fabric is made in various sizes for concrete reinforcing in all types of structures, and highways. Each joint is electrically-welded for permanence.



***Reinforcing Bars**
Truscon Steel Reinforcing Bars for concrete are special rolled sections of high grade steel, with a series of cross ribs so designed as to secure maximum grip on the concrete.



***Formed Steel Lintels**
Truscon Formed Steel Lintel design includes continuous horizontal ribs which greatly increase the strength of the heavy gauge steel.

TRUSCON RESIDENTIAL STEEL WINDOWS



Truscon Residence Casements

Available in wide range of types and sizes, to meet practically every requirement for distinctive window designs and arrangements. They incorporate all the latest advantages of construction and easy operation. Bonderized, and baked-on priming coat of paint.



Storm Sash and Screens

Standardized low cost combination storm sash and screens for Truscon residential windows. Storm sash comes in two panels to permit easy installation or removal. Lower panel can be opened for controlled ventilation. Screen is interchangeable with lower panel for summer use.



Truscon Residential Double-Hung Windows

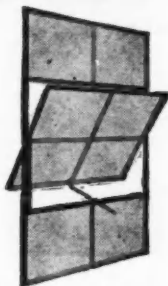
Galvanized and bonderized steel with a baked-on priming coat of paint, guaranteed spring balances, factory installed weatherstripping, and attractive hardware. Shipped assembled and adjusted.

TRUSCON BASEMENT WINDOWS

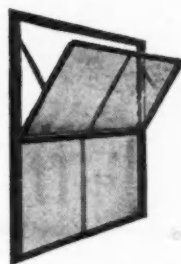


Made of heavy, hot-rolled sections, Bonderized. Baked-on priming coat of paint. Easy operation. Weather-tightness assured by continuous double contact around entire window. Windows open in. Furnished complete with all hardware. Steel frame screens also available.

TRUSCON COMMERCIAL STEEL WINDOWS



Truscon Pivoted Windows
Adaptable to all types of industrial and similar buildings. Easy to open and close. Come in a wide range of sizes.



Truscon Utility Windows
Popular for use in garages, shops, stores, basements, etc. Ventilator opens in.

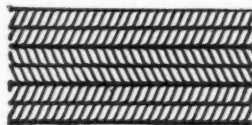


Security Windows
For store buildings, warehouses and types of buildings where adequate ventilation and protection are factors.

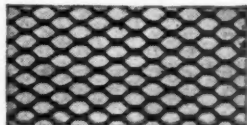


Commercial Projected Windows
Used widely in buildings where appearance, shading and screening convenience, and low cost are required.

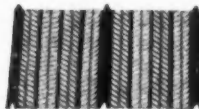
TRUSCON METAL LATH AND ACCESSORIES



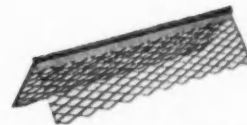
***Truscon Doublemesh Herringbone Lath**
A plaster saving lath, designed for a perfect mechanical bond. Sheets are usually rigid, allowing wider spacing of supports.



***Truscon Diamond Lath**
A flat lath, uniformly expanded throughout the entire sheet. Its use is almost universal. Adaptable for practically all classes of work.



Truscon Rib Lath
A 1/4" and 3/8" lath used for concrete reinforcing and miscellaneous fire-resistant construction.



***Truscon Metal Lath Accessories**
Expanded corner bead illustrated. Every type of metal lath accessory available in the Truscon line.

**Now Available*

COMPANY

YOUNGSTOWN 1, OHIO
Sales Offices and Warehouses in principal cities
Subsidiary of Republic Steel Corporation

NEW IN WASHINGTON

- ★ 111 UNITS
- ★ 111 ROLLATOR REFRIGERATORS
- ★ 111 SATISFIED FAMILIES



HALLEY GARDENS, INC.
WASHINGTON, D. C.

- Architect: KIRKUPP & BARLEY
- Builder: DAN POLLEN
- Sponsored by: MODERN BUILDERS, Inc.

These one- and two-bedroom apartments were built under FHA plans for war workers. Completed in March 1944, these units are assured many years of trouble-free, low-cost refrigeration because Norge Rollator refrigerators were specified.

U. S. Home Builders—be sure to see our exhibit at the National Builders' Exposition and Annual Convention, Hotel Sherman, Chicago, January 15-18, 1945.

SEE NORGE BEFORE YOU BUY

NORGE HOUSEHOLD APPLIANCES

NORGE DIVISION, BORG-WARNER CORP., DETROIT 26, MICH.

ROLLATOR REFRIGERATORS
HOME HEATERS

GAS RANGES

RO-TA-TOR WASHERS

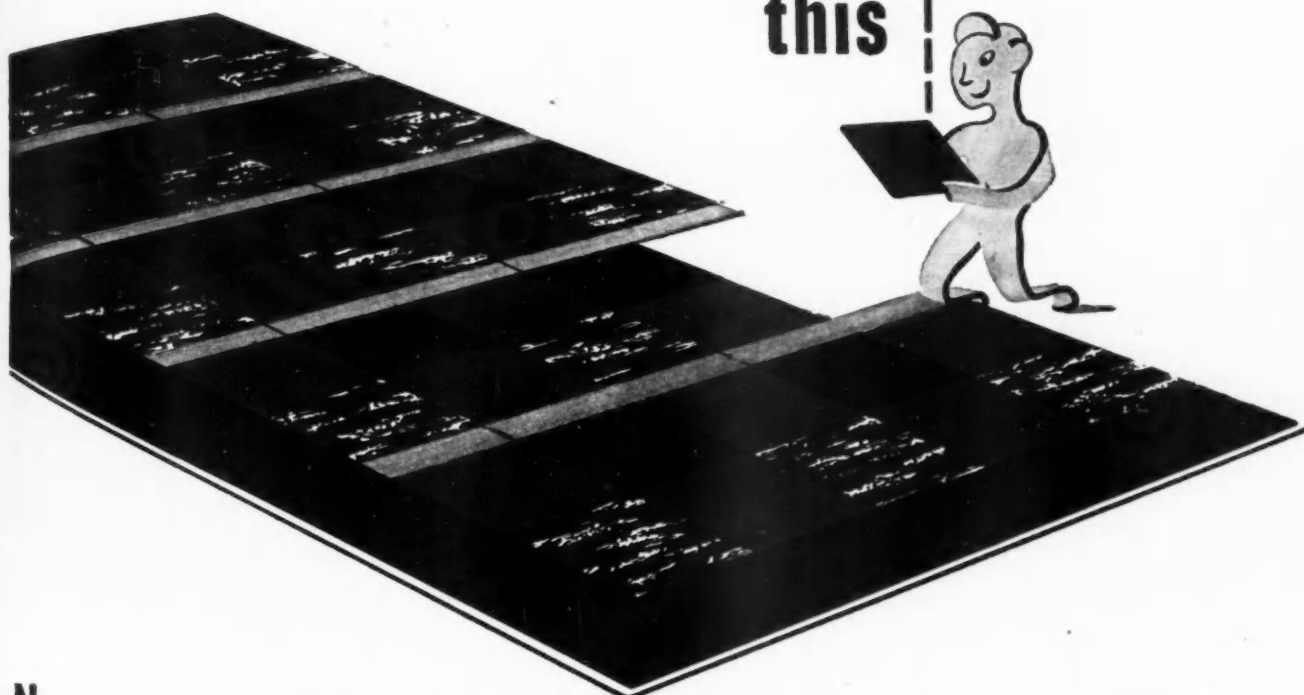
ELECTRIC RANGES

COMMERCIAL REFRIGERATION

No m
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possib
so the
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Kent
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NOW

compare all other floors to this



No matter what your flooring problem, we only ask that you compare Kentile to *any* other flooring before you choose. In this ad we can mention but a few extraordinary advantages of Kentile. *No other type of flooring can offer every one of these advantages*—and Kentile is superior in most of them. For instance, Kentile is amazingly low in cost. In fact, no durable material is lower. Yet, Kentile is surpassingly durable. In the busy corridors of Rockefeller Center, to name only one example, Kentile shows no signs of wear after ten years. But Kentile is not merely a “practical” floor. Kentile is laid tile by tile (not in sheets) and there normally are 44 colors, each available in 15 tile sizes plus strips. Just imagine the design and color combinations possible. Kentile colors go right through to the back so they can’t “rub off.” And if you have grease falling anywhere you use Greaseproof Kentile and no oil or fat known can soften or stain it. Indeed, any Kentile is cleaned by simple mild-soap water mopping. It is one of the world’s easiest floors to main-

tain. Yet, these are but a few of Kentile’s many advantages. Therefore we say “If you are considering flooring please check on Kentile” Write to us for the full-color, detailed book we will cheerfully send. You’ll find it most interesting, informative and helpful. With the book we’ll send the name of your local Kentile dealer. Phone or write him to come over — without obligation to you — to show you samples, give you technical details or advice, and an estimate that will amaze you. Just write to David E. Kennedy, Inc. 58 Second Ave., Brooklyn 15, N.Y.



KENTILE

Asphalt Tile

Trade Mark Reg.



PLANNING NOW for

BRUCE STREAMLINE FLOORS!

EXPECT a big demand for Bruce Streamline Flooring, just as soon as building begins again. You won't be disappointed!

For Mr. Homeowner of Tomorrow has heard about this modern flooring sensation from his friends. He's seen its rich, distinctive beauty in their homes . . . and he's going to be demanding it for his own home soon. He's really sold!

His wife has heard plenty, too. News gets around fast on anything that helps make housework easier . . . and Bruce Streamline Flooring certainly does! Housewives everywhere praise the ease with which these floors can be kept spic-n-span and the way they retain their good looks through the years.

Sound scientific reasons!

Bruce Streamline Floors are carefully and precisely finished in modern plants by skilled craftsmen. This beautiful and wear-resistant finish actually penetrates into the wood, sealing pores against dirt and wear . . . assuring ease of cleaning.

Ready to walk on

Bruce Streamline Floors cost no more than ordinary floors—sometimes less. Yet they come expertly finished . . . ready for home use the minute they're laid. No costly building delays! No uncertain on-the-job sanding and finishing! Practical and proven! Investigate the many important advantages of Bruce Streamline Floors now. We'll be glad to hear from you.

E. L. BRUCE CO., MEMPHIS 1, TENN.

**THE FLOOR WITH THE
BEAUTIFUL ENDURING FINISH**



Scratch Test Proves Bruce Finish Better—Half of this panel of typical hardwood flooring has the same protection as Bruce Streamline way. Scrape a coin across the panel. It'll scratch the ordinary finish . . . but slides smoothly over the Bruce Streamline Finish without leaving a mark. All Bruce Streamline Flooring is finished thus . . . ready to walk on the minute it's down!

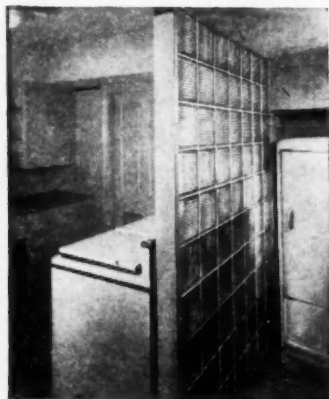
Floors

E. L. BRUCE CO. • WORLD'S LARGEST MAKER OF HARDWOOD FLOORS

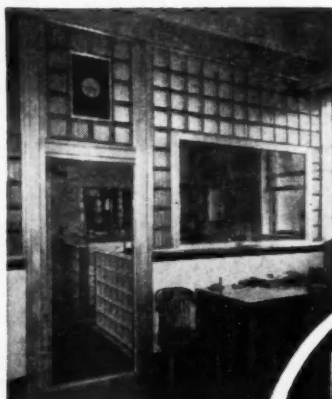
A Little Block with A BIG FUTURE



Building Managers use panels of Insulux to transmit light and to make old properties more rentable.



Home Owners use panels and partitions of Insulux to brighten up an entry way or to add charm to a kitchen, living room, bedroom or bath.



Store Owners use panels and partitions of Insulux to flood salesrooms with softly-diffused natural daylight.



RIGHT now—panels of Insulux Glass Block are being installed, in place of windows, in hundreds of buildings throughout America. In homes, stores, schools, hospitals, offices and factories!

Why not get your share of this profitable sash replacement business?

Insulux is *available now*. It is easy to install. And it is moderate in cost.

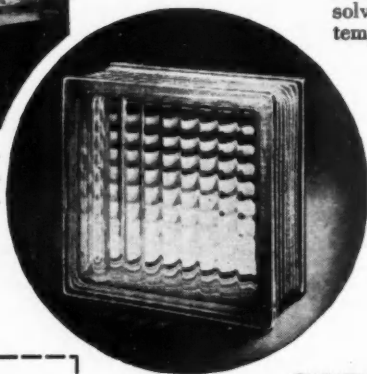
Panels of Insulux have many advantages. They transmit and diffuse light far better than ordinary windows. They insure privacy. They reduce heat loss and condensation. They do not rot, rust or corrode. They guard against the infiltration of dust and dirt. And—they are easy to clean—and to keep clean.

Furthermore—they add to the cheerfulness and attractiveness of any building.

Plan now to get your share of this new business. Talk with the Insulux Glass Block jobber or mail coupon below for full information.



Manufacturers use panels of Insulux to solve troublesome problems of light, temperature, humidity and dust control.



Insulux Glass Block is a functional building material—not merely a decoration. It is designed to do certain things that other building materials cannot do. Investigate!

MAIL COUPON FOR FREE BOOKLET

OWENS-ILLINOIS GLASS COMPANY
 Insulux Products Division, Dept. B-14, Toledo, Ohio.
 Gentlemen: Please send me, without obligation, your booklet entitled, "Methods of Replacing Worn-Out Windows with Insulux Glass Block."

Name and Title _____
 Firm Name _____
 Address _____
 City _____ State _____



OWENS - ILLINOIS

**INSULUX
 GLASS BLOCK**

THERE'S A PLACE IN EVERY BUILDING FOR INSULUX

THINK IN TERMS OF

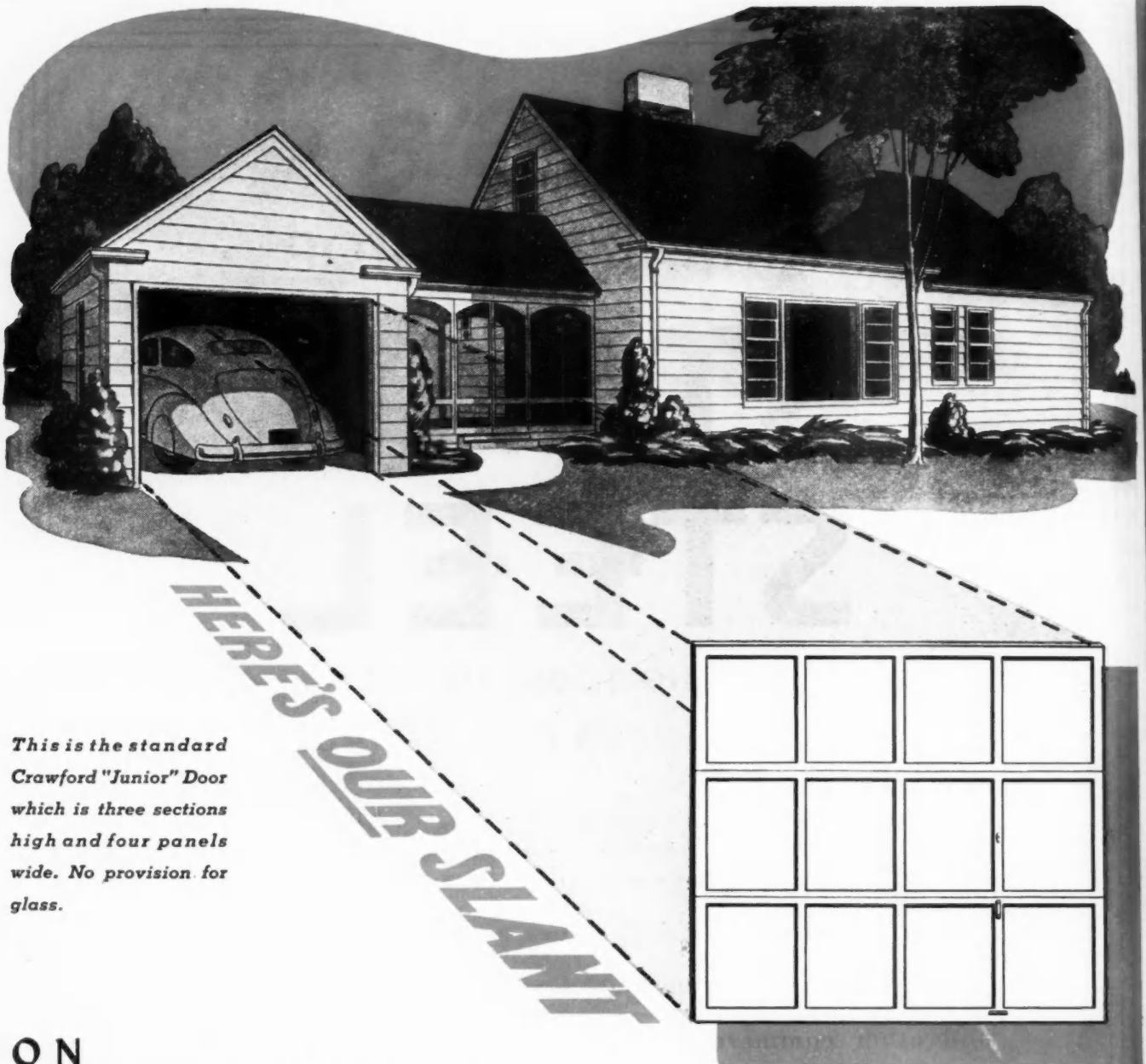
STRAN STEEL

SERVING TODAY IN THE
NAVY'S FAMOUS QUONSET HUT

Stran-Steel, the light steel framing member with the patented nailing groove, has taken its place as a universal building material, bringing new efficiency and flexibility to building design. Small homes, apartment buildings, factories and other commercial structures may be built economically and quickly with Stran-Steel—by builders who are accustomed to other types of construction.

VISIT OUR EXHIBIT AT THE
ANNUAL CONVENTION OF THE NATIONAL ASSOCIATION
OF HOME BUILDERS
HOTEL SHERMAN • CHICAGO, ILL. • JANUARY 15-20, 1945

GREAT LAKES STEEL CORPORATION
STRAN-STEEL DIVISION DETROIT 26, MICHIGAN
UNIT OF NATIONAL STEEL CORPORATION



This is the standard Crawford "Junior" Door which is three sections high and four panels wide. No provision for glass.

ON GARAGE DOORS FOR THE ARTISTIC SMALL HOME

Crawford

UPWARD - ACTING
DOORS

Residential Garage Doors
Commercial & Industrial Doors
Hand or Power Operated Doors
★ Craw-Fir Doors ★

Because it is so prominent a part of the "front" of the modern small home, the garage door takes on unusual importance and should be selected with a discerning eye to its appearance in the ensemble.

The example above illustrates how effectively the Crawford Upward-Acting Door conforms with the design motif of a typical cottage-type dwelling—a type which always has been and always will be a leader in popularity.

Thus, even in the "budget" type of dwelling, there is no need to compromise on your garage door preference. For, this modestly priced Crawford unit combines good appearance with fine structural quality and employs the finest hardware in the Crawford line. It is a good door to specify.

CRAWFORD DOOR COMPANY,
401 St. Jean, Detroit 14, Michigan

ELJER PLUMBING FIXTURES



The Savoy Lavatory



The Silent Closet

Suggestion = Acceptance

FOR THAT EXTRA WASHROOM

Nothing pleases the American homeowner more than adequate and well located plumbing fixtures. Any ingenious suggestion that you can make to provide for extra comfort, over and above the basic fixtures themselves, will win warm acceptance from your clients. Call it extra washroom, powder room or lavatory. Locate it in the front entryway, behind the stair well, or adjacent to the rear entrance and kitchen. Even consider its

possibilities in the upstairs quarters. No matter its name or placement, the suggestion will find enthusiastic acceptance.

Name ELJER in your specifications. The presence of ELJER plumbing fixtures in houses for sale by the merchant builder assures his client's or purchaser's enthusiastic acceptance of the plumbing installations.

ELJER CO. FORD CITY, PA.

SINCE 1907 MAKERS OF FINE PLUMBING FIXTURES

"Tru-sized Doors Popular with Lumber Yards ... mean Big Saving to Contractors"—says W. K. Haley, Prominent West Coast Jobber



HALEY BROS.
DOORS SASH PANELS MOULDINGS
WHOLESALE TO LUMBER YARDS ONLY
SANTA MONICA, CALIF.

October 16, 1944

Wheeler Osgood Company
Tacoma 1, Washington

Gentlemen:

Your records will show that for the past eighteen months we have been ordering our doors all Tru-sized from you. These have been and still are for our warehouse stocks and also special War Housing Jobs.

We have found this feature much appreciated by our Lumber Yard Customers. It represents a tremendous saving for their contractor customers — and especially so on the larger jobs.

We are strongly of the opinion that the handling of doors, Tru-sized, as well as possibly bored for locks and dapped for hinges, will carry over into the postwar era of our business — and we welcome it as a profitable and forward movement.

Yours truly,

HALEY BROTHERS
BY: *W. K. Haley*
W. K. HALEY

WKS:td

Tru-Sized doors are a superior product, guaranteed to give complete satisfaction in every way. When ordered fully machined for locks and hinges, Tru-Sized doors help carpenters and builders do a better job than ever before.



No Sawing!



No Planing!



No Fitting!



To save time, money and work, yet be assured of new door beauty and perfect installation, insist on Tru-Sized doors. There is a good selection of designs for both interior and exterior use.

MAIL COUPON TODAY

The Wheeler, Osgood Company, Dept. 24-7,
Tacoma 1, Washington

Please send me free literature and detailed guide sheet for ordering Tru-Sized Doors.

Name

Firm

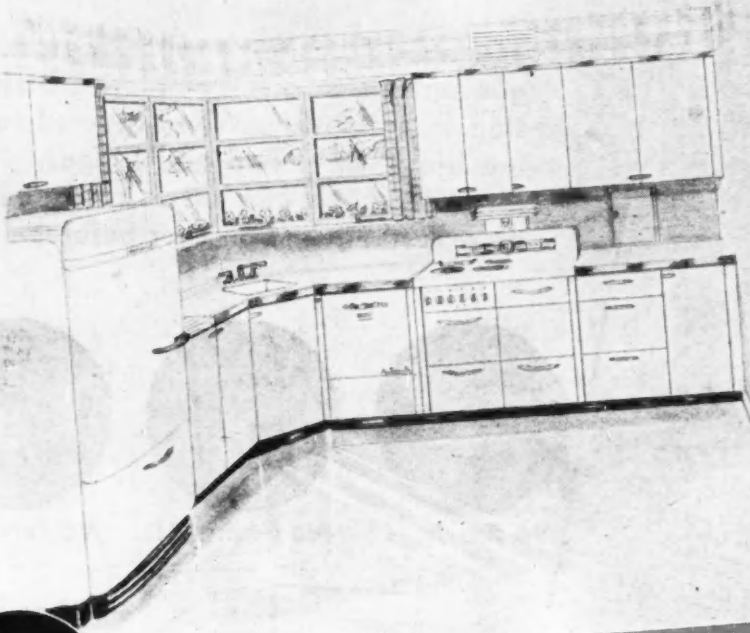
Address

City State

WHEELER OSGOOD

Tru-sized DOORS

A TYPICAL HOTPOINT ELECTRIC KITCHEN
FOR A \$5500 HOME



RECOMMENDED EQUIPMENT			
ITEM	QTY.	DESCRIPTION	CAT. NO.
1	1	REFRIGERATOR	BCUPT
2	1	SINK-CABINET	36x36
3	1	DISPOSALL	
4	1	DISHWASHER	24"
5	1	RANGE	39"
6	1	BASE CABINET	CBC15
7	1	"	DBC21
8	1	"	CBC30
9	1	UTILITY CABINET	UC8424
10	1	WALL CABINET	WC3015
11	2	"	WC3018
12	2	"	WC3024
13	1	"	WC1836
14	1	FILLER	WSF 30
15	1	"	BSF 34

SCALE: 3/16" = 1'-0" DATE: 6/27/44 DRAWN: [Signature] APPROVED: [Signature]

Hotpoint KITCHEN SALES DIVISION

EDISON GENERAL ELECTRIC APPLIANCE CO., INC. CHICAGO, ILL.
5600 W. TAYLOR ST.

DRAWING NO. AKL-1761

77%

of the Postwar Homes

WILL BE ABLE TO AFFORD ELECTRIC KITCHENS!

And Hotpoint's Powerful Pre-Selling Advertising Has Created a Demand for Electric Kitchens . . .

A PREDICTION from the United States Chamber of Commerce that "more than seven out of ten postwar homes will cost \$3,000 or over" assures a price range in homes that will include all-electric kitchens. After the last war there was a building boom which featured the ultra-modern bathroom. Today the American housewife is well aware that her home is only as modern as its kitchen. Hotpoint's hard hitting advertising campaign urging the purchase of war bonds now for postwar building has met with a tremendous response. This campaign is continuing and the growing

trend toward planned kitchens is fact, not fancy. Over 30,000 inquiries per month, each containing ten cents for the Hotpoint planning guide, "Your Next Kitchen," are proof of the interest in, and consumer preference for, the planned electric kitchen.

Building Prospects Are Bright

Victory will find America with an estimated "pent-up" purchasing power of over a hundred billion dollars. Your future market is unlimited . . . plan now to take advantage of it. Design and build homes with modern functional kitchens.

In speculative building, electric kitchens will speed turnover and reduce your financing costs. Remodelling will be a big field after the war; surveys show that from three to five times as many as will buy or build new homes, plan to remodel. Also, many people with old, worn appliances, such as ranges, refrigerators, etc., will install a new, planned kitchen instead of replacing individual appliances.

Write Today

Hotpoint's expert staff of kitchen designers is ready to offer you suggestions on any kitchen planning or construction problems. Write for details of "Hotpoint Kitchen Planning Service."

Edison General Electric Appliance Co., Inc. 5641 West Taylor Street, Chicago 44, Ill.

HOTPOINT REGIONAL SALES OFFICES

EASTERN: 570 Lexington Avenue, New York City 22, Plaza 3-9333. **SOUTHERN:** 304 Red Rock Building, Atlanta 3, Walnut 2959. **CENTRAL:** 1456 Merchandise Mart, Chicago 54, Superior 1174. **WESTERN:** Western Merchandise Mart, 1355 Market Street, San Francisco 3, Underhill 2727.

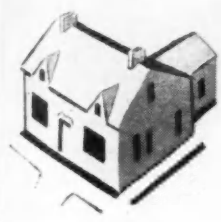
HOTPOINT ELECTRIC KITCHENS

REFRIGERATORS • RANGES • WATER HEATERS • HOME FREEZERS • WASHERS AND IRONERS
CLOTHES DRYERS • DISHWASHERS • DISPOSALLS • CABINET-SINK • STEEL CABINETS

Climatrol

BY MUELLER

STANDS FOR



True Indoor Comfort

..a key factor in the success of your post-war homes

Comfort depends primarily on conditioning of air—in these 6 ways:

1. Temperature control.
2. Humidity control.
3. Proper movement of air.
4. Introduction of fresh air.
5. Removal of dust, pollen, and other foreign matter.
6. Removal of bacteria conveyed on dust.

See the Mueller exhibit at Home Builders Show, Hotel Sherman, Chicago, week of January 15.

Securing these benefits depends on installing a system that is basically designed to handle and condition air.

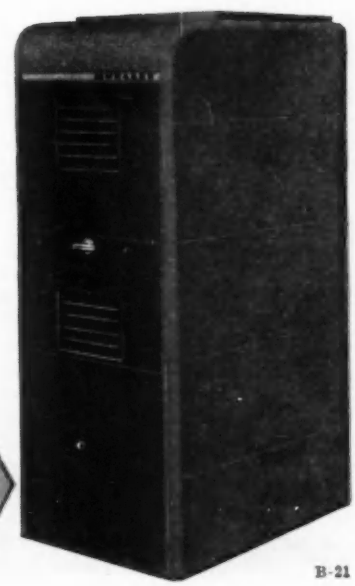
Above all, it is important to start right — with a system that takes your client as far as possible along the road to true indoor comfort. That means a Mueller Climatrol system. Then he may later add more of these improvements as they become available or as they fit into his budget.

Today, standards of indoor comfort are higher. To keep up to date and protect your reputation for progressive design and satis-

factory performance, you need to give this matter No. 1 priority in your post-war building budget and allocate a sufficient part to achieve this result.

Start planning now. Get complete facts on the 88-year performance record behind Climatrol equipment—your assurance of efficiency, economy, and the utmost in indoor comfort. Then make your selection from the most complete line on the market . . . including exactly the right equipment for your needs.

Write for free book.



Units specially designed for the fuel of your choice . . . gas, oil, or coal.

Equipment for homes of every size, type, and price range — old or new.

[Tear out this coupon and mail today!]

L. J. MUELLER FURNACE CO., 2016 W. Oklahoma Ave., Milwaukee 7, Wis.
Please send me your free book, "The New Trend," also literature describing furnaces and winter air conditioners for:

Gas Oil Coal Gas Boilers

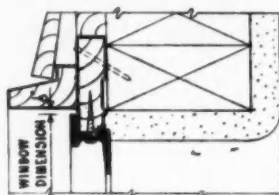
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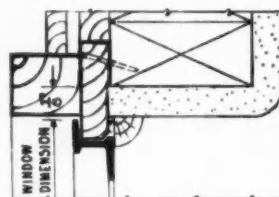
Address.....

City.....(.....) State.....

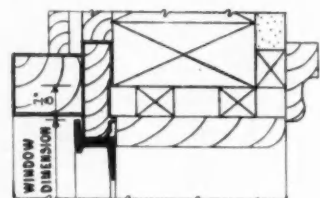
**JIFFY
INSTALLATION
... 5 minutes!**



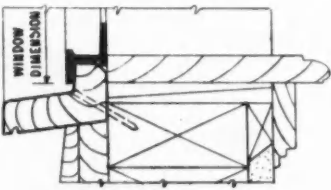
• HEAD - WITH PLASTER •



• JAMB - PLASTER WITH MOULDING •



• JAMB - COMPLETE WOOD TRIM •



• SILL •

**Installation of Mesker Steel Windows
is Easier . . . more Economical!**

After the war, more people than ever will want Mesker Steel Casements. Your job will be to install them quickly, correctly and with utmost saving of *labor* and *time*. With Mesker Steel Casements that's as easy as A B C. Look at the detail on the left. This Mesker Casement is solidly attached to a wood anchor-frame, equipped with drip cap and outside brick molding. To install the whole unit, simply set it in the rough, stud opening, resting it on the sill. Plumb it, wedge it, then nail it on. All in less than five minutes! You have three choices of inside trimming . . . plaster right up to the steel frame, plaster the jambs and head and finish off with a small quarter round molding, or apply standard wood trim all around. Simple, isn't it? That's why you'll want to use Mesker Steel Casements. That, *plus* the fact that they'll be in DEMAND . . . will put your houses in style, and keep them in style!

STEEL SASH MERIT-METER	
Model	Price
SASH-A	1.15
SASH-B	1.25
SASH-C	1.35
SASH-D	1.45
SASH-E	1.55

Here is the Mesker Merit Meter that has time and time again proved the quality supremacy of Mesker Steel Windows.

Mesker

STEEL WINDOWS

MESKER BROTHERS • 424 SOUTH 7th STREET (2) SAINT LOUIS

John M. McGregor

President, McGregor's, Inc.

Memphis, Tennessee



Had This Experience With Coleman Heating Lines:

"Coleman's Splendid Name Sold Thousands Of Floor Furnaces For Us!"

"On April 1, 1939, we became your distributor for Coleman Floor Furnaces. Right from the start we commenced making sales and enjoyed a most gratifying volume of business on floor furnaces. We confirmed our belief that Coleman had a splendid name in our territory, not only among home owners, but heating contractors as well. Coleman made thousands of new friends and an amazing volume of business for us, as well as for local contractors. Our

service complaints were absolutely nil. Coleman heating appliances are built right and will render proper service, for which they are designed, if selection and installation are made with discretion. We look forward to our post-war opportunities with a great deal of enthusiasm."

Coleman franchise dealers are being appointed now by America's leading distributors for post-war sales of these Coleman Heating Appliance lines: oil

heaters; GAS, OIL and LP-gas floor furnaces, water heaters and central heat plants. This franchise is awarded to aggressive dealers who can qualify and handle the volume of Coleman business they can easily develop. Write us for the name of your Coleman distributor, who can tell you the complete story of the Coleman opportunity in the waiting billion-dollar home-heating market. Coleman Lamp and Stove Company, Dept. AB-3X, Wichita 1, Kans.

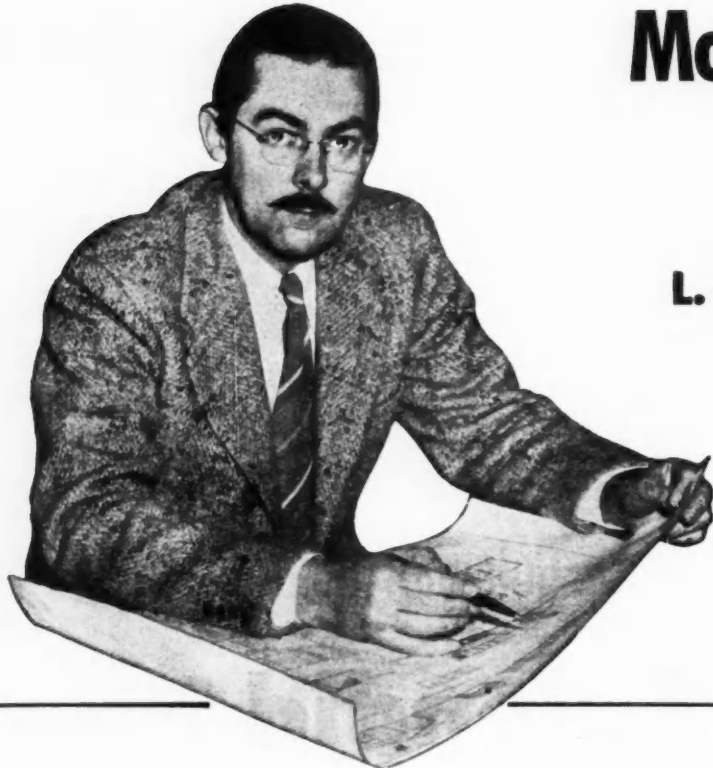
THE "HOT" NAME IN HOME HEATING

Coleman



THE COLEMAN LAMP AND STOVE COMPANY • WICHITA 1 • CHICAGO 11 • PHILADELPHIA 8 • LOS ANGELES 54 • TORONTO, CANADA

"Tomorrow's homes must have Modern Walls"



says:

L. MORGAN YOST

"The Homes of tomorrow will present new problems in construction," says L. Morgan Yost, A. I. A., prominent architect of Kenilworth, Illinois, and author of many magazine articles on modern house design.

"Vapor condensation within the walls is a problem that must be faced squarely. Unless walls are so designed as to permit vapor to escape harmlessly to the outside, condensation within the walls will bring many 'headaches' to the architect."

Mr. Yost has designed many homes utilizing the Approved Insulite Wall of Protection. This wall effectively answers the condensation problem, as the drawings below, explaining the wall's scientific principles, will show. Send coupon today for free "Scientific Facts" booklet, quoting outstanding building authorities.



A recent example of Mr. Yost's designing—his own residence at Kenilworth, Illinois.

DOUBLE INSULATION plus VAPOR CONTROL

That's What The Approved Insulite Wall of Protection Gives You



On outer-walls, Insulite Bildrite Sheathing builds a wind-proofed, weather-tight wall of high insulation efficiency, superior bracing strength.



On inner-walls, Insulite Sealed Lok-Joint Lath builds a second wall of insulation, a rigid plastering surface. Lath marks are eliminated, plaster cracks reduced to a minimum.



Sealed Lok-Joint Lath, with asphalt barrier against the studs, retards vapor travel. Bildrite Sheathing, being permeable to vapor, permits what little vapor escapes the barrier to pass towards the outside.

INSULITE

Minneapolis 2, Minn.

Made Exclusively From Wood

INSULITE, Dept AB-15, Minneapolis 2, Minn.

Please send me your free booklet, "Scientific Facts."

Name.....

Address.....

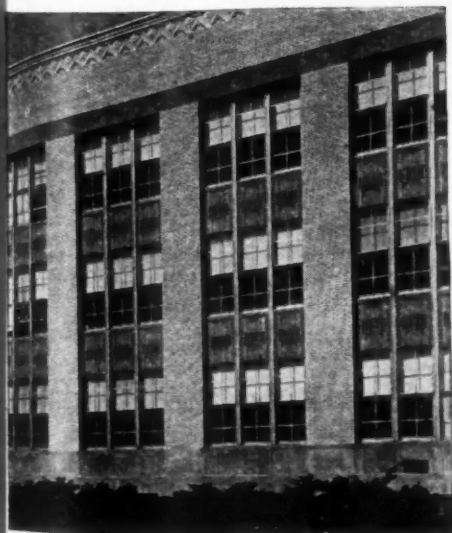
City.....State.....

Here's a prewar picture you'll soon be seeing many times



Manufacturers deliver Aluminum Windows complete, ready and easy to set into place.

Aluminum Windows have withstood the hazards of reduced wartime maintenance programs



The reason so many builders included Aluminum Windows . . . less upkeep . . . has proved out during the war. Windows of Alcoa Aluminum have come through this trying period in fine shape.

Manpower for building maintenance has had to be spread exceedingly thin. To Alcoa, therefore, the fine performance of Aluminum Windows is very gratifying.

The arguments for windows of Alcoa Aluminum are these: Fine appearance, maximum glass area, continued easy opening and closing, no rusting, swelling or rotting. Painting is unnecessary.

ALUMINUM COMPANY OF AMERICA, 1914 Gulf Building, Pittsburgh 19, Pennsylvania.



ALCOA FIRST IN **ALUMINUM**

PAINÉ REZO DOORS

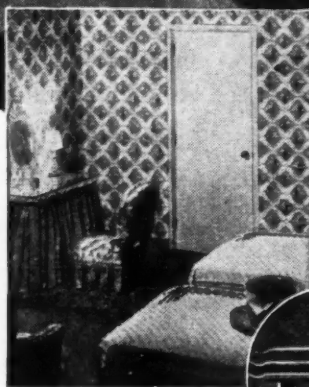
most profitable for the American Builder

best for the American Home...

WHAT makes a profitable door for contractor-builders? For one thing, the installed cost of the door must be low, initially. Secondly, the door must carry sales appeal . . . definitely add to the finished appearance of rooms. Thirdly, the door must stand up in use, eliminate expensive service calls.

Look at doors this way, and you'll see why Paine Rezo is so clearly the choice of thousands of hard headed builders. Low in first cost, pre-fitted, easily hung, quickly painted or stained, this light-weight door has no greater an installed cost than an ordinary panel door. The modern, attractive appearance of the Paine Rezo holds a magnetic appeal to women and its rugged, hardwood construction guarantees years of trouble-free service. Backing each door is the experience record of over one million Paine Rezo installations everywhere.

See this better door at the Builders Show — or if you can't attend, write for data bulletin.



Exhibiting At
Home Builders Show
Sherman Hotel

U. S. Pat. 2,007,014
The exclusive interlocking grid core within the Rezo door provides constant air circulation, adds extra strength and greater rigidity.



Manufactured by the
PAINÉ LUMBER CO., Ltd. Oshkosh Wisconsin
ESTABLISHED 1853



60% PLAN TO BRING SOMETHING WITH THEM

● A recent survey shows that sixty per cent of the people planning to buy new homes want to bring some part of their kitchen equipment with them.

Kitchens, these treasured appliances (and any new models that your prospect may prefer) will fit in with complete decorative harmony.

What they are thinking of, largely, are their almost new ranges and refrigerators — well styled, durably built, good for years of service.

Send for the new Youngstown "Builder's Kitchen" catalog that tells of successful builder experience with Youngstown Kitchens.

When the new homes you build are equipped with modern, all-steel Youngstown

Until the last shot is fired — buy bonds — give blood — salvage fats and paper — work for Victory. Then do your part to . . .



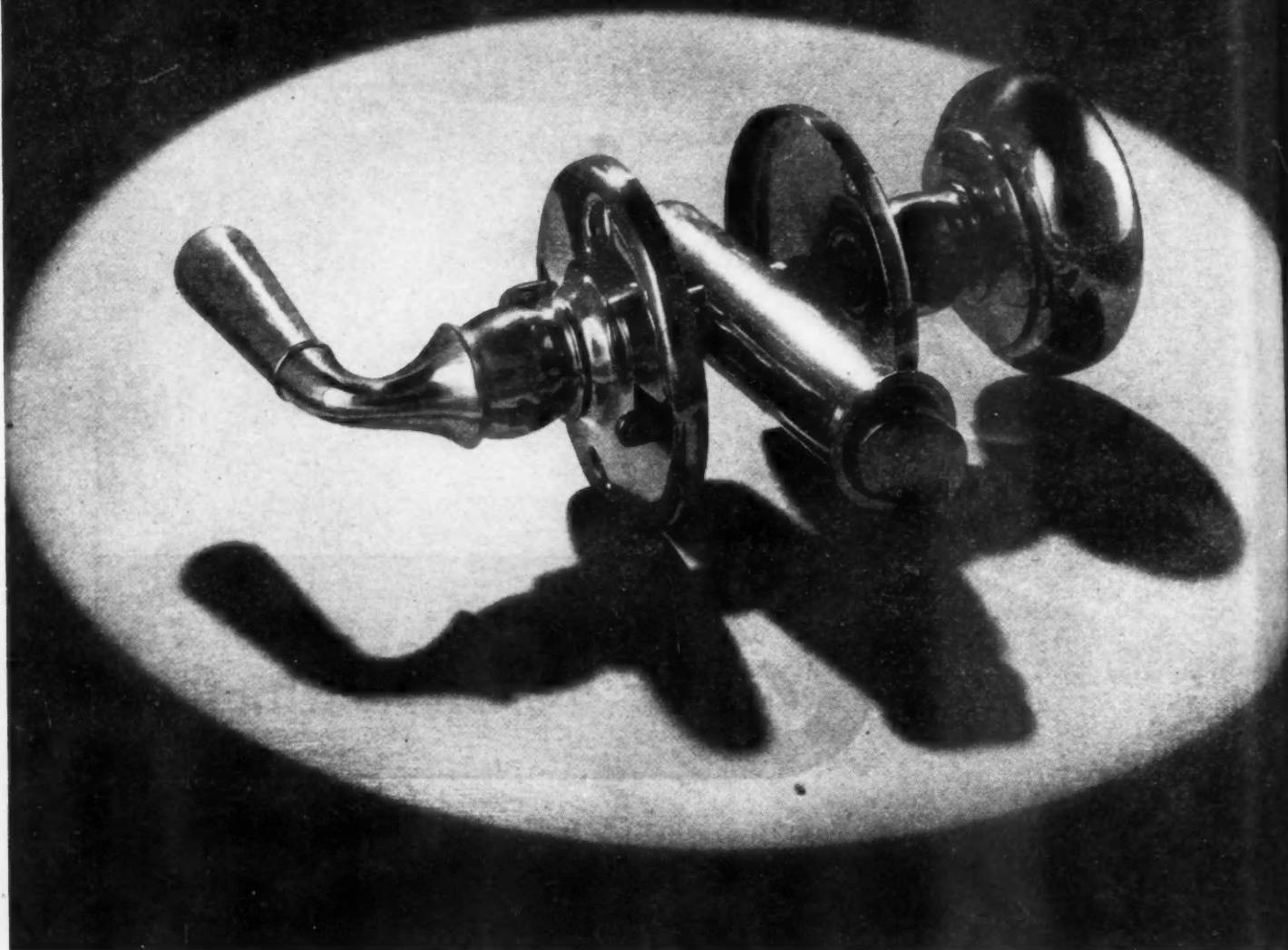
MULLINS MANUFACTURING CORPORATION
WARREN, OHIO

Design Engineering Service • Large Pressed Metal Parts
Porcelain Enameled Products

Youngstown Kitchens
by Mullins

YOUNGSTOWN KITCHENS
Mullins Mfg. Corp., Dept. AB-145, Warren, Ohio
Please send me booklet entitled "The Builder's Kitchen"

Name _____
Street _____
City _____ County _____ State _____



Dexter-Tubular Screen and Storm Door Latches are available for **immediate delivery** with trims of plastic Duralin in a choice of walnut, dull black and gloss black. There is no plated finish to wear off, for everlasting Duralin is the same solid, attractive material all the way through.

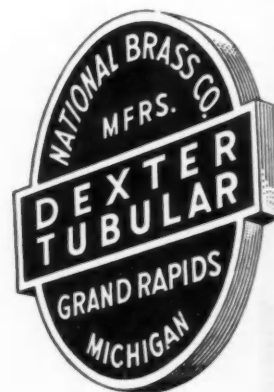
In fact, you can wholeheartedly recommend these Dexter-Tubular Screen and Storm Door Latches for their high quality — for their dependable service and complete satisfaction — with the knowledge and confidence that every one is backed with the famous Dexter Lifetime Warranty. A Certificate is packed with every one.

Remember, too, this is only **one** from the complete line of original Dexter-Tubulars. There is a specifically designed — Lifetime Warranted — Dexter-Tubular Lock and Latch for every door in the home.

NATIONAL BRASS COMPANY, Mfrs., Grand Rapids, Mich.

Sales Representatives in NEW YORK • BOSTON • MILWAUKEE • COLUMBUS, Ohio • TAMPA, Fla. • DETROIT • PORTLAND, Ore. • ST. LOUIS • BALTIMORE • FORT WORTH • CHICAGO • PHILADELPHIA • LOS ANGELES • KNOXVILLE, Tenn.

(Above) Portrait photograph of Dexter-Tubular Screen and Storm Door Latch, full quality, backed by written Lifetime Warranty!



MAKERS OF BUILDERS, CABINET, SCREEN DOOR AND SHELF HARDWARE

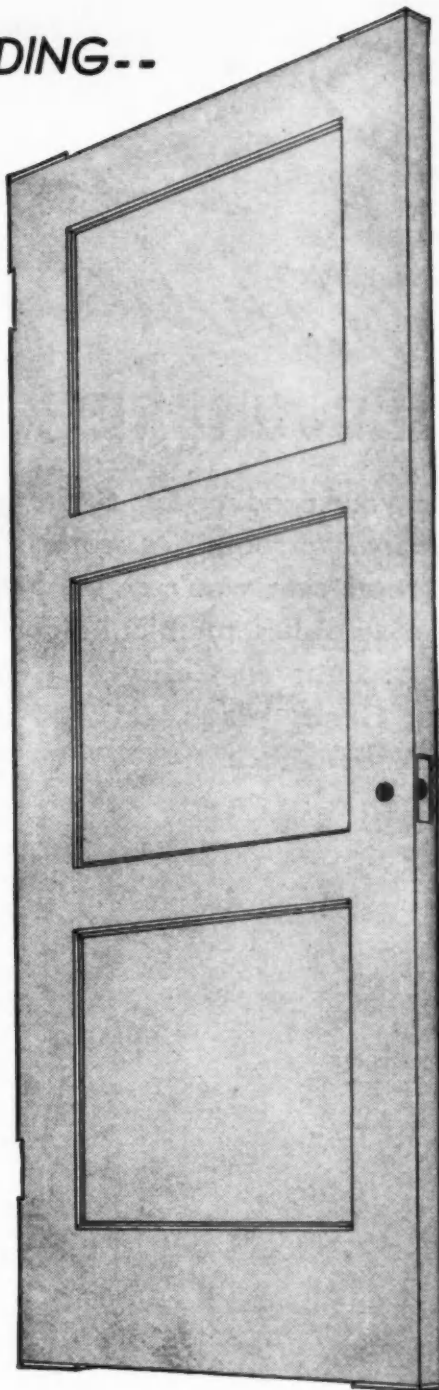
IN POSTWAR BUILDING--

Save Time On The Job With These Modern Interior Doors!

FACTRI-FIT

PRECISION-MADE DOUGLAS FIR DOORS

Savings on the job more than offset the slight additional cost of FACTRI-FIT features. These new advantages—available on special order—Make Douglas Fir Interior Doors the all-purpose doors, economical to install, satisfactory in long-time service, attractive in appearance.



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

Now available only for essential building, Douglas Fir Doors will be ready for delivery the moment war needs lessen.

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.

FACTRI-FIT

FEATURES

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.

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.

NOTICE: Douglas Fir Interior Doors are manufactured three ways:

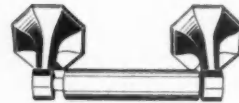
- 1—STANDARD—Purposely made oversize for fitting to inexact openings.
- 2—PRE-FIT—Trimmed to size, ready to hang.
- 3—FACTRI-FIT—Prefit, gained, and bored or mortised.

UNBEATABLE

Smartness

...AND UNBREAKABLE!

● *Now's the time* to line up your products for future business! Place orders at once for Gerity Bathroom Accessories...beauty-styled in mirror-luster Chrome that won't crack, peel, break or tarnish. For towel bars, soap dishes, tumbler holders, cabinets or similar items...count on Gerity for leadership. Write for Gerity plans. Gerity-Adrian Mfg. Corp., Adrian, Mich.



TOMORROW'S DREAM HOME WILL HAVE
Gerity **CHROME**



FOR LIFETIME BEAUTY

Gerity

CHROME

BATHROOM ACCESSORIES

Wh
mod
ardi
mus
met
savi
com
prof
Wit
Sav
cut
spe
nem
whi
day
cut
hou
not
at
sec

Production Counts!

Cut 2,000 Studs in 5 Hours with
MONARCH UNI-POINT RADIAL SAW

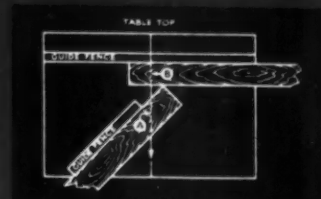
Whether you plan to build elaborate, modernistic houses or plain, standardized bungalows and cottages, you must employ high speed production methods with modern designed labor saving machinery to meet post-war competition and enjoy post-war profits.

With Monarch UNI-POINT Radial Saw you can take numerous short cuts in precutting operations—at top speed, with dependable and permanent accuracy. Every day operations which UNI-POINT takes in its stride, day in and day out, include simple cuts like 2000 2" x 4" studs in 5 hours, or the more complicated job of notching rafters (cutting both angles at one stroke) at the rate of one per second.

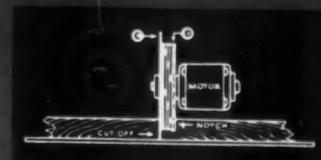
By means of simple attachments your UNI-POINT becomes a router, sander, shaper. You can use it for chamfering, scarfing, rabbeting, moulding, dapping, deep grooving,—in fact for nearly all wood-working operations. But most of all you'll want UNI-POINT for straight and angle sawing—at a speed that will solve your help problem and make real money for you on every contract.

Our new Catalog 80 illustrates the UNI-POINT principle of one point cutting; shows you how many of the operations are made; and gives you an idea of the production speed, modern design, mechanical simplicity, and sturdy construction of this most modern, reasonably priced power saw. Send for your copy today.

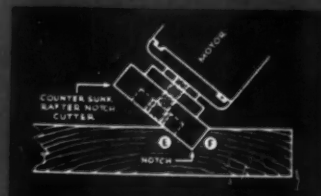
Diagrams at right show five common cuts in which UNI-POINT saves time. Your experience and imagination will suggest others. Photo below shows beveling 8 rafters at one stroke.



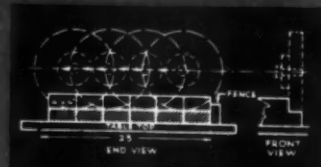
1 An angle cut (a), and a cross cut (b), with one stroke of saw—100% increase.



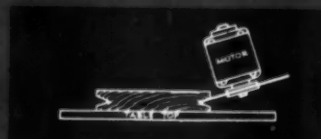
2 A cross cut saw (a), combined with a dado head (b), cut off and notch one end with one stroke of saw—100% increase.



3 Instead of cutting angle (a), then angle (b), use a counter-sunk dado or rafter notch cutter and cut both angles with one stroke of saw—100% increase.



4 Notch six 4" rafters with one stroke of saw—100% increase. Uni-Point has 20" cross cut capacity.



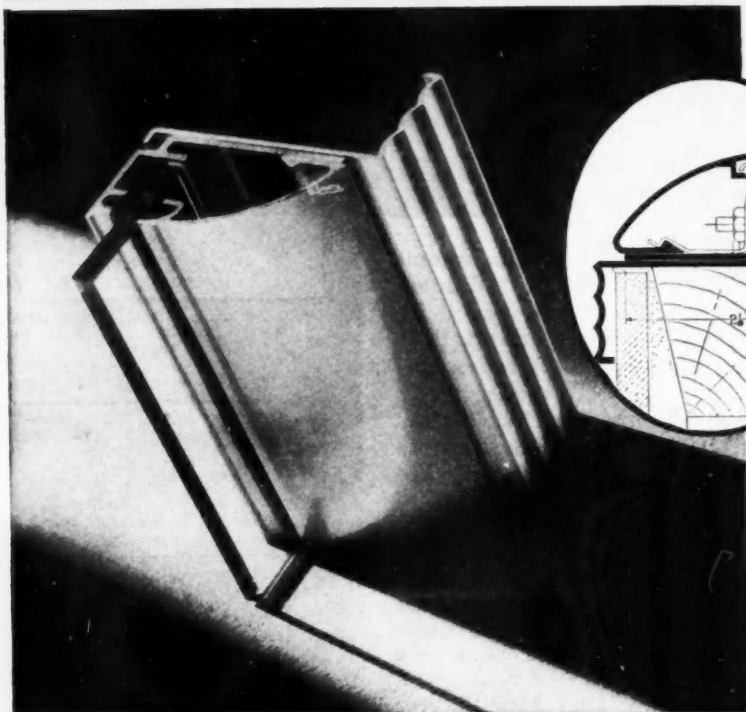
5 Whether the job—Uni-Point can do it! Yes, the answer is multiple cutting, the Uni-Point way.



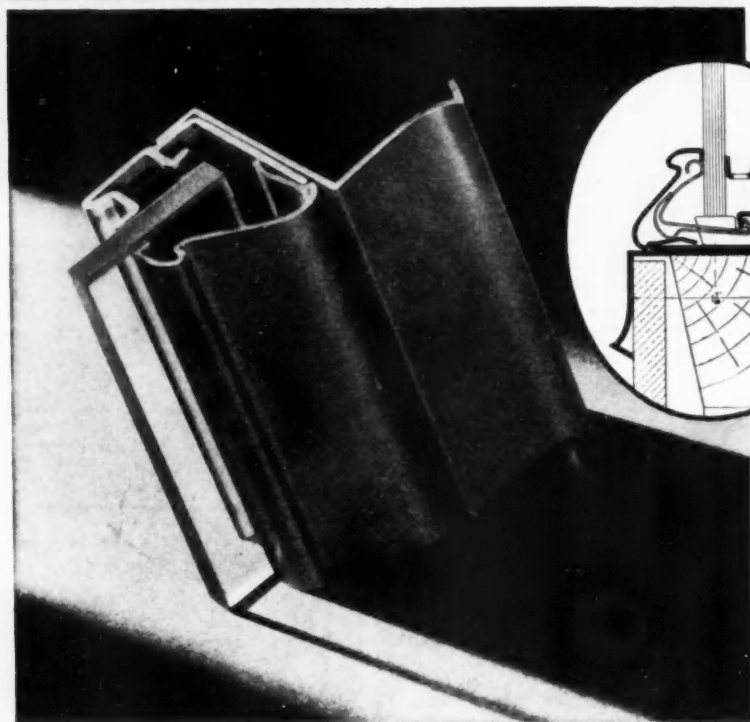
AMERICAN SAW MILL MACHINERY CO.
 60 MAIN ST. HACKETTSTOWN, N. J. Established 1903
 Radial Saws Saw Bands Band Saws Jointers Planers Lathes
 Shapers Sanders Mortisers Swing Saws Saw Mill Machinery

For BEAUTY...use Pittco Metal

YOUR CHOICE OF TWO OUTSTANDING LINES



PITTCO DE LUXE Imaginative styling and planned harmony between members are two factors which help to account for the continued popularity of De Luxe Store Front Metal. Pittco De Luxe offers the architect a wide choice of distinctive pieces with which to create sales-winning store fronts. The extruded process of manufacture assures clean, sharp profiles, sturdy strength, perfect color and finish. Pittco De Luxe is intended primarily for high quality work. In the varied bars, mouldings and sash of the De Luxe line, the architect has a pleasing and impressive solution to many problems of modern store front design.



PITTCO PREMIER A high degree of architectural symmetry is one distinguishing mark of the new Pittco Premier line of store front metal. Like Pittco De Luxe, Pittco Premier was designed as a unit . . . each piece styled to complement and heighten the beauty of the other members with which it may be used. Pittco Premier construction can be set more quickly and easily, with greater safety to the glass than other metal constructions. The sash is self-adjusting to various glass thicknesses, yet always maintains a firm grip on the glass. All setting operations are done from the outside and effect a substantial savings in setting time. Pittco Premier is moderately priced, is light in weight, and provides a shallower reveal for show windows than its distinguished companion line.



PITTCO STORE FRONT METAL
PITTSBURGH PLATE GLASS COMPANY

"PITTSBURGH" stands for Quality Glass and Paint

Fenestra ...A RIGHT WINDOW FOR EVERY ROOM IN THE HOUSE



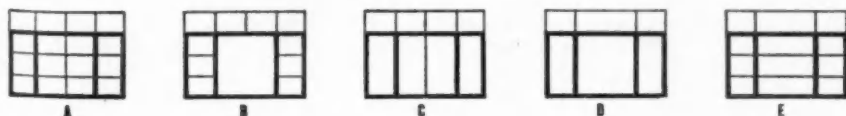
An easy-to-open window — even over the living room davenport

Here's a window that will be popular with postwar home buyers. It's a big "picture" window (approximately 5'10" x 4'3"), with neat, narrow frame and muntins that allow more sunshine to come in—that permit a grand outdoor view. The two side vents open at a finger's touch to deflect breezes into the room.

There are many other types of Fenestra Steel Casement Windows—windows one to four lights

wide and two to five lights high—with swing leaves at left or right, or both. Yet, with all this variety, the Fenestra line for postwar has been simplified to make steel windows easier to use and easier to get.

Write us for full information. We are not making windows now, for we are busy on war work. But we think this information will be of help to you in planning your postwar houses.



The window illustrated in the picture above is a variation of Fenestra Type 4423. This window can be used in the standard type (A), or with muntins removed for various interesting treatments such as suggested in sketches B, C, D and E.

DETROIT STEEL PRODUCTS COMPANY

Now Chiefly Engaged in War Goods Manufacture
Dept. AB-1, 2260 East Grand Blvd., Detroit 11, Mich.
Pacific Coast Plant, Oakland, California

See the
Fenestra Display
at the
NAHB Convention

Members of the National Association of Home Builders are invited to visit the Fenestra display at the National Convention and Exhibit, Hotel Sherman, Chicago, January 15-18, and to confer with representatives about Fenestra building products for postwar construction.

BUILD FASTER

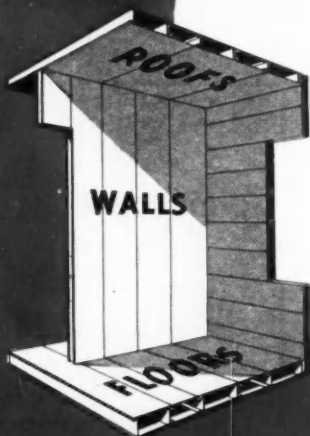
Fenestra



A COMPLETE ENCLOSURE OF *Steel*

Fenestra Building Panels enable you to construct durable steel buildings with new speed and economy. The flat surfaces provide walls and floors that are attractive in themselves, and which are suitable for the application of other finishes as desired. Panels are vapor sealed and noncombustible. Walls, floors and ceilings can *all* be insulated for heating economy and comfort. Further information will be given in Sweet's Catalogs for 1945.

See us at the N A H B Convention—Hotel Sherman, Chicago—January 15-18.



MANY USES IN MANY BUILDINGS

Factories
Superintendent Offices
Process Enclosures
Storage Enclosures
Garages
Gaze Houses

Commercial Buildings
Stores
Offices
Schools
Hospitals
Homes

... and many others where economical, fast construction of sturdy floors, walls, roofs or partitions is desired.



with these NEW

BUILDING PANELS FOR

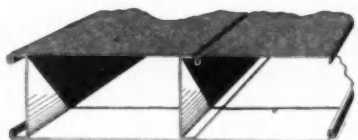
ROOFS
**W
A
L
L
S**
FLOORS

THREE TYPES

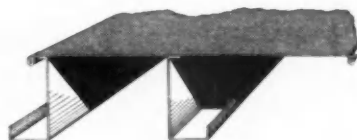
Fenestra's new building panels have been designed for fast construction and savings in field labor. Panels are lightweight, with high strength-weight ratio. Possible variations in length, width, depth and

gauge provide great flexibility of building design.

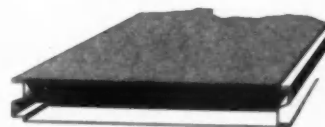
Although these panels are not yet available, you can incorporate them in your plans with the expectancy that they will be ready by construction time.



TYPE A consists of two channels with top and bottom plate which, with service cover, forms a two cell box beam shape when interlocked with adjacent section. Service cover gives access to cell for installing service facilities. 16" width, 3" to 9" depth elements of sections in combinations of gauges 18 to 10.



TYPE B has one flat surface and two channel-type ribs. Can be used with flat side up or down, inside or outside. 16" width, depth 3" to 9" elements of sections in combinations of gauges 18 to 10. As with Type A, this panel permits easy application of wood, concrete or other materials for floors, walls or roofs.



TYPE C used horizontally or vertically for walls. Normally filled with insulation at the factory. Corrosion-resistant metal can be used for outside sheet. Walls can be covered, inside or outside. 2" and 3" depth, 16" width. Gauges vary according to application requirements. Readily framed for any desired window treatment.

GET THE FACTS

SEND FOR

FREE BOOK

DETROIT STEEL PRODUCTS COMPANY,
Building Panels Division, (formerly Holorib Div.)
Dept. AB-1, 2260 E. Grand Boulevard,
Detroit 11, Michigan

Please send me information on Fenestra Building Panels.

Name

Company

Address

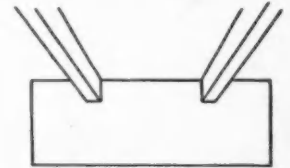
Where you can use arches and beams of WOOD AND LAUCKS GLUE



BEAM ARCHES
Hangars, barns, garages,
arenas, natatoriums



BEAM ARCHES WITH WALL
Commercial structures, shops,
halls, warehouses



BEAMS
Stores, garages, shops,
homes (flat ceilings)



BOOMERANG ARCH
Community halls, theatres,
armories



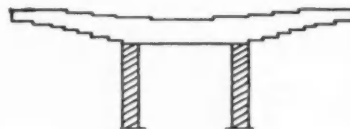
PARABOLIC ARCH
Hangars, rinks, riding
academies, arenas



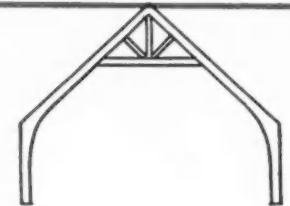
BOWSTRING ARCH
Industrial and commercial
structures, piers



PLYWOOD ARCH
Schools, gymnasiums, rural
and domestic buildings



CANTILEVER BEAM
Service stations, station
platforms, drive-ins



GOTHIC ARCH
Churches, chapels, funeral
parlors, theatres

Arches and beams laminated with Laucks Construction Glues have won a permanent place in the new architecture of America.

When building construction resumes you'll find them in a multitude of well-demonstrated applications: for hangars, gymnasiums, community halls, churches, passenger stations, in commercial, industrial, rural and even domestic structures.

Architects, builders and owners all appreciate the clean design, the freedom from supports, and the beauty of the material itself. They appreciate the safety and long life insured by new "engineering in wood" principles and the research of Laucks glue chemists that

provided the modern construction glues for these strong, enduring structural members.

For full information about Laucks Construction Glues, as used for laminated arches, or plywood, prefabrication, stressed-cover construction, or dry-built construction, contact "America's Glue Headquarters" . . .

I. F. LAUCKS, INC.

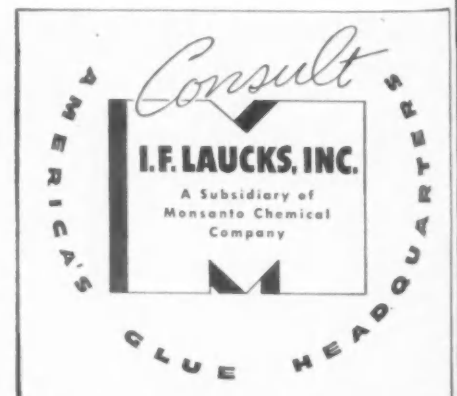
A Subsidiary of Monsanto Chemical Company

LAUXEIN GLUES — LAUXITE RESINS

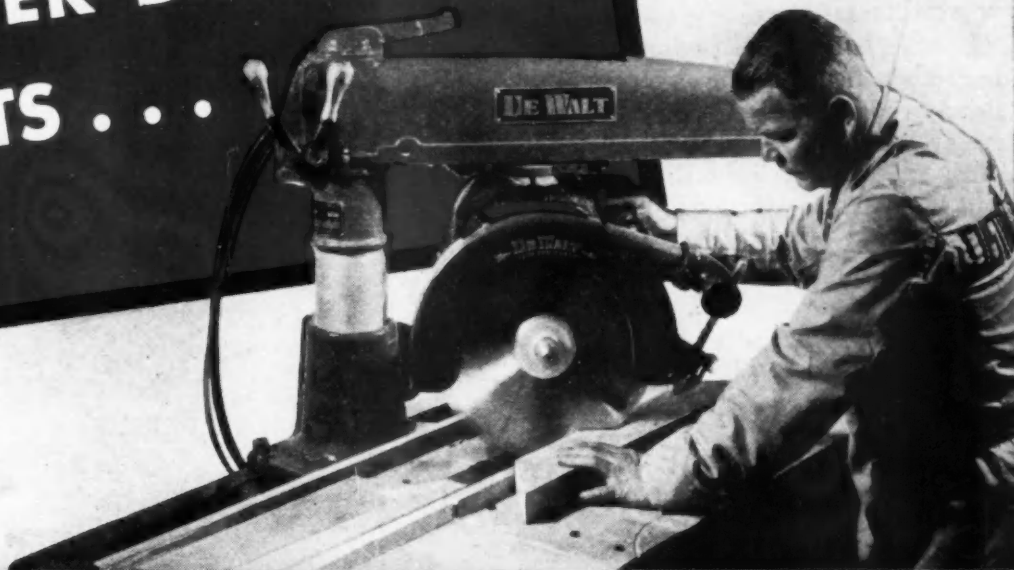
Seattle (4), Wash. Lockport, N. Y.
Los Angeles (1), Calif. Portsmouth, Va.

LAUCKS, LTD., CANADA

Vancouver, B. C. Stanbridge, Que.



... for "TOPS" in
PERFORMANCE and
LOWER BUILDING
COSTS . . .



Let **DE WALT** custom-cut your houses!











Tomorrow – whether you build one house, five houses or fifty houses – this famous "all-purpose" woodworker will make your job faster, easier, better and less costly.

DeWalt puts your job on a "production line" basis – saves layout time, material handling time, reduces cutting time, eliminates material waste, saves countless man hours.

DeWalt accurately cuts material for framing and for roof, interior trim and special jobs. This accuracy gives you quicker fitting and a neater job.

Illustrated on this page is the rugged, compact DeWalt GP model – a favorite money saver for many contractors. Portable – it can easily be transported from house to house, or from job to job.

Investigate DeWalt. Own a DeWalt. DeWalt is available in models ranging from ½ H.P. to 10 H.P. Write for full information. DeWalt Products Corporation, 11 Fountain Avenue, Lancaster, Pa.

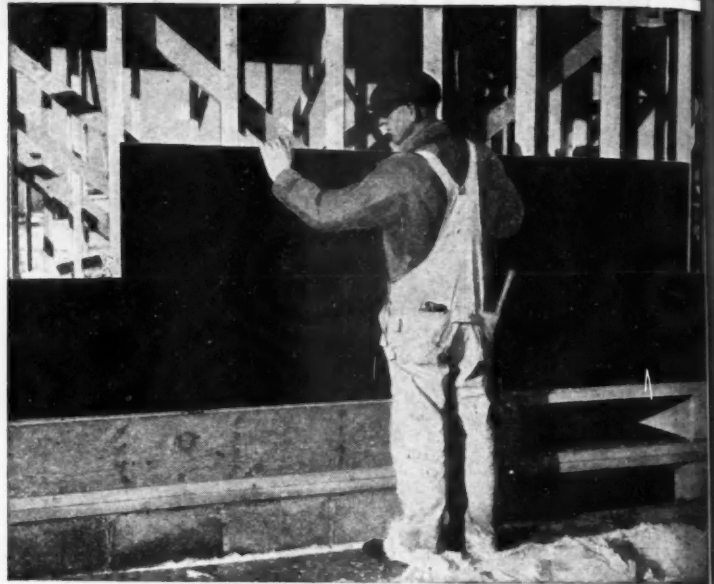
 IT CROSS CUTS	 IT MITERS
 IT RIPS	 IT BEVEL CUTS
 IT CUTS RAFTERS	 IT BEVEL RIPS
 IT DADOES	 IT PLOUGHS
 IT SHAPES	 IT ROOTS

...and with proper tools
 makes any cut possible

DE WALT

READY FOR THE START!

YOU'LL lose no time getting into high gear when building restrictions are lifted if you remember these and the other 147-odd Gold Bond products! Why? Because these products are available now—most of them are in stock today at your Gold Bond Dealer's. All of them will help you do a better job! Here are just a few:



GOLD BOND FIREPROOF GYPSUM SHEATHING. Big panels make the work go faster. There's little or no waste in sawing. It's wind-tight and the fire-proof gypsum gives added protection against fire. Gold Bond Fireproof Gypsum Sheathing's in stock at your dealer's.

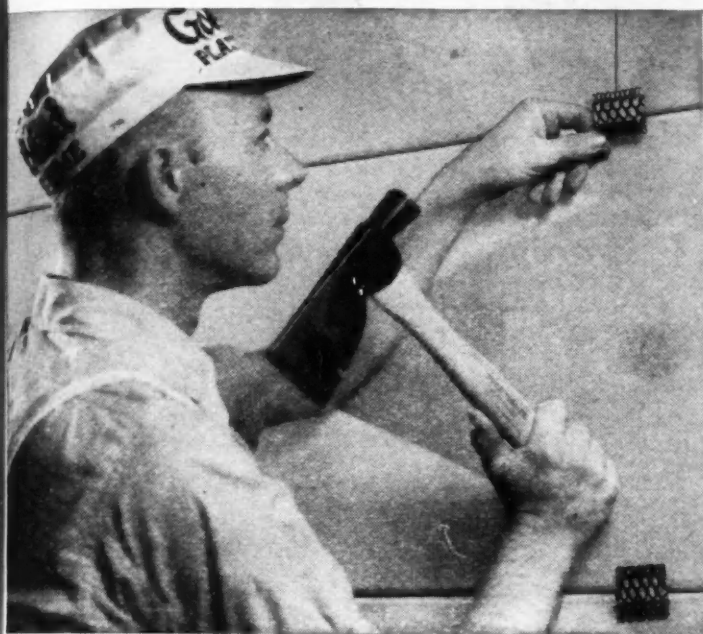
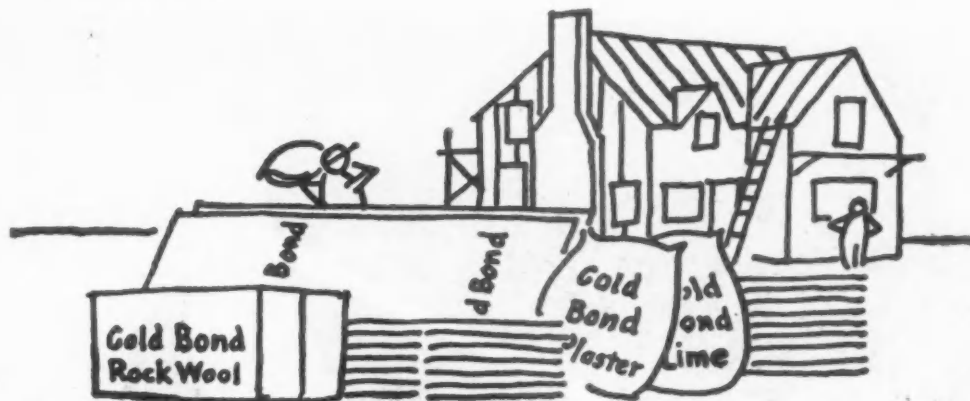


GOLD BOND FIREPROOF ROCK WOOL. The perfect insulating material for attics and side walls in new homes. Newly developed process makes it easier than ever to handle and install. Fire and vermin proof. Now in stock at your dealer's.

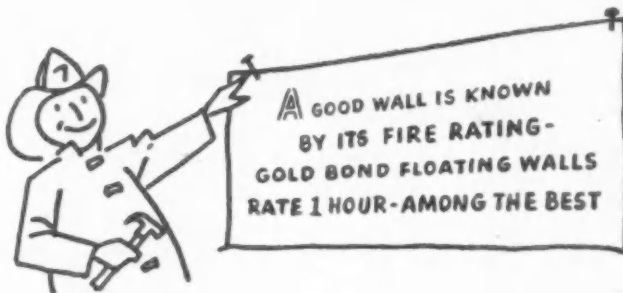
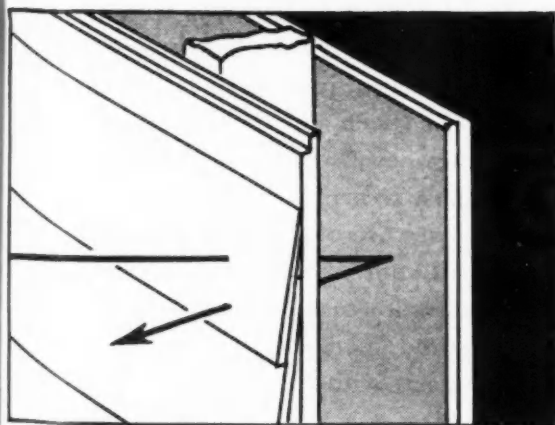


GOLD BOND
Gypsum
Floating
reduces
houses
more.





GOLD BOND FLOATING WALL SYSTEM. Gold Bond Gypsum Lath panels are hung to studs by exclusive Floating Wall Nails. This construction materially reduces the danger to plaster which comes from houses settling. Yet the added cost is little if any more. Get complete information from your dealer.



GOLD BOND GYPSUM LATH WITH INSULATING VAPOR-SEAL. A 3-in-1 product that provides a fireproof plaster base that insulates in addition to serving as vapor-seal. Four times as effective as commonly used vapor-seals. See your dealer.

BUILD BETTER WITH GOLD BOND

Wallboard • Lath • Plaster • Lime • Metal Products • Wall Paint • Insulation • Sound Control



NATIONAL GYPSUM COMPANY • EXECUTIVE OFFICES • BUFFALO 2, N. Y.

LEARN HOW
TO CUT CORNERS
ON COSTS with
SKILSAW

before home building
begins!

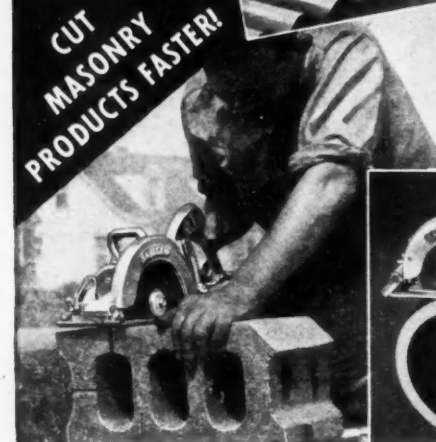
CUT
GROOVES
FASTER!



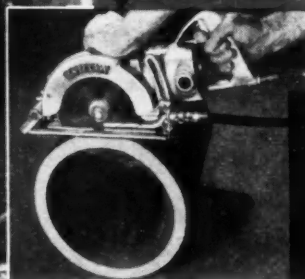
CUT
METALS
FASTER!



CUT
MASONRY
PRODUCTS FASTER!



For intermittent
cutting on the job...
use the SKILSAW
Abrasive Disc.
Volume cutting in the
shop or on the job
goes faster with a
water-cooled, dust-
less SKILSAW Dis-
c and-Grit Blade.



Contractors who own SKILSAWS and know how to use them *fully* will be in the best position to build faster at lower cost when the bars are down on home building. And since SKILSAW *speeds every cut* in construction, these contractors will finish their first jobs quicker . . . go on to the next jobs sooner . . . and continue to build faster and more profitably on more contracts, even with fewer workers!

Because so many owners do not realize fully the greater use of SKILSAW, we urge all of you to call your distributor today and ask for a demonstration of the newest and best ways of cutting wood, metal, compositions and *all masonry products* with SKILSAW!

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



SKILSAW PORTABLE ELECTRIC **TOOLS**

MAKE AMERICA'S HANDS MORE PRODUCTIVE

He
Real

There
much
clean,
ing. V
conver
in the
of sol
for sa
Jani
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remoc
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REMODELING MEANS MORE THAN JUST "Face-Lifting"!

Here's How You Can Add Real Liveability to the Homes You Remodel

There's nothing that contributes so much to long lasting liveability as clean, comfortable, automatic heating. Without modern heating, the conveniences of all the "face-lifting" in the world can't provide the kind of solid living comfort that makes for satisfied home owners.

Janitrol Gas-Fired Heating Equipment is especially adaptable for home remodeling. Compact, highly efficient units, attractive in appearance,

Janitrol Gas Equipment can be installed practically anywhere . . . in basements, attics, utility rooms, even in the living rooms of apartment buildings. Where room sizes are changed, room additions made, or partitions erected, Janitrol's complete line of equipment makes it possible to select an ideal unit for the changed heating requirements.

Most important, design of the home need not be *limited* by bulky, antiquated heating systems. Janitrol's adaptability lets you plan modern home arrangement from a standpoint of beauty and convenience,

rather than warping remodeling plans to fit an outdated heating plant.

When you recommend Janitrol Equipment, you're recommending *proven performance*. In thousands of homes, apartments, and business establishments all over the country, Janitrol is assuring better gas heating, providing the utmost in liveability, and where necessary, giving more living space.

Janitrol equipment combines more important features in design and construction . . . more user advantages than can be secured with other heating equipment.

For complete information on performance, and model specification data, write Surface Combustion, Toledo 1, Ohio.

Janitrol

GAS-FIRED HEATING EQUIPMENT



1900



194X



"Ever TRY to sell a woman something she DOESN'T WANT?"

Remember the old saw about "You can lead a horse to water, but you can't make him drink!"? Well, it's the same with women. If a house doesn't have what they want, they won't buy. And women now-a-days *want* the clean, convenient, safe economy of an *electric range*.

Here are the Facts!

- In 1941, ten times as many consumers demanded Electric Ranges as in 1933. The trend is rapidly towards Electric Cooking.
- The OFFICE OF CIVILIAN REQUIREMENTS recent survey showed that 2.7 times as many families

wanted an Electric Range as now own one.

- The large and rapidly growing swing to Electric Cooking is also shown in surveys made by HOUSEHOLD MAGAZINE, THE J. WALTER THOMPSON COMPANY, THE CHICAGO TRIBUNE, and others.
- The additional cost of wiring for an Electric Range *adds less than 12c a month* to payments on a 20-year F. H. A. Loan! Get the details—now! Write for FREE booklet, "WIRE AHEAD." Address:

ELECTRIC RANGE SECTION
NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION
155 E. 44th Street, New York 17, New York

A-B STOVES • ADMIRAL • ELECTROMASTER • ESTATE • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON
• HOTPOINT • KELVINATOR • MONARCH • NORGE • QUALITY • UNIVERSAL • WESTINGHOUSE

FOR EASIER SALES
wire your houses
FOR ELECTRIC RANGES





Are Already On The
Electric
**WATER HEATER
BANDWAGON!**

That's right! A 1944 survey (made for the National Electrical Manufacturers Association) shows that 35% of today's home owners intend to buy an electric water heater!

And why not? For the electric water heater is

- SAFE—Flameless, fumeless
- CLEAN—Smokeless, sootless
- EASILY INSTALLED—Requires no flues, vents or lengthy hot water pipes.
- TROUBLE FREE as electric lights!

Include an electric water heater in every home you build, and you'll be giving home-builders and buyers *what they want!* You'll be on the bandwagon, too!

ELECTRIC WATER HEATER SECTION
NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION

- CLARK • ELECTROMASTER • FRIGIDAIRE • GENERAL
- ELECTRIC • HOTPOINT • HOTSTREAM • KELVINATOR
- MONARCH • NORGE • PEMCO • REX • RHEEM •
- ELECTRIC • THERMOGRAY • THERMO-WATT •
- UNIVERSAL • WESTINGHOUSE

A House Wired For An
ELECTRIC RANGE IS Already

wired
for an
Electric
WATER HEATER!



News, Views
and Comments

On and Off the Record

by **STRUCTOR**

WILL TAKE A LICKING—It looks as though the private building industry is going to take a licking at the Taft Committee hearings scheduled for January 8-23. To my knowledge, no two groups among private advocates of housing have agreed on what they will say before this committee.

It is a disheartening picture: a senatorial committee weighted with men favorably disposed to public housing, and no one in private industry really prepared to prevent a strong united front in defense of a private enterprise solution of the housing picture.

EIGHT SUBJECTS—The Taft Committee's principal subjects of discussion are said to be as follows: (1) Nature of permanent federal housing agencies; (2) Disposal of war houses; (3) Problems of revival of home building and relaxation of war-time controls; (4) Role of federal government in future public housing; (5) Types and methods of private credit aids; (6) Relation of housing agencies to the general credit policy; (7) Effect of veterans' loans on housing; (8) Rural housing and urban rehabilitation.

It is obvious that the whole future of the building business is wound up in these subjects. Every building organization in the country ought to be prepared to present sound and pertinent data to the committee, whose secretary is Robert D. Troutman, Jr., 102 Senate Office Bldg., Washington, D. C.

12 CASES OF SCOTCH—In California an Army officer recently offered a reward of twelve cases of scotch and a dozen pairs of nylon stockings for information that would lead him to obtain a two-room apartment or house.

Just shows how scarce houses are! Also suggests how some people are getting around the rent ceiling via the "reward" method. How about throwing in a carton of cigarettes?

BUILDERS LIKE COBBLERS?—An unexpected blast at the private building industry was recently made by L. E. Mahan, president of the Mortgage Bankers Assn., when he said that it is "in about the same position as the shoe industry was when shoes were made by cobblers at the last." Mahan quoted some rather old and discredited figures to the effect that \$2,400 out of the cost of a \$5,000 house goes for "distribution cost."

He included freight, subcontractor's profits and commissions in this figure

—as though these were items that could be eliminated. Certainly a ridiculous type of reasoning.

NECESSARY EXPENSE—There is necessarily a vast difference between the factory cost of building products and the ultimate cost to the consumer when they are installed in a house on his own hillside. To relate the two calls for an understanding of the expense involved in handling, moving, merchandising and servicing building products of a wide variety of types.

Why stop at the factory cost, which Mahan quoted as being \$1,200 on a \$5,000 house? He might as well go a step further and quote the value of the products as they are in the mines, forests, or quarries.

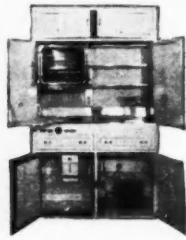
The expense of handling, selling, and servicing building products is just as much a part of the logical ultimate consumer cost as mining, processing, or manufacturing.

MATERIALS ABROAD—Vast shipments of roofing and other building materials have recently been ordered for France and other war-torn countries. Still greater orders are in prospect. The big question is *how much shall the American public be asked to suffer in the way of housing material shortages in order to supply what appears to be an unlimited demand abroad?*

YEAR 'ROUND WORK—Quite a number of builders I know are definitely working towards employing their key men on a year 'round salary basis. One smart operator who still has some war houses to finish is installing a remodeling department, laying special stress on kitchen work.

He is going to open a downtown showroom and expects to develop quite a number of jobs. This business, carried on in conjunction with new home building, will enable him to spot his crews so that he can keep them busy full time year 'round.

SHOPPING CENTERS—Numerous builders have told me of their new interest in shopping centers. They expect to develop some interesting new ideas. Residential builders used to sell off their store sites to some one else, but now they realize that income property is a mighty fine thing to own and in the future they plan to hang on to such property.



Remodeling Means Pureaire Kitchens

Adjustment to modern conditions has created the tragic problem of too large homes, the pride of an era now past.

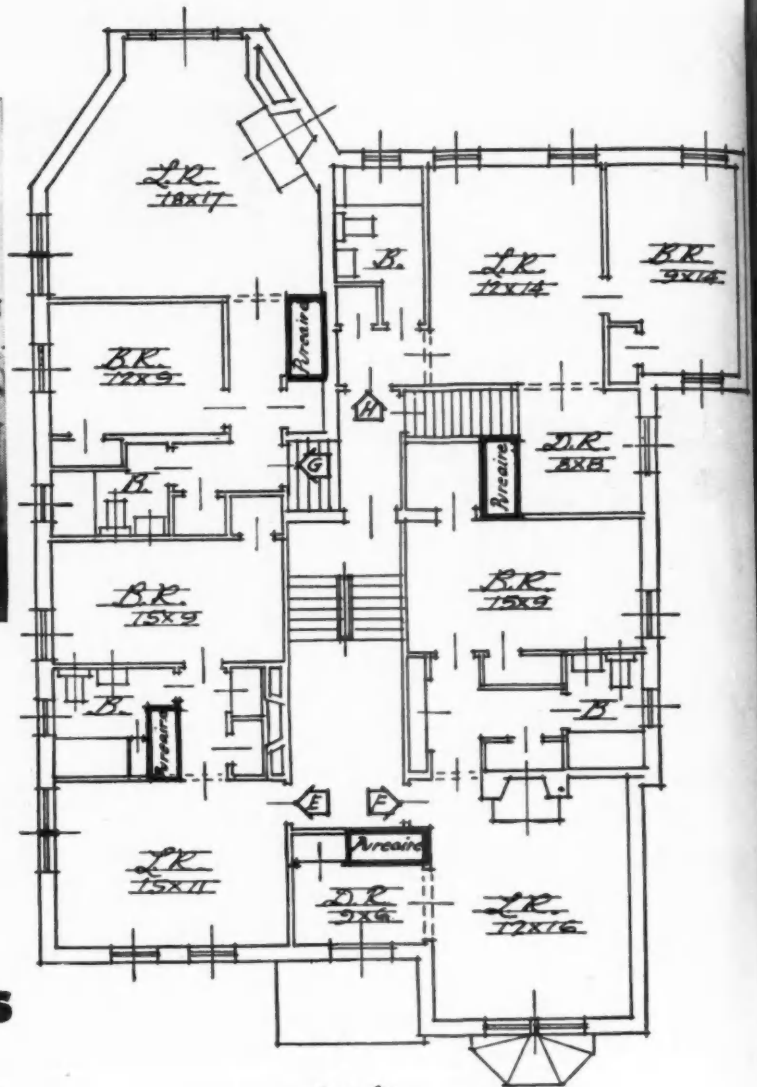
Such homes can be transformed into satisfactory income producing assets by remodeling into small apartments. And remodeling means Parsons Pureaire Kitchen equipment.

This compact, complete steel kitchen installs wherever connections are most convenient. Doors closed, Pureaire blends harmoniously into the wall. In use, its patented ventilation feature carries away all surplus heat, vapors and odors, allowing none to escape into the room.

Just uncrate and connect; Pureaire is ready to cook the finest meal you ever ate.

The above plan by Architect Talmage C. Hughes of Detroit is a splendid example of remodeling transformation. No kitchen problems at all—thanks to Pureaire and Mr. Hughes' clever designing! And eight occupancies instead of one! Remodeling will be a huge factor in post-war building. Forward looking architects are preparing for it now. Solve those remodeling kitchen problems with Pureaire.

See your Sweet's Catalog for full description or write us.



Second Floor Plan

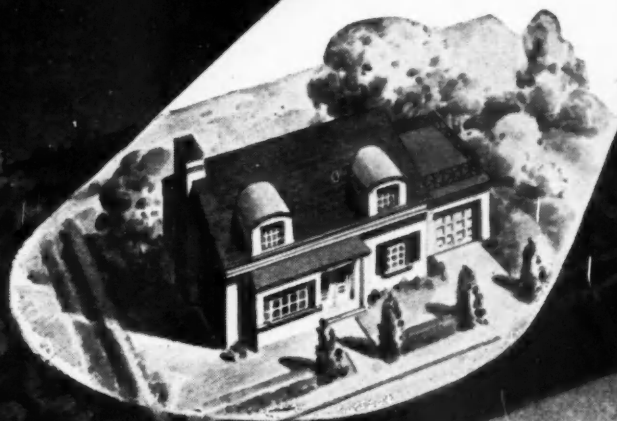
THE PARSONS COMPANY

15000 OAKLAND AVENUE • DETROIT 3, MICHIGAN



SPOTLIGHTING

TOMORROW'S MARKET



THE spotlight of public interest is turned full force on the homes being planned now for postwar construction. A large share of the tremendous volume of savings now in savings deposits and invested in war bonds will be spent for new homes.

One thing all potential home buyers are interested in is quality equipment; and in plumbing and heating, they universally recognize the name Crane as standing for high quality.

The Crane postwar line will include fixtures in a wide price range for every type of home, from the modest cottage to the fine estate. Be sure that the homes you are planning to build have the extra sales appeal that Crane equipment can give.



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



CE 3020 Oxford Bathtub



CE 11-004 Hanover Closet



CE 19-563 Cottage Sink



CE 625 Yorkshire Lavatory

CRANE PLUMBING IS AVAILABLE FOR THE HOMES YOU ARE BUILDING TODAY



Why Many-Layer KIMSUL* Gives More Enduring Protection!

KIMSUL is the only insulation made on the scientifically superior many-layer principle. (There are 44 layers in KIMSUL "Double-Thick" and 22 layers in KIMSUL "Standard-Thick".) These layers are permanently held together by rows of strong stitching, running the length of the entire blanket. Because of this stitching, KIMSUL, unlike ordinary insulating blankets, *cannot* sag out of place. *Cannot* drop down and leave large gaps through which heat can escape.

Nor can KIMSUL settle as do loose "bulk insulations", leaving irregular density or uninsulated spots. KIMSUL provides uniform thickness over an entire area. It *stays* the same thickness. It *stays* in place. Even extreme vibration cannot cause it to sift, sag, or settle once the blanket is properly fastened.

The material from which KIMSUL is made—wood fibre impregnated with asphalt—is an extremely durable insulation substance. Permanent moisture-resistance is provided by the asphalt. However, a chemical treatment makes this insulation resistant to mold and fungus growth. And KIMSUL offers no subsistence to insects or vermin.

For *lasting* protection, specify KIMSUL Insulation.



*KIMSUL (trade-mark) means Kimberly-Clark Insulation

Be sure to visit the
KIMSUL EXHIBIT

at the
**Post-war Exposition and
Convention of the N. A. H. B.**

Hotel Sherman • Chicago • January 15 to 20



Resume Normal Building with MEDUSA CEMENTS AND CEMENT PRODUCTS

When you resume normal building, you can profit by using these MEDUSA Cements and Cement Products. If you are not familiar with these products, we suggest that you try them now—thus experiencing their advantages for your postwar building. Here are the Medusa Cements and Cement Products:

MEDUSA GRAY PORTLAND CEMENT—a standard Portland Cement.

MEDUSA WATERPROOFED GRAY PORTLAND CEMENT—a regular gray cement with the proper amount of waterproofing ground in at the mill. For use in waterproofing concrete, stucco or mortar.

MEDUSA PORTLAND CEMENT PAINT—for painting concrete and masonry and for weather-proofing and decorating concrete and masonry construction.

MEDUSA WHITE—the original white portland cement. Used wherever a beautiful white or tinted effect is desired (Medusa Waterproofed White Portland Cement can also be furnished).

MEDUSA "MEDCO" HIGH EARLY STRENGTH CEMENT gives a normal 5-7 days strength in 24 hours. Unexcelled for winter building and rush work.

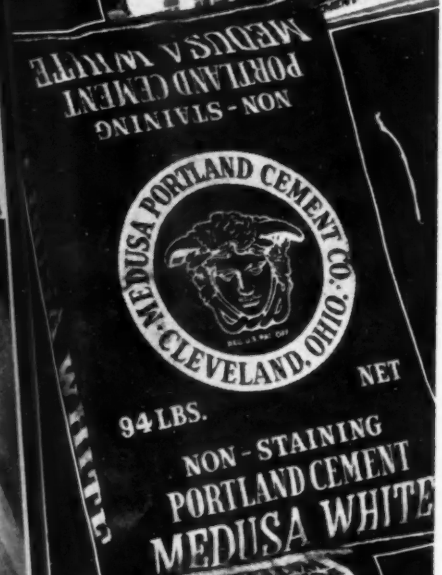
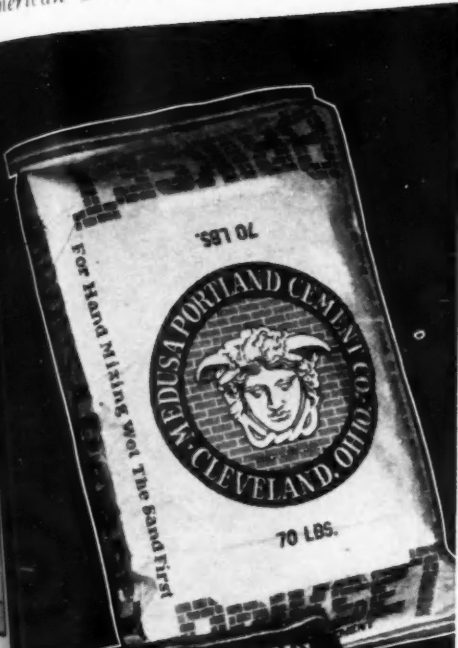
MEDUSA BRIKSET MASONRY CEMENT—the prepared mortar cement for laying up masonry units. Just add sand and water.

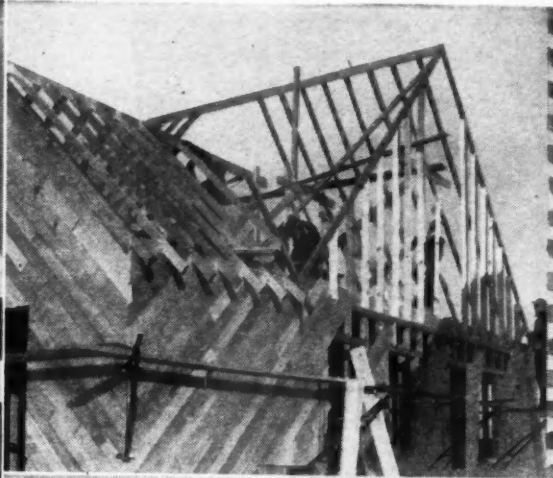
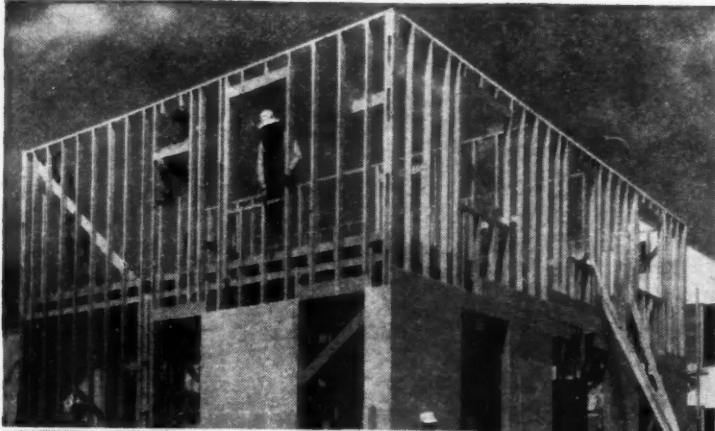
MEDUSA WATERPROOFING PASTE AND POWDER—used in the mix to waterproof concrete and mortar.

OTHER MEDUSA PRODUCTS: Medusa White Tile Grout Cement ... Medusa StoneseT.

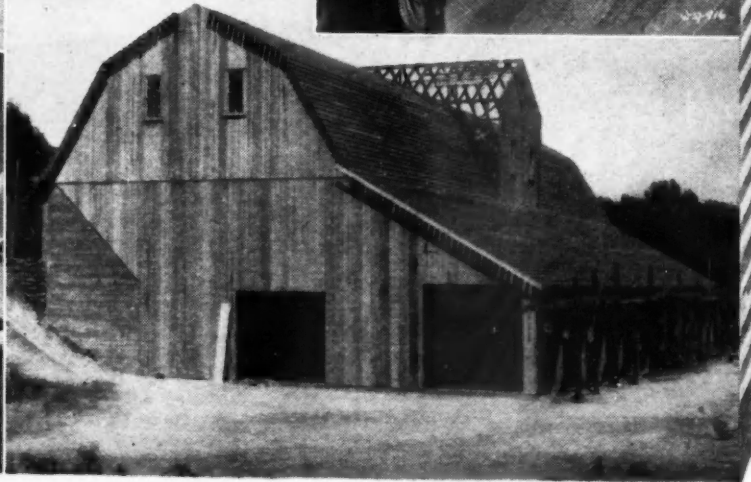
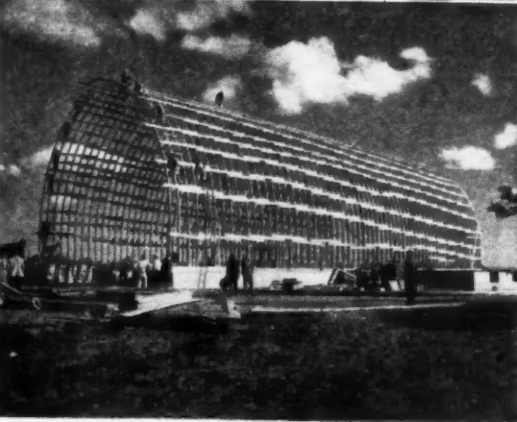
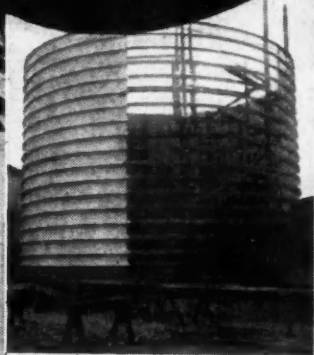
Complete information can be had on the use of any or all these products by writing

MEDUSA PORTLAND CEMENT CO.
1002 MIDLAND BUILDING,
Dept. A, CLEVELAND 15, OHIO





LUMBER
will still be the world's
most important and
widely used
building material



W



What about Lumber **IN THE POSTWAR PERIOD?**

We are all doing some sort of postwar planning.

G. I. Joe is thinking about what he wants to do when he gets home. The alert businessman is studying how he can improve his services to his customers. Other businessmen are planning to start planning some day. Governments are planning to reach and hold a favorable world position.

We all know, no matter how good the plans, they cannot become completely effective until the war is over. Every war-time effort and plan is a waste of time if it does not recognize the cold fact that for the remainder of the war only critical needs of civilians can be satisfied.

But facing this fact does not stop G. I. Joe from thinking, and the forward-looking businessman nor an ably directed government from planning. Take lumber, for example. The war needs for lumber are still pressing. Consequently, civilian supplies are now at an all time low. Yet, with reconversion such a simple matter, the moment war orders are filled, the production of lumber, which these orders commanded, will flow quickly and in great quantity to civilian markets. So builders are planning for brisk postwar trade.

Weyerhaeuser plans are rapidly taking shape—new services to aid our customers—a farm building service soon to be announced, the finest ever developed and most complete—a new home building service—new aids for wood engineers—and some new products which will follow along as the close of the war approaches.

Because lumber for civilian use is scarce now this does not mean that the lumber industry is through. The public should be told that in the postwar period, lumber will still be the world's most important and widely used building material.

WEYERHAEUSER SALES COMPANY
SAINT PAUL 1, MINNESOTA

WEYERHAEUSER 4-SQUARE LUMBER AND SERVICES

Superior Provides You

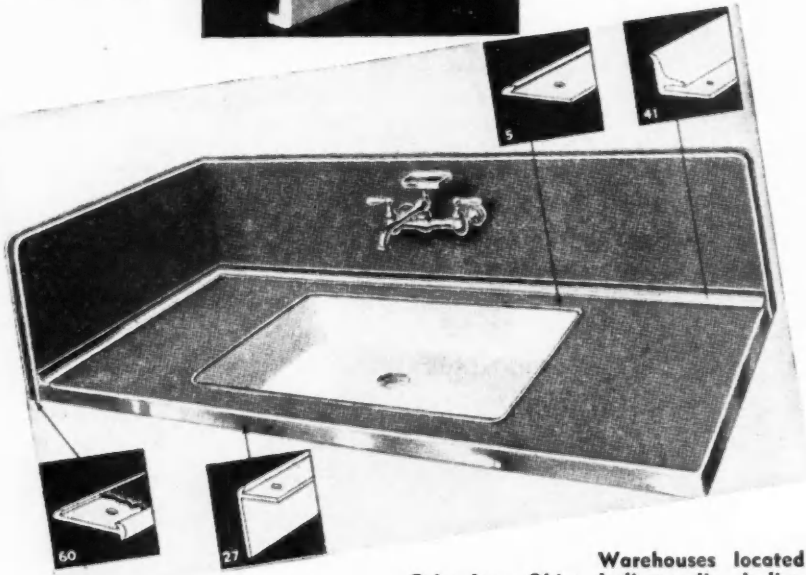
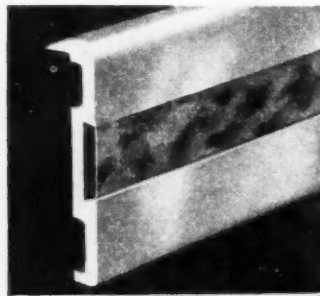
SURE ^{metal trim} PROFITS

With Quick Discounts - NO GUESSWORK

A well-rounded line of Superior Metal Trim shapes is now available—more are being added every week! Now is the time for you to make a worth-your-while and profitable metal trim connection that will be permanent . . . permanent because of fair dealing and *SOUND* business practices.

Your discounts with Superior take effect with your very first order. There is no wait and see attitude—we do business together with mutual and deserving

confidence in each other. *BETTER YET*, you can figure your profits right on the spot—no six months' delay to figure when, how, and if you made profits. With Superior *YOU KNOW* at any time that you made profits *AND HOW MUCH*. If you like this straightforward, no pig in a poke business method, don't delay any longer in getting Superior's proposition and list of available numbers. Feel free to use the coupon.



Superior has more than 78 proven money-making shapes available now. Write for descriptive folder.

Warehouses strategically located permit you to do a larger business with less inventory investment.

Warehouses located in Atlanta, Georgia; Columbus, Ohio; Indianapolis, Indiana; Philadelphia, Pennsylvania; and Youngstown, Ohio.

**Metal Trim
Now!
Released!**

YOUNGSTOWN MANUFACTURING INC.
66-76 S. PROSPECT ST., YOUNGSTOWN, OHIO

YOUNGSTOWN MFG. INC.
66-76 S. PROSPECT STREET
YOUNGSTOWN - - OHIO

*Send us your folder showing
Metal Trim styles and types*



COMPANY NAME _____

YOUR NAME _____

CITY _____

STATE _____



A Destroyer-Escort hitting the water from the Defoe launching ways

When We've Launched Our Last Warship

After the nations of the world stack arms and the last warship has been sent from our ways, this company, in stride with the leaders of American industry, will be ready for conversion to peace. More than that, we will be prepared to translate the advancements and economies taught by war into epoch-making new products for better living for Americans. As it has for more than 40 years, the Defoe Shipbuilding Company will construct large yachts and commercial vessels. But the major expansion will come in the new Housing Division which will manufacture and distribute low-cost units and component parts for American homes and farms. The industries of this country should turn the experience, new techniques and materials developed by war work toward advancing the standard of living throughout the world. The large scale program of the Housing Division will be Defoe's contribution to the mobilization of American war industries for peace time production and employment.

HOUSING DIVISION
DEFOE SHIPBUILDING COMPANY, BAY CITY, MICHIGAN

Defoe

*Four White Star Renewal Citations now decorate
the Navy "E" Award won by Defoe workers.*

BACK THE ATTACK
—BUY WAR BONDS

SHIPS FOR VICTORY
SERVANTS FOR PEACE

POSTWAR LIVING
will be on the brighter side



George Fred Keck, Architect

● Much brighter rooms are on the way, with an abundance of healthful, cheerful, eye-saving daylight. Indoor and outdoor beauty will be blended . . . by "opening" walls with glass, for full enjoyment of gardens, flowers and views.

These are the benefits of *Daylight Engineering* that add up to a quicker "yes" from prospects . . . that promise better satisfaction on the part of homeowners . . . that insure lasting property values.

The pictures on this page show what *Daylight Engineering* can do for a living room. Same room . . . same furnishings . . . but compare them and you'll see how smart use of glass gives a house extra appeal. Remember, larger glass areas need not be a threat to winter comfort or heating bills. For Libbey-Owens-Ford has developed an

amazing windowpane that insulates—Thermopane.

The benefits of Thermopane are described briefly below. For full information, write for our illustrated Thermopane Book and for Data Sheets by Don Graf. Libbey-Owens-Ford Glass Company, 1115 Nicholas Building, Toledo 3, Ohio.

Thermopane . . . the windowpane that insulates
Makes big windows practical in any climate

Thermopane provides effective insulation because a layer of dehydrated air is hermetically sealed between its two panes of glass. Thanks to the patented Bondermetic Seal, used to prevent dirt and moisture infiltration, there are only two glass surfaces to clean. This double-glass windowpane fits into a modified sash, just like a single pane of regular glass . . . stays in all year. It's a modern, practical way to provide the benefits of bigger windows, with assurance of winter comfort and heating economy.



LIBBEY • OWENS • FORD

a Great Name in **GLASS**

YOU BUILD WITH

**MASONITE
HARDBOARDS**

From crisp modern "machine for living" to vaulted chapel, from colorful colonial home to store or office or factory . . . there's not a single building job where you cannot use the versatile Masonite* ligno-cellulose hardboards to advantage!

Made from the fibers of exploded wood, these hard, dense, grainless boards are among the most useful building materials you can find for both interior and exterior uses.

You'll find the Masonite hardboards a great help in remodeling jobs — and a major answer to many problems in new construction. Fitting and application are easy—ordinary carpenter's tools do the trick. And almost any kind of finish may be applied to their smooth, durable surface. They can also be obtained in custom finishes in a wide range of colors, textures and effects.

Start a handy file of data on Masonite Presdwood, Tempered Presdwood and other Masonite hardboards. Drop us a postcard and we'll send you the kind of facts you can use. Masonite Corporation, Dept. AB-1, 111 W. Washington St., Chicago 2, Illinois.

*"Masonite" is a trade-mark registered in the U. S. Pat. Off., and signifies that Masonite Corporation is the source of the product.



MASONITE

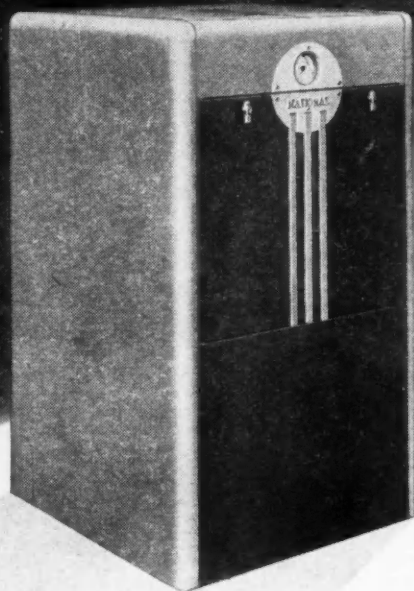


BRAND PRODUCTS

A SHOW MODEL

for basement or utility room

"HEAT
EXTRACTOR"
BOILERS
Oil-Gas
Automatic
Heating Units



THE NEW IDEAL HEATING COMFORT—
CIRCULATING HOT WATER
"RADIANT WARMTH"

DISPLAY VALUE
plus
SELLING FEATURES
for remodeling and
new housing programs

Yes, modern National Radiator "Heat Extractor" boilers and automatic heating units have plenty of eye appeal—and sales appeal too. Selling features include quick-heating and economical operation . . . with hand, stoker, oil or gas firing. Compact units require small floor area, 1" diameter mains can be run under floors for utility room installations.

The forced circulation hot water heating system with its automatic control and attractive radiant warmth radiators or convectors recessed under windows is new but proved. Its comfort and convenience spell successful heating for new homes or remodeling projects. No drafts—no heating troubles—just comfortable, satisfied users.



The National Radiator Bond guarantees boiler ratings and quality. It helps convince your prospect that you install good heating.

Write for our new booklet—"Plan To Be Comfortable"—a down-to-earth review of both practical and "Miracle" heating systems promised for postwar.

The NATIONAL RADIATOR Co.
226 CENTRAL AVE. • JOHNSTOWN, PA.

OVER FIFTY YEARS SERVICE TO THE BUILDING INDUSTRY

THERE'S A GROWING APPETITE FOR HOMES



These WESTERN PINES have a "Southern Accent"

From the great forests of the Far West these lovely Western Pines* journeyed all the way to the quail country of south Georgia to lend their warmth and charm to this handsome hunting lodge.

That's one talent of these friendly smooth-textured woods—to make themselves "at home" wherever they may be used—in the North South East or West.

Today their biggest job is on the fighting fronts around the world. But even though you may not be able to build or remodel with the Western Pines right now you can plan! Western Pine Camera Views has many intriguing ideas for you to mull over. For your free copy of this book, address: Western Pine Association, Dept. 189-F, Yeon Building, Portland, Oregon.

*Idaho White Pine *Ponderosa Pine *Sugar Pine
THESE ARE THE WESTERN PINES

"OFFICERS' CLUB"... POST-WAR VERSION



- When Johnny—and Jenny—come marching home they'll want a very special setting to get together with their buddies. A basement game room perhaps, as friendly and informal as possible.
- Certainly one "must" will be to select paneled walls and ceiling of Western Pines. These soft-textured woods well know the art of forming an ordinary room into one that radiates gracious hospitality.
- Of course building and remodeling are pretty much "out" for a while. But thinking and planning are not. So if you have a schedule, write right now for a FREE copy of "Western Pine Camera Views." This picture book of lovely interiors will give you ideas to mull over between now and Victory. Western Pine Association, Dept. 181-K, Yeon Building, Portland 4, Oregon.

*Idaho White Pine *Ponderosa Pine *Sugar Pine
THESE ARE THE WESTERN PINES

And no "false hunger" about it. Never before in our 20 years of advertising have we had such reader response as there was in 1944. Never before have there been so many requests for our illustrated booklet—"Western Pine Camera Views." Such interest is truly phenomenal in view of Federal restrictions on home building.

Western Pine advertising and promotion plans for 1945 will continue to whet this homebuilding appetite. The campaign in national magazines will be increased in size and definitely pointed to postwar "designs for living." Above all, the beauty, utility, and versatility of Western Pines will be dramatized. This will

naturally benefit dealers who carry Western Pines as well as contractors and builders who recommend and use these fine woods.

When the war is over there will be plenty of ripe timber; and new forests are assured production of forest crops.

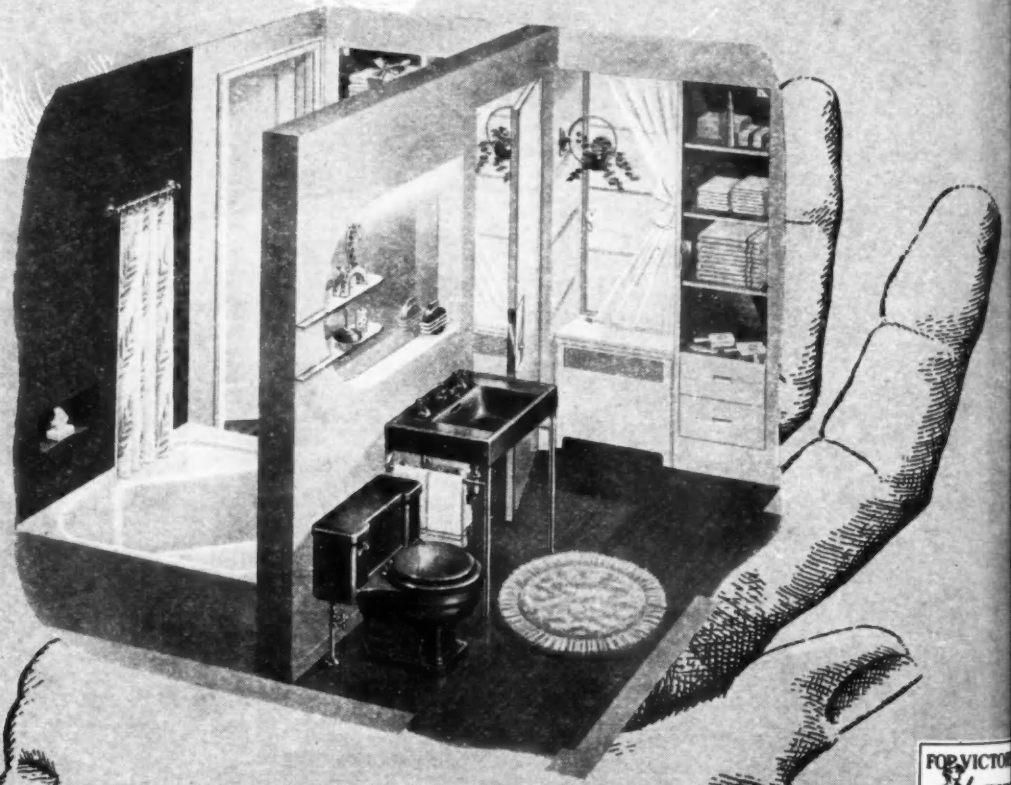
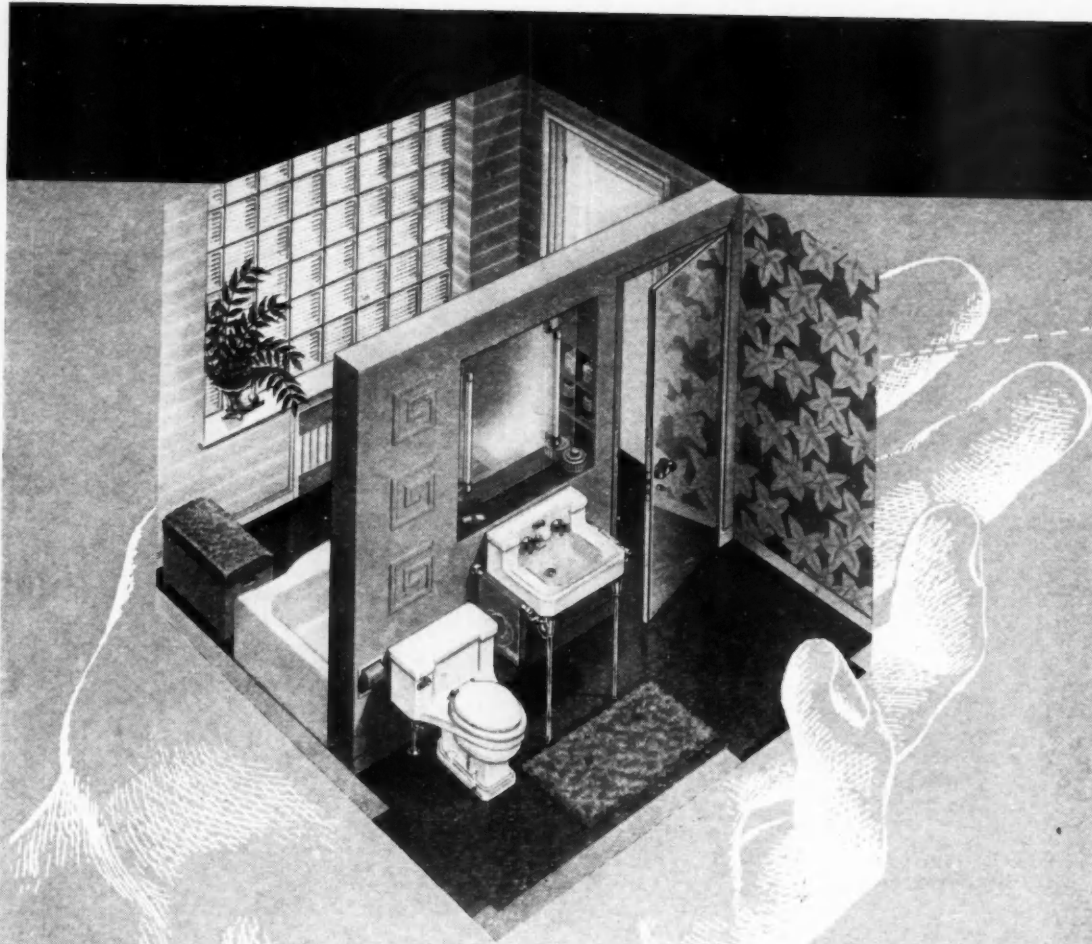
Western Pine mills will require no retooling or reconversion but will start cutting for peacetime uses immediately after war requirements slacken or cease.

Meanwhile our Research Laboratory is constantly working to discover new uses, new values, and to improve the manufacturing and service of Western Pines.

WESTERN PINE ASSOCIATION
Yeon Building, Portland (4) Oregon

Idaho White Pine • Ponderosa Pine • Sugar Pine — THESE ARE THE WESTERN PINES

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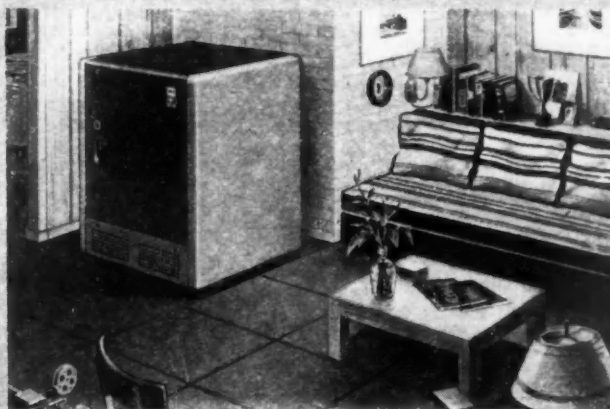
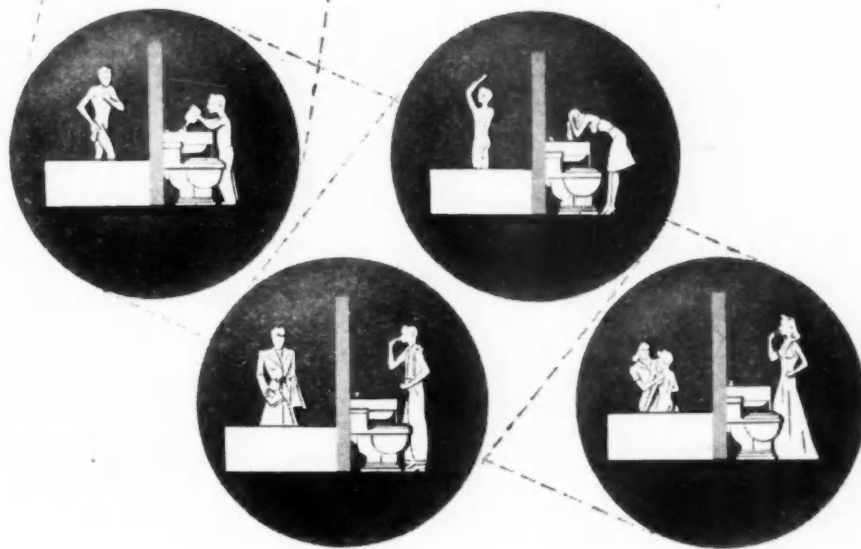


People want bathrooms like these

The "Standard" Duo-Use Bathroom plan points the way to more useful, more practical and more attractive bathrooms. Its advantages are—it doubles bathroom availability without increasing the number of fixtures and it does not add to piping costs. The only additional cost is the partition and door which divide it into two compartments. It is suitable for either single bathroom or multiple bath dwellings.

The "Standard" Duo-Use Bathroom was first shown in advertisements in the May 1944 trade press; it has since been presented to the public, to architects and to builders. Reaction indicates that it is the bathroom of the future. Write to Pittsburgh (30), Pa., for a circular showing other Duo-Use plans.

Time Payments are available for Heating and Plumbing under regulations prescribed by the Government.



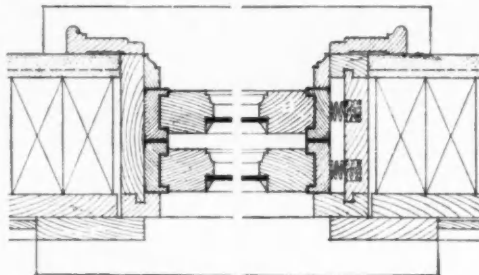
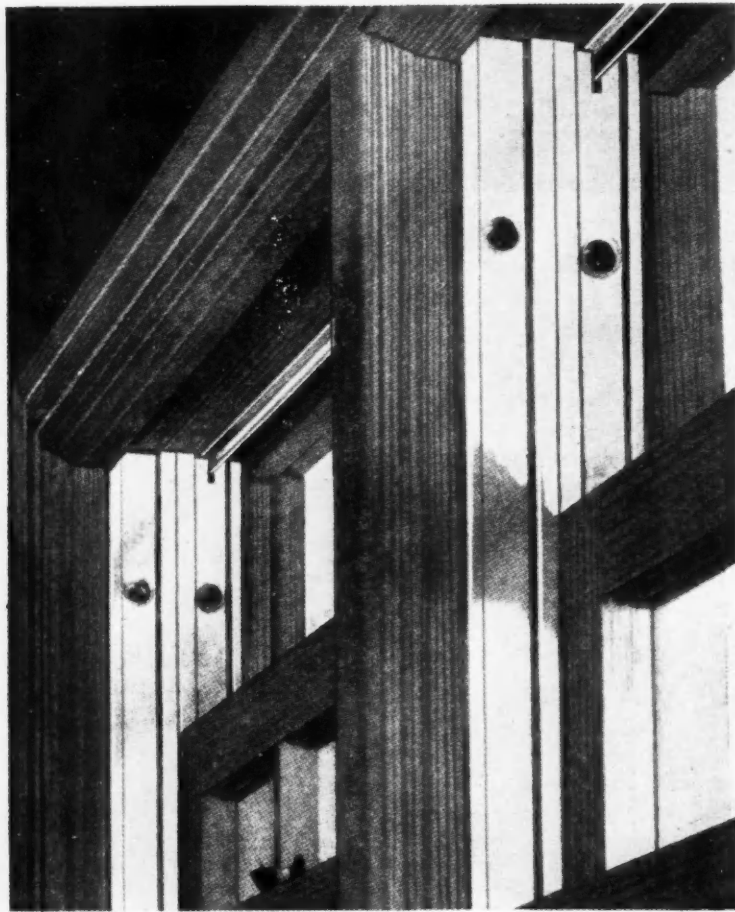
AMERICAN HEATING EQUIPMENT

AMERICAN-Ideal Boilers are obtainable for essential uses under WPB Limitation orders. Wholesalers' stocks throughout the country are also available. In most cases jackets cannot be furnished, probably for the duration.

AMERICAN & Standard RADIATOR & Sanitary

New York CORPORATION Pittsburgh





Typical plan at jamb showing spring tension feature which takes up all expansion and contraction of sash.

See or Write These Licensed R. O. W. Window Dealers

ILLINOIS

Chicago—Pacific Mutual Door Co.

KENTUCKY

Louisville—Kister Co.

MICHIGAN

Flint—Flint Sash and Door Co.
Grand Rapids—Porter Hadley Co.
Royal Oak—Royal Oak Wholesale Co.

MISSOURI

St. Louis—Imse-Schilling Sash and Door Co.

NEBRASKA

Grand Island—Sothman Co.

NEW JERSEY

North Bergen—General Woodcraft Co.

NEW YORK

Binghamton—A. Roberson and Sons
Buffalo—Whitmer-Jackson Co.

OHIO

Canton—Mahoney Sash and Door Co.
Cleveland—Whitmer-Jackson Co.
Columbus—Throop Martin Co.

OKLAHOMA

Muskogee—Hope Lumber Co.

ONTARIO, CANADA

Sarnia—Laidlaw Belton Lumber Co.

PENNSYLVANIA

Pittsburgh—Adelman Lumber Co.

VIRGINIA

Rocky Mount—Rocky Mount Manufacturing Co.

WASHINGTON

Seattle—Acme Millwork Inc.
Spokane—Spokane Sash and Door Co.

WISCONSIN

Merrill—Wisconsin Window Unit Co.

R. O. W.

Spring Cushion Windows will SELL MORE HOMES For You

No Weights, Cords or Pulleys

The homes you build are more "livable" and therefore more readily sold when equipped with R. O. W. Spring Cushion Windows. R. O. W. Windows cost no more than conventional double-hung windows, yet they are furnished as a complete, prefabricated, weatherstripped unit, standard in design. Easy to open and close and adjustable to any desired fixed position. Either or both sash can be easily removed without removing stops, allowing 100% window opening for summer ventilation. Variation in frame and trim design incorporating the special R. O. W. Spring Cushion Jamb together with modern trend narrow mullions and narrow exterior trim are possible. Applicable to all types of construction—frame, brick and stone veneer and solid masonry.

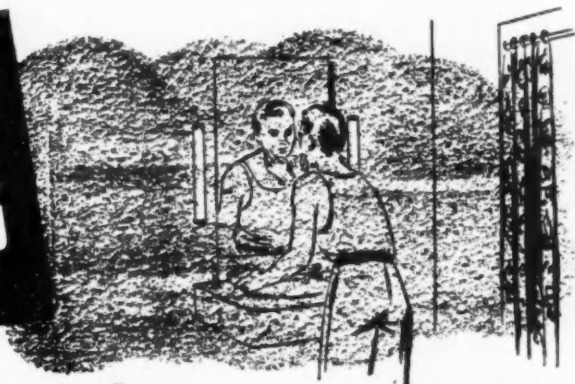
Closely fitted, self-adjusting non-corrosive metal guides, plus conventional weatherstripping at the head, meeting rails and sill give absolute weather- and dust-tight service. Small, non-corrosive steel springs on the floating jamb side press the sash weatherstripping guides against the sash with exactly the right amount of pressure, evenly distributed, to permit the raising and lowering of the sash with ease. For further information write to:

R.O.W. Sales Co.
Royal Oak, Michigan

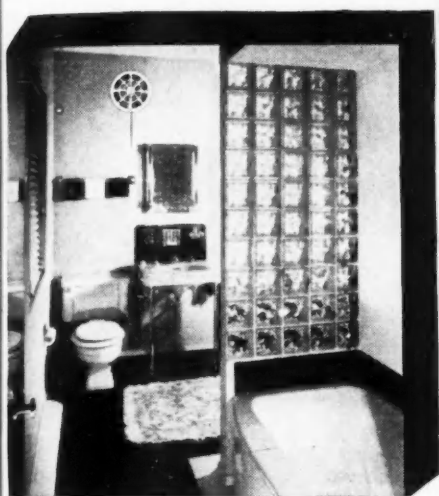


See the R.O.W. Spring Cushion Window at the N.A.H.B. Show

**There will
be no FOG**

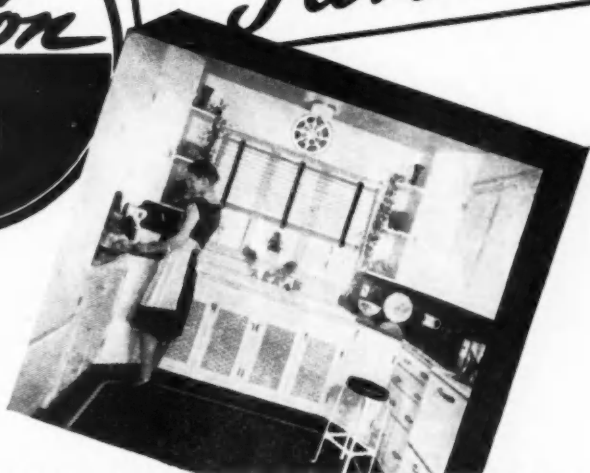


in *Post-War* BATHROOMS



Steam and moisture will be instantly dis-
pelled with easily-installed, low-cost Victron
electric ventilating fans. Bathrooms will be
fresh and clean.

**VENTILATING
Fans**



**and KITCHENS TOO
will be ODOR FREE!**

Modern kitchen planning will accent complete freedom from cooking odors. Floating grime and grease will be given a quick, safe exit to the outside air. Victron wall and ceiling ventilators will be available with a special model for thin wall prefabricated construction, also a steel sash, panel ventilating fan. Pioneers in residential ventilation, Victor has been first in the development and adoption of many desirable features in ventilating fans. Victor will again be the leader in home ventilating fans after the war. Your request will bring a catalogue showing latest pre-war models and bring you details of new models when ready.



VICTOR  **ELECTRIC**
PRODUCTS INCORPORATED

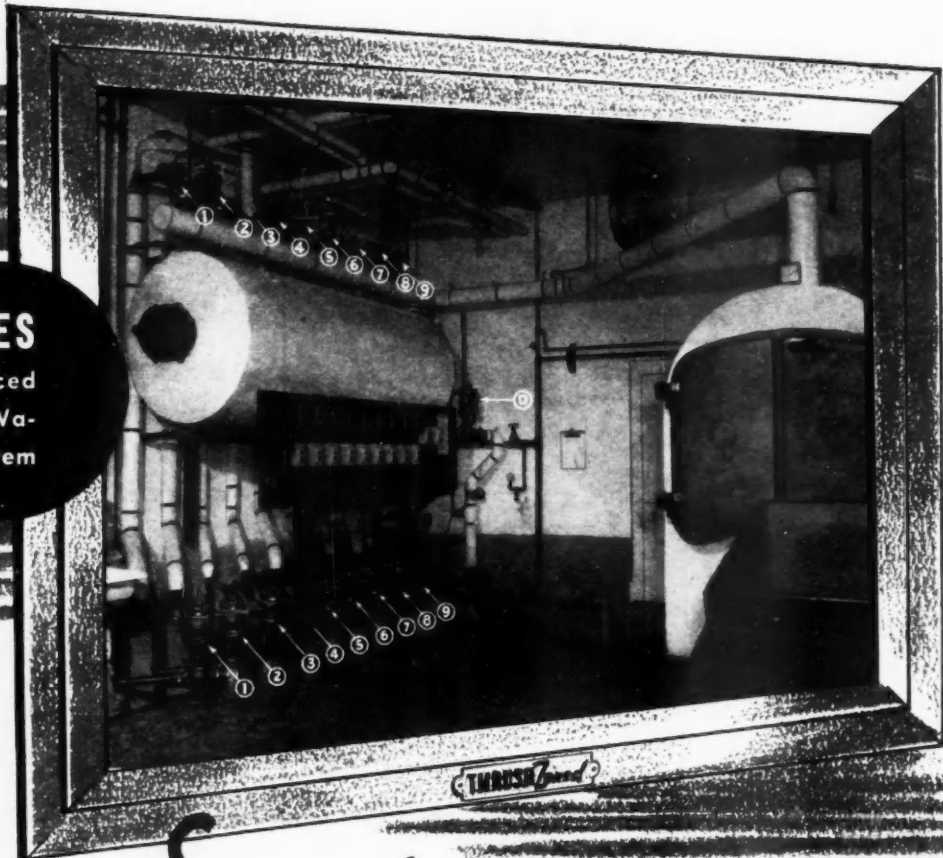
DEPT. AB-145 ROBERTSON AVENUE, CINCINNATI 9, OHIO

NINE ZONES

in this Thrush Forced
Circulating Hot Water
Heating System

WHOLESALE
Sullivan County
Plumbing & Heating
Supply Co., Inc.
Liberty, New York

CONTRACTOR
Mr. Otto Reinshagen
Liberty, New York



Another Example of **THRUSH Zoned**

**FORCED CIRCULATING HOT WATER HEAT
TO PROVIDE REAL HEATING COMFORT AND ECONOMY**



THRUSH FLOW
CONTROL VALVE

THRUSH WATER
CIRCULATOR

Supply Quick
Controlled Heat

THIS installation of Thrush zoning in the Margaretville Hospital, Margaretville, New York, is an outstanding example of efficient layout and economical heating. Nine heating zones incorporating nine Thrush Water Circulators and Nine Thrush Flow Control Valves give perfect control of temperatures in various parts of the hospital, reducing fuel consumption and increasing comfort because each zone carries the exact temperature needed all of the time. There is no overheating. An additional Thrush Circulator circulates boiler water through a submerged heater in the storage tank, providing the plentiful supply of hot water so constantly needed in hospital service. Have you canvassed your community for opportunities like this to modernize heating equipment and reduce fuel consumption to help the war effort? Get all the facts now from your wholesaler or write Department G-1.

E. A. THRUSH & COMPANY... PERU, INDIANA



The screen that can't wear out!

● That's a strong statement. But LUMITE, the new plastic screen woven from Saran*, simply *can't wear out* through natural causes!

Rigid tests under every possible condition—in laboratories and by constant use in the Armed Forces—have proven beyond doubt that LUMITE is not affected by acid fumes, salt air, rain, snow, heat or cold.

And because this amazing new plastic screen cloth neither rusts nor corrodes, it is non-staining—no more ugly streaking of sills or sidewalls. Nor does LUMITE itself ever need repainting—a damp cloth restores its new look instantly. And what's more, LUMITE is strong, resilient. The tensile strength runs as high as 50,000 pounds per square inch, gives sturdy resistance against dents or bulges.

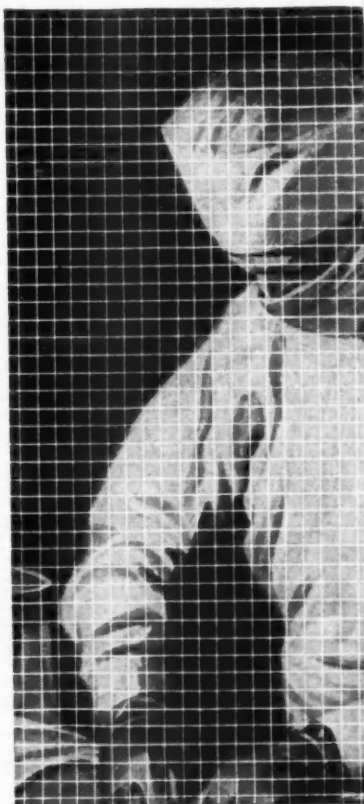
That's why LUMITE is amazingly long-lasting, and that's why no other type of screen can offer such unbeatable durability, so many advantages to postwar building.

*A product of the Dow Chemical Co.

CHICOPEE MANUFACTURING CORP.
Lumite Division: 40 Worth St., N. Y. 13, N. Y.



World's Largest Maker of Plastic Screen Cloth



TESTED IN WAR READY FOR PEACE

Not just a postwar dream product...millions of feet of LUMITE are now in actual use, protecting the Armed Forces against disease-carrying insects.

- ★ Will not rust or corrode... long-lasting
- ★ Non-staining...no streaking of sills or sidewalls
- ★ Strong, resilient... no dents or bulges
- ★ Unaffected by fumes or salt air
- ★ Non-inflammable
- ★ Will be competitively priced

You can't afford to miss this amazing proven product

LUMITE

The new plastic insect screen cloth



See the
AR-KE-TEX DISPLAY

Featuring a scale model of an actual home basement with walls of AR-KE-TEX Ceramic Glazed Structural Tile.

- Shows Recreation Room. Basement Dinette, Laundry and Furnace Room. Storage Room.



BETTER WALLS

WITH AR-KE-TEX CERAMIC
 GLAZED STRUCTURAL TILE

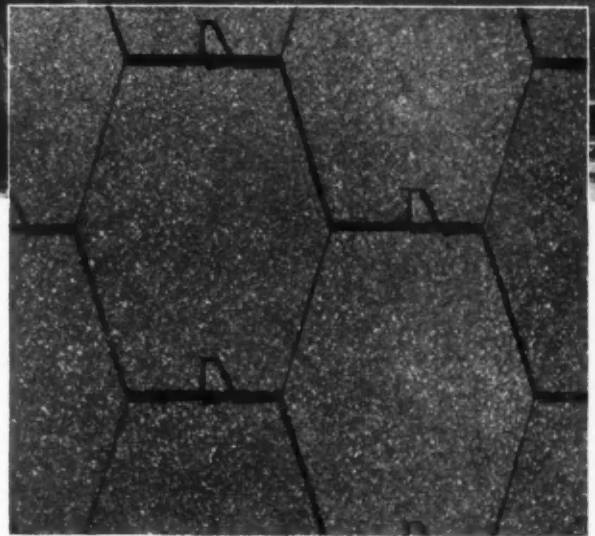


ARKETEX CERAMIC CORPORATION • BRAZIL, INDIANA

*The roof blew off...
but the shingles* held on*



Photograph of roof deck blown completely off the house but with practically every Cyclone shingle intact.



*** FORD**
Cyclone
SAFETY SHINGLES

... HOLD FAST IN STRONGEST WINDS

This shingle is designed specifically as a windproof shingle. The locking notch anchors each butt securely to the lower course so that high winds cannot loosen the shingles or drive snow and rain underneath to cause leaks. The Ford Cyclone, "locked-to-the-roof" shingle, is a sure cure for wind trouble and can be rec-

ommended with complete confidence for localities where high winds are encountered. Roofers find the interlocking operation simple and fast in applying.

The Cyclone Safety Shingle is an exclusive Ford product backed by eighty years experience in making quality roofing materials.

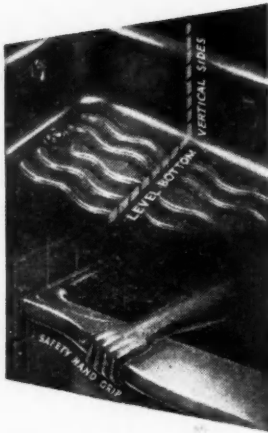
FORD ROOFING PRODUCTS COMPANY

Established 1865

111 W. Washington Street, Chicago 2, Illinois

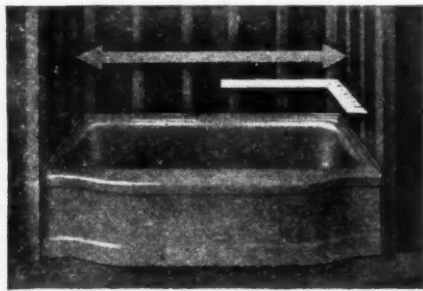
ASPHALT ROOFING • SHINGLES • SIDINGS • FORD-V-NEER

If it's BRIGGS— it has these essential features

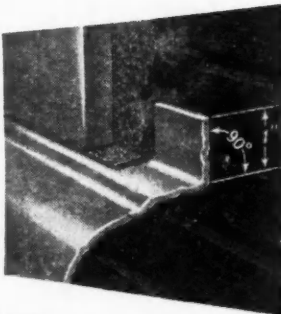


it's safe

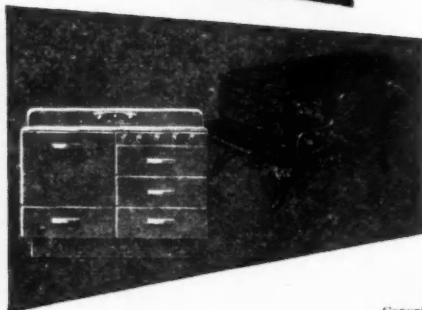
Briggs engineers designed and produced the only real Safety Bottom Bathtubs . . . a maximum area of level bottom, serpentine embossed for safety. This non-slip tread is an exclusive, patented Briggs safety feature. Wide rim seat, low sides and convenient hand-grip are other safety features pioneered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

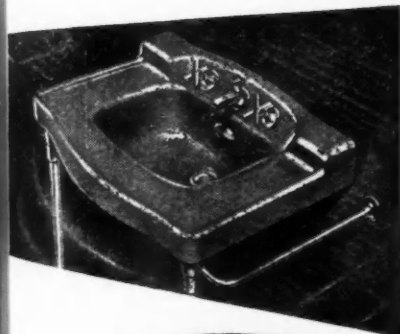


it's leakproof—Leaks along the built-in edges of bathtubs are a problem familiar to every builder. Briggs solved this problem with a one inch integral lip flange which provides a perfect flashing—a permanent water seal—tub to walls.



unnecessary weight is eliminated

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

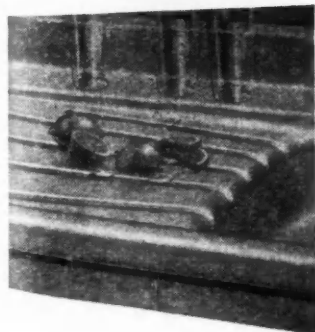


**it's
smartly styled**

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.



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.



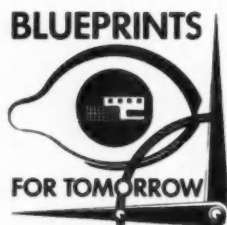
blueprints for tomorrow

When NHA and WPB give the go-signal to the vast housing program that 5,000,000 people are waiting for, *House & Garden* readers will be ready with blueprints—complete to the last detail.

House & Garden features the important aspects of house-planning — architectural designs, building materials and household equipment. Through our wide coverage of building requi-

sites, our appraisal of innovations in household utilities, thousands of our readers are *already* potential builders.

House & Garden readers *know* what they want in their homes of tomorrow. Right now, they are documenting the ideas, the research, the statistics that *House & Garden* gives them. They have started to build—the blueprint way.

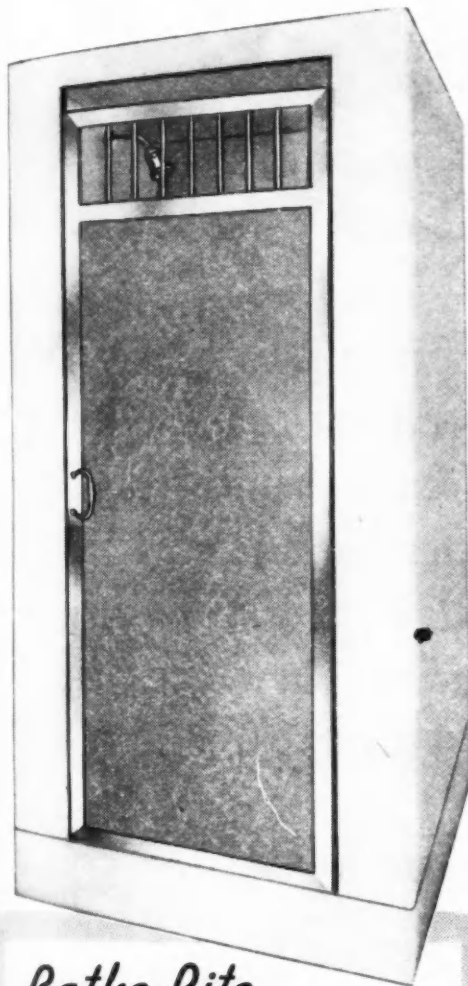


Sell America's ENTERING-WEDGE market with

House & Garden

When housing materials are available...

House & Garden readers will be the first to start building. Reach this ENTERING-WEDGE market now...while tomorrow's blueprints are in the making.



Now Architects, Builders, and home owners can make definite post-war plans — and be sure that Bathe-Rite Shower Cabinets will fit those plans when construction begins!

Bathe-Rite engineers have established *standardized sizes* and will build all post-war shower cabinets to those standards. Not only will this facilitate and speed up planning now, but it will greatly aid specifications and actual construction.

These standardized sizes will, of course, be available in many attractive designs, to lend themselves readily to modern beauty in every type of surrounding, in homes and public buildings. And they will be rich in many typical — and new — Bathe-Rite "extra-value" features of design, construction, greater strength, easier installation.

Use Bathe-Rite Standardized Sizes in your new plans.

Bathe-Rite

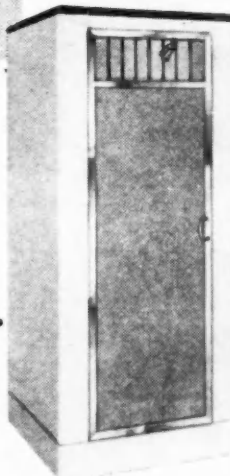
"DELUXE" MODEL NO. 4

Luxurious bathing facilities for the finest residences, offices and institutional buildings. Available with top and glass door.

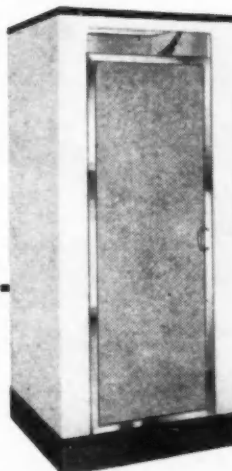
Standard Sizes: 32 x 32 x 80" — 36 x 40 x 80"
 36 x 36 x 80" — 40 x 36 x 80"
 40 x 40 x 80" (Corner design)

Milwaukee Stamping Company

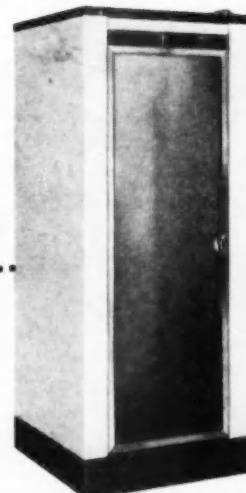
828-S SOUTH 72ND STREET
 MILWAUKEE 14, WIS.



All-Purpose Model No. 3
 Sizes: 32 x 32 x 80"
 36 x 36 x 80"
 40 x 40 x 80"
 (Corner design)

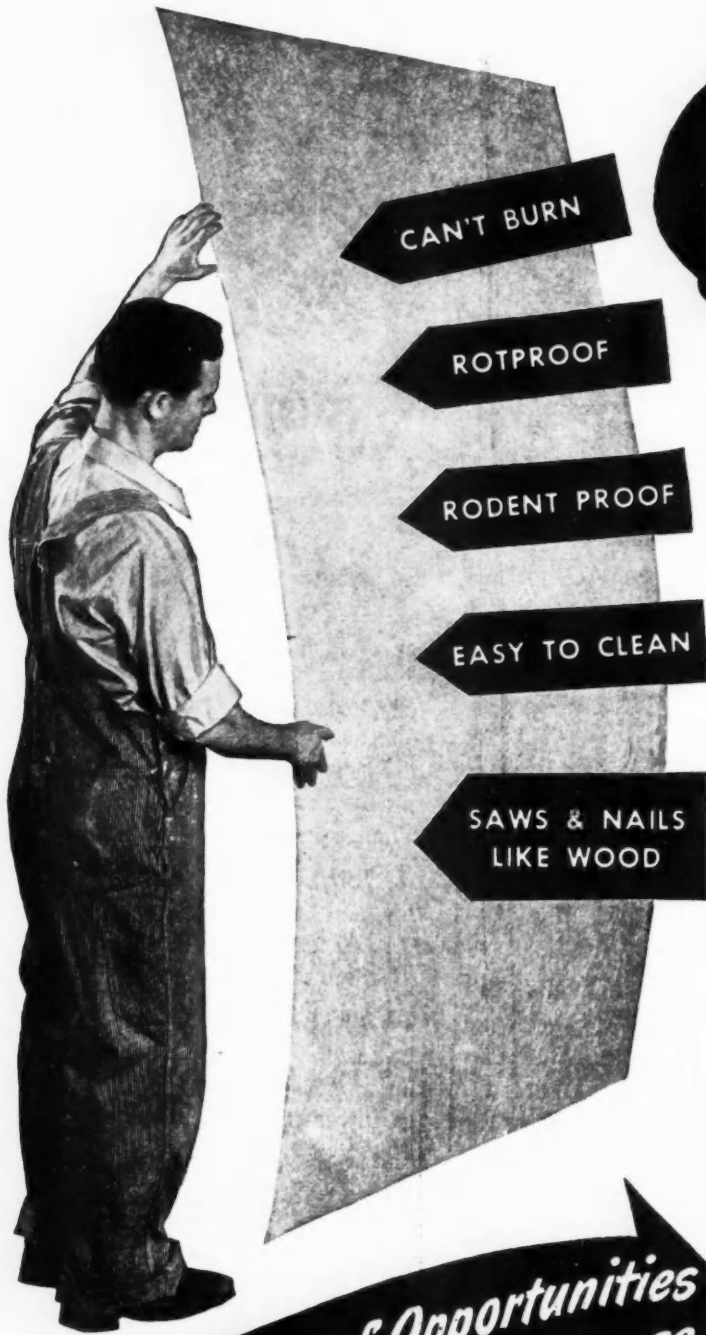


Bathe-Rite Model No. 2
 Sizes: 32 x 32 x 80"
 36 x 36 x 80"
 36 x 36 x 80"
 (Corner design)



Popular-Priced Model No. 1
 Size 32 x 32 x 76"

Bathe-Rite . . . TODAY'S QUALITY STANDARD IN SHOWER CABINETS



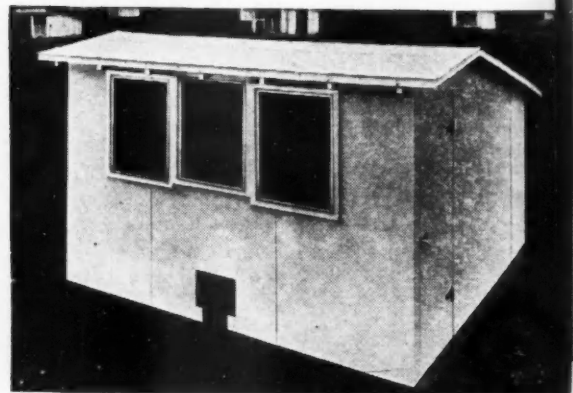
Yes!

Opens up an entirely new market for dealers and builders. 12 years' service in peace and war prove it a product of exceptionally high quality.

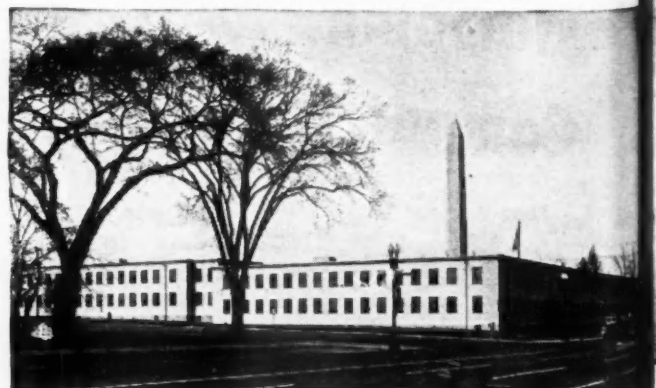
Dozens of Opportunities for Farm and Home use

a Vast Market in Business and Industry

FARM BUILDINGS are better when built of Flexboard. No rot or decay . . . no damage from rodents . . . added fire safety.



OFFICE BUILDINGS, stores, etc., can be built economically with Flexboard exteriors. Stone gray color makes attractive appearance.



FLEXBOARD

is back on the job!

DRRAFTED early in the war for critical military construction, Johns-Manville Asbestos Flexboard is back on the job, ready to go to work for you and your customers. Its many features will suggest a wide variety of opportunities . . . jobs which no other product could do as well. And its excellent handling qualities and workability make it a pleasure to use.

Formed of asbestos and cement, Flexboard is pressed and then *re-pressed* under terrific pressure. The result is a strong, tough, durable yet flexible sheet . . . one that takes nails easily without drilling holes . . . one that works easily with ordinary tools.

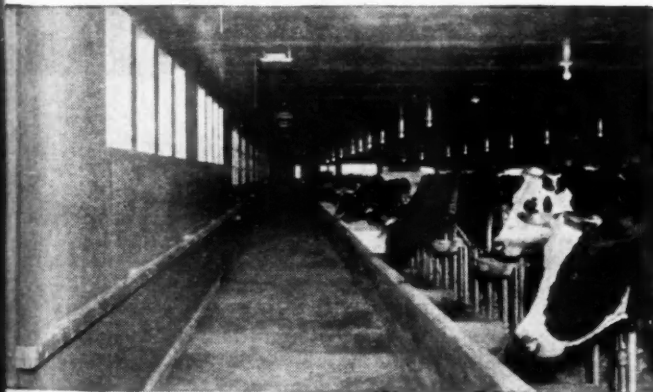
Flexboard can be used indoors or outdoors. It *never* needs to be painted and it is unaffected by freeze and thaw. It will not rot or rust, and it is fireproof. Because of its smooth hard surface it is easy to keep clean and sanitary.

Pictured below are just a few of the types of building jobs on which you can use Flexboard to advantage. Dozens of others will occur to you when you see the material itself. Why not write us for full particulars and prices. Address, Johns-Manville, 22 East 40th Street, New York 16, N. Y.

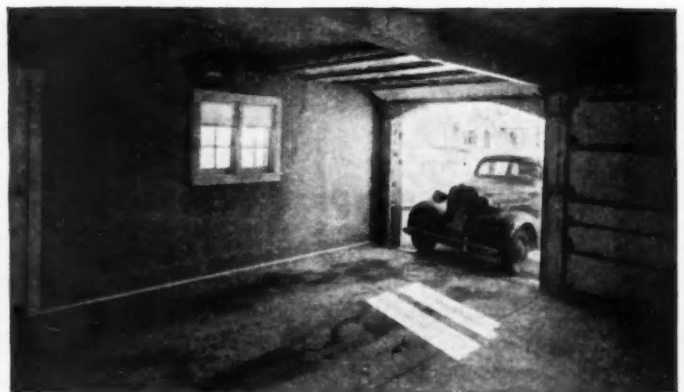


Johns-Manville *Asbestos* Flexboard

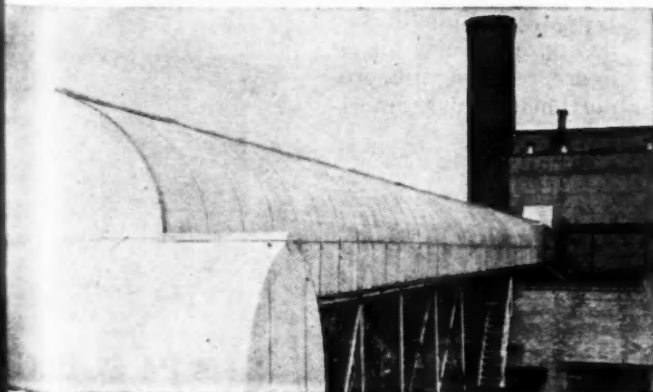
FARM INTERIORS like dairy barns and milk houses are easy to keep spic and span when lined with Flexboard. No paint or whitewash needed.



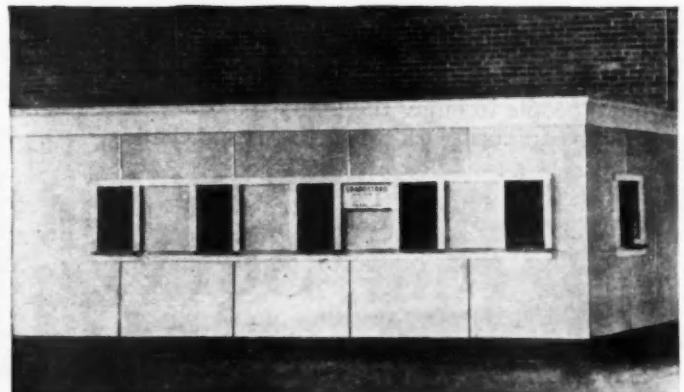
GARAGE LINING, and also for laundries, workshops, boiler rooms at home . . . Flexboard is fireproof, resists steam and hot water.



INDUSTRY uses Flexboard in many ways. Here it provides a hood for an outdoor conveyor. Inside, it's ideal for washrooms, offices, etc.



TICKET BOOTHS, roadside stands, counters, etc., are more durable, more economical to maintain when built of Flexboard.





MEN WHO MAKE MORTGAGE LOANS SAY:

“Homes with Servel *All-Year* Gas are preferred

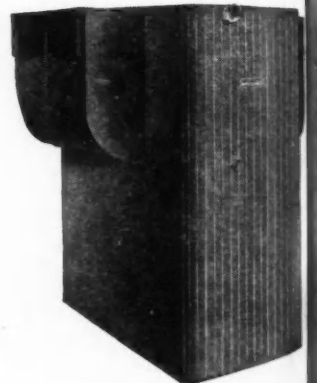
Read these typical statements

MR. L. M. LILLY, PRESIDENT, First Bancredit Corporation, St. Paul, Minn.: “A short time ago we had occasion to look over some installations of the Servel *All-Year* Gas Air Conditioner, and were amazed with the results which were being obtained. We were very much impressed with its simplicity and economy of operation, and are certain that a tremendous demand will accrue for this type of installation once the public becomes acquainted with it.

We will be very happy to finance the installation of this equipment, and think so well of it that we are prepared to extend much longer than usual terms, to permit more people to enjoy the living that goes with a home that is equipped with this type of conditioning.”

MR. P. A. BENSON, PRESIDENT, The Dime Savings Bank of Brooklyn, Brooklyn, N.Y.: “In granting mortgages, we carefully scrutinize a home not only for its immediate value, but also as to its value ten or twenty years from now. We agree that all-year air conditioning is a development that will be included in more and more homes. A home that has an *All-Year* Air Conditioner will tend to stay, in our opinion, ‘modern’ and have a greater resale value over a longer period of years.

“It also stands to reason that a home with this type of equipment can be appraised at a higher figure, resulting in a proportionately higher mortgage loan.”



Servel *All-Year*

SUMMER COOLING—WINTER HEATING—IN ONE SIMPLE UNIT



Year Gas Air Conditioning ed post-war investments!"

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mortgage
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ears.

MR. G. CARLTON HILL, VICE-PRESIDENT, *The Fifth Third Union Trust Co., Cincinnati, O.*: "It is our opinion that the further development of units such as your Company is manufacturing, offering the benefits of heating and air-conditioning to private homes and including the cooling unit for summer use, will greatly retard the rate of obsolescence of the present home structure, and will help to retain a higher sale value."

. . .

You can expect favorable financing — higher appraisals and good terms — when you include Servel *All-Year Gas Air Conditioning* in the plans for your post-war homes. As the typical comments above indicate, mortgage loan officers all over the country recognize the increased investment value of homes so equipped.

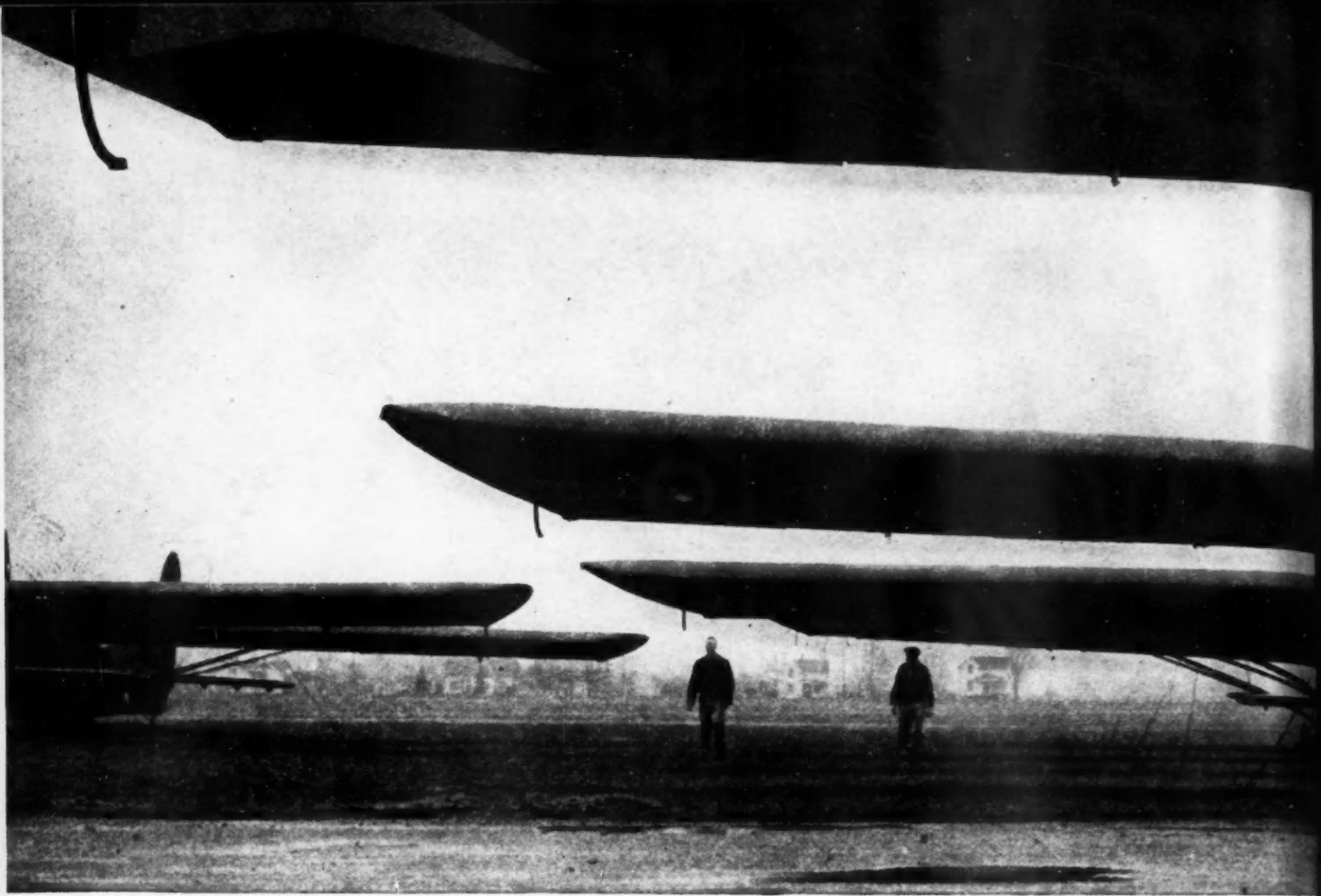
What's more, you'll get your profits out of your houses *faster*, too. Post-war buildings with Servel *All-Year Gas Air Conditioning* promise to sell faster. Surveys show that 72% of the people who plan to build or buy after the war want all-year air conditioning.

The Servel *All-Year Gas Air Conditioner* — one simple unit, controlled by the Servel Selectrol — supplies clean, filtered air indoors the year round. In summer it cools the air, removes sticky humidity. In winter it warms the air, adds just the right amount of humidity.

To help you in planning this "New Quality of Living" for your post-war homes, your local gas company has available trained air conditioning engineers. Get in touch with them now, or write direct to Servel, Inc., 1501 Morton Avenue, Evansville 20, Indiana.

Gas Air Conditioner

UNI MADE BY THE MAKER OF THE SERVEL GAS REFRIGERATOR



Its three ton stomach started with a window screen



When the CG4A Glider disgorges men and materials on a new air held front, give a service ribbon to Ceco metal window screens.

For from the engineering and manufacturing skill absorbed in the manufacture of this lightweight, rugged, metal frame screen came hundreds of glider fuselages for the Army Air Forces.

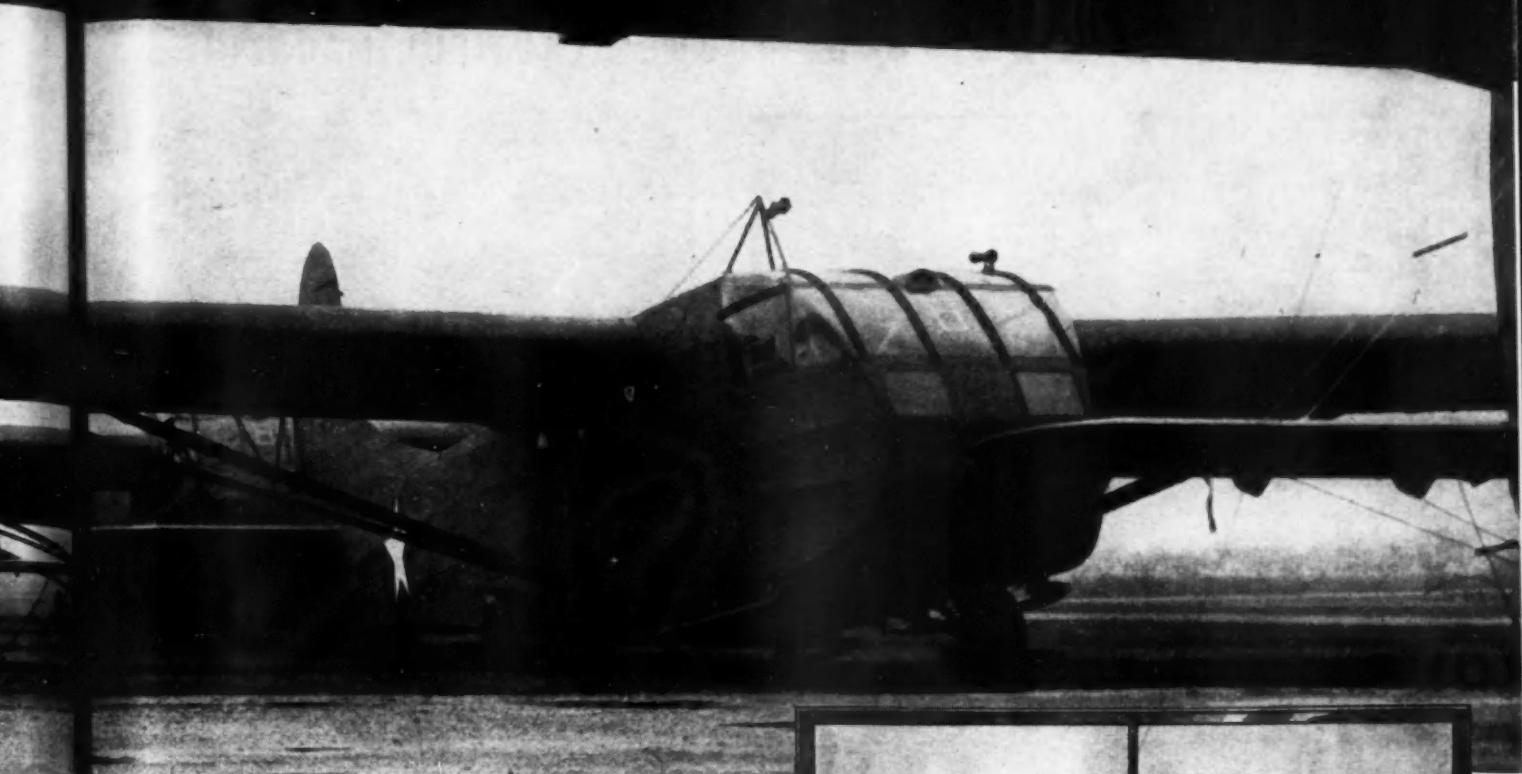
The fabrication of gliders requires the full use of Ceco's engineering skill and experience with lightweight metals. And depend on it—the additional skills learned in the fabrication of this remarkably tough, serviceable Glider will produce an even finer CECO

screen for every type opening after the war.

No job, no opening, too difficult for CECO to screen
Ceco became the largest manufacturer of custom screens in the world because Ceco brought to making of screens the designing ability and precision workmanship of an engineering company. Ceco solved the most difficult screening problems through better engineering, often redesigning and rebuilding openings before screen installation.

The large proportion of CECO screens in government buildings... over 500 U. S. post offices coast to coast, veterans' hospitals, Federal court houses, Treasury Department offices, etc., is proof for the effects of the outstanding quality of this Ceco product.

ENGINEERING MAKES THE BIG DIFFERENCE IN **CECO** CON



Reasons why you should specify Ceco Screens!

Greater strength and rigidity . . . all Ceco metal frame screens are made from cold rolled light gauge metal or extruded sections, all corners expertly welded for additional strength.

Your choice of steel, aluminum, bronze, or copper frames finished in any color specified . . . paint always baked on. Choice of any screen cloth, including Koolshade.

Ceco screens are rustproofed. Ceco steel frame screens are given a special protective bonderizing treatment.

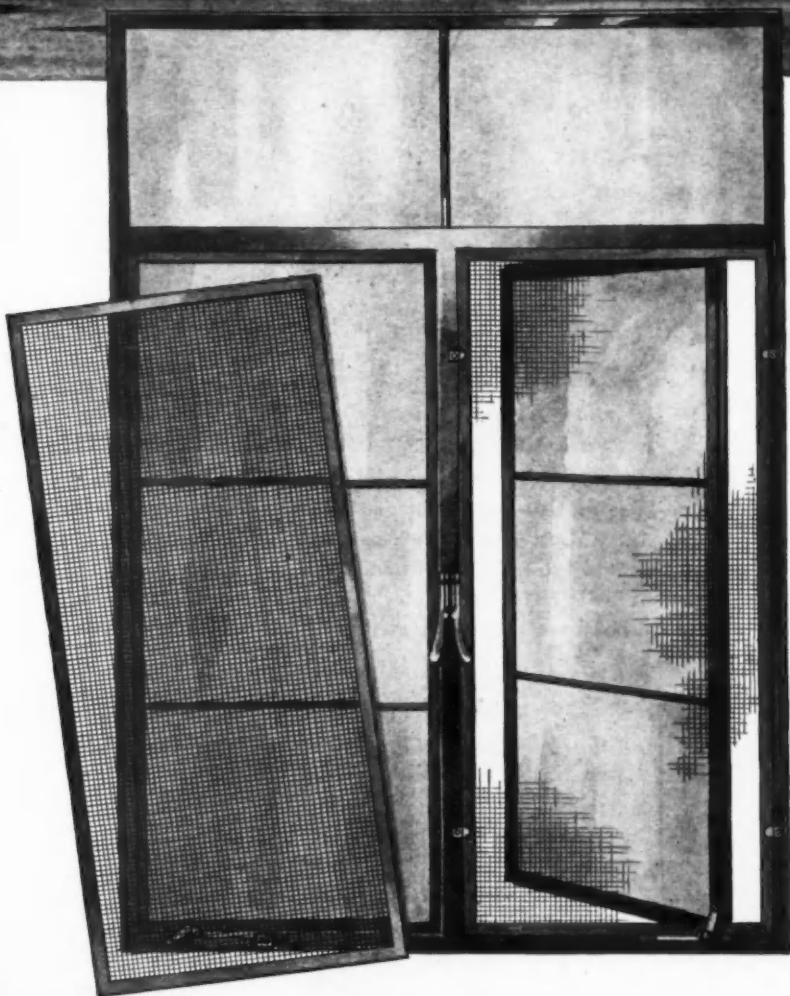
No warping, shrinking, or swelling with Ceco metal frame screens. Assured ease of operation, installation and removal.

No storing problem with Ceco metal frame screens. Easy to stack . . . no danger of breakage.

Ceco metal frame screens are lifetime screens. Wear-proof, termite proof and rustproof.

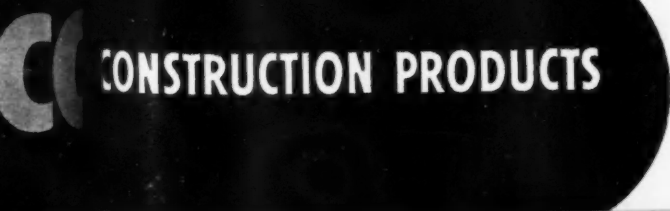
Ceco screens cost no more . . . cut maintenance cost to a minimum, providing substantial savings over a several year period.

CECO STEEL PRODUCTS CORPORATION
 General Offices: Omaha, Nebraska
 Manufacturing Division: 5701 W. 26th St., Chicago, Ill.



(Ceco screen shown on the Ceco residential casement window . . . a sun maximum window of proven adaptability to all types of architecture in the residential and apartment field.)

OTHER CECO ENGINEERED PRODUCTS: All types of metal residential and industrial windows, all types of steel doors, metal lath, metal weatherstrips, steel joists, steel roof deck. Meyer Steelforms, adjustable shores and clamps, concrete reinforcing bars, and welded fabric.



SCOOP... "YOUR FROZEN FUTURE"

BY HOUSE BEAUTIFUL MAGAZINE



Fact-Finder Florence Paine researching for her scoop "How Quick Freezing Will Affect Your Future Life" consults with John F. Stone, refrigeration expert of Johns-Manville. They discuss the feasibility of building zero-temperature rooms right into the house. It's no mere pipe-dream, since it's already been done in pre-war homes on the West Coast.



Getting All Angles... is House Beautiful's job. So Editor Florence Paine investigates the newest packaging materials for Frozen Foods. V. W. Moody, Jr., Eastern Sales Manager, Foil Division, Reynolds Metals, describes the advantages of their new sheet aluminum foil for wrapping foods for both home freezer and refrigerator storage.



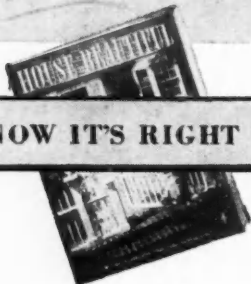
Digging Out Facts for her article "How Quick Freezing Will Affect Your Future Life" took House Beautiful's Florence Paine up to Robert M. Ruddick, Air Cargo Area Manager of United Air Lines. Here they discuss the possibility of freezing airflown novelty foods so every meal will be an adventure.



Interpreter of Trends... House Beautiful shows the effects of quick freezing on our future life. Here Editor Paine gets a preview of one of the 2,000 Frozen Food Stores Howard R. Roberts, General Sales Manager, Deepfreeze, says will be open by June 1946. Even department stores consider putting in Frozen Food Departments and Delivery.

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

YOU KNOW IT'S RIGHT WHEN



It's Right from

HOUSE BEAUTIFUL

Is Its BEAUTY only SKIN DEEP?

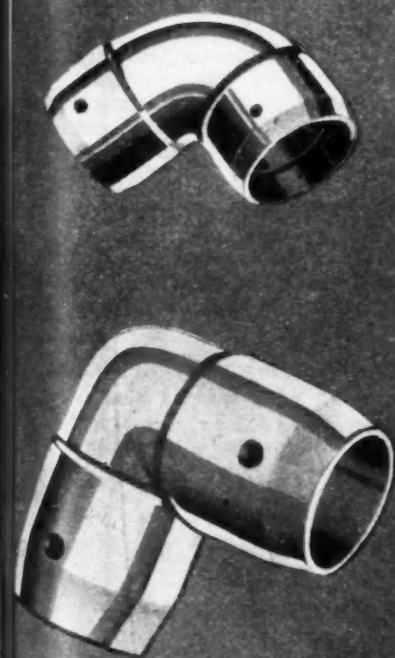


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—HARD—GOVT—TYPE M—MUELLER BRASS CO.—PORT HURON MICH—STREAMLINE—HARD—GOVT—TYPE M—

STREAMLINE
 PIPE AND FITTINGS DIVISION
MUELLER BRASS CO.
 PORT HURON, MICHIGAN

After all, what is the most important thing in any building designed for human habitation? There is only one answer; it is the plumbing or heating piping system, or both. The building may be the last word in modern design with beautiful and modern bathroom and kitchen fixtures, but they are utterly useless if the arteries which supply them with hot and cold water are defective and unreliable. The building's outward beauty will be only SKIN DEEP.

The informed prospective buyer or tenant of tomorrow will ask a lot of searching questions about plumbing and heating piping systems. He has become "piping conscious" and "rust conscious" too. He will demand a piping system that will not corrode and one that will offer the greatest possible resistance to clogging or leaking.

If you agree that a reliable, rust-proof piping system is a vitally important item in promoting comfort and liveability in the home, why not make a leader of it for post-war building? It can be a most effective sales argument to sell or rent property.

A plumbing or heating system of STREAMLINE Copper Pipe and Fittings, installed under normal conditions means efficient, trouble-free performance without repair bills, year after year, for the life of the building.

Investigate STREAMLINE now, and plan on using it either for remodeling or new, post-war construction. Send for catalog . . . it gives you the complete story.

COTTON INSULATION

gains EFFICIENCY with AGE!

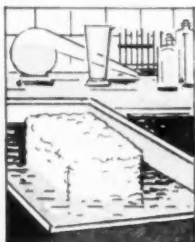


COTTON INSULATION IS EASIER TO INSTALL

Simply unroll like a rug. Light in weight and containing no abrasive substances, it is harmless to skin or clothing—leaves surfaces unmarred and cannot injure workmen. It's clean—no dust or flying particles when it is installed. Cotton Insulation reduces waste in storage, transportation, and handling on the job.

COTTON INSULATION DRASTICALLY CUTS WEIGHT

Cotton Insulation weighs about 220 pounds per thousand square feet—three inches thick—as little as one-twelfth of the weight required when using some other insulating materials comparable in efficiency. The added weight of Cotton Insulation is negligible—places no strain on roof, ceiling, or other structural members of a building utilized for its support. A reduced thickness may be used to provide an equivalent insulating effect. This advantage is important to the practical man.



COTTON INSULATION DOES NOT DETERIORATE FROM DAMPNESS

Refusing to spoil, Cotton Insulation does not absorb, but sheds, moisture. In processing, the natural water-repellent waxes of pure cotton are retained. When floated in water for a period of six months, it shows no mildew or capillary attraction. When tested under severe and abnormal conditions, frozen solid and then thawed, it regains full resiliency and efficiency when dried. Cotton Insulation has lifetime durability.

COTTON INSULATION RESISTS FLAME—REPELS VERMIN

Subjected to a 1600° F. flame from a blowtorch for a period of 20 minutes, it does not burst into flame, only chars. The chemicals used to make the cotton highly flame-resistant are non-volatile under temperature and atmospheric conditions prevailing in the United States. Chemicals render Cotton Insulation vermin-repellent. Examined after years of use, it was found to meet the requirements of the U. S. Department of Agriculture in every respect.



Although available through trained applicators, no special equipment is required for installation. Packaged in blankets that unroll like a rug—handled with ease and safety—the featherweight of its field, these qualities brought instant popularity to Cotton Insulation.

This popularity is merited by facts—facts that clearly indicate a maximum efficiency with a minimum investment—facts that assure the user comfort and safety. It meets or exceeds technical insulation requirements—it is included in standard specifications of FHA and FPHA—no priorities needed. All production is inspected and certified in strict accordance with specifications of the U. S. Department of Agriculture.

The superior value of Cotton Insulation is confirmed by the tests of leading laboratories—tests which show that Cotton Insulation transmits less heat per inch of thickness than any other building insulation material available today. It gains efficiency with age—does not settle from vibration and heat—in fact, tends to fluff to a greater thickness.

The demand for Cotton Insulation, which entered production shortly before the war, has reached such proportions that it promises to be a major factor in the postwar stabilization of agriculture.

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."

NATIONAL COTTON COUNCIL OF AMERICA

COTTON INSULATION ASSOCIATION

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

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Builders' News Review

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



Urgent Military Demands Halt Trend of Building To an Early Reconversion

GRIM developments in the European war in November and December have led to definite announcement in War Production Board quarters in Washington that there will be no relaxation in building restrictions until V-E day.

Increasingly stubborn German resistance has made it necessary to use greater quantities of material than original Army estimates called for, with the result that many war industries which had already been hit by the exodus of war workers to peacetime pursuits have again been called upon to step up their production in order to meet new Army requirements. This is particularly true in the field of munitions and artillery, in following out the U. S. military practice of using vast quantities of materiel in leveling enemy resistance in order to spare American lives. The shortage has shown up also in the supply of heavy truck tires, and these two items are among the leaders in those industries where W.P.B. and the War Manpower Commission are calling for a greater number of employees.

Need 50,000 Units

These changes appear in the recent statement of John B. Blandford, N.H.A. Administrator, to the effect that at least 50,000 additional war housing

units are needed in 87 critical localities. Blandford points out that most of these will be supplied by trailers and the movement of temporary, portable shelters from locations where they have already served their purpose. He hopes also to secure a good number of these accommodations through established war housing centers and the opening up of homes in these areas to incoming war workers.

Emphasis has shifted from the Area Production Urgency Committees, who had been reluctant to give the required consent in order that N.H.A. and W.P.B. approved H-2 and H-3 housing programs might go forward in certain localities. It is now the apparent intent of the National Housing Agency to postpone, or at least not to encourage, the promotion of its two programs intended to relieve congestion in critical areas (H-2), and hardship cases for returning veterans and others, even in areas of non-critical war production (H-3), until the date of the European war's ending can be more clearly seen than at present. Very few H-2 programs had been allowed to get under way since local area production emergency committees were not willing to certify that the manpower to build the houses was available without taking it from war plants.



G. J. GOUDREAU

Ohio Home Builders Hold State Conference

Two hundred home builders from all over Ohio gathered at Canton in November in connection with the Charter Members' Conference of the Ohio Home Builders Association. This conference was momentous in that it marked the formal injection of home builders, as a group, into matters of State-wide significance.

This gathering was the culmination of the efforts of a few pioneers who met in Washington in September, 1943, during the Directors' Conference of N.A.H.B. Wilburn Kerr was then elected President for the first year.

The newly organized Home Builders Association of Canton were hosts to the Conference,

under the aggressive leadership of the local President, A. A. Knoch.

The following new officers were elected for the Year 1945: G. J. Goudreau, Cleveland, President; J. B. Haverstick, Dayton, Vice-President; A. A. Knoch, Canton, Secretary; W. B. Marquard, Cleveland, Treasurer.

These men are to be assisted on the Executive Committee by Charles Malowney of Springfield, who managed the Conference and who is also an Area Vice-President, and by Edward Gensler of Youngstown.

Other Vice-Presidents are: J. B. Stout, Circleville; A. A. Knoch, Canton; George Baum, Youngstown; Harold Sturdevant, Toledo; Thomas McIlvain, Cincinnati.

Year's Housing Half Of 1943; W.P.B. Makes Estimates for 1945

New housing activity for 1944, with a total volume of \$685 million, dropped to slightly more than half of the 1943 volume, according to the War Production Board. The biggest drop was in publicly financed construction, which tumbled from \$702 million in 1943 to \$188 million in 1944, while privately financed housing dropped from a 1943 figure of \$616 million to \$497 million.

W.P.B.'s estimates for 1945 indicate a further drop to \$525 million in the event the war continues throughout the year on both fronts, but a rise to \$775 million in the event of Germany's defeat in the spring.

Builders on Horseback

FAST-MOVING, hard-riding members of the Oklahoma Home Builders Assn. turned out recently to give Big Chief Bob Gerholz of N.A.H.B. the above welcome at W. P. "Bill" Atkinson's ranch. Gerholz (5th from the right) and *American Builder's* Editor, Joe Mason, (3rd from the left) were given a tough workout inspecting the site of the Oklahoman's 1,000 home post-war "Garden City."



F.H.A. Acts to Expedite G.I. Loans, Protects Vets

All field and district offices of the Federal Housing Administration are set up to accept and process applications for loans to honorably discharged war veterans for the purpose of buying new or existing construction for use as a home, according to announcement from the Federal agency. The more than 13,000 financial institutions approved to F.H.A. insured loans have been informed of changes made in regulations to cover these loans, which may be 20% of the property's value but not to exceed \$2000. Normal F.H.A. requirements forbid the use of borrowed funds for down payment purposes, but this is waived where the loan is made by a discharged service man or woman for home purchase requirements.

The agency has also taken steps to warn returning veterans about payment of inflated prices which do not represent true value. In its publicity releases, and in a recently prepared series of advertisements for sponsorship by banks and other approved lending institutions, the F.H.A. points to the danger of making such mistakes under present market conditions in many areas, and suggests that F.H.A. insurance, with its proved valuation techniques to back it up, will lessen the danger.

Six New Associations Join National Body

Recently added to the roster of the National Association of Home Builders are the following Associations and their officers:

Home Builders Association of Atlanta, Ga.; L. J. Boggs, President; Earl McMillen, Vice-president; Herbert Kaiser, Treasurer.

Long Island (N.Y.) Chapter of National Association of Home Builders; Gustav A. Metzger, President; O. J. Hartwig, Executive Officer.

Short Hills-Millburn (N.J.) Builders and Developers Association; Kenneth W. Dalzell, President; H. D. Stevenson, Vice-president; Lloyd Bremer, Secretary; Harry S. Campbell, Treasurer.

Home Builders Association of Canton (Ohio); A. A. Knock, President.

Home Builders Association of Mahoning Valley (Ohio); R. W. Hartman, President.

Stamford (Conn.) Home Builders Association (From Westport, Conn., to the New York State line); John Smith, President; Patrick Delucca, Vice-president; W. H. Hobby, Sec.



CARLOS HUNTINGTON, retired as a colonel from the Army July, 1944, who pre-war had been attorney for Warren Construction Company in Portland, Oregon, has been made executive secretary of the Portland Home Builders Association. Since his army discharge, Huntington has been Administrator of builders' license law of California.

Larry Bome, who formerly held the post, was forced to give all his time to Portland Realty Board, was voted a life membership.



NEWLY ELECTED OFFICERS of Portland, Oregon, Home Builders Association, Inc., who took over at the group's annual dinner meeting recently. Left to right: Otis Vowells, Vice-president; Edwin Sandberg, President; L. C. Simms, retiring president, who served two terms; and Fred Goldenberg, Treasurer (re-elected).

California Contractors Hold 2-Day Meet, Show

The Building Contractors Association of California, Inc., with its 24 Chapter Members, held a recent two-day meeting and Building Material Display at the Los Angeles Elks Club which was addressed by officials of government, private building industry, the manufacturing industry and bankers. Prominent among the speakers were Douglas Burrows, Assistant Vice-president of the Security First National Bank, Los Angeles, who discussed post-war financing for builders; George Eason, Vice-president of the National Savings and Loan League, whose subject was: The G.I. Bill and Post-war Construction

Maryland Builders Hear Gerholz, Cortright, Elect Officers

The fast-growing Home Builders Association of Maryland held its annual dinner meeting December 12th at the Lord Baltimore Hotel, in Baltimore. President Joseph Meyerhoff of the Maryland group, who is also Treasurer of the National Association, presided at the meeting and introduced National President Robert P. Gerholz and Executive Vice-president Frank W. Cortright, who discussed the purposes and aims of the National Association and the prospects for an early resumption of home building.

Officers Re-elected

The Association recently re-elected President Meyerhoff, Vice-president John L. Tregellas, and Treasurer Henry Kolb for a term of one year. C. Philip Pitt is Executive Secretary of the group, and its directors include Henry I. Adler, C. Braddock Jones, Julius Requardt, A. J. Watkins, Victor J. Gavin, Morris Macht, and J. McC. Mowbray, in addition to the officers.

Local Associations Report 1945 Officers

The following local chapters of the National Association of Home Builders have sent us their slates of officers for 1945:

Columbus, Ohio, Home Builders Association: Walter J. Schapter, President; Ralph Fallon, Vice President; Clyde R. Montgomery, Secretary-Treasurer; Indianapolis, Indiana, Home Builders Association; Harry Dillehay, President; John E. Bauer, Secretary; Paul R. Pike, Treasurer; Ross Neeves, Robert M. Mason, Fred C. Tucker, Hugh Bremerman, Carl W. Lindemann, Everett J. Holloway, Directors; Salt Lake City, Utah, Chapter; Howard J. Layton, President; Edward J. Holmes, Vice-President.

St. Louis Guild Elects

Builders' Guild of St. Louis, Mo.: Clarence T. Wilson, President; Robert M. Berkley, 1st Vice-President; Adrian Koch, 2nd Vice-President; Norman Schuermann, 3rd Vice-President; Fred Schwaller, 4th Vice-President; Louis P. Schwaller, Secretary; Silvio Lombardi, Sergeant-at-arms; Niagara Frontier (N.Y.) Builders' Association: Howard W. Pearce, President; John G. Percy, Jr., Vice-President; Walter F. Mullen, Secretary; J. Harold Gerich, Treasurer; George F. Prong, Executive Secretary.

Potential Employment In Home Building

Some conception of the employment possibilities offered by the home building industry post-war may be gained from a study of recent figures compiled by *American Builder's* marketing and research staff and included in its booklet: "Residential and Commercial Building in the Immediate Post-war Years."

In terms of manpower directly employed in erecting one million homes, it takes:

25,000 manufacturers and producers,

125,000 wholesale and retail distributors,

100,000 residential builders and general contractors,

200,000 special trade contractors,

3,000,000 architects, engineers, draftsmen, skilled and unskilled workers,

6,900 banks, building and loan and other lending institutions, as well as miscellaneous other employees, including title examiners, insurance representatives, building inspectors and other government officials.

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course, the vast employment rolls in the industries that manufacture building products; and the services of a substantial part of the nation's transportation system, as well as those of local public utilities.

Where They Will Be Built

Another interesting fact unearthed by the survey is that in 1941, our last normal building year, 66% of all new homes (non-farm) were built in places of less than 50,000 population; while 38% of that nation's total were erected in places having less than 2500 population.

The survey predicted the construction of 1,600,000 new homes in the three immediate post-war years, with 750,000 of that number coming in the third year.

Wire Screen To Be Tight

Enormously increased military requirements for insect wire screen cloth have led to drastic cuts in W.P.B. authorizations for manufacture for civilian requirements.

Restrictions Removed On Cement Manufacture

Restrictions on Portland cement, which formerly limited manufacture to three types, have been removed by W.P.B. Included in the order of removal was the rescinding of the prohibition against earmarking of storage bins for individual customers.

The order had been in effect since August, 1942, in which year a record 185 million barrels were consumed, and it was thought that military requirements would boost this figure. However, 1944 consumption is down to an estimated 88 million barrels, and 1945 requirements, based on present construction restrictions, should not exceed 130 million barrels.

Manufacturer Offers Store Designs in Glass

Pittsburgh Plate Glass has commissioned 20 architectural firms to design 41 types of retail stores featuring more use of glass and built around the theme that merchants must "sell" their entire establishments as well as their goods.

Department, shoe, drug, furniture and hardware stores, as well as beauty parlors and apparel shops, are among the businesses covered, and designs and data are available through Guy Berghoff, public relations director, 623 Duquesne Way, Pittsburgh, Pa.

Honorable Mention Awards Announced

In addition to the first prize awards in the N.A.H.B. Design Competition, there were two honorable mentions in each of the six classes as follows:

Class I—City Home—R. J. Bluett, R. J. Bluett and Son, Chicago, Ill.; Hugh G. Selby, president Selby Construction Co., Lakewood, O.

Class II—Suburban Home—Clark B. Sundin, Worcester, Mass.; Rudolph A. Matern, Matern, Graff & Paul, New York, N.Y.

Class III—Industrial Worker's Home—John Crosland Co., Charlotte, N.C.; Carrothers & Braun, Inc., Oak Park, Ill.

Class IV—Farm Home—Carrothers & Braun, Inc., Oak Park, Ill.; Richard B. Pollman, Detroit, Mich.

Class V—Summer Resort Home—Cord B. Wilson, Oklahoma City, Okla., (Bruce Berry, Arch.); Harris Homes, Chicago, Ill.

Class VI—Home for Two—Andersen & Schuh, Chicago, Ill., (Braun and Del Bianco, Architects); Carrothers & Braun, Inc., Oak Park, Ill.

Cortright's Column
By Frank W. Cortright



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

The part government should play in the construction industry post-war has suddenly become a major policy problem here in Washington. Since word recently went out that the Taft Committee hearings which start January 8th must be concluded by January 20th, it has become clear that very few organizations have thought through on this involved and important subject. N.H.A. itself has been working overtime to complete its recommendations. The arguments for the continuation of N.H.A. will be predicated upon the assumption that co-ordination, direction, and assistance by government are desirable and necessary. Public housing and organized labor groups will probably support N.H.A.'s proposals, adding a number of suggestions of their own. On the other hand, most associations speaking for construction and finance will urge a wide variety of regrouping plans and express divergent opinions as to the part government should play.

What should permanent setup be?—Should there be co-ordination either by a single administrator or by a board? Should N.H.A.'s constituent agencies be set free or distributed to a federal loan agency, the Federal Works Agency and to other departments of government? The argument is made that some sixteen agencies having an interest in housing should comprise a Department of Housing or a Department of Construction with single control and cabinet stature. To assist members in recalling what happened when N.H.A. was established, we quote from N.A.H.B.'s Washington Letter of February 27, 1942:

"The new National Housing Agency has three main constituent units. They are: (1) *The Federal Housing Administration* to be headed by Abner Ferguson, its present Administrator, with the title of Commissioner. (2) *The Federal Public Housing Authority*, an amalgamation of all agencies engaged in public housing. It includes the functions of the U.S.H.A., the Defense Homes Corporation, the non-farm section of the Farm Security Administration, the housing branches now under the Federal Works Agency, housing work of the P.B.A., and War Department and Navy Department housing except on Army or Navy reservations. Leon Keyserling has been named acting Commissioner of this unit. (3) *The Federal Home Loan Bank Administration* which takes over all of the functions carried on the H.O.L.C., the Home Loan Bank System and subsidiaries such as the Federal Savings and Loan Insurance Corporation. John H. Fahey, Chairman of the Home Loan Bank Board, will head this new unit with the title of Commissioner."

All are agreed that the consolidation of agencies has served its purpose well during the last three years. Those of us who tried to find our way through the tortuous maze of bureaus and procedures previous to the consolidation can best appreciate the comparative order which followed. However, the fact that N.H.A. has worked well under war-time conditions is not a satisfying argument for its continuance in the post-war

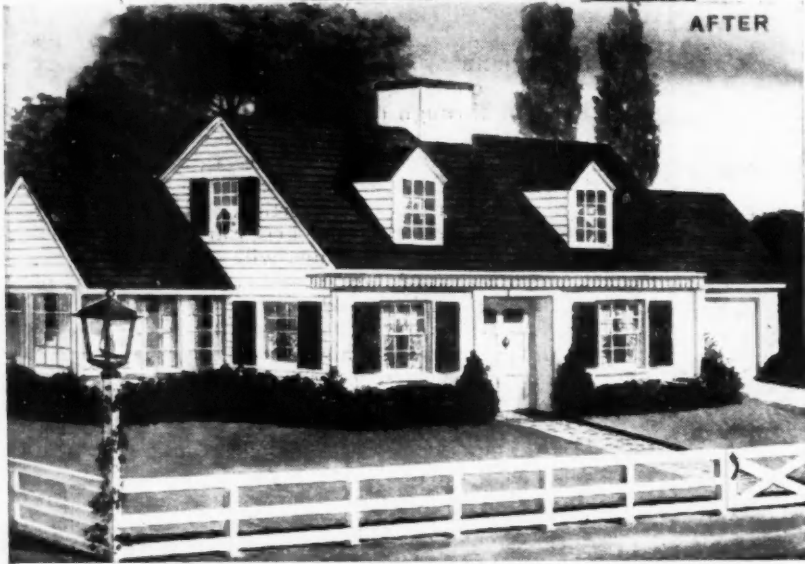
(Continued to page 136)



THIS PICTURE might be captioned: BUILDERS' DREAM! or so the lads in Dallas tell us. Snapped at a recent meeting to honor N.A.H.B. President Gerholz during his visit with the Dallas group, it shows that rare spectacle of bankers singing to builders! That's right; the first four gentlemen reading from the left are Vice-presidents of four leading Dallas lending institutions!



Modernize with **STANLEY HARDWARE**



Hundreds of owners of war-worn homes in the average community are ready to start repairs and improvements. They'll need your experienced advice on many a building question. And they'll need the right kind of hardware — Stanley Hardware.

The Stanley line is so broad in variety and so dependable in quality that you can satisfy practically every requirement. Specify Stanley for complete owner satisfaction. The Stanley Works, New Britain, Connecticut.

Typical Stanley Hardware Items for Home Modernization

 A collection of various Stanley hardware items including hinges, door handles, and brackets, arranged around a central illustration of a garage door and a window. The items are shown in various orientations and sizes.

STANLEY

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AMERICAN BUILDER *Editorial*

N.A.H.B. CONVENTION—a milestone of builder progress and co-operation

IN this Convention and Home Show issue, *American Builder* salutes another milestone in builder progress and co-operation.

No better proof of the growing strength and organized power of the residential builders of the country could be given than the huge convention taking place at the Sherman Hotel in Chicago, January 15-20. It is a tribute to the National Association of Home Builders and to the growing power of the residential building industry that more than 3,000 builders are traveling, despite war-time difficulties, from every state of the union and from foreign countries, to attend.

When this convention was planned early last year, it was thought that the war would be over by this January 15. Despite the difficulties and disappointments of war-time conditions, *the affair will break all records.*

Has come of age

Here's evidence that the home building business has come of age. It is no longer a "hammer and saw" trade of little men with little ideas. The builders of today and tomorrow are engaged in big business—are bent on producing scientifically planned and equipped homes and communities such as have never been seen before.

The amazing display of materials, equipment, home designs and home models at the N.A.H.B. convention represents an outlay of more than \$500,000. Again a startling indication of the fact that the organized residential builders of the country have stepped forward into the limelight of national affairs and national leadership. Advance registrations indicate that builders are coming in groups of 30, 50, 100 or more from such distant cities as Dallas, Oklahoma City, San Francisco, Seattle, and Washington, D. C.

The multi-billion dollar residential field has long needed a forceful organization of active residential builders to represent it in national affairs. The N.A.H.B. convention, attended by delegations of builders from 60 local and regional associations throughout the land demonstrates that such leadership is now being given.

The important part these city, state, and regional associations of residential builders play in the N.A.H.B. setup should not be overlooked. Organizing of such groups has been moving rapidly this past year. At the recent Oklahoma City meeting, for example, more than 300 builders

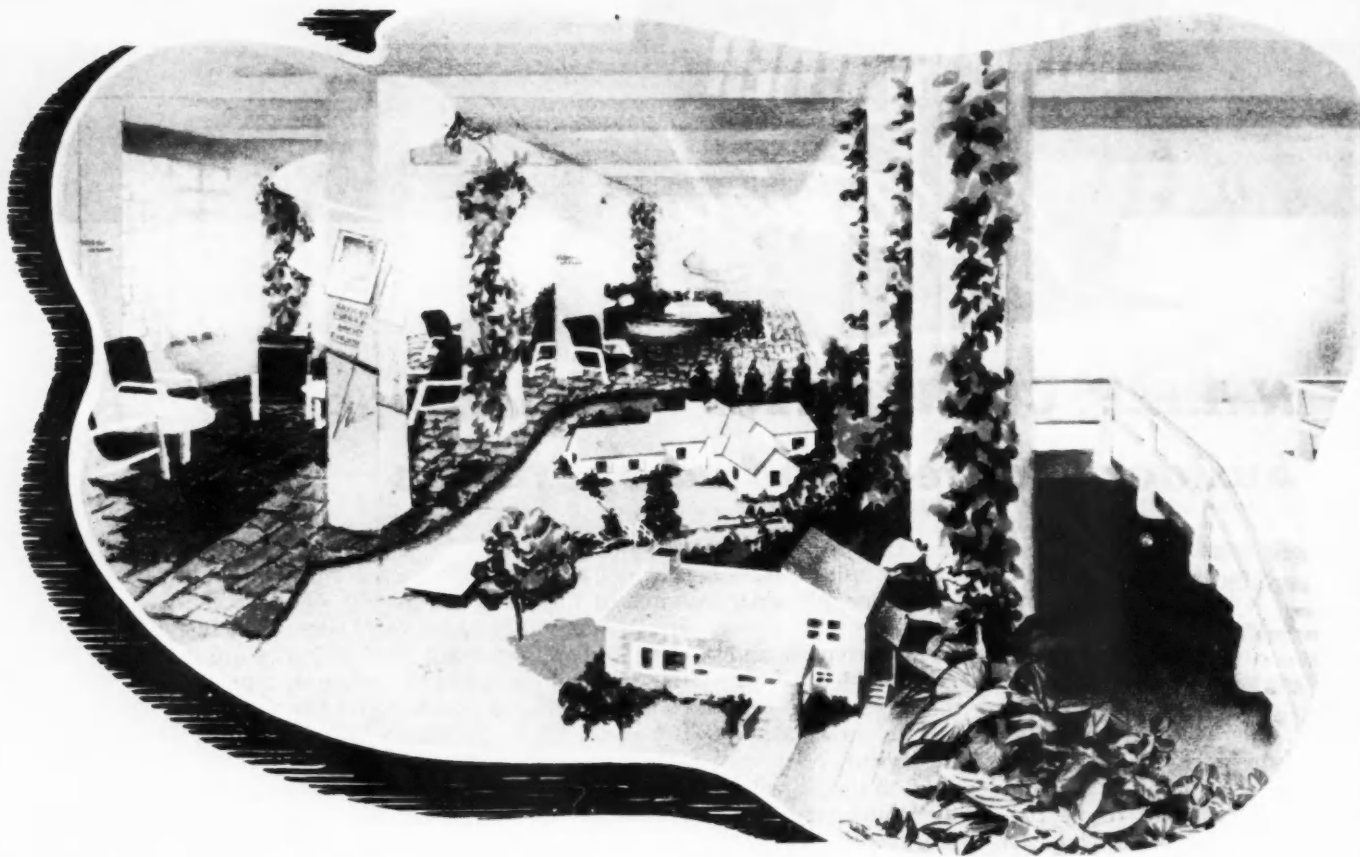
attended a three day conference at which the governor of the state, the mayor of Oklahoma City, and numerous notables took part. Widely publicized and well-attended local meetings are putting the spotlight on the *home builder* as a progressive, civic-minded leader working for better housing and full employment. Politically these local groups are active and effective in support of legislation beneficial to the industry. On a national scale, the N.A.H.B. is a powerful voice defending the private enterprise builder.

Result of leadership

The growth of N.A.H.B. to the point where such a convention as this is possible is the result of brilliant and unselfish leadership by a relatively small group of men of vision. N.A.H.B. president Robert P. Gerholz is this year traveling more than 20,000 miles, *at his own expense*, to speak at builder meetings from coast to coast, lending the power of his enthusiasm and inspiration to the organization of new groups. His predecessors, Fritz B. Burns and David D. Bohannon, were also men with genuine qualities of leadership. They also spent thousands of dollars of their own money and countless hours of their time in the service of their fellow builders. Being president of N.A.H.B. is an inspirational, *but costly*, job.

N.A.H.B. is closing a year of progress and success—the result of vigorous, forward-looking leadership. The convention serves to dramatize this progress and to make residential builders everywhere realize that they are part of a great and important profession. For the home builders of this land are the key men in a new surge of progress which will provide a superabundance of good homes for the people of this nation in the years ahead. Their motto is "*homes and jobs.*"

American Builder dedicates this, its first Convention issue, to the many hard-working individuals who have made the N.A.H.B. show possible. The convention and building exposition opens at the Sherman Hotel in Chicago at 10 A.M. January 15. It is open to all builders, whether N.A.H.B. members or not. The official registration fee is \$10.



All Set for Greatest Builders' Show

**N. A. H. B. Convention and Panorama of Building
Progress shatters all records—pictures building future**

NEW horizons are rising. Old landmarks are falling. The home building industry has scaled new heights. It moves, and will continue to move, onward and upward.

On January 15, the organized home builders of America will marshal more forces under one roof than ever before in the industry's history. The occasion is the annual convention and building exposition of the National Association of Home Builders of the United States (abbreviated as N.A.H.B.).

From a hundred and twenty-three cities in forty-two states, from coast to coast and border to border, about three thousand of the leading home builders of America will somehow find their way to Chicago on this date despite the handicaps of wartime travel. They're a hardy crew. They'd get where they want to go if they had to hitch-hike.

But their reason for gathering is in full harmony with the war effort. They will take a post-graduate course on how best to complete their

assignment of building homes vital to war production. They will study methods which will better enable them to provide homes of sound value during the transition from war to peace for the deserving members of the armed services under the provisions of the G. I. Bill of Rights.

In giving preference to our honorably discharged service men, home builders will at the same time be readying their organizations to grapple with the tremendous job which

lies ahead—the face-lifting of America's residential landscape.

The needs of war are changing and shifting rapidly. This calls for frequent modifications in the planning and programming of war housing. At this convention builders will learn what these changes are, why they are, and how it is proposed to solve them. Top flight housing officials will address the meetings and answer questions on latest rulings by agencies dealing with war housing



ROBERT P. GERHOLZ
President



JOSEPH E. MERRION
1st Vice-President



JOSEPH MEYERHOFF
Treasurer



IRVIN A. BLIETZ
Vice Chairman



ELIZ. S.
Exhibitor

American Builder, January 1945.

and building for veterans—the only categories until Victory in Europe.

New techniques which have been developed to speed and improve construction during the war will be described by men who have employed them recently in large scale projects. Exhibits of these improved methods will be available for further study at the exposition. Through this process builders who have not yet used these advanced methods will learn about them from those who have had actual experience.

Models of Prize Winners

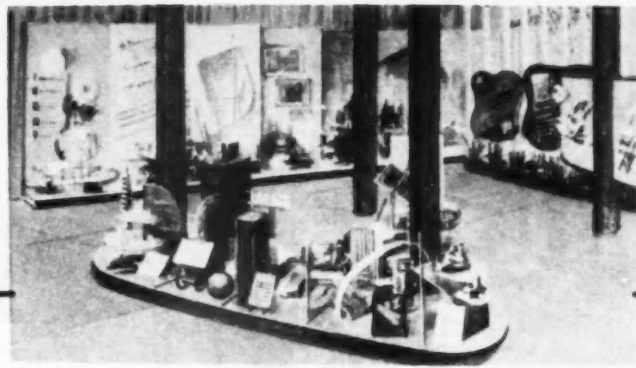
A definite post-war flavor will naturally permeate all discussions and color all exhibits. These are after all the representative operators of the home building field. They are the ones who will be expected to spearhead the building of a million homes a year in the first decade of peace. They and the manufacturers exhibiting are a vital part of the drive for millions of jobs when reconversion can again get underway.

Here builders will shape some of their plans for that post-war period which we all pray will come sooner than we now permit ourselves to expect. A focal point under this head will be the excellent studies submitted in the \$6,000 house design competition by leading builders and the architects associated with them.

The six first prize winners have been built into large scale models and will be pleasingly arranged on landscaped lots in the "Conference Gardens" of the exposition. This is a 12,000 square foot area with a setting of growing trees, shrubbery and flowers. Comfortable chairs will be generously located in this area for builders and manufacturers to discuss business.

In addition to the display of the prize winners in model form, the builders will have an opportunity to study several hundred other designs submitted. The architectural renderings will be shown in a special *Achievement Section*.

(Continued to page 150)



HIGHLIGHTS

of N.A.H.B. Convention—Exposition

ATTENDANCE—With over two thousand paid reservations from 123 cities in 42 states, not counting Chicago, at press time, Chairman George F. Nixon estimated an attendance of about 3,000 builders.

DESIGN CONTEST—Large scale models of six prize winning house designs will be shown in the land-planned and landscaped "Conference Gardens." Architectural renderings of hundreds of other designs will be displayed in the "Achievement Section."

WAR HOUSING—What builders will be called on to do in providing more war housing to fill the urgent and fast shifting needs of war production now under a new, severe strain, will come direct from Administrator John B. Blandford, Jr. of N.H.A.; Chairman J. A. Krug of W.P.B., Commissioners Abner H. Ferguson of F.H.A. and Philip H. Klutznick of N.P.H.A.

MATERIALS AND EQUIPMENT—More than 40,000 square feet of floor space will embrace a "pageant of progress" of the materials and equipment which go into home building manufactured by over a hundred leading producers.

Latest tools and machinery for reducing construction costs—mill-fabricated sub-assemblies to speed building—latest, proved air conditioning units—advanced kitchen planning with completely equipped kitchens and laundries—central heating of all types—new glass uses with new installation techniques—improved wiring plans for post-war homes—modular planning carried into construction—hardware as the future will know it—new style and economies in the erection of brick and cement masonry walls—fruits of research in the use of insulation of various types—these are some of the salient features of the exhibits.

PROGRAM—WELCOMES by Illinois' Governor Dwight H. Green and Chicago's Mayor Edward J. Kelly.

PANEL DISCUSSIONS with direct, brief addresses by outstanding authorities, followed by comments and questions from floor. Subjects include Land Planning—Home Financing—Practical Substitutes—Heating and Air Conditioning—Plastics—Electronics—Electric Kitchens—"New Freedom" Gas Kitchen—Coat Systems—Improved Estimating—Refrigeration, Deep Freeze and Storage.

PUBLIC vs. PRIVATE DEBATE featuring two of the most prominent and respected proponents of both fields of housing.

TOP FLIGHT SPEAKERS include Senator Robert A. Taft; Charles F. Kettering, vice-president of General Motors Corporation; Paul M. Hoffman, chairman of Committee on Economic Development; R. J. Thomas, president U.A.W.-C.I.O. and chairman C.I.O. Housing and Post-War Planning Committees; Ralph Carney, vice-president, Coleman Lamp and Stove Co.; Curt C. Mack and Carl S. Gardner, F.H.A. chiefs of Underwriting and Land-Planning respectively; Seward Mott, director of Urban Land Institute; Ben C. Wileman, of Midwest City, Okla.

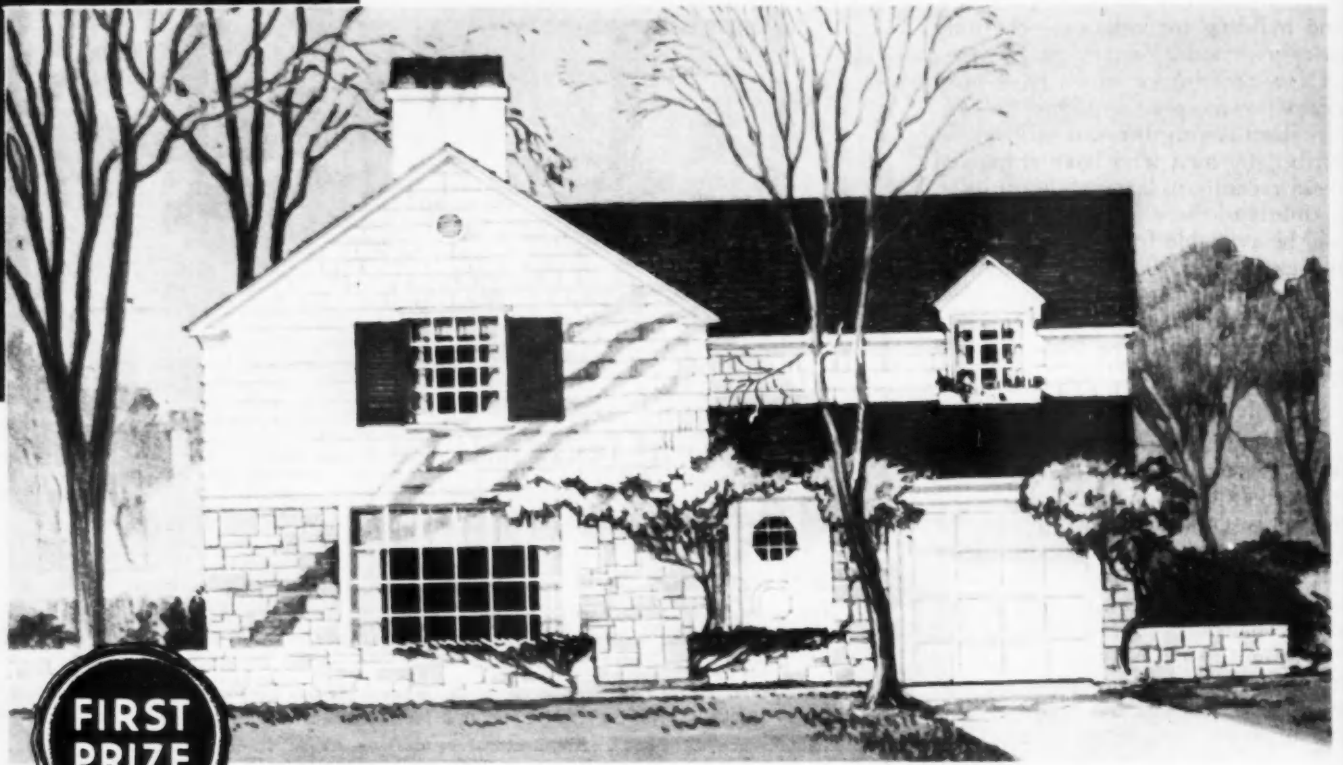


A. BLIETZ
Chairman

ELIZ. SHOEMAKER
Exhibit Director

GEORGE F. NIXON
Expos. Chairman

BLUEPRINTS OF PRIZE WINNING DESIGNS ON FOLLOWING PAGES



Balanced Home for Family of Four



HUGH G. SELBY of Lakewood, Ohio, is winner of first prize for the City Home. The house was designed by Edward G. Conrad, Cleveland architect.

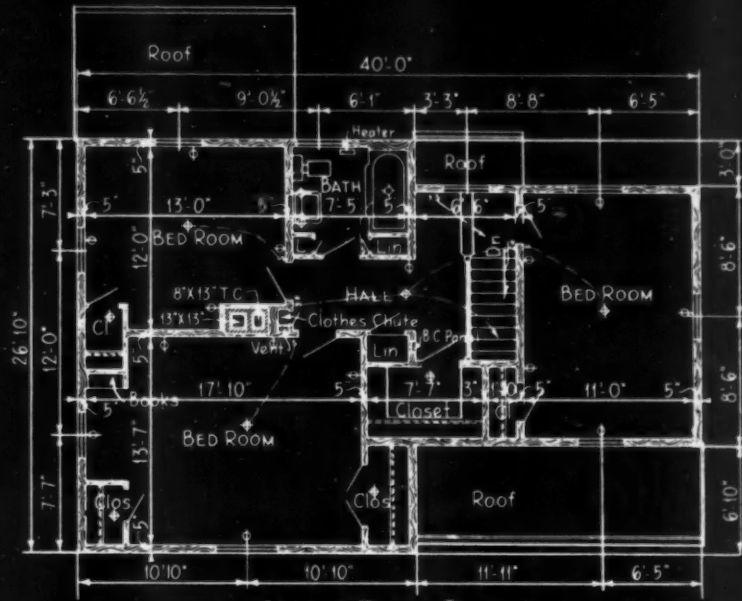
THE winner of this first prize in the N.A.H.B. Design Competition is Hugh G. Selby, president of the Selby Construction Company, Lakewood, Ohio.

The winning design, which was prepared by Architect Edward G. Conrad of Cleveland, is shown on this page, in an *American Builder* blueprint presentation showing construction details.

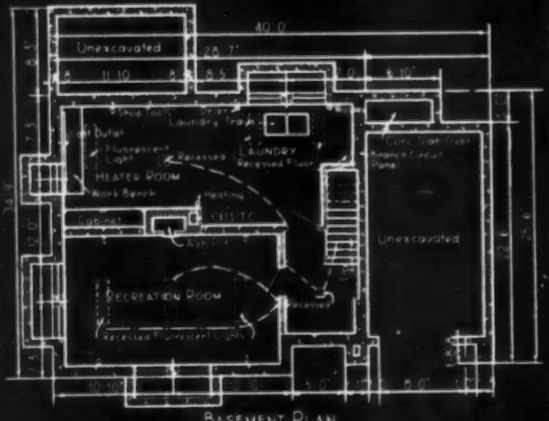
The house was planned to accommodate a family of two adults and two children of opposite sexes. This calls for two bedrooms to handle twin beds, and one for a double bed. The attached garage is required by the severe winters where it will be built, and gives space for the third bedroom.

The living room is well organized for furniture placement. Dining room has direct access from living room and is large enough to accommodate sizable parties.

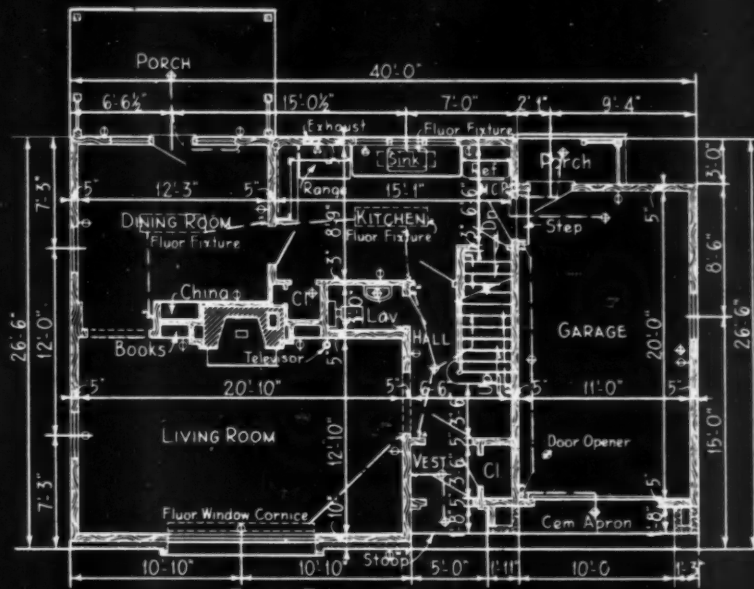




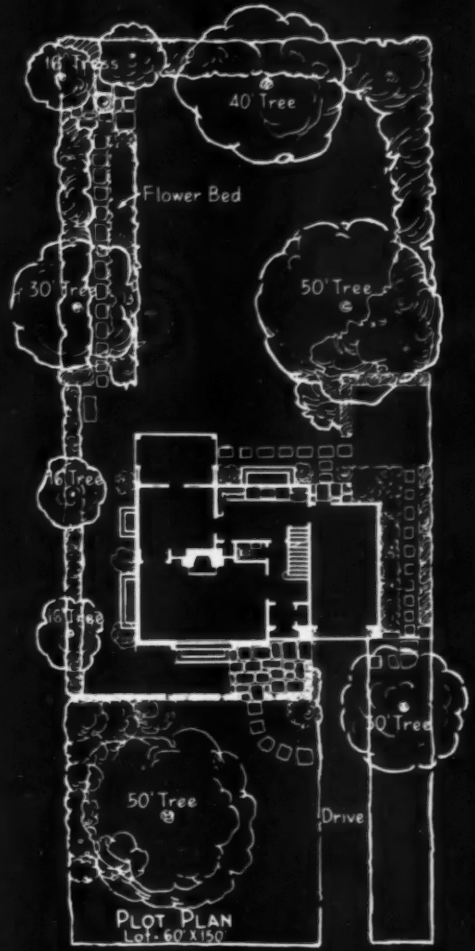
SECOND FLOOR PLAN



BASEMENT PLAN

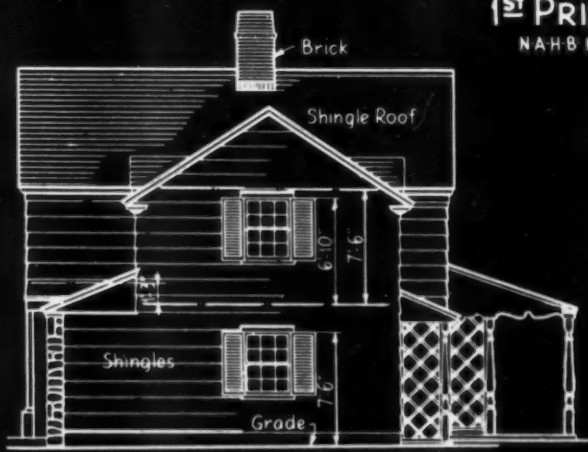


FIRST FLOOR PLAN

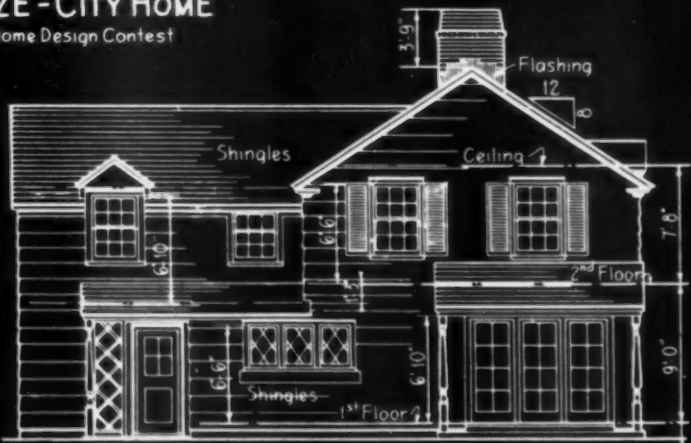


PLOT PLAN
Lot - 60' x 150'

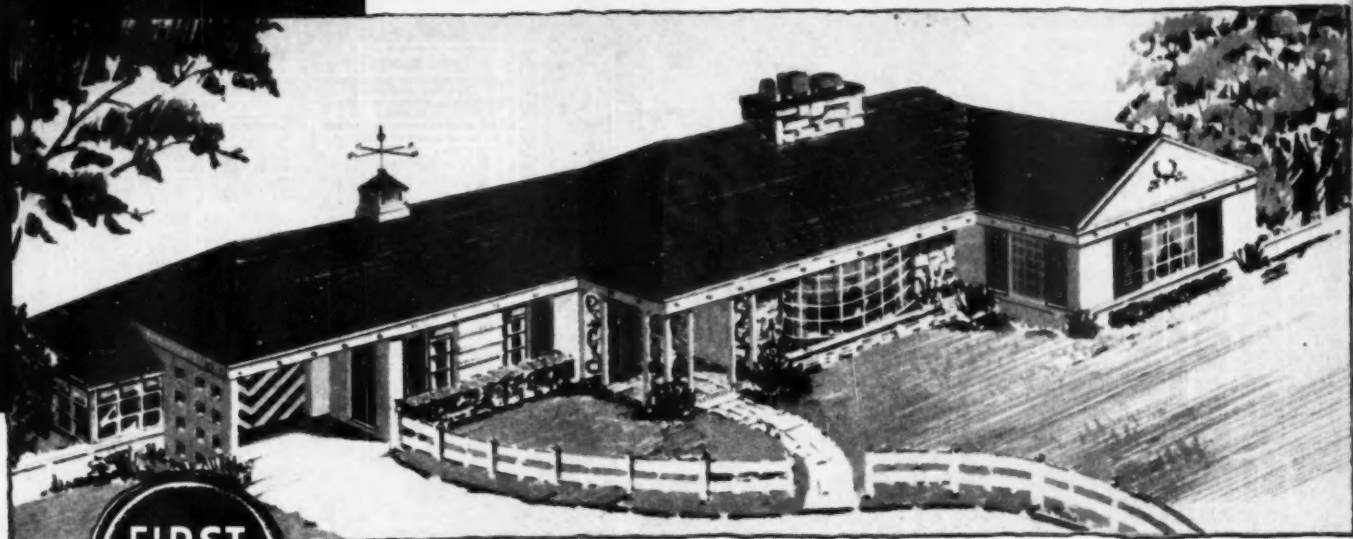
AMERICAN BUILDER
BLUEPRINT PRESENTATION
1ST PRIZE - CITY HOME
N.A.H.B. Home Design Contest



RIGHT SIDE ELEVATION



REAR ELEVATION

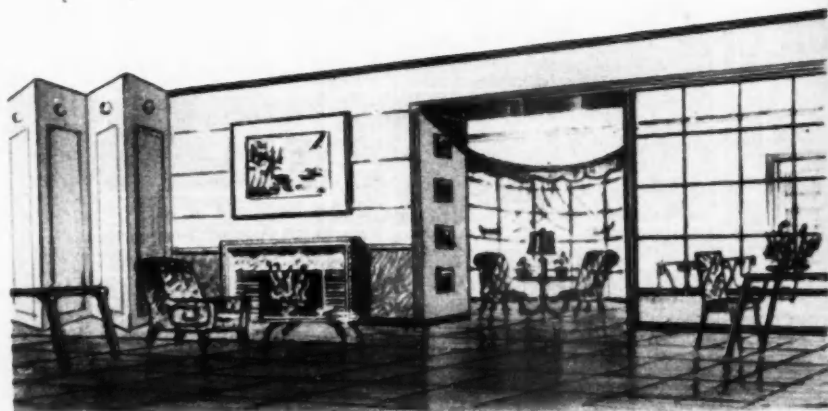


Fine Living, Emphasis on Play

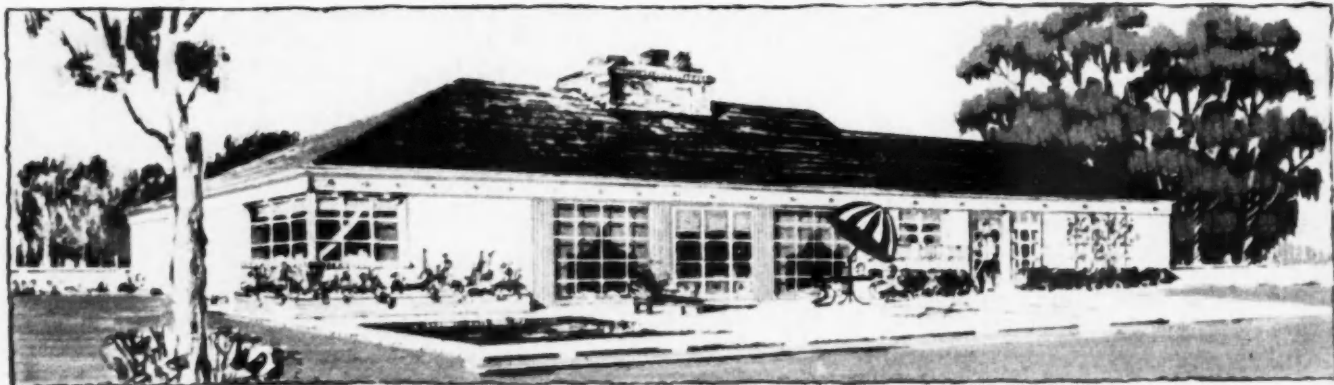
THE Schreiber brothers, Charles, the builder, and Arthur, the architect, of Chicago, Ill., were awarded first prize for the Suburban Home with this design which fits the family which goes for recreation and play. The recreation space embraces the utility of a dining room, a porch and a bedroom or study. Yet when the occasion demands, it becomes one spacious *entertainment and game room*. Further, when weather invites, a huge porch can be created by raising the two large windows and lowering a roll-type screen.



CHARLES SCHREIBER, winner of first award for the Suburban Home, whose brother, Arthur, is an architect and planned the winning design.

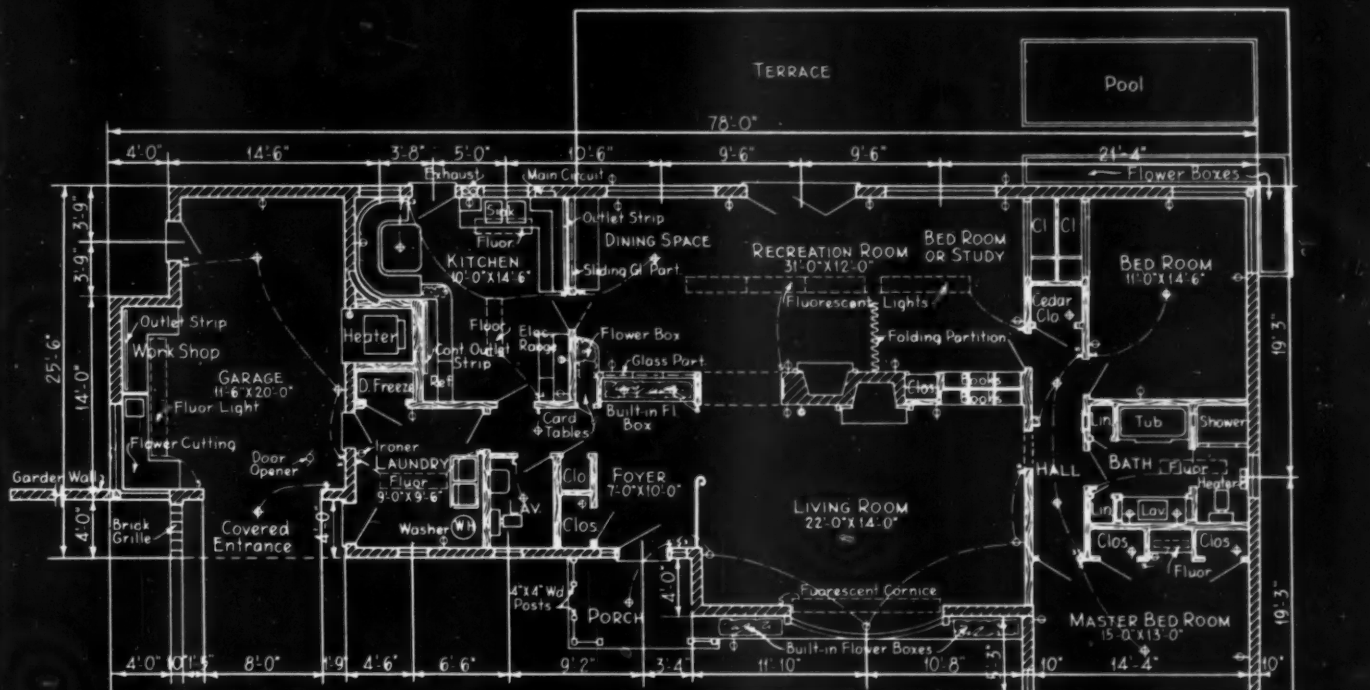


FROM recreation room living room is seen beyond. Below is view of rear and garden looking toward recreation room terrace. Plan deserves a lot of study.

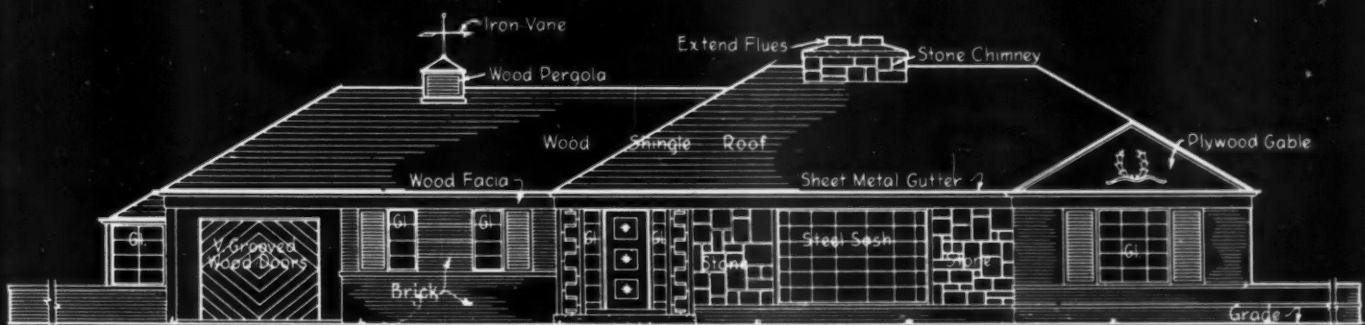


25'-6"
14'-0"
3'-9"
3'-9"
4'-0"
Garden W

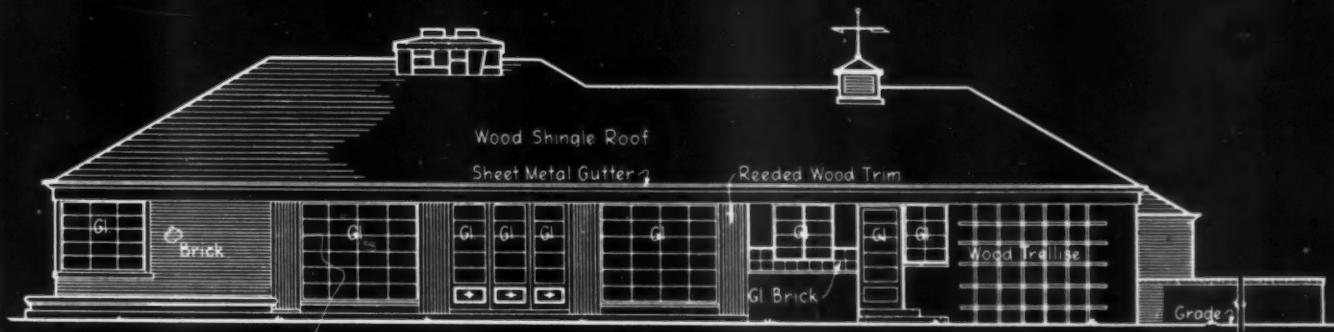




FIRST FLOOR PLAN

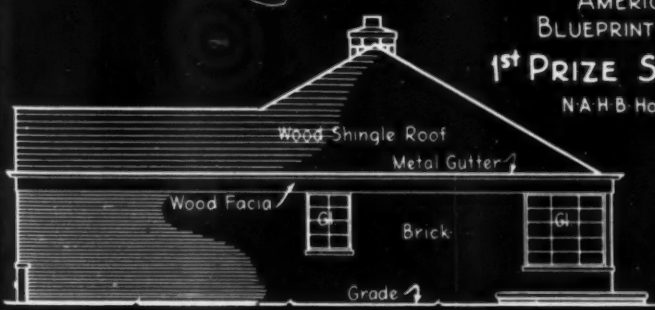


STREET ELEVATION

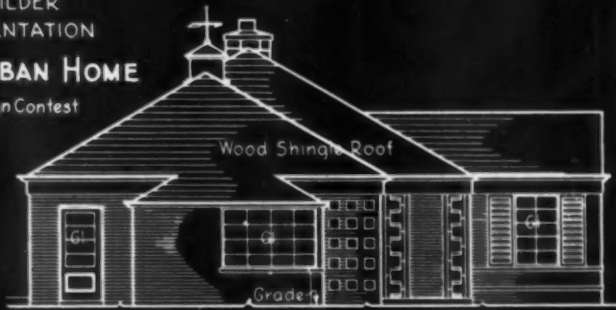


GARDEN ELEVATION

AMERICAN BUILDER
 BLUEPRINT PRESENTATION
1st PRIZE SUBURBAN HOME
 N.A.H.B. Home Design Contest



RIGHT ELEVATION



LEFT ELEVATION



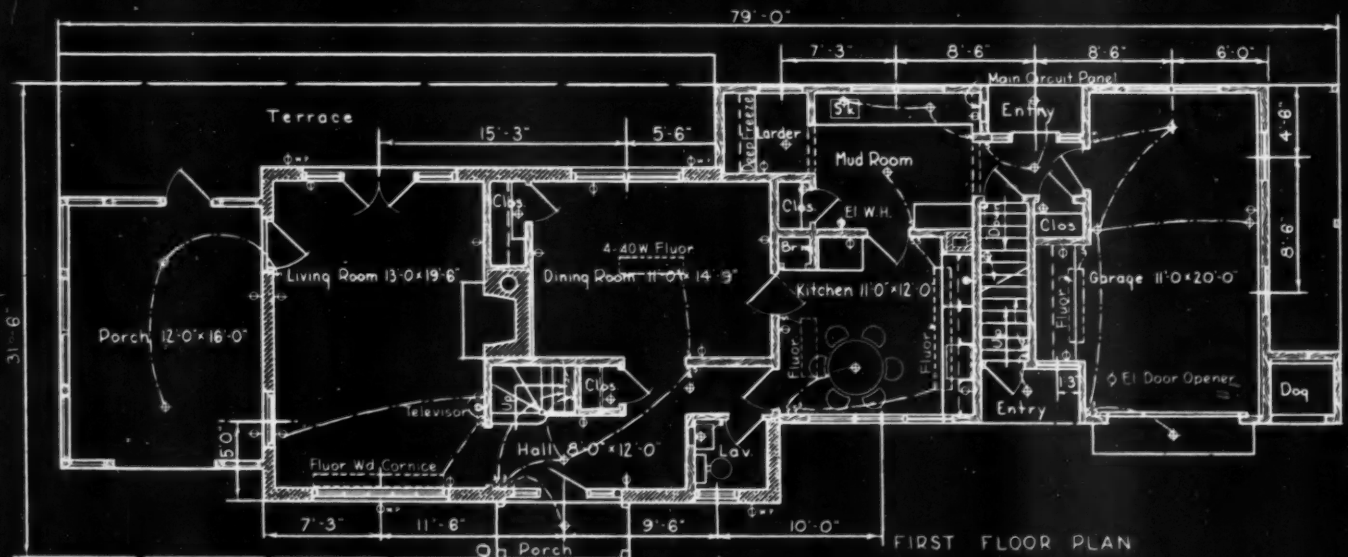
Flexibility Fits the Farmer

THE farm house shown in this exhibit has been conceived as an ideal American Farm House and provides a maximum of flexibility because of the varying requirements of the individual farmer. The basic unit, which is to be built first, includes the living room, dining room, first floor lavatory, kitchen and mud room. It would provide ample livability for the farmer who has only one hired man and does not have immediate use for a garage, using the barn for car storage. The plan is flexible because of the spacious kitchen with excellent dining space. The dining room could also be used as a sleeping chamber.

The basic unit could be built for \$9200 in Northern Illinois, Kastrup says. The garage, bath and second hired man's room would cost an additional \$1200. A further amplification is with a two-car garage and a third hired man's room.



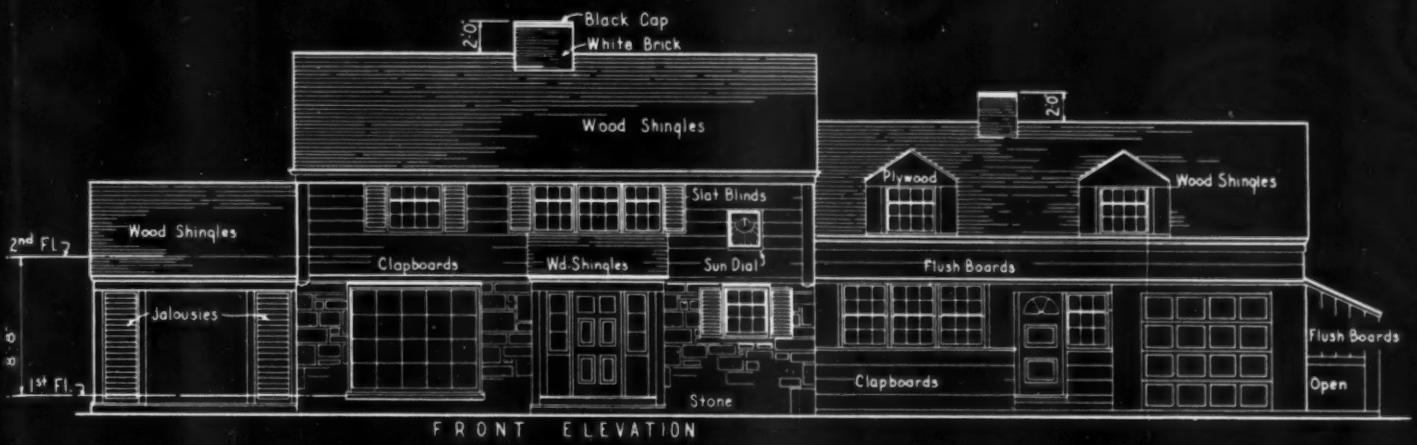
CHARLES A. NIXON who sponsored this Farm House design for Architect Carl A. Kastrup which won first prize. Nixon is from Chicago. Kastrup from Forest Park, Ill.



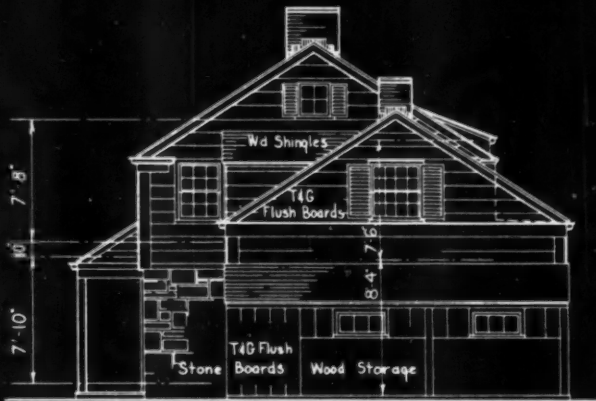
2nd FL 7'-8"

1st FL 7'-10"

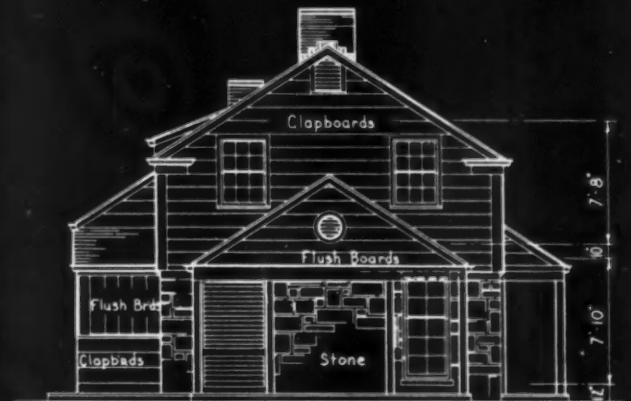
22'-0"



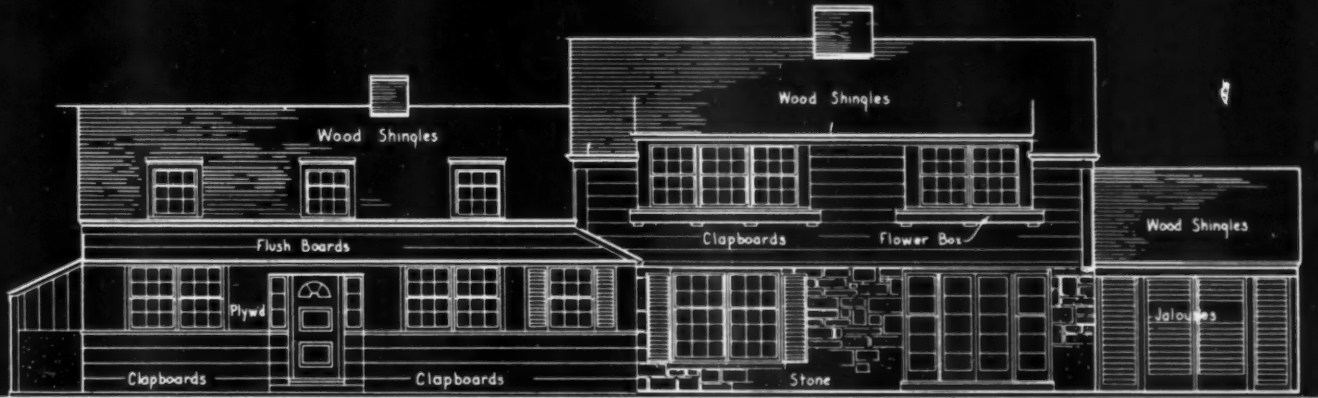
FRONT ELEVATION



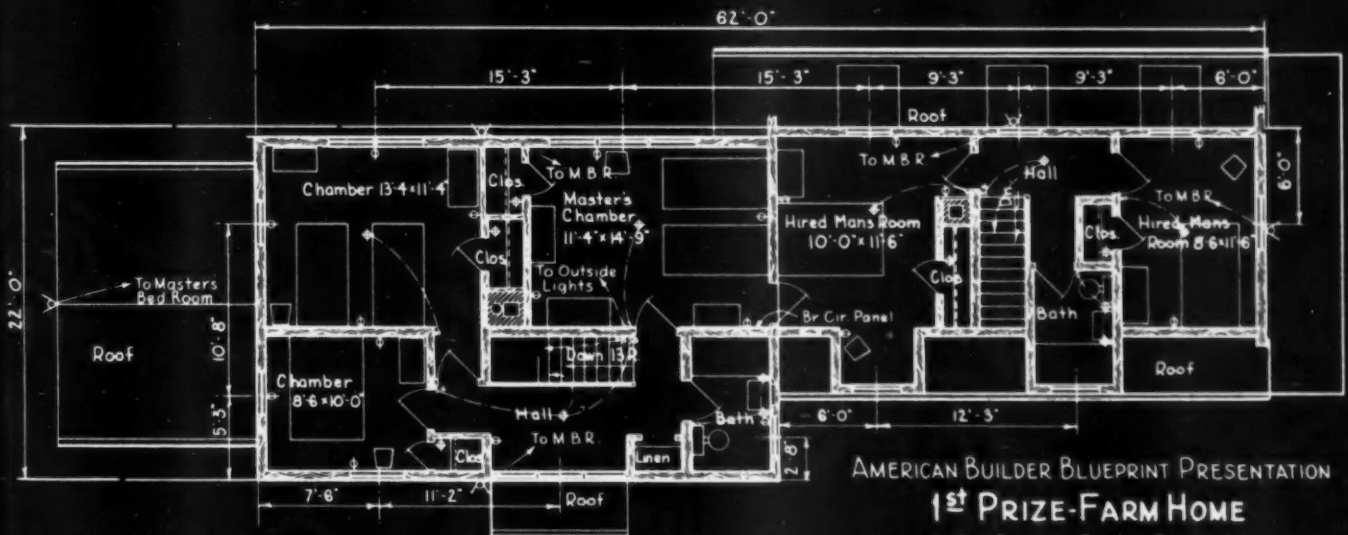
RIGHT SIDE ELEVATION



LEFT SIDE ELEVATION



REAR ELEVATION



SECOND FLOOR PLAN

AMERICAN BUILDER BLUEPRINT PRESENTATION
1st PRIZE-FARM HOME
 N A H B Home Design Contest



For the Big City Narrow Lot

BUILDER E. C. Mahoney, Chicago, who took first prize in this class with the compact home reproduced here, believes that a home for this class of occupant should be planned for the congested areas which prevail in large industrial cities.

It is characteristic of our large cities that land costs are high, and narrow lots must be used. For this reason the architects were asked to plan a house to meet these requirements.

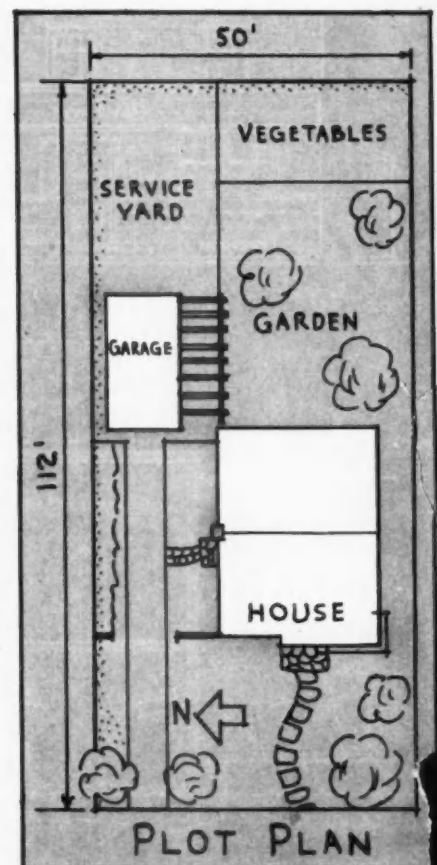
The house is compact with living quarters and kitchen to the front and all sleeping rooms in the rear for privacy from the traffic of the street. Bathroom is centered for convenience of all rooms.

The kitchen holds large dining area in absence of a separate dining room. The equipment has an ideal arrangement for step saving, and ample outside light. Worth study is the application of the ideal arrangement in the minds of kitchen planning experts—the sink centered between range and refrigerator.

Mahoney claims it can be built for \$4700 with \$850 to be added for the extra upstairs bedroom and bath. Rent would be \$40 to \$50 a month.



E. C. MAHONEY—who entered this house for a narrow lot and won first award for the Industrial Worker's Home, employed Architects Martin Braun and A. J. Del Bianco, whose designs won awards in several other classes in the contest.

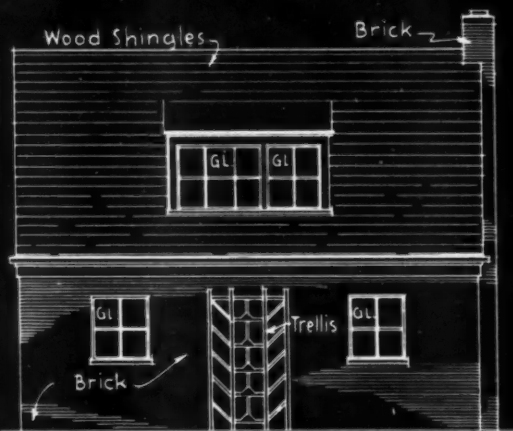




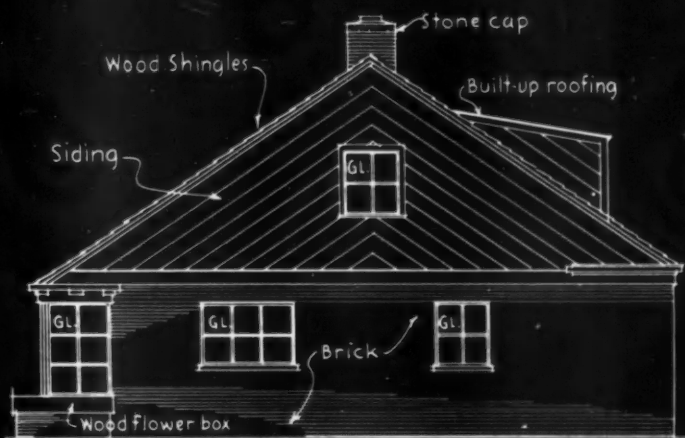
FRONT ELEVATION



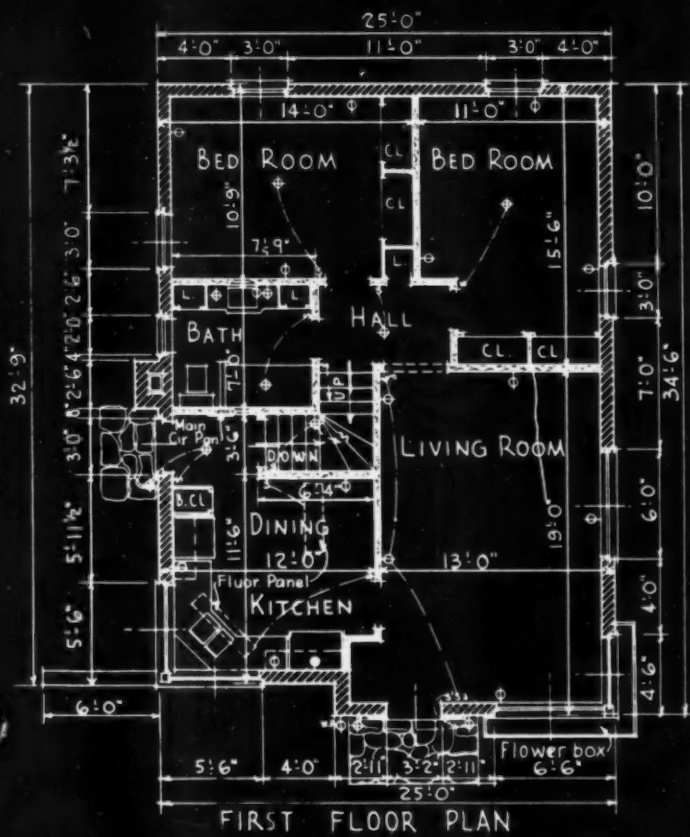
NORTH SIDE ELEVATION



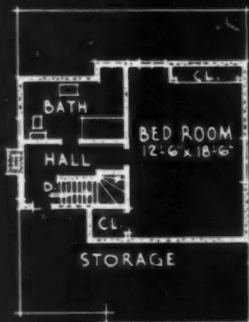
REAR ELEVATION



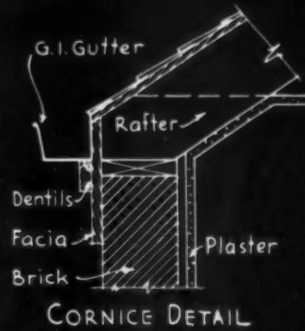
SOUTH SIDE ELEVATION



FIRST FLOOR PLAN



FUTURE SECOND FLOOR



CORNICE DETAIL

AMERICAN BUILDER
 BLUEPRINT PRESENTATION
1ST PRIZE
INDUSTRIAL WORKER'S HOME
 N.A.H.B. Home Design Contest

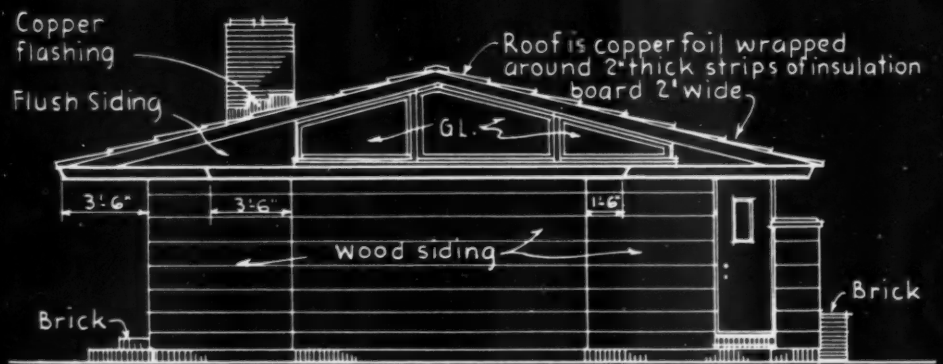


A One-Unit Apartment House

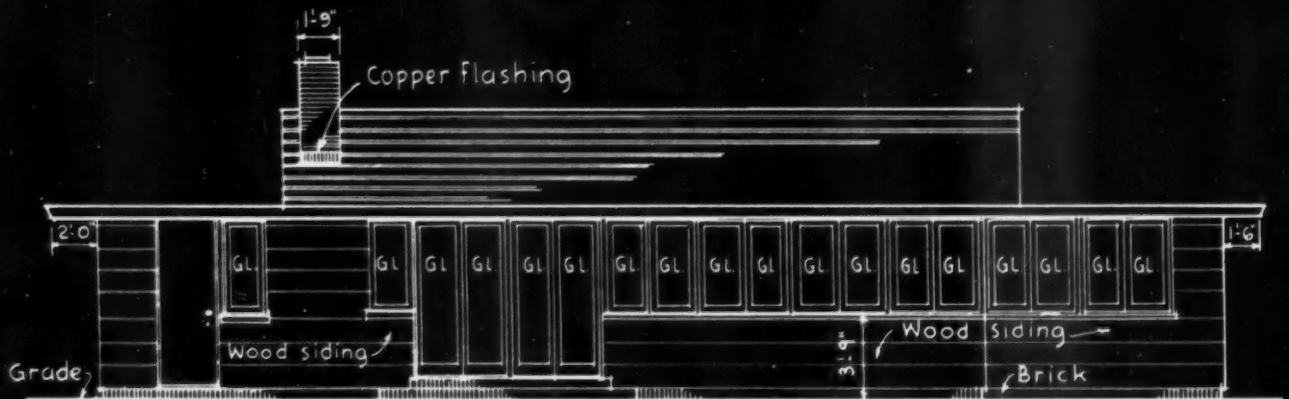
THIS winner, submitted by Todd Tibbals and Associates of Columbus, Ohio, was designed to provide an ideal small living unit for working or retired couples, newlyweds, and school teachers or bachelors living together. It affords the complete living accommodations of a modern apartment but preserves the privacy of the single home.



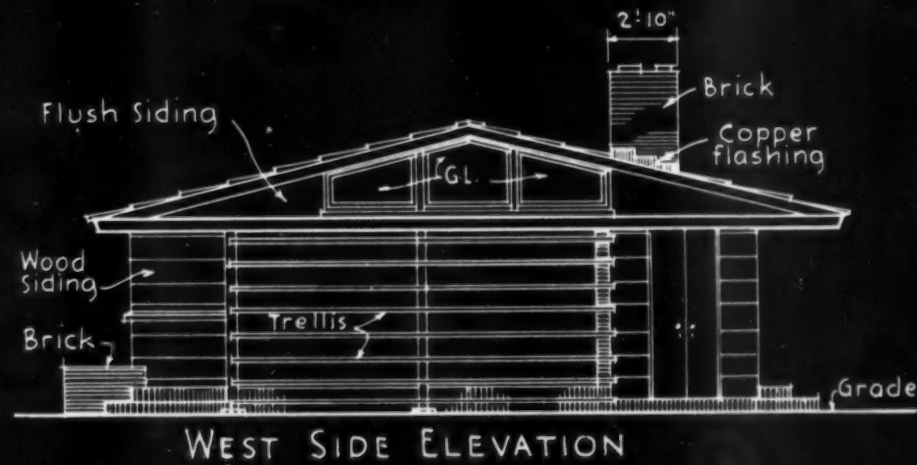
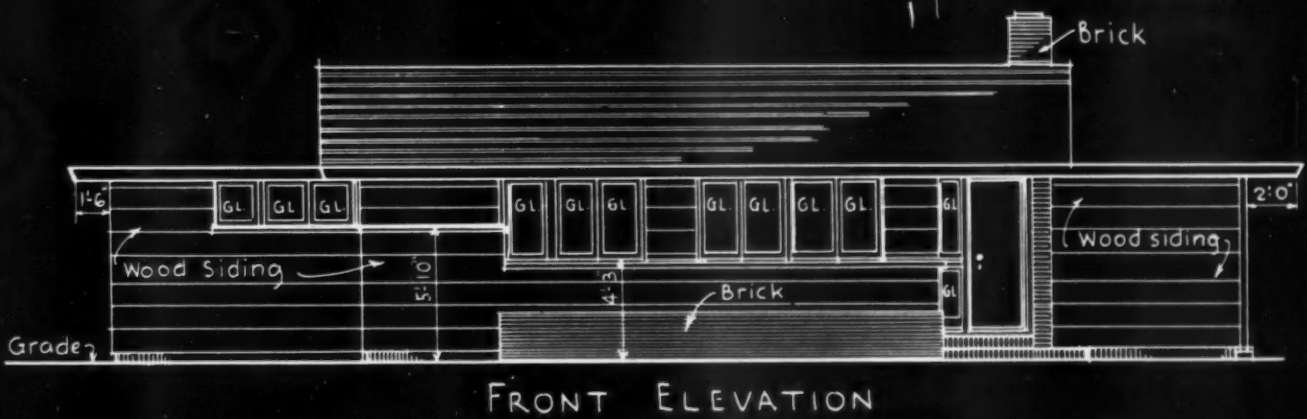
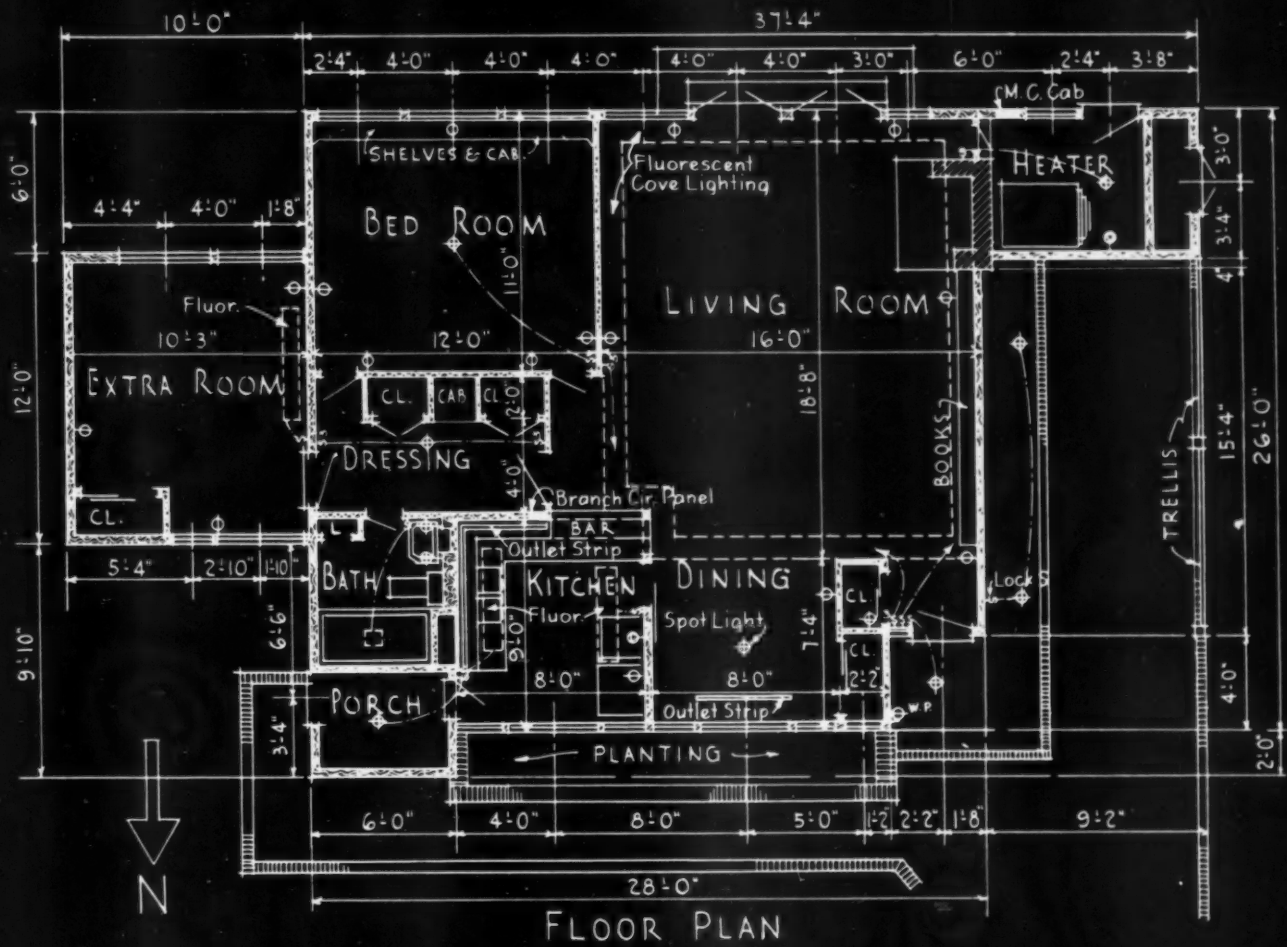
TODD TIBBALS and Associates came in first in the Home for Two class with the neat design shown here. Noverre Musson, architect.



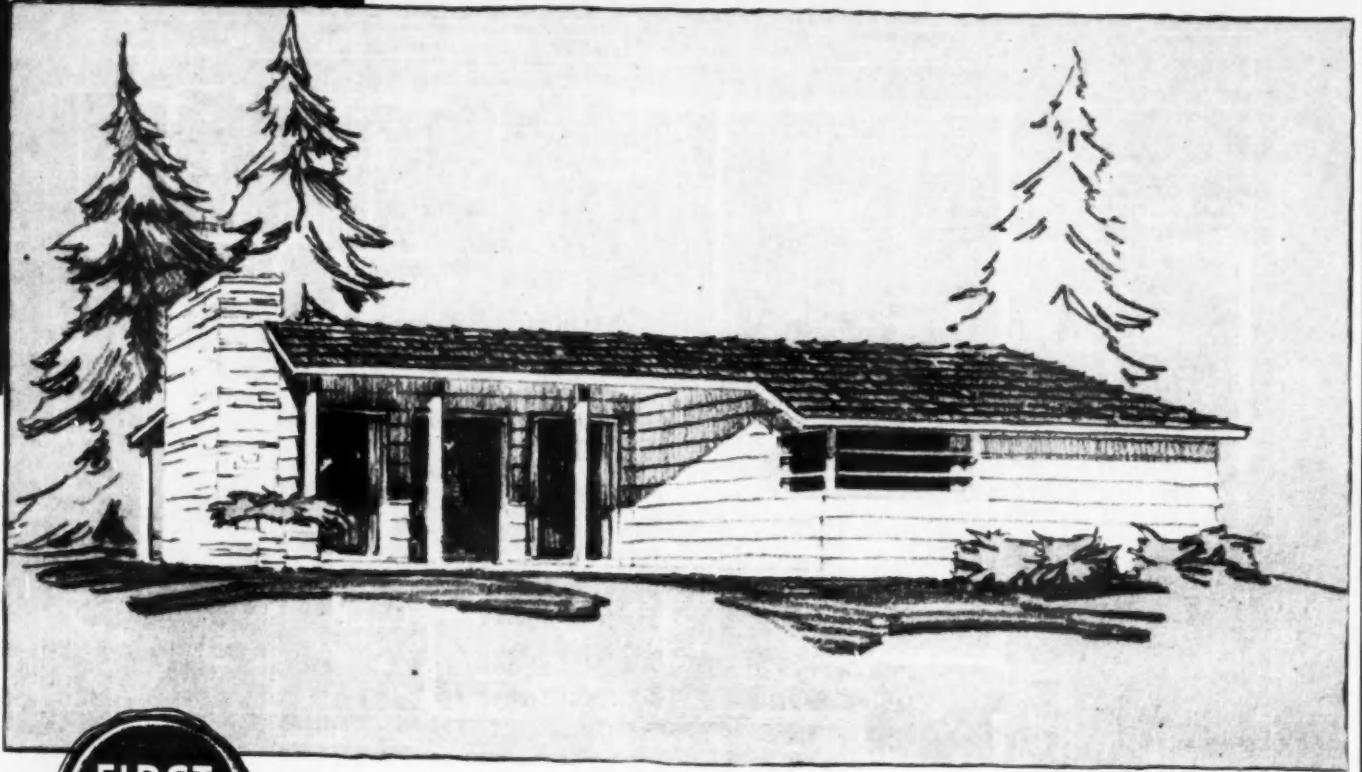
EAST SIDE ELEVATION



REAR ELEVATION



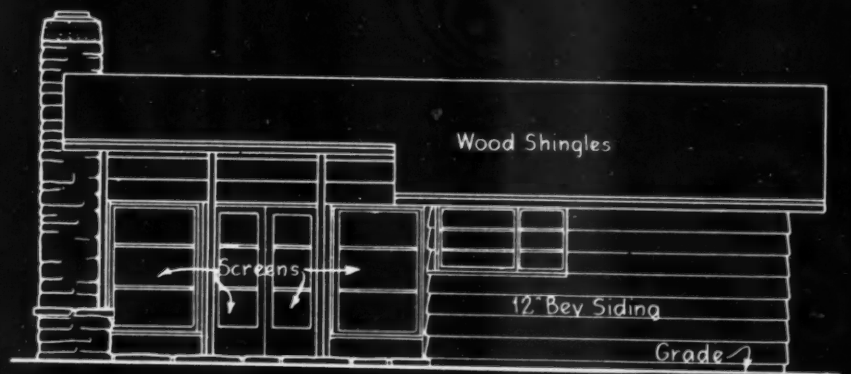
AMERICAN BUILDER
 BLUEPRINT PRESENTATION
1ST PRIZE
HOME FOR TWO
 N.A.H.B.
 Home Design Contest



For Northern Summer Living



EARL CARROTHERS, who is winner of the first prize in N.A.H.B.'s Design Competition for the Summer Resort Home. His partner in the home building business is Architect Martin Braun, who in association with A. J. Del Bianco, another architect, designed the winner in this class.



FRONT ELEVATION



REAR ELEVATION

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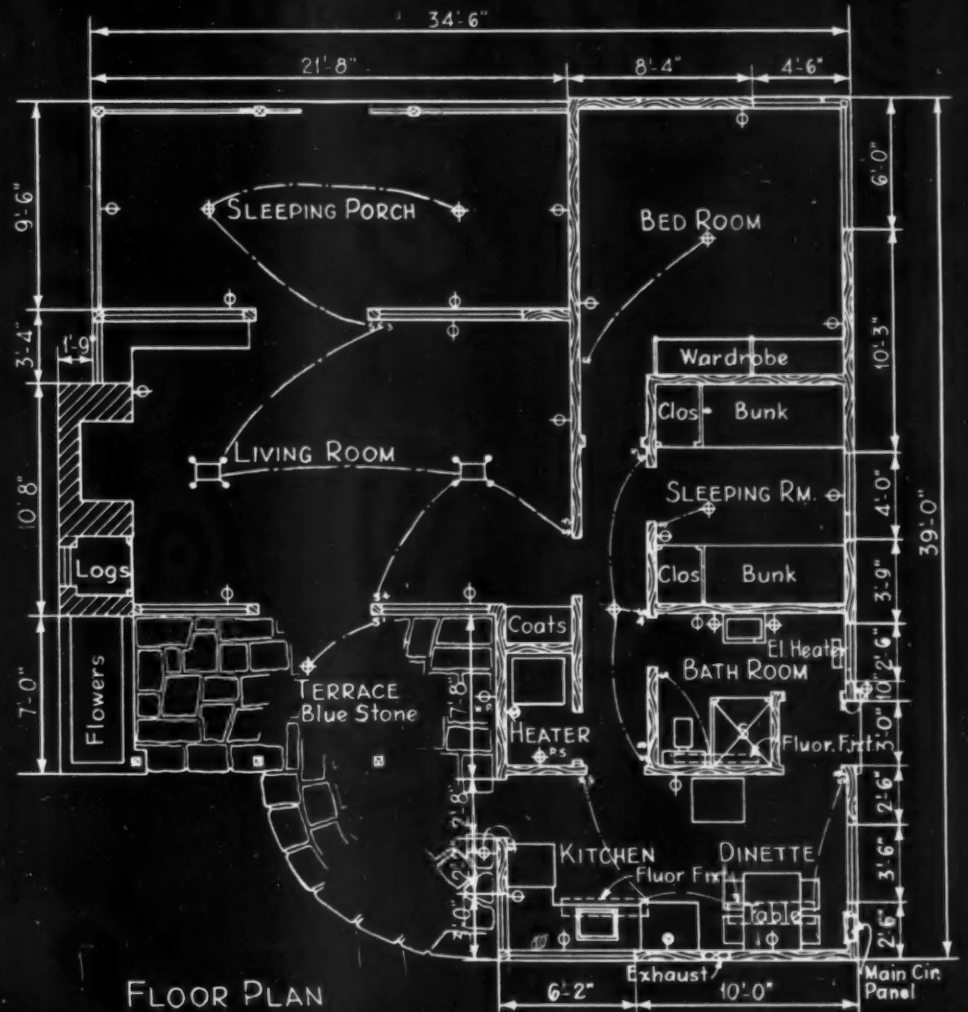
THE statement which Earl Carrothers submitted with this design claims that the home can be built in character in the North, South, East or West. A quick appraisal bespeaks the truth of this claim.

When only the members of the family are present, they would normally have their meals in the kitchen. Yet plenty of outside and inside dining area is available for a crowd of week-end guests.

The blue stone terrace serves also the double duty of an outdoor living room. The fireplace meanwhile takes the chill off cool evenings in the spacious enclosed living quarters.

Study of the plan suggests that it is well adapted also to year round living without any changes.

It is claimed by Carrothers that the house can be built for \$2,000 without land. It looks like a lot of house for this much money.



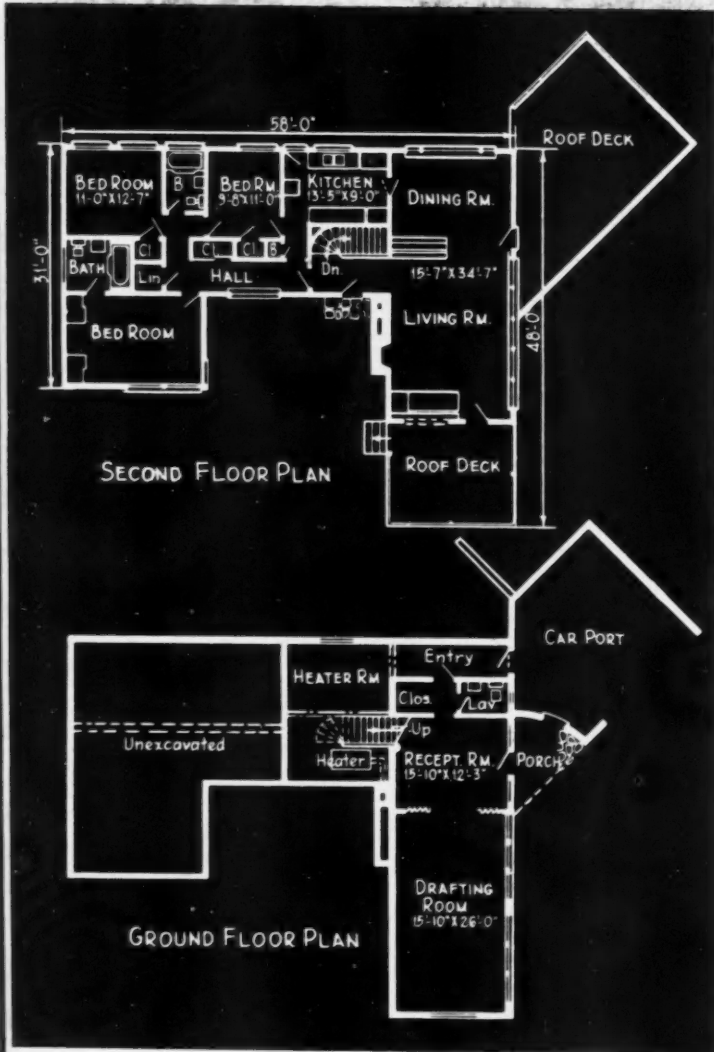
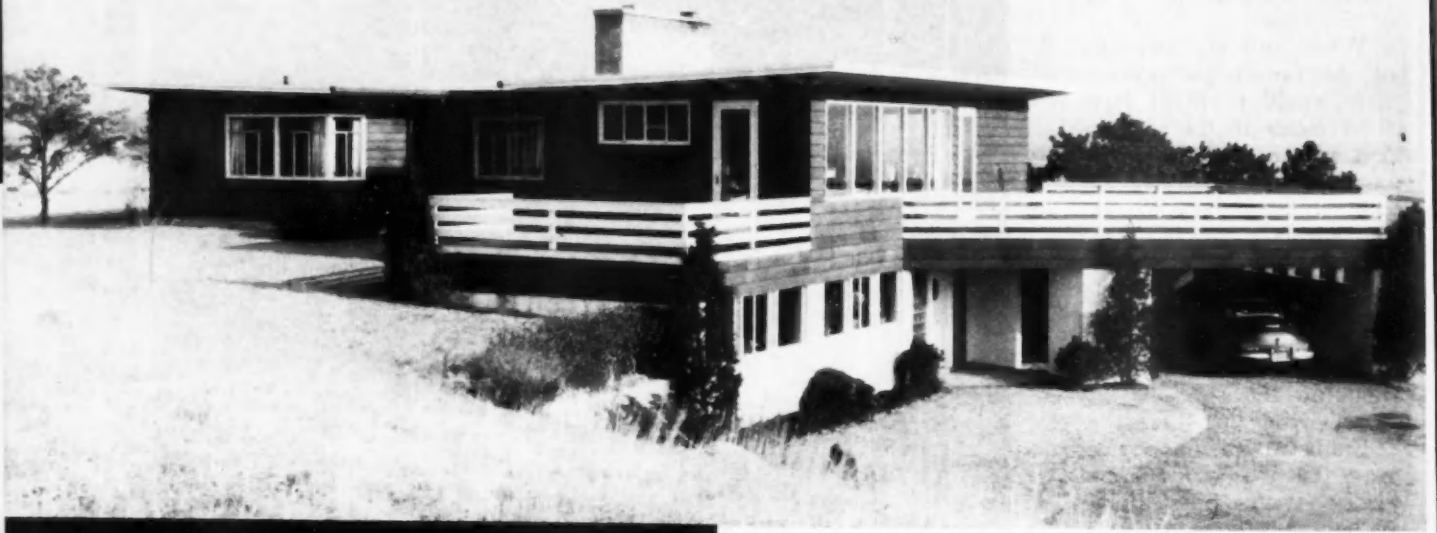
LEFT ELEVATION



RIGHT ELEVATION

AMERICAN BUILDER
 BLUEPRINT
 PRESENTATION
1ST PRIZE
SUMMER HOME
 N.A.H.B.
 Home Design Contest

Modern Throughout with Four Post-war Features



PLANS of this house, built on Cape Cod and overlooking the ocean, take advantage of sloping site and show a forward-looking room arrangement. The modern entrance, pictured at the right, is at the lower ground level and combines several materials. E. G. Peterson, Falmouth, Mass., architect.

ARCHITECT Ernest G. Peterson believes there will be four main trends in post-war home building. These are: (1) *Modern architecture*. Nothing too revolutionary, but a definite departure from traditional designs. (2) *Large glass areas*. This trend, he says, was well under way before the war and will be continued and expanded. (3) *Built-in furniture*, including bookcases, buffets, bedroom shelving, even davenports. (4) *Better heating*. Radaint type systems will be adopted progressively, he affirms, because these offer comfort and economy



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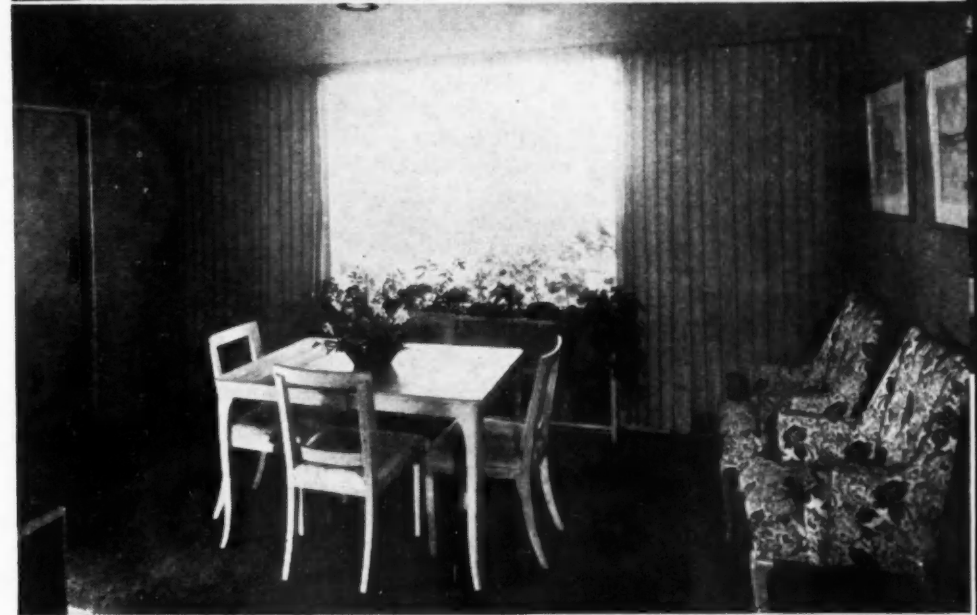
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of operations and are practical for houses with huge window areas.

Having the courage of his convictions, Mr. Peterson built his own house to these standards on a knoll overlooking Vineyard Sound in Massachusetts and now lives in it. It in turn has lived up to all his claims and proves that a home can be modern both inside and outside without relinquishing beauty and serviceability.

In recent months the house as pictured here has attracted hundreds of visitors, among them architects, heating engineers and builders who wanted a preview of what the home of the immediate future may contain.

"I was fortunate in being able to complete this home before too many war-time restrictions were imposed," Mr. Peterson says, adding, "I now have several years' experience to refer to when explaining the characteristics of this design. No attempt was made to be revolutionary; I merely incorporated the best materials and ideas that seem to be permanently desirable." *(Continued to page 104)*



RIGHT: Upper view of dining room looking toward living room shows how this area is divided by a combination china cabinet and buffet on one side and book shelves on living side. The other end of dining area in lower view features large picture window.

BELOW: Bank of windows at left give ocean view; door opens onto roof deck; small casement sash allow better furniture grouping.

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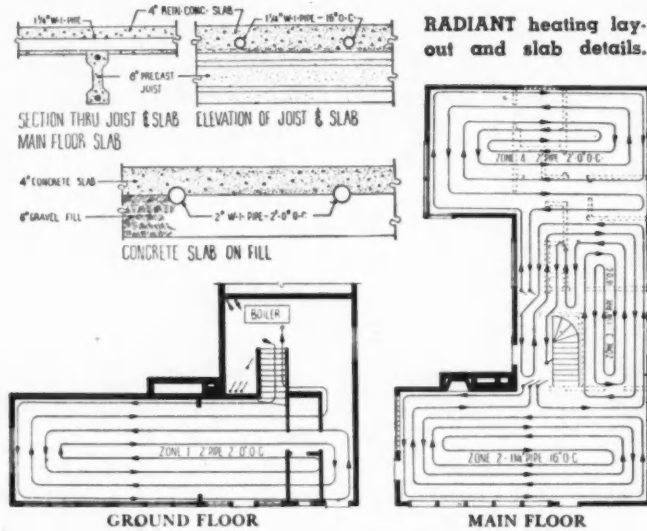
(Continued from preceding page)

It is modern, with flat roof sections of 5-ply tar and gravel that serve as sun decks and porches. The house has concrete block walls on the first floor and red cedar clapboards for the second story.

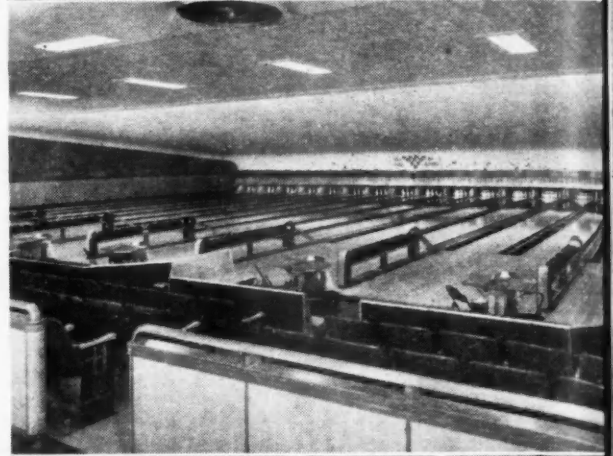
Window areas in all the rooms are very large by traditional standards. For example, the glass area in the living-dining room totals 203 square feet; unglazed outside wall area is only 255 square feet.

Built-in furnishings are the third innovation that Mr. Peterson believes will be used in many homes; his has the usual kitchen and bathroom cabinets and, in addition, a dressing table has been built into one of the bedrooms. The wall separating living room and dining room, is unusual. On the living room side of this wall a bookcase has been built in. The opposite side is a dining room buffet containing drawers at the bottom and cupboard space above. A settee has been built into one corner of the living room and most of the desks and compartments in the first floor studio are also built-ins.

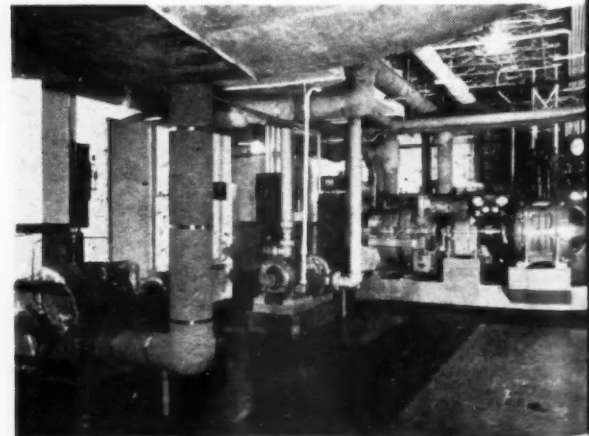
Architect Peterson is a robust champion of radiant heating. He says: "Having passed the last two winters in my radiant heated home with great comfort and the use of a minimum amount of fuel oil, the system has my wholehearted approval. In our living room, where we have the greatest amount of exposed glass, a setting of 68 degrees is required for complete comfort of all members of my family." The radiant heating installation at the Peterson home is the floor slab type, both upstairs and down; installation details are shown below.



POURING slab on ground floor over gravel fill; 800 feet of 2" wrought iron pipe used for heating coils. Upper floor coils are 1 1/4" and slab rests on precast concrete joists; floors in all rooms finished with asphalt tile.



MELROSE Amusement Center, shown on opposite page, offers fine, modern facilities illustrated above: theatre, bowling and billiard room—all air conditioned the year around for comfort. In the theatre, outlets are combined with the lighting fixtures.



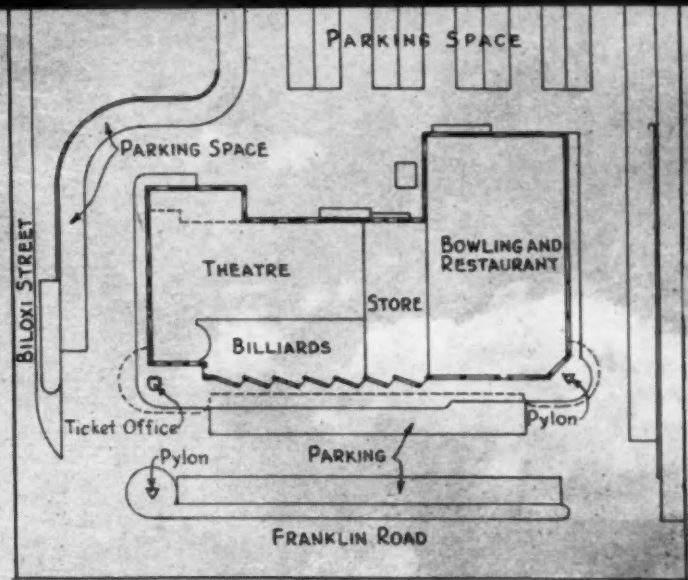
LOCATED in recreation building basement, this 250-ton air conditioning plant keeps a profitable business going on even the hottest days.

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AMPLE PARKING is provided for patrons of this pleasure spot which combines theatre, bowling, billiards, club room and restaurant.

All-Year Community Amusement Center

Nashville recreation spot appeals to whole family; air conditioning necessary for successful operation

AMUSEMENT centers have become increasingly popular with the whole family during the war; many communities are now waiting for such combined recreation spots as soon as permitted. Here is a typical suburban real estate development, used exclusively for amusement, that has proved an outstanding success in Nashville, Tenn. It is known as Melrose Center, completed in July, 1942, and operated since then by Crescent Amusement Co., owners and builders.

The development includes a block-long building which houses a 1200-seat theatre, a bowling center, a pool and billiard hall and "Teen Town," or boys' club, the latter sponsored by the Y.M.C.A. The center is devoted exclusively to the business of recreation except for a grocery store located next to the bowling alley.

Flanked on all sides by paved parking space, the hollow tile and white stucco building is one story high with a full basement. The basement houses the air conditioning, the boys' club room and half of the 32 bowling alleys. All other activities are located on the ground floor including the theatre, pool room and 16 of the bowling alleys.

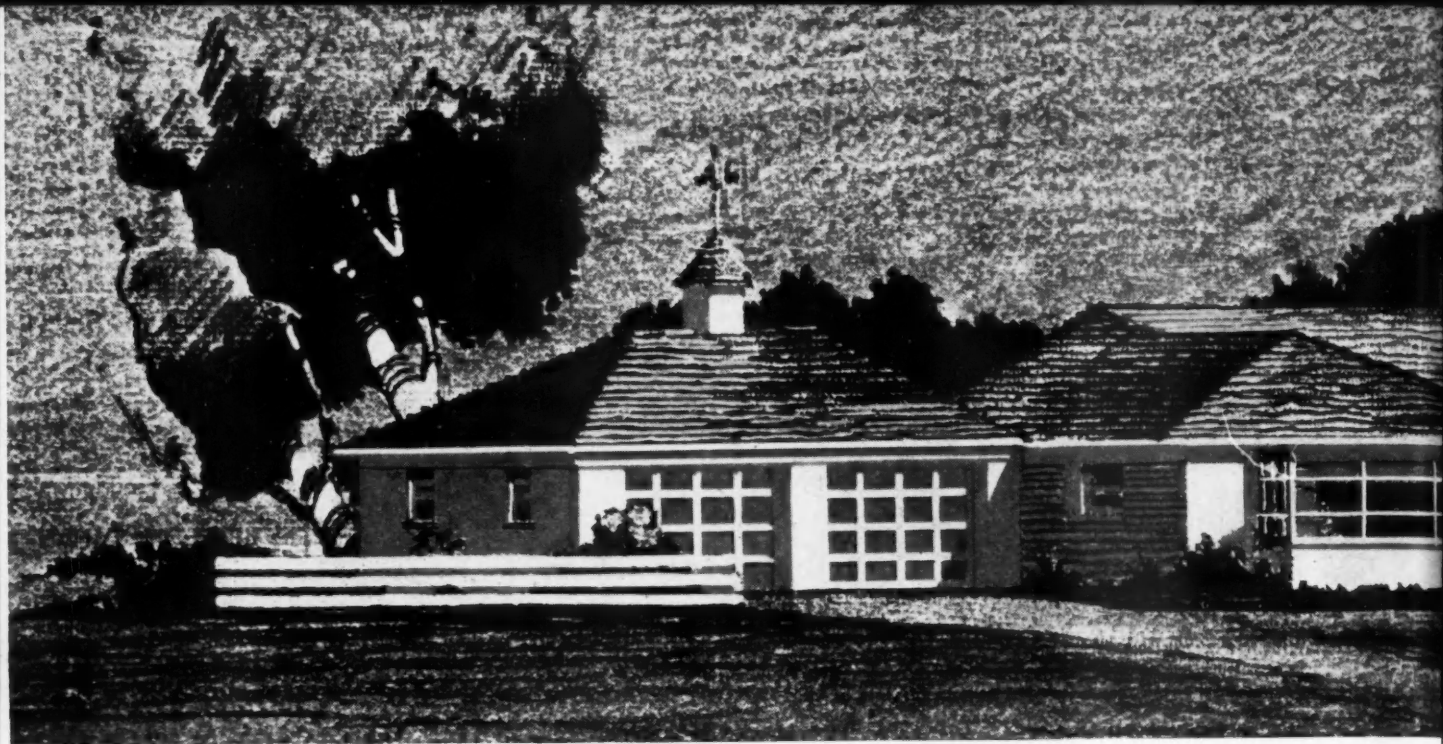
Perhaps the outstanding feature of the development other than its all-amusement nature is the air conditioning. According to Tony Sudekum, president of the amusement company, such a project would not have

been economically successful without the comfort of modern, all year around air conditioning.

The essentiality of air conditioning in a modern theatre is unquestioned, but it is even more important in a bowling center. That is because the exercise required in bowling is quite strenuous and would be "passed up" by the public in the summer time except for the comfort provided by air conditioning. Particularly has air conditioning helped to popularize bowling and pool among women. Several women teams bowl regularly at this center and in perfect comfort, even on the hottest days.

One central air conditioning installation serves the whole development. It consists of a 250-ton Carrier centrifugal compressor, powered by a 200 HP Westinghouse motor and three air conditioning units. Chilled water is circulated to these units which in turn circulate air of the correct temperature and moisture content to the various conditioned area. One of the units serves the theatre, another the bowling alleys and another the pool and billiard hall. Johnson controls provide automatic operation for the entire operation.

One unusual feature of the air conditioning was the provision made to cool the bowling alleys at a time when the theatre and other parts of the building might require light heat. This situation was taken care of by installing a secondary, 20-ton General Electric air conditioning machine. It is for the exclusive purpose of supplying the bowling alleys, keep the active bowlers "cooled off" at a time when theatre patrons, who are merely sitting, may want heat. (Continued to page 158)



16 Oklahoma City Builders Join to Develop Big Po



Former competitors buy 560 acres in unique joint action. Form corporation to develop completely planned community.

CO-OPERATORS—Allied Home Builders, Inc., prepare for post-war expansion: seated (left to right) are John W. Lyon, Sylvanus G. Felix, Steve Pennington, W. P. "Bill" Atkinson and Amos Bouse. Standing (left to right) are H. B. Atkinson, Manly M. Moore, Russell Showalter, Joe B. Scoggins, N. D. Woods, Ed Jensen, Curtis Smith, Ben Wileman, Cord B. Wilson and Roger Givens. Each is a specialist in some phase of building, planning, financing, or subdividing.

AN amazing story of builder co-operation and team work is unfolding in Oklahoma City.

Sixteen of the city's largest builders—formerly competitors—have banded together to develop and build a 1,000 home post-war community, the like of which has never before been seen.

These builders have formed a Delaware Corporation, purchased 560 acres of land, hired land planners, architects and engineers and are already well along in planning and promotion of this exceptional "Garden City" of the future.

I have personally examined the contract agreements, articles of incorporation and documents of the organization, known as the Allied Home Builders, Inc. I have also inspected the site of the proposed project—*from horseback*. These Oklahoma builders are a lively, hard-riding crowd and took Robert P. Gerholz, president of the National Association of Home Builders and me on a strenuous horseback inspection which started from the ranch of W. P. "Bill" Atkinson, one of the

central figures in the group and active in its promotion.

Most of the Allied Builders took part in the building of the now famed Midwest City, the large war-time project described in the April and May issues of *American Builder*. This co-operative venture was so successful that a new and revolutionary idea for a co-operative post-war building was decided upon.

Briefly the facts are as follows:

1. Low land cost is assured by the co-operative purchase of a 560-acre tract close to town. Participating builders have purchased all the lots, which have a retail value of \$805,000.

2. A Delaware Corporation was formed, known as the Builders Co-op Co. with authorized capital stock of \$200,000. The 16 co-operating builders have subscribed to shares of stock in varying amounts.

3. The 560 acres will be subdivided into a moderately completely planned community. This work will be done by the land planning division of F.H.A. assisted by private consultants who will make the master plan

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Post-War "Garden City"

By Joseph B. Mason, Editor



W. P. "BILL" ATKINSON, spark-plug of the Allied program, photographed on his ranch near site of proposed city.

outs. The average lot will be of about 1/3 acre and the minimum front foot size will be 85 feet.

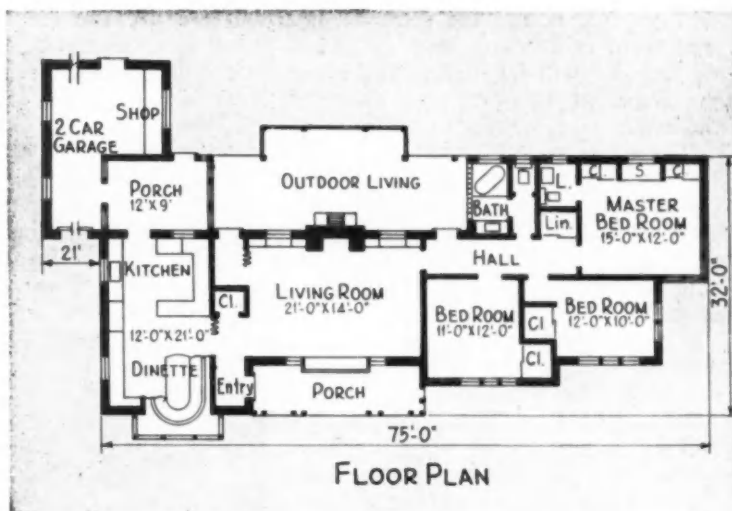
5. Every house will be individually designed by licensed architects. The Allied Builders have entered into an agreement with the local organized architects whereby original plans and specifications will be prepared at a cost of 3 per cent with an additional fee of 1 per cent for additional elevation designs or modifications of the same floor plan.

6. Price range of homes is expected to run from \$6,000 to \$12,000. Preliminary designs call for attractive ranch house styles. Placed on large lots, these low roofed houses will have large glass areas, new type insulation, modern kitchens and laundries with home freezing units, will be well landscaped.

7. Included in the project will be a golf course and riding stables. Facilities will be set up so that individual home owners can maintain large gardens. Many of the participating builders plan to construct their own homes and live on the project.

This in brief outline is the program, already well under way, of Allied Builders. The sparkplug and leader in the original plan was Bill Atkinson who was also in the forefront of the planning and performance of Midwest City. The officers of the corporation are: W. P. Atkinson, president, Steve Pennington, 1st V.P., J. W. Lyon, 2nd V.P., Russell Showalter, secretary, Ben C. Wileman, treasurer, Stanley M. Moore, ass't secretary, Sylvanus G. Feliz, ass't treasurer.

In constructing Midwest City, the builders found that they profited greatly by consulting with each other. Included among the 16 Allied Home Builders are spe-



RANCH HOUSE designs such as this by Architect Bruce W. Berry will be built on large plots of ground, with space for gardening. Many of the Allied builders plan to erect homes for themselves.

cialists in almost every phase of land planning, building, legal work, financing, subcontracting and purchasing. Each in his way contributes to the pool of knowledge. Great economies result from improved methods and joint efforts.

Each of the builders has purchased stock in the corporation in proportion to his financial ability. At the same time he signed a

(Continued on page 164)



G. I. Joes

Here are details of how to handle the transaction through your local lending institutions as it was handled for the first G. I. Joe in Chicago

By James H. Hawkins

Associate Editor

GEORGE KOWALCHUK, veteran of World War II, and his wife Bernice and baby, Carol Ann, look over Builder F. H. Stoltzner's home plans preparatory to making Veterans' Loan on their new home.

TREMENDOUS might be the customary word to use in describing the potential possibilities for selling and building homes for veterans, but that term is way too mild. Millions of families will be in line for home purchases at 100 per cent loans, if desired!

There are two sections in the bill, both of which can provide 100 per cent financing. Under Section 501, the interest rate does not exceed 4 per cent. Under Section 505, the rate for the first, or larger loan, which is under F.H.A., is 4½ per cent plus the insurance premium, and the balance or smaller loan which is guaranteed by the Veterans' Administration, carries 4 per cent interest.

Thus the veteran desiring to buy a home from you can have his financing arranged, by anyone who lends money on home mortgages, to suit his individual needs. Sell him a house or plans for a house and then

take him into your lending institution and they will arrange their part of the job to fit the case.

Here are the steps taken by the First Federal Savings and Loan Association of Chicago in making their first G. I. Joe loan. This one is under Section 501 with the association charging only 4 per cent.

1. The loan association made an appraisal of the property.

2. The appraisal satisfied the Association and the buyer filled out an application for financing the home.

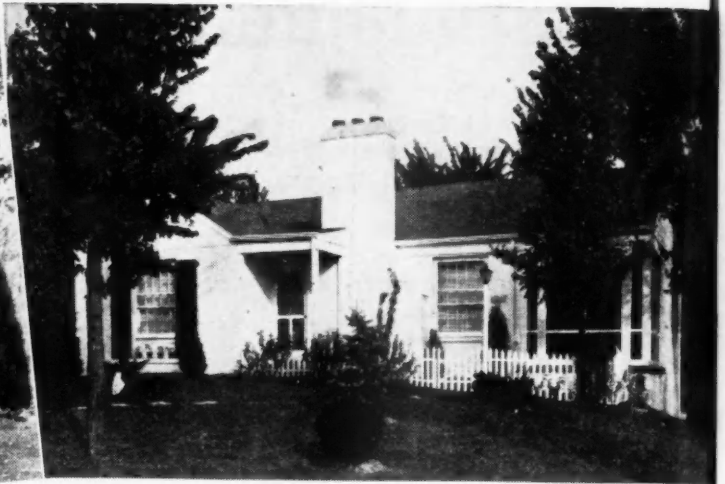
3. The loan company checked the buyer's credit and decided he was a good risk for the balance of the amount to be borrowed over and above the \$2,000 guaranteed by the government under the G. I. Bill.

4. The buyer filled out a certificate of eligibility furnished by the local office of the Veterans' Administration.

5. This certificate was presented by the lending association to the Regional office of the Veterans' Administration which, in turn, sent it to the

AT THE RIGHT are officers at the First Federal Savings and Loan Assn. of Chicago, O. K'ing the Kowalchuk's home plans. They are Charles M. Potter, loan guarantee officer of the Veterans' Administration, Frank Gilmore, vice-pres. of the association and Charles G. Beck, manager of the Illinois Veterans' Administration office.





COMPACT plan with two exterior variations of Duke's latest pre-war designs. He plans to resume building these models, fully equipped.

IN St. Louis Ralph S. Duke is known as the builder of several hundred quality homes of the \$8500 to \$20,000 type.

He is also known locally as an active, aggressive leader among building men and a lively supporter of the St. Louis Builders' Guild. Nationally he has become well known as secretary and one of the founders of the National Association of Home Builders.

Yet when you go to St. Louis and travel out to Blackberry Terrace, Duke's attractive residential development in University City, you discover he is first of all a student and lover of just plain people. Because he likes people and is keenly interested in their ideas about living, he is able to tell what they want in houses.

He himself lives in the community he has created. The houses he has built stand all about him, and the customers he has sold are his friends and neighbors.

Out of 150 sites in Blackberry Terrace, which was started just before the war, only 20 houses were built. This leaves some 130 plots ready and waiting to receive post-war houses. And Duke is ready to start building the day the go-ahead signal is given. He has given a great deal of thought to the kind of houses and the kind of equipment he will provide.

"Before the war we were building completely equipped labor-saving houses," Duke says.

"Give Them All The Buttons They Can Push," Says Duke

St. Louis builder describes plans for after-war homes to be equipped with "everything buyers can pay for."

"We used and installed all the commonly accepted labor saving and convenience devices of that time that people could afford.

"Reviewing what we have done and what we believe lies ahead, I fully expect to give post-war buyers all the buttons they can push," he said.

"Of course, you have to modify that statement by adding also 'all they can afford.'"

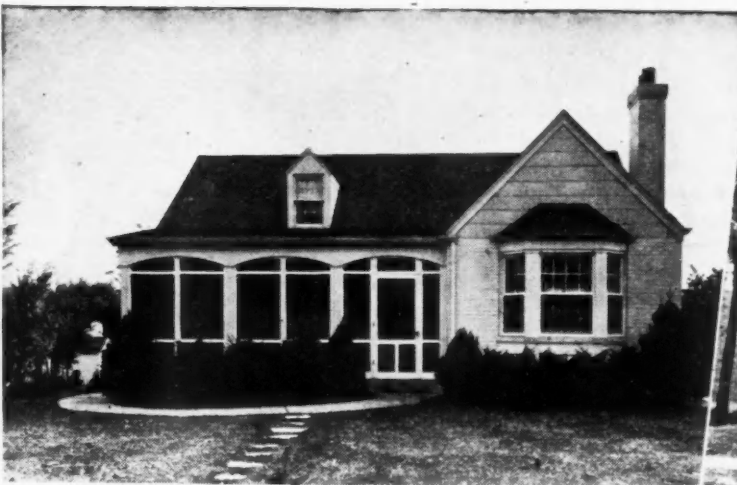
"The American public is sold on and expects plenty of convenience equipment and labor saving devices.

"We are going to give them everything we possibly can. Among one of the first houses I build will be one that is going to be so full of push buttons it will take a piano player to operate it."

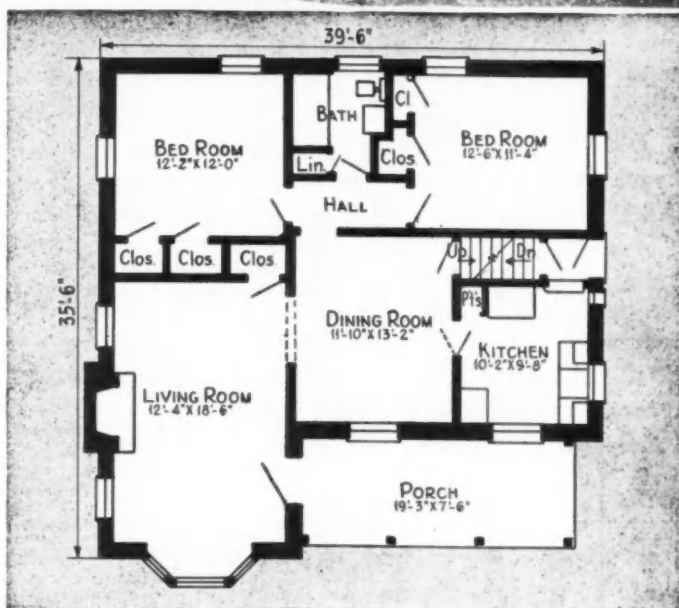
Duke has the plans drawn and is ready to go on a number of the popular models he was building before the war. He believes that a great deal depends, as far as home equipment is concerned, on what manufacturers are able to deliver in regards to price and also what sort of terms builders can arrange. He believes that the residential builder erecting a considerable volume of homes should be able to buy equipment on a volume basis at prices that will enable him to install a maximum amount, including it under the mortgage payment.

Duke plans to build deluxe small floor area homes of the finest construction. These will be of compact

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"Our buyers want and expect all the latest equipment, devices, gadgets and conveniences, and that is what we are going to give them in their post-war homes," says Ralph S. Duke. "Our plans are drawn and we are ready to start now." Duke is active in the St. Louis Builders' Guild and secretary of the National Association of Home Builders.



EXTERIOR variations of a basic plan that is popular in Duke's St. Louis project, where the sites for 130 additional houses are ready.

sign, with no waste space, and with everything arranged so that the housewife can take care of them with a minimum servant problem.

Duke does not believe in mass production methods. He expects to build from 20 to 50 houses at a time, using a small but efficient organization that he can supervise closely himself. He uses a small group of experienced subcontractors whose work he knows he can count on.

Duke's pre-war houses were built with the following equipment, which will be included post-war. (In addition many new items will be included, depending on the cost of equipment and the pocketbook of the buyer.)

Wood burning fireplace with dome damper, Venetian blinds, full aluminum screens, full length door mirror, exterior door hardware keyed alike, built-in combination mail box, lighted house number and bell button, kitchen exhaust fans, four-foot tile wainscot in kitchen and bath, modern metal kitchen cabinets with double sink, deluxe air circulating gas furnace clock controlled, three-way switch at garage entrance and head of stairs, separate wiring circuit for appliances and laundry, attic fan, dishwasher and garbage disposall, acoustic ceiling, sound deadened bathrooms.

Duke expects to use and install tested devices and improvements as fast as they (Continued on page 148)



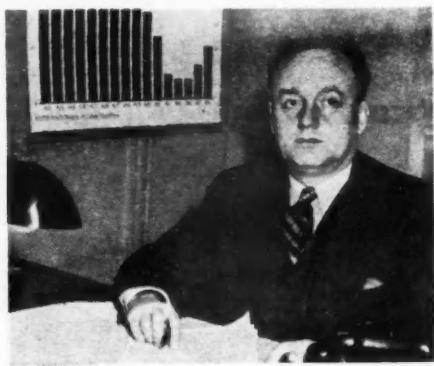
RATHSKELLER basement in Duke home attracts wide attention.

Air conditioning, acoustic ceilings, electric eye controls, dishwashers, laundry dryers are among items this alert and progressive builder is planning for after-war homes. Another exclusive American Builder interview story.

The Construction Picture, 1944 and 1945

By Herman B. Byer

Chief, Division of Construction and Public Employment, U. S. Bureau of Labor Statistics



HERMAN B. BYER

WE are almost at the end of the war-time decline in construction volume. Within a few months a modest increase should begin that will put 1945 above 1944 by about 5 per cent. But activity in 1945 will be well below 1943 and will not even approach the volume of the first 2 war years (1941 and 1942) nor of the true post-war period.

Volume of new work carried out during 1944 and 1945 by principal types is shown in Table 1. The figures presented here are based on the assumption that Germany will hold out until about the middle of 1945, and that the war against Japan will still be in active progress as the year ends.

Private non-farm residential construction—principally houses built for sale—while the most important

single type of private work in most years since 1920 (Table 2), has been decreasing in volume since 1941 and will probably end 1944 with a total of \$697 millions, nearly 14 per cent below last year. It is expected, however, that 1945 will mark the turning point and non-farm housing activity will start to increase slightly, reaching \$765 millions.

While expenditures are likely to increase in 1945, however, the number of private dwelling units to be started will probably be about the same as in 1944, about 140,000. The reason for this is that somewhat better houses will be under construction. In fact, not all of the difference in cost is evident from the figures shown, because work on the units started in the final quarter and on some of those started in the 3rd

quarter of 1945 will be carried over into 1946. Since activity will have been expanding, the carry-over into 1946 of building started in 1945 will undoubtedly be much greater than in the case of units started in 1944.

Comparatively few of the H-1 houses which so far have made up the private war housing program will be built. It now seems almost

Table I—Construction Expenditures in Continental United States, 1915 to 1945* (Millions of dollars)

Year	Function and ownership													
	Total construction	Private construction					Public construction							
		Total	Residential (non-farm)	Non-residential	Farm ⁴	Public utility	Total	Residential	Non-residential	Military and naval	Highway	Other Public		
1915	3,136	2,421	990	424	195	270	542	715	0	217	17	298	37	146
1916	3,677	2,974	1,110	639	245	335	645	703	0	207	21	308	29	138
1917	4,420	3,147	940	712	300	415	780	1,273	0	192	608	313	28	132
1918	5,015	2,784	720	638	310	425	691	2,231	28	199	1,555	288	30	131
1919	6,121	4,158	1,600	956	395	545	662	1,963	14	246	1,089	415	40	159
1920	6,310	4,976	1,609	1,743	355	510	759	1,334	0	283	161	640	56	194
1921	5,640	4,091	1,759	1,329	170	245	588	1,549	0	386	49	840	53	221
1922	7,110	5,454	2,833	1,373	202	293	753	1,656	0	480	25	851	50	250
1923	8,684	7,086	3,757	1,560	272	341	1,156	1,598	0	482	16	782	67	251
1924	9,572	7,710	4,300	1,528	259	324	1,299	1,862	0	494	9	951	80	328
1925	10,476	8,368	4,584	1,938	262	327	1,257	2,108	0	573	8	1,056	74	397
1926	11,023	8,910	4,591	2,381	254	317	1,367	2,113	0	603	11	1,039	64	396
1927	11,117	8,749	4,289	2,414	287	356	1,403	2,368	0	596	12	1,190	65	505
1928	10,803	8,341	3,961	2,425	278	347	1,330	2,462	0	638	15	1,270	82	457
1929	10,998	8,587	3,562	2,831	283	348	1,563	2,411	0	642	19	1,248	99	403
1930	8,679	5,902	1,790	2,169	199	232	1,512	2,777	0	647	29	1,481	120	500
1931	6,521	3,944	1,460	1,270	128	139	947	2,577	0	591	40	1,323	144	479
1932	3,655	1,861	638	621	69	71	462	1,794	0	408	34	916	145	291
1933	2,599	1,383	413	531	95	99	245	1,216	0	191	36	675	172	142
1934	3,261	1,775	591	632	120	125	307	1,486	1	207	47	821	253	157
1935	3,731	2,282	913	646	175	210	338	1,449	9	260	37	622	325	196
1936	5,368	3,194	1,368	947	190	225	464	2,174	61	546	29	876	343	319
1937	6,173	4,135	1,655	1,362	223	275	620	2,038	93	467	37	850	316	275
1938	5,694	3,608	1,767	902	197	250	492	2,086	35	571	62	837	308	273
1939	6,850	4,304	2,406	879	235	295	489	2,546	65	834	128	791	329	399
1940	7,602	5,053	2,659	1,159	250	320	665	2,549	199	519	385	819	346	281
1941	11,163	6,087	3,091	1,484	300	415	797	5,076	429	1,543	1,614	790	421	279
1942	13,959	3,587	1,471	866	240	373	637	10,372	542	3,621	4,967	678	401	163
1943	8,304	2,340	761	510	154	424	491	5,964	702	1,917	2,423	410	377	135
1944 ¹	4,519	2,295	697	554	145	398	501	2,224	188	725	730	318	153	110
1945 ²	4,910	3,040	765	1,120	175	450	530	1,870	65	565	450	450	165	175

Table II—Estimated Number of New Nonfarm Dwelling Units by Source of Funds, 1920-1943

Year	Total	Privately financed	Publicly financed
1920	247,000	247,000	
1921	449,000	449,000	
1922	716,000	716,000	
1923	871,000	871,000	
1924	893,000	893,000	
1925	937,000	937,000	
1926	849,000	849,000	
1927	810,000	810,000	
1928	753,000	753,000	
1929	509,000	509,000	
1930	330,000	330,000	
1931	254,000	254,000	
1932	134,000	134,000	
1933	93,000	93,000	
1934	126,000	126,000	
1935	221,000	215,705	5,295
1936	319,000	304,225	14,775
1937	336,000	332,406	3,594
1938	406,000	399,294	6,706
1939	515,000	458,458	56,542
1940	602,600	529,571	73,029
1941	715,200	619,460	95,740
1942	496,600	301,193	195,407
1943	350,900	183,751	167,149
1944 ¹	160,000	140,000	20,000
1945 ²	160,000	140,000	20,000

¹Forecast.

The building industry's prospects are expertly analyzed in this article by an outstanding authority. Herman B. Byer has done more than any individual in either government or industry to set up an authoritative national report of U.S. construction statistics. For a comparison of World Wars I and II, see table at left.

*Unless otherwise stated the estimates include expenditures for new construction, major additions and alterations, but exclude expenditures for repairs, maintenance, and work-relief construction.
¹Estimates from 1915 through 1938, except for farm construction, from Bureau of Foreign and Domestic Commerce "Construction Activity in Continental United States."
²Data for 1929 and subsequent years have been adjusted to include repair work for which building permits are issued.
³Farm construction from 1915 through 1941 estimated by Bureau of Agricultural Economics, U. S. Department of Agriculture, and includes expenditures for maintenance work.
⁴Mainly river, harbor, flood control, reclamation and power projects.
⁵Includes water supply, sewage disposal, and miscellaneous public-service enterprises.
⁶Forecast.

in, in fact, that priorities already issued for several thousand of will be surrendered or allowed lapse, because the builders want to put up better houses than the H-1 priorities allow. It is very likely that 80 percent of the 1945 houses will be built under the more liberal regulations. H-3 priorities, used in hardship cases such as replacement of houses destroyed by fire, will continue to be relatively unimpor-

expected seasonal decline in the last quarter. There are strong indications that this expansion will continue in 1945 to the extent of almost doubling the total volume of private nonresidential work.

It is known that a great many firms want to add to or remodel their plants just as soon as possible in preparation for reconversion, and that other firms have specific expansion plans ready. Fairly widespread hopes that construction for reconversion purposes would be readily permitted in the near future will not be fulfilled, because of war requirements, but private industrial construction for war purposes is going on actively and will continue until this non-war construction is possible. Smaller commercial work, not requiring the scarcest materials, will also expand rapidly after defeat of Germany. Prominent among the early types of commercial work to be started will be renovation and refurbishing of establishments dependent on highway trade, to replace them in competitive position, but this work will of course be overshadowed by more extensive commercial modernization later on.

Public construction in 1944 was only about a fifth of the peak reached at the height of the war program in 1942, and if adjusted for

seasonal variation would show a fairly consistent reduction during the year. Only in the first quarter of this year did it exceed private work in volume. In contrast, the value of public construction was roughly 3 times that of private work both in 1942 and 1943 due to military and naval work.

Manpower and Materials Supply

Public construction will continue to go down. It is possible, however, that public expenditures for industrial facilities may be somewhat greater than the figures shown if additional shortages of military supplies are encountered, but even so this type of work will not be great. Public housing will be quite minor, consisting of less than 20,000 dwelling units in 1945. In fact, a fourth of the expenditures shown is for completion of housing projects started this year. Other kinds of public work such as highways, sewer and water facilities, school buildings, and so on, which ordinarily make up a substantial part of total construction will increase somewhat during the latter part of 1945, but will undergo significant expansion only when the war is entirely over.

It is still a matter of conjecture as to how much materials and man-

(Continued to page 142)

All Too Many Uncertainties

No precise statement can be made about liberalization of the regulations, because there are too many uncertainties about manpower and material requirements during the re-arranging stages of the war. Some liberalization after defeat of Germany seems likely, however, perhaps in the form of a substantial increase in the quota for H-2 houses. When it comes, expansion in volume will follow shortly.

A few months ago private nonresidential work—commercial buildings, factories, other industrial facilities, and miscellaneous other work—showed a surprising reversal of the downward trend since 1941. It is covered enough during the latter part of this year to overcome the

Thomas of C. I. O. Says Builders and Unions Should Get Together on Housing Policies



By R. J. Thomas

President of United Automobile Workers and chairman of both the Housing and Post-war Planning Committee of the C.I.O.

Proposes N. A. H. B. and unions agree upon legislative program—end bickering; show a united front before Congress.

ing its attention away from favorable legislation for the great home building industry.

"At the outset let me state that the C.I.O. wants to see attractively planned, soundly constructed private homes, located in properly restricted, well planned subdivisions, built for the workers of America. This is the type of homes we have advocated for and to the members of our own unions in several books which we have published and distributed to our membership. This is a matter of public record well known to many people in the private building field who have taken the trouble to read them.

"On the other hand we must recognize that there is today in America a sizable part of our population

(Continued to page 160)

N.A.H.B. Replies to C.I.O.

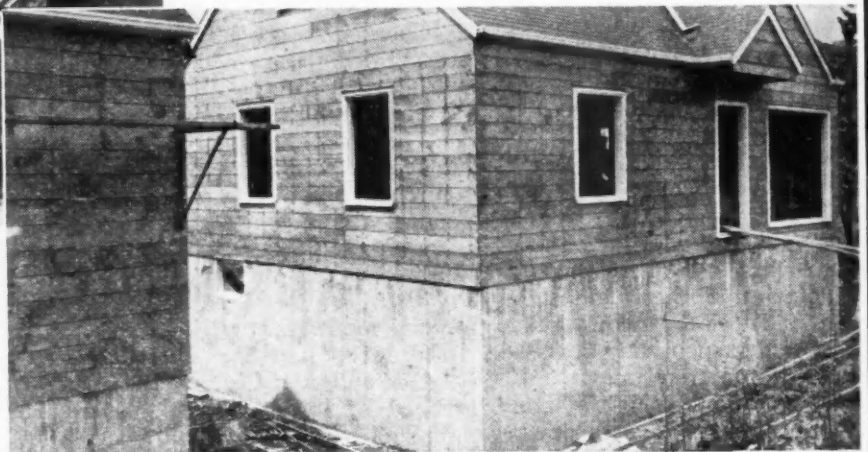
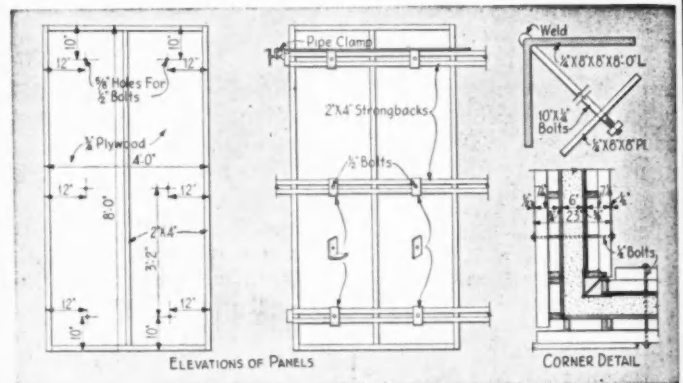
American Builder sent Thomas' statement to N. A. H. B. for review before publication. An answer by President Robert P. Gerholz accompanies this story.

THE constant battle between private and public housing interests before Congress is accomplishing one net result—it is disgusting Congress and divert-

Our New System Has Reduced Basement Fo



FIVE CENTS per square foot of wall for setting, stripping and cleaning compares with 35 to 40 cents the old way. Forms are re-used many times, producing perfect basement walls as shown at right. Details of construction above.



WE HAVE RECENTLY developed a new system for basement forms which has given us very gratifying results in cutting construction costs. We are using these forms of Douglas fir plywood on our housing project of 50 homes at Fircrest in the outskirts of Tacoma, Wash. Full basements are called for on these side-hill sites; and we are pouring the concrete walls 6" thick by 72" high into these re-usable

oiled plywood forms, based on 12" by 6" pre-poured concrete footings. I had long felt that one weak point in house construction was the concrete forms. So, a short time ago, we set out to devise some improvements. With the help of a local mill-work shop to give us forms of machine-accuracy, we developed plywood form panels, 4 by 8 feet in size, that can easily be handled by two men; with all panels, inside and

out, interchangeable, except for corners and fireplace, so that they are easily adaptable to a house of any size or shape by merely adding new corners. Even this change could be eliminated by planning all houses to the four foot module as recently recommended. By our method the double 2 x 4 "strongbacks" are held in place without nailing, thereby speeding the setting up and removal of the forms, as well as preserving



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Form Costs 85%

How Plywood Proves Itself in Continuous Hard Use

By Edward P. Miller

EDWARD P. MILLER (right) and his Construction Superintendent, Lloyd Linderson, who together with A. G. Homann, vice president, developed these labor saving concrete forms. Below, workmen are unloading and oiling forms preparatory to setting up for another house.



the strongbacks in good condition for re-use.

We have already poured fifteen basements using this system; and our average labor costs to date for setting, stripping and cleaning the forms has been less than five cents per square foot of wall, as compared to costs as high as 35 to 40 cents per square foot on other similar jobs.

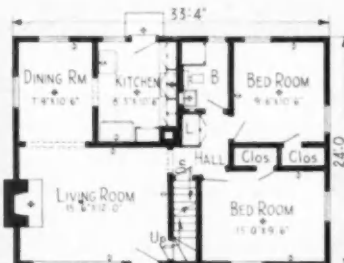
The forms are held together by bolts; and even the inside corners

are so designed that, upon removal of the bolts, the forms literally fall off the wall. The outside dimensions of the wall are held accurate to a fraction of an inch by adjustable pipe and clamp arrangements, which makes it unnecessary even to nail the forms or strongbacks together at the corners.

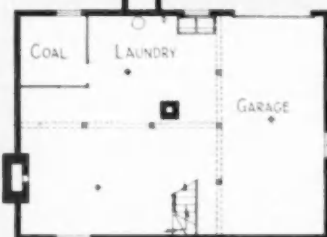
We have found the use of bolts much faster and more efficient from the labor standpoint than any other

tie system we have used, and in addition, there is no loss of material. Four men (two carpenters and two laborers) will strip, clean, oil and reset forms for one of our houses in 7 hours. They use 12 gals. of form oil for each setting. Neither bolts nor forms have shown any appreciable signs of wear after fifteen applications and we expect them to be good for several hundred basements, which would reduce unit cost

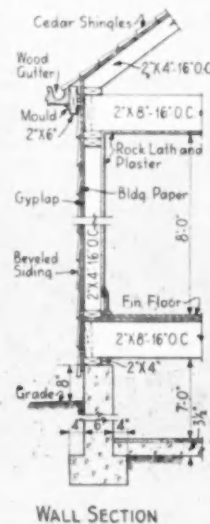
BELOW is a typical floor plan arrangement of Miller's Homes.



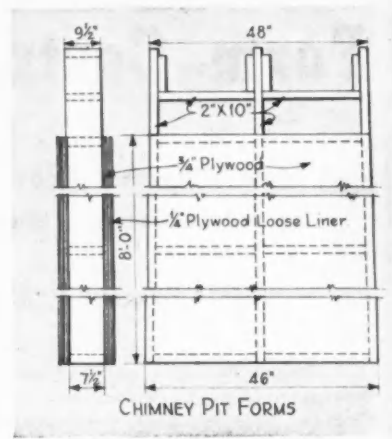
FIRST FLOOR PLAN



BASEMENT PLAN



WALL SECTION



INGENIOUS plywood core is used for pouring the fireplace ash pit, at a saving of about \$30. Photos show workmen lifting out the core form. Top view shows Contractor Miller pointing out to an "American Builder" editor the details of the ash pit recess in basement wall.

for forms to a matter of a dollar or two per house. The original cost of forms, with all attachments was less than \$400 per set. We have two complete sets of forms for this project, so that the operation is fairly continuous.

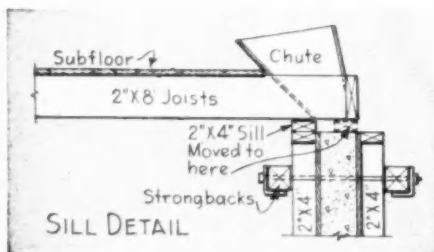
In addition to its labor-saving features, there are other distinct advantages to this system: (1) It

eliminates the necessity of sawing boards filled with nails and covered with concrete, thus speeding up other parts of the construction; and (2) the resulting wall is so smooth and attractive that it greatly increases the sales appeal and value of the house. This feature has already attracted considerable attention in this community and many people stop, when passing by, merely to inquire about the smooth walls.

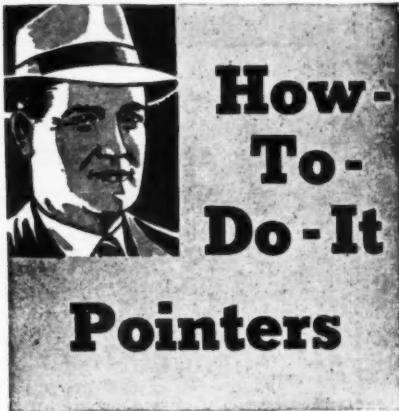
The photographs, taken especially by the Douglas Fir Plywood Ass'n. show many of the important details. Note that the forms are aligned and held in place on the footings by means of small 8-inch blocks nailed down while the concrete was still green. The forms are then held apart by three lines of 1/2-inch bolts put through paper tubes so that they can be easily removed after the wall has set. The bolt holes are afterwards tightly packed full from both sides

with a fairly dry mix of 1 to 3 cement and sand.

With this system of strong plywood panel forms for the basement walls, we have also developed an idea for supporting the joists and rough floor temporarily on the forms to give us a working stage while the concrete is being poured. This eliminates the need for scaffolds. We place the 2 x 4 mudsill, unnailed, on top of the inside form (as shown in sketch), then put the floor joists in place and spike them at the ends to the 2 x 8 sill header. We then proceed to pour from the floor through a chute box into the wall forms. After the concrete is poured, it is a simple operation to push the sill off the form to its permanent location on top of the wall, where it is nailed in place. These forms are called "Easysset" and we are glad to pass the idea along to other builders through this publication.



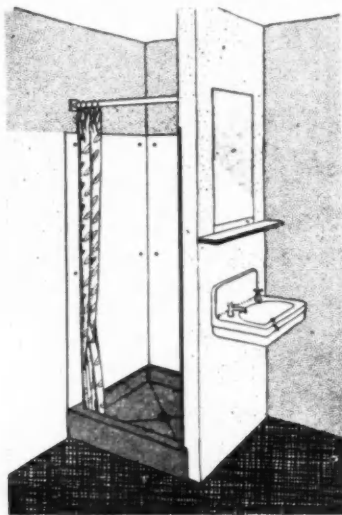
DETAILS of Miller's method of supporting sills and floor construction temporarily on the inside wall forms until concrete is poured. Then the mudsill is moved over.



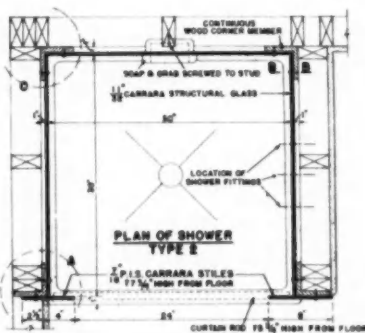
How-To-Do-It Pointers

How To Build Shower With Structural Glass

BUILDING a short partition out from one wall, 30 inches from the corner of the room, as shown in the two drawings below, makes



possible a combination shower and lavatory in a minimum of space. This arrangement will be found to be practical in a variety of places, especially in converting old houses into one- and two-room apartments. The plan below shows how 11/32 inch carrara glass is used on three sides and part of the front of the stall. The lavatory is hung on the partition.

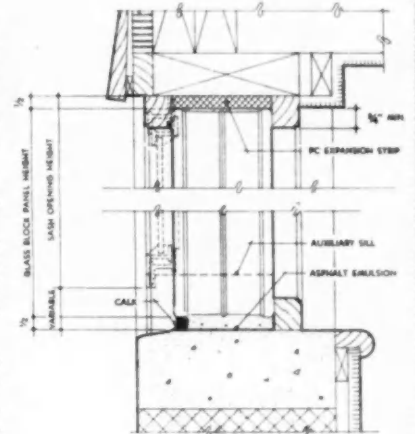


How To Install Glass Block In Frame Construction

ILLUSTRATED at the right is a drawing showing a vertical cross section of glass block installed as panels on both sides of a basement steel sash. Notice that the PC glass block sits on an asphalt emulsion and the top edge has a PC expansion strip. The steel sash has an auxiliary sill raised above the bottom level of the glass block.

The mortar mix for glass block is 1 part Portland cement, 1 part lime, and 4 to 6 parts sand all measured by dry volumes, and integral type waterproofing, all mixed to a consistency as stiff as will permit good working. For interior panels, the waterproofing is omitted.

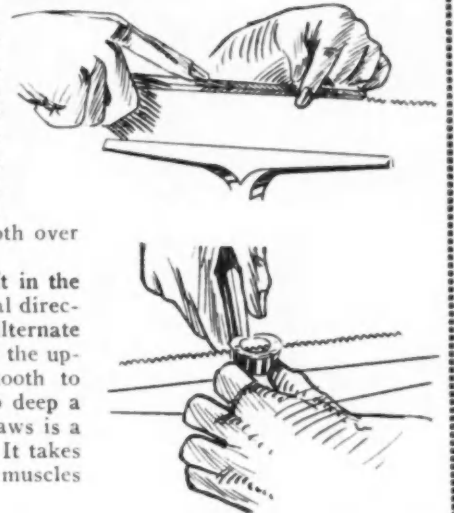
PC glass blocks are available in 5 3/4", 7 3/4" and 11 3/4" square sizes, and are installed with a 1/4" visible mortar joint. Wall anchors are spaced at regular intervals depending upon the size of block used.



How To Joint and Set a Hand Saw

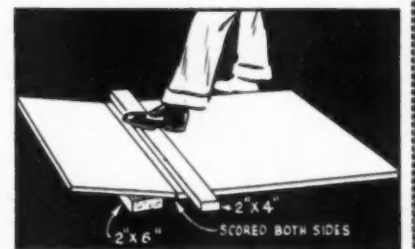
PLACE the saw in a saw clamp with the teeth projecting about 2" above the clamp. Remove the handle from a flat, smooth cut mill file and joint the teeth by moving the file the full length of the saw. Keep this up until the tops of the high teeth have been filed down to the level of the low teeth. Now adjust the saw set to the desired depth and amount of set and set every other tooth over to one side.

There is usually some of the set left in the teeth so they can be reset in the original direction. Reverse the saw and set the alternate teeth. Care should be taken to set only the upper one-half or one-third of each tooth to avoid breaking a tooth because of too deep a set. Jointing, setting and filing hand saws is a skill which comes from long practice. It takes good eyesight and a steady control of muscles to become proficient.



How To Handle, Score and Break Stonewall Board

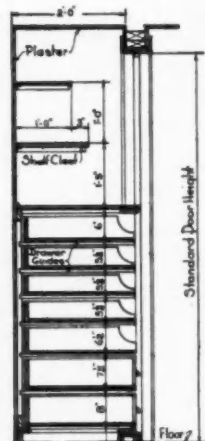
STONEWALL board is a slab of bendable cement reinforced with tough asbestos fibers. Because of its characteristics it should be handled as recommended by Ruberoid's engineers. Although one man can carry a sheet of this material it is recommended that two men do the carrying by each man holding one long edge, not the end edges. When putting into a truck, put the boards on a flat surface without bolts or rough parts sticking up, and lay flat. Also, store flat and not on edge. This board can be sawed with a cross-cut saw having 6 to 8 teeth per inch, but it is pretty tough on the saw. There are several special saws on the market for this kind of work, such as long-bladed hack saws and saws with removable handles. Abrasive wheel cutting is done by feeding the board into the wheel. The easiest way to break stonewall board is to score it on both sides and then place it flat on the floor with the short end or edge over a piece of 2 by 6. Then by stepping on a piece of 2 by 4 a neat break can be made. If a wide bench is available, the board can be broken over the end of the bench after having been scored.



How To Arrange Interiors of Household Closets

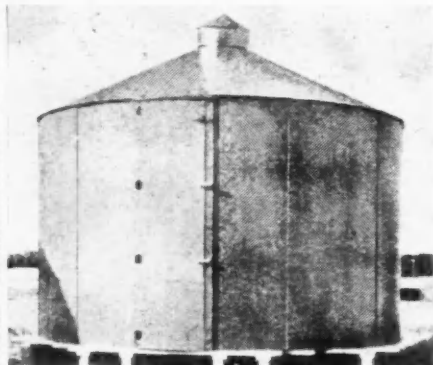
THE arrangement of space and the built-in features of any closet are important in obtaining the maximum amount of convenient storage space. The sizes of cupboards, drawers, hangers and rods depend upon the sizes and shapes of the articles to be stored. Linen closets are used largely for the storage of blankets, sheets and towels. Such a closet may be located in a bath room, hall, or bedroom, or it may be a combination of linen and clothes closet located in a bedroom. The linen part of the closet usually has drawers in the lower portion and shelves above. The drawers, if intended for storage of woolen blankets, can be lined with cedar to help keep moths away.

A clothes closet, such as shown in the illustration, should have a combination of open, pull-out trays or drawers, a compartment with a hanging rod for long garments and one for shorter garments. At one side of the bottom there can be space for shoes as well as traveling bag and suitcase. Two shelves provide storage space for hats, within reach on the lower shelf, and not-so-often-used items on the upper shelf which may take a stool or chair for the smaller person to use in reaching the items stored there.



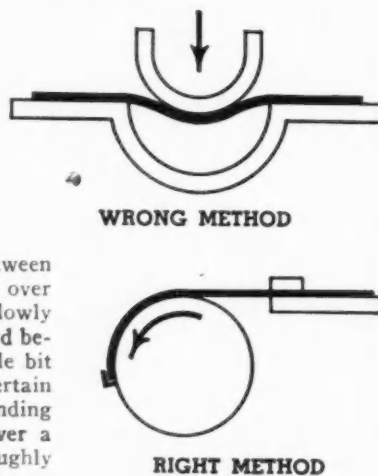
How To Bend and Fasten Plastic-Surfaced Plywood

KIMPREG is a plastic-surface plywood that has a hard, insoluble surface that has proved itself in war products. This material, in general, can be handled in the same way as ordinary plywood; that is, as for shearing, punching, grinding, sanding, routing, drilling and turning. Sheets can be bent dry to limited radii depending upon the thickness of the sheets and whether they are bent lengthwise or crosswise. One-quarter inch sheets, for instance, will bend lengthwise to a 2-foot radius and crosswise to a 1-foot 3-inch radius. Sheets of Kimpreg plywood may be fastened to other materials with nails, screws, or glue. In gluing, best results are obtained by the use of resin base glues set under heat and pressure, although cold setting under about 15 pounds per square inch will yield satisfactory strength for many purposes. The portable grain storage tank shown at the left is an example of this material bent crosswise.



How To Bend and Fit Presdwood Products

THERE are two methods of bending Presdwood. One is the hot process and the other cold. For tempered presdwood, the material is soaked in cold water for eight to ten hours before bending. For regular presdwood, the screen side of the board is scrubbed with cold water every eight hours for five applications, and kept damp all the time. Avoid soaking the other side, especially if the natural surface is intended to be used as-is. The hot method calls for a heated roll or pipe kept at a temperature between 235 and 250 degrees F. As the material is bent over the roll, as shown in the sketch, it is turned slowly so the moisture is turned into steam and the bend becomes dry as it moves. Have the radius a little bit smaller than the finished bend to allow for a certain amount of spring back. The cold process of bending is similar only that the board is bent wet over a drum of wood slats and held there until thoroughly dry. Steam pipes below the drum will help dry.



Another o A M B U

Sound Methods for Building a Frame Detached Garage

ALTHOUGH new construction of homes will tend toward the including of the garage under the main roof of the house, the continual building of detached garages will increase with the upkeep and remodeling of both city and farm home properties.

The plate at the right gives many practical details regarding the planning and erection of a good detached garage. Because the construction methods vary from those of a completely sealed structure, such as a house, the details include all parts of the building.

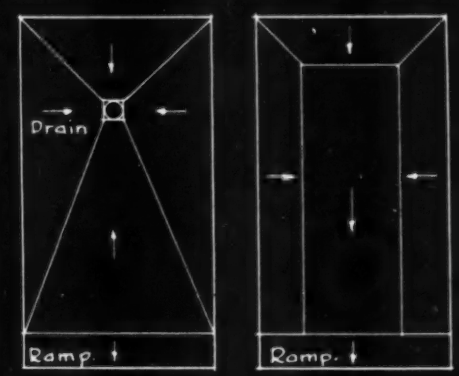
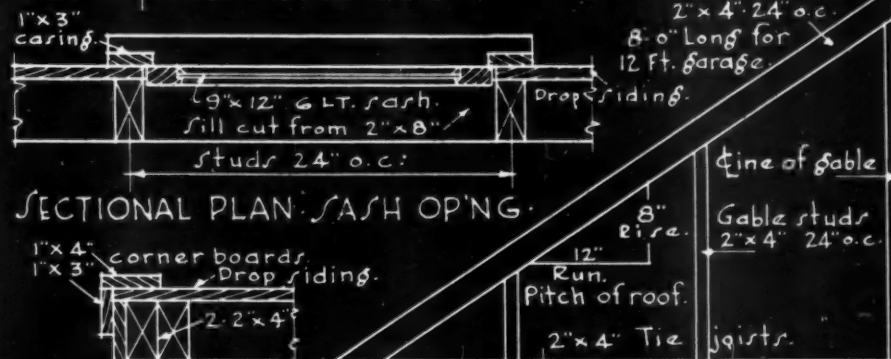
The sash opening is drawn in both plan and elevation to show how it fits into a non-sealed type of building. Two types of floor drainage are given showing the direction of slope. The garage is 12 feet wide in this instance.

PREPARED FOR AMERICAN BUILDER BY R. J. ALEXANDER

Several types of cornices and returns are given so the garage may be made to harmonize with the architectural details of the house. Either a factory-made door of the upward-acting type can be used or a pair of swing doors can be built on the job. In the latter case, framing and bracing details are suggested, as well as boards suitable for the exterior surface.

Foundations as well as floor are important, and here again there is given sound practical information. The bottom plate should be well bolted to the concrete and the framing well spiked to protect the building from strong winds, especially as the doors may be left open to admit wind pressure to the inside. The detail of the door opening head is important, as is the framing, because of its size and the load it carries, especially with swinging doors.

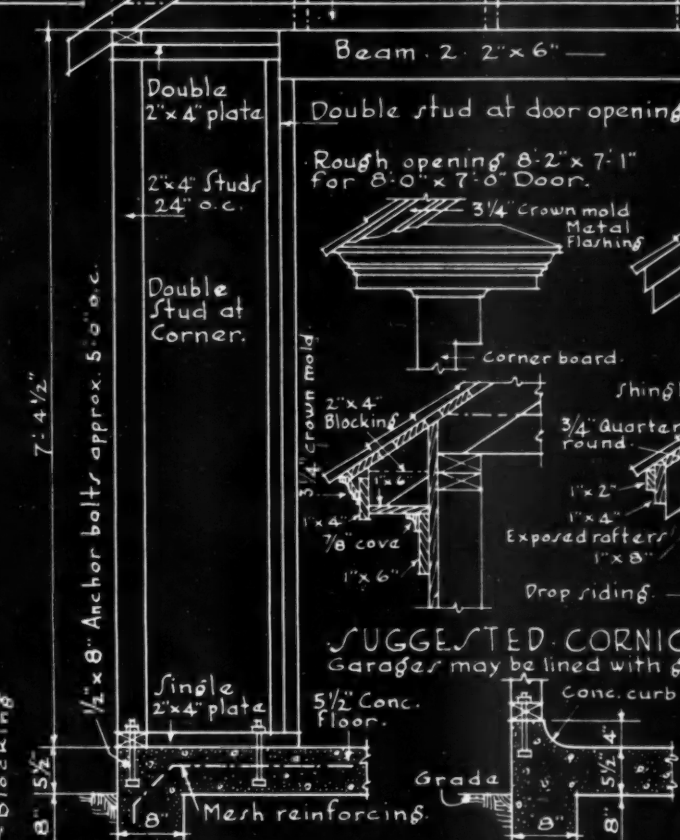
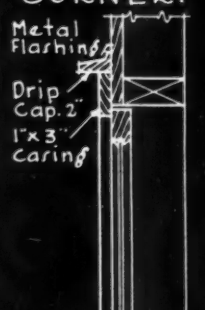
NO. 2. DETAILS FOR DETACHED GARAGE.
FRAME & DROP SIDING CONSTRUCTION.



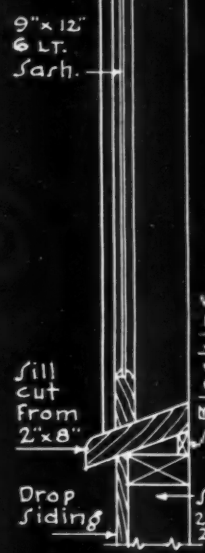
FLOOR PLANS SHOWING SUGGESTED DRAINAGE. Arrows indicate direction of slope. Pitch approx. 1/8" to 1 foot.

Check manufacturers' specifications as to special supports for track, rough opening for doors, jamb construction and overhead clearance. See Fig. B.

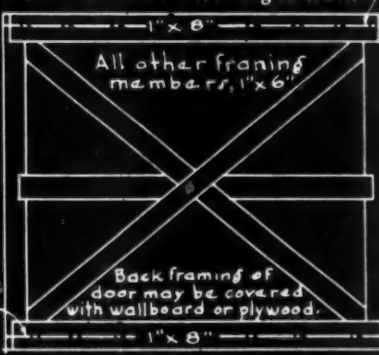
DETAIL OF CORNER.



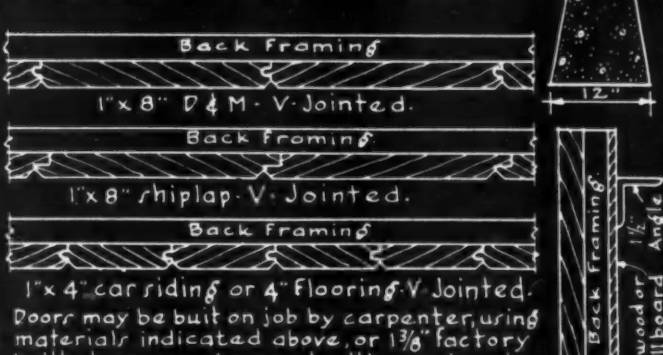
SUGGESTED CORNICES AND CORNICE RETURNS.
Garages may be lined with gypsum board or insulation board.



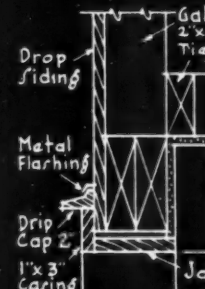
DETAIL SHOWING TYPICAL FRAMING.
Stiffen door with angle irons.



ALTERNATE FOOTING DETAILS.
12" of loose gravel, cinders or crushed rock under slab is recommended.



SASH-DETAIL.

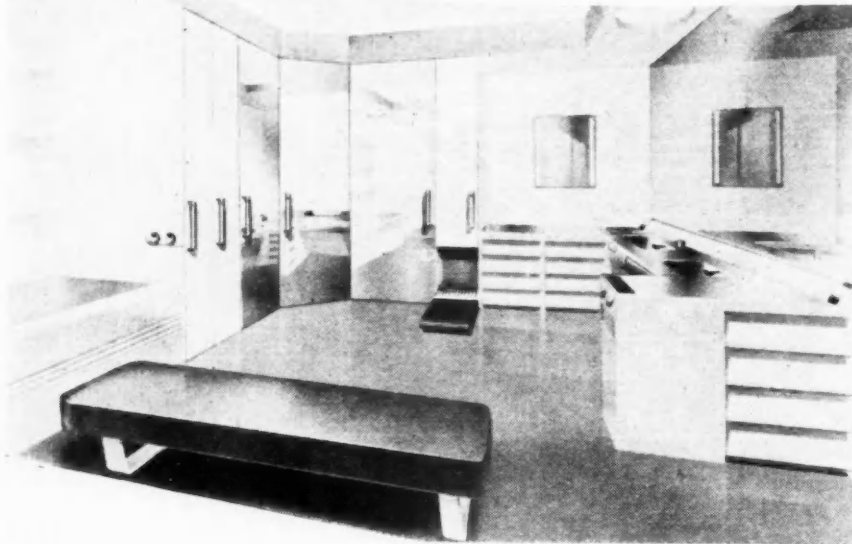


DETAIL OF BACK FRAMING AND BRACING; CARPENTER-BUILT DOORS.

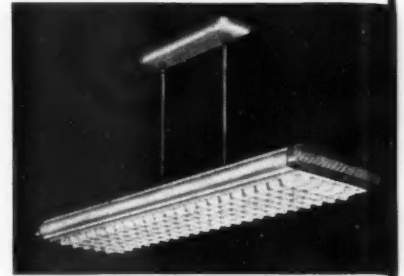
FIG. A.

FIG. B. DETAIL OF DOOR OPENING HEAD.

Convention Throws Spotlight



POST-WAR building materials and equipment are on the make. Allegheny Ludlum through Designer Egmont Arens gives us a peep into the future bathroom in all its glory. (L)



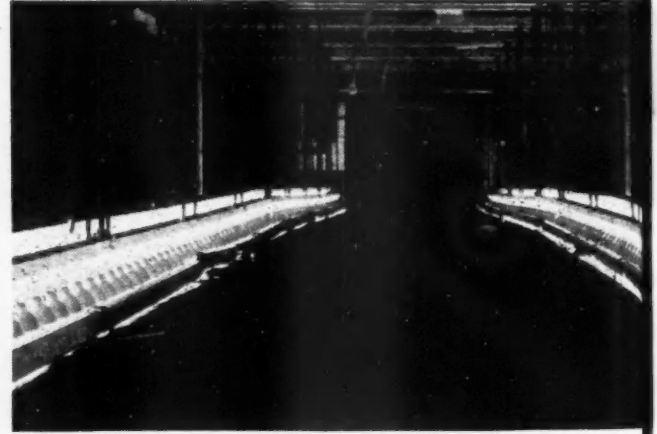
LIGHTING of all kinds, exposed and otherwise, is due for change and improvement. This ceiling model by Spero Electric with its plastox reflecting surfaces suggests



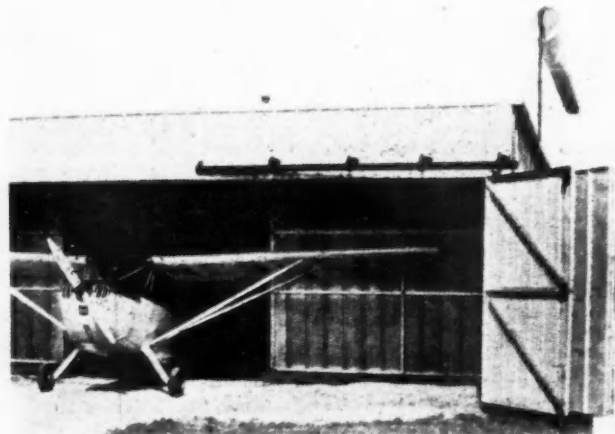
WHILE the basic functions of kitchens will vary little, the completeness and design of equipment will be outstanding, as the range-ventor by Universal Blower Company shows.



AUTOMATIC is a term that will apply more and more to household equipment, as the gas water heater by Pittsburg Corp. shows in the center picture above. It has "everything."



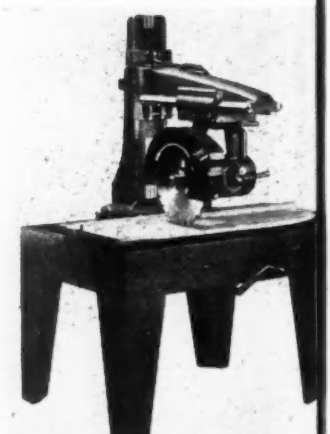
RESEARCH upon research is the watchword of the times, and results are good. Above: research at Revere Copper and Brass with box copper gutters 65 ft. long taking heat



"WATCH AVIATION" is to be kept in mind in the housing field from now on. Above is a prefabricated steel hangar for personal use as made by George L. Masler & Co.



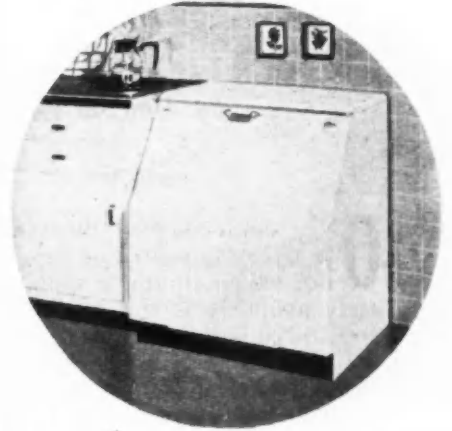
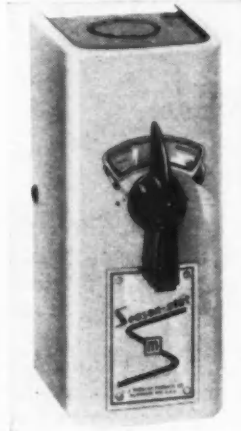
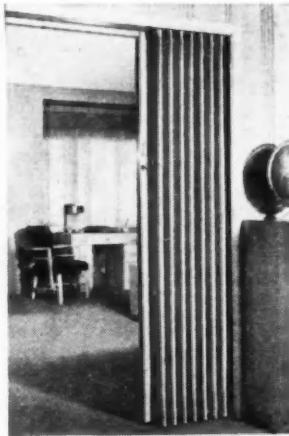
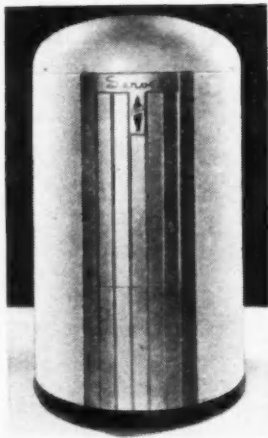
FORETHOUGHT is good business in the planning of buildings, especially in the matter of waterproofing masonry, and American Fluoresit Co. specializes for post-war builders.



PRECUTTING on the job will become a must when housing developments get into a swing. The Equipment Service Engineers Co. feels this way and offers equipment

on New Products Progress

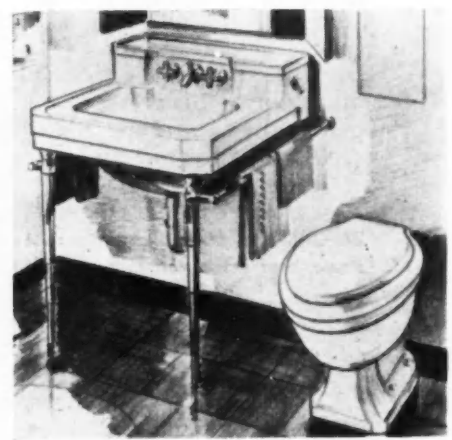
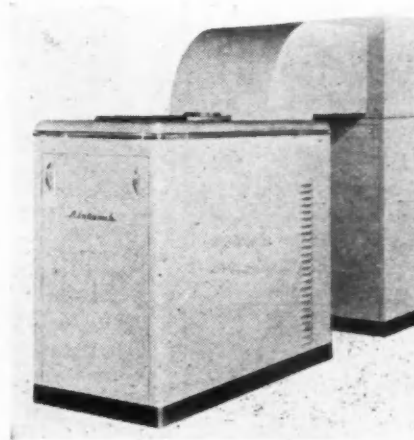
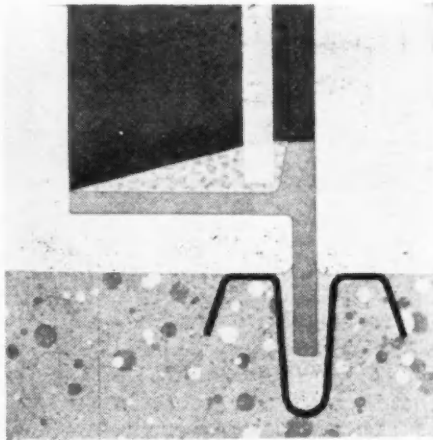
ANTICIPATING the need for automatic equipment in the future "servantless" home, the Westinghouse people designed a laundromat item which harmonizes with other kitchen equipment and also furnishes a flat top.



CONSERVATION of heat is an outstanding feature of many building products and equipment, and this goes for the newly designed Servel gas water heater as illustrated above.

SOMETHING new is sliding into the post-war home field (above-left) and that is in the way of Modernfold doors by New Castle Products. Going modern conservatively, maybe.

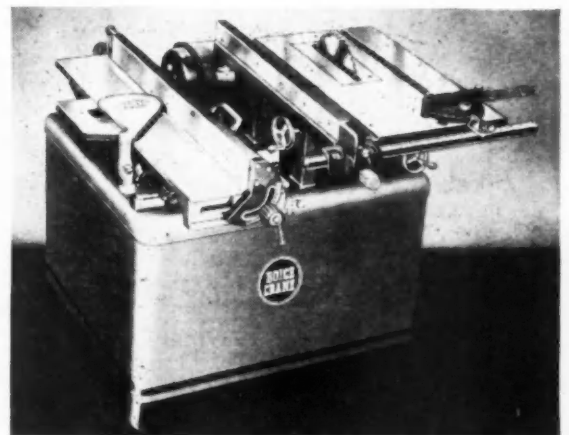
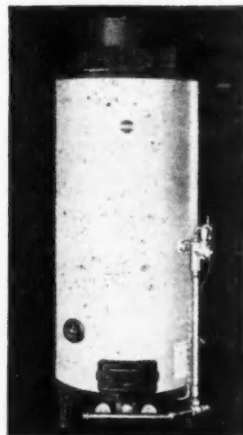
AT THE LEFT, above, is a last-minute item of comfort control in the form of a device called a Season-Stat, made by Mueller Furnace Co. installed behind a flush wall plate.



MORE and more mastics are coming into play in building construction. Above is a mastic surround for simplifying steel window installation by the William Bayley Company.

NATURALLY, air conditioning will be part of the regular equipment in future American homes, and the packaged Airtemp year-round unit by Chrysler is a fair example.

Such things as eliminating from sight the parts of equipment not particularly beautiful in themselves are neatly done by Eljer. The water tank is part of the lavatory.



NOT only new products, but the way they are packaged, comes under the F. E. Myers & Bros. Co.'s thinking. Their new Electe water systems are neat inside and outside.

BIG installations call for big water heaters, and contractors interested in this problem will find comfort in the fact that Crane hasn't been asleep in regard to such large items.

ON-THE-JOB work in framing and fitting calls for woodworking machinery geared to the times. Boice-Crane Co. gives us a saw and jointer with which to do the job right.

No-Priority Work Galore with Brick Veneering

By Malcom W. Muchmore

ONE major type of modernization which furnishes a welcome source of business for contractors and for which an ample supply of materials is immediately available is the brick veneering of older frame and stucco buildings.

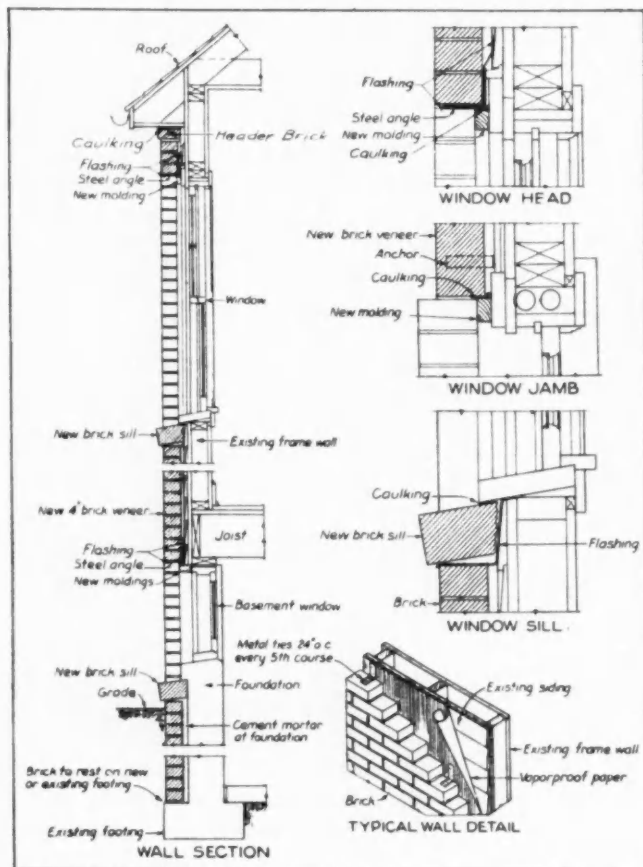
Inasmuch as veneering not only beautifies and modernizes older houses, but also provides insulation with which to reduce fuel consumption, the War Production Board has removed all restrictions on this type of improvement and permits work to proceed without need for obtaining special authorization.

Current surveys show that there is a plentiful supply of brick and experienced masons are available in almost every community, therefore, contractors can start brick veneering projects as fast as contracts can be arranged.

Home modernization will account for an important part of the post-war construction volume. Recent estimates indicate that for every six dollars spent in building new dwellings, one additional dollar will be spent for residential repairs and modernization.



BEFORE and after photos are shown at the right to demonstrate how brick veneering rehabilitates decaying properties.



While many families now residing in older homes would like to purchase a brand new dwelling at the first opportunity, there are many hundred thousands of other families who are either unable to acquire new homes or else are not interested in leaving their present location, but these same homeowners do wish to repair and modernize. Of the latter group, some families with young children prefer not to move away from nearby schools. Others are reluctant to leave their friends and neighbors.

Applying brick veneer to older frame structures is a simple operation from a technical standpoint and is decidedly economical, considering the advantages gained, yet represents a substantial bit of business for the contractor. Moreover, convenient financing is easily arranged, since home owners desiring this type of major improvement can obtain insured loans at reasonable rates under Title I of the F.H.A.

The necessary construction involves erecting a wall one brick thick, outside the present structure. A one-inch air space is left between the old wall and the new brick wall. The brick veneer is applied by widening the present foundation slightly to support the new outer wall and using metal clips to anchor the brick wall to the siding. The clips are nailed to the frame wall and imbedded in the mortar joints every fifth course at 24-inch intervals as the new wall is constructed.

Wall openings are carefully flashed to prevent water from entering behind the facing and the application of waterproof paper to the frame wall is recommended. Window sills are extended through the brick wall, and the existing wood trim is finished off against the veneer. Details of the construction are shown in the accompanying sketches.



No one knows better than the architect or builder how important good heating is to a good house. An inferior, or untried system can spoil an otherwise near-perfect plan—and frequently does. In planning post-war homes may we suggest your consideration of Round Oak equipment. Through 74 years it has been developed to a high state of efficiency. Whether your plans call for modern air-conditioning combustion systems employing gas, oil, or coal, or the more simple gravity systems, you will find Round Oak products to meet your requirements, and nearby Round Oak dealers to provide a high standard of service.


© 1945, Round Oak Co., Dowagiac, Mich.

Measure of a Good House



ROUND OAK

"A Grand Old Name"

HEATING EQUIPMENT 

 KITCHEN APPLIANCES



"TOMORROW'S HOME WILL BE A BETTER HOME IF EQUIPPED WITH ROUND OAK PRODUCTS"

Producers' Council Advances Post-War Program

MEETING in New York for its semi-annual session, the Producers' Council, Inc., recently took further steps to advance and strengthen its program for post-war building.

Douglas Whitlock, president of the council, urged a unified national organization to insure a maximum volume of building throughout the post-war years. Managing director, James Follin, called for "a climate favorable to rapid expansion of construction" in describing the aggressive and carefully worked out program adopted by the various committees of the council.

Representatives of a large number of the leading manufacturers of building materials and equipment of the country took an active part in the program and heard prospects for their industry analyzed by specialists.

A sobering picture of the immediate prospects was presented to them by A. J. McComb, director of the W.P.B. Construction Bureau, who said that the policy of "creeping relaxation" had been halted by changed war conditions and the labor crisis. He indicated that immediate prospects for relaxation of L-41 were slim.

A lively discussion of the Kilgore housing research bill and the policies and principles concerned in government participation in research took place.

Of special interest to builders were the council's recom-

mendations for financing of private residential construction after the war. These were prepared by Frederick M. Babcock, housing consultant, under the direction of the council's residential committee of which Irving W. Clark is chairman. The four major points include the following:

1. Continuing and strengthening the Federal Housing Administration through certain changes required to meet post-war conditions. The council urges that the F.H.A. be permitted to insure mortgages of single-family dwellings, occupied by the owner, in amounts up to 90 per cent of the appraised value, provided the appraisal does not exceed \$7,000. The increase from the present limit of \$6,000 is necessary to meet the increased cost of constructing these small homes.

2. Passage of state legislation permitting holders of trusted funds to make direct investments in rental housing under prescribed conditions.

3. Adoption of mortgage provisions more favorable to borrowers.

4. Discontinuation as soon as possible of Regulation W of the Federal Reserve Board, which restricts the time allowed for repayment of loans made for the modernization and repair of homes.

"The council believes that ample funds will be available."
(Continued to page 146)

CATALOGS and

HOW-TO-DO-IT INFORMATION

98—MULTI-ROOM AIR CONDITIONING—The Carrier Corp., Syracuse, N. Y., has a booklet available which describes and illustrates their method of installing a weathermaster system by conduits from a central station to all rooms in hotels, hospitals or other multi-room buildings. The over-all system cools, heats, dehumidifies, humidifies, filters, ventilates and circulates air for year 'round air conditioning.

99—NEIGHBORHOOD PLANNING—is fully covered in an excellent book recently put out by Revere Copper and Brass, Inc., N. Y. C. This book is as thorough and understandable as any publication that has come to our attention. It is well illustrated and points out how to go about setting up a local civic headquarters to accomplish this badly needed reform in home ownership.

100—POST-WAR HOME FENESTRATION—is a paramount subject in the creation of buying acceptance. Anderson Corp., Bayport, Minn., have a brand new booklet, "Windowalls" which is chock full of useful ideas on the subject. Also, there is a catalog of window frame and sash details that graphically shows the quality of factory-made window enclosures of wood.

101—"EUREKA" IN FLOOR COVERINGS—is attractively and practically illustrated and described in a new booklet by David E. Kennedy, Inc. in which they show the uses of "Kentile" in homes and buildings. For instance, the colorful front cover of the booklet shows this asphalt tile on the office floor of the famous architect, Edward D. Stone, and he ought to know!

102—LAST WORD IN HOTWATER TANKS—is set forth in unquestionable terms by the A. O. Smith Corp., Milwaukee in their new literature about Permaglas Automatic gas and electric storage water heaters. A most interesting series of photographs shows the entire process of manufacture as well as graphic drawings explanatory of glass-lined tanks.

103—COMMERCIAL TRUCK USERS—will be interested in a 96-page, pocket size book recently offered by the B. F. Goodrich Co., Akron, Ohio. The book is filled with pertinent data in condensed, easy-to-read form. Tire mileage is important at any time and how to save on tire miles is part of the contents of this book.

104—DOUGLAS FIR DOORS—is the title of a handy, pocket size book which gives the popular designs and specifications from 1944. Both Trufit and Factri-fit doors are included in the handy catalog as well as complete lists of dimensions. Some space is also given to garage doors and interior sliding doors.

105—PRE-CAST CONSTRUCTION UNITS—are thoroughly explained with photographs and drawings in a loose-leaf folder offered by the Lok-Blok Products Co., Ashland, Mass. This method of cement block manufacture and their uses is an interesting subject; they even have channels for radiant heating.

106—RETAIL STORE MODERNIZATION—is a large field for profitable work. To this end, Admiral Corp., Chicago, Ill., has made the offer to send a comprehensive book to contractors interested in this type of work. The book covers the entire field of store modernization and will be a most usable sales vehicle for getting such jobs. The colorful book is called Flex-o-plan by Admiral.

SERVICE COUPON—CLIP and MAIL to CHICAGO

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

(January, 1945)

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

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There Goes Your Reputation!...

More than shingles go on every roof you build.

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Your promises, your guarantees, your integrity, your very reputation...nailed into place with every shingle.

And just so long as that roof lives up to expectations... that long is your reputation secure.

You know this. We, at Flintkote, know it, too!

That's why...*through painstaking years of laboratory research, thousands of tests and decades of matchless service in all climates...we have made resistance to weather and temperature extremes a built-in feature of every Flintkote shingle.*

Flintkote's service is too broad to be defined by specifications...too vital to be written in terms of price.

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Because of their great versatility, it is possible to achieve almost any effect you want when you use ornamental metals. In both ferrous and non-ferrous metals you have a wide choice of materials, qualities, colors and characteristics to choose from.

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No Springs . No Tracks . No Noise. Effortless operation for any member of the family. No sticking, binding or freezing down in any weather. Nothing to get out of order, or wear out. Only two moving parts. A simple, practical operating principle. A lifetime of trouble-free door operation.

For over 10 years Tilt . a . Doors have been in service in the Detroit area. So great has been

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Now with a greatly expanded program we will soon be in a position to offer Tilt . a . Doors nationally.

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There is a Tilt-a-Door design to fill every architectural need.





"Competition among builders in the postwar period is going to be keen with the progressive addition of many new home features. One of the best ways to meet this competition is to add summer cooling systems for air conditioning twelve months in the year. The builder whose homes have year 'round air conditioning at an economic installation and operating cost has a plus sales factor, as technical improvements reduce installation and operating costs."

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— BUILDER —
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Build year 'round comfort

Summer Cooling + Automatic



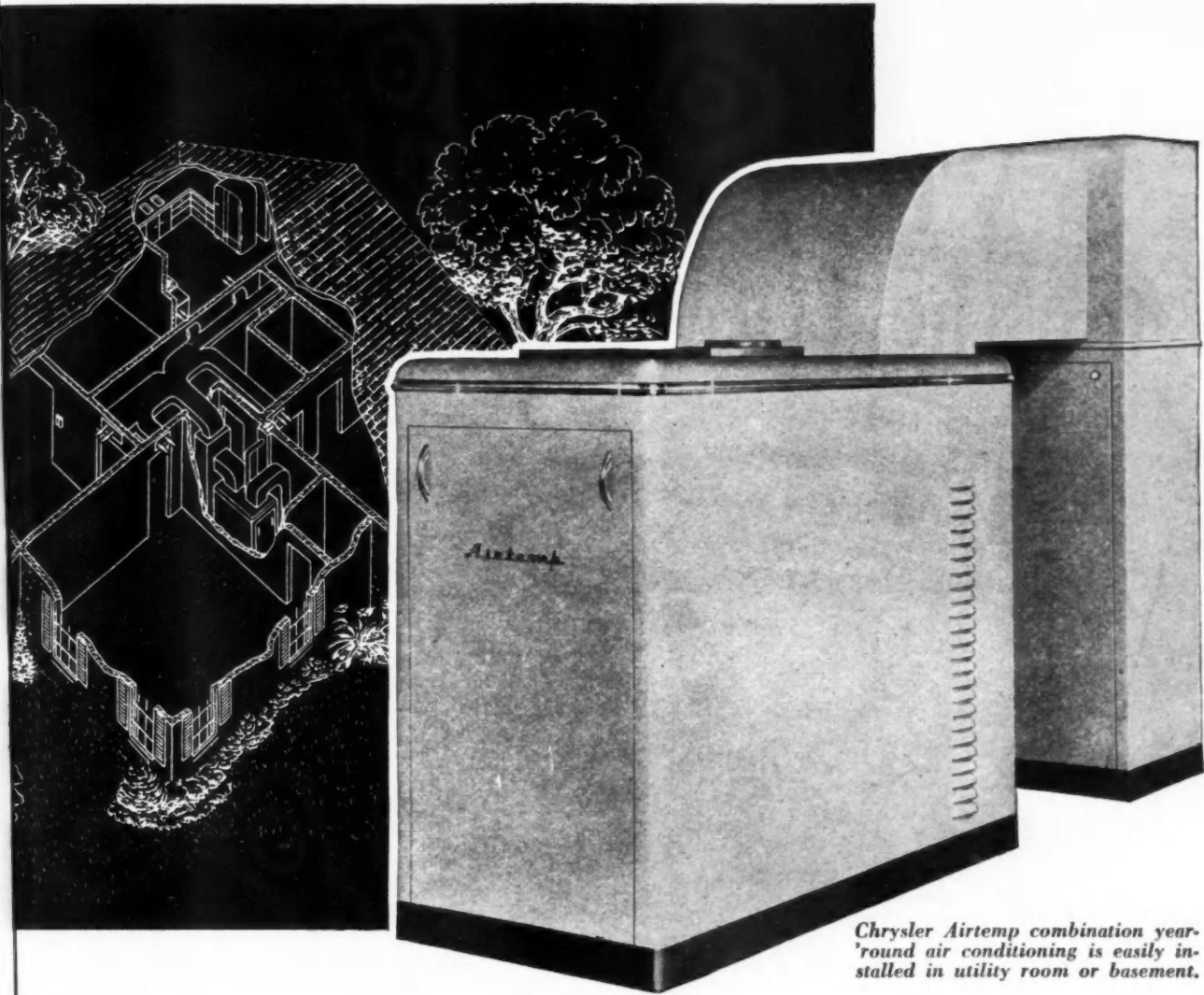
The time-tested Chrysler Airtemp combination heating and cooling unit for the home offers builders a real plus sales factor. Chrysler Airtemp —long pioneers in the development of improved heating units—burning all types of fuels—like

See the Chrysler Airtemp Exhibit at the National Home

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Chrysler Airtemp combination year-round air conditioning is easily installed in utility room or basement.

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Winter Heating=Greater Sales Value

pioneered "Packaged" cooling back in 1937. This is why you can build Chrysler Airtemp year-round comfort—greater comfort and health for your postwar homes. Mass production brings the cost within reach of home

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Exposition, Jan. 15-20, 1945, Sherman Hotel, Chicago

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Gentlemen: Please send me the booklet containing questions and answers on year 'round air conditioning.
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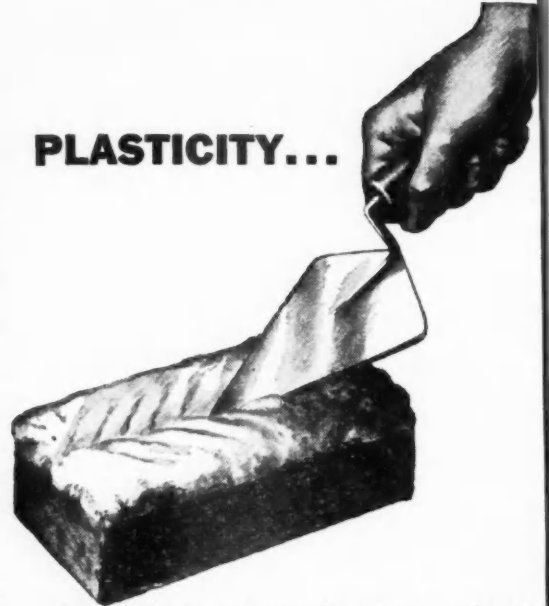
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ANNOUNCING...

A Treat for the Trowel

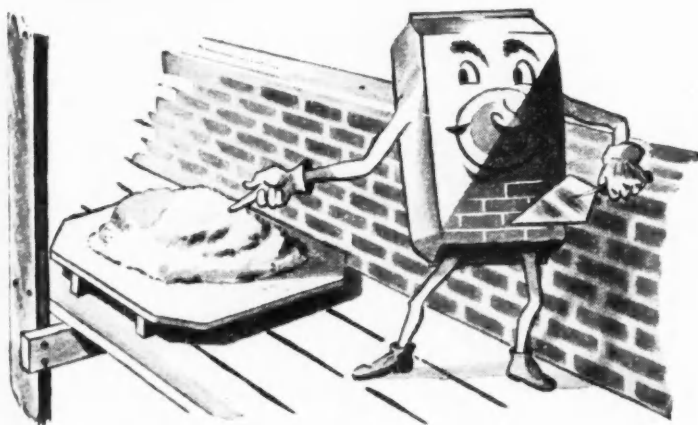
**THE NEW MORTAR CEMENT
WITH CHARACTERISTICS
THAT EVERY MASON WANTS**

PLASTICITY...



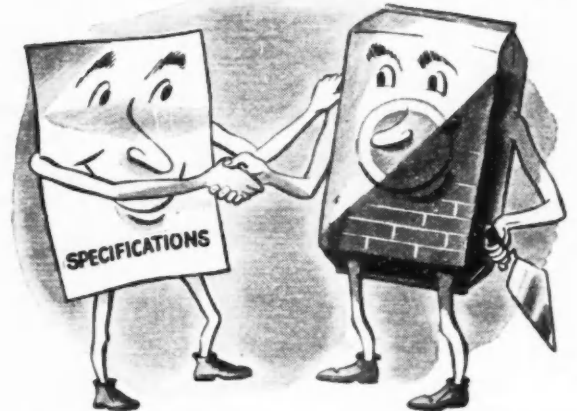
Atlas Mortar Cement makes a highly plastic, very smooth, buttery mortar.

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Unsurpassed in this respect.

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A quality product that complies fully with Federal and ASTM specifications.



Atlas Mortar Cement is outstanding in the desirable properties of mortar cement—in plasticity, yield, water retention, durability and strength. It is easy to handle, hard to beat. Use it for your mortar. Get it from your dealer.

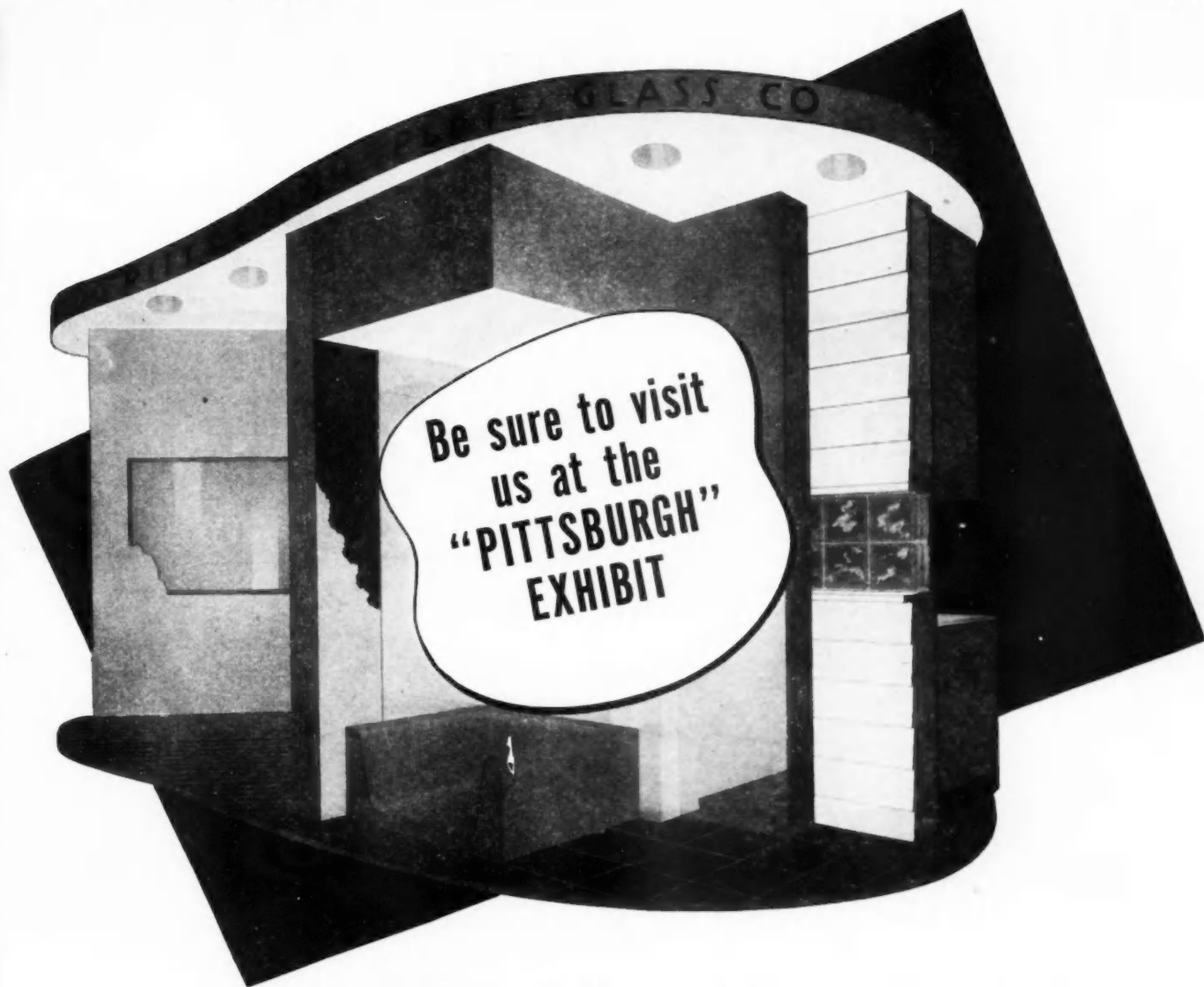
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PRODUCT OF UNIVERSAL ATLAS CEMENT COMPANY
(United States Steel Corporation Subsidiary)

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AB-MC-1



... at the Chicago Home Builders' Exposition

Hotel Sherman, Chicago, January 15th to 20th, 1945

GLASS, in its many forms, will unquestionably play a very important part in the design and construction of postwar homes. You'll want to know the latest about glass. How it can be used effectively and inexpensively. How simple applications should be installed. What products are going to be available for your use.

So be sure to visit us at the "Pittsburgh" Exhibit in the glass division at the Chicago Home Builders' Exposition in Chicago. Let us show you some of the ways in which various kinds of glass can be used to increase the attractiveness, the usefulness and the salability of the

postwar homes you build. The "Pittsburgh" Exhibit includes a number of simple, interesting uses of glass . . . with informative cutaway sections, etc. to show installation procedures. Don't miss it!

And meanwhile, send for our new, free booklet which contains scores of suggestions for the use of glass. The book has many pages of actual detail drawings showing you exactly how each glass application is made.

"PITTSBURGH"
stands for Quality Glass and Paint

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Gentlemen:
Please send me, without obligation, your new book entitled, "A Little Extra Glass Means A Lot of Extra Charm."

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PITTSBURGH PLATE GLASS COMPANY

The House that Sold



1. Here are two houses that look exactly alike. They are on similar lots in the same neighborhood.



4. One house sold in a hurry.



5. The other didn't.

ACCORDING TO MANY leading builders, *that's* going to be the sales story of postwar home construction.

Here's how they figure it

These are the facts:

First—Surveys by *Fortune*, U. S. Chamber of Commerce, and various government agencies all agree that electrical equipment is going to have pretty close to first claim on the postwar buying dollar.*

Second—Home buyers have been conditioned to expect better-built—more complete homes after victory.

They're planning now

Market-wise construction men see built-in electrical

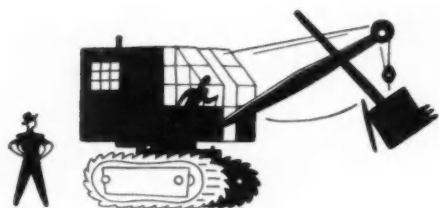
equipment in the kitchen and laundry as the means to insure a continued sale of new homes after the first buying rush has subsided.

Bankers in all parts of the country recognize that this trend to a better-built, complete home, giving satisfaction to its owner, is one of the best possible payment assurances.

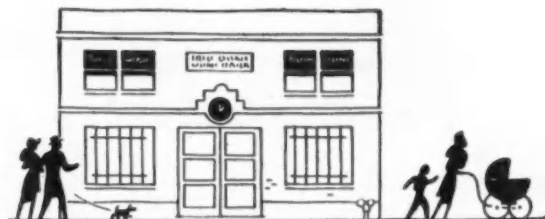
A helpful booklet

As an architect, builder, or banker, you've probably done some thinking along these lines yourself.

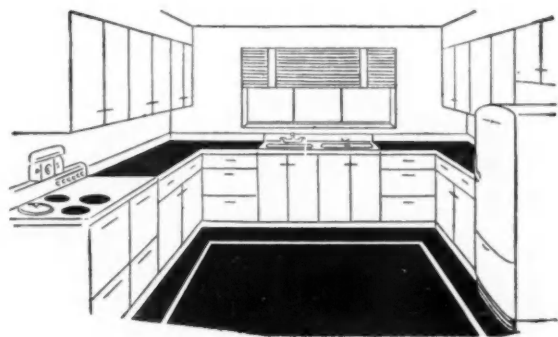
To assist you, the General Electric Home Bureau, which has been studying the all-electric home since 1936, will be glad to supply some figures on the cost of equipping and operating such a home.



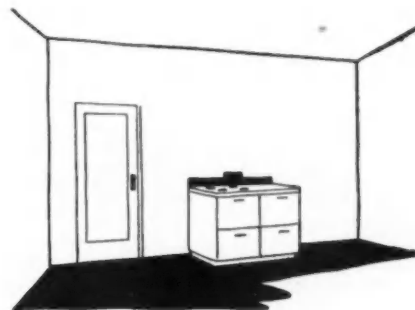
2. They were built by the same builder.



3. They were financed by the same bank.



6. The difference was simply this—built-in electrical equipment—electric refrigerator, dishwasher, disposal, range. The house that sold had them.



7. The other had only a stove to offer.

Just write for our free booklet, "Your New Home and Your Pocketbook." Home Bureau, General Electric Company, Appliance and Merchandise Department, Bridgeport, Connecticut.

FOR VICTORY

General Electric is working night and day to back the attack. You can help, too, by buying and holding more War Bonds than before.

TUNE IN: "The G-E House Party," every afternoon, Monday through Friday, 4 p.m., E.W.T., CBS—"The G-E All-Girl Orchestra," Sunday 10 p.m., E.W.T., NBC—"The World Today" News, every weekday, 6:45 p.m., E.W.T., CBS.

"Everything Electrical For After-Victory Homes"

GENERAL ELECTRIC

*In an independent survey, 54% of the women interviewed thought that General Electric made the best electrical equipment

Marlite
KEEPS BLURMITES*
BEHIND THE BARS
... and keeps Customers Coming!



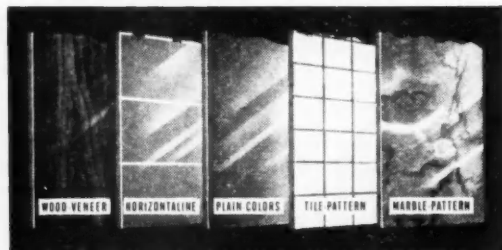
QUESTION . . . What interior wall and ceiling paneling will make the biggest hit with customers . . . the biggest sales and profits for you?

ANSWER . . . Plastic-Finished Marlite . . . attractive, colorful and easy-to-clean; quickly installed with regular carpenter tools; never needs refinishing, repainting.

When you stock and sell Marlite, you're handling a pre-finished paneling that's practical for new construction or remodeling; that's durable, versatile, easily installed and moderate in cost. Marlite will delight your customers. Its *pioneer high-beat-bake finish* protects the surface against dirt and moisture (Blurmites) and makes it extremely easy to clean.

SEND FOR SAMPLES

Marlite is made in plain-colors, tile-patterns, horizontal, genuine wood-veneers and marble-patterns with modern harmonizing moldings. Send for free samples and a complete full-color catalog—today!



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



MARSH WALL PRODUCTS, Inc.
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PLASTIC-FINISHED WALL PANELS • FOR CREATING BEAUTIFUL INTERIORS



1945 THE YEAR TO PLAN 1946

The Building Industry Plans Ahead!

With the strong possibility of released materials and lifted priorities 1945 is going to be a year of preparation and action.

All over the country contractors and designers are compiling files on efficient modern materials ready for immediate and post-war use.

Roof construction and maintenance are a major part of building and ABESTO COLD PROCESS ROOFING MATERIALS offer a method that saves time, labor, hot equipment cost; and a product that builds a quality roof for long-term service.

We have prepared specification sheets for eight different roof constructions and they are available to the trade free of charge. Have the "know how" in today's changing new world. **Use ABESTO COLD PROCESS ROOFING MATERIALS** in your roof plans.

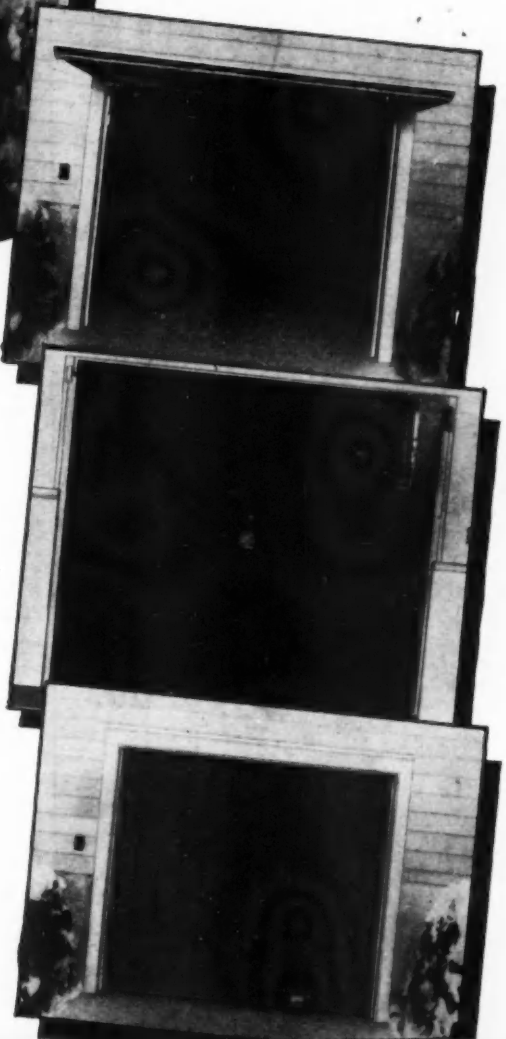
ABESTO MFG. CO.

131 WABASH
 MICHIGAN CITY, IND.

New **BERRY** OVERHEAD TYPE **GARAGE DOOR**

IT HAS Everything!

Simple ..
Streamlined ..
Low-Priced ..
Sturdy.



Installed in 15 Minutes!

The door comes with hardware attached. To hang the door merely insert 4 lag screws. Use only 2 screws to attach the lock, and 10 nails to attach the weatherstrip. Then just make a few simple adjustments, that's all!

ADVANCED COUNTERBALANCING PRINCIPLE

A revolutionary method that enables us to completely enclose the hardware in the door itself . . . no tracks, weights or exposed springs . . . a contributing factor to its neat and distinctive appearance.

NO HEAD ROOM NEEDED

The ceiling can be plastered flush with the under side of the head jamb.

ALL-METAL

The Berry Door Company has combined their long experience in door manufacturing with the latest aeronautical engineering practices of an outstanding aircraft manufacturer. The result, a rigid, sturdy, all-metal door . . . light weight and low priced.

Some Doors are Becoming Available for Residential Use. If You Need Doors, Write Us.

SEE THE BERRY DOOR ON DISPLAY AT THE BUILDERS' CONVENTION, SHERMAN HOTEL, JAN. 15 TO 20

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KEEP WARM
in Winter



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GILMAN CELLULITE

America's Finest
INSULATION
Made of Flameproof Cotton
Saves Heat, Time, Money

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1945



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Cortright—
(Continued from page 85)

years. Many temporary agencies of government such as W.P.B., O.P.A. and W.M.C. are essential to the successful prosecution of the war, but there is no thought of their being carried over into a peacetime economy. Assistance to private enterprise in matters of mortgage insurance, market analysis and research can be provided without single control.

Proposals for an independent F.H.A., F.H.L.B. and possibly F.P.H.A. may be expected. Appealing as is the general theory of coordination in government, the operation of constituent agencies too often suffers in effectiveness and freedom of action under a supervising agency. Internal conflicts are kept behind closed doors rather than brought to light before the Congress. Because of the widely divergent interest of public and private enterprise agencies, one must suffer and lose ground under administrative control. Unless industry operations under a total programming of housing is anticipated, combining them seems an illogical procedure. Some argue that public housing will run rampant unless controlled through such an arrangement—others claim that it can best flourish there. The fact probably is that this will depend upon the ideology of the administrator or the co-ordinating board. Many believe F.P.H.A. should be placed under a federal loan agency rather than under the Public Works Agency where it originally resided—others believe it should be liquidated as rapidly as possible!

Many schools of thought exist as to the part government should play in housing. The most conservative believe that co-ordination must be kept to an absolute minimum. The various agencies, they argue, should be parcelled out under Finance, Construction and Welfare. Extremists would have the government expand all of the existing agencies, adding additional facilities for research and statistical information to form a department similar to Agriculture or Commerce. They visualize government regulation to the extent of determining the nation's full housing needs and the provision of whatever is necessary in financial assistance, research and programming to meet that need. Recent general recognition of certain inadequacies in our housing supply, and the potential employment the industry can provide, combine to place the subject at the top of the list of important post-war activities. For this reason the recommendations of the Taft Committee may well result in legislation of far-reaching effect upon the industry.

F.H.A. in post-war years will be faced with many new problems. When first created, it was designed to meet

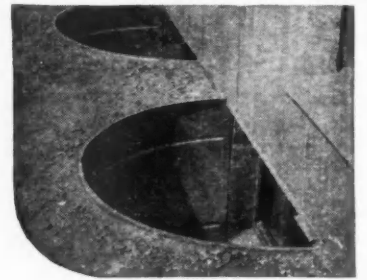


DONLEY DEVICES

speed construction at lower cost

Postwar building calls for speedy construction and lower costs without sacrificing quality . . . With this in mind, we present two prefabricated **DONLEY DEVICES:**

DONLEY AREA WALLS



Donley Steel Area Walls provide a low cost light source to basements of low set homes. They are made of 16-ga. titecoat galvanized copper bearing steel, formed as arches and ribbed for strength. They cannot crack or disintegrate, no footstrip required. These area walls are quickly installed by inexpensive labor, making a savings of up to 50% over masonry walls.

DONLEY ATTIC LOUVERS



These steel attic louver ventilators are low in first cost and easy to install . . . In frame construction, an opening is cut in the sheathing, and ventilator is nailed to

the sheathing, then shingles or siding butt against ventilator body. No wood trim or flashing is needed. Installation in brick is just as easy. Comes complete with galvanized fly screen fastened to inside. Made of 20-ga. steel electrically welded and finished with two coats of special paint for double protection. Furnished in half-circle, quarter-circle and ten rectangular sizes 8" x 11" to 18" x 36". Also round type.

Write today for additional information, or catalog describing the many Donley comfort and convenience devices.

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13910 MILES AVE. • CLEVELAND 5, OHIO

the urgent need of attracting private capital to the residential construction field. The memory of the 1929 crash was fresh in the minds of the public, and mortgage investors were few and far between. It is apparent, however, that the exact opposite situation will exist during the early post-war years when there will be abundant capital available, and an unprecedented backlog of demand for homes and apartments.

F.H.A. policies geared to low prices prevailing when the agency was created, cannot be successfully applied to the conditions ahead. One modification in the law that will be needed is an upward revision of the value of housing eligible for 90 per cent mortgage insurance. It has been suggested that such high coverage loans be permitted up to at least \$7,000. Although the \$6,000 house represented the top limit of the large medium priced market in 1935 when the act was amended to permit 90 per cent mortgages, building costs have moved up a great deal in that time. Moreover the home purchaser is going to get a better house than ever before—one that comes more completely equipped.

Receive H-2 quotas—After two weeks, during which there have been no allocations for H-2 housing, N.H.A. this week quietly approved three fair-sized and two very small programs. Tennessee was the favored State with three allotments totalling 850 units. The other quotas went to Pittsfield, Massachusetts, 50 units, and Tulare, California, 60 units. The largest program provides 350 units for Memphis. These are divided: 200 units for sale at a maximum of \$7,500 and 25 for sale to Negroes at \$4,000; and, 100 units for rent at \$60 and 25 for rent to Negroes at \$30. Next is Nashville with 275 units.—175 for sale at \$7,500 and 15 for sale to Negroes at \$3,500; and, 75 for rent at \$60 and 10 for rent to Negroes at \$30. The Chattanooga program is 225 units.—120 for sale at \$7,000 and 10 for sale to Negroes at \$3,500; 80 for rent at \$57.50 and 15 for rent to Negroes at \$30. The Pittsfield allocation of 50 units are all for sale at a \$7,500 maximum.

Owner-occupancy provided in Tulare program. In announcing the 60-unit quota assigned to Tulare, N.H.A. officials pointed out that, for the first time since the inception of the H-2 program, of the 45 units not restricted to rental occupancy, 25 are reserved for owner-occupancy. This is to enable individuals to obtain priorities where they desire to build for their own use. Many future H-2 allocations will undoubtedly recognize this need by setting aside a portion of the priorities for this purpose. The remaining 15 units of the Tulare program are for rental at a ceiling of \$50.

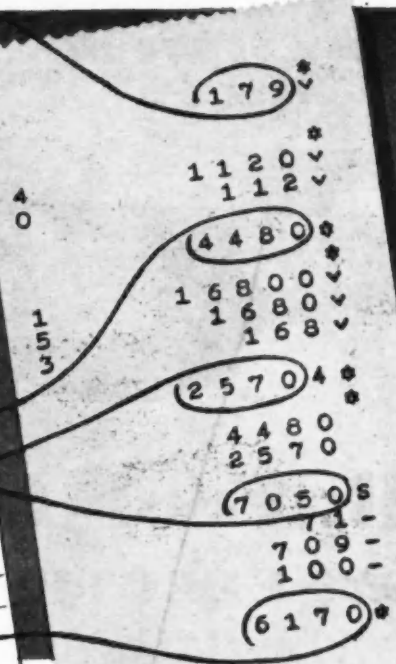
California's License Board—Supervising the activities of more than
(Continued to next page)

PAYROLL FIGURES - Right the First Time

**THIS CALCULATOR PRINTS
YOUR PROBLEMS, SAVES
TIME, AVOIDS ERRORS**

PAY ENDING Dec. 23 19 44
 NAME John Doe No. 179
 REGULAR RATE 1.12 O.T. 1.68

DAYS	HOURS	O.T. HRS.
MONDAY	8	1
TUESDAY	8	1.6
WEDNESDAY	8	1
THURSDAY	8	1.2
FRIDAY	8	1.5
SATURDAY	8	9
TOTAL HOURS	40	15.3
REGULAR EARNINGS		44.80
OVERTIME EARNINGS		25.70
OTHER		70.50
GROSS EARNINGS		
DEDUCTIONS		
O. A. B.		.71
WITHHOLDING TAX		7.09
MISCELLANEOUS		1.00
NET EARNINGS		61.70



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Printing Calculators aid hundreds of contractors and builders daily, and they say it's the ideal, all-purpose machine for calculating payrolls, estimates, percentages, costs and all other figuring work.

Let the Printing Calculator aid YOU. See how you benefit as it sprints through your most complex figuring jobs. Phone the nearest Remington Rand office today for a demonstration, or write to us at Buffalo 5, N. Y.

The Printing Calculator is available on WPB approval, to help conserve manpower, expedite war work, maintain necessary civilian economy. Talk it over with our representative.



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**A BETTER DOOR...
and A BETTER WAY
TO WORK IT...**

Barcol OVERdoor with ELECTRIC OPERATOR

Garages, both industrial and residential, can use this combination to excellent advantage. The Barcol OVERdoor is a weathertight, easy-working overhead type door with distinctive features such as roller-crank closing action, self-latching bolts, twin-torsion tailored counterbalancing springs, and continuous vertical track brackets. Thousands of successful installations testify to its acceptance by satisfied and discriminating users all over the country. Barcol Electric Door Operators take the work out of opening and closing all types of doors. Their features include a centrifugal clutch, magnetic brake, accurate electric stop control, a simple manual release, and safety switching arrangements to suit all conditions. People now are looking forward to better business and better living—you can help them achieve their aims by recommending Barcol OVERdoors with Electric Operators.

*Barcol OVERdoors
Electric Door Operators
Switch Controls
Radio Control*



FACTORY-TRAINED SALES and SERVICE REPRESENTATIVES IN PRINCIPAL CITIES

BARBER-COLMAN COMPANY

104 MILL ST.

• ROCKFORD, ILL.

(Continued from preceding page)

30,000 licensed individual operators or corporations, the Board compliments California builders and contractors on their construction of more than 184,000 housing units for war workers. Although greatly handicapped by insufficient funds, the Board, of which National Association Director H. Cedric Roberts is a member, has ambitious plans for expansion in the post-war period. During the last year 32 licenses were suspended, 25 licenses revoked, and 19 applications denied for cause after hearing. In addition to the character requirements of the Act, four years practical experience and a sound knowledge of the building, safety, health and lien laws of the state are necessary for licensing.

Tension is high in production and military circles. As hopes for the collapse of Germany early this winter diminish, the determination to secure "all-out production" of ammunition, guns and planes increases. The over-optimism of September and October has been replaced with a grim, belt-tightening approach predicated upon at least six months more fighting on the Western Front.

Arms production first—Even programs which would not affect war production have been postponed because of their psychological impact. Area Urgency Production Committees have become ultra cautious. Daily press releases calling for manpower and full production are not propaganda as many believe. Although in the past there has been an exaggeration of conditions, this time the public is being given the true facts. It is frankly admitted that estimates of ammunition requirements made early this year fall far short of the full need. Skilled manpower in a few vital spots is the gravest problem. Because of all this, the sudden reversal of policy has come about in the last six weeks.

H-2 program will be cut to the very minimum required by war congestion. Very small housing allocations will be made in critical spots, but as a means of providing employment or relieving tight housing conditions, it will be of little value. Until the barriers ringing Germany are penetrated, plans for lifting L-41, and all other relaxing orders, will be kept in the drawers where they have been placed. Until then the immediate job of providing temporary accommodations is taking most of N.H.A.'s time. Some N.A.H.B. members who have completed their H-1 housing projects will be interested in bidding on moving and constructing these accommodations. Information can be secured from the regional F.P.H.A. offices.

N.H.A. request cut in half—As a part of the final deficiency bill, it

(Continued to page 140)

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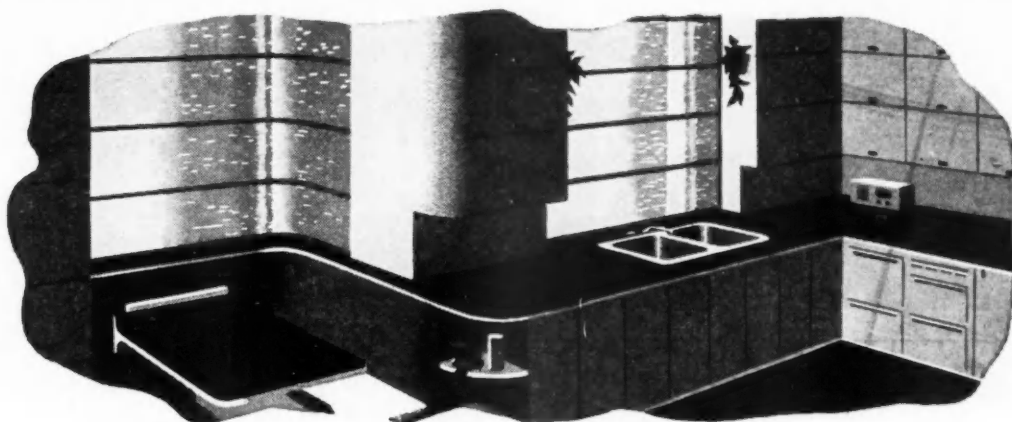
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Whether you build Minesweepers or design Kitchens . . .



..... your product can be improved with a Kimpreg* Surface

A revolutionary new alloy-like material is achieved by fusing to plywood's surface a cured plastic skin of KIMPREG. This resultant material is not a plywood in the ordinary sense, not a conventional plastic laminate. It is a brand new, better structural medium with countless applications in many products—including, very probably, those you plan for post-war production.

With KIMPREG, plywood is converted into an improved substance which can be machined, formed and fastened like ordinary wood—yet has a plastic's smooth, tough surface and beautiful, permanent, paintless finish.

KIMPREG adds the following advantages to plywood: 1, increases durability and flexural strength; 2, provides resistance to moisture and vapor; 3, armor-plates

against extreme abrasion; 4, prevents surface checks; 5, diminishes grain-raising effects; 6, makes the material scuffproof, splinterproof, snag-resistant; 7, affords a stainproof, washable, "wipe clean" surface; 8, creates resistance to chemical action, decay, temperature-extremes, fire, vermin, and mold. Moreover, it is warm to the touch, does not have the chill "feel" of metal surfaces.

Today all KIMPREG is required for military needs, ranging from airborne "prefab" huts to glass-smooth tables for packing parachutes without snagging. Hence, the wartime color of KIMPREG is a soldierly olive-drab. Post-war, however, it will be offered in a variety of appealing hues.

Now is the time to investigate the possibilities of KIMPREG-surfaced materials for your peacetime requirements.

Kimpreg
TRADE MARK



A PRODUCT OF
**Kimberly
Clark**
RESEARCH

Request FREE Kimpreg book from Kimberly-Clark, Neenah, Wisconsin.

AB-145

Firm

Name

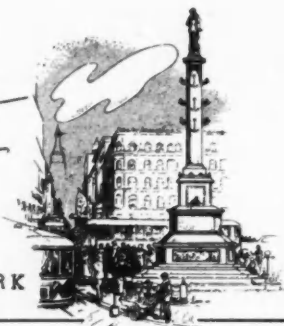
Address

*Kimpreg (trade-mark) means Kimberly-Clark Plastic Surfacing

Among the users of KIMPREG are: Buffelen Lumber & Manufacturing Company; Olympic Plywood Company; Washington Veneer Company; and The Wheeler, Osgood Company; all of whom are currently producing a Douglas Fir Plywood surfaced with KIMPREG. This product is sold under the trade name of Inderon.

The world's busy Spots

NEW YORK



Busy Spots — everywhere — have a well earned reason.

Everyone takes the Kitchen, The Busy Spot in the Home, for granted. We suggest you consider this 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

(Continued from page 138)

with nearly all other programs, was trimmed indiscriminately. The only exceptions were funds directly involving Army and Navy projects. When the bill reaches the Senate, a plea for restoration of the cut will be made and an extra sum requested to care for last minute requirements.

Testifying before the committee.

Administrator Blandford stressed the fact that private capital could not assume the risks involved in this program. Under close questioning, he explained that a large part of the job lies in moving government owned mobile accommodations, and the balance is for purely temporary housing in isolated areas.

G-I Bill procedure slow—Policy in establishing value is the major problem. If the Veterans' Administration insists on appraisals lower than the present market level, no loans will be made and the Bill will fail in its purpose. On the other hand, if mortgages are approved on a high level which collapses in the post-war period, the repercussions will be terrific. The natural result is that the Veterans' Administration is taking a middle course. In our opinion theirs is a realistic approach and F.H.A. should take a cue from them in this respect. Under the 505 procedure, considerable tolerance must be shown and a clear-cut agreement between the two agencies should be promptly reached.

"Reasonable normal value" is the term under which the Veterans' Administration must operate. Even when the veteran is willing to put in extra cash of his own, this has forced the V.A. to reject some applications. Another retarding factor is temporarily inadequate facilities for checking service records with the Army and Navy. Applications are running higher in value than has been expected, but the explanation lies in the fact that most of these are from metropolitan areas. Administrator Hines has announced that deductions from a veteran's disability pension will not be made unless there is evidence of intent to defraud, so that Congressional concern regarding this is now satisfied.

"400 cities to spend billion on housing"—With this headline caption on a front-page story which appeared in the November 29th issue of the NEW YORK TIMES, the story of the "greatest public housing program in history" is given. Stating that the quota for New York City is placed at \$150 million, the "nation-wide survey of needs for F.P.H.A." is described. Of course, official approval to the full objectives of the public housing group has not been given as community after community will be enlightened from time to time by similar statements.

IMPORTANT NEWS FOR BUILDERS

Now

ALUMINUM WINDOWS

(IN BOTH DOUBLE HUNG AND CASEMENT STYLES)

AT PRICES YOU'D EXPECT TO PAY FOR ANY GOOD WINDOW

Down...down...down comes the cost of aluminum windows until now you'll be able to include them in every new house you build.

Smart looking precision-built aluminum windows will soon be coming off the production line at The Aluminum Window Corporation (a subsidiary of General Bronze Corporation). They'll be quality windows produced on a volume scale—windows that will add extra sales appeal to any house.

The low cost of aluminum and new production techniques combine to make these new aluminum windows possible at a surprisingly low cost.

Before you get too far along with your new housing plans be sure to get the full story on these new Aluminum Windows.



SEE OUR EXHIBIT AT THE NATIONAL HOME BUILDER'S SHOW IN CHICAGO, JAN. 15th to 20th, or WRITE TODAY FOR NEW DESCRIPTIVE BOOKLET. ADDRESS DEPT. B-1

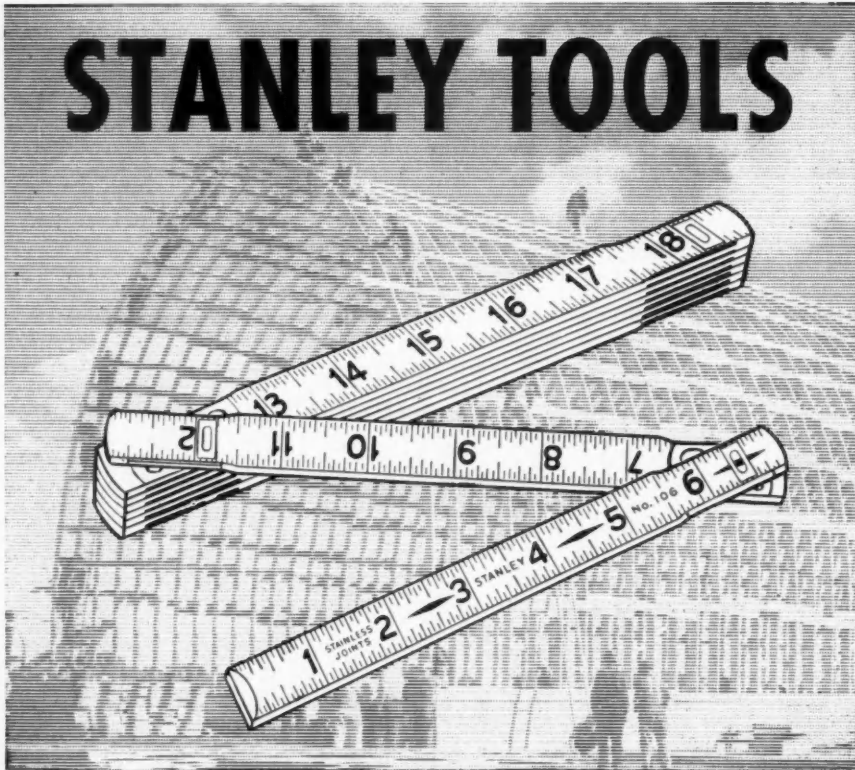
THE ALUMINUM WINDOW CORPORATION

(A SUBSIDIARY OF GENERAL BRONZE CORPORATION)

34-19 Tenth Street

Long Island City, N. Y.

STANLEY TOOLS



Anvil Tools

Awls

Bars - Ripping

Bit Braces

Boring Tools

Breast Drills

Chisels - Cold

Chisels - Wood

Hammers

Hand Drills

Levels

Marking Gauges

Mitre Boxes

Planes

Punches

Rules

Saw Sets

Scrapers

Screw Drivers

Sledges

Soldering Irons (Electric)

Spoke Shaves

Squares

Vises

Worth recording is the fact that America's great war construction projects have not suffered from lack of hand tools. It was nip and tuck, at times, for us to meet the tremendous demand for Stanley Tools. But, through simplification of finish—without sacrifice of quality—Stanley was able to fulfill urgent demands under established priorities.

Builders can plan toward the postwar reconstruction period with confidence that a full line of Stanley Tools in their familiar prewar finish will once more be available. Stanley aims toward the day when the finest in hand tools will again turn out the finest in peace time construction.



STANLEY TOOLS

133 Elm St., New Britain, Conn.

STANLEY

THE TOOL BOX OF THE WORLD

Construction Picture—

(Continued from page 113)

power will be freed for construction on defeat of Germany, because an official statement of the manner in which the final stage of the war is to be conducted and the scale of operations has not yet been released. The only information available suggests a reduction of about a third in the requirements for military production. If this figure is correct, there should be noticeable improvement in the manpower and materials situation within a few months.

Expect Easing of Lumber

In general, reconversion problems do not exist in firms producing non-metallic building materials. Military requirements combined with wartime conditions have caused a shortage among these more in the case of lumber than any others. A very few months is sufficient for overcoming the shortage of logging and lumbering equipment, and manpower shortage in the lumber industry is likely to be alleviated to some extent within the same period. Military needs for crating and other uses will go down, but at the same time expert demand for rehabilitation of war areas will go up. Unless this latter demand is larger than now seems likely, however, the lumber situation will be somewhat improved 6 months after defeat of Japan, but not to a point approaching the needs of the real post-war building program.

Government Stocks May Help

Relaxation of restriction seems likely for the metal products, perhaps not immediately and perhaps not at the same time for different products, but fairly rapidly. We don't know what will become of the surplus government stocks of building materials—that is a question for Congressional decision. It is possible that some will be exported, and that some will be sold in an orderly fashion to speed up the start of construction work here, but at least it seems safe to say that they will not be dumped on the domestic market indiscriminately. There will still be inventory shortages 6 months after Germany is defeated, and for some items even several months after the defeat of Japan, compared to our pre-war stocks and varieties. But the start of reconversion will mean improvement in this situation, so that a gradually increasing volume of construction will be somewhat more readily supplied with materials than have the jobs carried out during the past year. It also seems exceedingly likely that quality will improve promptly, with brass or steel used where they serve best in place of the substitutions required by wartime shortages.

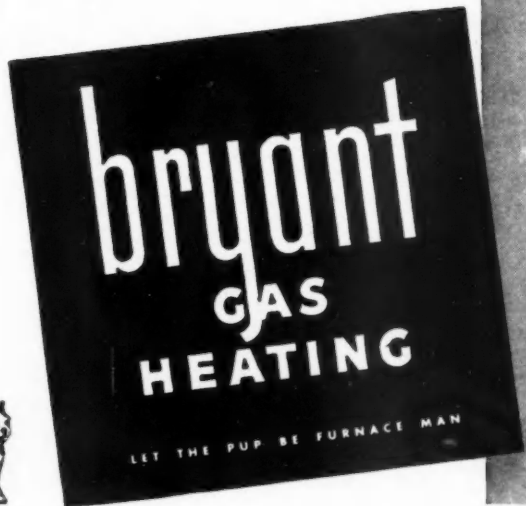


IN POSTWAR . . . IT WILL BE
Gas Heating
 FOR GAS HEATING . . . IT'S BRYANT

Study the postwar building surveys that measure the nation's preferences on types of heating equipment, and you will discover they indicate a growing preference for automatic gas heating. Question a few of the people you serve, and you will find that the best-known name in gas heating is Bryant . . . a reputation won by past performance.

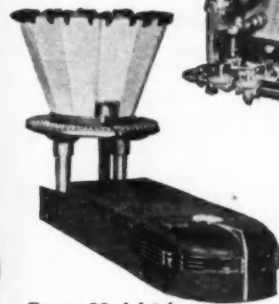
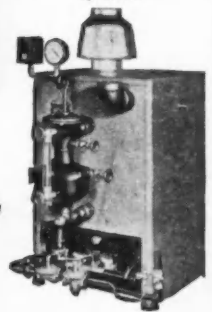
Producing for war has not prevented progress in perfection of Bryant equipment for postwar. Bryant research and development laboratories, now with more scientific ability than ever before, promise product improvements that are practical, proved and salable . . . modern gas heating equipment which you can recommend, specify and install with confidence. In postwar as in days gone by . . . it will be best to "let the pup be furnace man."

★
 THE BRYANT
 HEATER COMPANY
 17825 St. Clair Avenue,
 Cleveland 10, Ohio
 One of the Dresser Industries



Bryant Model VB
 Vertical Type
 Winter Air
 Conditioner

Bryant Model 23
 Boiler for steam
 systems



Bryant Model 94
 Gas Conversion
 Burner

Bryant Model 26
 Boiler for hot
 water systems



Bryant Model
 GF-56 Warm Air
 Furnace

Bryant Model 85
 Gas-fired Unit
 Heater

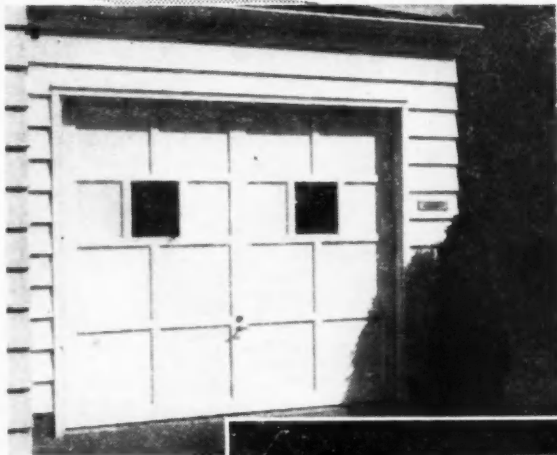


Bryant Model
 BA-88 Winter
 Air Conditioner

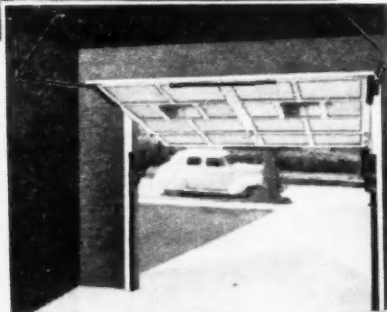
"UNI-ROL"

(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 1/4" 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**

Post-war Building Will Depend Upon Training Craftsmen Now—

By Lyne S. Metcalfe

Like most other major American industries, construction and building will confront the problem of insuring a supply of trained artisans in the near future, and the solution of the problem will depend, in great measure, upon training men as quickly as possible. Also a large part of the skilled personnel which has been drawn into the armed services and into war industries as a result of the emergency, will need a certain amount of re-training. And a vast number of trained newcomers must be prepared to take jobs in the various phases of construction work.

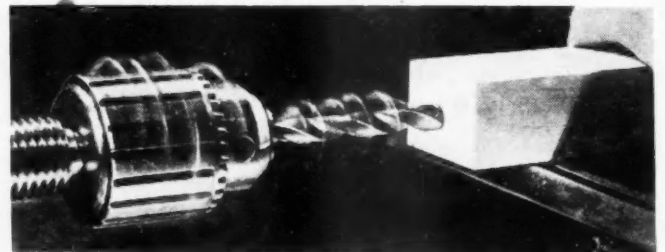
The importance of having an adequate supply of men skilled in the use of modern woodworking machines and tools is realized by every builder and contractor, and in this connection a new series of visual training aids has recently been prepared by The Jam Handy Organization.

These aids comprise a series of 22 slidefilms, "Instructional Program of Safe Practices In Woodworking," fourteen subjects of which cover the proper use of woodworking machinery and tools, while eight deal with safe practices. This form of teaching film has been widely used in the armed services and in war-time industries to more quickly train men and women in the use of machinery equipment and tools. Each of the twenty-two subjects in this series is a strip of 35 mm safety motion picture film; on each segment or "frame" is a picture, special photograph, drawing, chart or other pictorial exhibit, with legends, letterings and labels superimposed on the film and project with the picture to amplify its meaning. All pictures are arranged in logical sequence to provide a procedure pattern for the artisan to follow.

The films may be used in various ways by the building trade:

- a) Before practical shop experience, to acquaint the apprentice with the character and purpose of the tool or machine.
- b) As procedure patterns—in the shop—for guidance in a given work project.
- c) As "refresher" material.

In this connection, an entirely new visual teaching technique has been introduced in this series of films, in that each subject concludes with a set of pointed tests and review questions. The films are broken down into 22 lessons all ready and organized for instructor's or foreman's use in the workroom. The pictures are both lesson plan and lesson. And there is a total of 1,128 pictures.



USE slow speed on lathe for efficiency and safety.



KEEP hands out of danger zone over the cutter head.

Simple Suggestions for More Attractive Wall Design Treatments with Douglas Fir Plywood

No. 1 of a Series

Detailed below is one of the many wall design treatments possible with Douglas fir plywood—a horizontal placement using a three-panel arrangement.

In applying plywood, start at the openings with vertical

joints and divide the plain wall spaces in an orderly pattern. Place vertical joints at top of door and at top and bottom of window openings. Where width of wall is 10 feet or less, panels may be run horizontally in two or three pieces with openings cut out. If width of door or window is over four feet, do not hesitate to place panels horizontally. Combinations of vertical and horizontal arrangements may be used in the same room with pleasing effect.

Additional design suggestions

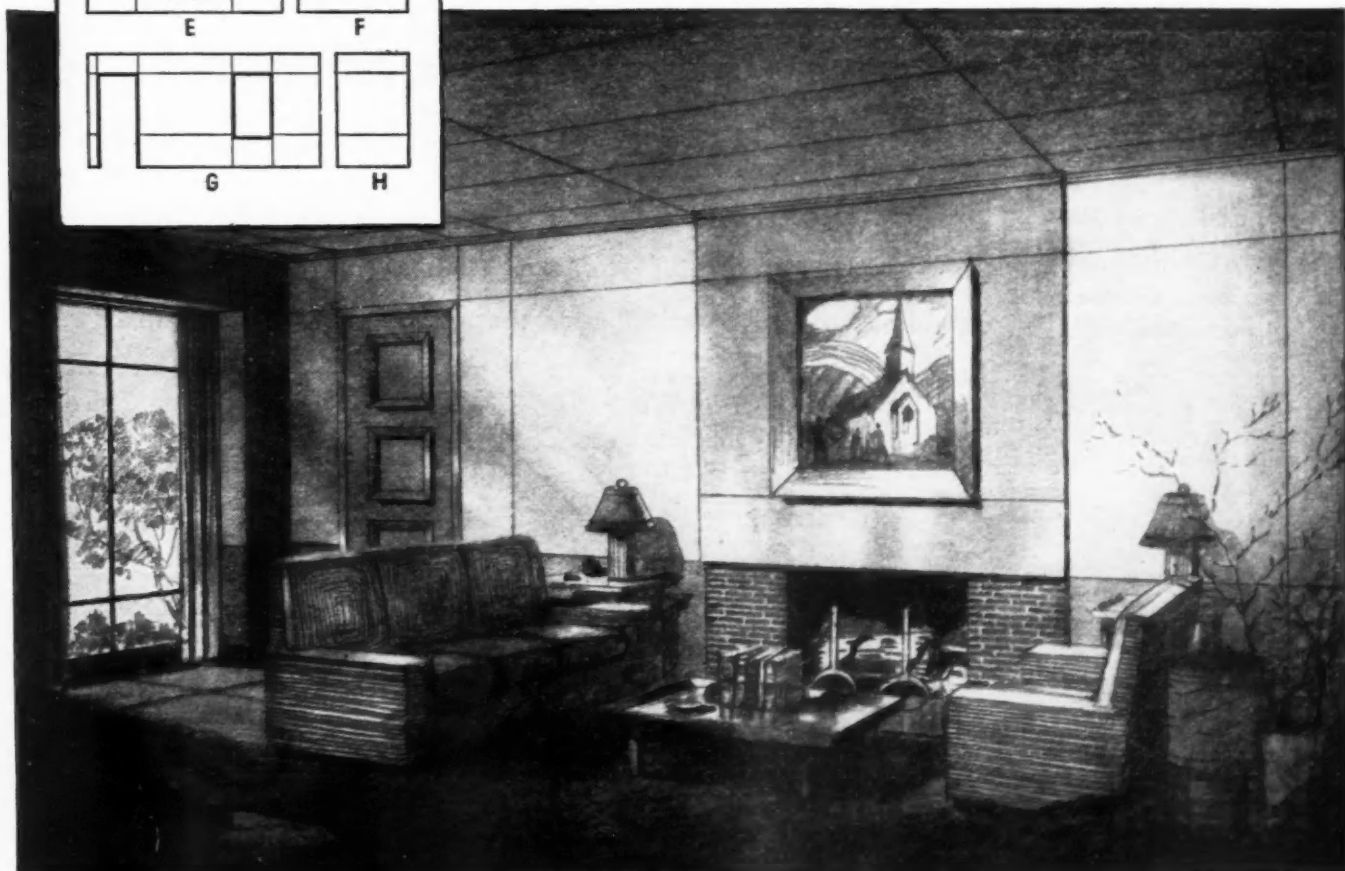
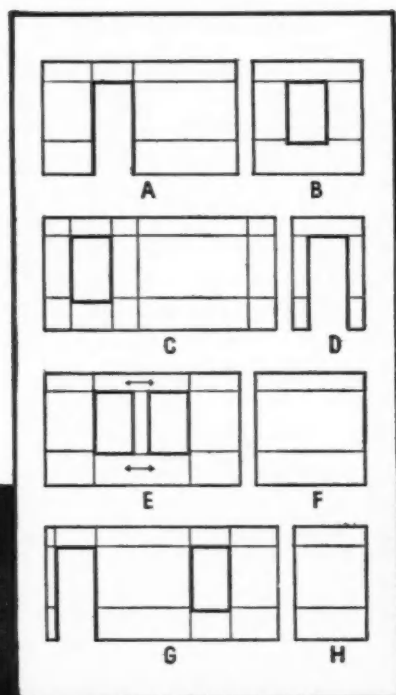
will be shown in subsequent advertisements.

CAN PLYWOOD BE SPECIFIED NOW FOR POSTWAR USES?

The increased capacity of the industry will make MORE Douglas fir plywood available for civilian consumption THAN EVER BEFORE, as soon as the needs of the armed services lessen or war restrictions are lifted. There will be no reconversion delays; the same types and grades of Douglas fir plywood that are now being made will flow immediately into peace-time buildings and construction.



DOUGLAS FIR PLYWOOD ASSOCIATION
Tacoma 2, Washington



**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



Collins Made President of Insulation Board Institute

HENRY W. COLLINS of Chicago, vice-president of the Celotex Corporation, was elected president of the Insulation Board Institute at its annual meeting in Chicago recently. He succeeds Stuart H. Ralph of New York City, vice-president of the Flintkote Company, as head of the Institute.

Mr. Collins has been in sales work in the building materials industry for nearly a quarter of a century. He has been associated with the Celotex Corporation since 1923 and has been in charge of the company's merchandising operations since 1938.

Other officers elected by the Institute are: Vice-President, Milton Wunderlich of Insulite, Minneapolis, Minn., and treasurer, Marland S. Wolf, merchandising manager of the United States Gypsum Company, Chicago.

The Institute's new board of directors will include the officers, Ralph, the retiring president, and H. A. Hauptli of the Maizewood Insulation Company, Dubuque, Iowa.

* * *

Producers' Council Program

(Continued from page 124)

able in the post-war years for financing necessary housing, but that the financing will be greatly facilitated if the four recommendations are adopted," said Clark. "At no time in the nation's history have mortgage funds been so plentiful and funds for equity payments by prospective home owners or investors so readily available.

"The stringencies of the depression years do not appear
(Continued to page 148)

Perfection IN A SMALL "PACKAGE"

Mere size does not determine a home's capacity to give pleasure and comfort to the owner. Witness this "gem" of a house, designed by architects *W. J. Varner* and *Herbert Mann* and built by *Noland Morris* ... for Mrs. Louise Bergman, Los Angeles. ★ Its heating system equals, in quality and performance, that of any mansion: a compact PAYNE

Forced Air Unit, one of many models for every heating need.

Now PAYNE introduces the successor to old-fashioned central heating:

ZONE-CONDITIONING

Gas heating and ventilating, controlled by zones or rooms. For large or small houses.

Write today for new booklet



PAYNEHEAT
30 YEARS OF LEADERSHIP

GAS FUEL
(HAS)
EVERYTHING

Payne FURNACE & SUPPLY CO., INC.
Beverly Hills, California

© 1944 PAYNE FURNACE & SUPPLY CO., INC.

FOR SATISFIED POSTWAR CLIENTS - - PLAN TO SPECIFY THIS IMPROVED CRAW-FIR-DOR!

Now—the door that put you back in the garage door business has been made better than ever to bring you greater postwar volume!

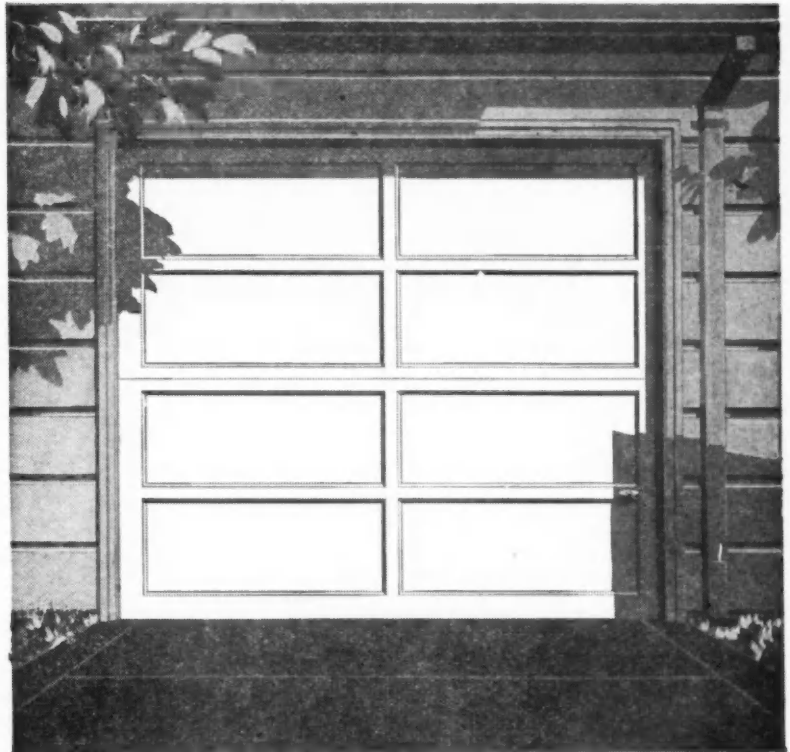
THE moment the reconversion “go-sign” is given a new Craw-Fir-Dor will be ready. The Crawford Door Company, maker of mechanical hardware for this self-energizing, overhead type garage door, is ready to swing into production on a unit made better by two important factors:

FIRST

Crawford has gained valuable manufacturing experience through the production of precision airplane parts.

SECOND

Crawford has carried on an extensive research program to explore and develop every improvement making for easier installation, longer life and trouble-free operation.



Now—America's favorite garage door has been improved to give home owners longer service, easier and more satisfactory operation!

FIR DOOR INSTITUTE

The National Association of Fir Door Manufacturers

Tacoma 2, Washington

1945.

Chicago, Illinois, and New York City.

Materials have been used in the construction of the building.

President, Treasurer, Secretary, and other officers of the company.

The office of the company is located at the corner of the street.

houses and other buildings. At no time has the company been able to meet the demand for its products.

appear in the following list:

AGE"

and other buildings.

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Morris

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need.

AT
SHIP

Y CO., INC.

is

Y CO., INC.

FAST becoming FIRST in Insulation



Residential, commercial or industrial—regardless of what type of construction, remodeling or new home building, Lo-"K" is fast becoming the favorite for all insulation purposes because *it does the job easily, economically, more efficiently.*

Lo-"K" is an amazingly efficient, scientifically-processed cotton insulation . . . flame-proofed for extra safety . . . light weight, flexible, easy to install and **DECIDEDLY MORE EFFECTIVE IN PREVENTING HEAT ESCAPE** because of its lower thermal conductivity.

Lo-"K" already is first choice of architects, contractors and builders who like to keep one step ahead of the trade.

Available at lumber and building material dealers NOW, in blanket rolls sized in thickness and width, for standard construction.

SEND FOR FULL PARTICULARS TODAY

Lockport Cotton Batting Company
Dept. AB-1—Lockport, New York.

Gentlemen: Send me the facts about Lo-"K" Cotton Insulation for better building—

- ARCHITECT DEALER
 CONTRACTOR OR BUILDER

Name _____

Address _____

City _____ Zone _____ State _____

**A PRODUCT OF LOCKPORT COTTON BATTING CO.
LOCKPORT, NEW YORK ESTABLISHED 1870**

to be in prospect for some time. Accordingly, there is no general need for providing additional financing incentive. Instead, the need is to streamline financing procedures so as to be sure that they are truly sound and provide a check upon unsound methods, both in financing and in construction," he concluded.

* * *

"Give Them Push Buttons," Says Duke

(Continued from page 111)

come on the market. Among those he hopes to use are:

Improved controls to provide more even temperature, big volume ceiling exhaust fans with two speed controls, improved electric dishwasher and garbage disposing sink, electric operated garage doors, laundry dryers and full laundry equipment, electric air purification units, automatic humidifier and filters, deep-freeze units.

Duke believes there will be many other products and materials that will enable him to build and sell even better homes. But he is willing to start with what is available and thoroughly tested.

He exercises a thorough and close control of everything that is done in his project. He employs an architect to prepare plans along the lines he has himself tested with buyers. In the case of plumbing and heating equipment he obtains independent tests and himself specifies the exact models and numbers from manufacturers' catalogues. In the case of a heating plant, for example, a complete set of plans is taken by Duke to the engineering department of the local gas company which gives a statement of the extreme B.T.U. requirement and the size heating unit required for the house.

Ralph Duke does not talk about miracles in post-war houses, but he does expect to provide sound, progressive, quality homes that will give his friends and neighbors better, cheaper, and more comfortable living than they have ever experienced before.

WOOD THAT RESISTS

Decay—Termites
Warping—Shrinking

The public has been told and retold that the new homes are to be greatly improved. And the single greatest improvement is better wood . . . freedom from termite attack . . . freedom from creaks and rattles, doors that stick and windows that are drafty.

WOODTOX

is a time proven clean treatment of wood. Easily applied and economical in cost. Gives lasting protection against decay, rot, termites, lyctus beetles and wood borers . . . and makes wood water repellent to aid in the control of warping, shrinking, checking and grain raising.

SEND FOR BULLETINS

For architects, builders, lumber dealers . . . these bulletins list standard wood treating preparations, giving full descriptions of purposes and methods of applications . . . pointing the way to new sales appeal and better homes.

TERRA TOX

FOR TERMITE CONTROL

The base of TERRATOX is Pentachlorophenol, accepted as the number one enemy of termites. It concentrates for most effective and economical termite control. Fully descriptive circular on request.

WOOD TREATING CHEMICALS CO.

5137 Southwest Ave. St. Louis 10, Mo.
Sales Agent for MONSANTO CHEMICAL CO.
Sip Stain Control, Wood Preservatives and Moisture Repellents

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MASS Precision PRODUCTION

is not merely turning out large quantities of items. Such words as "exact" "identical" also enter into modern mass precision production. Morrison Steel Products learned mass precision production before the war through long association with the automotive industry... and applied it to the Mor-Mac furnace line with excellent results. All this experience coupled with the added knowledge gained from war production will add up to something extra special after restrictions are lifted the new and revolutionary MOR-SUN line of PRESSED STEEL furnaces... for coal, gas, oil.

MORRISON STEEL PRODUCTS, INC. BUFFALO 7, N. Y.

A limited number of per cent Mor-Mac Furnaces in most sizes are available for immediate shipment on proper priority. Write us now for details.

BROTHER WHEN THAT DOVE LANDS...

When the dove lands--when the great day comes--all our experience, all our added knowledge gained from war production--will combine to give you something extra special--the new MOR-SUN line of Pressed Steel Furnaces for all fuels... plus an interesting mutually profitable dealer-manufacturer policy... Keep your eye on the MOR-SUN emblem!

MORRISON STEEL PRODUCTS, Inc., Buffalo 7, N. Y.
"The Sun Never Sets with MOR-SUN!"

CLOSE HARMONY

It takes two to harmonize... it takes two to make a partnership. YOU and US!

We've been spending every "twenty-fifth hour of the day" working on our postwar partnership... our postwar harmony. We've been concentrating on two things... future and product. But first we have asked you what you wanted in quality and product. From 23 states you told us in answering our questionnaire.

We're going to give you a complete line of warm air pressed steel furnaces for all fuels... furnaces that need a minimum of installation expense and give a maximum of service. And our policy is going to be in line with YOU!

Close harmony between manufacturer and retailer... between YOU and US!

So keep your eye on the MOR-SUN emblem... it's the number that's set the tone for CLOSE HARMONY between YOU and US!

MORRISON STEEL PRODUCTS, Inc., Buffalo 7, N. Y.
"The Sun Never Sets with MOR-SUN!"

**"IN TIME OF WAR
Prepare for Peace"**

Reproduced on this page are three in the series of full page advertisements that are appearing monthly in various national publications acquainting the dealer and the architect with our post war plans.

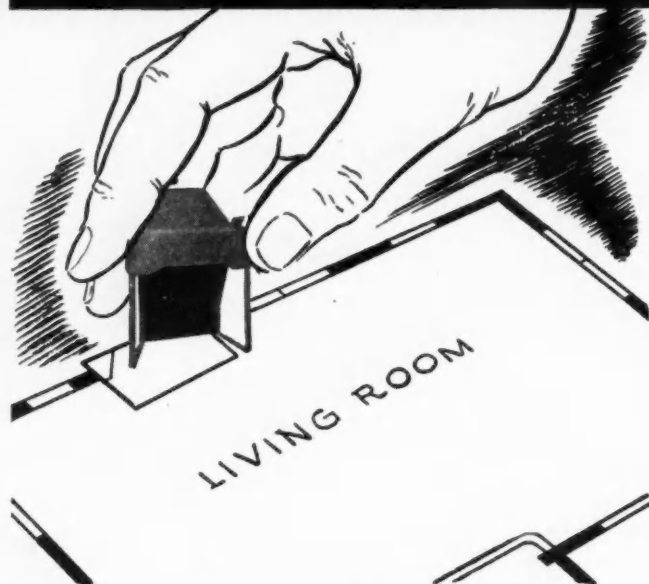
When the great day comes, all our added knowledge gained from 100 per cent war production -- plus our more than three decades in the steel stamping business -- will combine to give you something extra special -- *Pressed Steel Furnaces* for all fuels.

In the meantime, if you are interested in some of the details not publicly released, write or wire for the "MOR-SUN NEWS-LETTER" outlining the salient facts of this new and different line of warm air furnaces.

**MORRISON
STEEL PRODUCTS, INC.**
BUFFALO 7, N. Y.

"The Sun Never Sets with MOR-SUN!"

Fitting precisely



into Your Present Building Plans

Whatever the size or type of homes you will build, they are going to have fireplaces. Bennett Fireplace Units can contribute to faster, more economical construction, and complete customer satisfaction.

The two Bennett models—the *Fresh-Aire* unit and the Recirculating Unit enable you to make sure of . . .

- (1) Smoke-free draft.
- (2) Generous, evenly distributed heat.
- (3) Elimination of cold floor drafts.
- (4) Stop chilling and heat loss from the other rooms of the house.

Those are outstanding sales advantages.

Now re-engineered for greater efficiency than ever before, the complete Bennett line will be in production *immediately* after removal of war restrictions. Bennett-Ireland, Fireplace Division, Norwich, N.Y.

BENNETT

Fresh-Aire

FIREPLACES

AND CONSTRUCTION SUPPLIES

By the Makers of

Flexscreen

REG. U. S. AND CANADA PAT. OFF.

All Set for Greatest Builders' Show

(Continued from page 89)

"Heating, insulation, air conditioning and kitchen design lead the list of things in which builders say they are most interested," George F. Nixon, Chicago, general chairman of the Exposition, said in commenting on a survey mailed to several thousand builders who planned to attend.

"We have made their wish come true—and how," Nixon continued. "Not only will they see the latest equipment for what is now called 'Controlled Indoor Climate' and the latest thinking in modern complete kitchen planning, but they will find here the latest of everything that goes into home building for completing our war job, for building for G.I. Joes, and for planning their post-war homes."

A list of the companies exhibiting, with the exception of fourteen who asked their names be withheld, follows in alphabetical order:

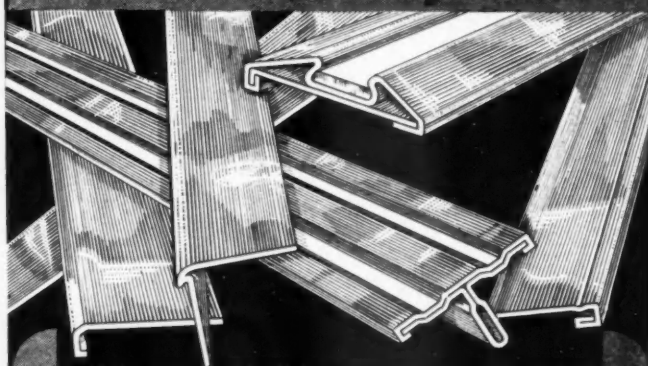
American Builder, American Central Mfg. Corp., American Gas Association, American Lumber and Treating Co., American Saw Mill Machinery Co., Architectural Forum & Life, Arketex Ceramic Corp., Baer American Window Co., Bell & Gossett Co., Bell Telephone System, Berry Door Co., Brick Manufacturers Assn. of Chicago, Briggs Manufacturing Co., Bryant Heater Co.

Carney Company, Airtemp Division of Chrysler Corp., Crane Co., Crawford Door Co., Detroit Steel Products Co., Duplex, Inc., Efengee Electrical Supply Co., Federal Housing Administration, Fir Door Institute, Franklin Machine & Foundry Co., General Bronze Corporation, General Electric Company, Gilman Brothers Co., Higgins Industries, Hill Termite Control Systems, Ilg Electric Ventilating Co., Illinois Brick Co., Illinois Interior Finish Co., Johns-Manville Corporation.

Kem Corporation, Kimberly-Clark (Insulation) Corp., Kimberly-Clark (Plastics) Corporation, Kohler Co., Libby-Owens-Ford Glass Co., Mesker Brothers Iron Co., Minneapolis Honeywell Regulator Co., Modine Manufacturing Co.,

(Continued to page 152)

BETTER from any ANGLE



B & T Metal Trims

Trade Marked

CHROME EDGE

Trade Mark Reg. U. S. Pat. Off.

No matter what angles you consider in selecting interior trims, you get a better choice in the "B & T line"—the line trade marked CHROME-EDGE! They give you the utmost in lustrous, permanent beauty . . . make installation easier . . . permit the widest range of color harmonies . . . offer beautifully matched groups of trims . . . will not split, crack, chip, warp, or deteriorate with age. All these advantages will be ready for post-war building needs—in a new and improved line of Metal Trims trade marked Chromedge.

The B & T Metals Company

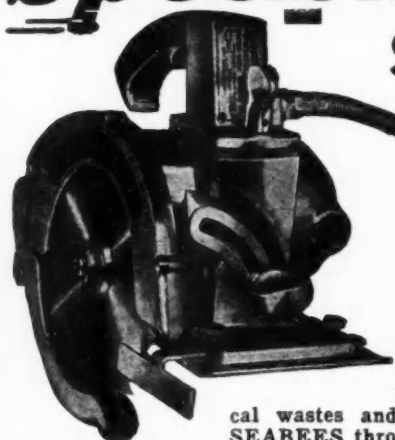
COLUMBUS 16, OHIO

The SEABEES GET THINGS DONE!



Official U.S. Navy Photo

Speedmatic SAWS



are on the job to help

● The SEABEES, Construction Battalion, are one of the legends of this war. Overnight, on tropical wastes and desert islands the SEABEES throw up whole communities, dock facilities, airports, landing strips, buildings.

ONLY EFFICIENT MECHANIZATION CAN ACCOMPLISH THESE MIRACLES. Never has the building industry taken so complete advantage of the mechanical progress in the trade. Porter-Cable SPEEDMATIC SAW is one of the time-saving, man-power-increasing factors that make the SEABEES the greatest construction outfit ever assembled. 6,000 SPEEDMATICS In The Hands Of Many Times 6,000 Seabees Enable Them To Saw 10 TIMES FASTER!

AFTER THE WAR, these men are coming back to work as contractors, carpenters, maintenance men, etc. The Seabees know—what you also can learn by demonstration—that the SPEEDMATIC SAW is the truly One-Hand saw, perfectly balanced, with Power enough for the heaviest jobs you'll ever tackle—Extra-wide shoe insures a steadier, truer cut—Has a "Quick-Set" depth and angle adjustment—Safety guard can't clog—Helical gear delivers 11% more usable power—Blade enters cut at 7,000 rpm., so fast it practically feeds itself. FOR COMPLETE INFORMATION ON THE BEST OF THE MODERN SAWING METHODS—WRITE

PORTER-CABLE MACHINE CO.

1721-1 N. Salina St. Syracuse 8, N.Y.

PORTER-CABLE

MACHINE CO.

1721-1 N. Salina St.

Syracuse 8, N.Y.

Get these profitable PARTITION jobs now!

Armstrong's Temlok Insulation Board is quickly erected . . . low in cost

- Factory Partitions
- Warehouse Partitions
- Garage Partitions
- Office Partitions
- Store Partitions



WITH little new construction being done now, plenty of customers who have factories, garages, or warehouses want to partition off parts of their space for offices or separate workrooms. Temporary partitions, too, are often needed in stores, large offices, and in commercial buildings.

You can profitably handle jobs like this with Armstrong's Temlok Standard Insulating Board. It's big—4' wide and 7' to 12' long—it's light, and it's easy to handle and erect. It goes up fast, can be sawed cleanly and nailed securely. It strengthens the construction, too.

Temlok provides efficient insulation against cold in winter, heat in summer. It also helps to prevent transmission of noise. The attractive golden brown color of Temlok can be left unfinished, or it may be painted any color desired.

It will pay you to go after Temlok partition jobs now. Such jobs build profitable volume at once, and they also make contacts for you which can be developed into larger jobs when restrictions are lifted.

FOR COMPLETE FACTS, samples, and literature write to Armstrong Cork Company, 1601 Ross Street, Lancaster, Pennsylvania.

ARMSTRONG'S TEMLOK INSULATION

SHEATHING·LATH·BOARD  DE LUXE INTERIOR FINISH



WHEN YOU HAVE TO BE SURE OF RESULTS

... You must use methods and material you can trust! You have a concrete floor. It is dusting. You have a heavy production schedule in the building which cannot be interrupted. You must dustproof and harden floors for heavy duty. You have to be **SURE** of results. That's the time to specify **LAPIDOLITH** Liquid.

You'll get definite, predictable results. **LAPIDOLITH** Liquid requires no special skill in application. Production need not be stopped during treatment. And you can count on a hard wear-resisting surface that won't dust. Send for your copy of "Concrete and Lapidolith Liquid." Write Dept. A-21.

BUILDING PRODUCTS DIVISION
L. SONNEBORN SONS, Inc.
88 LEXINGTON AVENUE, NEW YORK 16, N. Y.



Heavy machinery in the plant pictured above proves daily the value of the **LAPIDOLITH** treated floors in wear-resistance and freedom from dusting.

For **SURE** results in hardening and dustproofing concrete floors count on

SONNEBORN'S LAPIDOLITH LIQUID

(Continued from page 150)

Mortgage Bankers Assn. of Chicago, L. J. Mueller Furnace Co.

National Adequate Wiring Bureau, National Chemical & Mfg. Co., National Concrete Masonry Assn., New Castle Products, Norge Division, Borg-Warner Corp., C. A. Olsen Manufacturing Co., Owens-Corning-Fibre Glass Co., Paine Lumber Co., Ltd., Pittsburgh Plate Glass Co., Portland Cement Assn., Pratt & Lambert, Inc., Prudential Insurance Co. of America.

Geo. D. Roper Corp., R. O. W. Sales Co., Serval, Inc., Shuham Hardware Co., Sloan Valve Co., A. O. Smith Co., Standard Dry Wall Products, Inc., Standard Sanitary Corp., Sterling Kitchen Designers, Stran Steel Division of Great Lakes Steel Corp., Surface Combustion Corp., Tilt-A-Door Corporation.

United States Gypsum Co., Urban Land Institute, Westinghouse Electric & Manufacturing Co., Youngstown Pressed Steel, Zegers, Inc.

"Builders will give keen attention to these exhibits," Elizabeth Shoemaker, exhibit director, said. "Replies to our questionnaire registered high interest in such things as 'the general availability of new and old materials—major substitutes for old materials—dry wall construction (Methods and Material)—new exterior and interior materials and finishes'."

Irvin A. Blietz, vice-chairman of the Convention-Exposition committee, who made an exhaustive study of the replies to the questionnaire, said, "Interest in personnel and labor relations reaches a new high in the minds of builders as does a desire to learn much more about correct land planning and subdivision development."

"New emphasis is also put on the use of tools for cost reduction, new techniques for basementless house building, how to secure changes in local building, plumbing and electrical codes, prefabrication of units to speed conventional construction," Blietz said.

"Free discussion of labor relations between builders and workmen. A united campaign to reduce taxes on residential
(Continued to page 154)



MALLSAWS "pay off" on all types of concrete form construction in faster, accurate cuts . . . square board ends that eliminate fins and projections . . . salvaging waste lumber for stoppers, spreaders, and bracers . . . and doing away with awkward hand sawing in close quarters. In addition, like members can be ganged and squared to size at one time.

MALLSAWS also speed up cutting of metal, cutting and scoring concrete, stone and tile with an abrasive wheel. Available for Victory Construction with 8" and 12" blades. Cutting capacities 2 1/2" and 4 1/2".

Ask your Dealer or Write for Literature.

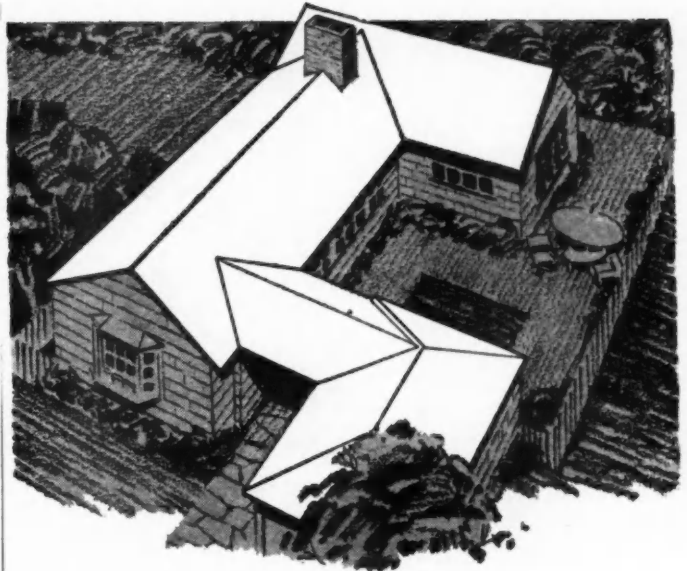
MALL TOOL COMPANY

7737 South Chicago Ave., Chicago 19, Ill.

The same high quality
in
McKINNEY
HARDWARE

—Before the war
 —After the war

The name McKinney on hardware is a pledge of true value. It is this respect for true values that has made it possible for us to have continued our business of designing and making *quality* hardware since 1865. This same high quality that characterized McKinney Hardware before the war will continue as McKinney's standard after the war.



WHAT ROOF
Comes Nearest to
Meeting Your Requirements?

You want a roof that will do you credit . . . That will improve the appearance of the job, and give it substantial lines.

You want a job that will not blow off in your face, be free of upkeep, leaks and other annoyances.

In short, you want a **CERTIGRADE RED CEDAR SHINGLE** roof because it meets all the requirements of good building and good design.

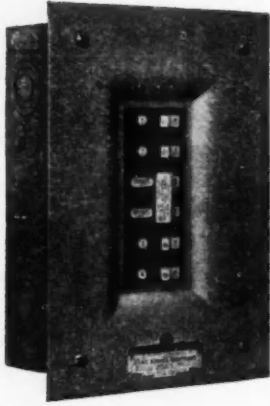
The Certigrade Handbook is yours for the asking. Write for your free copy to . . .

RED CEDAR SHINGLE BUREAU

5508 White Building, Seattle 1, Wash., U.S.A.
 or Vancouver, B.C., Canada



Red Cedar
SHINGLES



PROUD OF A GOOD JOB!

It's a wonderful feeling to finish a job and have it turn out *better* than you've planned. That's the feeling many builders are going to have the first time they install **FA** Service Equipment or Load Centers.

Equipped with shock-proof simple-to-operate circuit breakers they are fully automatic and trip on short circuits or sustained overload — returning to service with a flip of the finger. Both flush and surface mountings carry an eye appeal that makes your customer feel you have done him a favor — you have!

Your dealer can give you details, or write for bulletin 63 which we will be glad to send. Frank Adam Electric Company, Box 357, St. Louis, Mo.

Makers of Busduct,
Panelboards, Switchboards
and Service Equipment



(Continued from page 152)

property to increase desire for home ownership," is an excerpt from a letter from Tucson, Arizona, cited by Blietz as an illustration of the new plane to which builders have lifted their thinking.

"They no longer think of home building in terms of erecting one house at a time," Blietz pointed out. "They are thinking of a complete home located in safely restricted, land planned residential areas with all community facilities within easy reach. The answers to this survey point to a meeting which promises great rewards for those attending the convention," Blietz declared.

JUDGES ISSUE STATEMENT

In connection with the \$6,000 House Design Competition of the National Association of Home Builders, the judges issued the following statement in a letter to George F. Nixon, chairman, N.A.H.B. Design Contest Committee, after selecting the first prize winners and the honorable mention awards:

"BEFORE reaching a final conclusion, the judges found that it was necessary to make certain interpretations of the contest rules in order to avoid error in the selection of the winning designs. These interpretations included the following:

(1)—Designs which were based upon peculiarities of terrain or location were considered ineligible since buildings of this kind could be built only on the few plots having these same characteristics.

(2)—Since the contest rules permitted submission of blueprints of working drawings and did not require special preparation, the quality of the presentation was disregarded.

(3)—In those cases where it was evident that the entry had been made in the wrong classification, such entries were reclassified.

(Continued to page 156)

This plate in post-war homes...

a sign of good
telephone planning

Buyers of post-war homes will expect up-to-date telephone facilities. Provide for them during construction by building conduit into the walls to carry wires out-of-sight to handy outlets.

Today, due to wartime conditions, many people must wait their turn to get telephones. But the day will come when everybody can have service in their new homes, and the time to plan for that is now:

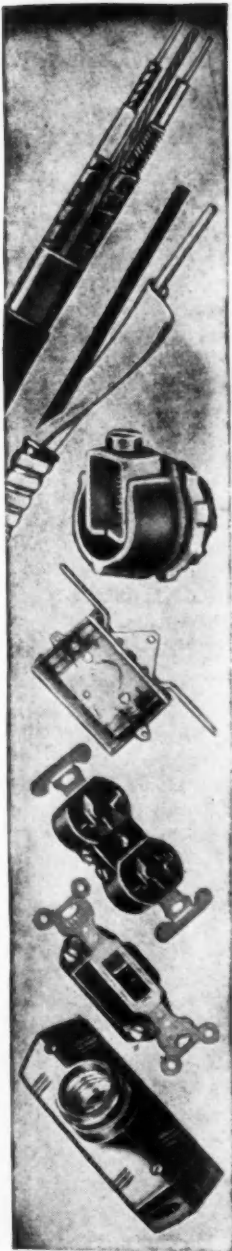
- 1 Select in advance convenient locations for telephone outlets and mark them on your plans. Your telephone company will be glad to assist you.
- 2 Include rigid, flexible or thin-wall conduit during construction.



BELL TELEPHONE SYSTEM



BUY
WAR
BONDS
AND
KEEP
THEM



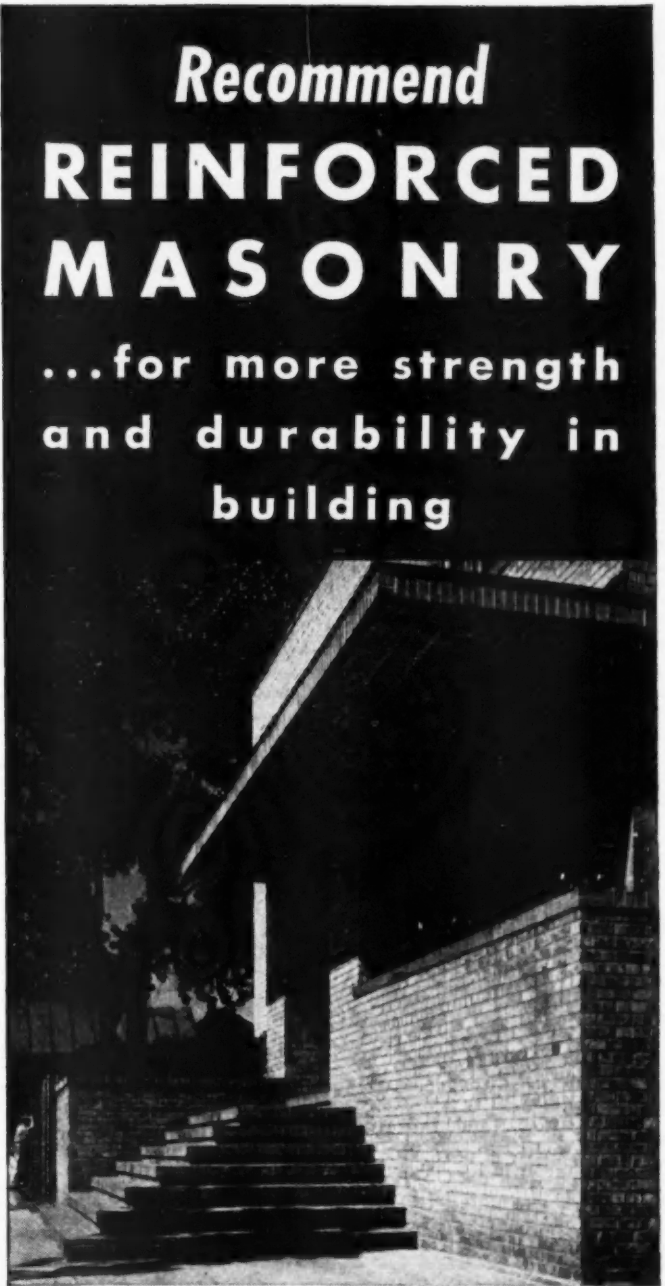
WIRING MATERIALS for Modern Houses

- CABLES
- BOXES AND FITTINGS
- WIRING DEVICES

G-E sturdy, high quality wiring materials are ideal for use in pre-fabricated houses. The line is complete, including BraidX, BX, boxes and fittings, wiring devices and service entrance materials including rigid conduit, building wire and Type SE cable. These materials are designed to be used together and are easy to install. They can be depended upon for long service.

Both G-E BraidX and BX are available with two to four conductors, sizes 14 to 4. G-E Wiring Devices include all necessary switches, lamp-holders, outlets, etc. General Electric also offers a complete line of Moncor Surface Wiring Devices.

For further information, see the nearest G-E Merchandise Distributor or write to Section CDW156-80, Appliance and Merchandise Department, General Electric Company, Bridgeport, Conn.



Recommend REINFORCED MASONRY

...for more strength
and durability in
building

Let your clients know the many advantages of reinforced masonry. This type of construction offers extra durability, fire safety, pleasant appearance and comparatively low cost.

Reinforced masonry has been successfully used for buildings of many types — for foundations, walls, beams, floor slabs, balconies, stairways, chimneys, silos, storage bins, etc.

Any experienced mason contractor or bricklayer will have no difficulty with this type of construction. It offers many new sales opportunities. Write for our booklet, "Reinforced Masonry Simplified." Address Structural Clay Products Institute, 1756 K Street, N.W., Washington, D. C.



BRICK AND TILE

BUY
WAR
BONDS
AND
KEEP
THEM



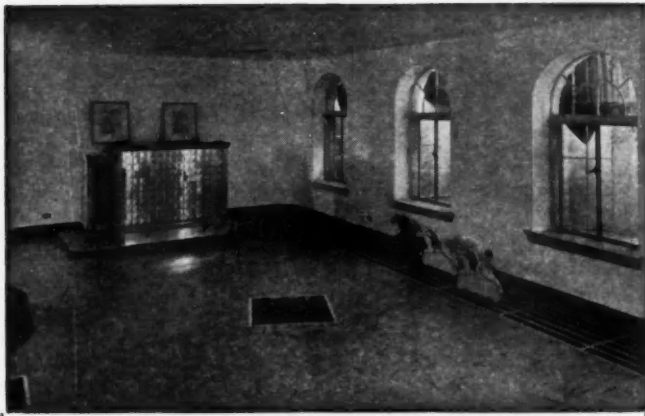
For
Comfortable
Living and
Investment
Protection

On adequate wiring, Philip A. Benson, president of The Dime Savings Bank of Brooklyn, N. Y., says, "We shall require adequate wiring in the new post-war homes that we finance, not only as a guarantee of comfortable living for the mortgagor, but also as a measure of protection for our investment."



Hear the General Electric radio programs: "The G-E All Girl Orchestra" Sunday 10 P.M. EWT, NBC. "The World Today" news every weekday 6:45 P.M. EWT, CBS.

GENERAL ELECTRIC



You can do a lot with *Tile-TeX*

Today's restrictions on construction still make it possible to use Tile-TeX asphalt tile in recreation rooms, kitchens and hallways where the cost of the installation does not exceed \$200.

Here's an opportunity for you to keep busy with Tile-TeX on work of this type. Home-owners everywhere are interested in modernizing within today's limitations. Write today for "Floors that Endure" and the name of the nearest Tile-TeX Contractor.

The Tile-TeX Company CHICAGO HEIGHTS ILLINOIS

(Continued from page 154)

(4)—'THE CITY HOME' was considered to be one which might occur in a more desirable residential section of a city of average population.

(5)—'THE SUBURBAN HOME' was considered to be one located at some distance from the center of population of a city of average size and not a home located in a satellite city or village adjacent to a metropolitan center.

(6)—Minor defects in plan arrangement or design were disregarded in those cases where the required correction was obvious and where such minor defects were far outweighed by overall excellence.

Approximately 500 plans were submitted and from these the judges were required to select six first prize winners and 12 honorable mentions. Obviously it was necessary to reject many plans having considerable merit.

A program of this nature is of deep and continuing interest to us since we feel that such efforts by your organization are so vitally essential in post-war home building and are of so much value to prospective home owners and the home building industry."

Mrs. Herbert French.
Raymond J. Ashton.
John A. Stelle.
Abner H. Ferguson.

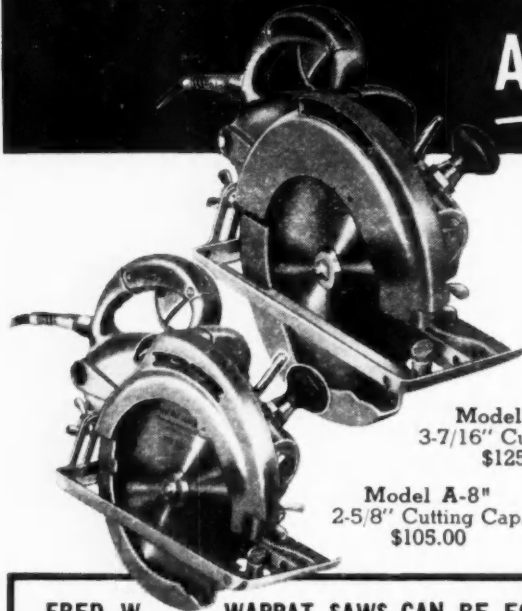
John Cummings Lindop, president of Chicago Chapter, one of the judges, was unable to take part because of illness.

A \$1,000 War Bond will be presented to each of the first prize winners in the six classes which the competition was divided at the close of N.A.H.B.'s annual banquet, January 17. The twelve honorable mention awards will be made at the same time. (A list of the honorable mentions appears in the Builders' News Review in this issue of *American Builder*.) Abner H. Ferguson, Commissioner of F.H.A. and one of the judges, will present the awards after an introduction by President Robert P. Gerholz.

In addition to sawing lumber, you can . . .

CUT ALL THESE AT LESS COST!

Light Gauge Steel • Tile
Transite • Stone • Brick
Marble • Gypsum Plank
Cement Block



Model A-9"
3-7/16" Cutting Cap.
\$125.00

Model A-8"
2-5/8" Cutting Cap.
\$105.00

Fred W. Wappat Saws Save Time...Assure Accuracy!

Extremely hard materials are used increasingly in modern building. For cutting such material speedily, accurately, and with maximum safety to operator, many builders depend upon Fred W. Wappat Electric Hand Saws equipped with a suitable blade. Fred W. Wappat Saws are purposely overpowered for greater cutting speed. Cutting line is always visible, and the saw is balanced so that it follows line easily. Both models have automatic cut-off switch, and the famous Fred W. Wappat spring-controlled telescoping guard.

Fast and accurate cutting of tough building materials means money saved—on any building job. Write today for particulars on Fred W. Wappat Electric Hand Saws and Special Blades. There is no obligation.

IMPROVED RADIAL GUIDE

Gives Fred W. Wappat Saws Every Important Feature of a Radial Saw. Ask for details.

FRED W. WAPPAT SAWS CAN BE EQUIPPED WITH—

MITERING BLADE for cutting fine moldings, without use of mitering box.

DADO CUTTER for dovetails, ploughed or gained grooves, rabbets, tenons, etc.

ABRASIVE DISC for cutting or scoring tile, transite, marble, gypsum plank, cement block, stone.

FRICTION BLADE for cutting light gauge steel and other light metal sheets.

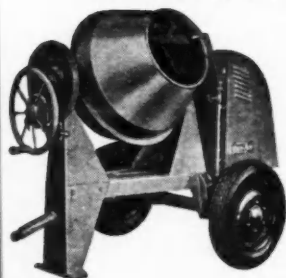
FRED W. WAPPAT
135 VALLEY ST., MAYVILLE, N. Y.

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



WINDOW PLANNING Begins Now!

In planning post-war construction of hundreds of thousands of new homes, contractors will be forced to take advantage of every product whereby time can be saved without sacrifice of installation time, satisfactory service and dependable performance.

To assist manufacturers of window assemblies with the speedy, economical and correct installation of window and sash hardware. Grand Rapids Hardware Company offers a trained and competent engineering service to cooperate with them right on the job. These men can be of assistance to all who agree that window planning should begin now and who are willing to observe first hand what the Grand Rapids Invisible Sash Balance will do for them.

These services are rendered without charge or obligation.

- 1 Easily installed. Only 6 simple steps. No odd sizes. Completely interchangeable.
- 2 No tapes or cables or exposed tubes. Entire sash balance moved with the sash. Always invisible.
- 3 Deliveries of Grand Rapids Invisible Sash Balances are governed by government priorities. Send for catalog for information and delivery details.

Sash pulleys will be available as soon as materials are released.

GRAND RAPIDS HARDWARE COMPANY
GRAND RAPIDS . . . MICHIGAN



Its toughness and waterproof properties enable SISALKRAFT to protect deck-loads of war shipments from direct exposure to weather.

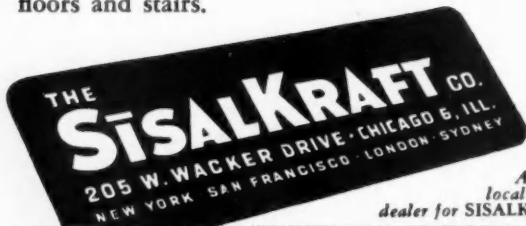
Put This in Your Plan Book!

Millions of Americans have learned to know SISALKRAFT as the tear-resistant material in which war supplies are wrapped. They have seen it used on their war jobs — on shipments of their war goods to fighting fronts!

In their new homes they will want dependable, permanent protection from wind and moisture. SISALKRAFT is going to be more in demand than ever — because it protects their investment — lowers their heating costs—gives them added comfort — all at so little cost.

Goes on Fast . . . Lowest Applied Cost!

Don't lose time with flimsy paper. Use tear-resistant, fibre-reinforced SISALKRAFT! Nail it on! No batten strips, fewer nails, no patching. Get a piece of SISALKRAFT. *Test it!* Use it over sheathing — as flashing for window and door openings — under floors — and to protect finished floors and stairs.



Ask your local lumber dealer for SISALKRAFT.

Manufacturers of SISALKRAFT, FIBREEN, SISAL-X, SISALTAPE AND COPPER-ARMORED SISALKRAFT

Community Amusement Center

(Continued from page 105)

Heating is provided by means of a Spencer boiler, fired by an Iron Fireman bin-feed stoker. There is also a hand-fired Spencer boiler for standby. This equipment circulates steam to seam coils in the air conditioning units, which circulate warm air through the same ducts as cool air in the summer.

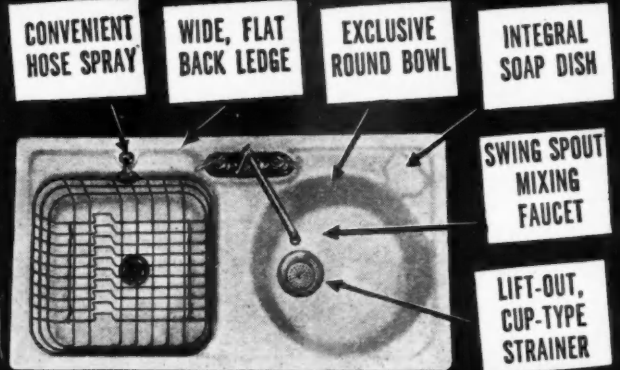
The sheet metal ducts, insulated with cork, circulate the conditioned air to outlets of the Anemostat type in the various conditioned spaces. In the theatre the air diffusers are combined with the lighting to make a novel fixture. There are six fixtures of this type in the theatre. In the bowling center most of the air is diffused in the player area and no effort is made to condition the rear portion of the alleys.

The amusement center is strictly an afternoon and evening operation, and that includes the bowling, pool and billard facilities as well as the theatre. Two engineers are required to maintain the air conditioning equipment and other mechanical apparatus at the center. The air conditioning equipment in the building cost between \$50,000 and \$60,000.

From an architectural standpoint the Melrose Center development is marked by a tree-tall pylon out front which serves as the base for a two-way neon electric sign. This structure is entirely separate from the building itself. The bowling center at the other end of the building is also marked by a pylon of lesser height, attached directly to the marquee.

Marr & Holman of Nashville were the architects; Sumner Construction Co., the general contractors. M. T. Gossett Co., of Nashville installed the air conditioning.

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

Saves Time and Money For Builders and Contractors

This modern, simple, highly accurate, combination Level-Transit is being used and praised by builders and contractors everywhere. It is especially designed for running levels and taking vertical angles on all survey and check-up work.



Universal LEVEL-TRANSIT

Patented Ball Bearing Race assures perfect adjustment under severest conditions . . . 25 power telescope . . . light, easy to operate. Has many features of higher-priced models.

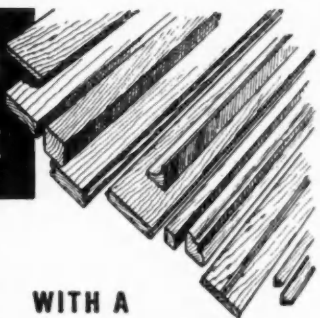
FREE BOOKLET
"How to Lay Out Building Lots"

"Universal" Level-Transit with tripod and carrying case..... \$115.00
With Stadia Wires..... 5.00 extra
Extension Leg Tripod..... 10.00 extra
Compass..... 12.50 extra
WRITE today for full information and Free Booklet. Expert repairing on all makes of instruments.

DAVID WHITE CO.
311 W. COURT STREET
MILWAUKEE 12, WIS.



**PRECUTTING
IS
PROFITABLE**



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 21 1/2", affords clear view of work. Convenient controls provide accurate setting. Write for literature.

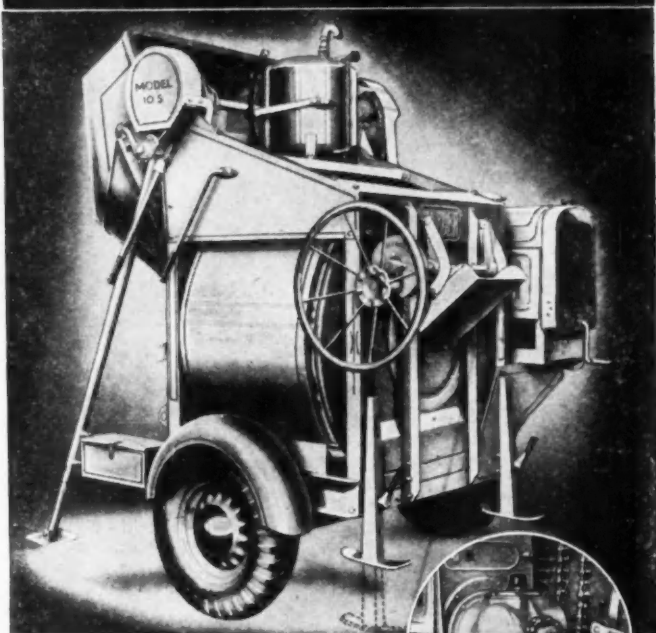
Walker-Turner Co., Inc., 1154 Berckman Street, Plainfield, N. J.



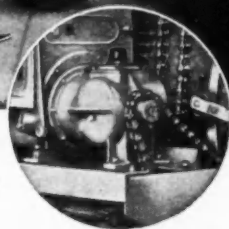
MACHINE TOOLS

DRILL PRESSER - HAND AND POWER FEED - RADIAL DRILLS
METAL CUTTING BAND SAWS - POLISHING LATHES - FLEXIBLE SHAFT MACHINES
RADIAL CUT-OFF MACHINES FOR METAL - MOTORS - BELT & DISC SURFACES

MIXERS with AUTOMOTIVE TYPE TRANSMISSION AND MACHINED STEEL DRUM TRACKS



Fully enclosed transmission runs in oil — 30% to 40% more efficient, quieter, smoother, longer lived — a major improvement!



. . . Built by JAEGER to Mix Faster, Trail and Handle Easier, Last Longer

These latest SPEEDLINE Mixers — in 3 1/2 S to 56 S sizes — have all the features that made Jaeger the world's biggest selling mixers, plus sensational improvements never before offered — AUTOMOTIVE-TYPE TRANSMISSION, 100% BALL BEARING SHAFTS, MACHINED ALLOY STEEL GEARS . . . plus MACHINED, HIGH CARBON STEEL DRUM TRACKS, ON CHILLED, GROUND, CAR-WHEEL ROLLERS . . . plus oversize engines and vital parts.

Here are the huskiest, smoothest running mixers ever built — combining real heavy duty service with easy handling, end discharge trailer design. 2 or 4-wheel mountings interchangeable. Get our new Catalog and prices and compare.

THE JAEGER MACHINE COMPANY 521 Dublin Avenue, Columbus, Ohio

Mixers - Pumps - Hoists - Truck Mixers - Paving Equipment

3 1/2 S End Discharge with Measuring Batch Hopper



14 S Trailer with 90" Wide Skip



5 S Home Builders' Mixer Has All Features of Bigger Mixers

2 or 4 Wheels

JAEGER SPEEDLINE

HERE'S THE FURNACE FOR THOSE WHO DEMAND PERFORMANCE PLUS!



It will pay the contractor or architect who places the personal comfort and convenience of his clients first to seriously consider J&C heating equipment when planning furnace installations.

Just look at these many advantages of J&C heating equipment which mean performance plus and complete satisfaction:

J&C gravity furnaces, in sizes from 20" up, assure economical heating without sacrificing efficiency. The J&C (Bertossa) forced air unit burns either oil, gas, or coal—an important consideration in a changing fuel market. J&C units, in sizes from 135,000 to 2,800,000 BTU's, are built for either mechanical or hand firing.

Jackson & Church Co. also manufactures complete winter air-conditioning units with blower, humidifier, and air filters designed in a compact unit.

Now that our military commitments have been largely met, J&C heating equipment is available to you. Write us today for the name of your local dealer.

All J&C heating and air conditioning equipment is backed by the engineering skill, experience, and industrial integrity of Jackson & Church Co., founded in 1881.



JACKSON & CHURCH COMPANY
SAGINAW, MICHIGAN

Thomas of C.I.O.—(Continued from page 113)

earning too small a yearly income to buy or rent a decent home in which to live and raise their families. As a matter of fact over half of all the families in America had incomes of less than \$2,000 in the war year of 1942. Over 35 per cent or nearly *twelve million* families had incomes of less than \$1,500 a year in 1942; over 20 per cent or nearly *seven million* families earned less than \$1,000 and 7 per cent or nearly *two and one-half million* families actually had incomes of less than \$500 in that same war year.

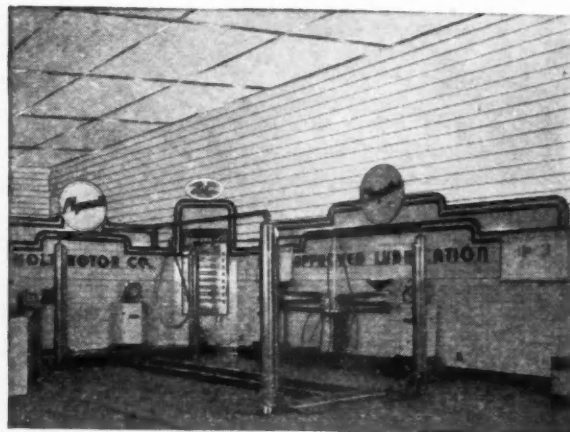
"If we are to solve the housing problem, we must begin to think and act in terms of a housing program that will provide healthy and inspiring living environment for slightly over half our American families with yearly incomes of less than \$2,000.

"The private home builders as represented by the National Association of Home Builders take the stand before Congress that private builders can provide all the housing needed for all income brackets in America. In its vigorous drive against public housing, the N.A.H.B. will not concede that even the lowest income group should be provided with decent, sanitary shelter through public housing. This in spite of the fact that in 1939, less than 4 per cent of F.H.A. insured mortgages went to borrowers with yearly incomes of less than \$1,500. Obviously the housing problem will never be solved with this kind of an attitude.

"What we desire to bring about is a meeting of minds in America on the housing problem; an agreement as to the areas of operation for both private and public enterprise to the end that *all* American families be properly housed. Representatives of both producer and consumer interests *must* necessarily reach agreement and present a united front if this job is to be done.

"The C.I.O. will take a definite stand on both private and public housing for the post-war period. What that stand will be can be influenced now, before the war is over, by a thorough discussion of the problems involved

(Continued to page 162)



BARCLAY WILL LAST FOR YEARS!

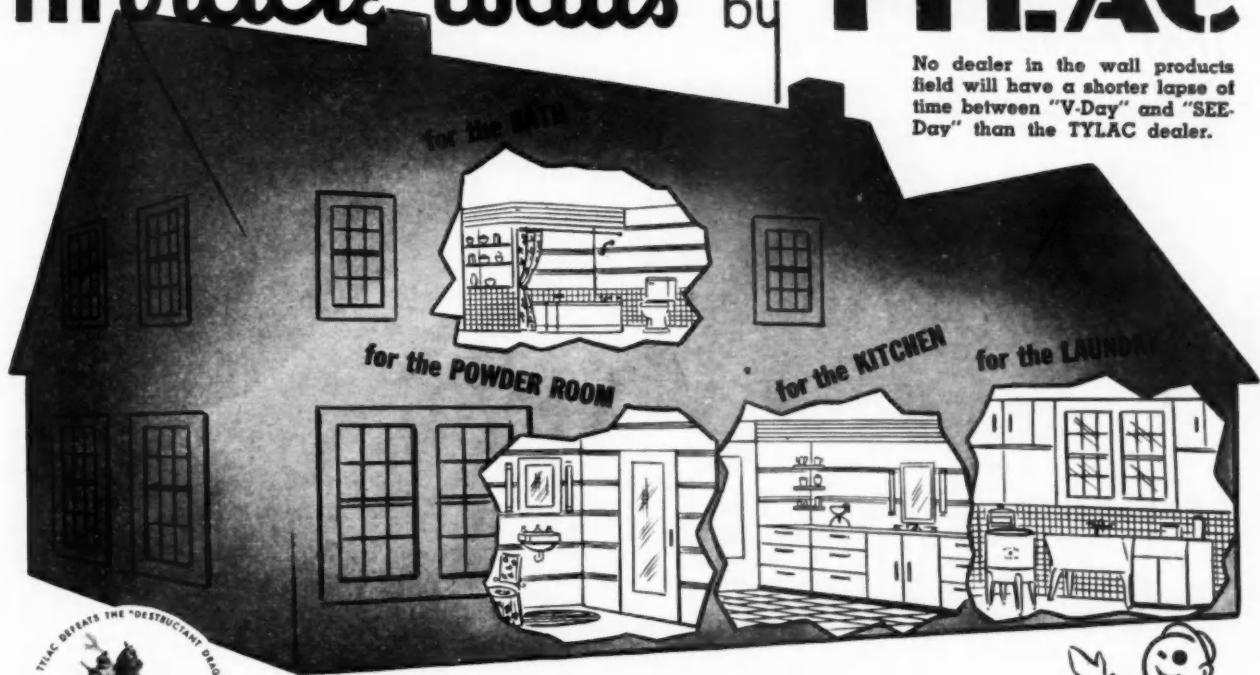
Barclay is widely used in business and professional interiors. Low initial cost. No repainting. No re-decorating. Barclay plastic-coated panels stay clean and bright for years.

BARCLAY MANUFACTURING COMPANY, INC.
385 Gerard Avenue, Bronx 51, New York

BARCLAY Plastic-Coated Panels
for Walls and Ceilings

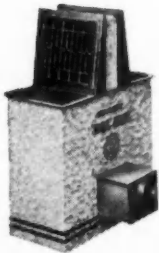
Miracle Walls by TYLAC

No dealer in the wall products field will have a shorter lapse of time between "V-Day" and "SEE-Day" than the TYLAC dealer.



TYLAC COMPANY

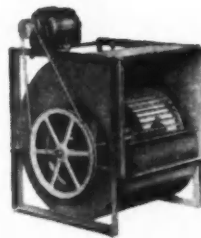
MONTICELLO, ILLINOIS



Floor Furnaces



Air Coolers



Standard Blowers



Forced Air Furnaces

Effective January 1st, 1945, our new name will be **UTILITY APPLIANCE CORP.**

As the Company through the past twenty years has outgrown its former plants and equipment, so have our activities and products outgrown our name. The name Utility Fan Corporation was adopted when our principal activity was the manufacture of Fans and Blowers.

UTILITY APPLIANCE CORP. will more fully describe the Company's present and post war manufacturing and sales activities.

Additional new appliances are being considered for manufacture after Victory. These additional items will better round out the Company's line of products and will assure capacity production for our expanded facilities and enable us to do our part in providing more jobs for more people.

UTILITY Appliance Corp.

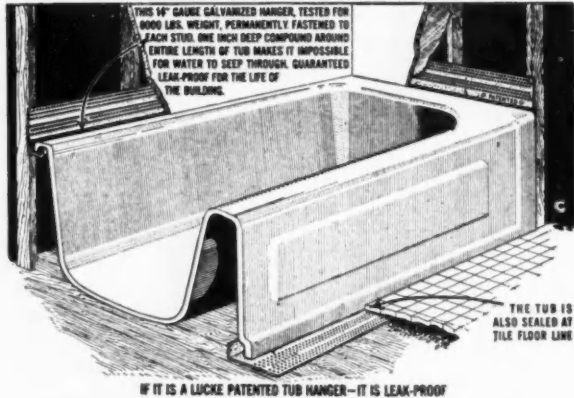
Formerly Utility Fan Corporation
4851 S. Alameda St.
Los Angeles 11, California



Peace-time manufacturers of the Famous Utility Air Coolers, Blowers, Fans, Floor Furnaces, Circulating Heaters, Unit Heaters, Forced Air Furnaces.

★ A HIDDEN VALUE ★

That Pays Big Dividends



IF IT IS A LUCKE PATENTED TUB HANGER—IT IS LEAK-PROOF

A Permanent Installation for Bath Tubs

Prevents cracks and leaks at tub edges—forestalls bath tub settling—avoids expensive repairs.

Give your model homes this hidden value. Its little cost adds a big value feature to the home. Don't overlook this important item when planning post-war homes.

Used by leading architects, contractors and plumbers. Write for literature and prices.

Sold by Wholesale Plumbing Supply Houses

MANUFACTURED BY
WILLIAM B. LUCKE, INC.

514 EAST RAILROAD AVE.

WILMETTE, ILL.



Less Measuring Time with this **NEW** STEEL TAPE RULE

The already famous Master Streamline rule has been redesigned and simplified. Because of its simplification, accurate measuring can be done more speedily—a feature especially valuable to engineers, carpenters and other craftsmen. With this versatile rule, it's easy—even from awkward positions—to make every type of precision measurement.

This simplification in design has enabled Master to actually improve the already accepted quality of materials used in the Streamline. Some of the new features include longer tip for more accurate "reach" measurements; less frictional wear on the blade and smoother operation; larger and more secure braking surface to hold dimension; graduations more visible for making inside measurement readings; simpler construction for oiling, cleaning and inserting new blade; still priced at \$2.65 complete with spare blade.

MASTER RULE MFG. CO., INC.
815 E. 136th St., New York 54, N. Y., Dept. D-1
Branch: 541 S. Spring St., Los Angeles, Calif.

Enclosed find \$2.65 for the new 6 ft. "Streamline" complete with spare blade.

Name _____
Address _____
City _____
State _____



7701

(Continued on page 160)

by the leaders of these producer and consumer interests. "If the officers of N.A.H.B. and other producer interests desire to discuss this proposal with members of the Housing and Post-war Planning Committee of our Union, we stand ready to meet with them at any time in the immediate future," Thomas concluded.

President Gerholz of N.A.H.B. Acts Favorably on C.I.O. Invitation

"Working shoulder to shoulder with labor and all other public spirited groups, an important start can be made towards the ultimate goal of adequate housing for all," Robert P. Gerholz, president of N.A.H.B., said in commenting on Thomas' statement. "There are many areas of agreement which can be reached by consultation and co-operative effort. These include the strict enforcement of minimum safety and sanitation codes, the demolition of unsound structures, the rehabilitation of structurally sound blighted housing, and the construction by private enterprise of an unprecedented quantity of low-cost housing for sale and rental.

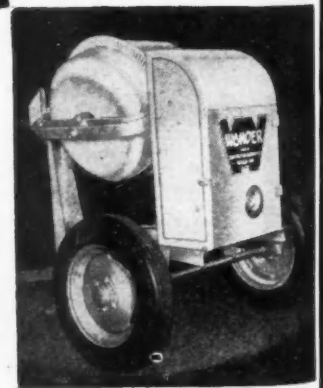
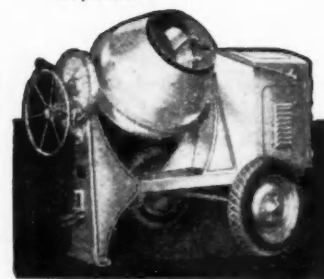
"In a country as vast and productive as America, it is not necessary to follow the housing pattern of central Europe. Our unique Democratic system of private enterprise has made this country great. By intelligent, courageous and united effort it can correct those inadequacies which now exist.

"Merely because we cannot agree with U.A.W.-C.I.O. that the needs of the lowest income group should be met by constructing millions of new houses under the U.S.H.A. formula is no reason why we cannot combine forces to accomplish the major part of the housing program. By so doing more constant employment at satisfactory annual wage levels will be assured and an unprecedented quantity of low-cost housing provided.

"We have already invited Mr. Thomas to address our Annual Conference in Chicago next month and have appointed a committee to meet with the Housing and Post-war Planning Committee of U.A.W.-C.I.O.," Gerholz said.



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

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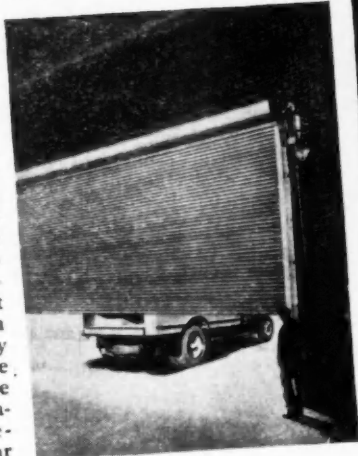
SAV IN

Postwar Planning Will still rely on PROVED PERFORMANCE

POSTWAR PLANNING DATA

KINNEAR ROLLING DOORS

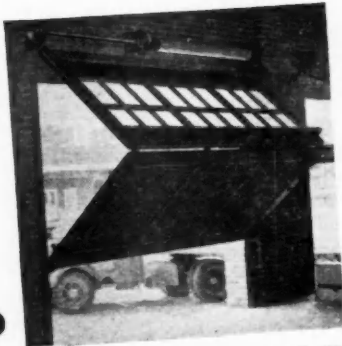
operate with *maximum* efficiency in *minimum* space — opening easily and smoothly upward, and coiling compactly above the opening. They provide durable protection against weather, intrusion and damage. They save operating time and effort; reduce installation, operation and maintenance costs. Kinnear Rolling Doors are made of wood or steel, to fit any opening. Equipped for motor or manual operation.



POSTWAR PLANNING DATA

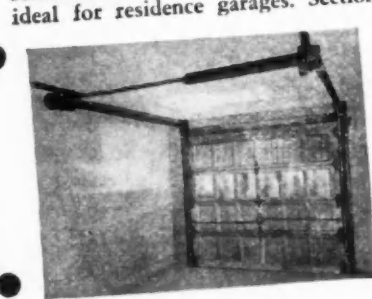
KINNEAR BIFOLD DOORS

A rugged, quick-acting door of two horizontally hinged sections, with provision for any number of glass panels. Torsion-spring counterbalance assures easy operation. Any size. (Heavier-duty "telescoping" Bifold Doors are also available.)



POSTWAR PLANNING DATA

KINNEAR RoL-TOP DOORS



An all-purpose door; ideal for residence garages. Sections fitted with ball bearing rollers operating in rugged steel tracks. Spring counterbalanced. Has rugged cylinder lock and special "key-stone" sealing device. Any number of light sections. Motor control available.

Write For
Catalog

THE KINNEAR MANUFACTURING CO.
1560-80 Fields Ave. Columbus 16, Ohio

SAVING WAYS IN DOORWAYS **KINNEAR**
ROLLING DOORS

WHY CONTRACTORS BOOST ZONOLITE INSULATION



No Special Equipment—No Specially Trained Help Needed—and Uncle Sam Sells Many Jobs for You!

It's easy to see why contractors are enthusiastic about Zonolite insulation. They are cashing in big right now because Zonolite is so easy to install. No special equipment needed, or specially trained help. You can complete from 2 to 5 jobs in the same time you could finish *only one* with ordinary types of insulation. And these additional jobs are easy to get. People are fearful of fuel shortage. Government agencies are using radio, newspapers, motion pictures, every kind of publicity, to urge people to insulate and save fuel.



ZONOLITE Granular Fill, Concrete and Plaster Enable You to Handle Any Job!

For attics simply POUR Zonolite Granular Fill and level off to any desired thickness. Can also be poured in sidewalls.

To make warm, dry floors and walls use Zonolite Insulating Concrete Aggregate instead of sand or gravel.

Use Zonolite Plaster Aggregate instead of sand to make a plaster that insulates against heat, cold and sound.

Mail Coupon TODAY for FREE Facts!

Let us send you full information on the three forms of Zonolite — (1) Granular Fill, (2) Insulating Concrete Aggregate, (3) Insulating Plaster Aggregate. All three offer big opportunities to contractors. Write us now. No obligation.



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135 So. La Salle St., Chicago 3, Ill.

Mail Coupon Now!

Universal Zonolite Insulation Co., Dept. AB-1-45
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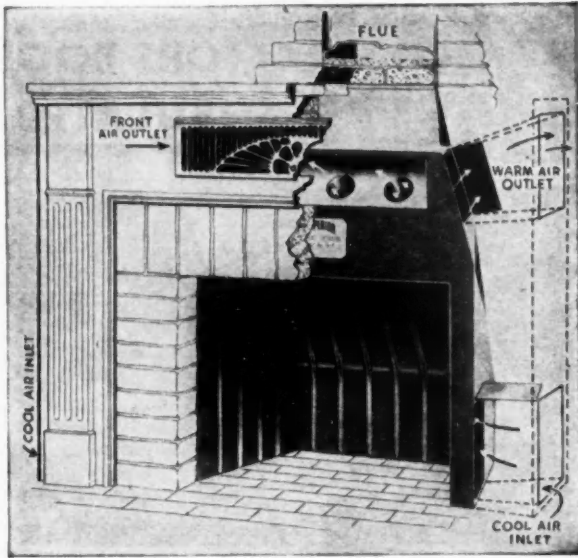
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Local Address.....

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

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IN WAR OR PEACE count on Comets

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COMETS cut quicker

16 Oklahoma City Builders Join to Develop 1,000-Home City

(Continued from page 107)

contract to purchase a similar pro-rated proportion of the fully improved lots. Each builder will construct and sell his own houses independently as in the past. All of the lots, totaling in value when improved some \$805,000, have been purchased by the 16 builders in advance so there will be no sale of vacant property without houses.

Great thought and energy is being put into the planning of the project so that it will be thoroughly suited to the needs of the people of Oklahoma. It is thought that most of the owners will want to have rather large gardens and will want to can their own vegetables or store them in deep freeze units. In some parts of the project provision will be made for the owners to have chickens or to keep saddle horses or a cow.

It is thought that the architectural agreement will result in a new and higher standard of home design in this project. The local architects group with which the agreement was made includes the leading architects in town, and many have already gone to work preparing interesting post-war designs. Engineers and land planners are already at work laying out the project.

No group of builders has ever entered into a project with such enthusiasm as the 16 members of Allied Home Builders. They have spent countless long hours working out every detail of this forward-looking venture. They confidently expect to bring to the citizens of their city a new and finer quality of home community with better values and better environment. They believe that by cooperative action such as this the builders of the country can successfully compete with the threat of public housing.

Certainly this is a project that should be studied and followed with interest by every builder in the country.

Milwaukee BUILDERS HARDWARE

SELECTED . . . BY
PERFORMANCE
PROOF . . . FOR
THE NATION'S
FINEST BUILDINGS



Milwaukee NU JAMB Double Acting Spring Hinge. The leader in door hinges. Modern, extra strong, requires no hanging strip, yet offers more solid support.



Builders and architects for the important building projects in the country have chosen MILWAUKEE Builders Hardware —after exhaustive tests have proven their superior performance, durability and quality. They offer a big PLUS value to the contractor, too, in many exclusive features that provide easy, fast, labor-saving installation, with complete confidence in a job well done.

On your finest buildings, recommend and install MILWAUKEE BUILDERS HARDWARE, the quality line.

MILWAUKEE STAMPING CO.

828-B SOUTH 72nd STREET
MILWAUKEE 14, WISCONSIN



What's your I.Q. on Modernfold doors?

Q. What is the Modernfold Door?

A. Modernfold is the latest, most attractive solution to the opening problem. It has an accordion-like action in opening and closing. The strong, metal frame forms a firm foundation to which color fabrics are attached. The wide range of colors, permits harmony with any general color scheme.

Q. What are the advantages of Modernfold over conventional closing units?

A. There are many—chiefly, the elimination of swing area, space-saving, easy and economical room division, unequaled beauty.

Q. Are Modernfold Doors a recent development?

A. Although comparatively new, Modernfold is already a proved product. It has been specified by architects since 1936—used in all types of openings, small and large.

Q. Is Modernfold confined to ultra-modern architecture?

A. Not at all. Modernfold fits into any architectural setting—is as much a part of a Georgian or Colonial residence, as it is the latest creation of the most modern architect.

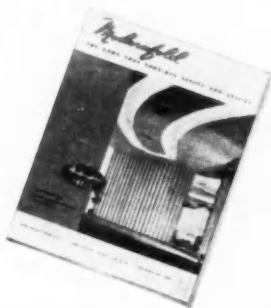
Q. How does Modernfold provide flexibility of space?

A. Modernfold makes rooms do double duty. By bringing the doors together, the privacy of small rooms is available. Fold the closure back to the walls and the entire area is returned.

Q. Where is Modernfold used and in what homes?

A. Modernfold has been used successfully in offices, specialty shops, schools, churches, funeral homes, hotels, clubs, hospitals, and residences. Modernfold can be installed in homes large and small. They enable architect and builder to achieve the practicality and efficiency sought after in postwar design.

Send for your copy of this new catalog containing the vital facts about Modernfold Doors. See how they can help your business, increase your profits. A copy is yours for the asking.



Builders!—see our exhibit at the National Builders' Exposition, Hotel Sherman, Chicago, Illinois, January 15-18, 1945.



NEW CASTLE PRODUCTS

1607 I Street

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In Canada—Richards, Wilcox Canadian Co., Ltd., London, Ontario



..KEEP THE DRUMS ROLLING, Dad!

Yes, long hours—many of them alone on the job—this is typical of many floor sanders' problem today. Take Walt Johnson there; he started floor sanding from scratch as a young fellow, built up a business which he turned over to his three sons—retired on a modest income.

Walt's sons now have an APO address and the old boy is sticking to his guns, too! Like many others he has taken up his dinner bucket, donned overalls and kept the sander drums rolling.

The dependability of this Craftsman and his American Floor Sanders are essentially contributing to necessary war-time building. Through strategically located American service and supply centers, floor sanders have been able to maintain their equipment in first class order. This service has proven doubly valuable during this period of war-time shortages.

● Consider the opportunities in floor surfacing when the new building market opens up. Ask for descriptive data on American floor sanders, edgers, saws and polishing machines now—no obligation.



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FLOOR SURFACING MACHINE CO.
511 SOUTH SAINT CLAIR ST.
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Specify and Use . . .

New even-flow heating systems make absolutely dependable weatherstripping an **EVEN MORE** important feature of every home. **ALLMETAL** Weatherstrip for Double Hung Windows, Casements and Doors is furnished cut to size and ready to install. Simply state the number, kind and dimensions of openings. **Every Outside Window and Door Needs this Permanent Protection.**

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ALLMETAL interlocking THRESHOLD

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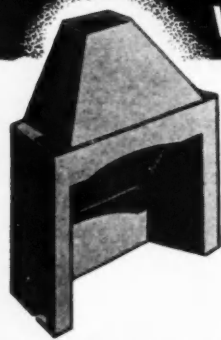
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1. It circulates heat, warms all the room and adjoining rooms.
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4. May be used as an auxiliary heating unit in extreme weather, in periods of fuel shortages or emergencies.

And the Heatilator unit serves as a form for the masonry; makes the building of any style fireplace quicker, easier and surer. Ask your building supply or lumber dealer for details, or write

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HEATILATOR Fireplace

Now available
Cabinet Hardware
 in matched sets
 modern . . . streamlined



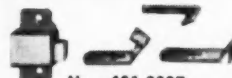
No. A61-200 Pull



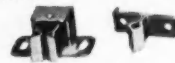
No. A58-2364E Hinge



No. A61-048 Knob



No. A61-3327 **SPRING CATCHES** for flush or offset doors. Complete with strikes and screws.



No. A61-204T **SNAP-GRIP CATCHES** — A patented, quiet operating Door Catch. Supplied with strikes and screws.

This is one of National Lock's moderately priced matched design Cabinet Hardware sets. Set includes Hinge, Pull, Catch and Knob, perfectly matched. Due to wartime restrictions, this set is supplied in Bright Zinc and Lacquered finish only.

To insure early delivery we suggest placement of your order at once.

INDIVIDUAL ENVELOPE PACKING

Each item is packed in attractively printed strong Kraft paper envelope to protect finish. Each envelope includes screws and instructions for application.



NATIONAL LOCK COMPANY

BUILDERS HARDWARE DIVISION
 Rockford, Illinois

CARPENTRY and JOINERY WORK

By Nelson L. Burbank

Formerly Instructor, Building Vocational High School Cincinnati, Ohio



The new Fourth Edition has been thoroughly revised.

The manuscript was carefully checked by a former contractor and ex-editor so that this book combines the practical outlook with the author's trade teaching experience. The cardinal principles of modern residential construction are set forth simply and logically with the aid of many photographs and line drawings.

The 1943 Edition contains 90 revised pages with new illustrations and descriptions of new methods and materials.

The program of study as presented in this latest textbook for students of carpentry work involves class discussion, practical job work and related studies. These include Architectural Drawing, Plan Reading, Carpentry Mathematics, Business English, Applied Science, Civics and First Aid.

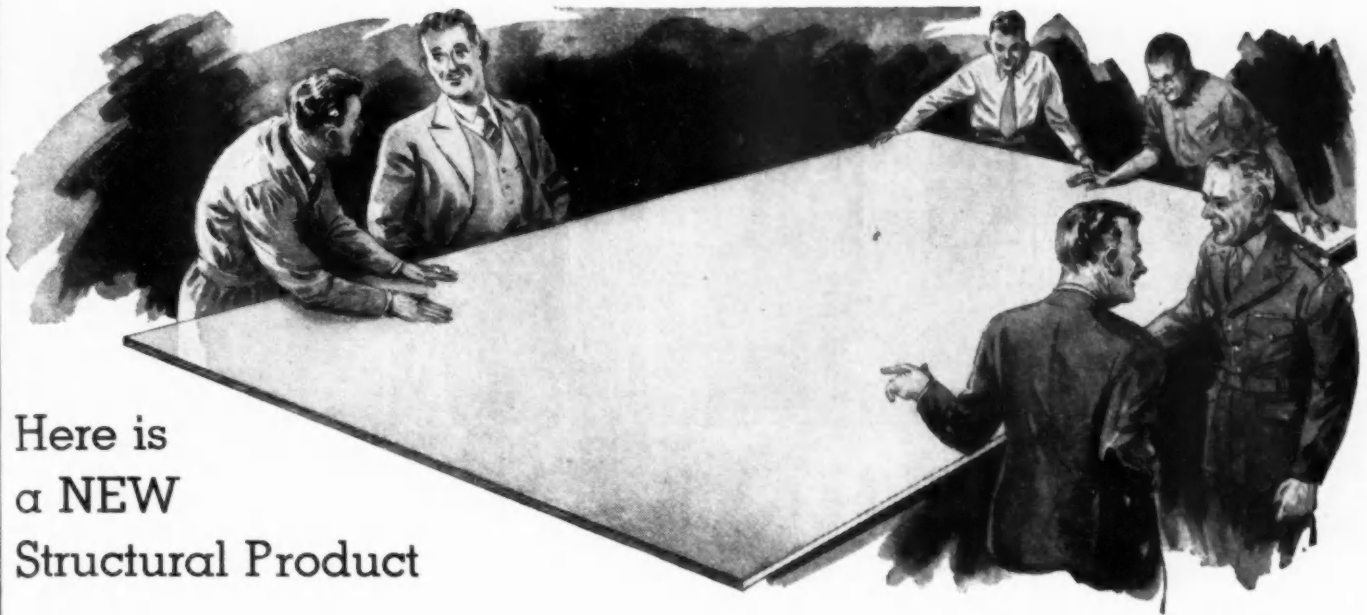
248 pages, 600 illus., 8 1/2 x 11, Cloth Bound, \$4.00

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

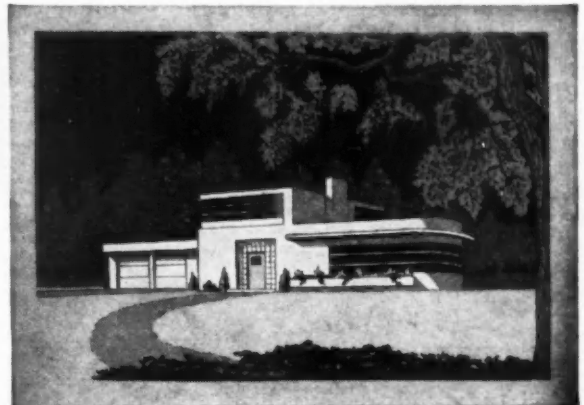
INDERON was developed as a utility container material for the Army Air Forces, was later adapted to many other war uses where strength, durability and dense, hard surface qualities were essential.

INDERON is waterproof, highly resistant to abrasion, impact, vapor permeation and other destructive forces. INDERON, made by chemically and infrangibly 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.

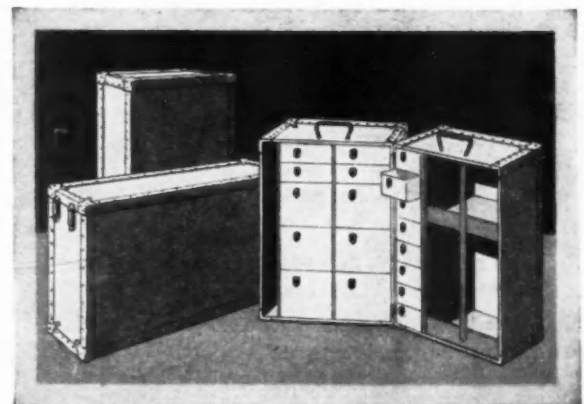
INDERON is stable. It does not warp or twist. It combines beauty, strength, durability and the economical panel form of standard plywood.

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.

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 Tacoma 1, Washington

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

Washington Veneer Co.
 Olympia, Washington

HUNDREDS OF OPERATIONS WITH ONE MACHINE

Use it for
ROUTING
SHAPING
PANELING
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DRILLING
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BEADING
INLAYING
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and many other
operations in
WOOD



THE STANLEY-CARTER Combination ROUTER-SHAPER

This truly "all round" machine keeps busy every minute in the average shop—gives you more work-time per dollar of cost.

When used as a router, the 14" vertical adjustment of the overarm allows ample space for jigs.

Motor unit is 1 H.P., 18,000 R.P.M. When mounted in motor holder below table, converts router to shaper. Motor holder may be tilted to any angle up to 45° either way.

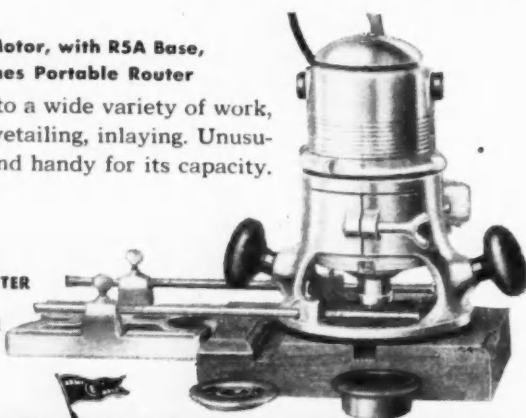
Furnished as a Router-Shaper with cast iron table, or without base, for bench mounting.

Complete details on request. Stanley Electric Tools, Dept. C, Division of The Stanley Works, New Britain, Conn.

Same Motor, with RSA Base,
becomes Portable Router

Adaptable to a wide variety of work, such as dovetailing, inlaying. Unusually light and handy for its capacity.

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RSA
PORTABLE
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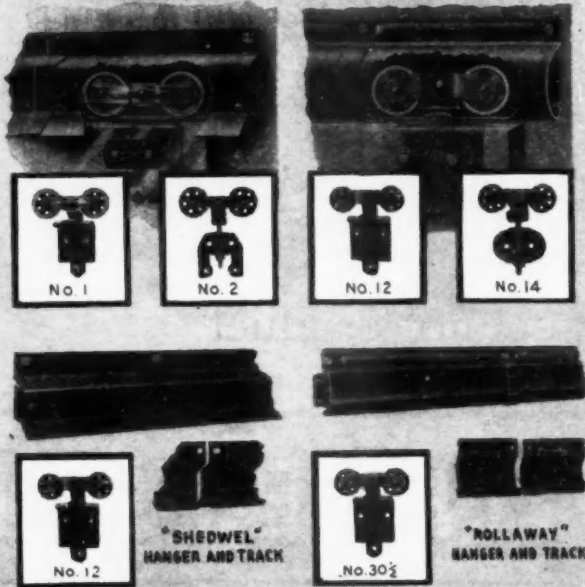


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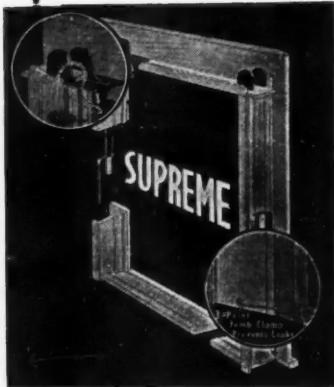
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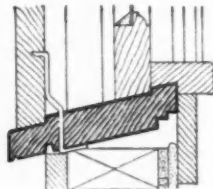
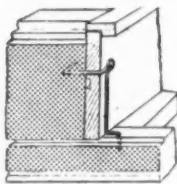
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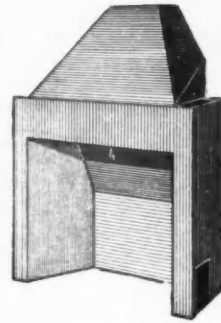
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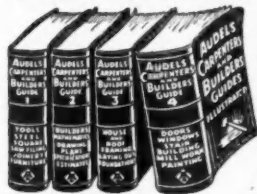
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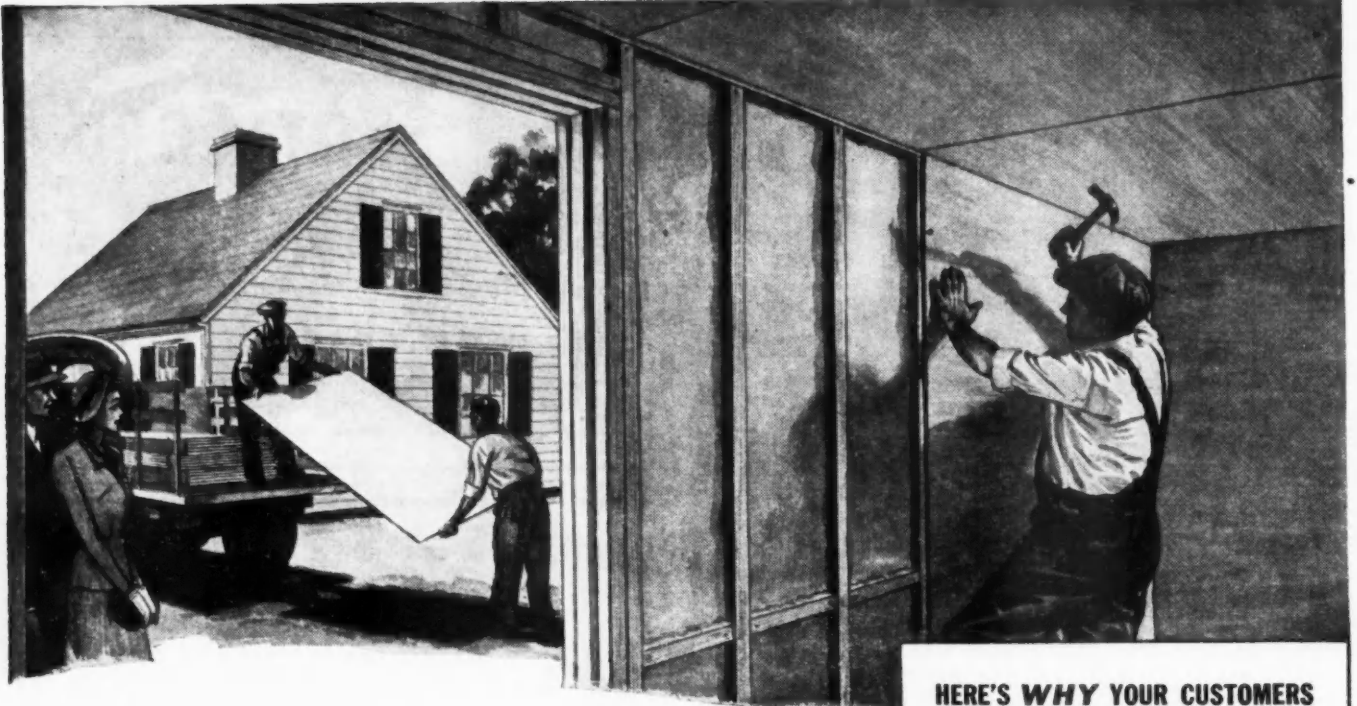
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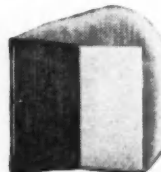
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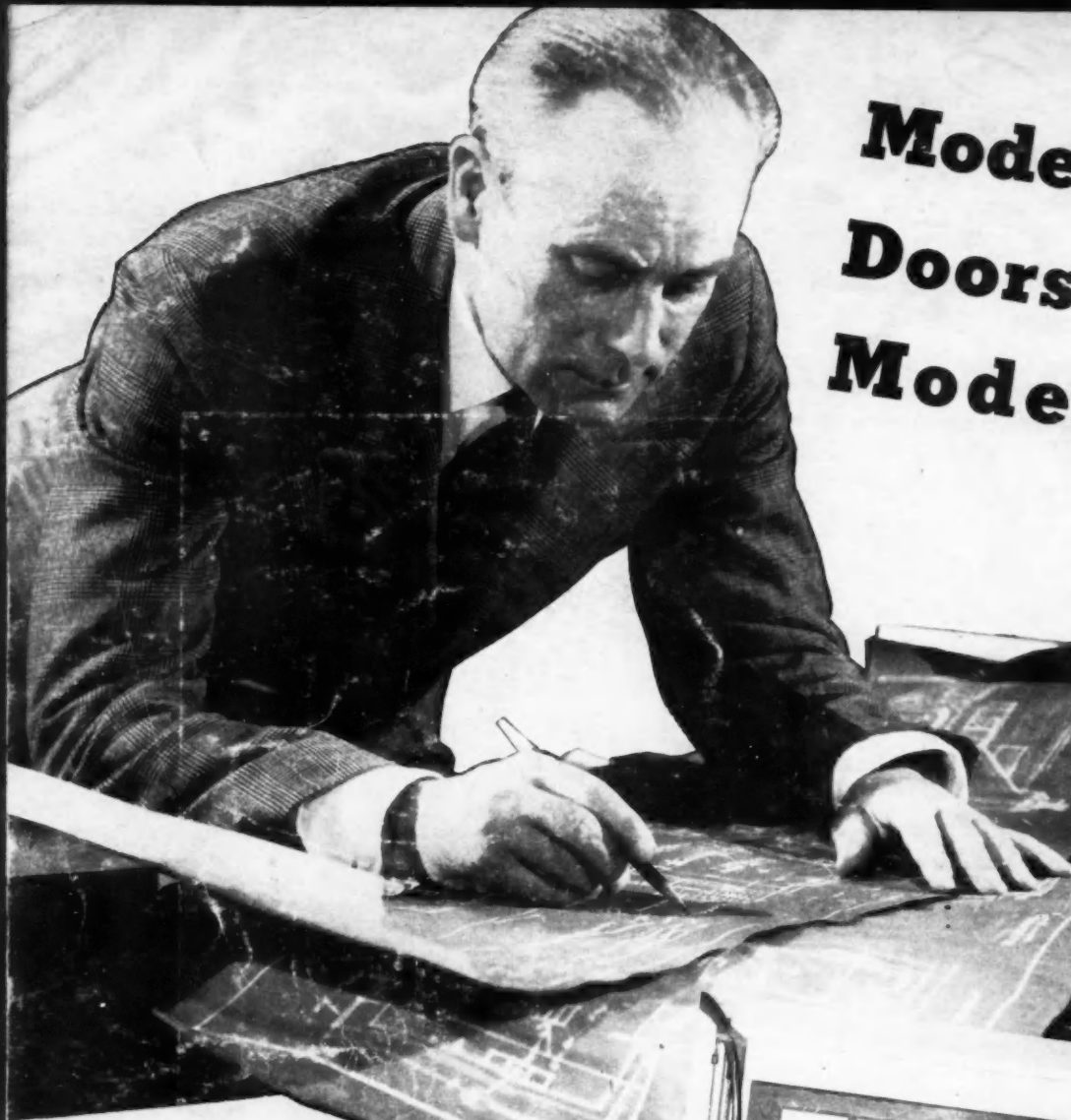
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