

NOLOGY DEPT:

PUBLIC LIBRARY

DEC 24 1946

DETROIT

DECEMBER 1946

PRICE 35 CENTS

AMERICAN BUILDER

WORLD'S GREATEST
BUILDING PAPER

A N D B U I L D I N G A G E



Private Home Building Projects
Contributing to the Nation's
Goal of Peace and Prosperity

ANY
0

How You Can Help Relieve the Housing Shortage in Your Community Now!



☆ Attractive, permanent CEMESTO HOUSES at St. Louis, Missouri, speedily erected by Joseph Leopold, Clayton, Missouri, Contractor.



☆ **Contractors in Every Section of the Country Are Building These Precision-Engineered CEMESTO HOUSES**

- Here is a sound, practical, *proven* plan which will enable you to help relieve the housing shortage in your community.

- With Cemesto exterior walls and interior partitions supplied by Celotex and precision-cut structural framing, door and window units and all millwork, including shelving, cabinets and trim, shipped from approved millwork companies, you can quickly complete projects of ten or more comfortable, modern, low-cost permanent homes.

- The CEMESTO HOUSE is not prefabricated. All materials are precision-engineered for site assembling by utilizing local trades. This type of construction has technical approval of the Federal Housing Administration in Washington.

- If you are waiting for an opportunity to go into action on low-cost housing, this is it. We can furnish you with complete plans, specifications and construction directions. *Mail coupon below for detailed information!*

CELOTEX
REG. U.S. PAT. OFF.
BUILDING PRODUCTS

THE CELOTEX CORPORATION, Dept. AB-1246
Chicago 3, Illinois

If you are interested in building some of those CEMESTO HOUSES. Rush details.

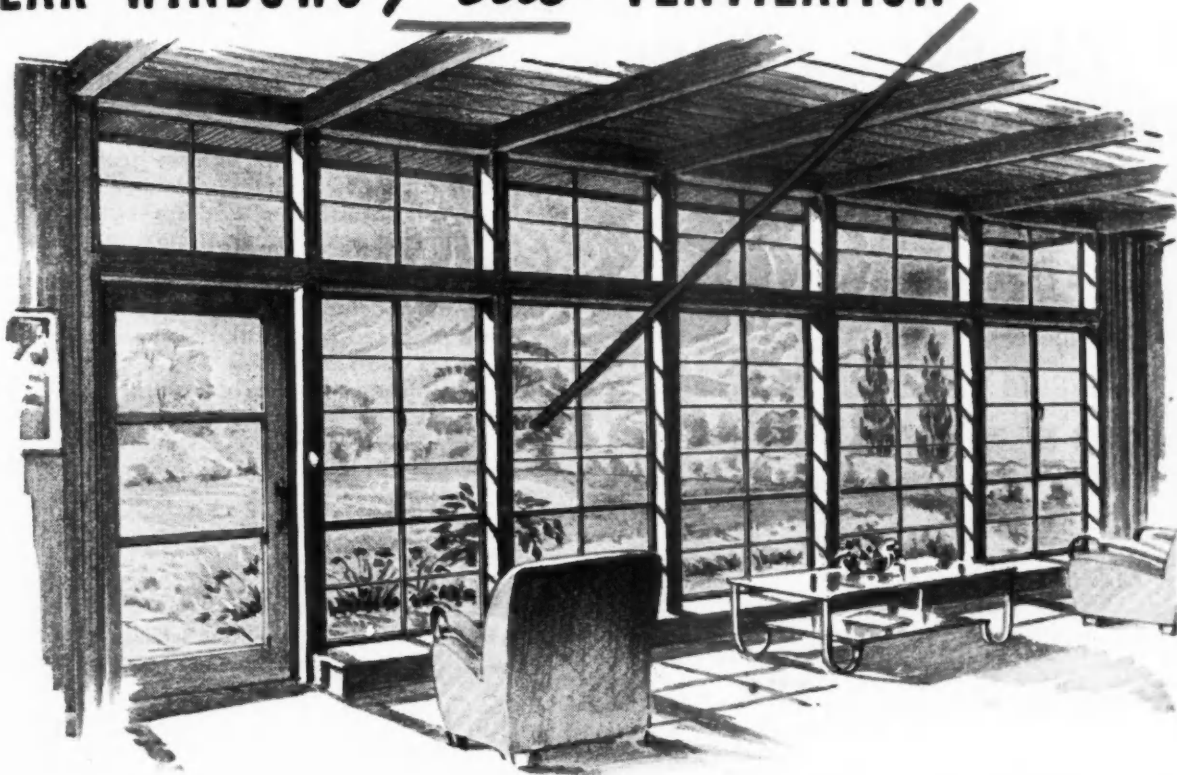
Name

Company

Street

City State

SOLAR WINDOWS *Plus* VENTILATION



... a practical answer to a popular trend

In satisfying the home buyer's hunger for more sunshine, don't overlook his need for ample fresh air in the room.

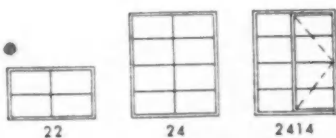
And be sure to give him solar windows that afford him *economies* in screens, storm sash, curtains, shades, Venetian blinds, awnings.

In the above illustration, note that this window wall is made by combining economical, standardized, Fenestra Steel Casements to form a large window reaching from wall to wall and from floor to ceiling. Observe that some of the units are ventilated, while some are fixed. Each is of a relatively small size, for economical screens, storm sash,

shades, etc. . . . The Fenestra Solar Window is one of the most practical—and economical—types ever developed.

Whether combined into big solar windows, or used singly in various rooms, the popularity of Fenestra Steel Casements with homeowners comes from superior appearance and utility. Their slender, graceful lines beautify the outside as well as the inside. They provide more daylight and better ventilation. They always open easily, at a finger's touch—they can't warp, swell or stick, because they're steel. Tight-fitted at the factory, they stay weather-tight on the job. Cleaning of most types, on the outside, is safely done from the inside. Screens that last a lifetime are safely attached on the inside—no marking or numbering required.

For full information about these modern, up-to-date windows, write to Detroit Steel Products Company, Department AB-12, 2260 East Grand Boulevard, Detroit 11, Michigan.



FENESTRA STANDARD TYPES

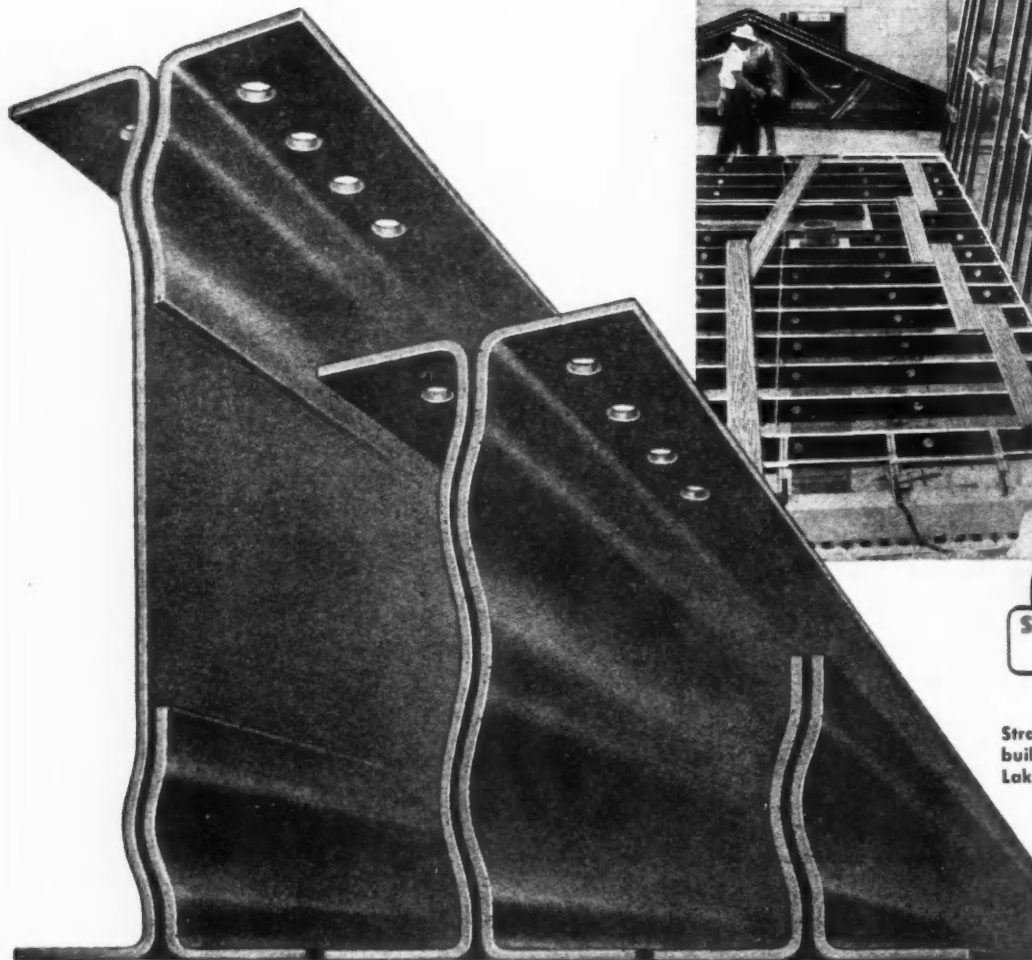
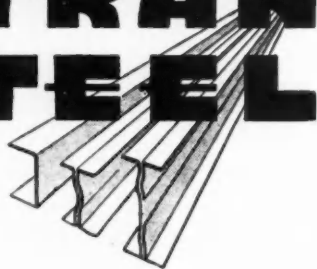
illustrated above

Fenestra

RESIDENCE STEEL CASEMENTS

STEEL FRAMING IS SIMPLIFIED, EFFICIENT AND ECONOMICAL

BUILD WITH
**STRAN
STEEL**



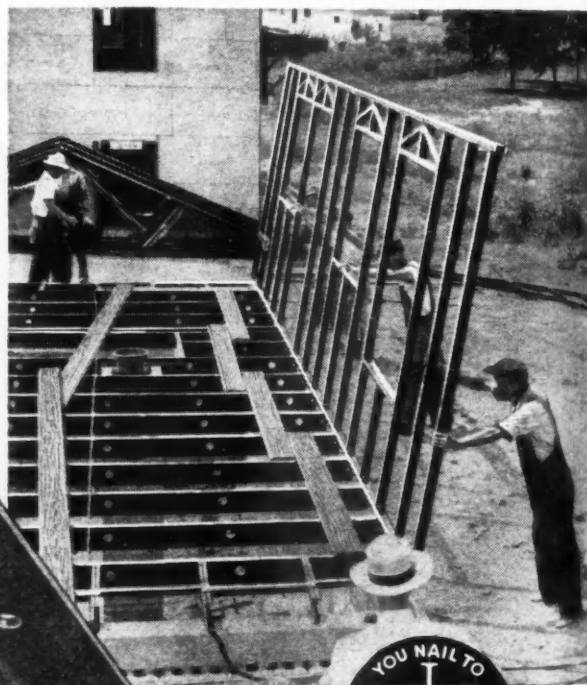
● **SIMPLICITY**—With versatile Stran-Steel, only a few basic types of framing members are required. Assembly on the site is fast and easy, because all materials are pre-cut to precision lengths. Erection tools are simple, too; ordinary carpenter's equipment does the job.

● **EFFICIENCY**—Stran-Steel framing can be assembled quickly with sheet metal screws or by welding. Collateral materials are nailed securely to the frame itself by means of the nailing groove, a patented feature of all Stran-Steel joists and studs. Architects have full latitude in working out widely varied exteriors in brick, lumber, stone and other materials.

● **ECONOMY**—In apartments, terraces and other multiple housing projects where framing members are duplicated frequently, Stran-Steel usually costs no more than other framing materials. In single homes, stores or other individual light-load buildings, the initial cost of Stran-Steel may be slightly higher, but the extra investment is repaid many times over in low upkeep and longer building life. For details, see Sweet's File, Architectural, Sweet's File for Builders, or the January issue of Building Supply News.

GREAT LAKES STEEL CORPORATION

Stran-Steel Division • Penobscot Building • Detroit 26, Mich.
UNIT OF NATIONAL STEEL CORPORATION



Stran-Steel products are
building products of Great
Lakes Steel Corporation.

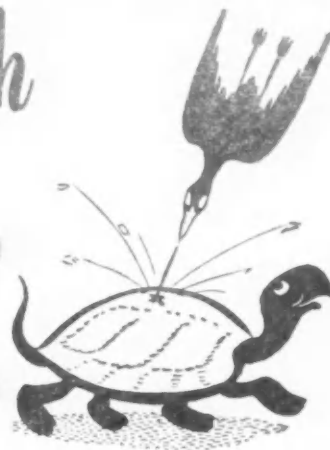
y a few
quired.
use all
rection
equip-

assem-
elding.
frame
tent
hitects
varied
erials.

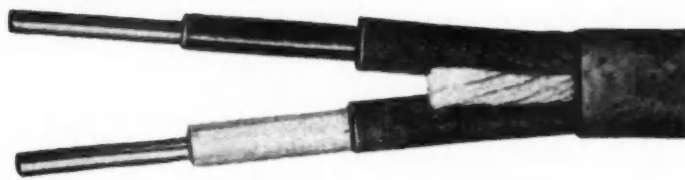
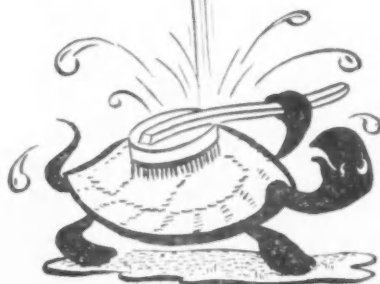
other
mbers
y costs
single
build-
lightly
many
g life.
wee's
ilding

TION
s, Mich.
TION

Tough



Moisture Resistant



Smooth, Hard Finish



it's

PVX
The New Non-metallic
Sheathed Cable for Residential
and Farm Wiring.

Tough. Moisture resistant. Smooth, hard finish. Those words accurately describe three important features of PVX non-metallic cable that mean a lot to users.

Take toughness. From the mechanically and dielectrically strong thermoplastic insulation of the Type T conductors right through every component part — improved crushed-paper armor, waterproof jute fillers, over-all braid — PVX cable is constructed to give long, efficient service without pampering or special care. Treat it rough if you have to. PVX can take it.

And moisture resistance. This means more than a mere protective surface

covering. True, the over-all braid resists moisture, but so do the jute fillers, the paper armor, and the thermoplastic insulation. Think what this means in installations where humidity is high. And don't forget that PVX is flame resistant and will not support combustion.

Not to mention the finish. A smooth, hard finish provides a double-barreled advantage in PVX. On the thermoplastic insulation it means that no protecting braid is required, thus extra weight is eliminated. On the over-all braid it means that there is no marking or tacking to soil hands and walls and hamper installation.

What else? Just a few things like easy stripping, small over-all diameter, light

weight, and Underwriters' Laboratories' approval for 60 C operation. They are important features, too.

If you would like to know more about this versatile cable, why not ask your G-E Merchandise Distributor, or write to Section W18-1280, Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Conn.

CABLE DIMENSIONS	
No. 14/2 PVX Non-metallic	
Sheathed cable	
Type T Conductor —	0.131 inches
Over-all Dimensions —	0.34 x 0.46 inches
Weight per M Feet —	77 pounds

GENERAL ELECTRIC

FROM STUDDING



TO PAINTING...



ALL IN A DAY'S WORK WITH

UPSON PANELS

FROM BARE STUDS to finished walls and ceilings in a day or two? Yes! And Upson Panels make it possible!!

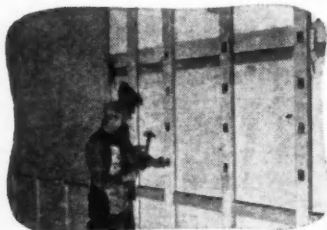
Following simple Upson directions, any carpenter can quickly create beautiful walls and ceilings that remain *CRACKPROOF* forever.

Upson Panels are unique among wall coverings. They offer characterful beauty, efficient insulation, and give added dollar value to the home. And Upson engineers have carefully prepared simple directions that make application easy and quick—without undue fuss or muss.

So when you can again use this ideal material for modern dry wall construction, make sure you are taking full advantage of Upson *CRACKPROOF* Panels. For *re-covering* cracked plaster walls and ceilings, there is nothing better on the market than Upson Quality Panels. Impartial surveys show that two out of three homes have cracked plaster in one or more rooms—a tremendous market.

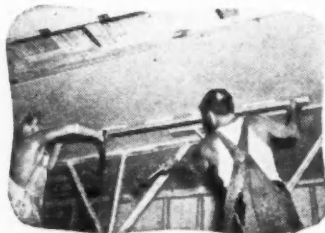
The time is coming when Upson Panels will again be in full supply. Like most other good products, Upson Panels are still scarce. The outstanding products in nearly every industry are presently in excess demand!

UPSON PANEL APPLICATION IS AS SIMPLE AS



B Ceiling panels go up quickly. Held in place by a T-brace, the panels are securely clinched by the fasteners by means of block and hammer. A permanent, *CRACKPROOF* ceiling!

A Upson floating fasteners, applied direct to studs or furring on 16" centers, anchor the panels securely from the back. No ugly nail holes to countersink or fill.



C Walls, too, are easily and quickly applied. Standard four-foot widths for artistic paneling—or fullwall panels, when available, to cover the entire wall of an average room. Upson Panels take paint smoothly and easily.



PACEMAKER IN *CRACKPROOF* PANELS

THE UPSON COMPANY, LOCKPORT, N. Y.

Upson Products are Easily Identified by the Famous Blue-Center



AMERICAN BUILDER

AND BUILDING AGE

DECEMBER

VOL. 68

1946

NO. 12

C O N T E N T S

AMERICAN BUILDER and BUILDING AGE

(originally "Carpentry and Building") with which are incorporated National Builder, Permanent Builder and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark. Published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, 105 West Adams Street, Chicago 3, Illinois; 30 Church Street, New York 7, New York.

Samuel O. Dunn, Chairman of the Board; Henry Lee, President; Roy V. Wright, Vice-President and Secretary; Robert H. Morris, J. S. Crane, C. J. Wageman, H. E. McCandless, Vice-Presidents; John T. DeMott, Treasurer

Other Offices

Washington 4, D.C.: Nat'l Press Bldg.
Ann Arbor, Mich.: 1080 Stein Road
Seattle 1, Wash: 1038 Henry Bldg.
San Francisco 4: 300 Montgomery St.
Los Angeles 14: 530 West Sixth St.
Dallas 4, Texas: 2909 Maple Ave.

SUBSCRIPTION PRICE

United States and Possessions and Canada, 1 year, \$3.00; 3 years, \$5.00; foreign countries, 1 year, \$10.00; 3 years, \$20.00. Single copies, 35 cents each. Subscribers are requested to state company connection, nature of business, title or position. Address W. L. Taylor, Circulation Manager, 30 Church St., New York 7.

Field Staff: C. L. Conley, J. H. Free, C. R. Hartung, Ralph I. Henry, Joe Sanders, Dick Whittington.

Copyright 1946 by Simmons-Boardman Publishing Corporation



Members of the Associated Business Papers (A.B.P.) and of the Audit Bureau of Circulations (A.B.C.) Printed in U.S.A.

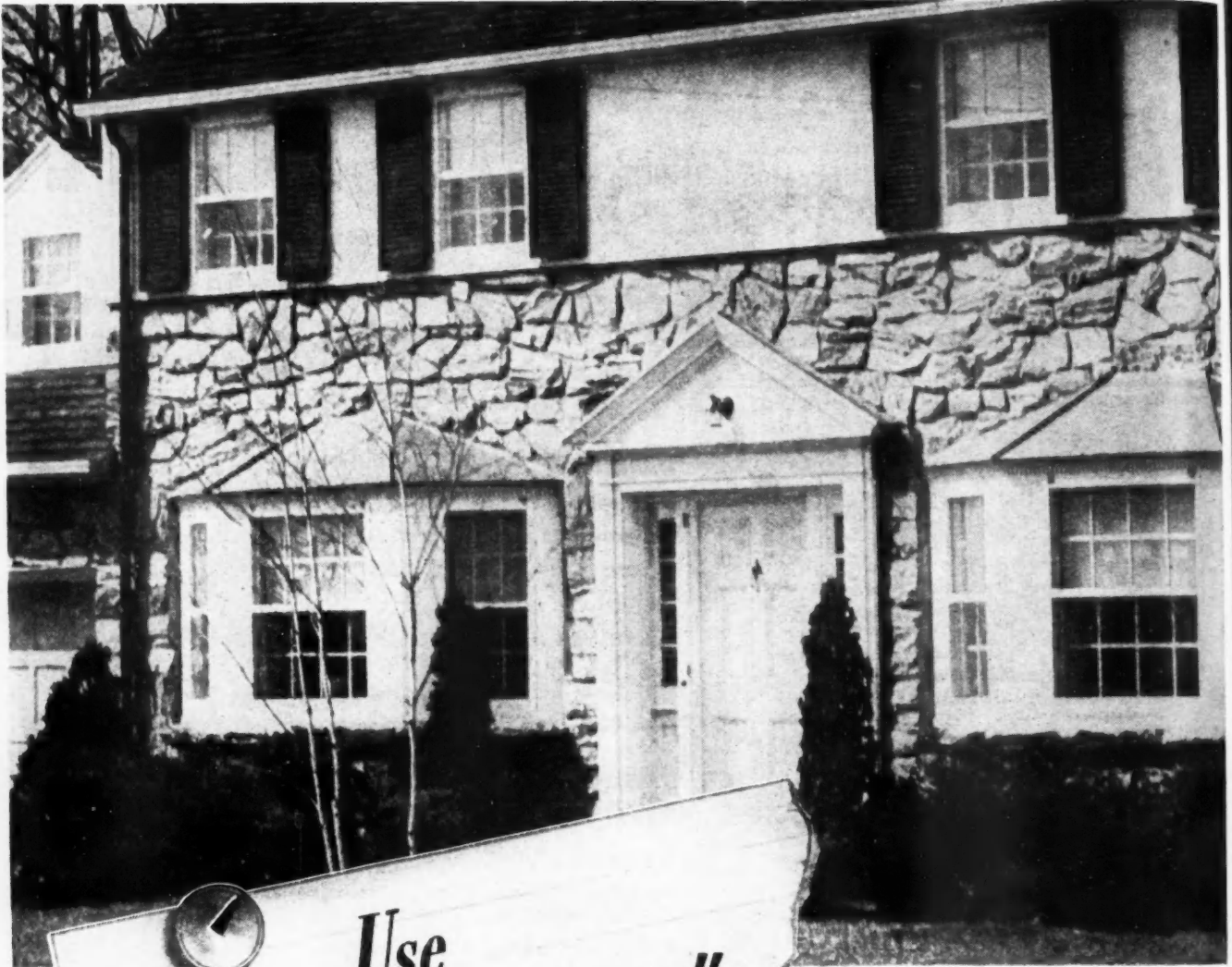
AMERICAN BUILDER HAS THE LARGEST CIRCULATION OF ANY TRADE JOURNAL IN ANY FIELD

Publisher's Page	11
Our Readers Say	14
On and Off the Record	23
Monthly Review of NAHB	35
Editorial	71
Levitt and Sons Complete Veterans' Project "in spite of Wyatt program"	72
Efficiency Gives Vets Good Low-Cost Houses	78
Developer Burns of Denver Will Erect 1,400 Homes for Veterans	82
Smart Architectural Design Invites Customers	84
House Has Simple Yet Effective Lines	86
Klutznick Plans \$70,000,000 Housing Project	91
Apartment House for Veterans—Largest Private Enterprise in Chicago Area	92
The Heart of the Home in One Package	94
Green Acres—Le Sueur, Minnesota	96
Color Takes Its Cue from the Roof	98
Typical Oklahoma City House for War Veterans	100
"No Incentive to Build Under Government Controls," Says Wisconsin Builder	102
What Makes a Prefabrication Business Grow?	104
Prefabrication Gains Stature During Past Year	105
How-to-Do-It Department and Better Detail Plate	112
Old Buildings Furnish Good Lumber	114
New Products	118
Catalogs	122
Index to Advertisers	164

Samuel O. Dunn, Publisher Edward G. Gavin, Editor
Robert H. Morris, Business Manager

Lyn E. Arent, *Managing Editor and Art Director*; B. H. Wambolt, *Associate Editor*; Sterling H. Albert, *Eastern Editor and Research Director*; Arthur V. Hansen, *Architectural Editor*; Bernard L. Johnson, *Western Editor*; Dola Parr, *Production Director*; Joe Sanders, *Southwestern Editor*; Richard Gavey, *Research Assistant*; Margaret C. Carroll, *Asst. to the Editor*.

Editorial Office, 105 West Adams Street, Chicago 3.



Use
"PENNVERNON"
not just "window glass"

● Your customers will appreciate the "touch of quality" that is added to every home by Pennvernon Window Glass. Good visual properties and a brilliant surface finish make Pennvernon the perfect choice where sheet glass is needed.

Use Pennvernon . . . the window glass that has made a name for itself!



PENNVERNON

Window Glass

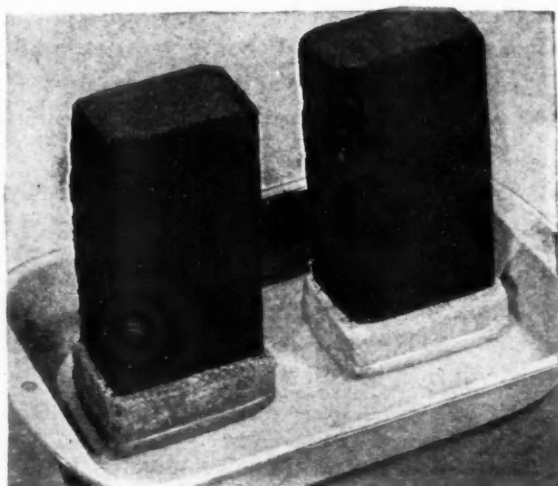


"PITTSBURGH" stands for Quality Glass and Paint

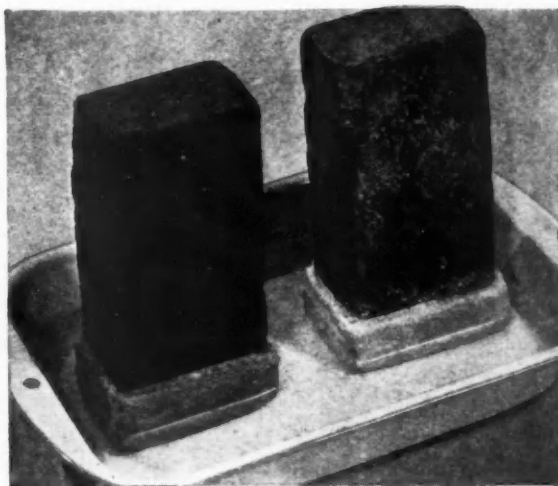
PITTSBURGH PLATE GLASS COMPANY

BRIXMENT MORTAR

Helps Prevent Efflorescence



To test two mortars for resistance to efflorescence, "cap" two brick heavily with the mortars—let harden, and



keep both brick for a few weeks in a shallow pan of water, as shown. Try this with Brixment mortar!

HERE'S WHAT CAUSES EFFLORESCENCE—AND WHY BRIXMENT MORTAR HELPS CONTROL IT

Efflorescence is an outcropping of minute white crystals on brickwork. When these crystals occur on colored mortar joints, the condition is sometimes mistaken for *fading*.

Efflorescence is caused by the presence of soluble salts in masonry materials. When reached by water, these salts dissolve, and are drawn by evaporation to the surface of the wall.

Brixment itself *does not cause efflorescence* because it is practically free from soluble salts. Even when such salts are present in the sand or brick, the waterproofing in Brixment usually *prevents them from coming to the surface*.

Bricklayers who have used Brixment mortar for years say they have far less efflorescence with Brixment than with any other mortar.

LOUISVILLE CEMENT CO., Incorporated, LOUISVILLE 2, KENTUCKY

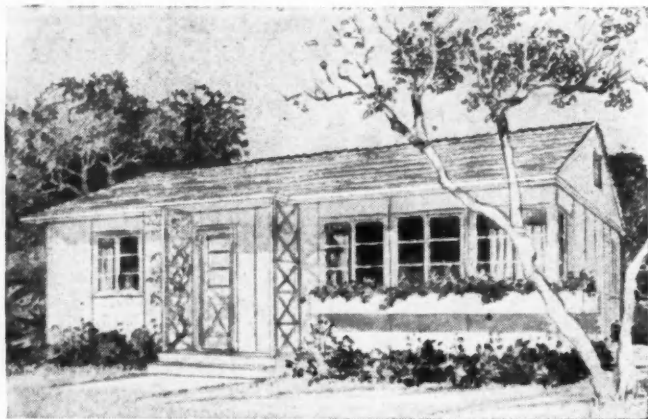
CEMENT MANUFACTURERS SINCE 1830

BUILDERS NEEDED TO Assemble These Quality VETERANS' HOMES

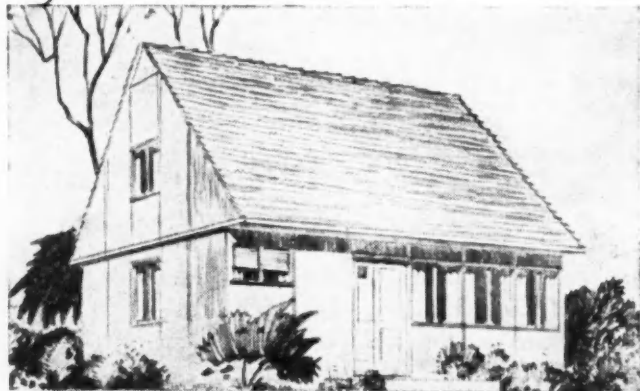
*Complete Units!
Delivery Anywhere!*

Right now you can get these complete HomeOla manufactured houses, ready for quick assembly anywhere. Requiring less than 300 man-hours for erection, you can get your money out quickly.

FHA has accepted HomeOla construction in all 48



Complete parts for Model 21 "Uni-level" HomeOla cost the builder approximately \$4300 delivered at the building site.



Complete parts for Model 11 HomeOla cost the builder approximately \$3500 delivered at the building site. After erection—with basement—this house has been appraised frequently in the range of \$6000.



TRADE MARK
REG. U. S. PAT. OFF.

Wire, phone or write to the manufacturer if your local lumber dealer does not yet have the HomeOla franchise.

states . . . the Veterans' Administration is approving loans . . . and through building and loan associations standard mortgages are frequently available.

The first RFC guaranteed market contract was issued on these two houses which have already proved their value to owners and national authorities in 23 states.

You can keep your men busy . . . keep your money working . . . keep veterans from over extending their credit with houses they cannot afford.

Both models come fully equipped including: forced draft furnace, automatic water heater, complete plumbing [assembly and all plumbing fixtures; all electrical fixtures, outlets, wiring and distribution-box; Kimsul insulation; all finish hardware. Construction is stressed-skin plywood panels, modular design, supported by structural steel beams. Basement is optional.

MODEL 21 Delivery of this new All-On-One-Floor Model began in November. Floor plan is 32 x 24 feet, with two bedrooms and large living room. Kitchen, dining room, living room and utility room can be arranged in a variety of ways without additional parts. Exterior panels may be arranged to place windows and doors to suit owner's preference.

MODEL 11 This story-and-a-half model is now being lived in from coast to coast. Floor plan is 24 x 20 feet, with two bedrooms upstairs. Living room is 20 x 12 feet with five big windows for placement to suit owner. This model has 760 cu. ft. of storage and closet space. Ample breakfast nook adjoins kitchen, and bathroom is conveniently located on the ground floor.

We will furnish complete erection manuals, estimating forms and every practical aid to the builder. Facsimile documents covering appraisals and financing are available from many parts of the country. Magazine and newspaper stories have prepared veterans to accept HomeOla houses. The houses are ready—The market is ready—Investigate today. Shipments must be scheduled on a "first come, first served" basis.

THE HOMEOLA CORPORATION 9 SOUTH CLINTON STREET - CHICAGO 6, ILLINOIS

MANUFACTURERS OF STANDARDIZED HOUSE PARTS



PUBLISHER'S PAGE

What Will Follow the Election?

AMERICAN BUILDER was one of the first publications of any kind to begin opposing the principal policies of the New Deal. We have opposed them ever since upon the grounds that they have tended to prevent prosperity, to destroy individual freedom and private enterprise, and to establish national socialism. Consequently, we are gratified by the results of the recent election.

But *American Builder* is a *business*, not a *partisan*, paper. It is concerned with *policies*, not with *politics*. Therefore, it emphasizes that the election has not solved the nation's economic problems, but merely transferred the responsibility for solving them. The labor union monopolies still exist. Will a Republican Congress have courage to repeal the legislation that has created them? Government expenditures are still enormous and taxes correspondingly high. Will a Republican Congress have courage to reduce these expenditures and abolish all subsidies, reduce taxes and balance the government budget? Virtually all controls of wages and prices have been abandoned. But control of rents and projects for government housing remain. Will the Republicans abandon them, and give private enterprise opportunity to house America? Will business men abuse their recovered freedom, or use it to restore the real *competitive* private enterprise, which is essential to reversing permanently the trend toward national socialism?

Let us not kid ourselves about what has occurred. Private enterprise *has not won a campaign*. After losing one battle after another for fifteen years, it has won a battle. The *campaign* for saving it can be won only by private enterprise serving the public better than ever in future and meeting with *organized* re-

sistance the *organized* efforts that will be made to destroy it.

The ultimate outcome will not be determined by declarations of general principles, but by *specific policies*. Everybody but a handful of avowed socialists and communists professes to favor "free private enterprise." But every economically unsound policy of government, labor unions or business tends to undermine private enterprise. It is endangered most by depressions and unemployment. The depression in 1921-1922 occurred and the depression in 1930-1940 began while the Republican party was in power and most business was free. What caused these depressions? Great increases of commodity prices after World War I were followed by a drop of almost 50 *per cent* in prices between the middle of 1920 and the middle of 1921. The depression of 1930-1940 was started by numerous mistakes of government and business men, resulting in a terrific boom and bust in the stock market.

We are in about the same stage now in a post-war period as we were early in 1920. Those who favored continuance of controls contended that without them we would repeat the "boom and bust" of 1920-1922. Perhaps we shall. But wise business men will not seek immediate big profits by unnecessarily boosting prices. They will offer organized opposition to all government policies tending to socialize the economy. At the same time in the management of their own businesses they will follow pricing policies intended to secure reasonable profits over a long period of years from a large volume of business.

Samuel O. Drury,



★ Things are rolling at American-Standard plants. Production is steadily increasing. New facilities are being added. So that next year, you can expect more and more American-Standard Heating Equipment and Plumbing Fixtures to be available for you.

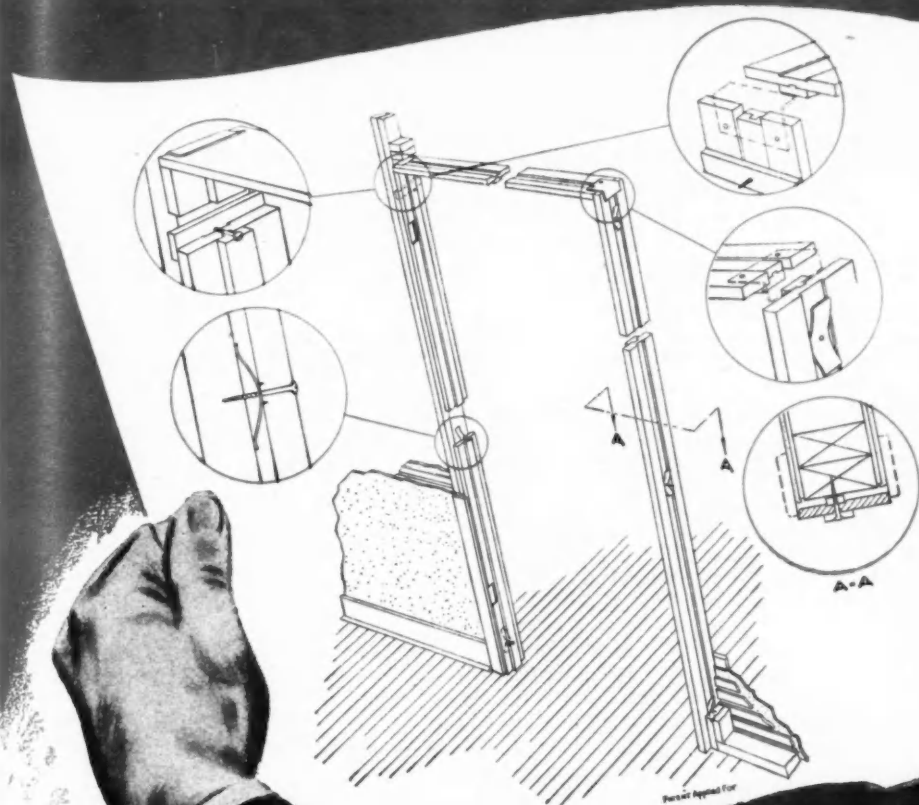
We suggest you contact your Heating & Plumbing Contractor for complete details. Purchases for modernization can be made on a convenient Time Payment Plan. **American Radiator & Standard Sanitary Corporation**, P. O. Box 1226, Pittsburgh 30, Pennsylvania.



LOOK FOR THIS MARK OF MERIT—It identifies the world's largest line of Heating and Plumbing Products for every use . . . including Boilers, Warm Air Furnaces, Winter Air Conditioners, Water Heaters, for all fuels—Radiators, Convectors, Enclosures—Gas and Oil Burners—Heating Accessories—Bathtubs, Water Closets, Lavatories, Kitchen Sinks, Laundry Trays, Brass Trim—and specialized products for Hospitals, Hotels, Schools, Ships, and Railroads.

LOOK

you've never seen a Door Jamb like this before



CHECK THESE AMAZING FEATURES

- * Adjustable to variations in sizes of door.
- * Cuts installation time from 1-1/2 hours to 8-10 minutes!
- * No nailing! Only three precision milled pieces to handle on the job!
- * "Shock - Absorber" Springs assure accurate fit for life of building!

IT'S THE NEW WHEELER OSGOOD *Tru-sized* DOOR JAMB

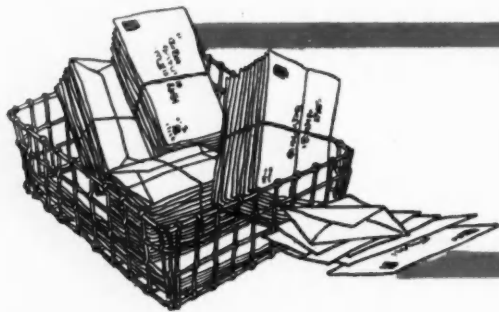
THE MOST ADVANCED IDEA IN DOOR JAMB HISTORY
 The amazing new Tru-Sized Door Jamb (Pat. applied for) is your door-way to great savings in time, work and money! . . . There's no planing, no trimming, no squaring—the tedious, time-consuming work of making dados, placing and fitting blocks, squaring and plumbing with wedges, gaining for hinges, and cutting and installing stops is either eliminated or done at the factory! . . . You quickly and easily adjust door clearance with a screwdriver, and the "Shock-Absorber" Springs assure permanent accuracy of fit.

Look into the advantages of the new Tru-Sized Jamb TODAY!

THE WHEELER, OSGOOD COMPANY

Plants and General Office: Tacoma 1, Washington

NEW YORK OFFICE	1326 Empire State Building, New York 1, New York	Phone: Penn. 6 2954
CHICAGO OFFICE	134 So. LaSalle Street, Chicago 3, Illinois	Phone: State 5335 6-7
SAN FRANCISCO OFFICE	3045 19th Street, San Francisco, California	Phone: Valencia 2241
LOS ANGELES OFFICE	P. O. Box 7685 Del Valle Station, Los Angeles 15, Calif.	Phone: Vandike 6326
TACOMA OFFICE	1216 St. Paul Avenue, Tacoma 1, Washington	Phone: Main 8101



Our Readers Say:

Stevens to Stevens

To the Editor: It offers me pleasure to write you this personal letter and praise highly the most timely and interesting article "Keep Posted—Avoid Legal Entanglements" by Robley D. Stevens, appearing in the August issue of *American Builder*.

I have examined the contents and truly believe that such information can prove extremely helpful to your readers and may even help save them costly violations.

You have rendered a fine public service to the industry in releasing this article and it is a credit to your organization and Mr. Stevens, the author.

In the light of this fact, may I recommend that your office consider awarding the author some kind of a medal, certificate or plaque for his outstanding contribution to the building construction industry as being the most timely and informative story which affects the general welfare of the industry?—W. G. STEVENS, Jr., Philadelphia, Pa.

Chicago scene

To the Editor: Building permits for small homes in Chicago during the month of September totaled 135; apartment units 38. Total for shelter-seeking veterans, 173. Our normal need is 2,000 per month. We had a backlog of 60,000 last Jan. 1. Our backlog next January will be slightly better than 80,000.

"What-a-man Wyatt," our publicity loving building expediter, last January promised Chicago 40,000 units per year for the next two years. Last year total units constructed in Chicago amounted to 5,100. This year with the war over, total units completed will be approximately 3,300. This figure is slightly less than 9 per cent of the optimistic 40,000 units promised last January by the correspondence school bricklayer from Louisville.

The reason for the disgraceful and discouraging small number of units in this city in September is that our building expediter and our local CPA office have put on the most magnificent demonstration of glamorized stupidity in the history of the world. Our local CPA office has issued permits for garages, super-stores, factories, industrial work, etc., with the same ease and in the same quantity that passes are issued for a race track.

All materials and all mechanics are being utilized on industrial work. Ninety-seven per cent of all materials used in industrial work can be used in the construction of small apartments.

The double time on Saturday and Sunday that industrial builders use as a lure to grab building mechanics is something that the builder of small apartments and small homes cannot afford to pay.

If industrial building were not permitted to run wild as it is under the leadership of our local CPA office, mechanics and materials would be available for the construction of housing units. Prices would be down to a point where the builder could see a profit. In place of 173 units for September, Chicago would have had close to 4,000 for the month. The way to purify the contaminating waters surrounding building is the same today as it was last January. Congress had the solution. It's up to them to act. Irrespective of what representatives of organized labor may say to the contrary, there are in this nation today only sufficient men and sufficient materials to take care of 25 per cent of construction requests.

Permitting all forms of construction to proceed at the same time, such as our government is doing at the present time, creates open bidding for men and materials and results in high inflationary costs to all.

Congress should make the decision. If they decide that industrial work, commercial work, factory work, tavern alterations, garages, race track remodeling, bowling alleys, automobile agencies, super markets, office buildings, railroad depots, airports, churches, schools, etc., are more important to the economic welfare of this nation, then let us shut down immediately for a period of three years the construction of all small apartments and homes, and let those war-fat tycoons slug each other into submission through their open bidding for men and materials.

On the other hand, if Congress decides that the construction of small apartments and homes is more important to the economic welfare of this nation, then let's shut down immediately all industrial work, commercial work, alterations, additions, repairs, etc., to the extent that they could not even replace a broken window in one of their projects unless they elected to fill the hole with cardboard or newspapers.

If the upward flight of construction cost is permitted to travel unchecked for 90 days more, it is quite possible that all building may fall of its own weight, dragging down with it dozens of sister industries, and may mangle our national economy to a point where it will take years to recover.—JOHN J. MANGAN, Chicago, Ill.

California blues

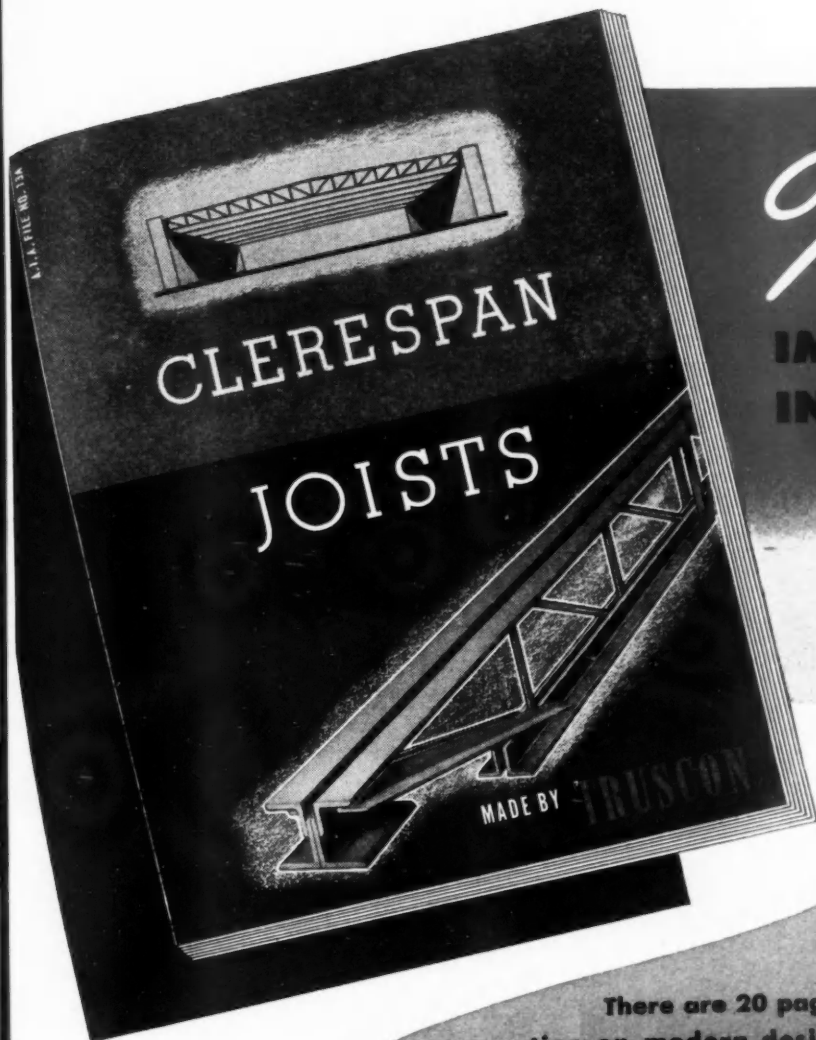
To the Editor: I always look forward to what Mr. Dunn has to say about the OPA and all of these other A's. I resigned working as a carpenter to again enter contracting and to specialize in homes for veterans. I have tried to get priorities for two jobs and as recently as two days ago I finally got one priority through. I showed a selling price of \$10,000 for the property which was about \$1,000 too low on the present market.

This priority was marked down to \$7,800 for price of lot and buildings. I was going to build the house for \$7,500. It is a one-story residence, three bedrooms, single garage with a porch or breezeway between. The lot price is \$850. This leaves only \$6,950 for the buildings. I made a visit to the appraiser and he agreed with me that \$7,500 was very reasonable. I called on a real estate man who guessed the price at \$10,000 for cost of buildings alone. I showed the plans to a home builder whom I had built some for, who said he wouldn't build it for less than \$8,500. So I called at the lumber yard where I do business and asked them if they would make me a guaranteed price on materials. I got a negative reply. So I sat down and wrote a letter to the FHA telling them that \$7,500 is the price if I am to do the work. Now just what kind of a government is this? If one were in Germany or Japan before they were defeated do you suppose any businessman, or I will say mechanic, would have to get permission to work at his trade? There are others here who are hot around the collar. One home builder here was going to build 100 homes. He only built two of the hundred. Why? The answer is very plain. Too much government red tape. So goes the housing for veteran; in Visalia.—C. K. CARVER, Visalia, Calif.

From Purdue

To the Editor: The October issue of *American Builder* is one of the finest issues of any building publication put out for some time; at least that is my personal opinion.

I am particularly interested in knowing what organization developed the material on "Land Use" appearing on pages 92 and 93. I note that credit for the article is given to the Chicago Plan Commission but, at the same time, there must be someone who actually did the "spade work" in making such a study.—CARL L. BOESTER, Purdue Research Foundation, Lafayette, Ind.



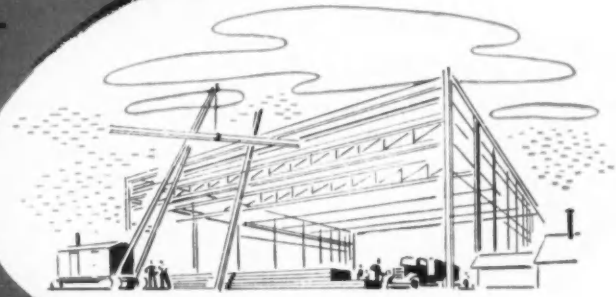
IN THIS
New Catalog
 IMPORTANT JOIST
 INFORMATION YOU
 SHOULD HAVE

Get this new Truscon "Clerespan" Joist catalog on your boards immediately... it is filled with the newest and most scientific data on the use and specification of this highly practical construction unit.

There are 20 pages of common-sense information on modern design with the help of Truscon "Clerespan" Joists... 20 pages of diagrams, typical construction photos, load tables, specifications, and other valuable data that will help in designing your jobs.

Truscon "Clerespan" Joists permit building floor areas with clear spans up to 64 feet. They can be used both for floor and roof construction, where they will meet the requirements for many types of buildings.

Write for the new free Truscon "Clerespan" catalog today.



TRUSCON STEEL COMPANY
 Reg. U. S. Pat. Off.
 YOUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Steel Windows and Mechanical Operators... Steel Joists... Metal Lath... Steeldeck Roofs... Reinforcing Steel... Industrial and Hangar Steel Doors... Bank Vault Reinforcing... Floodlight Towers... Bridge Floors.



"I'll say
it's Straight-line!"

HERE'S ANOTHER INSTALLATION OF BRADLEY

PRE-FINISHED (STRAIGHT-LINE) FLOORING

... which has supplied its enthusiastic owner with beautiful, superior hardwood floors at a substantial savings in cost.



Bradley's factory finishing by assembly line methods meets the demand for a floor that's better in every way than any offered in the pre-war period. Reason . . . workmanship that is an amazing improvement over hand finishing on the job, plus basic refinements in manufacture.

The time when we can book orders is still in the future, but we'll be glad to send descriptive literature and specifications now.

9

CARDINAL POINTS OF SUPERIORITY

- 1 Straight-line ripping.
- 2 Machine sanding—steel wool polishing.
- 3 No raised grain.
- 4 Best quality filler, rubbed in.
- 5 Deep penetrating finish seals wood pores.
- 6 Finish dries evenly in "controlled weather."
- 7 Final polishing by high-speed brushes.
- 8 Heavy-bodied wax, machine buffed.
- 9 Uniform color; rich, lustrous, lasting beauty.

PRODUCED IN OAK-BEECH-PECAN

BRADLEY LUMBER COMPANY of Arkansas

W A R R E N , A R K A N S A S



1946.

NATIONAL

ABC Cable

ARMORED BUSHED CABLE



National Electric

PRODUCTS CORPORATION

Pittsburgh 22, Pa.



How to give a Bigger Bonus



...without
budgeting your
budget a bit!

SUPPOSE Bill S., one of your employees, is due for a \$75 bonus this year. If you give the bonus in U. S. Savings Bonds, Bill will receive—not \$75, nor a \$75 Bond—but a \$100 Bond.

Yes, the bonus in Bonds looks like a lot more—and it is more. (Every \$3 put into U. S. Savings Bonds pay \$4 at maturity.) With the same size appropriation, you're actually giving a bigger bonus.

Consider, too, that Savings Bonds mean individual security for each Bond-holder—and collective security for all of us, because they help to control inflationary

tendencies. You can easily see that you're doing yourself, your employees, and your country a favor by deciding to...

Give the BONUS in BONDS

... and keep up your Payroll Savings Plan!
IMPORTANT: If you have not already received your copy of "How You Can Help Give Free Enterprise a Boost," write on your letterhead to: Room 750, Washington Building, U. S. Savings Bonds Division, Washington 25, D. C. Limited supply. Please write today.

The Treasury Department acknowledges with appreciation the publication of this message by

American Builder and Building Age

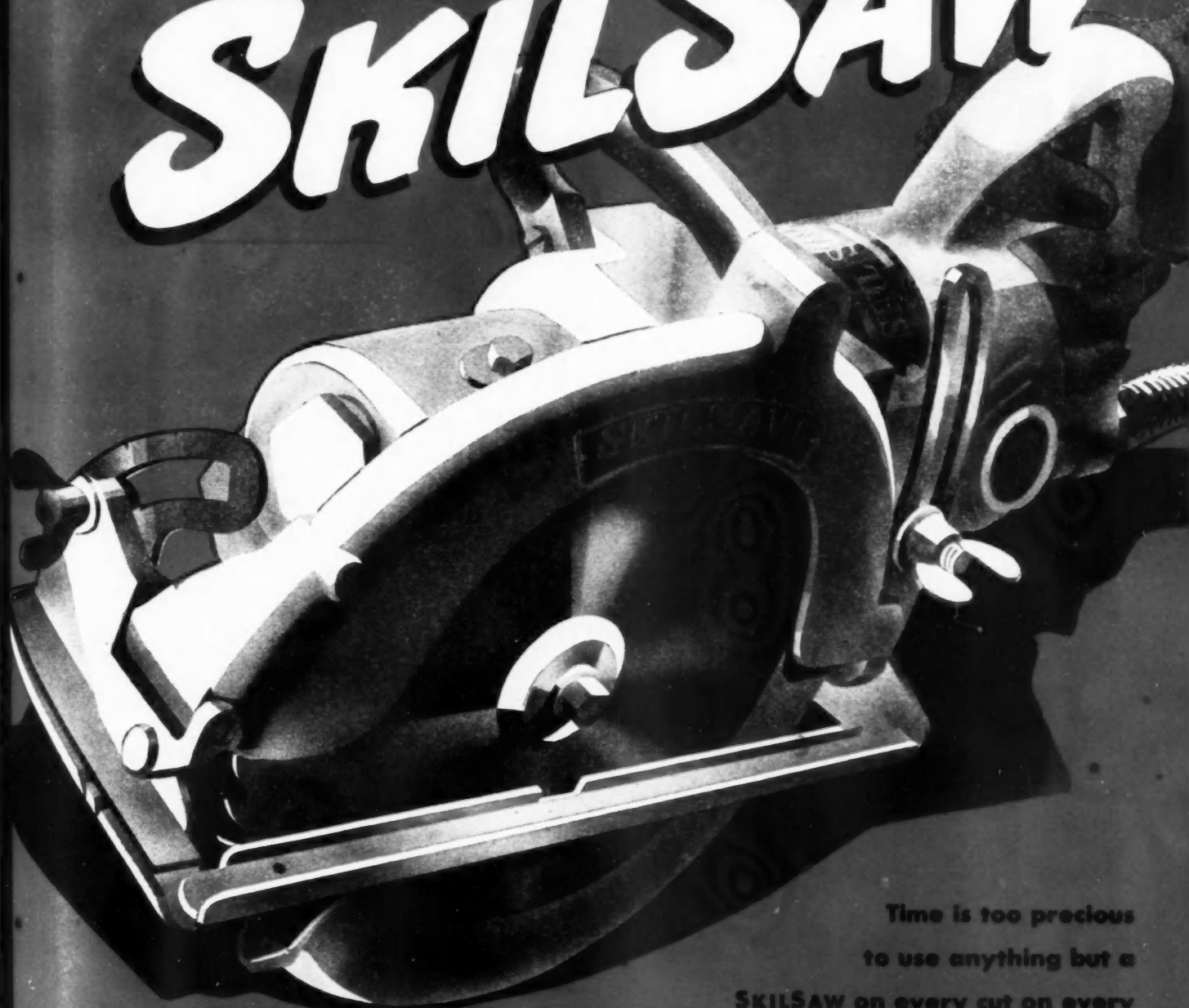


1946.



Don't Just SAW It . . . SKILSAW IT!

GET A SKILSAW



g your-
vor by

Plan!
d your
prise a
n 750,
ivision,
e write

Time is too precious
to use anything but a
SKILSAW on every cut on every
construction job. Ask your distributor
today about a demonstration.

PORTABLE ELECTRIC
SKILTOOLS

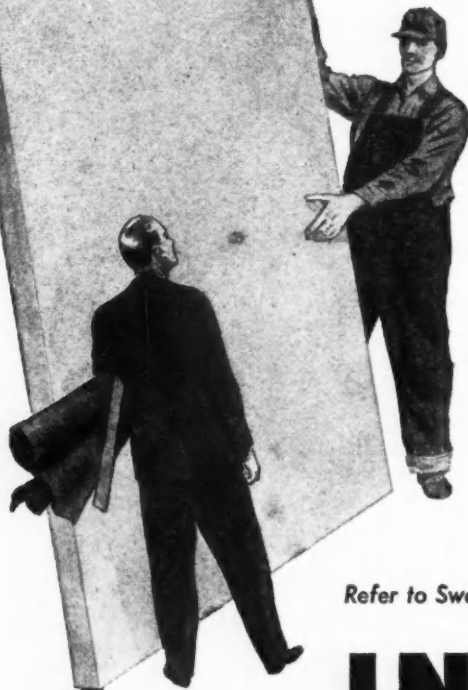


SKILSAW, INC.
5033 Elston Ave., Chicago 30, Ill.
Factory Branches in Principal Cities

MADE BY SKILSAW, INC.

INSULITE

Insulates as you build



Outside Walls

Insulite sheathing builds a strong, weathertight, wind-proofed wall . . . a wall with effective insulation.



Inside Walls

Insulite Sealed Lok-Joint Lath provides a strong, rigid plastering surface . . . plus a second wall of insulation.

Refer to Sweet's File . . . Architectural Section 10 a/9.

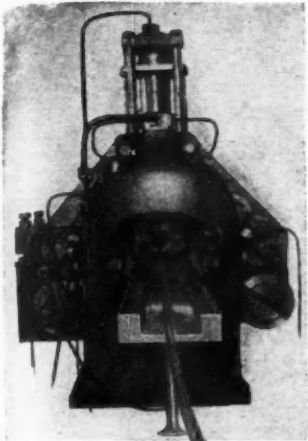
INSULITE

The Original and Best* Wood Fibre Structural Insulating Board
 *As Determined by Leading Testing Authorities



INSULITE • Minneapolis 2, Minnesota

REGISTERED TRADEMARK



HERE THEY COME!



● Mammoth extrusion presses like the one illustrated above are putting on a gigantic "squeeze play" for **your** profit. Yes, in aluminum manufacturing plants all over America, component parts of Premier Aluminum Sash are being produced in ever-increasing numbers!

This means larger shipments to us—faster production by us—more complete stocks for you . . .

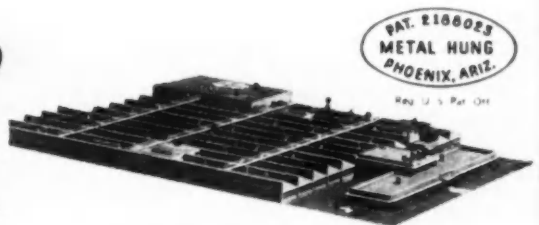
We are shipping thousands of Premier Aluminum Sash and Frames every week. Ask your jobber today about Premier Aluminum Windows . . .

Be sure that **you** have complete stocks on hand for the 1947 building season which starts soon. Insure larger sales and greater profits for your business with Premier—America's finest metal hung windows.

- Easy to Install
- Easy to Service
- No Putty
- No Leakage, Sash Glazed with Everseal
- Weatherproof
- Built-in Stainless Steel Weatherstripping
- Positive Lock
- Spring Sash Balances
- Rustproof
- Double Strength Glass

Contact your supplier for complete information or write PREMIER METAL PRODUCTS CORP. for descriptive literature, sizes, detail drawings, etc.

Premier ALUMINUM Windows



PREMIER METALS
PRODUCTS CORP.
SKY HARBOR
P. O. BOX 1271
PHOENIX, ARIZONA

NATIONAL MAGAZINE SURVEYS PROVE WOMEN WANT

Electric Ranges



WOMAN'S HOME COMPANION survey shows that more women plan to buy an Electric Range than any other type!

McCALL'S MAGAZINE readers made the Electric Range their 2-to-1 "must have" choice in a recent contest.

SUCCESSFUL FARMING survey shows that nearly twice as many REA customers intended to soon buy an Electric Range as then had one.

HOUSEHOLD MAGAZINE survey indicates that 3 times as many women want Electric Ranges as "now have" them.

COUNTRY GENTLEMAN survey shows that among the upper two-thirds of white farmers, the Electric Range is the 2-to-1 choice!



Magazines can't guess about the preferences of their readers. They've got to **KNOW**—and they find out by making surveys.

These magazines found both on the farm and in the city an overwhelming preference for **ELECTRIC RANGES**. The convenience, cleanliness, dependability and economy of electric cooking are getting across to women everywhere.

Your houses can take advantage of this trend at little cost. Just build in the wiring for Electric Ranges. It's one of the most sales-worthy features you can install!

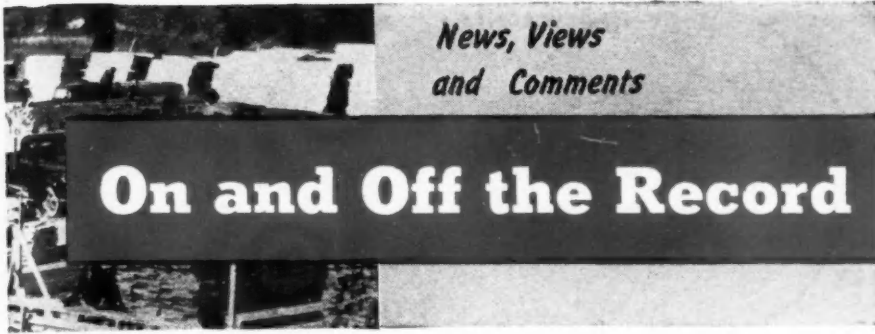
Electric Range Section
NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION
155 E. 44th Street, New York 17, N. Y.

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

TO KEEP THEM MODERN

Wire your houses
FOR ELECTRIC RANGES





News, Views
and Comments

On and Off the Record

IN THE RECORD—Hard on the heels of the exposé of the NHA made by Senators Wherry and Ferguson, as recorded in the Congressional Record of July 27, comes another exposé by Senator Brewster. A hitherto secret senate war investigating report denounced NHA for inefficiency and waste of public money in handling its postwar housing program.

BUNGLED WAR HOUSING—Brewster said that the report traces present housing shortages back to bungled war housing, and that they result from inaccurate NHA estimates.

MORE STATISTICS—Looks as if NHA got so much in the habit of cooking up fictitious statistics with which to impress Congressional committees when the agency was pressing for more control that they forgot how to be honest with themselves.

ALL IS CLEAR NOW—Nobody in the building industry could understand why NHA needed so many thousands of employees during and after the war. Now it is understandable. Those who were not engaged in cooking up fake statistics were probably engaged in trying to suppress facts and hide mistakes.

ROCKY MOUNT—It is a little town in North Carolina. It set up its own housing committee, turned thumbs down on a trailer camp suggestion, and ruled out temporary housing. Building is a local problem, and Rocky Mount proved it. In less than six months, 577 people looking for housing were reduced to 18.

MR. BEACH—Probably few people outside of Rocky Mount ever heard of Mr. Beach, but he is the Rocky Mount Housing Expediter. He is also, on his record, a man from whom Mr. Wyatt could learn much.

THEY HAVEN'T QUIT—Now NHA is getting personal in its thirst for more power. Latest proposal is to require "that a builder have a construction authorization from a federal agency before he could obtain a building permit from his local officials." Not-satisfied with being a party to creating black markets in materials they now seek to set up building construction bootleggers all over the land.

MORE POLICE—Putting that kind of a deal over would further entrench the power-hungry NHA bureaucrats, and give them a good argument for hiring a few thousand agency policemen. Late lamented OPA spies are available in droves, too. There could be a connection.

JACK BLANDFORD—He was a lot smarter than most people gave him credit for. His resignation and subsequent hibernation to China was expertly timed. He doesn't have to answer for suppressed statistics, justify bungled war housing programs, in both of which he had a part. Best of all he was smart enough not to let himself get impressed into service as a Housing Expediter.

BENNY AND ALLEN—If these two well known radio comedians are as good at solving housing problems as Porter and Wyatt are as radio comedians, a switch might well be made. Porter and Wyatt were not even trying to be funny over ABC on Oct. 12, but they were. Controls, controls and more controls is what they want.

HOUSING STATISTICS—Builders in the Chicago area, according to Chi. Met. Home Builders, started 13,086 units in the first eight months of 1946. Completed, 1917, and delayed, 11,169. Per cent completions, 14. You can get the same kind of factual data any place in the country. Completion percentages run from 9 to 15. NHA guesses or faked figures are far more optimistic.

PLUMBING WARE—One manufacturer reports production in first six months of 1946 up 114 per cent above same period in 1941, and expects to jump it another 50 per cent. He neither asked nor received subsidies, nor market guarantees.

EARLY PRICE PEAK—Dodge Corporation reports that majority of 72 non-government economists expect price peak soon, and then recession. Most expect it before end of 1947. That checks *American Builder* estimates, and if housing controls are removed early next year, points to heavy activity in home building for last six months of 1947.

The trend on
Electric
water heaters
is . . .

UPWARD

NEMA survey discloses huge pent-up demand

There's no let-up in the desire for Electric Water Heaters.

Sales almost tripled in the 6 pre-war years—and a survey made by NEMA in 1944 disclosed three times as many women wanting Electric Water Heaters as now have them, because:

SAFE—Flameless, fumeless.

CLEAN—Smokeless, sootless.

ADAPTABLE—Permit short hot water lines—Require no flue or vent.

TROUBLE-FREE as electric light!

ECONOMICAL—The cost is low for plenty of hot water all the time.

Installing Electric Water Heaters in every house you build, means giving women what they want!

Electric Water Heater Section
NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION
ADMIRAL • B & F • CLARK • ELECTROMASTER • FOWLER •
FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT •
HOTSTREAM • SEIDELHUBER • KELVINATOR • MONARCH •
MORGE • PEMCO • REX • RHEEM • SELECTRIC •
SUNTHWAY • THERMO-GRAY • THERMO-WATT •
UNIVERSAL • WESTINGHOUSE

A House Wired For An Electric
Range Is Already Wired For an

Electric

WATER HEATER!



Homeowners want—and need—the kind of wiring that will give them the full benefits of modern electrical conveniences. No one is in a better position to show them how to obtain these benefits than you—the architects and builders of America's homes.

The promotion of adequate wiring can be one of your most powerful selling tools. It can help to show your clients the way to improved service and happier living. It's sure to help build confidence and to increase sales.

We have prepared a variety of useful booklets to help you sell adequate wiring to every type of owner. They explain why an adequate wiring system is necessary in modern homes—how to avoid having 3 out of 5 appliances asleep at the switch—why adequate wiring increases the investment value of homes. Ask your General Electric representative for them, or write to Section AW14-1280, Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Conn

GENERAL  **ELECTRIC**



**Meet the need for Veterans' Housing
with MODULAR BRICK and TILE**

Meeting the need for veterans' housing can make any builder or contractor proud.

You can meet that need more successfully—and be more proud of the housing you build—when you use modular brick and tile.

First of all—you help solve the problem of scarcity. More than enough brick and tile are being produced to meet all the requirements for veterans' housing this year.

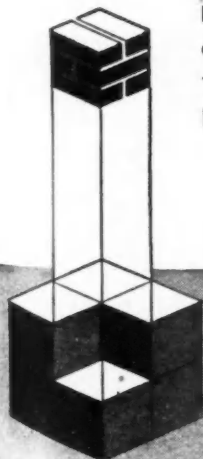
Second. You give veterans a price advantage. Brick and tile have risen but little in cost when compared with other building materials.

Third. You build veterans quality homes. Quality brick and tile are being produced now as always.

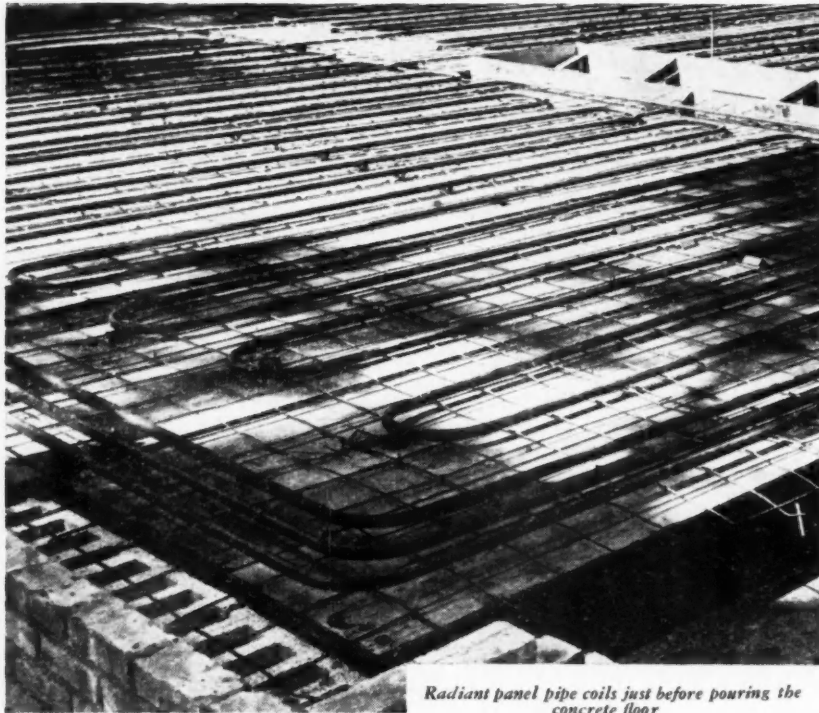
Fourth. You save time in planning, estimating and site-erection. Modular brick and tile fit perfectly between openings and join exactly with other units of coordinated dimensions such as doors and windows. You practically eliminate wasteful cutting and chipping.

In addition, you build homes of lasting beauty, with low upkeep and maintenance charges and great fire-safety.

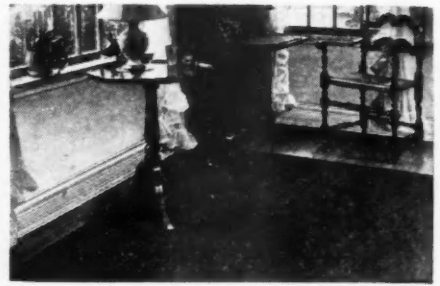
Write for these FREE booklets, "Brick and Tile Cavity Walls," of special value in low cost housing, and "8 Small Homes of Brick and Tile." Address Structural Clay Products Institute, Dept. AB-12, 1756 K Street, N. W., Washington 6, D. C.



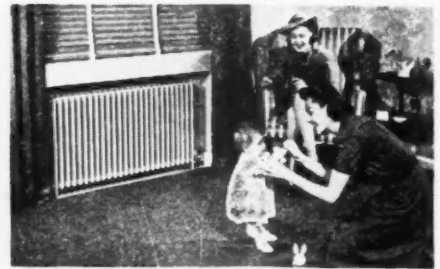
Now it will be built with Modular-Designed
BRICK AND TILE



Radiant panel pipe coils just before pouring the concrete floor

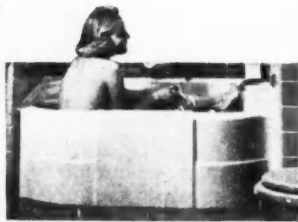


An installation of radiant baseboards



Cleaner, smaller, more effective is this modern recessed radiator

Radiant Heating at its Best



Always plenty of hot water for kitchen, laundry and bath.

THE home equipped with B & G *Hydro-Flo* Heat is truly a haven of luxurious comfort! Whether the heat distributing units are radiators, radiant baseboards, convectors or radiant panels, this *forced hot water system* provides the finest in automatic, controlled heating.

B & G *Hydro-Flo* Heat owes its country-wide spread in popularity to its genuine merit—proved over and over again in buildings of every character! It is the system which affords the *instant, positive control* of heating so essential to real comfort. It is flexible as a whip—delivering just the right amount of heat for any weather condition. No overheating in mild weather and no lack of heat when the thermometer hits bottom. At all times, indoor temperature is maintained steadily at whatever degree is preferred.

Naturally this precise measuring out of heat means utmost fuel economy—whether oil, gas or coal is burned. B & G *Hydro-Flo* Heat equipment can be installed on any hot water heating boiler and its extreme simplicity is a warranty of dependable operation.

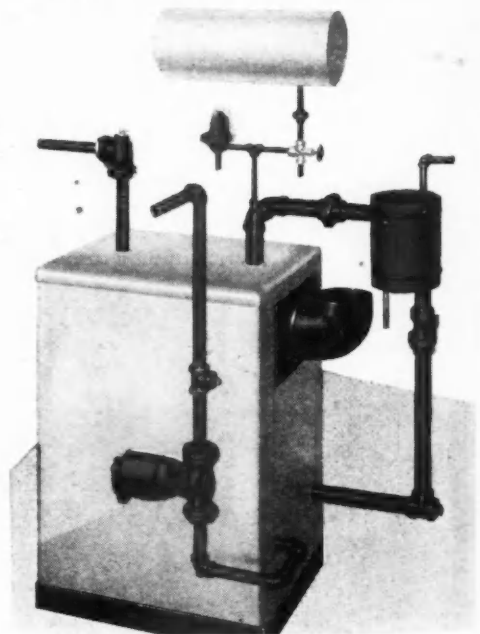
Domestic hot water a bonus feature

Where a B & G *Hydro-Flo* Heating System is installed, no separate water heater is required. The same boiler that heats the house also heats the domestic water—not only in winter but *all around the calendar!* What feature could have more appeal to the lady of the house than a bountiful supply of piping hot water . . . always ready for kitchen, laundry and bath . . . at every hour of the day and night.

No wonder B & G Hydro-Flo Heat is the preferred heating system!



The convector fits in unobtrusively with smart decorative schemes



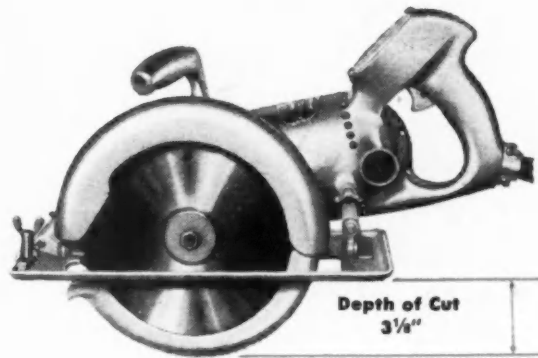
BELL & GOSSETT CO. • Dept. U-11 • Morton Grove, Ill.

Hydro-Flo HEAT

FORCED HOT WATER HEATING FOR RADIATOR, CONVECTOR, RADIANT BASEBOARD AND RADIANT PANEL SYSTEMS



Makes Extra- Deep Cuts FASTER!



*This Husky 9-inch "Quick Saw" * is
Powered for Heavy-Duty Sawing*

There's nothing like a Black & Decker 9" Quick-Saw for ripping hours off heavy construction sawing jobs! This powerful saw cuts to a maximum depth of $3\frac{1}{8}$ "—*ten times faster than hand sawing*. And it's built to take the rough spots without slowing up or overheating.

With a Quick-Saw, you can rip, crosscut, angle, groove, dado—on studs, roof trusses, rafters, joists, stair stringers, all kinds of heavy structural lumber—even save time by stacking boards for sawing. What's more, the same saw can be equipped with blades and abrasive discs for cutting compoboard, slate, tile, marble, asbestos, galvanized sheet, other thin or non-ferrous metals. Yet, with all its power and ruggedness, the Quick-Saw is perfectly balanced for easy handling.

Ask your nearby Black & Decker Distributor for full details on timesaving Quick-Saws. And write today for your free copies of our illustrated, informative "Electric Saw Handbook" and complete catalog. Address: The Black & Decker Mfg. Co., 666 Pennsylvania Ave., Towson 4, Maryland.

LEADING DISTRIBUTORS  EVERYWHERE SELL

Black & Decker

PORTABLE ELECTRIC TOOLS

*Trade Mark Reg. U. S. Pat. Off.



control
insect attack
and rot with...

SANTOPHEN 20

When properly formulated, Santophen 20*—Monsanto's pentachlorophenol, technical—possesses the following qualities which give it many outstanding advantages for use as a wood preservative:

1. It is toxic to wood-rotting fungi, is toxic to termites and wood-boring insects and kills grass roots and other deleterious vegetation.
2. It is stable to light, to normal temperatures and to soil acids and alkalis.

*Reg. U. S. Pat. Off.



3. It is not appreciably soluble in water—does not leach readily.
4. It is a chemical compound with fixed identity—chemically reproducible year after year without variation.
5. It can be determined analytically, which makes possible accurate control of solution strength.
6. It can be determined analytically in wood, thus enabling the determination of its distribution in the wood.
7. It makes possible a "clean" oil treatment; treated wood can be painted and finished as desired.
8. It does not require redrying of the wood after treatment.
9. It is economical to use.

Further information will be supplied by MONSANTO CHEMICAL COMPANY, Organic Chemicals Division, 1700 South Second Street, St. Louis 4, Missouri.

GOOD NEWS FOR 1947!



WE ARE TOOLING UP TO MEET THE EVER INCREASING DEMAND FOR...

STEEL DOOR FRAMES FOR MODERN HOMES



THESE ADVANTAGES ACCOUNT FOR THE GREAT DEMAND

- **STRENGTH**—Welded to form a complete integral unit of jamb, head, and two sides trim; resulting in great strength.
- **RIGIDITY**—Being one complete integral unit, they will not warp or crack, and mitres will not open. Aetna Frames will not absorb moisture and swell, thus the size of the frame will not change.
- **SIZE**—Designed for 1 $\frac{1}{2}$ " and 1 $\frac{3}{4}$ " standard size doors.
- **PERMANENCY**—Will not chip or damage, eliminating costs and inconvenience of repairs.
- **FINISH**—Prime coated at the factory, saving one coat of paint.
- **HARDWARE**—Hinges are welded to frames at the factory, saving the cost of a pair of hinges and application. They are spaced to fit virtually all prefabricated doors. Bronze strike plate is furnished to fit most standardized bit key and tubular locks and latches.
- **LOW COST**—Cost less than wood jambs and trim installed.

Aetna Steel Door Frames, like many modern improvements in the construction field, will serve as a stimulant toward building activity. Aetna Frames are easy to erect requiring less handling at the building site, offer you mass production economy and simplify your supply problems.

SEND FOR NEW AETNA STEEL DOOR FRAME FOLDER.



AETNA STEEL PRODUCTS CORPORATION

EXECUTIVE OFFICES: 61 Broadway, New York 6, N. Y. • PLANT: Pottsville, Pa.

THESE *Little Giant* DEALERS HELP KEEP YOUR PLANT RUNNING *At Top Speed*



- ATLAS MACHINERY & SUPPLY CO.
Colorado
- O. B. AVERY COMPANY
Missouri
- GEORGE F. BAUER & ASSOCIATES
New York
- A. C. BELEFLEUR & SON, CO.
Connecticut
- CENTRAL SUPPLY CO.
Kentucky
- CLAPP, RILEY & HALL CO.
Illinois
- CLARK-WILCOX COMPANY
Massachusetts
- DALRYMPLE EQUIPMENT CO.
Mississippi
- EAGLE SUPPLY COMPANY
Texas
- E. D. EARNEY
California
- FREDONIA MACHINERY & SUPPLY
Kansas
- A. L. GUILLE
Virginia
- HAKE TOOL COMPANY
Texas
- LAMONT HAND
North Carolina
- HAWKINS EQUIPMENT COMPANY
Tennessee
- LITTLEFIELD ENGINEERING
Massachusetts
- W. F. LITTLETON
Texas
- LESLIE C. MILLER
Ohio
- MODERN MACHINERY CO., INC.
Washington
- P. A. NEFF, MACHINERY
Florida
- NIXON MACHINERY & SUPPLY CO.
Tennessee
- RELIANCE EQUIPMENT & SUPPLY CO.
Virginia
- TOWNSCO EQUIPMENT COMPANY
Oklahoma
- WASHINGTON MACHINERY & STORAGE CO.
Washington
- WOODARD, WIGHT & CO., LTD.
Louisiana

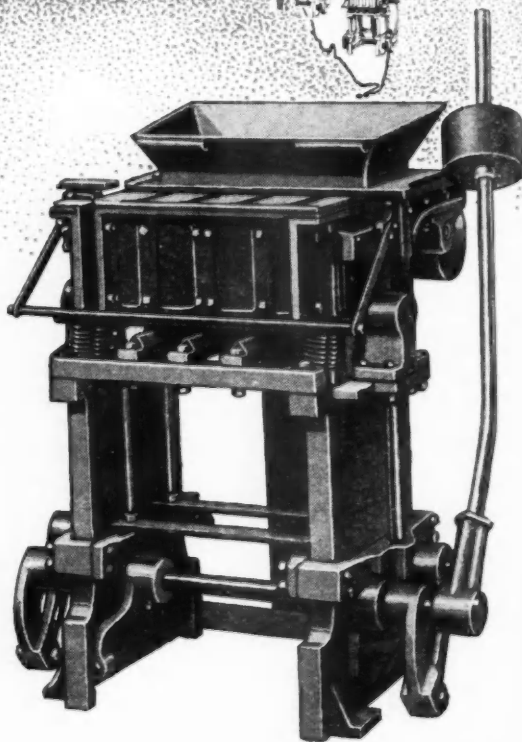
7 HE block-making industry today recognizes the Little Giant...pioneer in the field...as the machine that outdistances all others in speed of operation, economy and *constant steady production*.

This recognition has been accorded--to a large degree--because Little Giants are precision tooled, and *parts for replacement are always available*. Dealers and distributors shown above provide the services that maintain profitable, high production for owners of Little Giants.

J. W. Appley & Son, Inc. are constantly seeking additional reputable concerns to become dealers for these fast-selling machines... and to extend replacement services to Little Giant owners everywhere.

Write or wire today for full details

You can get immediate delivery of Little Giant Block Machines



J. W. APPLEY & SON

INCORPORATED

P. O. BOX 849 STATION A

ST. PETERSBURG 2, FLORIDA

Ame
RE
Fligh
-we
lubr
in li
doub
big
drun
of F
MO

REGISTRATIONS SHOW IT—OPERATORS KNOW IT!

"FORD TRUCKS LAST LONGER!"



ONE big reason—

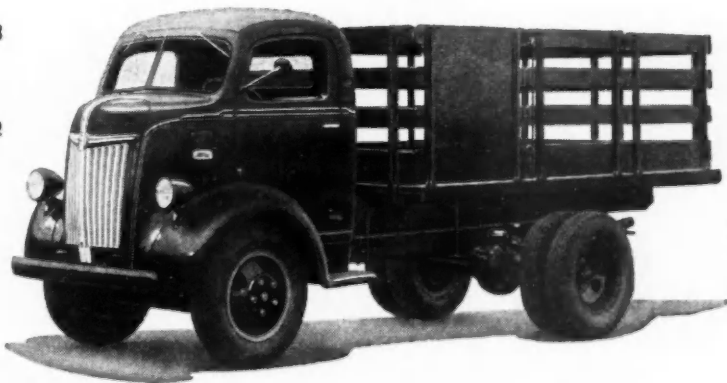
FORD ALL-WEATHER FAST WARM-UP

Ford trigger-fast engine starting often amazes first-time owners. It's mighty satisfying, but not nearly so important as Ford *fast warm-up!* Water does not circulate through the radiator until the engine is well warmed. This speeds the heating of water, cylinder block and oil. Hot exhaust gases are used

to heat the intake manifold, speeding vaporization of fuel and minimizing crankcase oil dilution. Both these features reduce wear on cylinder walls, pistons, rings, bearings and valve mechanism. Yes, winter is tough on any truck, but Ford Trucks are engineered to take it.



90 H.P.
YOUR PICK OF POWER
100 H.P.



Ford Heavy-Duty 2-ton Cab-Over-Engine unit, 158-inch wheelbase, with dual-range rear axle, auxiliary rear springs and 12-foot Ford Platform Stake body.

ONLY Ford Trucks offer you *ALL* these long-life features: your choice of two great engines, the 100-H.P. V-8 or 90-H.P. Six—Flightlight aluminum alloy 4-ring oil-saving pistons—weatherproofed, Hi-Volt ignition—full pressure lubrication—axle shafts free of weight-load, even in light duty units—heavy channel section frames, *doubled* between springs in heavy duty models—big brakes, with non-warping, score-resistant cast drum faces—all told, *more than fifty* such examples of Ford endurance-engineering.

No wonder that Ford Trucks Last Longer! No wonder that 7 out of 11 of all Ford Trucks built since 1928 are still at work! No wonder the average age of all Ford Trucks on the job is nearly 9 years! And no wonder your Ford Dealer is calling for ever-increasing truck production schedules in Ford factories! See him now and get *YOUR* order in!

FORD TRUCKS

MORE FORD TRUCKS IN USE TODAY THAN ANY OTHER MAKE



ARCHITECT: Victor Horubain, Denver.
Photo by Andreas Feininger, New York.



SUNSHINE FOR SALE. What a promise of enjoyable living a little sunshine gives to a room! Spread it through your houses by providing ample windows. Remember, too, that large windows "open" rooms to the outdoors — make them seem more spacious.

When you show houses to prospects there's real value in pointing to L·O·F Window Glass labels on the windows. At a glance, they can see that you have used quality glass. Libbey·Owens·Ford Glass Company, 51126 Nicholas Building, Toledo 3, Ohio.

L·O·F also makes plate glass, safety glass, *Thermopane** insulating glass, *Vitrolite** colorful glass facing, *Tuf-flex** tempered plate glass and other flat glasses.

*Reg. U.S. Pat. Off.



LIBBEY·OWENS·FORD
a Great Name in **GLASS**



YOU'RE GOING TO HEAR MORE ABOUT THESE BUILDING IDEAS

American Home families are going to start a building boom all of their own, as soon as materials are available. Many of them have already bought the real estate. Now, while they're marking time, they're planning these new homes—clipping suggestions from *American Home Magazine*, their text book on building.

When the time comes to build, you'll find they talk your language. They have ideas on that play-room basement—and that glass-walled sun porch. They've been dreaming about these things ever since they saw them pictured in *American Home Magazine*. They even have ideas on the type of flooring and the kind of glass to use.

That's why it's good business for you to check *American Home Magazine*. You'll find a more ready acceptance among your clients for building materials advertised in this magazine.



The NEW LYNDON by Eljer

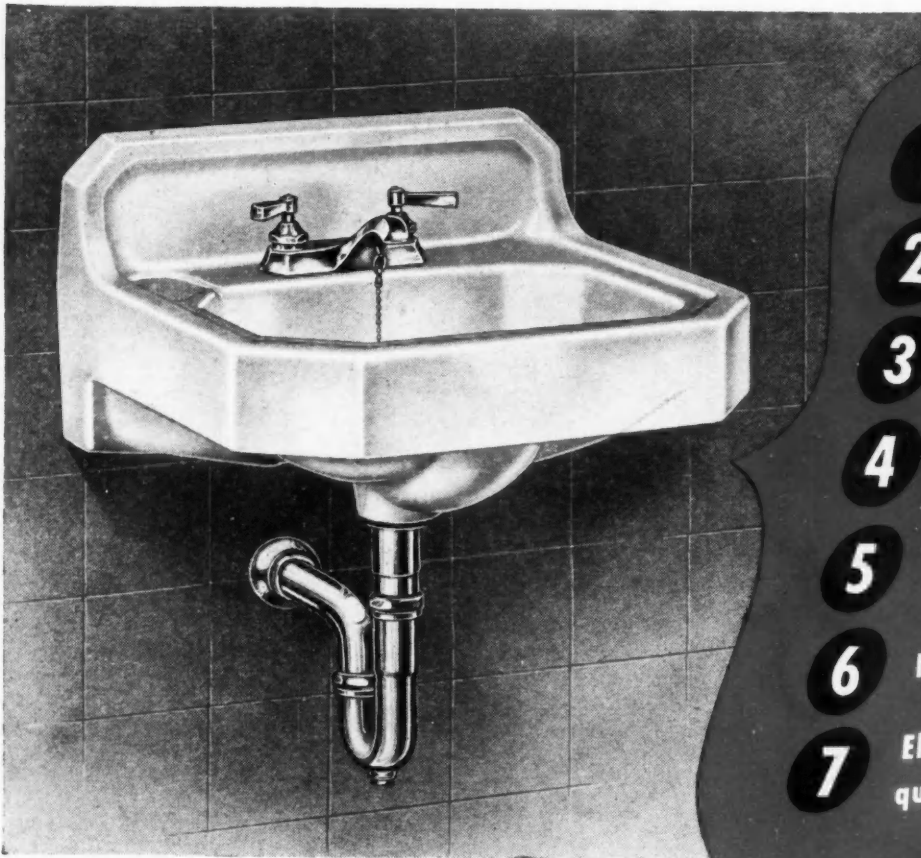


PLATE B-4254-G

- 1 Size 18" x 15" with 4" back
- 2 Eljer acid-resisting vitreous china
- 3 Unit fitting
- 4 Concealed wall hangers
- 5 Front overflow
- 6 Integral soap holder
- 7 Eljer styling and quality

A PRACTICAL LAVATORY WITH MANY USES

Eljer's New Lyndon lavatory combines style and practicality in a high-quality fixture for the urgent building requirements of today. It is designed to make efficient and pleasing use of limited space and is an ideal fixture for bathrooms and extra washrooms in homes of small or medium size. Schools, office buildings, factories and hotels gain important advantages in space and service costs by including the New Lyndon lavatory in their building or remodeling jobs.

SEE **ELJER** NATIONAL ASSOCIATION OF HOME BUILDERS EXPOSITION • CHICAGO, ILL., FEB. 23RD TO 27TH

ELJER CO. . . . FACTORIES AT

FORD CITY, PA. • SALEM, OHIO • LOS ANGELES, CALIF.

SINCE 1904 MAKERS OF FINE PLUMBING FIXTURES



MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

Columbus Home Builders Elect Wilburn K. Kerr

At the recently held annual business meeting of the Columbus Home Builders Association, Wilburn K. Kerr was elected president of the Association for the year 1947, to succeed Walter F. Shapter.



WILBURN K. KERR

In addition to being an active member of the home builders group, Mr. Kerr is a realtor member of the Columbus Real Estate Board and holds the office of second vice president of that organization. He is also a member of the Board of Trustees. Mr. Kerr held the office of vice president of the National Association of Home Builders during 1943 and 1944.

Also at the annual meeting, three members—Joseph F. Schmeider, Robert B. Bleckner, and Ted W. Koons—were elected to two-year terms on the Board of Directors to fill the expired terms of Mr. Shapter, Clyde R. Montgomery, and Ralph S. Fallon. Mr. Schmeider was elected to the office of vice president and Earl F. Washburn was re-elected as secretary and treasurer of the Association.

Chicago Builders Hear Klutznick

Philip M. Klutznick, former commissioner of the Federal Public Housing Authority, addressed the November meeting of the Chicago Metropolitan Home Builders Association on the subject of "Opportunities for the Home Builders."

Mr. Klutznick, now a private home builder in Chicago, told the Chicago builders of the extensive housing program, organized and promoted by private enterprise, which he is about to launch on the south side of that city, about 30 miles from the downtown business section. When completed, a new city of some 25,000 inhabitants will have been added to the Chicago suburban area, he said.

Long Island Home Builders Institute Proposes Workable "Vets" Housing Plan

On the ground that thousands of war veterans are not in a position to purchase a home in the \$10,000 class under the so-called Wyatt program, the Long Island Home Builders Institute, headed by Gus A. Mezger, last month made a proposal which its officials believe will "release many rental units for veterans' occupancy and at the same time give other potential owners the type of housing they want." Outlining the plan Mr. Mezger, and Otto J. Hartwig, executive secretary of the Institute, explained that many persons who want a house of the better type at present are "frozen" in apartments in the \$50 to \$80 price range because they are not permitted to build under restrictions of the Wyatt program.

If the regulations were modified to permit families of higher income to build higher cost houses, these families could give up their present quarters to veterans, Mr. Mezger asserted.

The "rental availability" program which they advocate calls for the allocation of 25 to 50 per cent of HH priorities in each area for the construction of residences without price ceiling limitations, for occupancy and ownership by veterans and non-veterans. This step, they point out, still would leave a considerable volume of priorities for the erection of houses specifically for ex-service men within the established ceiling price limit.

Veterans Assured of Housing

To make sure that housing units released by those who put up higher valued dwellings would go to veterans, the home builders suggest the following restrictions:

"No person may receive priorities and permission to build a home for his own occupancy in the higher price class just described unless he first furnishes a bona fide, firm commitment from an owner or landlord agreeing to hold for a veteran, for not less than 30 days, a rental accommodation that does not exceed \$80 a month in cost." Under this procedure for homes built without ceiling-price limitations, restrictions also would be enforced on the use of critical materials. For example, not more than 1,000 sq. ft. of hardwood flooring would be permitted in a house, and substitutes would be used for additional floor space.

Housing calling for more than one bathroom or lavatory might be limited to one complete bathroom, leaving the others to be roughed in, with lines capped, temporarily. Wire lath might be specified, thus reserving scarce Rocklath and Sheet-

rock for ceiling-price homes for veterans.

To discourage speculation in land as the result of any rush to build under this plan, it is further proposed that construction of the higher price homes be limited to sites held for home building purposes prior to a specified date, possibly March 26, 1946, when the Wyatt program was launched.

The release of medium-rental housing units to veterans by families moving into homes built under the proposed program would help ease the present pressure for rental quarters under \$80 a month, Mr. Hartwig declared.

While admitting that there might be some difficulty in getting landlords to agree to hold vacated apartments for veterans, since they already have many names on their waiting list, Mr. Mezger stated his belief to be that owners of rental properties could be persuaded to cooperate. He further suggested that local veterans' committees be cloaked with the responsibility of "screening" qualified ex-service men for occupancy of the released housing units.



"LARRY" G. HOLMES

Holmes New NAHB Assistant

Lawrence G. Holmes, field representative for the NAHB, has been appointed to the position of administrative assistant to Executive Vice President Frank W. Cortright. He succeeds Scott Weller, who resigned recently to join the building firm of Geo. A. Poag and Associates, Ft. Wayne, Ind.

Immediately prior to becoming connected with the National Association early this year, Mr. Holmes was business manager of the Illinois Association of Real Estate Boards and secretary of the National Council of Real Estate Taxpayers.

Home Builders Meet With Government Officials—Wyatt Defends His Program

During a recent eight-day conference of NAHB's national directors, held in Washington, the most heated discussions occurred during a four-hour session when Housing Expediter and National Housing Administrator Wilson W. Wyatt and nearly a score of government officials appeared before the Board of Directors of the National.

NAHB President Joseph Meyerhoff, Baltimore, presented to Mr. Wyatt some fourteen major criticisms and recommendations covering phases of the current

country was held to be a national scandal. Conventional permanent construction stands month after month while these materials are either held in warehouses by the public housing agency or used for temporary shacks and igloos in widely separated areas.

3. It was maintained that the continued export of certain building materials to foreign countries must be stopped by executive order and by the elimination of OPA bonuses and premiums for export shipment.



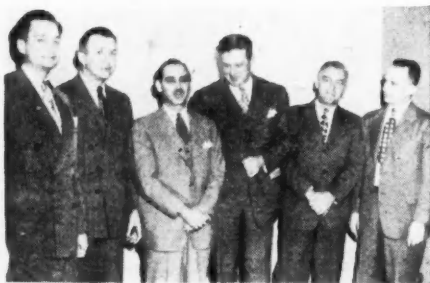
HOUSING Expediter Wilson Wyatt defending his program before NAHB's national directors.

problems with the NHA, the FHA, the CPA, the OPA, the WAA, the VA and the Wage Adjustment Board. He said that regulations have bred regulations to such a point that building a veterans' home is now about as complicated as the Einstein theory.

During the discussion, the following points were made:

1. Although some building materials, after many months of expediting, are in improved supply, many others are not in satisfactory production. Because of the

4. When, as and if building materials come into supply, shortages of skilled labor will be the primary problem. Builder representation on the Wage Adjustment Board was held to be imperative. Apprentice training programs through vocational schools to provide more mechanics was again vigorously urged upon Mr. Wyatt. This was held to be particularly important in the trowel trades and wherever unions resist entry of more workers, and training is too costly in time and in wastage of materials. Full productivity



PRESIDENT Joseph Meyerhoff and five prominent members of the Board of Directors.



STRATEGY MAKERS—(l. to r.) Walton Onslow, Frank W. Cortright, Joseph E. Merrion.

necessity of all items being made available, it was maintained that balanced production and full supply at lower costs could be achieved only by immediate lifting of OPA price controls on building materials. (Ed. Note—President Truman took this action last month).

2. Discrimination against veterans' permanent homes through "super-priorities" given to the Federal Public Housing Authority for temporary units should be eliminated. The stockpiling of materials by FPHA in various places throughout

of labor can be expected only at such time as an adequate supply of both labor and materials exists.

5. A sharply critical position was maintained in the matter of "guaranteed markets" for factory-built homes. In the face of an unprecedented demand for homes, a government guarantee for any well constructed and properly priced house was held to be superfluous and improper.

6. FHA evaluation and pricing problems involved in a constantly rising market were discussed in detail. Suggestions

were made to: (a) assist homes started before Mar. 26; (b) encourage construction of three-bedroom houses; (c) encourage the construction of a great volume of rental units at the lowest possible rent levels; and (d) provide for the veterans requiring more than a minimum house.

7. Of all questions directed to Mr. Wyatt from the floor, the hottest were demands as to why he believed the Wagner-Ellender-Taft Housing Bill had any part in meeting the veterans' emergency housing need, and why he and the NHA continue to devote so much time and effort to urging passage of that long-range, socialized housing bill. Mr. Wyatt's arguments that its "financing aids" are essential were totally unconvincing to home builders who held that most of the Title VI \$2 billion insurance authorization is still available, and that financing is the *only* problem with which the industry is not confronted.

Dallas Home Builders Group Entertains National Officers

Joseph Meyerhoff, president, and Frank W. Cortright, executive vice president, of NAHB, recently spoke before a joint luncheon meeting of the Dallas Home Builders Association and the Dallas Real Estate Board at the Hotel Adolphus, Dallas, Tex.

Mr. Meyerhoff told the more than 250 home builders and realtors in attendance



NAHB officials with Dallas HBA president.

that government controls must be entirely eliminated to stimulate the production of building materials, which he termed the key to the veterans' housing problem. He also called for the defeat of the Wagner-Ellender-Taft bill when it is introduced into the 80th Congress next year.

Mr. Cortright criticized government agencies in Washington for failing to solve the housing problem. "There has been little improvement in the building



SPEAKERS' table at Dallas luncheon meeting.

situation since Wilson Wyatt became housing expediter early this year," he said.

Mr. Cortright also suggested that the veterans themselves voice their protests in Washington through their own representatives in Congress.

Southwestern Regional Conference Well Attended



NAHB President Meyerhoff; Ben Wileman.



Wm. Farrington, Houston, and R. A. Foley.



V. F. Buchek, San Antonio; Frank Cortright.

Prominent builders from all sections of the Southwest gathered in Oklahoma City October 18 and 19 for the Southwestern Regional NAHB Conference. Headed by Ben C. Wileman, general chairman of the conference and first vice president of NAHB, the committees in charge arranged and carried through a well rounded and interesting program of panel discussions.

The conference was opened with a discussion titled "The Veteran's Viewpoint," presented by representatives of veterans' organizations, with a response by Joseph Meyerhoff, president of NAHB. This set the pace for the entire meeting which was built around the theme of "A Study of Veterans Housing." Other panels covered various phases of the problem.

Frank W. Cortright, executive vice president of NAHB, presented a report on current Washington developments at the banquet Friday evening. Saturday noon, R. A. Foley, commissioner of FHA, told the builders that with complete cooperation and teamwork all along the line, private industry can solve the current housing problems.

President Joseph Meyerhoff of NAHB concluded the conference program Saturday evening with an address.

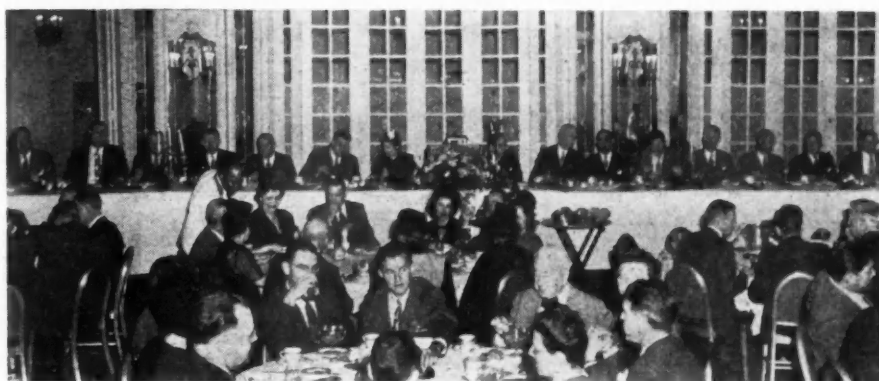


GOVERNOR Kerr of Oklahoma, with Ben Wileman, Frank Cortright, Bill Farrington and Joseph Meyerhoff at the opening of the Greater Oklahoma City Home Show, which drew a record attendance.

Greater Cincinnati Builders Hold Annual Banquet Meeting

Shown seated at the speaker's table (photo at right) during the Home Builders Association of Greater Cincinnati Annual banquet meeting are: (l. to r.) Richard M. Sandberg, executive secretary, and John B. Freiden, attorney and counsel for the Association; Walter C. Fehrman, president of the Greater Cincinnati Savings & Loan Exchange; H. H. Evers, past president, Ohio Savings & Loan League; A. L. Guckert, FHA Director; Thomas McIlvain, NAHB Nat'l Director; Elizabeth Gordon, Editor-in-Chief, House

(Continued to page 38)



ABOVE VIEW shows speakers' table at Greater Cincinnati Home Builders Banquet Meeting.

Rochester Exposition Huge Success

Over 40,000 square feet of floor space were utilized by the 85 exhibitors who displayed their building products and services to the more than 70,000 people attending the recent Rochester Better Homes Exposition, sponsored by the Rochester Home Builders' Association.

Shown (left) looking over the exposi-

tion records are: (l. to r.) M. Sanford Abbey, NAHB national director; J. Raymond Tobin, executive secretary; Joseph Bevacqua, president and national director; Joseph Entress, vice president; and Alfred Brown, treasurer, all of whom, with the exception of Mr. Abbey, are 1946 officers of the Rochester association.



OFFICERS of Rochester Home Builders' Association seem satisfied with Exposition report.

Cortright's Column

By Frank Cortright

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



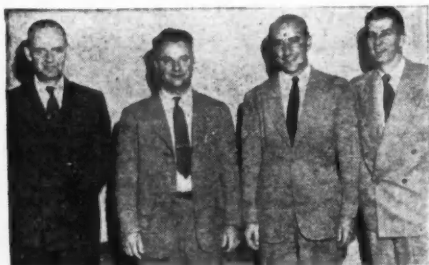
The election last month placed unprecedented responsibilities on us as home builders. As government moves out of the picture, the industry can and will do an increasingly satisfactory job. At the outset we must produce good homes for veterans both for sale and rental in all price classes. When the most urgent veteran need has been met we must produce good housing for all people in this country. We must demonstrate that we can exercise self-control in the public interest.

It now appears that present controls will be removed in steps although anything can happen in these months immediately following the elections. Presuming that restrictions will come off step by step, every segment of this vast industry must play its full part and produce to its maximum at a fair profit or wage to meet the long suppressed construction demand. Until normal competition is fully restored, both building producers and building labor will no doubt have chances for opportunistic "cashing-in" on some of this new found freedom. But the temporary advantage which might be gained by some must be sacrificed for the longer range benefit of a continuous home-buying market and employment.

Likewise, a better job must be done by manufacturers and distributors of building materials, those who finance and construct housing, those who labor on and off site, and by the FHA. We must have improved construction techniques, improved financing, better land planning, better home design. We must supply all segments of the market both for sale and rental. We must meet and solve the immense problem of slum clearance. Where legislation is clearly called for, we must not only support it but shape it.

We, and not the government, shall soon be responsible for where we are going. The vote of the people demanding release from planning, regulation and governmental domination makes it mandatory for housing-by-government to be scrapped. In so doing, we must see to it that we drive with care and skill along this private enterprise highway toward the goal of free enterprise as the sole producer of good homes for all our people.

New Jersey Officers



LEFT to right: M. C. Carroll, exec. sec'y, and Ralph Carletta, president, HBA of Northern New Jersey, and Henry J. Shaheen, president, and Chas. C. Deubel, Jr., exec. sec'y, New Jersey Home Builders Ass'n.

Increase in NAHB Membership

During the past year, the NAHB has expanded its membership from 8,000 to

11,500, an increase of 3,500, according to Frank W. Cortright, executive vice president. The number of affiliated local associations has risen from 78 to 92.

Cincinnati Meeting—

(Continued from page 37)

Beautiful; Lockwood G. Doench, president, Home Builders Association of Greater Cincinnati; Myers Y. Cooper, former governor of Ohio, a Cincinnati builder and toastmaster for the banquet; Joseph Meyerhoff, president of NAHB; Joseph B. Haverstick, president Ohio Home Builders Association; Herbert Fast, president of the Cincinnati Real Estate Board; E. J. McFarlan, president of the Lumber & Millwork Association, Inc., and Samson I. Crew, Chairman of the Hard Materials Division of the Lumber & Millwork Association; and Walter Schoenle, Chairman of the Hamilton County Savings & Loan League.

New Orleans Chapter Host to FHA Commissioner Raymond Foley

The New Orleans Chapter of NAHB was recent host to Raymond M. Foley, FHA commissioner, on the occasion of his making a swing through the southern states inspecting veterans' housing. At a dinner meeting, presided over by C. Earl Colomb, N. O. Chapter president, Mr. Foley told the 500 guests, including representatives of every branch of the New Orleans building industry, that in his



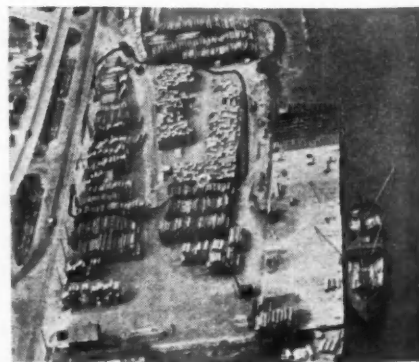
ABOVE, left to right: Douglas Svendsen, FHA Director for La., Mr. Foley, Mr. Colomb, New Orleans' Mayor Morrison, and N. O. Chapter Exec. V. P. "Doc" Lundquist.

opinion the cost of new homes had about reached a peak and should begin to decline after a leveling off period.

Earlier in the day Mr. Foley drove the first piling inaugurating construction at Fillmore Gardens, the largest privately financed and built veterans' housing project as yet undertaken in the New Orleans area. During this ceremony the FHA Commissioner said that he was "optimistic" about the private building industry's ability to reduce housing costs and meet the demand.

Where Lumber Goes

A. H. M. Graves, president of the Marion County Residential Builders, Inc., Indianapolis, and Chas. E. Wagner, Burnet-Binford Lumber Company of that city, know what is happening to a lot of



the lumber supposed to be going into homes for veterans. The above photo taken by Mr. Wagner shows approximately 6½ million feet of lumber, marked for UNRRA, awaiting shipment in Coos Bay, Ore. The marked area embraces over 4 million feet suitable for G. I. housing.

COSTS LESS

TO BUY • TO STOCK • TO INSTALL

DOES MORE

PER FOOT • PER POUND • PER ROLL



No Other Insulation

- IS SO HIGHLY EFFICIENT
- IS SO LIGHT IN WEIGHT
- IS SO EASY TO INSTALL

Rated by U. S. Government tests as the best! Up to 36% better in downright insulating efficiency than 10 other brands, and substantially better than any commercial brand on the market today. And in addition, note these important advantages: — ● Lightest insulation made — no structural strain. ● Will not pack down — always fluffy. ● Mildew and moisture proof. ● Odorless and vermin proof. ● Harmless to skin and eyes. ● Thoroughly flame-proof — won't burn even under a blowtorch.

INSULATION IKE SAYS... SPECIFY

CELLULITE

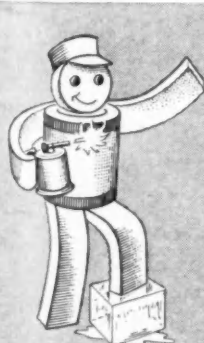
TRADE MARK REGISTERED U. S. PAT. OFF.

FLAMEPROOF COTTON INSULATION

Read for yourself the amazing story of Cellulite Cotton Insulation, fully illustrated with facts that make sales easy for you. Write for your copy today to

THE GILMAN BROTHERS COMPANY

GILMAN • Established 1897 • CONNECTICUT





One "Square Peg"



that fits a "Round Hole"

"Imagination unlimited" . . . that's the scope of Sheetrock*, the best in fireproof gypsum wallboard. Sweeping curves, arrow-straight planes, graceful arches, all are possible with this versatile material. And, when treated with the Perf-A-Tape* joint system, Sheetrock forms smooth, unbroken surfaces. Fireproof, non-warping, non-buckling, these crack-resistant panels should last the life of the building. More, application is fast and easy, you can decorate by any method

SHEETROCK
FIREPROOF
WALL & CEILING
PANELS

as soon as the joints are finished. Add it up. That means saved days, lowered expenses, and increased efficiency . . . important when millions of families desperately need housing. For large free book of complete Sheetrock data, write now to 300 West Adams Street, Chicago 6, Illinois. *Sheetrock and Perf-A-Tape are registered trademarks which distinguish the fireproof gypsum wallboard and joint reinforcement system manufactured by the United States Gypsum Company.

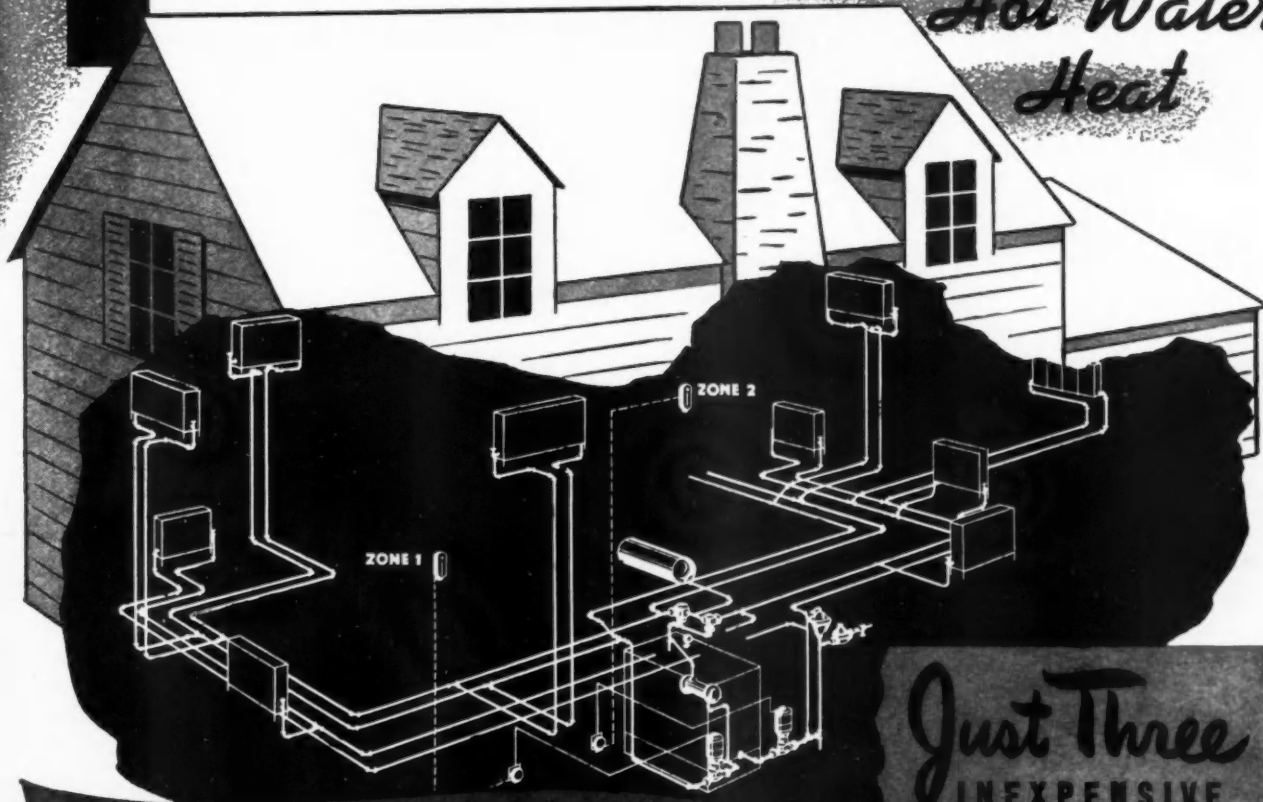


United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint

THRUSH Zoned Hot Water Heat



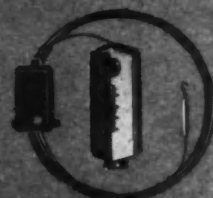
FORCED CIRCULATING

THRUSH ZONE CONTROL

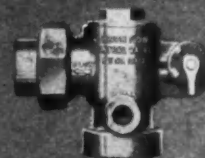
Saves Fuel!

INVESTIGATE the Thrush method of zoning which heats two or more separate apartments or buildings from one hot water boiler, and provides domestic hot water for kitchen, laundry and bath, summer and winter. The temperature in each zone is automatically regulated to suit the needs of the occupants, whether there are five zones or twenty. Heat is transmitted only when needed in that zone without affecting other zones. It's the simplest zoning method yet devised, inexpensive to install . . . and assuring a real reduction in fuel costs. Write for bulletin describing Thrush Zone Control, giving interesting facts on installations and fuel savings in large homes, apartments or commercial buildings, and ask your wholesaler about Thrush equipment. Address Department G-12.

Just Three INEXPENSIVE UNITS



RADIANT HEAT CONTROL



FLOW CONTROL VALVE



WATER CIRCULATOR

H. A. THRUSH & COMPANY
 PERU, INDIANA

This "new quality of living"



TRIED . . . PROVED . . . SUCCESSFUL

*From Boston to San Diego . . .
 . . . From Bismarck to Miami*

The **Servel All-Year Gas Air Conditioner** is already operating successfully in hundreds of installations from coast to coast. Some have been running for more than four years. The equipment is tried, tested . . . and approved by users everywhere.



It's always spring indoors in this modern home at Enid, Oklahoma. Servel All-Year Gas Air Conditioning has been providing "a new quality of living" here since 1941.

ing increases home values

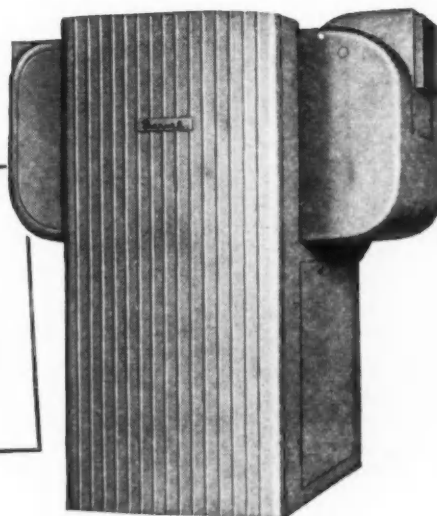
Comfort is greater, resale price higher with Servel All-Year Gas Air Conditioning

When you specify Servel *All-Year* Gas Air Conditioning, you make it possible for your client to select just the climate he wishes in his home the year round. With the touch of a fingertip he can enjoy cleaned, cooled, thoroughly dehumidified air—refreshing as a mountain breeze—all through the hottest, sultriest summer weather.

And when winter comes, he can flood his home with clean, draft-free, properly humidified warmth—without leaving his living room! Winter, summer, spring or fall, a simple fingertip adjustment of the Selectrol control is all that's required to produce the desired temperature and humidity indoors.

In providing home owners with this simple, efficient, and complete control of their indoor climate, you not only give them a wonderful "new quality of living," but you increase the investment value of their homes. Leading mortgage loan officers all over the country agree that no matter what other new developments in homebuilding are perfected during the next ten or twenty years, homes equipped with the Servel unit will still be up-to-date. And consequently will command a higher resale price over a longer period of time.

For further information on the year-round comfort and investment values of the Servel *All-Year* Gas Air Conditioner, get in touch with your local Gas Company. Or write direct to Servel, Inc., 1612 Morton Ave., Evansville 20, Ind.



Servel

All-Year GAS AIR CONDITIONER



Better Homes and Gardens

READ BY MORE THAN 2,950,000 FAMILIES
DECEMBER 1946 • 15 CENTS 20¢ IN CANADA

Did you miss yours?

BEHIND THE BLUEPRINTS,

the F. W. Dodge survey of who's really going to build and what they really want in their homes, is priceless information for you—yours for the asking, on your business letterhead. Solid-rock information like this is just one of Better Homes & Gardens' ways of working with builders and dealers.

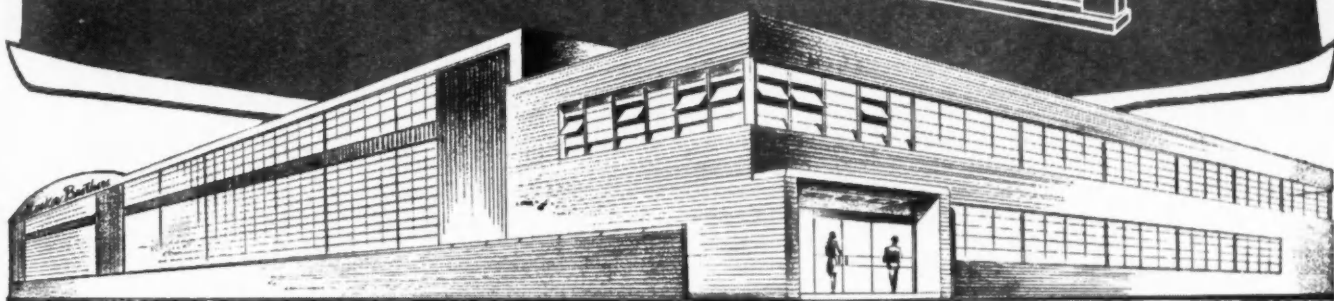
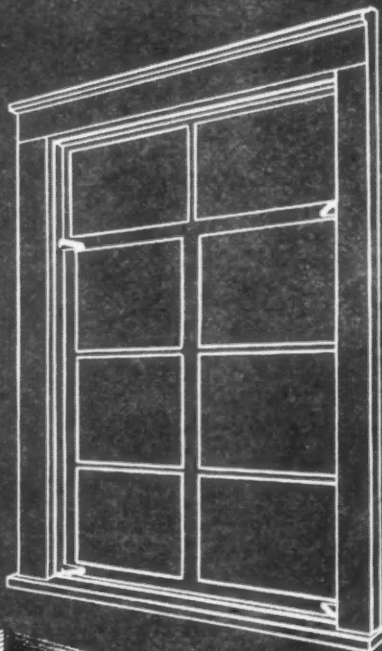
Address: Better Homes & Gardens, Des Moines 3, Iowa



America's First Service Magazine

1947 Circulation Over 3,000,000

You designed the
 "American Home"
 metal window



...we built this plant to make it

Here is the first residential window designed *by* the trade, *for* the trade. Your specifications called for a practical, weather-tight, inside-screened metal window, factory-fitted with wood surround and storm-sashable outside trim, to come completely assembled in one package (even factory-glazed if desired), ready for jiffy installation in frame, brick-veneer or brick houses. So great has been your demand for "American Home" Metal Windows, Mesker has built this modern new plant for their exclusive manufacture. You are cordially invited to visit us when in St. Louis.

John Mesker

MESKER

MESKER BROTHERS • 4342 GERALDINE AVE. • ST. LOUIS 15, MO.



A house, too, can be “caught out on a limb”!

● Every architect and builder knows, of course, that you just can't beat bituminous coal for dependable, uniform, low-cost heat.

But even when a client *insists* on using some other fuel in his new home, be sure you give him the chance to change his mind sometime in the future—and turn to coal.

Otherwise, his house will be “out on a limb” when stoker developments, local coal heating services, cost differentials, or other factors convince him that he should get the benefits of coal heat.

This means: (1) provide a chimney with sufficient flue capacity to burn coal efficiently; (2) provide sufficient space adjacent to the heating unit for eventual coal storage and stoker installation.

The cost of taking such sensible precautions is negligible. And it constitutes valuable insurance of the future value of the home.

Coal supplies uniform, *steady* warmth throughout every portion of each room. For there's always a fire in the furnace—no “pop on and pop off” periods that permit accumulated heat to rise to the ceilings and leave floor areas dangerously cold. That, plus its low cost, is why more than 4 out of every 7 homes in the United States now heat with coal!



Every new home you design or build should be planned to permit the efficient burning of coal—no matter what fuel may initially be selected. In two simple ways you can free any new home to turn to coal—the most plentiful and most economical fuel of all. This means:

1. Provide a chimney of adequate flue capacity.
2. Provide sufficient space adjacent to the heating unit for eventual coal storage and stoker installation.

BITUMINOUS COAL

BITUMINOUS COAL INSTITUTE
Affiliate of NATIONAL COAL ASSOCIATION
Washington, D. C.

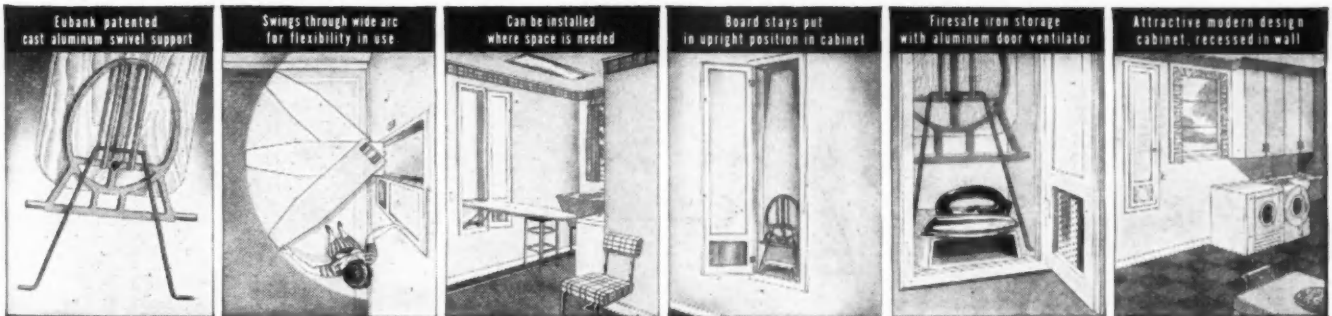
Now Available..Specify



TRADE MARK REG. U. S. PAT. OFF. PEND.

SWIVEL-TYPE CABINET IRONING BOARD

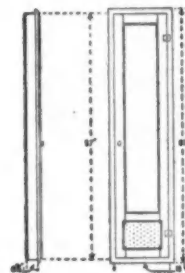
Now available for immediate delivery! Make use of it in your planning!



These Features Mean Satisfied Clients

Women everywhere approve the many features of the EUBANK swivel-type cabinet ironing board. It can be installed in new or old homes — before or after plastering. It's planned to make a woman's work easier, more pleasant . . . and that means satisfaction for your clients. The EUBANK ironing board is available for delivery NOW. If your regular lumber dealer does not have this improved cabinet ironing board, write the distributor nearest you.

- Sturdy Construction — Double Strength and Durability!
- Patented Cast Aluminum Swivel Support! Holds Board Firm — Eliminates Sagging!
- Swings Through Wide Arc for Flexibility in Use!
- Can Be Installed Where Space is Limited! Rough Opening Required 14" x 57 1/4" x 33 3/4".
- Right or Left Door Installation!
- Board Stays Put in Upright Position in Cabinet!
- Firesafe Iron Storage with Aluminum Door Ventilator!
- Attractive, Modern Design Cabinet, Recessed in Wall!
- Easy to Install — Before or After Plastering!
- No Projecting Parts to Tear Fabric!



INSTALLATION SPECIFICATIONS

ROUGH OPENING
14" x 57 1/4" x 33 3/4"

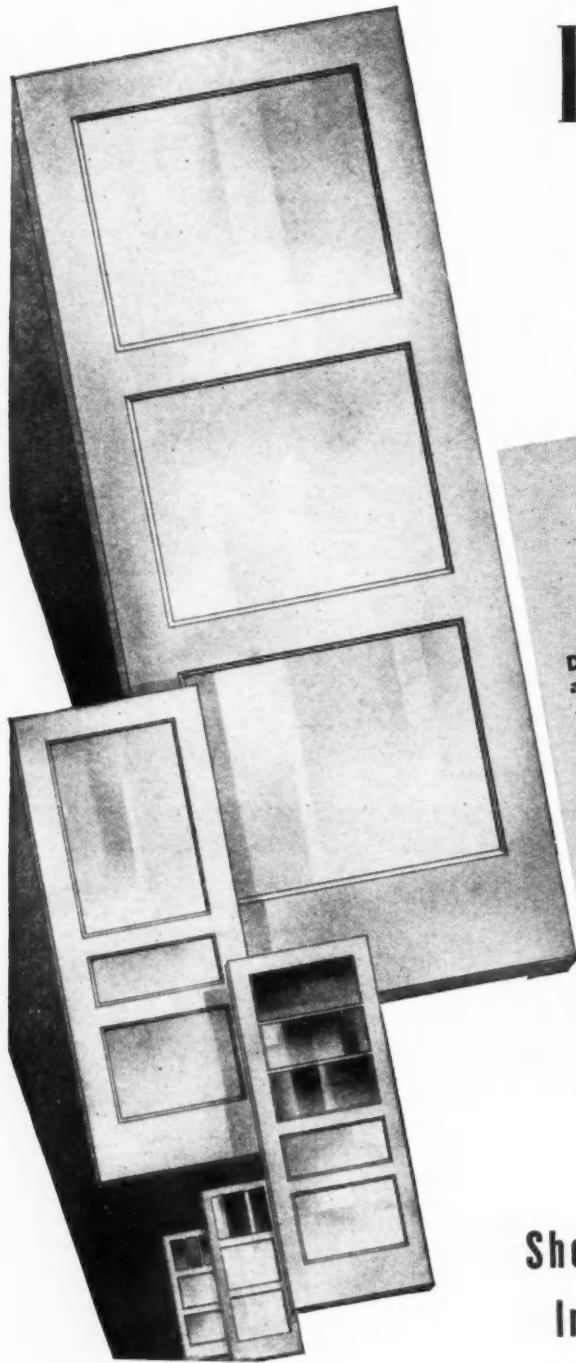
SET CABINET
23" FROM FLOOR

BUILT BY
L. H. EUBANK & SON
INGLEWOOD, CALIF.

"America's Master Cabinet Builders"

DISTRIBUTORS: Arizona - Arizona Sash & Door Co., Phoenix; Southwestern Sash & Door Co., Phoenix & Tucson; Arkansas - Dyke Bros., Fort Smith, Little Rock & Texarkana; California - L. H. Eubank & Son, Inglewood; Connecticut - Wm. H. Short Lumber Co., West Hartford; District of Columbia - Harbor Sales Co., Inc., Washington; Florida - Harbor Plywood Corp., Jacksonville, Miami & Tampa; Georgia - Harbor Plywood Corp., Atlanta; Illinois - Harbor Plywood Corp., Chicago; Indiana - E. W. Camp Plywood Co., Inc., Indianapolis; Iowa - Tip Top Distributing Co., Cedar Rapids, Des Moines & Storm Lake; Kentucky - E. W. Camp Plywood Co., Inc., Louisville; Louisiana - Davidson Sash & Door Co., Lake Charles; New Orleans Sash & Door Co., New Orleans; Maryland - Harbor Sales Co., Inc., Baltimore; Massachusetts - Kimball Lumber Co., Watertown; Michigan - E. E. Anderson Lumber Co., Detroit; Anderson-Dietrich Lumber Co., Lansing; Missouri - Dyke Bros., Joplin & Kansas City; Nebraska - Omaha Hardwood Lumber Co., Omaha; New Jersey - Jersey Millwork Corp., Jersey City; J. R. Quigley Co., Gloucester City; New Mexico - Southwestern Sash & Door Co., Albuquerque; The New Mexico Co., Albuquerque; New York - Alpert Woodworking Corp., Brooklyn; Davis Plywood Corp., Rochester; Ohio - E. W. Camp Plywood Co., Inc., Cincinnati; Davis Plywood Corp., Cleveland, Columbus & Toledo; Tennessee - Cole Manufacturing Co., Memphis; Texas - Davidson Sash & Door Co., Austin; Houston Sash & Door Co., Houston; Southmost Sash & Door Co., Harlingen; Texas Sash & Door Co., Fort Worth; Geo. C. Vaughan & Son, San Antonio; Washington - Harbord Mercantile, Aberdeen; Lundgren Dealers Supply, Tacoma.

These Features Make Douglas Fir Doors Easier and Quicker to Install



PRE-FIT

Douglas fir doors will be available pre-fit to exact book size . . . ready to hang without on-the-job sawing and fitting.

FACTRI-FIT

Douglas fir doors will also be available completely machined — not only pre-fit, but gained for hinges and mortised or bored for locks as well. Doors will be grade-marked, as in the past, for ease in specification and ordering. They'll be better doors in every way.

PRE-SEALED

Douglas fir doors will be available pre-sealed . . . a feature which improves dimensional stability, reduces moisture absorption, and eliminates the need for one prime coat.

Shortage of Shop Lumber Is Critical Factor In Increasing Stock Door Production

Every fir door that can be made — with the amount of shop lumber being made available to the door factories — is being made. Production is slowly increasing but current demands for reconversion housing needs are so heavy that there are few doors for warehouse or dealer inventories, or for general building. But when present difficulties are overcome, more and more of these fine, precision-made Douglas fir doors will be available. The features outlined above — the greatest advance in stock door values in a decade — will assure you sturdy, attractive, durable doors, easier and quicker to install. Keep in touch with your regular source of supply!

Douglas Fir DOORS

Remember! NATURE MAKES DOUGLAS FIR Durable!

FIR DOOR INSTITUTE
The National Association of
Fir Door Manufacturers
Tacoma 2, Washington



Ceco Screens may be secured full height or half height in sliding or fixed type installations. They can be furnished to meet any job condition.



Metal Frame Screens?

Builders from all parts of the country have told us that they like to use Ceco Metal Frame Screens on the homes they build. Below are their reasons boiled down to six outstanding advantages. Here's proof why Ceco Metal Frame Screens should be used:

- 1** They help sell houses because customers like their trim appearance, and the ease with which they are put up and taken down.
- 2** Standard types and styles for every purpose—for wood or metal windows—new or replacements.
- 3** Cost no more than ordinary screens . . . factory finished . . . no on-the-job painting, trimming or fitting.
- 4** Will not warp, shrink, swell, twist or rot.
- 5** Custom-built from (1) *Steel*, (2) *Bronze*, or (3) *Aluminum*.
- 6** Wired with rust-proof, clear vision screen cloth.

Call Ceco for the finest metal frame screens. Our engineers will be glad to assist you.

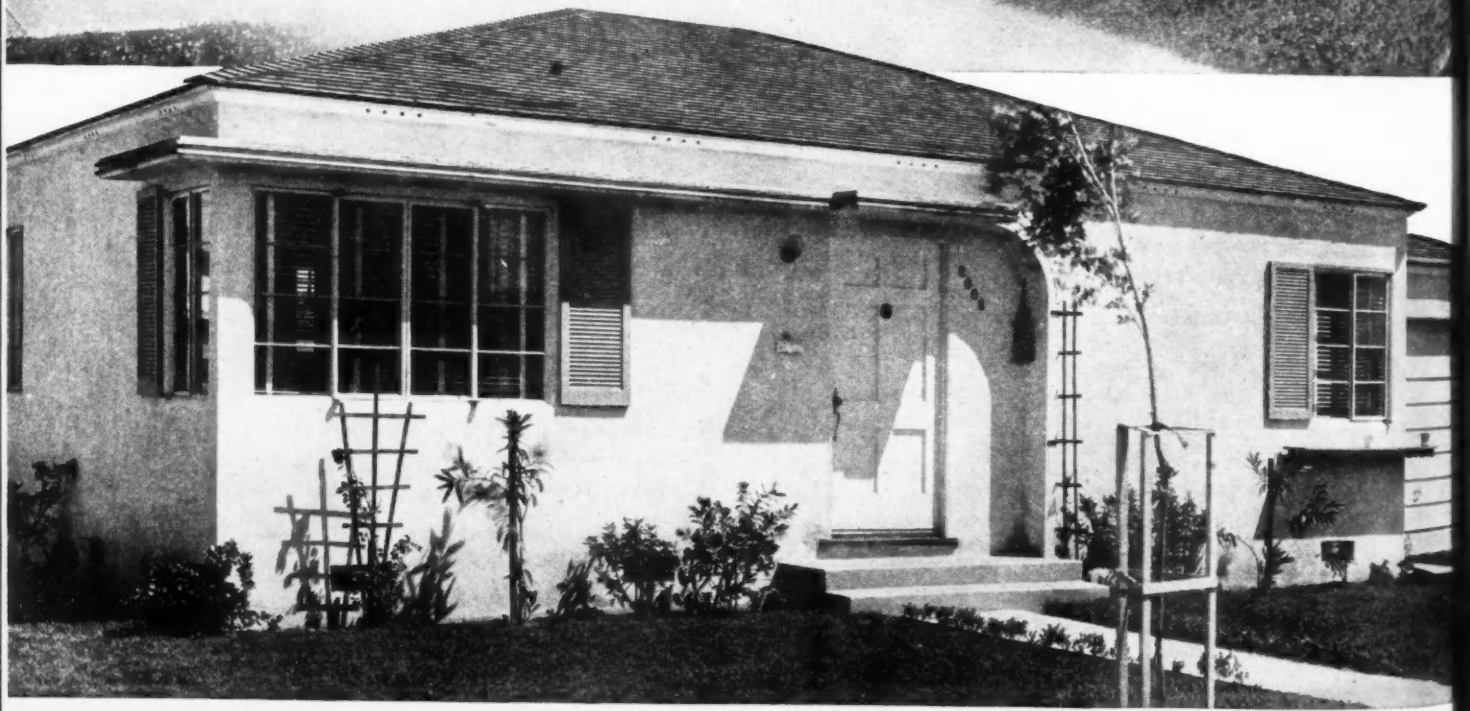
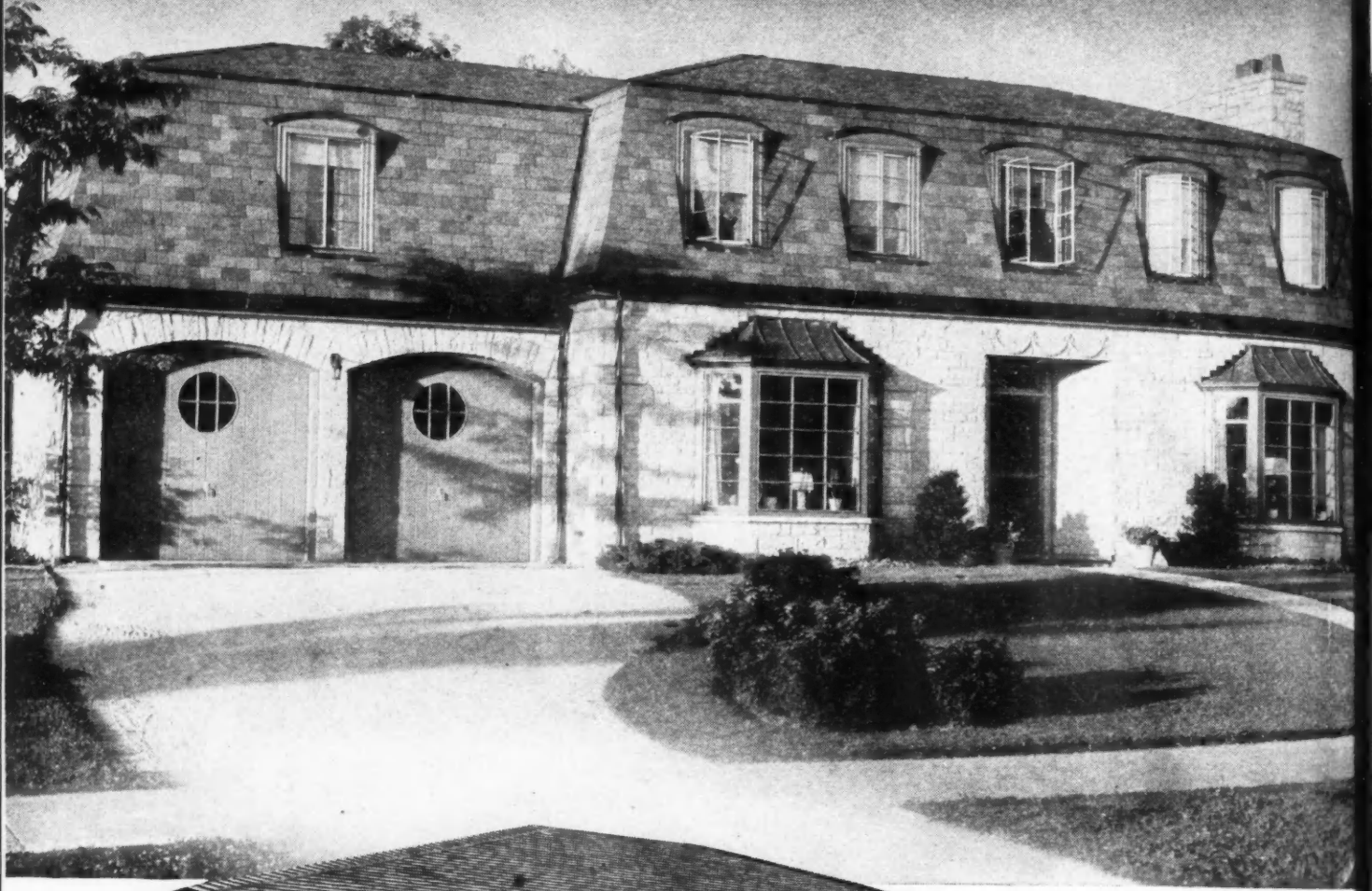
Partial List of other Ceco Products: Metal Windows • Metal Weatherstrips • Metal Lath • Steel Joists and Roof Deck • Meyer Steelforms • Reinforcing Steel Bars

CECO STEEL PRODUCTS CORPORATION

GENERAL OFFICES: 5701 West 26th Street, Chicago 50, Illinois

Dealers, Offices, Warehouses and Fabricating Plants in Principal Cities

In construction products **CECO ENGINEERING** *makes the big difference*



In construction products **CECO ENGINEERING**

Notice the ease with which metal windows can be washed from within.



Why

Metal Windows?

All over America architects, engineers, contractors and builders are planning ahead today for the homes of tomorrow—and in the homes of tomorrow they know there must be new features to add to the beauty and the utility of those homes. One feature every home should have is steel windows because steel windows not only offer greater utility but add to the beauty and lasting good appearance of any home. So consider the advantages Ceco metal windows offer:

- 1** Tighter weather seal—precision engineering keeps out cold, dust, rain; keeps heat in.
- 2** Gives more light—affords from 20% to 60% greater light area.
- 3** Lowest initial cost installed—with metal windows the initial cost is the final cost.
- 4** Easy to install—no weather stripping. Less labor in installing hardware. No planing.
- 5** Controlled ventilation—up to 100%... catches stray breezes . . . controls drafts.
- 6** Easier operation—always fit . . . no sticking, warping or swelling.
- 7** Fire safety—Ceco metal windows are fire resistive, reduce fire hazards.
- 8** Easily washed from inside—both sides of the window can be washed from within.

WHY SPECIFY CECO ?

Ceco steel windows are engineered to a perfection. Years of pioneering—years of "on-the-job experience" have given Ceco engineers a sure grasp of all window problems. All that fund of knowledge is yours to command in 23 offices strategically located from coast to coast. For latest information on delivery consult your Ceco service headquarters. Ceco catalogs appear in Sweet's Architectural File.

CECO STEEL PRODUCTS CORPORATION

GENERAL OFFICES: 5701 West 26th Street, Chicago 50, Illinois

Offices, warehouses and fabricating plants in principal cities

Partial list of other Ceco Products:

ALUMINUM FRAME INSULATING STORM PANEL FOR METAL CASEMENTS • MEYER STEELFORMS • REINFORCING STEEL • METAL FRAME SCREENS • STEEL JOISTS • METAL WEATHERSTRIPS • METAL LATH & ACCESSORIES • HIGHWAY PRODUCTS

G makes the big difference

MEMORANDUM

TO: Builders Everywhere:—

YOU DON'T HAVE TO WAIT
for **BERRY** Aluminum **GARAGE**
DOORS.

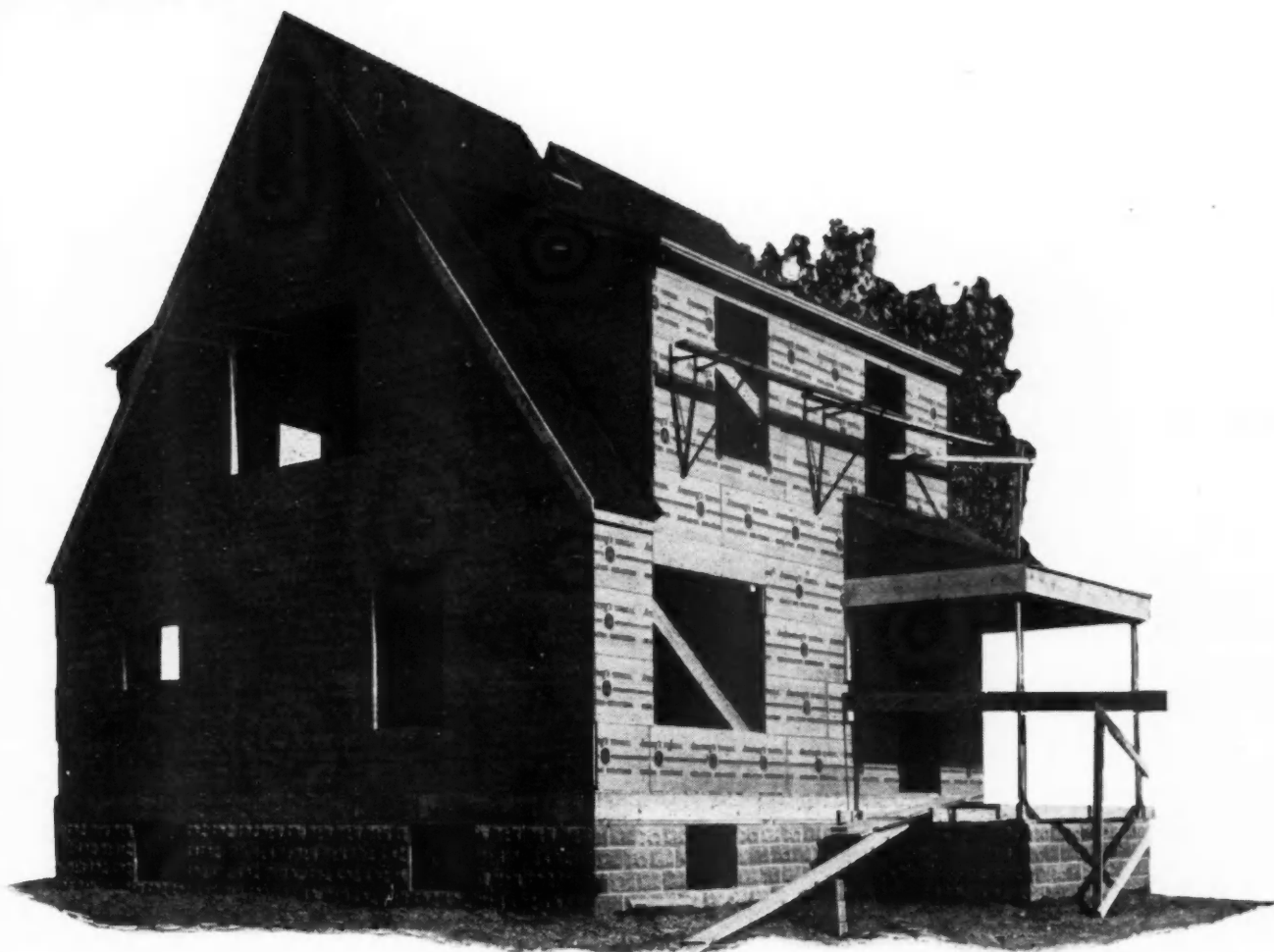
Dealers, nationwide, can now give
FAST DELIVERY—usually from stock
—of **BERRY DOORS.** For **BERRY**
has produced more than 130,000 doors
in the past fifteen months—a record
unequaled by any other garage door
manufacturer.

See your dealer today! If he can't
SUPPLY YOU FAST, write us and
send your dealer's name.



BERRY
America's
No. 1
Garage
Door

BERRY DOOR CORPORATION
BIRMINGHAM, MICHIGAN



Temseal Sheathing

SAVES FUEL, ADDS STRENGTH, CUTS COSTS

ONE GOOD WAY to reduce the cost of building—and produce a better structure, too — is to use Temseal Sheathing. Temseal insulates efficiently and braces the structure strongly. And because Temseal Sheathing does a complete insulating job, it can usually be used without any other insulating materials.

Temseal is completely covered with asphalt, which provides a thorough moisture seal. In addition, its sides and long edges are sealed with heavy kraft paper. Temseal is 2' x 8', erected horizontally. Both long edges are ship-lapped. It is lightweight and true in size, so it goes up easily

and quickly on the job.

Temseal is made of sturdy wood fibers, containing within themselves millions of tiny cells and sealed air spaces which arrest the passage of heat and cold. It is highly resistant to dry rot, fungus, and vermin.

Demand for Temseal Sheathing, like that for Temlok Lath and Temlok De Luxe Interior Finish, is now greater than the supply. But new production is coming, and it will pay you to get the full story. For complete information, write to Armstrong Cork Company, Building Materials Division, 1612 Ross Street, Lancaster, Pennsylvania.



Other Easy-to-Sell Armstrong Materials



Insulating Wool . . . Armstrong's flexible-type insulation, made of efficient Fiberglas*, comes in rolls, batts, and pouring wool. It withstands rough handling unusually well and will not burn, decay, sag, or settle.



Monowall . . . Armstrong's decorative interior finish panel-board in attractive Streamline-Designs, plain colors, and Tile-Designs for kitchens, bathrooms, and all walls where easy cleaning is of greatest importance.

Temseal, Temlok, and Monowall are registered trade-marks.

*Trade-Mark Reg. U. S. Pat. Off., Owens-Corning Fiberglas Corp.

ARMSTRONG'S BUILDING MATERIALS

TEMLOK • INSULATING WOOL • MONOWALL

BUILD FOR TOMORROW...WITH WHAT



The kitchen that
will still be
modern in 1957!

Planned according to the latest time and motion studies . . . this "New Freedom Gas Kitchen" design features an "island treatment" that is functional as well as attractive. Note how it is step-planned for an even flow of work from refrigerator to sink to range to serving area . . . how smartly it solves the problem of a convenient eating place that's not underfoot in the kitchen itself!

21 MILLION PRE-SOLD CLIENTS! Why do you suppose that more than four-fifths of all the urban and suburban families in America use Gas? Or to go a step further, why in a city like Chicago—where every type of fuel is equally available—Gas does the cooking in 96% of the homes! The answer is simple... *Gas gives more!* It not only cooks better meals but it heats water faster, provides trouble-free refrigeration, presents no dirt or

storage problems in house heating, even keeps the weather under control with year-round air-conditioning. Gas is clean, dependable, flexible, economical—and above all—*modern!* Yes! . . . all the things that comfort-conscious Americans want! But what's most important to you . . . installing Gas conveniences in the home you build today . . . means building the kind of long-lasting satisfaction that leads to *continued good business tomorrow!*

WHAT THEY WANT TODAY!

*The 1947 refrigerator
that gives women
everything
they want**



What they want according to recent consumer survey	How the new Gas refrigerator fills the bill
Frozen food storage	Gas refrigerator has big locker for storing up to 60 standard packages of frozen foods.
Speedier ice supply	Gas refrigerator freezes 10.1 lbs. at once in trigger-release ice trays.
More room for more foods	Gas refrigerator has 11-way shelf adjustment to accommodate all shapes and kinds of foods.
Longer food freshness	Gas refrigerator maintains constant cold...has no on-and-off operation to endanger freshness.
Moist cold compartment	Gas refrigerator has two dew-action fresheners for crisping vegetables.
Ease of cleaning	Gas refrigerator has streamlined stain-resistant finish inside and out.
Lasting economy	Gas refrigerator has no moving parts to break down or wear out.
Silence!	Gas runs the only automatic refrigerating system that never makes a sound!

GAS

 THE WONDER FLAME THAT
 COOLS AS WELL AS HEATS

AMERICAN GAS ASSOCIATION



What more could you want...

than the refrigerator you can recommend without reservation . . . the new Gas refrigerator that costs so little to run . . . requires only the simplest connections . . . is compact and smart-looking in the finest new home—and—gives longer service with greater satisfaction!



Few materials lend themselves as readily to modernization plans as Architectural Metals. They offer you almost unlimited combinations of *form and function*. For elevator doors, entrances, stairs, railings, store fronts and many other units, they can be used to good advantage.

You can serve almost any desired purpose with ferrous and non-ferrous architectural metals in a variety of colors, qualities and strength. You can achieve both distinctive, decorative design and strong, safe construction. Under your direction, architectural metals can be used to create results that are both beautiful and practical.

You will find the manufacturers and fabricators of architectural metals anxious to help you at all times. Consult them whenever you have a problem of design or construction.

Architects interested in receiving a copy of our new Handbook on Stairs and Railings should write on their professional letterhead. For a Directory of the names and addresses of leading Fabricators, address Dept. AB-12.

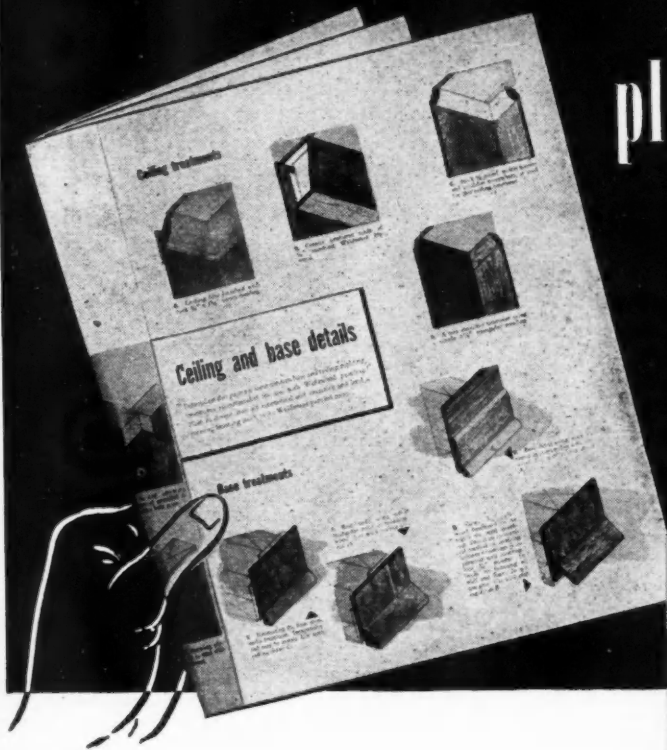


**NATIONAL ASSOCIATION OF
ORNAMENTAL METAL MANUFACTURERS**

209 CEDAR AVENUE, TAKOMA PARK, WASHINGTON 12, D. C.

How to Construct Base and Ceiling Details for plywood paneled rooms

...as explained in the Weldwood Installation Booklet

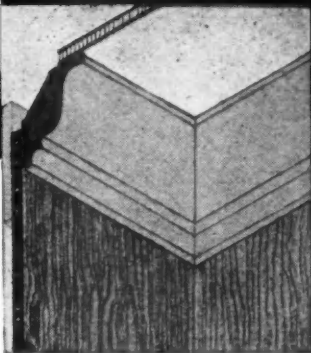


A MOST of appealing finishing touches are at your command . . . when you specify Weldwood paneled walls.

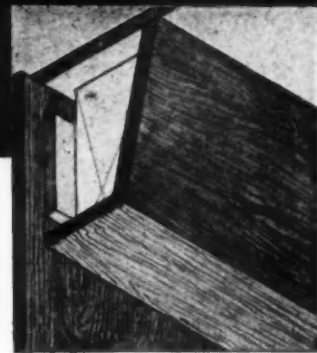
Weldwood corners, joints, panels, and other effects become attractive "points of interest." And, they do not present difficult installation problems.

Illustrated on this page are a few suggested ideas for base and ceiling designs. Just how these and other effects may be economically built . . . right on the job . . . is fully explained in the new Weldwood Plywood booklet. In addition, this booklet gives planning and construction data and shows numerous photographs of completed Weldwood interiors.

Free copy of this booklet will be mailed to you on request. Send for it today.



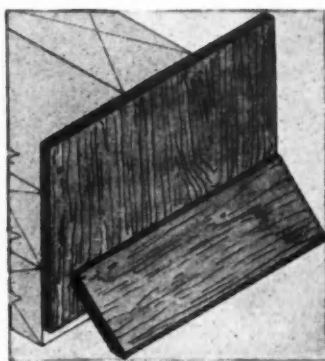
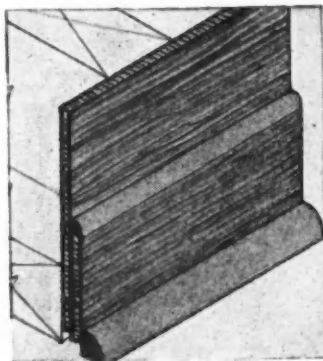
ABOVE: Showing attractive ceiling line finished with stock crown molding.



ABOVE: Cornice treatment made of 1/4" matching Weldwood Plywood.

BELOW: Matching base using 1/4 round in conjunction with plywood strip.

BELOW: Economical baseboard detail utilizing leftover trimmings from plywood wall paneling.



Plastics and Wood Welded for Good

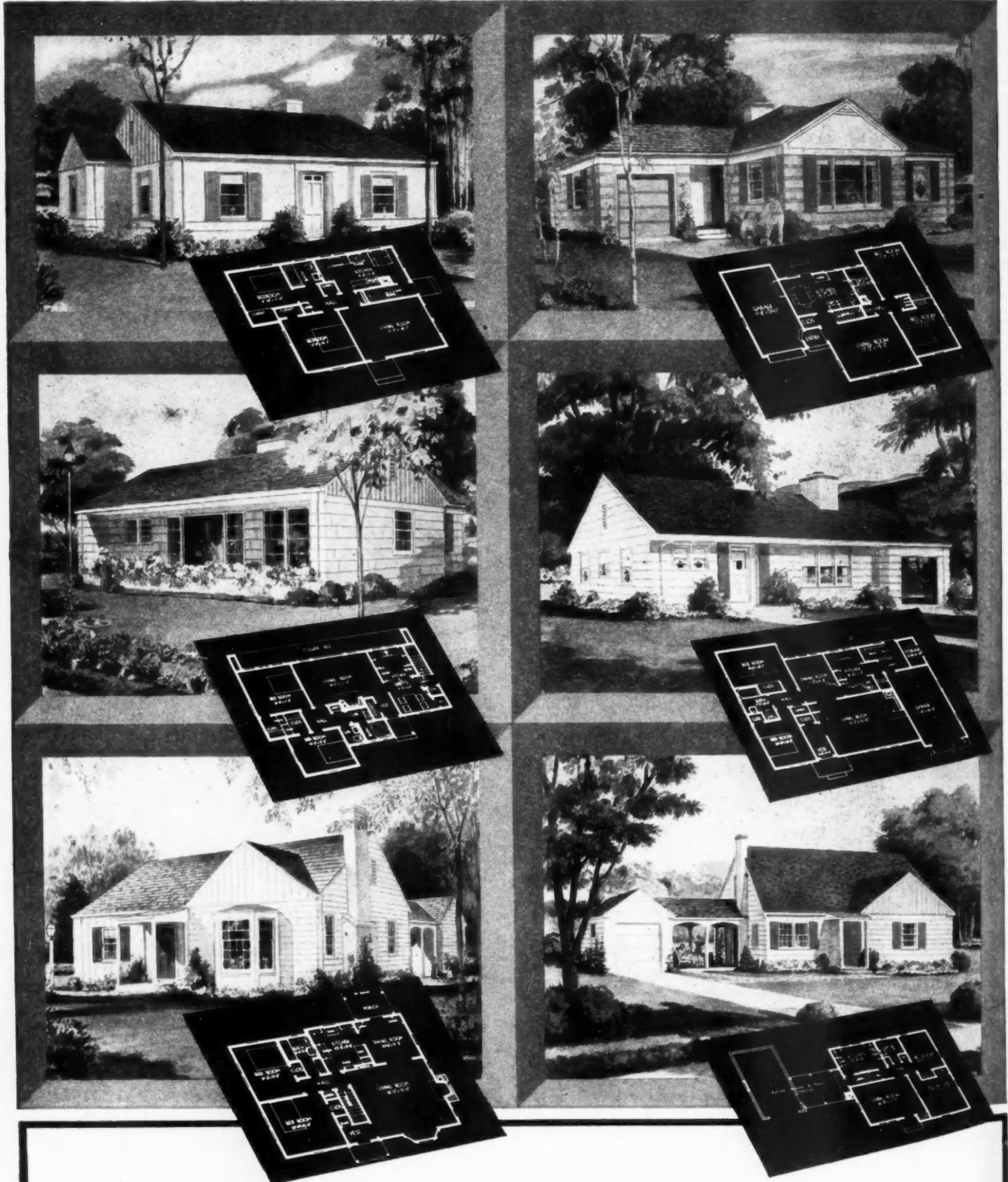
Waterproof Weldwood for exterior use is bonded with phenol formaldehyde synthetic resin. Other types of water-resistant Weldwood for interior applications are manufactured with extended urea resins and other approved bonding agents.

Distributing units in Baltimore, Boston, Brooklyn, Chicago, Cincinnati, Cleveland, Detroit, High Point, Los Angeles, Newark, New York, Oakland, Philadelphia, Pittsburgh, Rochester, San Francisco, Seattle. Also U. S. Mengel Plywoods, Inc. distributing units in Atlanta, Jacksonville, Louisville, New Orleans, Houston, St. Louis. In Canada: United States Plywood of Canada Limited, Toronto. Send inquiries to nearest point.

Weldwood Plywood

Weldwood Plywood and Mengel Flush Doors are products of
UNITED STATES PLYWOOD CORPORATION THE MENGEL COMPANY, INCORPORATED
New York 18, N. Y. Louisville, Ky.

Going forward



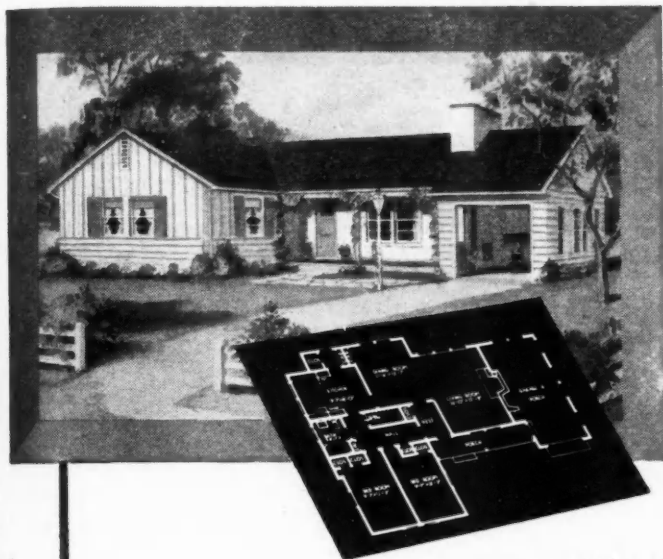
EACH MONTH THE WEYERHAEUSER HOME BUILDING SERVICE IS ADVERTISED IN LEADING NATIONAL SHELTER MAGAZINES

with
the

WEYERHAEUSER

4-SQUARE

*Home
Building Service*



When the New Weyerhaeuser 4-Square Home Building Service was announced some months ago, we said . . . "This service will grow and expand. Each month a fresh, crisp, new home design will be added to the scores of modern designs to make the service a living, growing, vital force in your business. Each month a new house will be featured in national shelter magazines reaching millions of families who are planning to build."

Contractors and operative builders were advised that the service, including the wide variety of designs complete with blueprints and specifications, was ready for their use at the yards of local lumber dealers.

The six houses selected in 1946 together

with the first of the 1947 designs are shown here. Each month a new home will be added, embodying advanced developments in correct architectural design and sound engineering practice.

The service will continue to move forward—keeping abreast of current developments in the home building field. It can be of very practical value to you now—and even more valuable later, when families will again require the maximum in home comfort, convenience, and economy.

If you have not already examined all the designs in the Weyerhaeuser 4-Square Home Building Service, it will pay you to do so. During the coming year it will also pay you to check each new house of the month as your dealer receives it.

WEYERHAEUSER
4-SQUARE LUMBER AND SERVICES

National survey shows*

People think of
Johns-Manville
FIRST

...**FIRST** for Roofing _____ 8 to 1
...**FIRST** for Home Insulation _____ 39 to 1
...**FIRST** for Asbestos Products _____ 60 to 1



Mr. Builder—

When materials again become available in abundance, and you face tomorrow's keen competition, the nationally known name of Johns-Manville will prove invaluable to you in making sales, because of its overwhelming public confidence.

Remember that fact today as you build security for your business tomorrow.

Johns-Manville intends to maintain and increase the acceptance for J-M products through powerful national advertising such as the J-M radio program, "Bill Henry and the News," reaching up to thirty million listeners a month.

When selling again becomes a problem in your business, Johns-Manville will offer you complete merchandising plans to help you capitalize on the tremendous value of the Johns-Manville name as a symbol of quality. Johns-Manville, 22 East 40th Street, New York 16, N.Y.

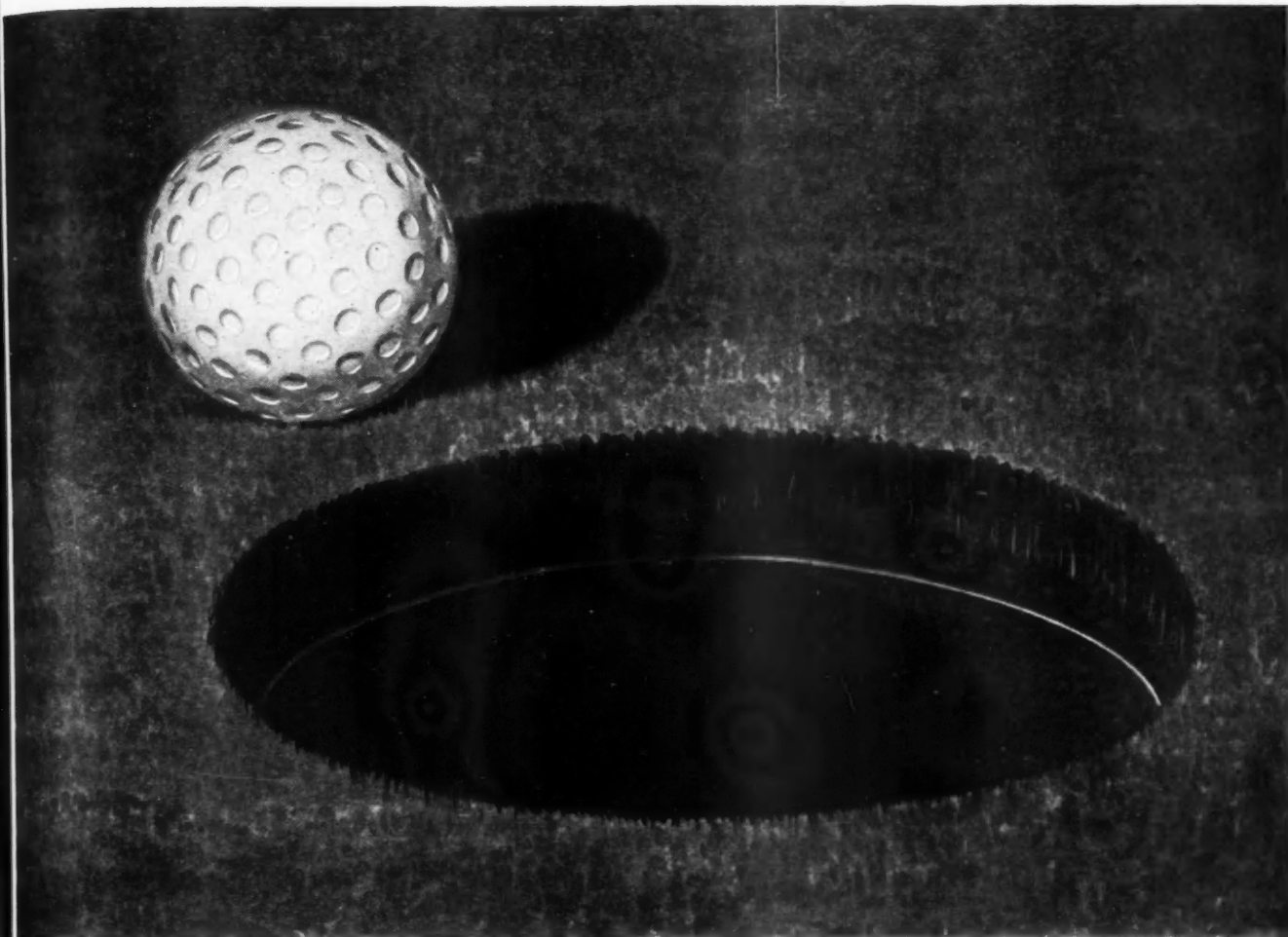


In tomorrow's competitive market, you'll have a powerful selling advantage in this preference for Johns-Manville Building Materials.

* In a scientific public opinion poll recently completed, one of the questions asked was, "In what manufacturer of asbestos products would you have the greatest confidence?" The vote was 60 to 1 in favor of Johns-Manville over any other manufacturer. The same question in regard to roofing and home insulation also produced overwhelming votes for Johns-Manville, as shown above. Complete details on request.

Johns-Manville

Asbestos Shingles and Siding • Asphalt Shingles • Asbestos Flexboard
insulating Board • Rock Wool Home Insulation • Weathertite Sheathing • Roll Roofing • Building Accessories

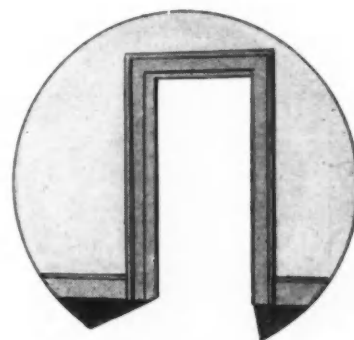


When a Couple of Inches Mean a Lot...

YOU need doors and plywood. Our ability to meet your needs largely hangs on a couple of inches in the width of the doors and plywood you specify.

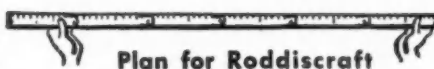
The production of stock sizes means multiplied production—more doors and plywood for more customers. On the other hand, odd-size doors and plywood mean manpower wasted—production slowed—orders unfilled.

So plan for stock sizes only and we'll plan to meet your needs.



Roddiscraft		WAREHOUSES:
CAMBRIDGE 39, MASS.....	229 Vassar Street	LOUISVILLE 10, KENTUCKY...1201-5 S. 15th Street
CHICAGO 8, ILL.....	1440 W. Cermak Road	LOND ISLAND CITY, N. Y....Review & Greenpoint Ave.
CINCINNATI 2, OHIO.....	457 E. Sixth Street	MARSHFIELD WISCONSIN
DALLAS 10, TEXAS.....	2800 Madill Street	MILWAUKEE 8, WIS.....4601 W. State Street
DETROIT, MICH.....	11855 E. Jefferson Ave.	NEW YORK CITY, N. Y.....920 E. 149th Street
KANSAS CITY 8, MO.....	2729 Southwest Blvd.	SAN ANTONIO, TEXAS.....727 N. Cherry Street

DEALERS IN ALL PRINCIPAL CITIES



Plan for Roddiscraft doors and plywood in stock sizes—

Roddiscraft

Roddis Lumber & Veneer Co.

MARSHFIELD, WISCONSIN

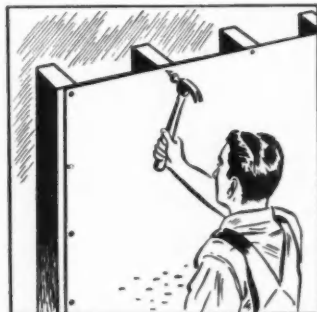
Roddiscraft warehouses, located at strategic points throughout the country, have been set up to save you time and serve you better—by making stock size doors and plywood available when and where you want them. Roddiscraft warehouse service is based on production and stocking of doors and plywood in stock sizes. Only by limiting ourselves to stock sizes can we give you the additional value of "on hand" service at convenient locations.

What other material can match this combination of advantages?



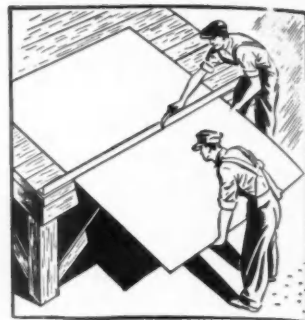
FAST COVERAGE

—big 4' x 8' sheets go up fast, require minimum framing, save man-hours. Once up, Apac lasts a lifetime.



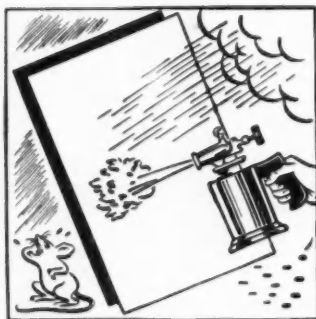
EASE OF APPLICATION

—despite Apac's rock-like toughness, it's easy to nail in place. Or it can be drilled and fastened with screws. Pre-Drilled Apac will speed this operation... at slight extra cost.



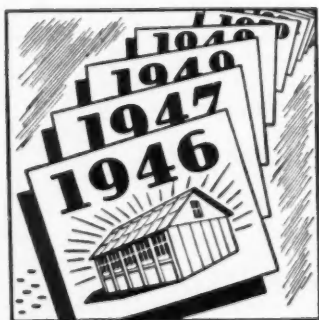
QUICKER CUTTING

—to cut Apac to size, simply score with a sharp tool—as shown here—then snap off. Only complicated cuts require sawing.



DURABILITY

—asbestos-cement combination makes Apac resistant to fire, weather, rot, rust, rodents, termites, other building material enemies. And it grows tougher with age.



ECONOMY

—low first cost, long maintenance-free life make Apac a leader in long-range economy—invaluable in building customer goodwill.

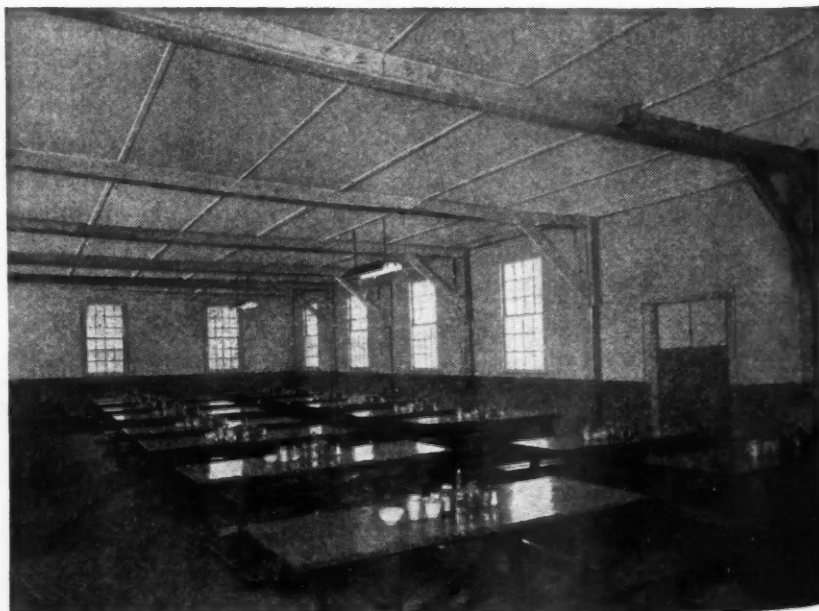
Original manufacturers of asbestos-cement roofing shingles in this country.

K&M "Century" APAC

Asbestos-cement sheets

Builders everywhere have found Apac ideal for interior panelling—walls, ceilings, partitions, bins, shaft casings—and equally good for exterior siding for many types

of structures in industry, farm and home. Get complete information from your K&M Dealer—or write us direct... we'll give your inquiries prompt attention.



Apac used as the ceiling for an industrial-type cafeteria.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA



Banish that "Dormitory" Look with Doors that Decorate!

Upper hallways and bedrooms need never have that "dormitory" look—the barracks-like plainness which so many veterans have grown to dislike—if you use doors of Ponderosa Pine!

For here are panelled doors with excellent proportions and delicate shadow lines that add a graceful note to modern living. Sturdy, dependable doors—available in many styles that are architecturally correct—at stock prices!

Windows, too, can be used freely for beauty—when you choose from among the many stock design windows which Ponderosa Pine makes available. Even the smallest home can afford these better windows—and the additional light and air which they provide.

A 32-page book, "Today's Idea House," contains dozens of photographs showing how Ponderosa Pine doors and windows can help you plan more useful, more charming homes.

Mail the coupon for your copy.



See how these stock design Ponderosa Pine panel doors help to decorate a hallway which might otherwise have been cheerless and uninteresting.

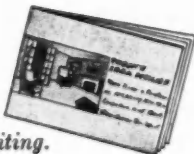


The Best is Yours with...

Ponderosa Pine

WOODWORK

"Today's Idea House" treats doors and windows functionally—in terms of what they can do to make living more convenient and more comfortable. Send today for this booklet—your copy is waiting.



Ponderosa Pine Woodwork
Dept. OAB-12, 111 West Washington St.
Chicago 2, Illinois

Please send me a free copy of "Today's Idea House."

Name

Address

City Zone State



Give your custom cabinets
EXTRA allure
with **STANLEY CABINET HARDWARE**

● Rarely if ever has such careful planning gone into the design and manufacture of a new line of Cabinet Hardware. From the start Stanley was determined to achieve the peak in *both* beauty and down-to-earth practical utility... a definite "plus" for dealers as well as users.

And the response to the "Stanley Girl" advertisements in such magazines as "Better Homes and Gardens" and "American Home" has proved how right these completely new designs are... how people are interested in even little things like the type of latch on their kitchen cabinets. Stanley Cabinet Hardware has been pre-sold.

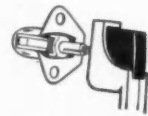
Take advantage of this ready-made market. Both the consuming public and builders have heard about this new line. Let them know you carry Stanley Cabinet Hardware by displaying it... in your windows, on your counters.

Send for a supply of "Jewels in your Kitchen", a booklet in color showing this line... ideal to give your customers. The Stanley Works, New Britain, Connecticut.



AMPLE FINGER ROOM

Foremost in the design of all Stanley Latch Handles is ample finger room for easy, comfortable grip.



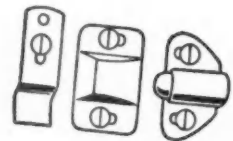
SELF ADJUSTING LATCH

Unique "trigger" latch is released by a slight pressure on the plastic thumb-piece. Self-adjusting sleeve on latch mechanism adapts it automatically to doors of different thicknesses.



HEAVY CHROMIUM FINISH

All pieces are finished in bright chromium plate for added protection and lasting beauty.



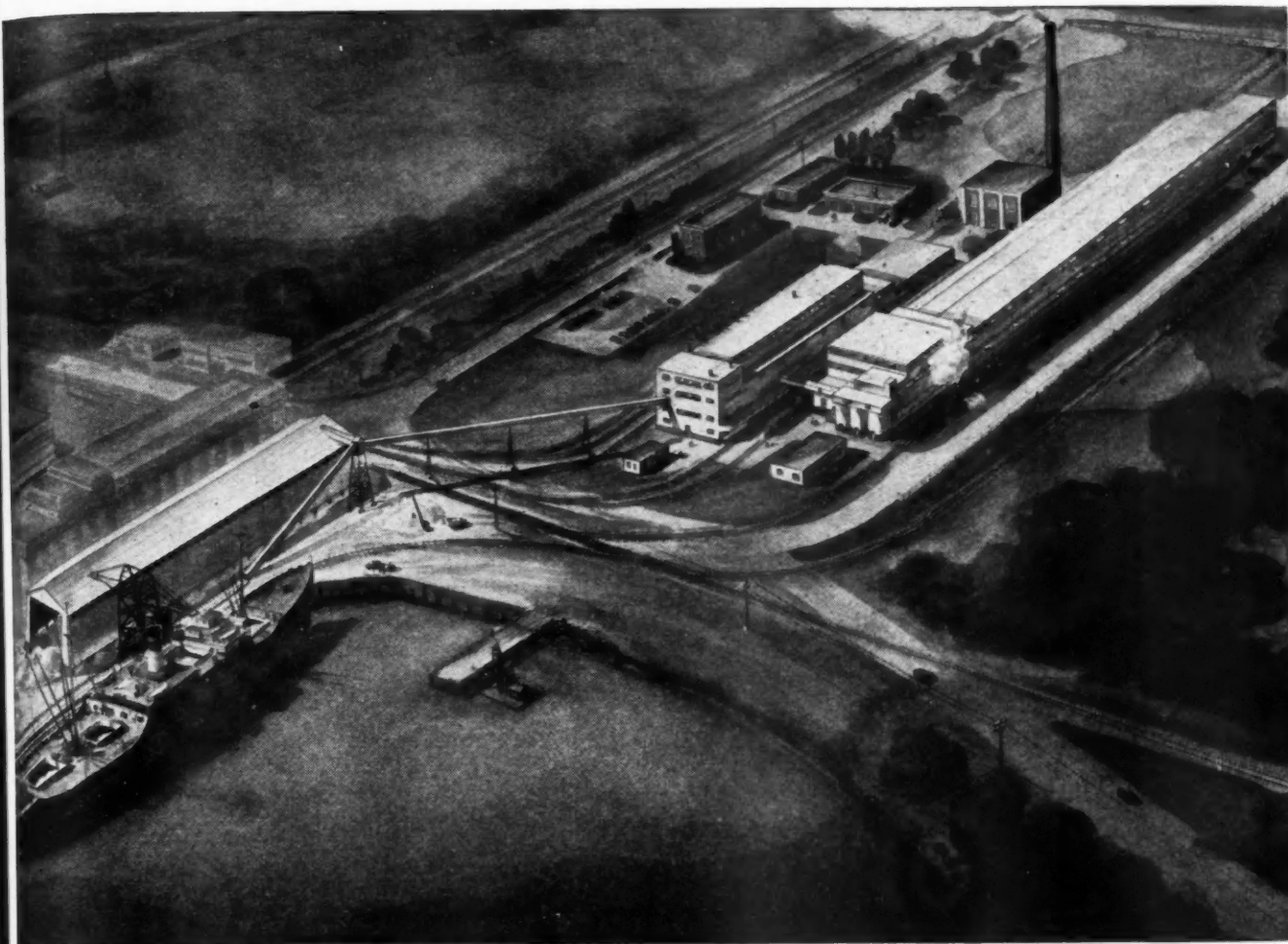
IMPROVED FRICTION CATCHES

Where a friction catch is preferred, Stanley No. 33 offers an oil impregnated wood plunger which assures quiet, easy, operation and long life.

STANLEY

Trade Mark

HARDWARE · HAND TOOLS · ELECTRIC TOOLS



Here's part of our \$16,500,000 plan to bring you more **GOLD BOND PRODUCTS**

SHORTAGES! Shortages! Shortages! That annoying word was probably used more times by builders and dealers in 1946 than any other word in the English language. What is being done about it? Well, here's what National Gypsum is doing:

Almost 17 million dollars will be spent for plant expansion to increase production. The mill pictured above is National Gypsum's new plant now under construction in Baltimore. Another big plant is under way in Virginia. At 22 other Gold Bond plants, expansion programs are going ahead full speed.

The ultimate result . . . a tremendous increase in the output of Gold Bond building materials. On some products production will actually be doubled. Look for this greater production to make itself felt before the new year is many months old.

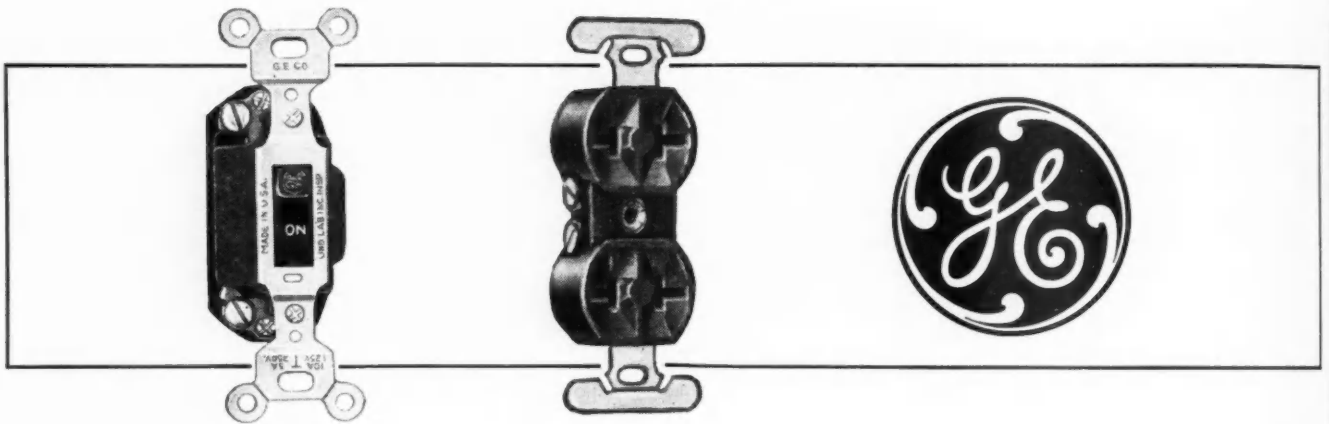
You'll build or
remodel better with
Gold Bond

All surveys show that we are moving into the greatest building activity in the nation's history. We can't let this program bog down through lack of materials, through shortages. You can count on National Gypsum Company doing its part to take this word "shortage" right out of the dictionary.

NATIONAL GYPSUM COMPANY • BUFFALO 2, N. Y.

Over 150 Gold Bond Products including gypsum lath, plaster, lime, wallboards, gypsum sheathing, rock wool insulation, metal lath products and partition systems, wall paint and acoustical materials.

3-way evidence of extra value for home buyers



control - convenience - confidence

To most home-buyers, good electrical service is one of the most important features of a home. Frequently, this service is judged by the number, location, and quality of such visible evidence of wiring adequacy as switches and outlets.

There are three good ways for a builder to plan for the buyer acceptance of wiring devices that help to make sales easy.

(1) Use G-E standard switches at all

points where instant, reliable control of electric services is desired. Easy to install, T rated, and built to last, G-E switches keep householders happy with their daily efficiency.

(2) Be sure that there are ample convenience outlets for the needs of the house. G-E twin outlets are strongly made, may be side wired or top wired, and are designed for handy use in living rooms, kitchens,

work centers, and bedrooms.

(3) When you show a prospective buyer the fine points of a house, point out the G-E monogram on the switches—mention the fact that the outlets and other wiring devices are made by G.E., too. He'll have confidence in that name, because he knows that it represents fine electric products. He'll have extra confidence in you, too, because he knows that you don't skimp on quality.



There is a G-E wiring device for every wiring requirement. Full information about any part of this comprehensive line is available from your G-E Merchandise Distributor, or may be obtained by writing to Section D23-1280, Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Connecticut.

GENERAL  ELECTRIC



These Grade Trademarks Are Your Insurance of Quality

EXT.-D.F.P.A.

EXTERIOR-TYPE plywood is made with completely waterproof synthetic resin binder especially for permanent exposure to weather and water. It is widely used for building exteriors, for outdoor signs, for railroad car siding, and in all phases of marine construction.



PLYSCORD is an unsanded utility panel of unusual rigidity, made to withstand the rigorous service demanded of wall and roof sheathing and of sub-flooring.



PLYWALL is the grade of interior-type plywood made for use where only one side is exposed, as in wall paneling. It is suitable for most stained finishes, for painting or papering.



PLYFORM is the special concrete-form grade of Douglas fir plywood—a quality grade manufactured with highly water-resistant glues and intended for multiple re-use in form construction.

PLYPANEL D.F.P.A.

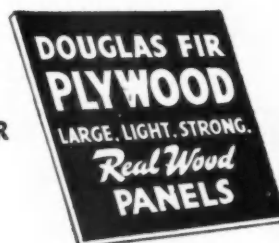
PLYPANEL is the grade of interior-type plywood made especially for high quality interior work on walls, ceilings, for booth partitions, cabinet doors and similar uses.

Douglas Fir Plywood is Helping in the Construction of Houses for Veterans

Durable Douglas fir plywood—the engineered wood which cuts building time and costs—is now helping speed thousands of veterans' homes. A substantial portion of the industry's current production is allocated, on government order, to the Reconversion Housing Program.

Naturally, this means a tight supply situation for housing which does not come under the program, and for all other construction and industrial uses.

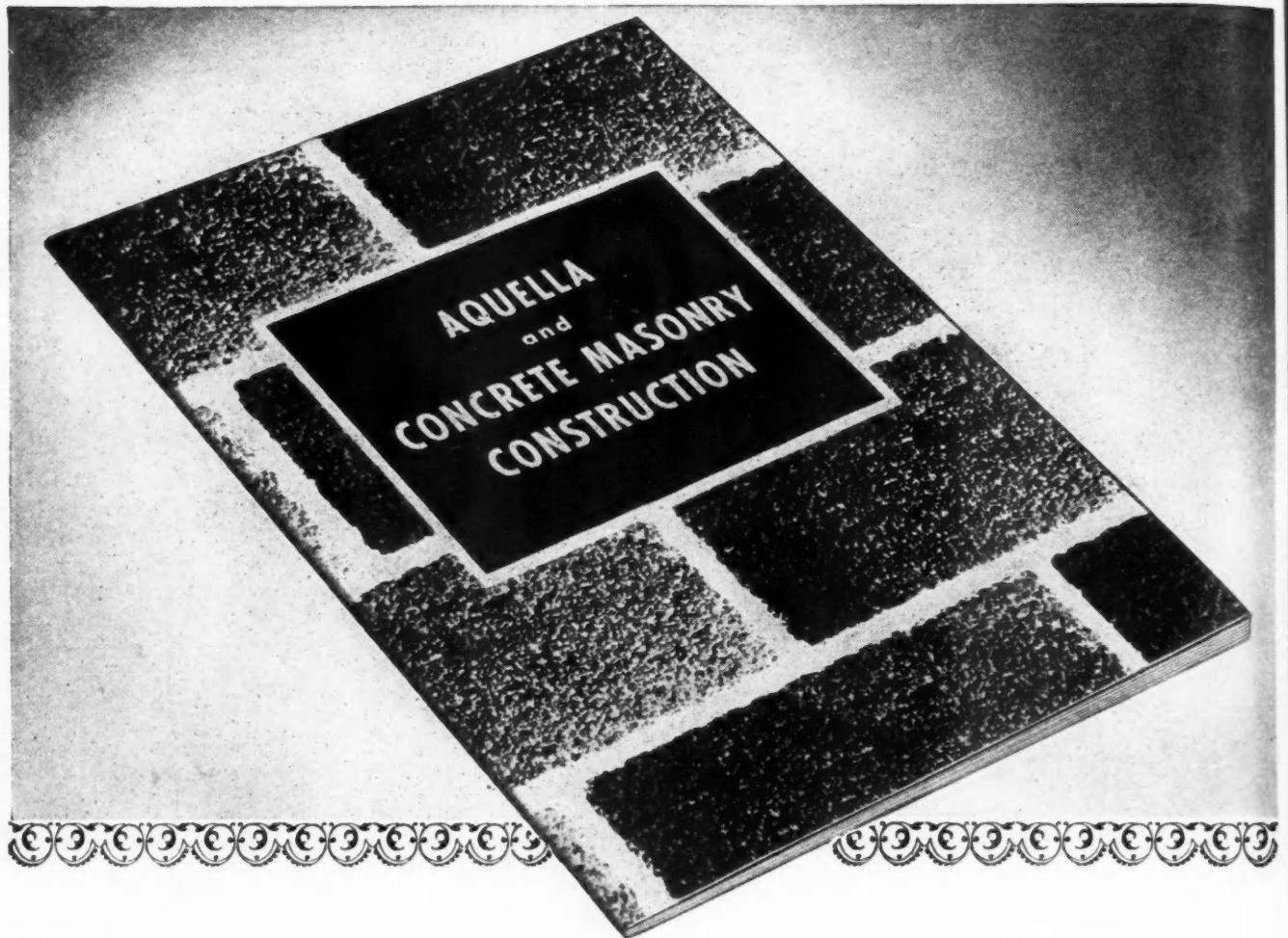
It is a fact, however, that more Douglas fir plywood is being produced today than in pre-war years. When the present overwhelming need for housing has been met, more and more of this modern "miracle wood" will become available for general use. Anticipate your needs well in advance. Keep in touch with your regular source of supply. Plywood's many advantages are worth the wait!



DOUGLAS FIR

PLYWOOD ASSOCIATION

Tacoma 2, Washington



This 16-page brochure shows how and why Aquella is used throughout the Nation to control water seepage and dampness

Here is the new 16-page brochure, "Aquella and Concrete Masonry Construction", that will be welcomed by members of the construction industry. Highly informative, it brings a wealth of technical data on Aquella ...the principle on which it works to control dampness and seepage on all porous masonry surfaces—plus many interesting examples of the ways it is being used throughout the nation. For your copy, simply fill in and mail the coupon at right.

PRIMA PRODUCTS, INC.

NATIONAL DISTRIBUTORS

10 East 40th Street • New York 16, N. Y.

PRIMA PRODUCTS, INC., Dept. C
10 East 40th Street, New York 16, N. Y.

Please send my free copy of "Aquella and Concrete Masonry Construction".

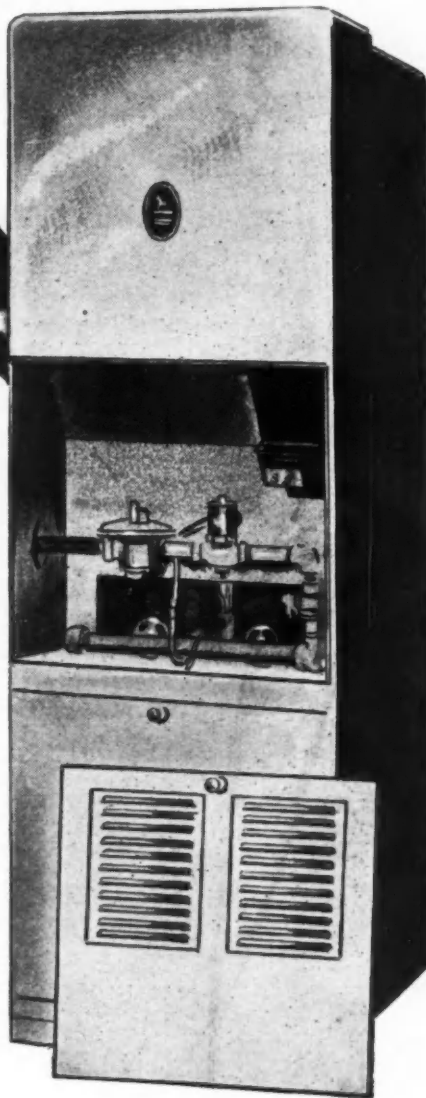
Name.....

Address.....

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

LOOK INSIDE!

... to see why the Bryant Winter Air Conditioner is First Choice



The old adage about beauty being only skin deep doesn't apply to Bryant Winter Air Conditioning, because you'll find real beauty *underneath* the "skin" . . . *inside*, where the process of creating healthy, comfortable, indoor weather takes place. There you will find the precision-designed parts that are built for long life and lasting efficiency . . . sturdy, compact, skillfully fitted to do the best possible winter air conditioning job in a minimum of space. Yes, look inside the Bryant and you will see the features that make it the choice of dealers, builders, architects and engineers and the first choice of thousands of families across the nation.

BRYANT HEATER COMPANY
17825 St. Clair Ave., Cleveland 10, Ohio
One of the Dresser Industries

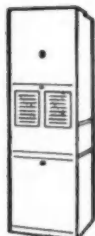


MODEL BA-88, enclosed in attractive Bryant Grey crackle cabinet, requires little space

and is ideal for homes where the heating installation is placed in recreation or basement utility room.

MODEL VB,

for homes, offices, stores and apartments —and anywhere that space is at a premium. Slender and compact, this vertical model possesses all the advantages of the BA-88.



bryant

GAS HEATING



LET THE PUP BE FURNACE MAN

The most complete line of gas heating equipment in the nation!

in floors, too...

IT'S THE *Finish* THAT COUNTS!

For Tomorrow's
Homes the Winner
Will Be Bruce
Finished Floors!

8

WAYS BETTER THAN ON-THE JOB FINISHES

- 1 Smooth Sanding**—Each strip sanded to perfect smoothness on multiple drum, precision sanders. No sander marks.
- 2 Prime Condition**—Finishing starts immediately after sanding, so no "raised grain." Moisture content of flooring is right.
- 3 Perfect Filling**—Highest quality silex filler is rubbed into wood as flooring moves down the finishing line.
- 4 Thorough Sealing**—Bruce Finish penetrates into wood pores... seals them against dirt and wear. Beautifies wood grain.
- 5 Infra-red Drying** applies heat uniformly... welds finish into a tough, even film. No "unfavorable drying weather."
- 6 Extra Buffing** with high-speed brushes burnishes finish into wood... provides a harder, smoother surface for waxing.
- 7 Superior Waxing**—Special wear-resistant Bruce Floor Wax is applied evenly, then polished with brushes and buffers.
- 8 Ready-to-use**—No waiting on the job for finishes to dry... no hazard of finish being walked on too soon. Ready-to-use immediately.



*America's
Beauty
Floors*

Worth Waiting For!

The finest flooring in our history—Bruce Finished Flooring with the new Factory Finish—will be available as soon as manufacturing conditions permit. New technical developments will give Bruce Finished Flooring greater beauty, longer wear, greater cleaning ease. This is truly America's newest flooring sensation—worth waiting for.

BRUCE FINISHED FLOORS

AMERICAN BUILDER

L D I T O R I A L

Give Building Back to Builders

THE so-called Wyatt Veterans' Emergency Housing Program never was a housing program. It has been and still is a smoke screen to hide a campaign for socialized housing legislation. Its authors believed that with an instrument purportedly aimed at producing housing for veterans, they could induce class consciousness among the veterans, then exploit them as a pressure group to aid in more quickly bringing the entire home building industry under complete and permanent government control. After the program was written, Wyatt was brought in as Housing Expediter. He was promptly victimized by fictitious NHA statistics and OPA profit control policies. He fell for the erroneous theory that veterans could be made class conscious. Whether willingly or knowingly or otherwise, he has been a party to a vigorous socialized housing campaign since the day he took office. He has devoted his energies to seeking more building control legislation where less control was desperately needed, and to using every available publicity device for preaching the false gospel of housing emergency. He has done nothing to expedite housing. The program has backfired, and the controls have failed.

President Truman, recognizing at least part of the mandate given the 80th Congress by the voters on Nov. 5, decontrolled OPA almost totally, with one result—that ceiling prices on building products have been removed. The *American Builder* believes and consistently has said that, freed of controls, home builders can and will meet all housing needs for all Americans, veteran and non-veteran. Removal of price controls was a necessary first step in freeing the home building industry.

It is significant, however, that at the time this is being written, (Nov. 15) no other controls on home building have been removed. Thus, the decisive battles of the home building industry for the right to do

its own expediting are yet to be fought. The *American Builder* urges that the following actions are necessary, in the public interest:

1. End the President's wartime emergency powers, and thus restore to Congress its full right as the sole legislative branch of government.

2. Dissolve NHA, a war-born agency intended to function only for the period of the war. Its dissolution will remove government as a competitor of private builders, eliminate housing as a national political football, and stop needless present and future spending of hundreds of millions of dollars.

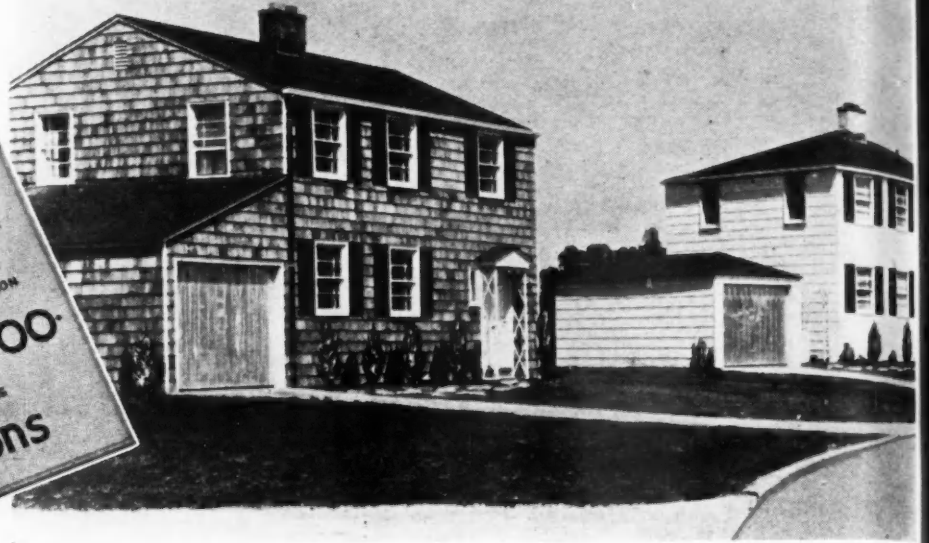
3. Discontinue the office of Housing Expediter. Its record of impotence is conclusive proof of its uselessness.

4. Remove price ceilings on new homes and veterans' priorities to build. This constitutes class legislation designed to appeal to low income veterans while actually forcing all veterans to purchase new homes whether they want them or not. Every new home, regardless of whom it is built for, adds to the total supply of all types of houses available to veterans and others.

5. Return FHA to a position of autonomy, relieve it of the police duties forced on it, and permit it to function solely as an insuring agency.

6. The principle of rent control is wrong. If it is necessary to continue these controls for a few months more for political reasons, lift rent ceilings on existing properties, and permit new rental housing to be built without rent ceilings. The holders of risk capital are better judges of what and when to build than a government agency.

The home building industry is aware of the danger of pricing itself out of a market, and given control of its own business will, with enlightened self interest, produce adequate housing at reasonable prices where government bureaucracy has failed.



SHOWN ABOVE are five of the ten different exteriors built around



WILLIAM J. LEVITT
LI. (CEC) USNR

Editor's Note—The following story was written early last month, immediately following the national election, before President Truman and Housing Expediter Wyatt had taken the actions which are now familiar to all American Builder readers.

Levitt and Sons Complete

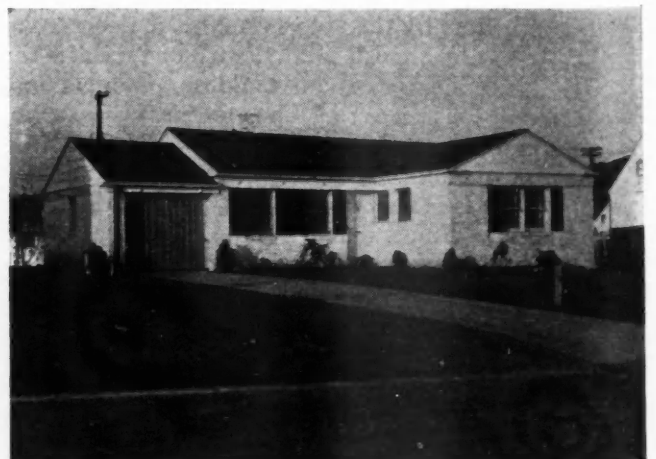
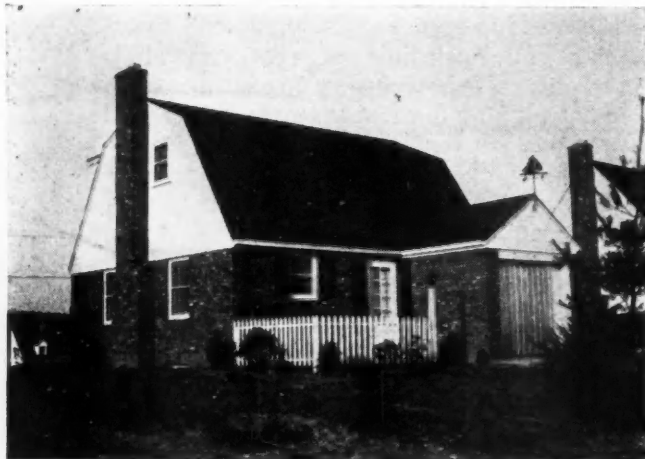
“ALTHOUGH we can now expect decisive changes in the Administration’s attitude toward private enterprise, particularly building, and probably some modification of the ill-conceived Wyatt program, our program of 1,000 complete homes for veterans in 1946, planned late last year immediately following my discharge from the Navy, will be accomplished. But—and mark these words well—it will be accomplished in spite of the incomprehensible Wyatt program, *not because of it*. Frankly, the problems we have faced in doing this job are twice those experienced when, during the eighteen months after Pearl Harbor, our firm built nearly 2,500

housing units for war workers and naval personnel in the Norfolk, Va., area.”

The speaker was William J. Levitt, again president of Levitt and Sons, prominent Manhasset, L.I., home builders and nationally known for their practical application of streamlined construction methods in producing housing, particularly war housing, on a mass-production basis. Levitts are also widely known for their pioneering of complete community developments, located contiguous to their headquarters municipality of Manhasset, in the decade before the war.

Shortly after completing the Norfolk projects, Bill Levitt turned the

THE TWO houses pictured below are typical of the 100 attractive small homes Bill Levitt built for veterans before the requirements of the Wyatt program forced a change.





the one basic floor plan developed by Levitt and Sons for their 900-house veterans' project located at Roslyn, Long Island.

Veteran's Project "—in spite of Wyatt program"

operation of the business over to his father, Abraham, and brother, Alfred, and served out the remainder of the war in the Pacific theatre as an officer in the Seabees. It was during this period that he determined that the first development the organization would undertake, upon his return to civilian life, would be moderate-priced homes for veterans.

Continuing the discussion of "wartime building" vs. "peacetime building in 1946," Bill Levitt cited example after example to prove his contention that the difficulties of operating under the wartime restrictions of L-41, and the then existing shortages of materials and labor, seemed trivial when compared with private building during this first year of peace. He declared:

"Our problems and headaches—and we are no different from the thousands of other home builders in every section of the country who have tried to 'play ball' with the Administration in providing homes for veterans—unequivocally convinced me that, if the private building industry is to produce the necessary housing, complete removal of allocation and priority controls, in addition to price controls, over housing and building materials is the only answer. Further, if Mr. Wyatt and his planners are sincere in their desire to stimulate the construction of rental accommodations for veterans a completely free situation must exist.



CONSTRUCTION scene above clearly shows assembly-line technique used in framing.

BELOW: Another view of the Levitt development showing additional exterior designs.



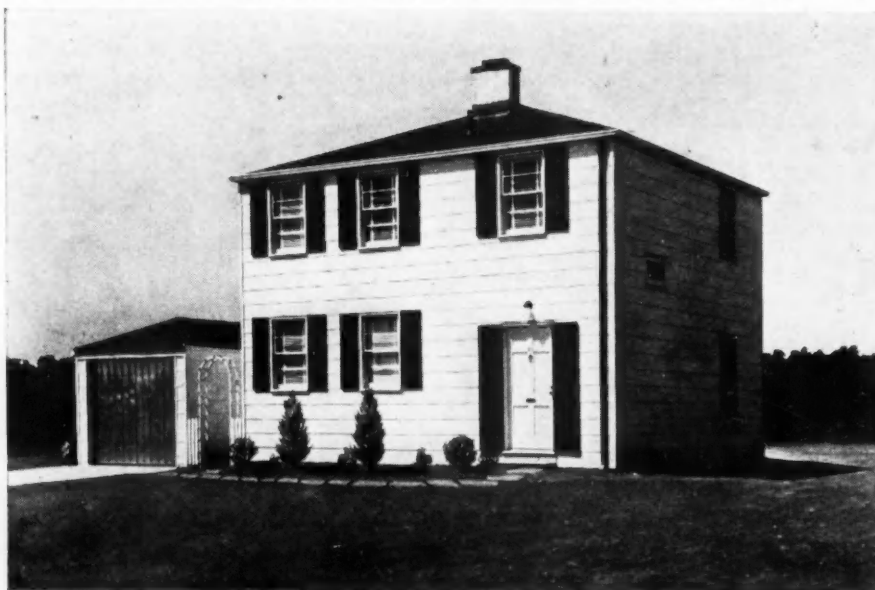


ABOVE: The attached garage and red cedar shingles distinguish the "Type 5" house.



THE ABOVE view of the compact, efficient kitchen shows space for automatic laundry.

THE "TYPE 5A" house below has a detached garage and J-M asbestos shingle exterior.

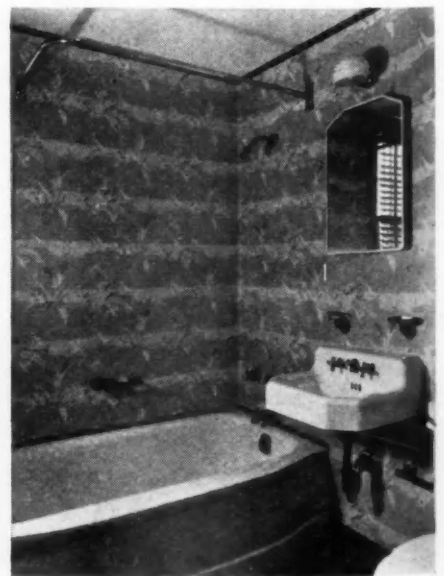


"The unfortunate and inconceivable Wyatt program undeniably has been in a wholly irrational state. What principles could possibly have justified placing restraints on building unless they were intended to further prolong the housing shortage and keep our industry immersed in politics? If you will recall, it was one of the first industries to be picked on and now it is the last to be held under controls. It has taken a terrific licking—thanks to the government. Under the guise of a planned economy, directed by self-seeking bureaucrats, it has reached a new low. Why, even President Truman said in vetoing the first OPA bill last summer: 'Our economy, however, cannot be half stabilized. We cannot quarantine inflation.' Yet, in spite of such utterances and the scrapping of most controls, the building industry continued to be regimented.

"Further—and this is most important—only the removal of all restrictions and controls will lower the actual cost of many materials and items of equipment and thereby reduce the cost of building homes. The wiping out of black markets and eliminating delays on the job alone will bring a substantial and immediate saving in construction costs. In the case of our veterans' homes, which we have had to price at \$10,000, we have estimated the saving would amount to about 20 per cent. It might be more. I wonder if veterans are aware of the price they are paying for 'Wyatt's folly'?"

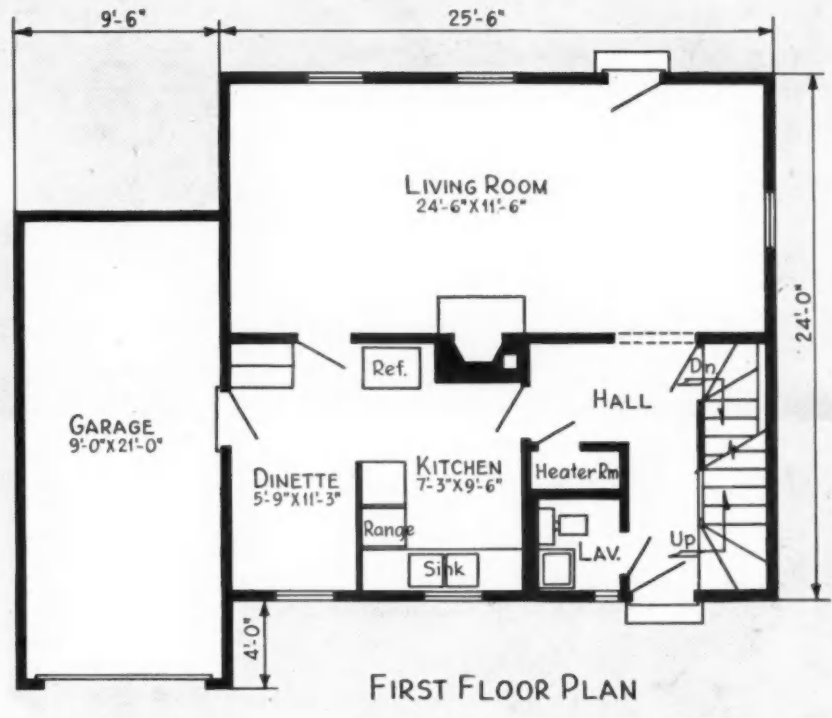
The original Levitt veterans' program, mapped out in the expectation of being free to build "for the market," embraced a wide variety of

BELOW: A typical bathroom in the Levitt houses. Extra lavatory is on first floor.



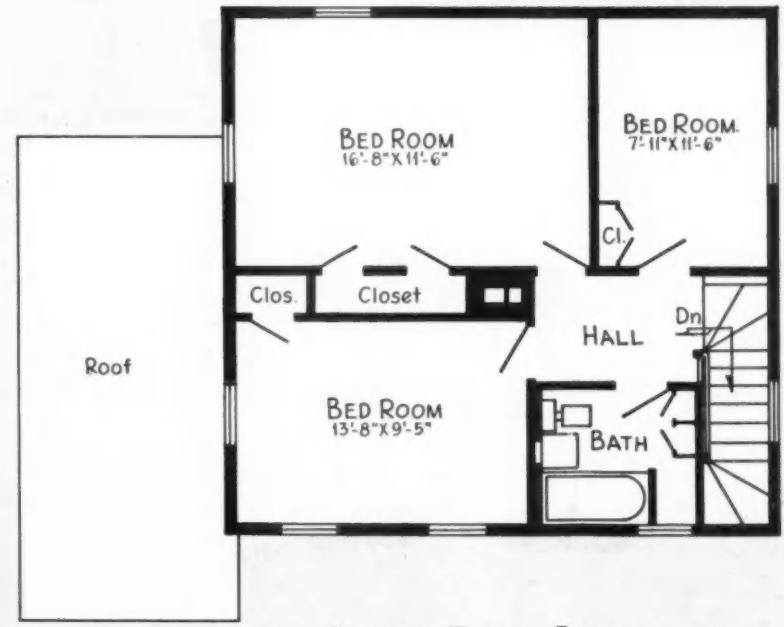
attractively designed two- and three-bedroom, one- and two-story houses, ranging from traditional bungalows to comfortable ranch house types, all completely equipped. Two of these are shown at the bottom of page 72. Of the thousand programmed, only one hundred of these homes had reached the construction stage when the requirements of the Wyatt program forced a change to a rigid pattern of standardization. In designing the "standardized" house, which was to complete their 1,000 house veterans' program, Alfred Levitt, the architect of the firm (although he is without any formal training in architecture) developed a plan which of necessity related construction, equipment, and room arrangement together to avoid excesses in one or more directions at the expense of inadequacy in others. Other considerations were the size and arrangement of rooms to permit the use of standard flooring and ceiling joists; the planning of the structural framing to provide for economical installation of pre-assembled units, heating ducts, wires and other items, while simultaneously taking into account the requirements of Levitt's production-line precutting techniques and maximum use of mechanical equipment in their operations.

The basic plan finally evolved—a two-story six-room house—measures 24' x 25' 6", and includes a full basement (see floor plans at right). Alfred Levitt points out that the full basement provides space for the owner to add such personal features as a game room, darkroom, workshop or other recreational activity, and also space for additional storage,



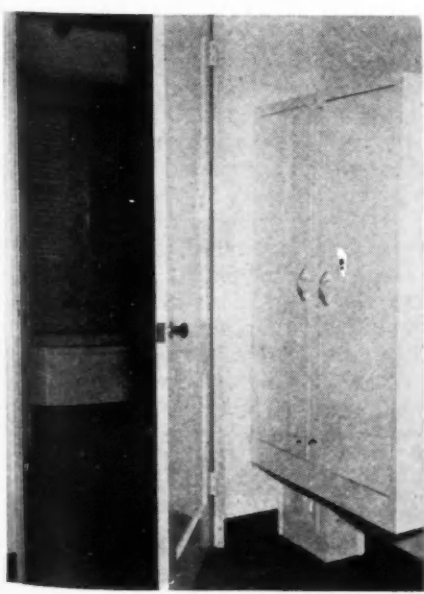
FIRST FLOOR PLAN

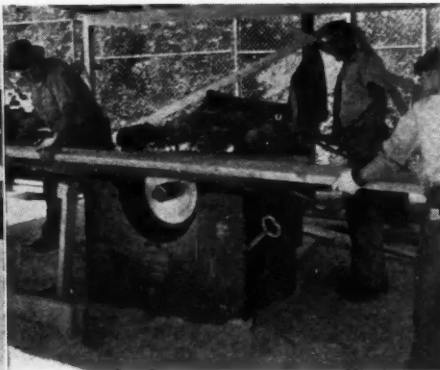
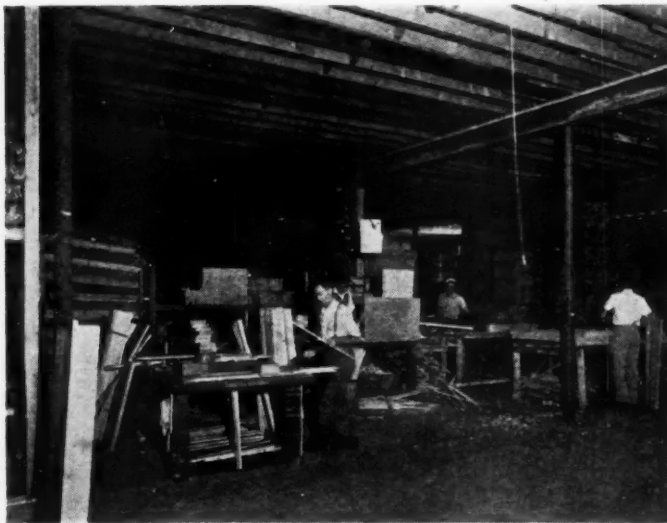
CAREFUL planning has resulted in maximum use of available floor space in the Levitt house. Note particularly the compact efficiency of the kitchen-dinette layout.



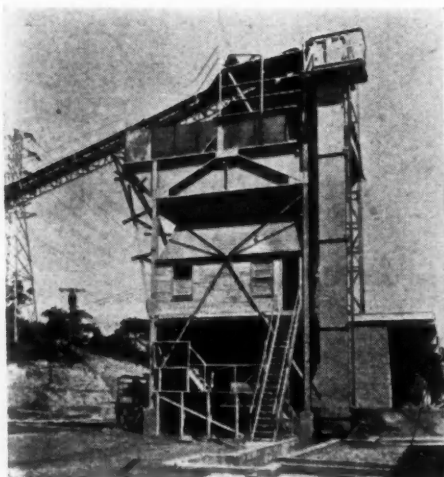
SECOND FLOOR PLAN

BELOW: Steel cabinet in extra bathroom is shown below.





THE PHOTOGRAPHS on this page show in remarkable detail the extent to which the Levitt organization is organized and mechanized. Every element of residential building that can be simplified or standardized has been carefully studied from the viewpoint of its being done on a mass-production basis. Assembly-line techniques, power tools and mechanical equipment are fundamental to the system and extensively used.

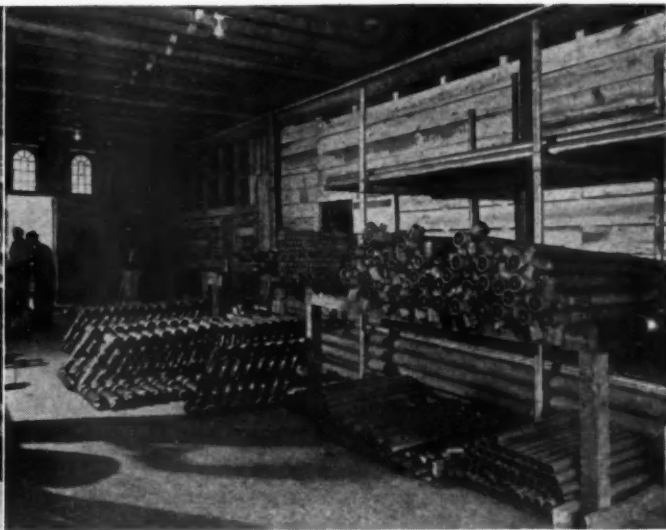
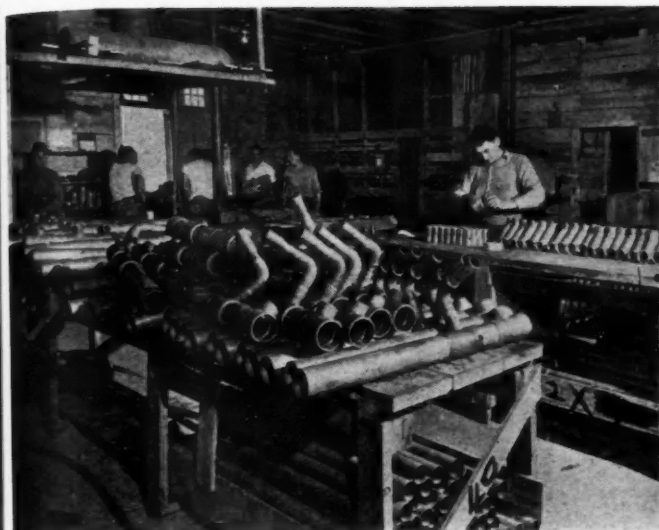


all at less cost than if the size of the main structure were to be enlarged to take care of any of these items.

The first floor has a living-dining room of generous size—with the fireplace located on the interior wall—for those who prefer to have their dining separated from the kitchen. For those who have no objection to having their meals in close proximity to the kitchen the plan provides a compact, well-arranged work center and an adequate, convenient dining space. The specifications for the veterans' houses originally provided for an automatic laundry and refrigerator. However, as Bill Levitt quickly proves, steadily mounting costs, due in large part to Washington ineptness and bungling, precluded the inclusion of these desirable extras within the limits of the government's arbitrarily established ceilings.

Another example of ingenuity in the Levitt plan is to be found in the third bedroom. There, rather than cut down usable wall space and crowd the room with a closet, a roomy metal cabinet is installed in the usually wasted space behind the door. Thus this room can be readily used as an extra bedroom, child's playroom, sewing room, or study, a feature appreciated by veteran buyers.

The achievement of varied design, necessary to avoid monotony in so large a development built around a single floor plan, required skillful handling and planning. The problem was solved by having ten different exteriors which, when combined with different roof styles, exterior finishes, spacings, setback, attached and detached garages and generous landscaping, result in a pleasing variety of sufficiently dissimilar homes to meet individual tastes and needs. These variations are further supple-



mented by the addition of attractive fences, trellises and shutters.

Shop and site fabrication utilizing the best of tried methods is almost a fetish with the Levitt organization. They have had long experience in this field but continue to study these important time- and money-saving factors. It would seem, however, that they already have their pre-cutting and pre-assembly operations so refined that waste of any kind, labor or materials, is at an irreducible minimum.

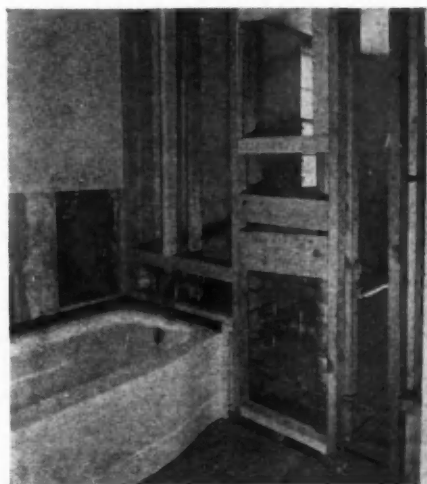
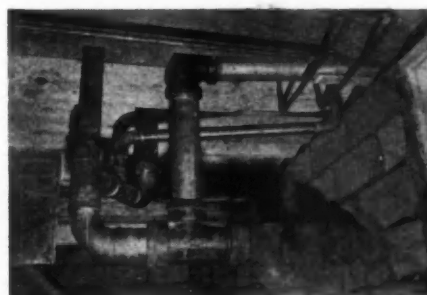
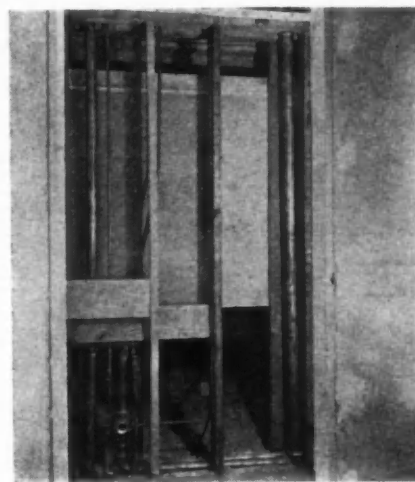
The photographs on these pages give the reader an idea of the Levitt's pre-cutting and other mass production techniques. The pre-cutting production line is set up in close proximity to the railroad siding over which raw materials arrive. Lumber, to take one item as an example, starts along a series of roller tracks through power saws and planers to come out transformed into studs, joists and rafters. Since only one plan is used there is virtually no resetting of the saws and a negligible amount of handling is required. When the lumber reaches the end of

the line it is ready to be "packaged" as a part of a single house. These "packaged" pieces are then hoisted to a truck and hauled to a specific site, or stored for use when construction has advanced to the stage where they are needed. Here again handling is kept to a minimum.

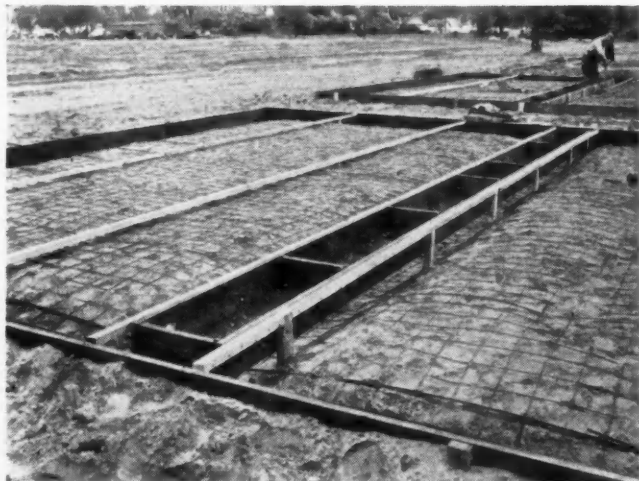
Doors, frames and windows are fabricated in a millwork shop which is also located so that materials arriving can be quickly and economically handled. Even foundations are put into place by production-line methods. When the forms are set the concrete is brought from Levitt's central mixer (see photographs on opposite page) and the walls are poured in rapid succession. The only failure in the production line method

(Continued to page 154)

THE "DEADLY" efficiency with which the Levitt's approach their job of building houses by mass-production is evident by the pictures on this page showing but one step in their construction operations—pre-assembly and plumbing installation.



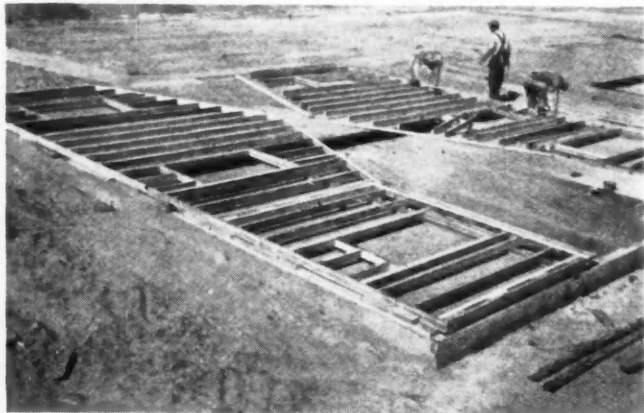
- Foundations Concrete, 10" wall
- Exterior Walls Johns-Manville Asbestos Shingle Siding; Red Cedar Shingles; Stucco
- Roofing Johns-Manville, 210 lb. asphalt strip shingle
- Flooring Kentile Asphalt Tile
- Interior Walls Sheetrock, taped joints
- Insulation Rockwool, 2" walls, 4" ceiling
- Plumbing Fixtures... Briggs Beautyware
- Plumbing Chase Copper
- Wiring General Electric
- Heating Chrysler Airtemp, automatic, gas-fired
- Water Heater Rheem Arrowhead
- Range J. B. Slattery insulated
- Bathroom Cabinets.. Miami-Carey
- Garage Doors..... Berry Aluminum, overhead type



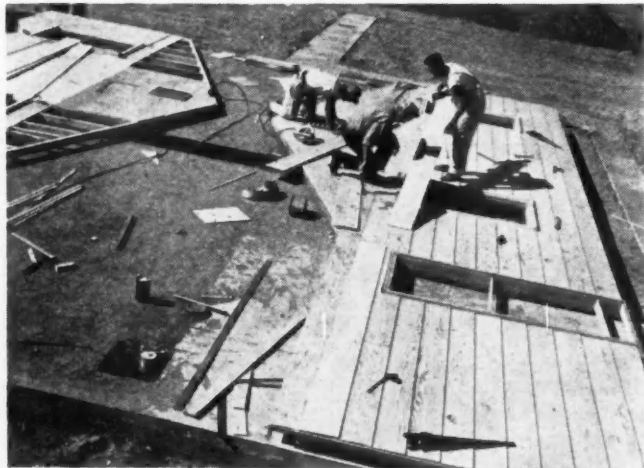
SLAB form ready for pouring. Cold air return runs across center.



CREWS assembling and erecting exterior walls on slabs.



PRECUT framing members are assembled in place, nailed in place.



EXTERIOR-TYPE plywood cut in 8- and 10-inch strips for siding.



Efficiency Gives Vets

Careful planning of floor space plus maximum use of precutting and mass assembly techniques hold costs to a minimum on South Bend, Ind., project

CAREFUL engineering of room space, varying colors and exterior designs for standard floor layouts, use of modern tools and home equipment, and efficient precutting and assembly of building materials are the reasons behind the high quality and value of the small homes for veterans being constructed in South Bend, Ind., by Place & Company, Inc. Virgil A. Place, president of the company, and for many years an Indiana realtor and builder, decided early in 1946 that he could use two standard plans, a two-bedroom and a three-bedroom, apply a gridiron pattern to a plot inside the city limits, and by using up-to-the-minute design and construction techniques, provide small homes for veterans at prices they could afford.

The two plans were developed by Ivar O. Wandell. It will be noted from the floor plans of the two designs, shown on the following pages, that the overall dimensions of both are identical, and that with a few minor changes in room dimensions, and relocation of the bathroom and the gas furnace, the two-bedroom design is easily expandable to a three-bedroom house.

Place, with his son and son-in-law as key figures in the company, took the undeveloped site, installed water and utilities, laid out and paved streets, then divided his building space into lots 40 and 42 feet wide. Fourteen-foot alleys run the full length of the block between parallel streets. In order to eliminate the possibility of monotony from straight lines of house fronts on both sides of the street, houses at the ends of the blocks are set back 25 feet from the sidewalk lines. Working toward the middle of the block each house is set back a few feet farther from the sidewalk than its neighbor nearer the corner.



THESE two- and three-bedroom homes for veterans in South Bend, Ind., are selling for \$6,950 and \$7,650.

Good Low-Cost Houses

Houses in the middle of each block are 40 feet back of the sidewalk. Standard width roadways were built with nine inches of gravel topped with hot asphalt. A cement lead from the sidewalk to the front door, and around one side to the rear door, is provided for each house.

Confronted with the universal headache of material shortages that has plagued every builder in the past year, Place leased an old two-story stable, assigned the upper floor as a warehouse space, and installed his office and some of his precutting and millwork prefinishing operations on the first floor. A yard at the side is used for lumber storage, and for most of the precutting of framing and truss members. After failing to get many materials and most of the required kitchen, plumbing and heating equipment and fixtures through the normal distribution channels, one of the members of the company was assigned to travel the country in search of the items needed. Place decided at the start that he could effect no economies if he was to be held up waiting for materials and equipment. Accordingly, no work was begun until everything needed for the houses was on hand in the warehouse. This included not only the building materials, and the equipment included with each house, but other equipment which the owner would have to buy separately, such as refrigerators. Place took the stand that if veterans who were buying the houses could not purchase refrigerators and other equipment from local retailers, it was his responsibility to make them available.

The plot will accommodate ninety-eight houses, and by late October thirty were finished and occupied. Fifty-two were under way. The two-bedroom units were selling for \$6,950, and the three-bedroom units for \$7,650. In addition to these, Place has also completed twenty-three houses selling for \$10,000.

All the houses are basementless, constructed on reinforced concrete slabs. In each slab there is an 8-inch by 22-inch cold air return trench, running the full width of the house. The slab is mopped with Flintkote asphaltic compound, and sleepers are embedded as nailers for the



GABLE end wall being raised. Opposite end ready to raise.



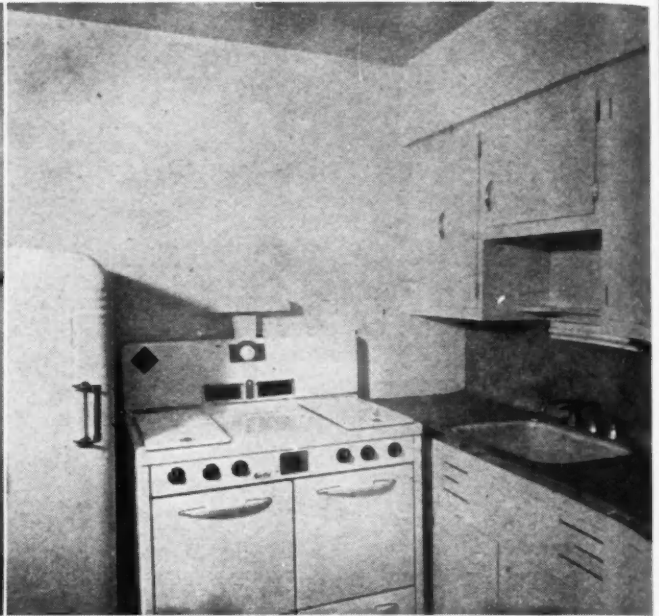
GOOD supply of portable power hand saws speeds work on site.



FOURTEEN Teco truss rafters eliminate bearing walls.



A GOOD-SIZED laundry room includes clothes drying facilities.



PARTIAL view of kitchen with cabinets, range, refrigerator.

subfloors. Unable to obtain full quantities of any given type of hardwood flooring, Place hit upon the idea of buying maple, birch and beech, and then using all three species mixed on the same floor. With a little attention on the part of the carpenter in blending the species, unusual and pleasing floors have resulted.

In order to eliminate interior partition framing, and save labor as well as about 400 board feet of lumber in the two-bedroom houses, Teco split-ring connectors were used to build 24-foot span trussed rafters for all roof construction. Due to delayed shipments of material, it has been possible to cut only four houses at a time. At this rate, Place's experience is that rafter fabrication has been at the rate of ten an hour with two men, assembly at the same rate, and erection at the rate of thirty rafters an hour with four men. Place estimates that further labor savings would be made if deliveries of materials would permit cutting ten houses at a time. Place states also that the trussed rafters enable him to make use of storage wall units, built in his shop, as non-bearing partitions. Rafter chords, struts and braces are all fabricated in the yard at the warehouse, fitted with the Teco connectors, and trucked to the job site for assembly.

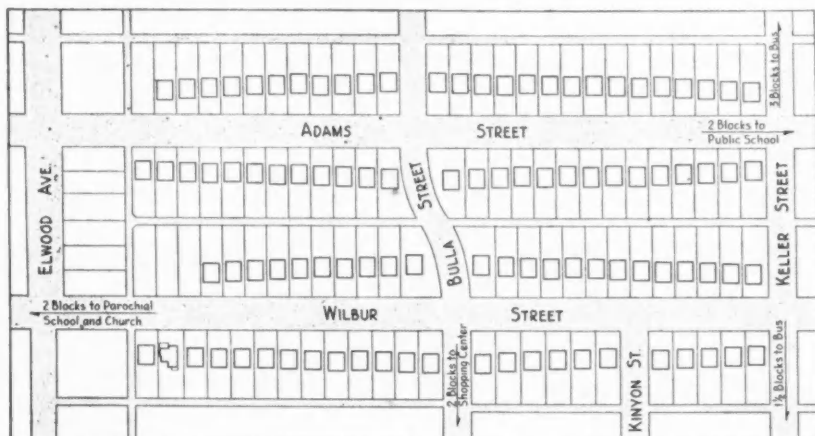
Copper tubing, except to hold the meter, is used throughout. The plumber has his shop at the job site, and completely prefabricates the entire plumbing tree. It is

set in the concrete slab, and braced vertically until the partition walls are installed. All partitions are non-bearing, plastered on gypsum lath. In effect, they are 2-inch solid plaster, floating walls, secured top and bottom and to abutting walls and partitions with continuous strips of metal lath. The lead from the water mains is three-quarter inch pipe, and copper tubing is used from the shut-off box to the house.

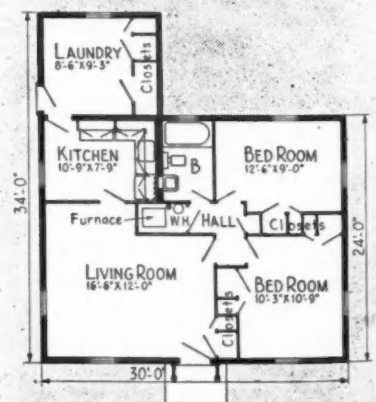
Elimination of baseboards, and use of only a strip of quarter-round at the junction line of the floors and walls, is accomplished by finish plastering down to the concrete slab.

All studding for outside walls is precut and marked at the warehouse yard. At the job site a template in the form of a slotted plate is laid along the edge of the concrete foundation. Workmen place the precut, marked studs in the slots provided for them, nail the plates, and then apply precut siding. If the wall contains a gable end, the siding overlaps slightly. When it and the moulding are applied, Skilsaws are used for trimming and for cutting louvres. The wall is then hoisted, as shown in an accompanying photograph, and braced until the abutting walls are erected and connected. Framing, siding and shingling require from 62 to 69 man-hours. Red cedar shingles are used on all roofs. On some of the houses they are double-coursed for siding.

PLAT for the 98-house veterans' housing project of Place & Co.



FLOOR plan for these two-bedroom veterans' houses.



Siding on most of the houses is Douglas fir plywood. The plywood is ripped in two widths, 8 and 10 inches. Above the window ledges the ten-inch strips are lapped 1½ inches, while below the ledges the narrower strips are lapped three-quarters of an inch. All the plywood used for siding is resin-dipped exterior.

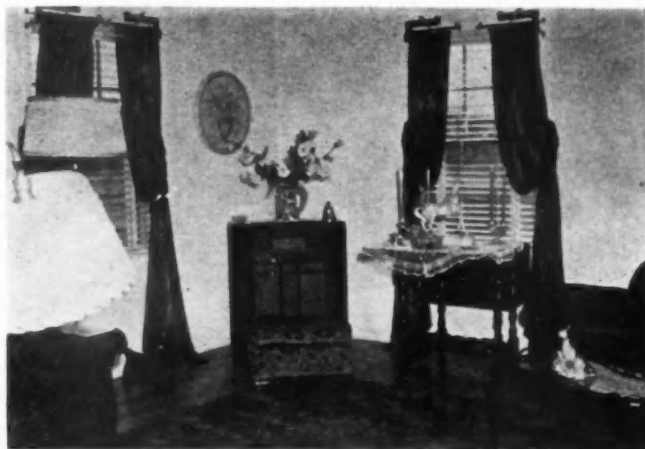
All door frames are steel, manufactured by the Richmond Fireproof Door Co. The door frames are placed on small plywood blocks resting on top of a slotted sleeper to avoid the necessity of trimming the finished hardwood flooring around the frames.

Morrison gas-fired furnaces with White-Rodgers controls supply the heat. In order to provide heat outlets in every room and eliminate completely any duct work, the central hall ceiling is dropped to a height of 6 feet, 6 inches above the floor. The space above the low ceiling is used as a plenum chamber, from which, due to the central location, a hot air register reaches every room. A Rheem gas-fired hot water heater is standard equipment. There are five cold air returns in the small house, and six in the large one.

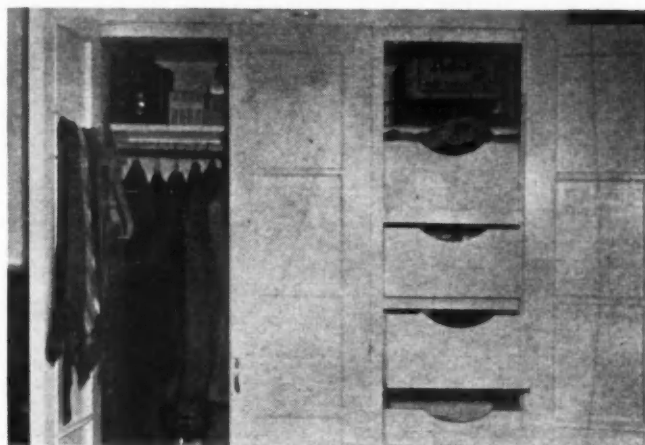
A closet in the laundry room is designed as a clothes dryer. With the door cut off several inches above the floor a forced draft of warm air enters through a register from the plenum chamber. Three-inch Cellulite cotton batts provide insulation in the houses.

Electricity is provided by means of three-wire, 220 volt leads in all houses. A 70-ampere Trumbull circuit breaker is installed in the control box. There are three outlets in the kitchen, and a fluorescent light over the sink. There are four base plugs in the living room of the smaller house, and five in the living room of the three-bedroom house.

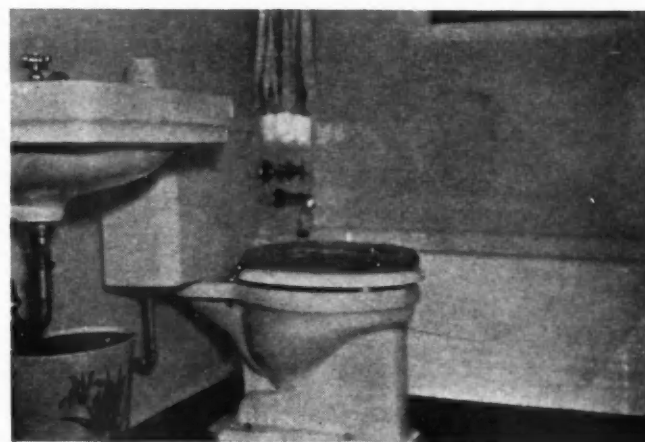
Standard Sanitary plumbing fixtures and Faries medicine cabinets are installed in all houses. Youngstown Kitchens by Mullins are provided. An accompanying photograph shows a typical kitchen installation. Magic Chef stoves and either Frigidaire or Servel refrigerators are held in stock by Place for sale only to buyers of the houses. All windows are R-O-W removable sash, equipped with interlocking weatherstrip, with the weatherstrip on one jamb removable. Floors are hardwood with air circulating underneath, except in the kitchen and bathroom where floors are inlaid linoleum. The houses sell just as rapidly as they are completed, and the veterans are losing little time sowing grass and beginning the work of landscaping. Virgil Place intends to double his production next year, contingent on his ability to get materials, preferably through normal channels.



LIVING rooms in the two-bedroom homes are 15x16½ feet.



ROOMY, built-in closets such as this are in each bedroom.



BATHROOMS are conveniently located, include quality fixtures.

AT right below are a few of the 23 higher-priced homes completed by Place & Company and sold to veterans. Below is floor plan for the three-bedroom low-cost house.





GENERAL view of the Burns Brentwood subdivision of 300 acres which will eventually contain 1,400 homes.



THE main streets here are 100 feet wide with a center parkway eight feet wide.



ONE of the twenty-two Crawford prefabricated houses which have been erected.



BULK of the houses will be these five- and six-room Cemestos.

Developer Burns

Mountain builder under way with single family and apartment developments. Shows progress in face of shortages. Expects acceleration of operations with controls removed.



FLOOR plan of Crawford six-room prefab.



FLOOR PLAN
FLOOR plan of five-room Cemesto prefabricated house used by Burns in large project.



COLONIAL GARDENS apartment project of the Burns Realty & Trust Co. At right is floor plan of two-story apartment.

of Denver Will Erect 1,400 Homes for Veterans

TWO large housing projects being developed in Denver, Colo., by Franklin L. Burns, president of the D. C. Burns Realty & Trust Co., will contribute 1,400 new units to the estimated 15,000 needed by the rapidly growing mountain metropolis.

The first of the projects, the Burns Brentwood Subdivision, consists of three hundred acres, with one-level single family houses on lots 50 by 131 feet. In October, twenty-two Crawford prefabricated houses were under way, and thirty Cemesto houses were in various stages of completion. All the rest of the development will be Cemesto single-wall and partition units. The prefabs have six rooms, and the Cemestos are available in both five- and six-room sizes. Between 50 and 75 per cent of all the remaining houses will be three-bedroom units, and all the garages will be two-car.

Particularly outstanding is the color harmony Burns has achieved on the exteriors of the first block of Cemesto houses now nearing completion. Several pastel shades used in varying

combinations on outside walls and roofs present an extremely pleasing color symphony. Main streets through the subdivision are 100 feet wide with a center parkway over an 8-foot water right of way. Other streets are 60 feet wide, 30 feet from curb to curb. Integral sidewalks and curbs are used throughout.

The Cemestos are basementless, and built on a concrete slab. To insure against cracks in the slabs, 2x4 frames are built, and filled with dirt to a level three inches below the tops of the frames. Filled with water and left to settle overnight, pea gravel is added the next morning, wire mesh is placed, and concrete poured. Finished floors are asphalt tile, with a different pattern used in each room. Ceilings are Sheetrock with taped joints. When the houses are complete Insul-Fluff insulation is blown between the ceiling joists.

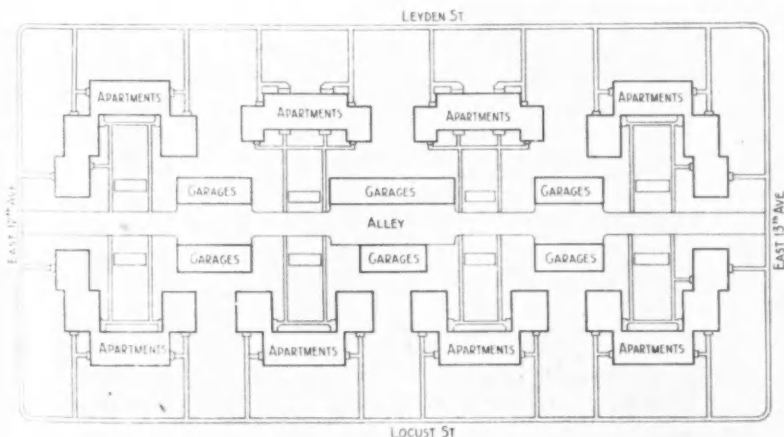
Heat is supplied by a Jackson & Church overhead delivery, forced warm air system, thermostatically controlled. Standard equipment in-

cludes Eljer plumbing fixtures and Mission hot water heaters. There are six electrical outlets in the living room, and four in the kitchen. Porch roof ceilings are plywood. The Crawford prefabs are equipped with Atlas filtered heating systems.

Framing and roof trusses for the Cemestos are all precut on the job, and plumbing trees are prefabricated in a plumbing shop at the job site. Lumber for the Pratt roof trusses is trucked to the job site from a material warehouse on the subdivision. Jigs are set on templates, truss members are cut, the trusses are built on the ground, then raised into place. All interior partitions are non-bearing.

Plumbing units completely assembled, with all lead surfaces and traps wiped in advance, are set in the foundation, and the house is then built around the plumbing unit or tree. Before power was available on the site, a portable generator mounted on skids was used for the operation of power saws, and in the plumbing shop.

(Continued to page 156)



PLAT of the four- and five-room apartment project completed by Burns.

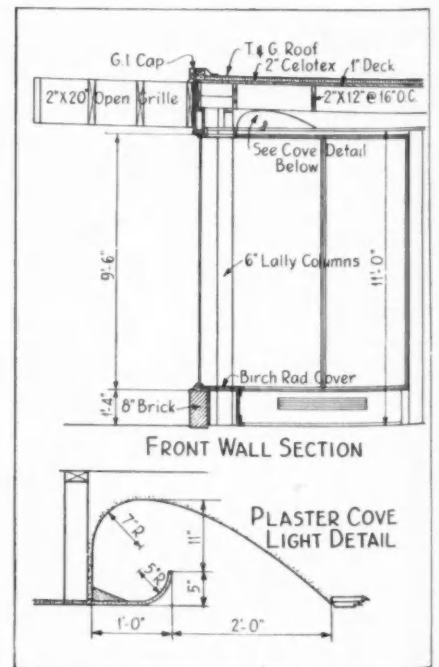
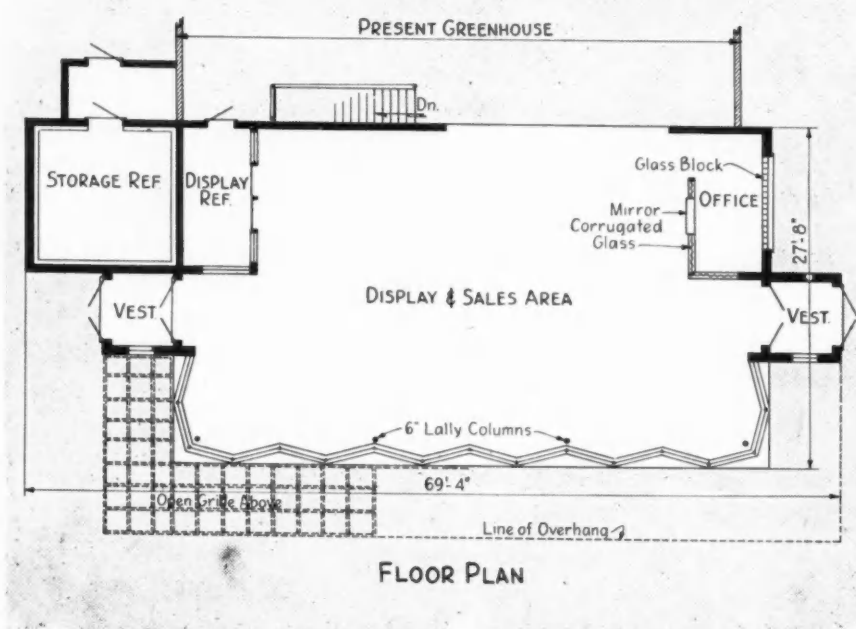


FLOOR plan of the one-story apartment.



THE absence of extended bulkheads under window wall permits great flexibility for interior arrangements. *Photos by Hedrich-Blessing Studio.*

Smart Architectural Design Invites Customers



PLAN of new flower shop. This building was placed at one end of present greenhouse after the old wall was removed.

The huge expanse of glass forming the display windows which extend to the ceiling of showroom has the effect of opening the entire interior of the flower shop to the view of customers and motorists

AT THE intersection of Skokie and Glenview Roads in Wilmette, Ill., there has been erected for George Mangel, head of the Mangel Company Florists, one of the outstanding examples of modern design as applied to commercial construction.

This retail flower shop, which is an addition to the present greenhouse, has been designed by Donald S. King, of the office of Arthur Swanson and Associates, architects, Chicago. The Carroll Construction Co., of Chicago, were the builders.

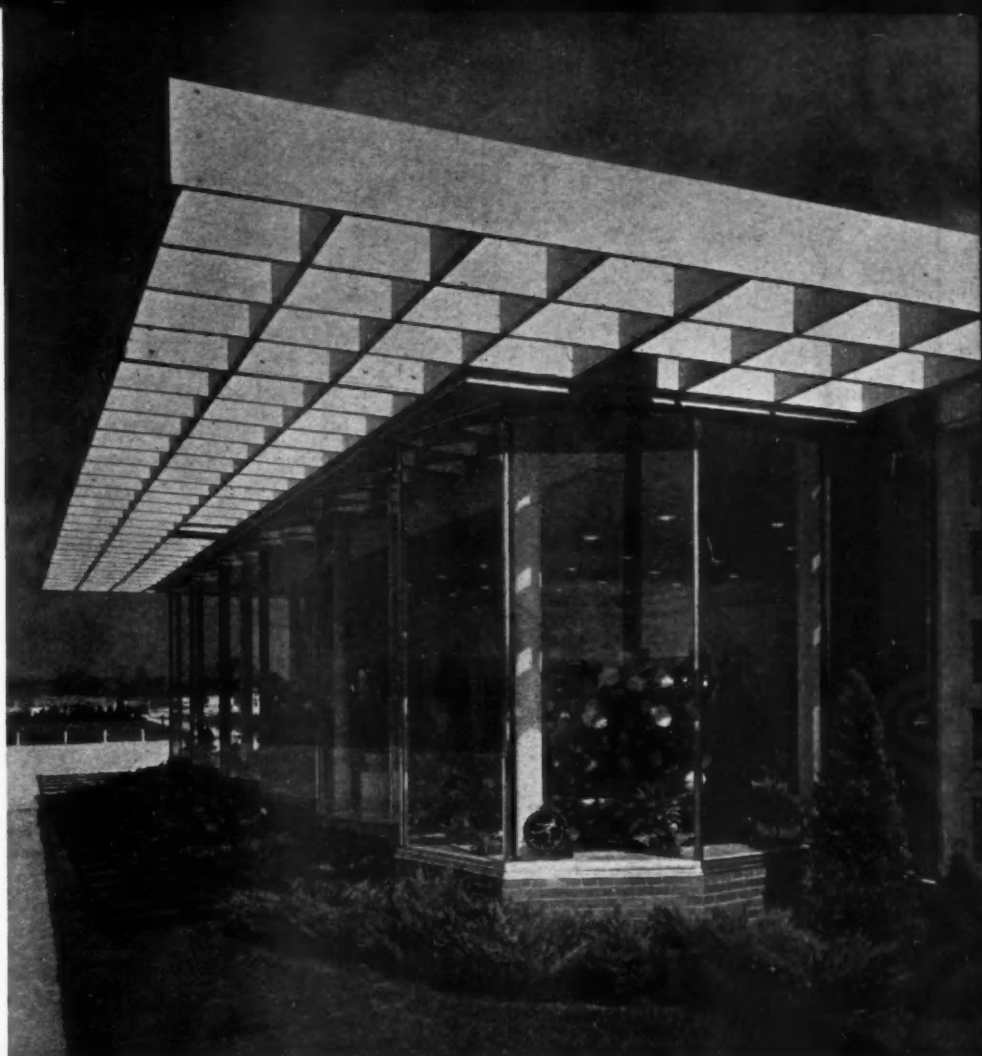
On these two pages are illustrations of the result of skillful planning for sun control. Large glass areas to the west were essential in order that the entire interior display be opened up to the view of customers and passing motorists. The "egg-crate" type of canopy, built up of wood construction and supported by steel framing which extends back into the structure, provides the means of controlling to a great degree the direct action of the sun. In addition to the canopy the display windows are constructed in a "sawtooth" design; therefore the angular placing of the glass panels deflects the sun's rays, allows full vision into the shop, breaks the monotony of the conventional display front, and provides an ever changing perspective of the displays within.

The floor of the display room is asphalt tile laid over a concrete slab. A suspended acoustical ceiling of Celotex panels is used for the sales-room area.

A combination of cold cathode tubes placed in concealed ceiling coves, and flush louvered reflector units, insures high level illumination free from all ceiling obstructions. A large display refrigerator together with a storage unit provides ample space for display of cut flowers.

Ample parking space has been provided all around the new building which stimulates a high volume of cash-and-carry business.

A DETAILED exterior view at upper right shows to advantage the sawtooth arrangement of windows and heavy canopy above. In the night view shown in the center, the interior sparkles as a rare jewel. Right, George Mangel's office adjoins display room.





THE extended canopy, besides being utilitarian in its use, gives form and expression to an otherwise straightforward design.

House Has Simple Yet Effective Lines



THE simple fireplace with its broad band of marble around the opening is centered on the side wall of the formal living room.

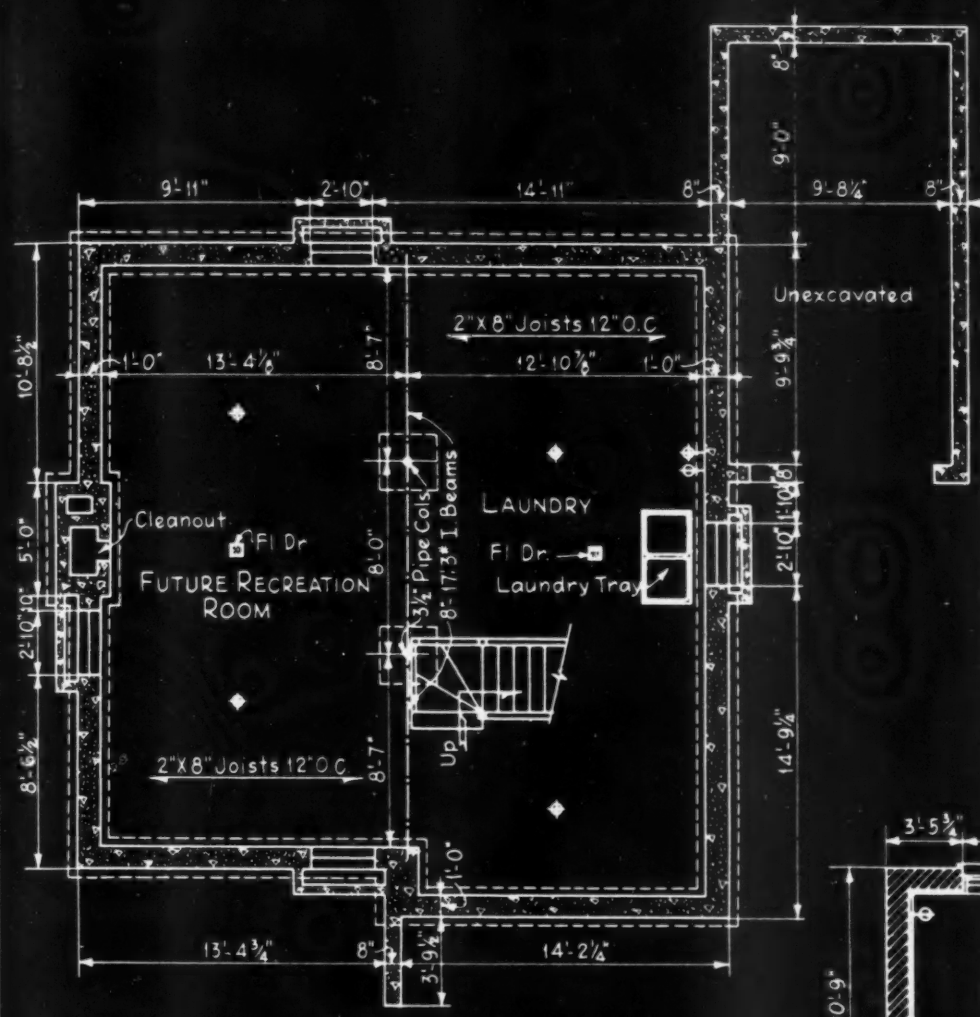
A COMBINATION of common brick, wood trim painted white, and casement windows has been blended together to produce an interesting composition. This type house is one of the most economical to build and maintain because of its simple plan outline.

GOOD design is ageless. This is known to have been true in the past. The house shown on these pages indicates that it still holds good today.

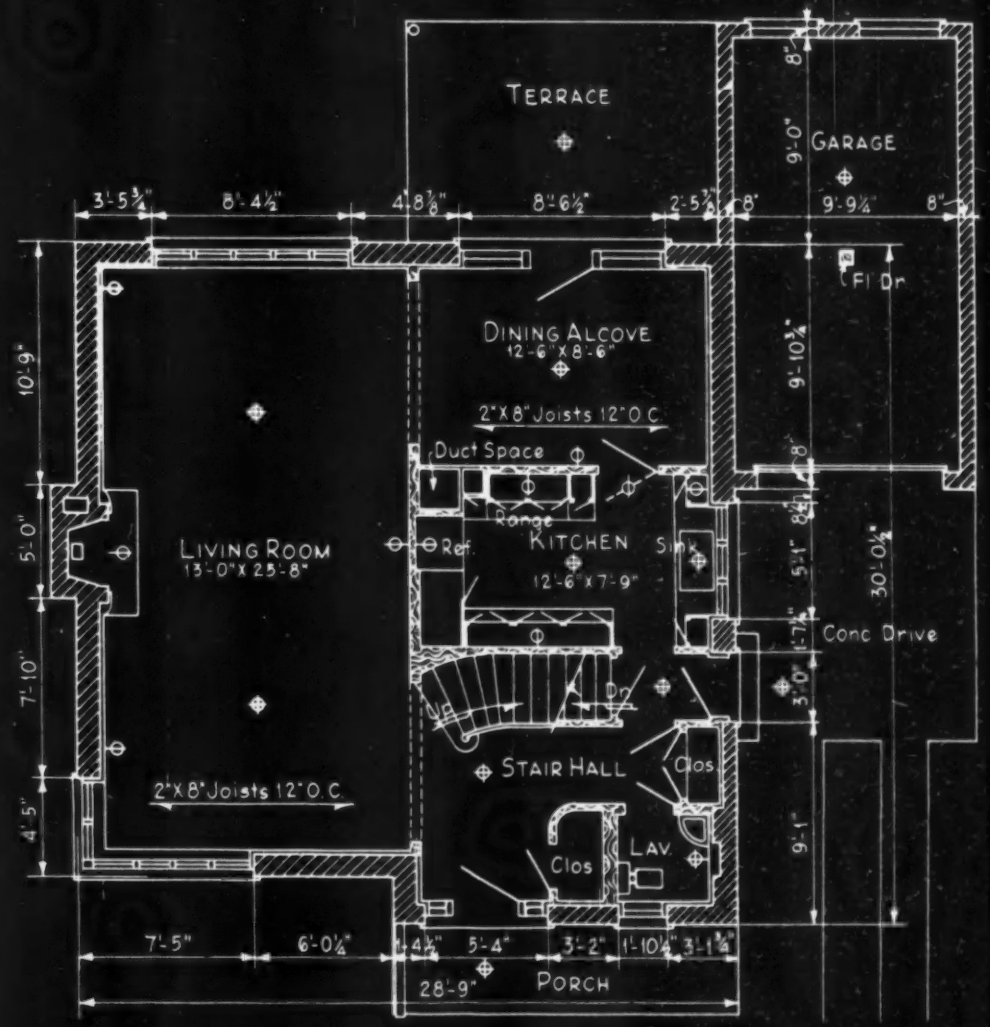
Built in 1935 for the Chicago Evening American, this model house designed by Ronald F. Perry, architect, Chicago, Ill., has withstood the ravages of time and the onrushing years, and today is just as up to date and modern in its planning and design as the houses that are being built now. Floor plans, elevations, and details are shown on the adjoining blueprint sheets.



PLANS



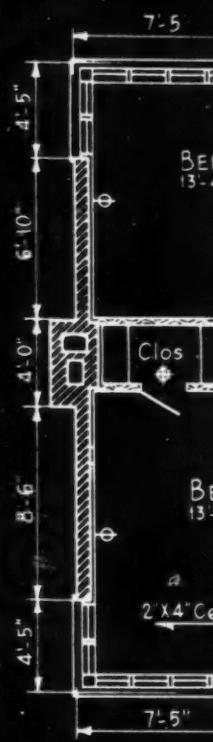
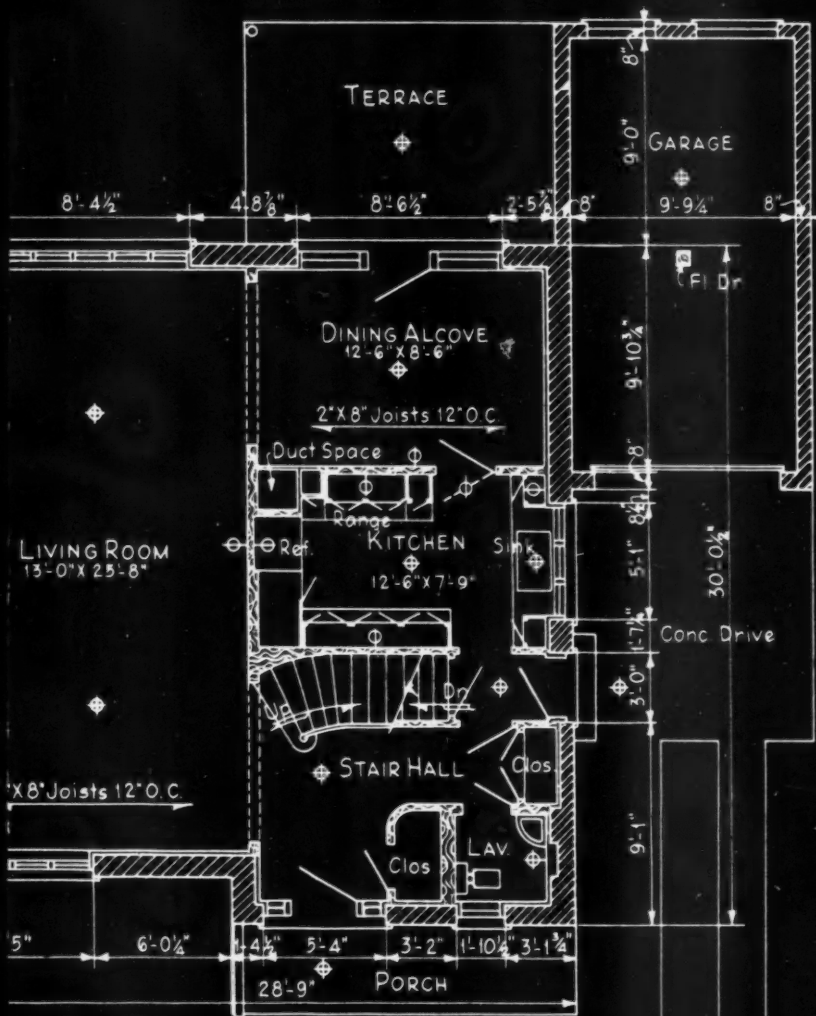
BASEMENT PLAN



FIRST FLOOR PLAN

S
 been
 pages
 a, this
 architect,
 and the
 e and
 s that
 d de-



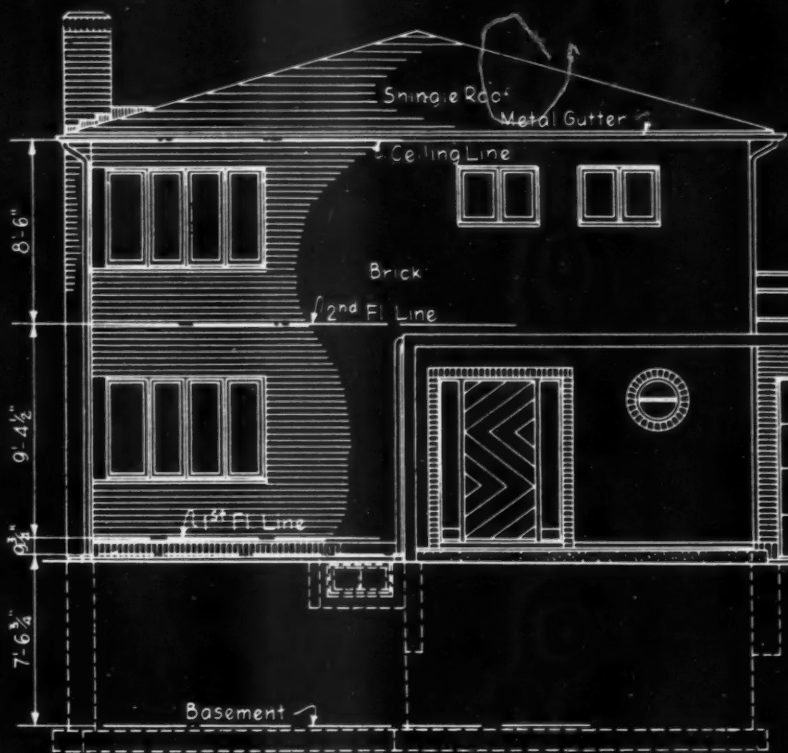


FIRST FLOOR PLAN



SECOND FLOOR PLAN

DESIGN No. AB.113
 AMERICAN BUILDER BLUE PRINT SERIES
 Designed By
RONALD F. PERRY ARCHITECT
 32 W Randolph St. Chicago, Ill.
 Simmons-Boardman Pub Corp. 105 W Adams St. Chicago, Ill.

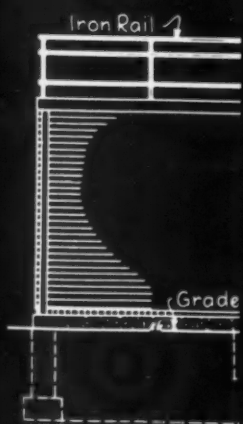
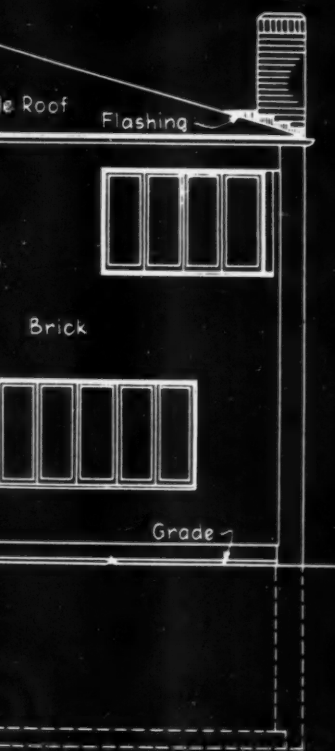
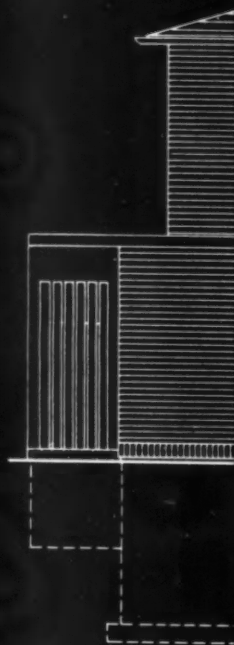
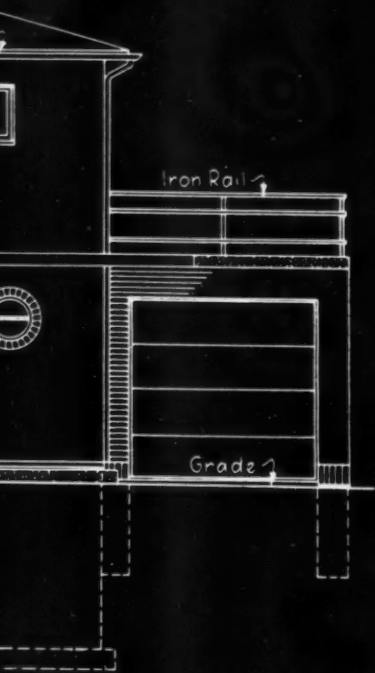


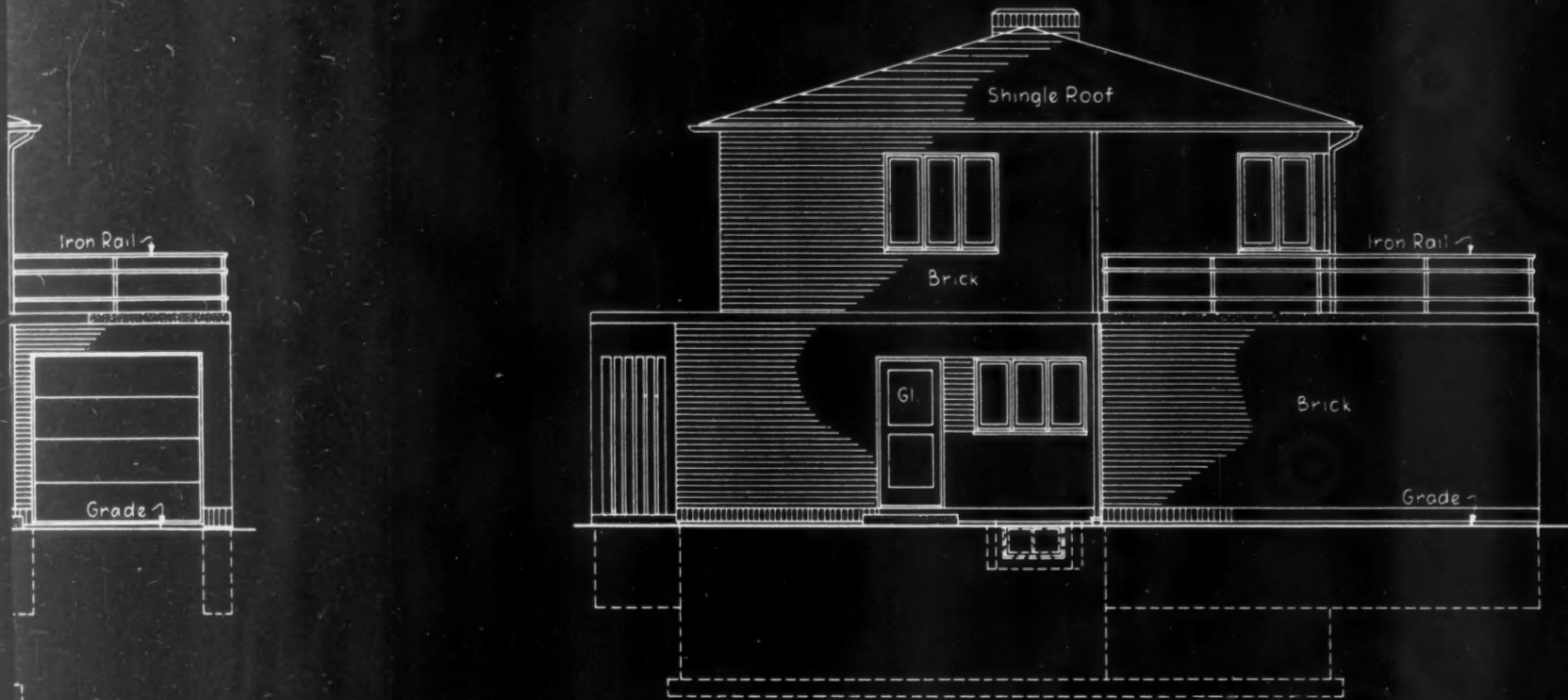
FRONT ELEVATION



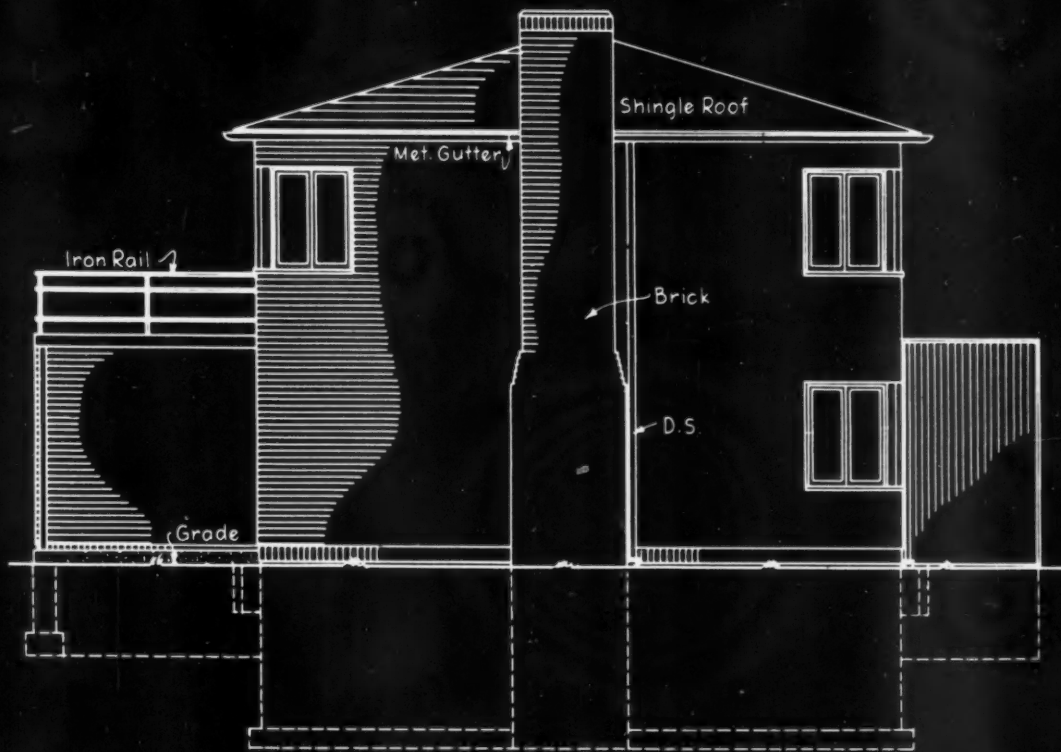
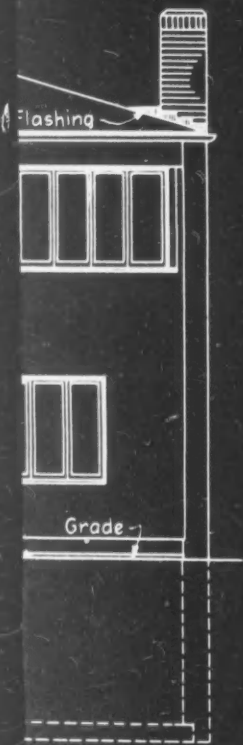
REAR ELEVATION

DESIGN NO. AB.113
 AMERICAN BUILDER BLUE PRINT SERIES
 Designed By
RONALD F. PERRY ARCHITECT
 32 W. Randolph St. Chicago, Ill.
 Simmons-Boardman Pub. Corp. 105 W. Adams St. Chicago, Ill.

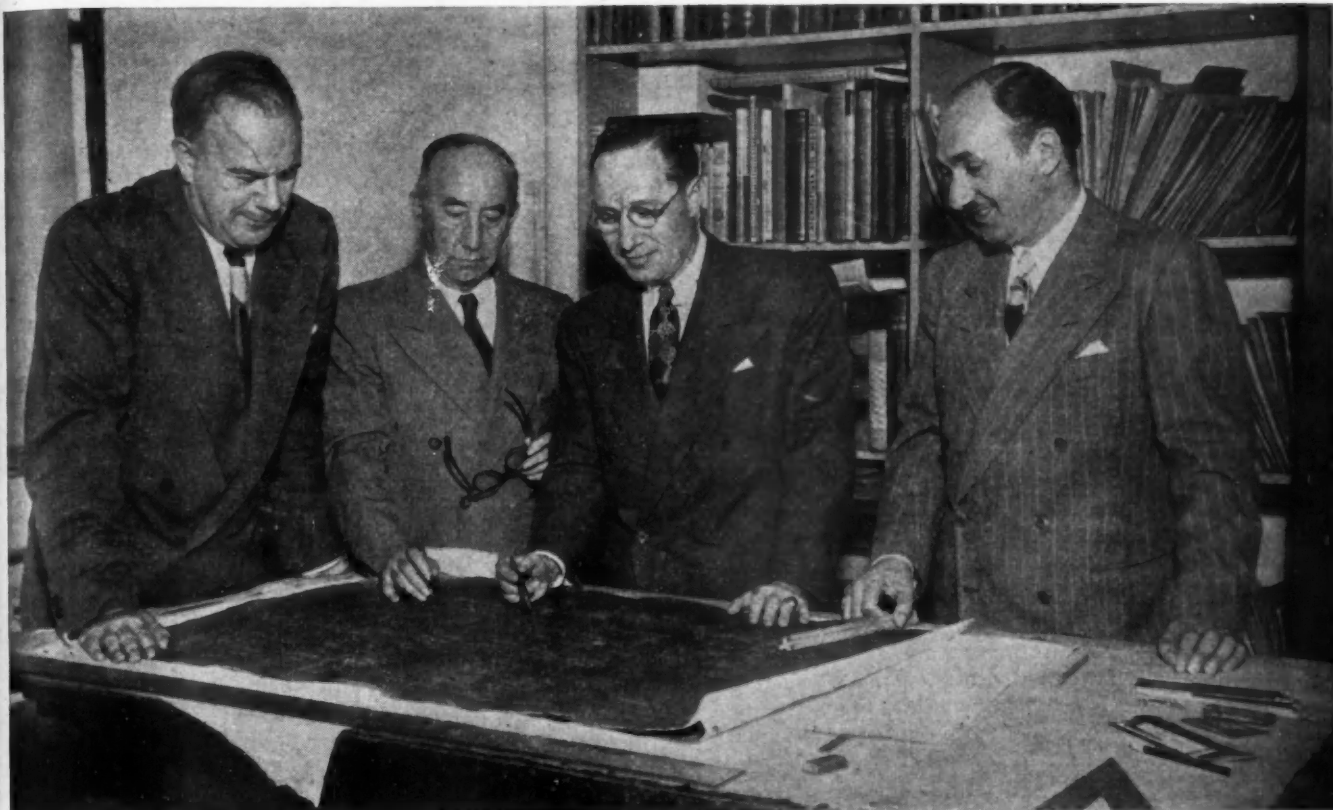




RIGHT SIDE ELEVATION



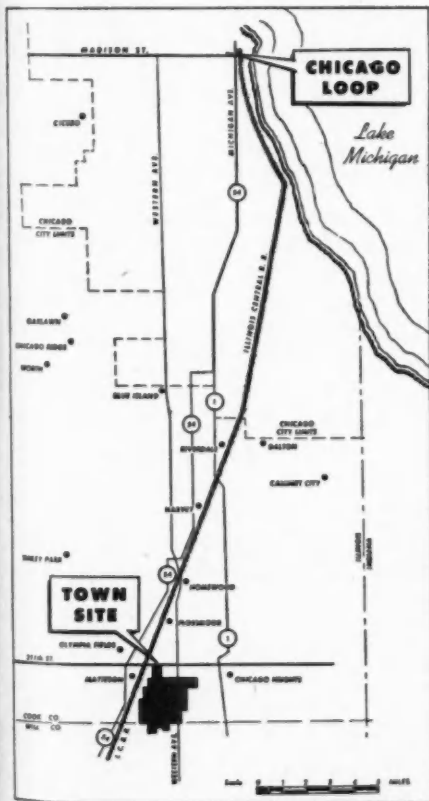
LEFT SIDE ELEVATION



PHILIP M. KLUTZNICK, third from left, studies blueprints with associates Jerrold Loebel, Charles Waldman, and Nathan Manilow, treasurer.

Klutznick Plans \$70,000,000 Housing Project

Former FPHA commissioner organizes firm to build homes and apartments adjacent to Chicago for 25,000 middle-income persons



PLAT showing location of new Olympia Fields housing development and its relation to metropolitan Chicago.

A \$70,000,000 city will be constructed on 2,300 acres of rolling land 55 minutes south of the Chicago loop, according to plans announced early in November by American Community Builders, Inc., of which Philip M. Klutznick, former FPHA commissioner, is president.

Initial construction, to start after the winter months, is calculated to meet the need of veterans under the emergency housing program. Financing will be done under the FHA plan.

Present plans call for houses to sell from \$7,000 to \$10,000 with provision for 600 rental units. The initial program will accommodate 5,500 families and a later expansion is planned for approximately 3,000 more. The first program will probably provide 2,800 single-family units, 650 twin houses for 1,300 families, 200 "town and country" homes for 800 families, and apartment buildings for 600 families. According to present Illinois Central suburban train schedules, the town will be approximately 55 minutes from the Chicago loop.

Sites in the town have been reserved for churches of various de-

nominations, one high school, and five elementary schools around which the five neighborhoods will be centered. About 475 acres of the town, bordered by the Michigan Central and Belt Line Railroads, will constitute an industrial area. Only non-nuisance industries will be considered.

There will also be a town hall containing all the municipal agencies. Entertainment facilities will include bowling alleys, theatres, playgrounds, a swimming pool, and picnic spots.

Nathan Manilow, president of the Manilow Construction Co., is treasurer of the newly organized American Community Builders. Other officers include: Jerrold Loebel, member of Loebel and Schlossman architectural firm, vice president; Hart Perry, former special assistant of veterans' housing for FPFA, secretary; Carroll Sweet, president of L. B. Harris Co., and Charles Waldman, engineers.

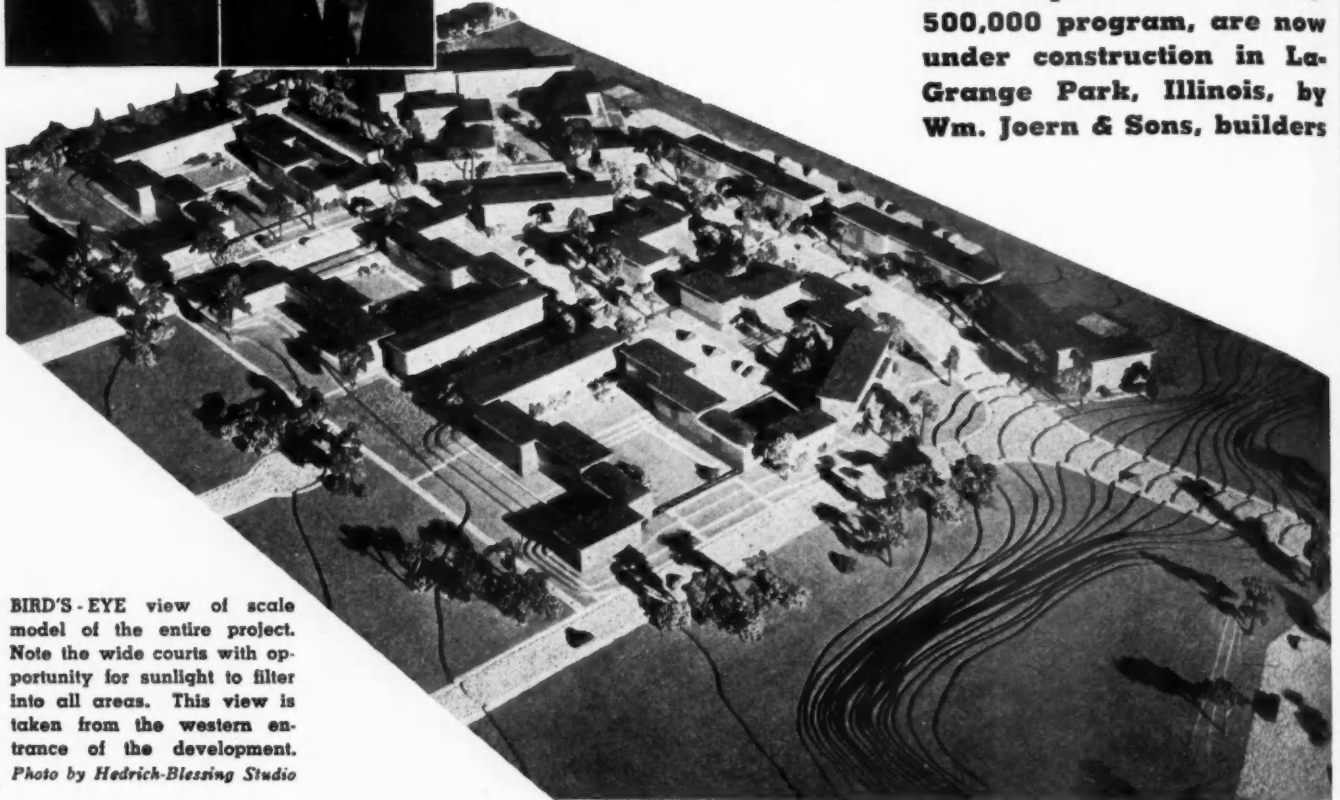
Elbert Peets, Washington, D. C., who collaborated in the planning of the towns of Kohler and Greendale near Milwaukee, designed the basic plan for the community in conjunction with Loebel and Schlossman.

Apartment House for Veterans

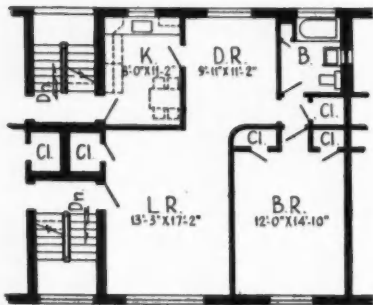


LEFT: Charles E. Joern, president of Wm. Joern & Sons. Right: Edwin R. Mittelbush, architect, Chicago, Illinois.

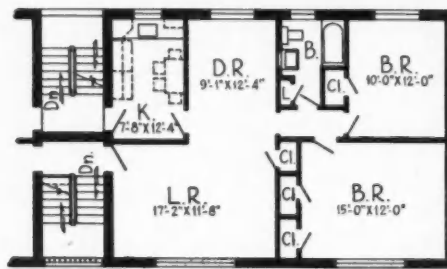
After more than two years of preparation, the Homestead Apartments, a \$3,500,000 program, are now under construction in LaGrange Park, Illinois, by Wm. Joern & Sons, builders



BIRD'S-EYE view of scale model of the entire project. Note the wide courts with opportunity for sunlight to filter into all areas. This view is taken from the western entrance of the development. Photo by Hedrich-Blessing Studio



TYPICAL 4 ROOM APARTMENT



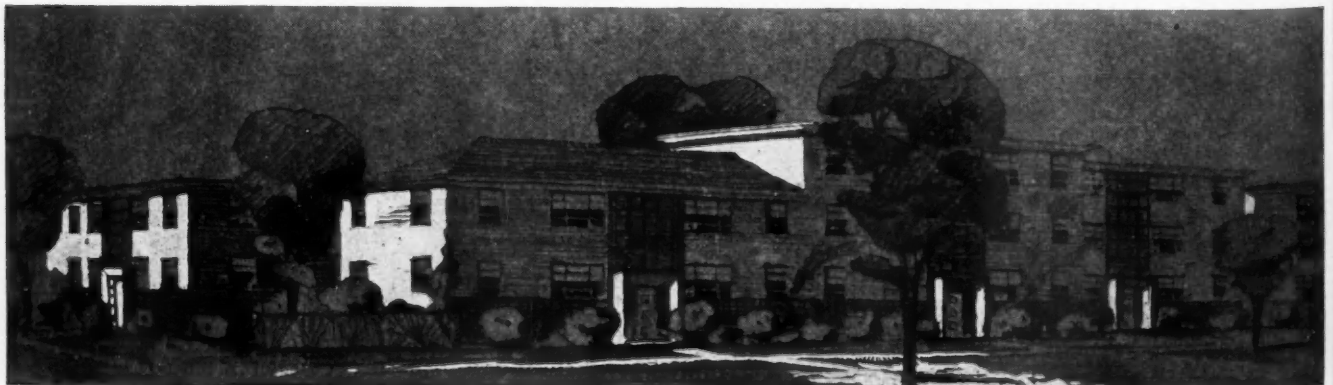
TYPICAL 5 ROOM APARTMENT



ALTERNATE 5 ROOM APARTMENT

ABOVE are shown a number of typical apartment layouts. Other plans are available by variation of basic units.

ARCHITECT'S rendering of typical court building. The two-story units are placed in foreground with three-story units in rear.



The Largest Private Enterprise in the Chicago Area

ONE of the outstanding projects of the present day that has been undertaken by private enterprise is the \$3,500,000 veterans' apartment now under construction by Wm. Joern & Sons, builders, in LaGrange Park, Ill. Designed by Edwin T. Mittlebush and Howard T. Fisher & Associates, architects, Chicago, it is indicative of the fact that in spite of low rental ceilings and high construction costs, if economy is exercised in the plan arrangement and all excess appendages are eliminated, it is still possible to construct a series of buildings of this type and yet retain all the elements of good design.

This is the largest private apartment house enterprise in the Chicago suburban area. The community will be known as the Homestead Apartments and will cover 17 acres of a site that was once the farm of the first mayor

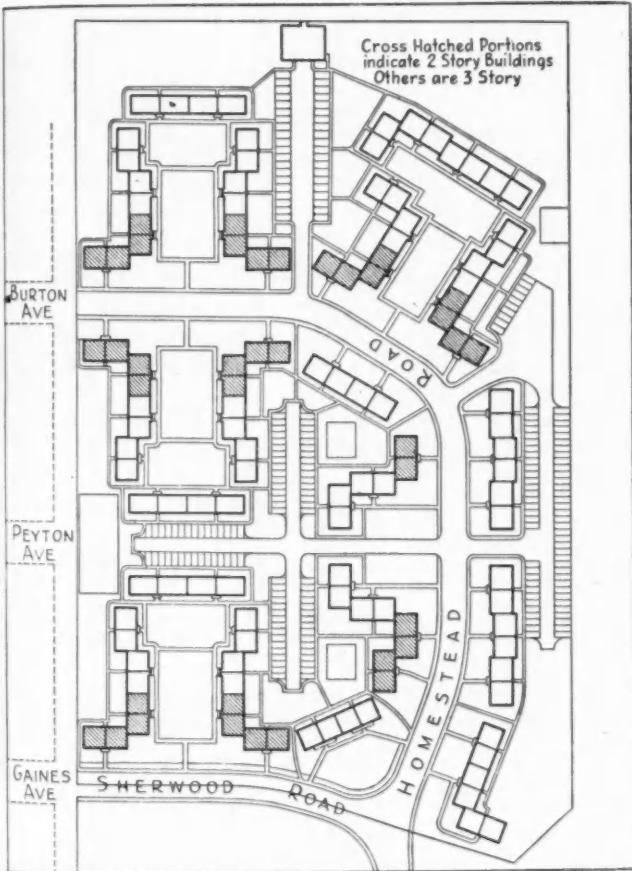
in LaGrange Park. The project will consist of 19 buildings containing 336 apartments of 3½, 4 and 5 rooms. The proportion of the apartments will be 46 of the 3½'s, with five types of 4's totaling 230, and four different variations of the 5's for a total of 90. It will be built at Sherwood and Homestead Roads, just two blocks from the Burlington Railroad station at LaGrange Road.

Edward J. Kelly, district director of the Federal Housing Administration, when interviewed stated: "The FHA has been associated with the sponsor's architects and technicians in the planning of this project, and its construction will be a matter of pride to this office. Because of the excellence of the planning, this project should prove to be an inspiring pattern for other sponsors of similar projects. It is our earnest hope that many other like projects will follow. We are more than proud to be associated with sponsors of rental projects, and we are equally proud to be associated with this one."

The Homestead Apartments have been planned as an integral part of the LaGrange Park's "Tomorrow's Town" development, as set forth by the postwar planning group. The land planning was done by Kincaid, Oneal & Gardner, with Seward Mott, Washington, D.C., as consultant. Edwin H. Hancock was the local engineer on the project. All engineering work for the streets, sewers, light conduits, water, gas and other utilities has been completed and the top dirt cleared from the surface ready for construction work. All materials and necessary items have been located and are available, therefore it is expected that the buildings will be ready for occupancy by Oct. 1, 1947. It will be 100 per cent veteran-rented. Enough qualified veterans have already applied to more than fill the quota.

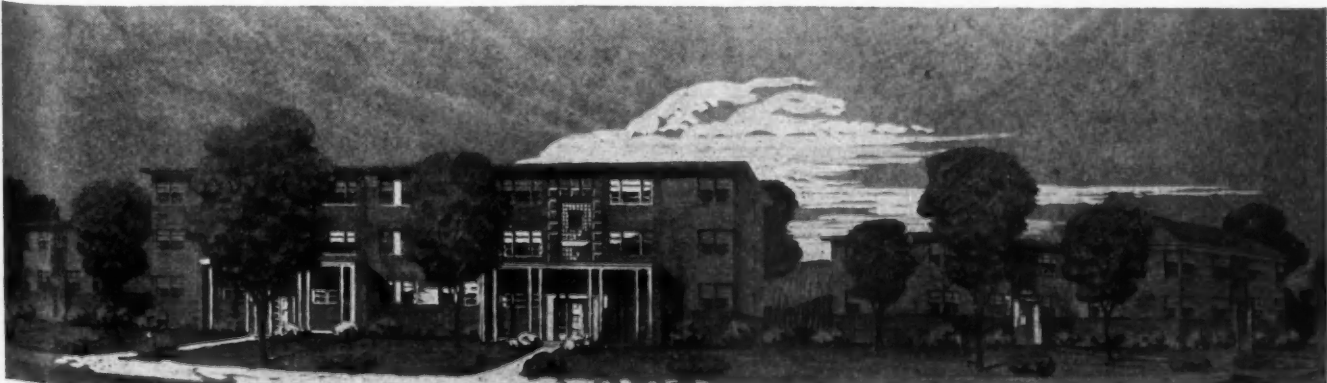
There will be electric laundries and individual freezer space. Children will be welcomed and streets have been laid out on a curvilinear basis which minimizes traffic hazards and adds further interest to the architectural effect. Off-street parking will be used, ample garage and parking space being available. In addition to each individual building, the entire area will be extensively landscaped as a unit, with 158 large Norway maples and American elms forming the nucleus for several thousand trees and shrubs.

"This apartment program meets a dire need of the community, and fulfills the urgent demand of veterans and their new families for adequate, livable and permanent housing. This development will help solve the pressing housing shortage," said Charles E. Joern when interviewed by *American Builder*.



PLOT plan of project shown above. Ample parking and play area.

ARCHITECT'S sketch of buildings at Homestead and Sherwood Road.



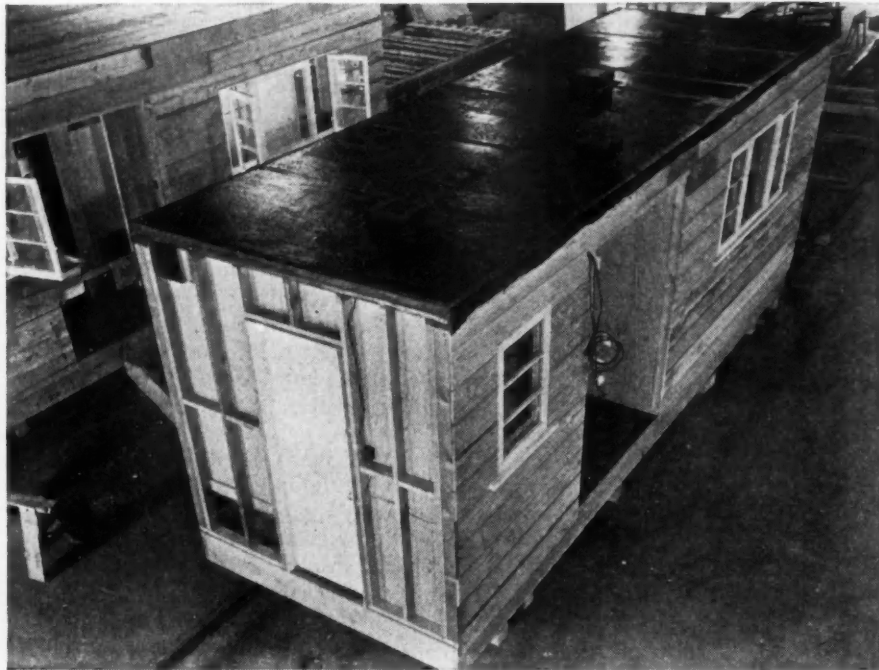
ears
ome-
\$3,-
now
La-
by
ders

B.R.
'6'x14'-4"
C.T.C.
B.R.
'0'x12'-4"

TMENT

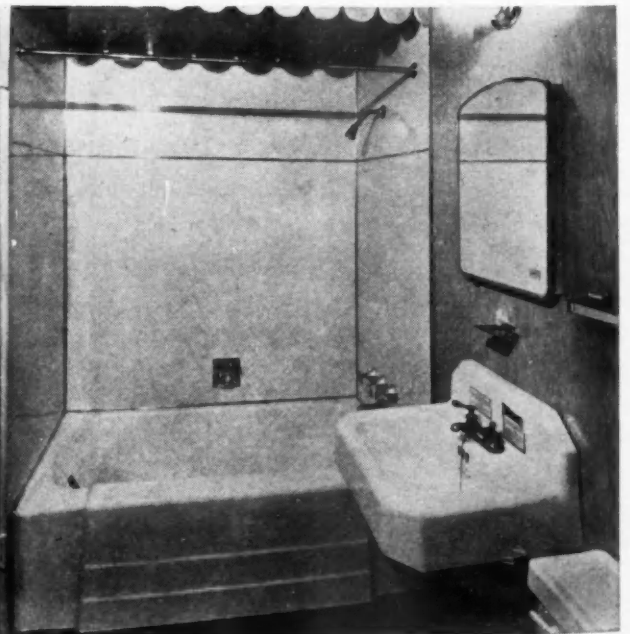
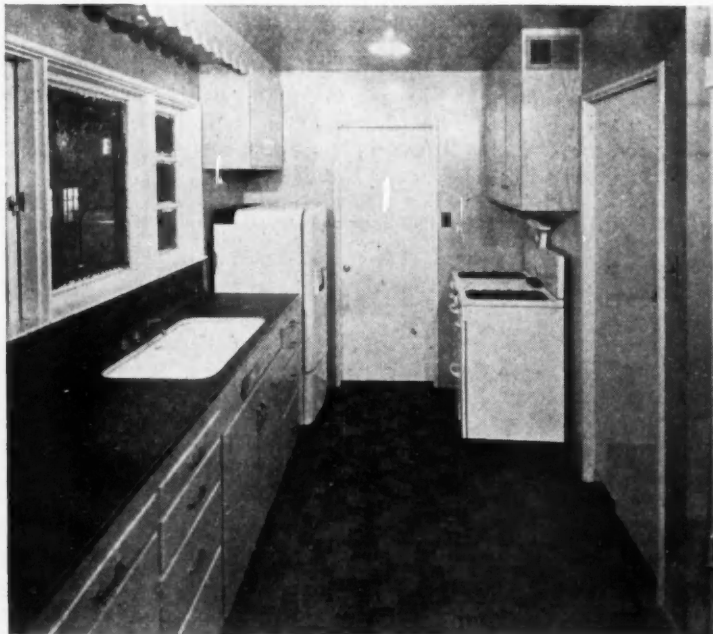
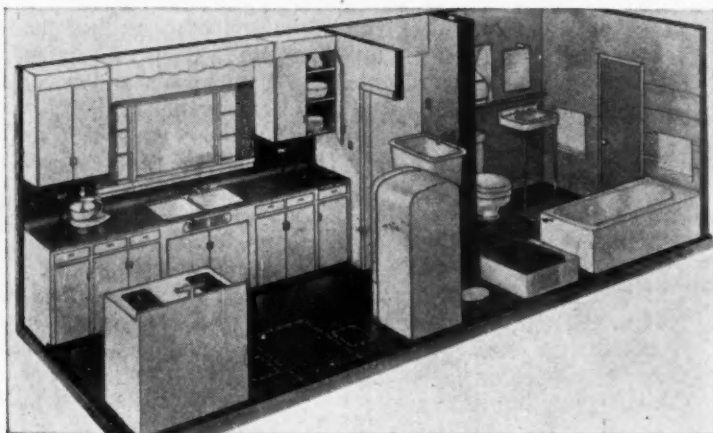
in rear.

The Heart of the Home in One Package



Kitchen, bath and utility room are built complete in Mobilcore shop and trucked as a unit to house foundation

LEFT: Standard Model Mobilcore coming off assembly line in fabricating shop. Below, architect's rendering of finished kitchen, utility room and bathroom, and basic plan showing how Mobilcore fits into modern home design. At bottom of page, kitchen and bathroom are finished, equipped, piping installed, ready to connect to service mains.



Amer
 A NE
 the ex
 of the
 cently
 tures,
 know
 flowin
 within
 pany'
 Portla
 Th
 give
 core
 ture,
 conta
 and
 room
 unit
 an as
 shop
 tail,
 onto
 deliv
 unloa
 the
 built
 W
 visite
 Sept
 the T
 ing
 per
 ties
 some
 quire
 exper
 custo
 land
 ative
 ing
 Inc.
 and
 54
 semi
 Inc.
 deve
 sect
 \$8,0
 bath
 onto
 way
 In
 side
 both
 the
 Bu
 con
 con
 as t
 cos
 the
 the
 cos
 A
 up
 the
 wit
 the
 out
 mi

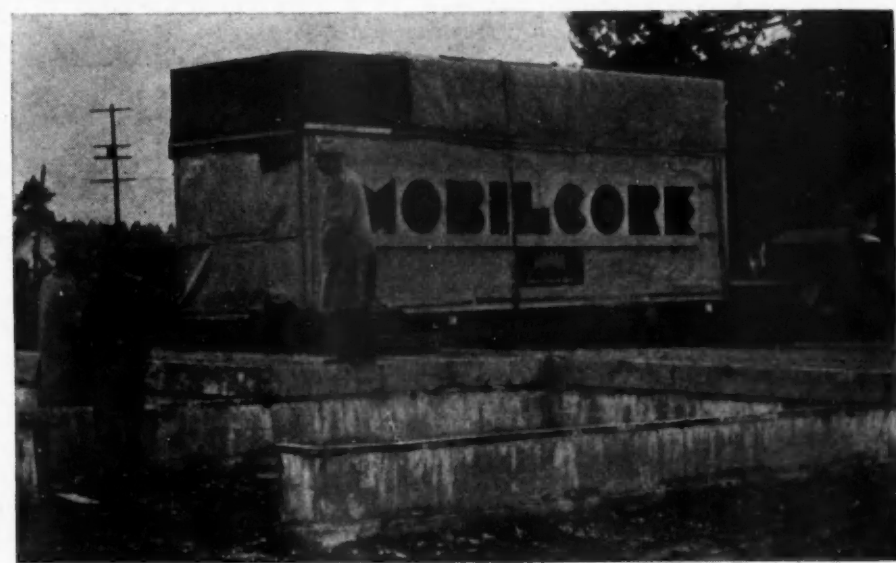
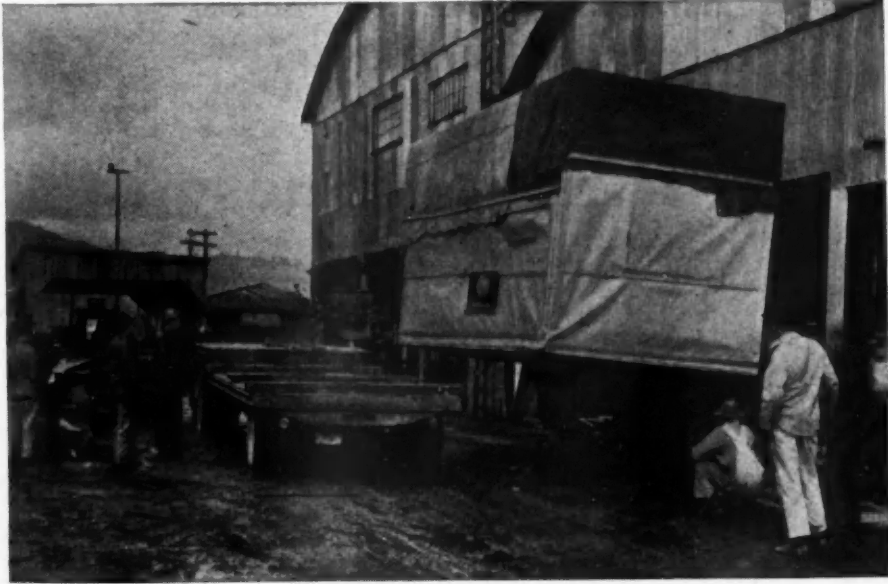
A NEW development to speed up GI housing and to stabilize costs on the expensive and complicated "half" of the home building project has recently been made by Timber Structures, Inc.; and the finished product, known as "Mobilcore," is already flowing out onto home building jobs within trucking distance of that company's plants in Trenton, N. J., and Portland, Ore.

The photographs on these pages give a good idea of what the Mobilcore is—a rigid, transportable structure, 24' long, 8' wide and 9' high, containing a complete, fully equipped and finished modern kitchen, bathroom and dinette or utility room. This unit is built by skilled mechanics on an assembly line inside the producer's shop and, when complete in every detail, is securely wrapped and loaded onto a low-bed highway trailer for delivery to the job site, where it is unloaded onto a prepared foundation; the balance of the house is then built up around it.

When an *American Builder* editor visited the Portland operation late in September he found shop facilities at the Timber Structures plant for turning out ten of these Mobilcore units per week. However, present difficulties in obtaining regular shipments of some of the plumbing fixtures required had, so far, prevented this expected output. Among the major customers for these units in the Portland area he found two large operative builders with current G.I. housing projects. One of these is Builders, Inc. (Otis Vowels, Harold Rogers and George J. Rossi), which has built 54 homes around the Mobilcore assemblies; and the other, W. C. Smith, Inc., is now building 100. Both these developments are in the east suburban section and are planned to sell in the \$8,000 bracket. The pre-built kitchen, bath, utility room units have come onto these jobs in a most satisfactory way, these builders report.

It was further explained that considerable flexibility is permissible in both the floor plan arrangement and the mechanical equipment provided. Builders and architects planning any considerable number of houses can consult with the company's engineers as to these points. The final delivered cost is worked out for each deal and the price fixed, thereby stabilizing for the builder that most troublesome and costly "half" of the job.

A nation-wide service is being set up by Timber Structures to cover all the important home building areas with fabricating shops, from which these core assemblies can be trucked out over an average radius of 100 miles or more.



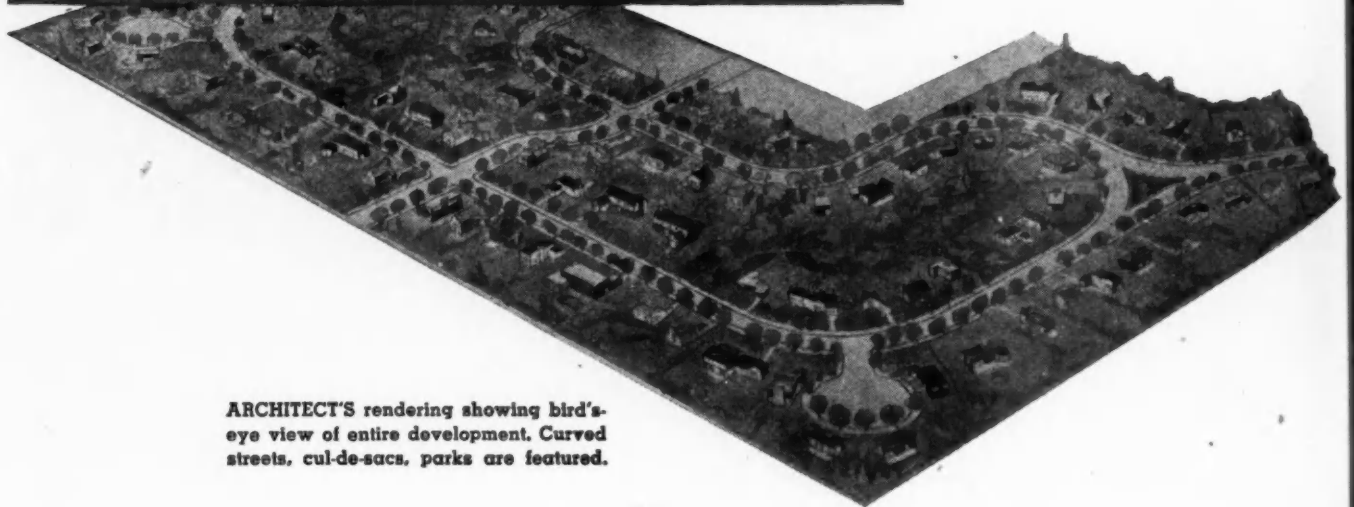
LOADING, highway hauling and unloading at building site are pictured above. Average weight of unit is about three tons.



UTILITY room ready for use when Mobilcore is placed on foundation and service piping is connected. Utility core includes heating unit, laundry tray and domestic water heater.

GREEN ACRES

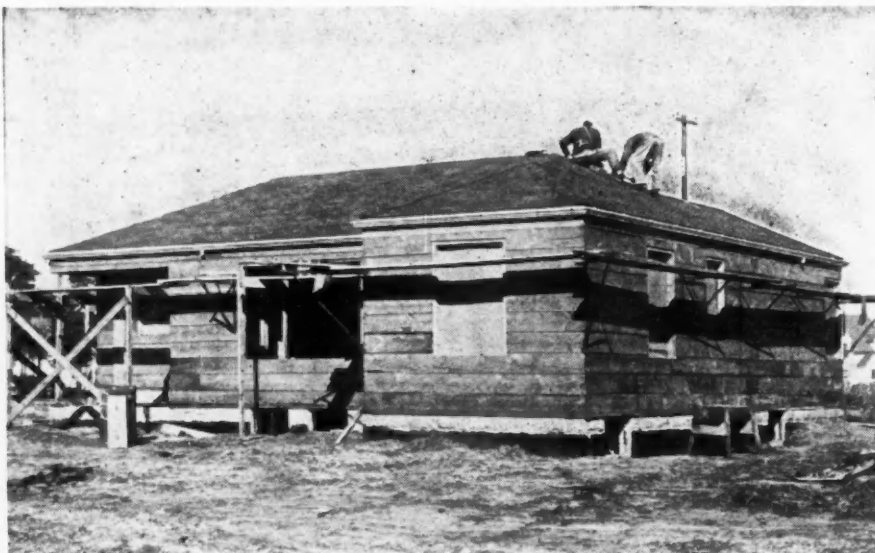
Le Sueur, Minnesota



ARCHITECT'S rendering showing bird's-eye view of entire development. Curved streets, cul-de-sacs, parks are featured.



CONSTRUCTION under way. This view indicates the progress that is already being made.



ONE of the smaller, compact types, suitable for the G.I., now under construction.

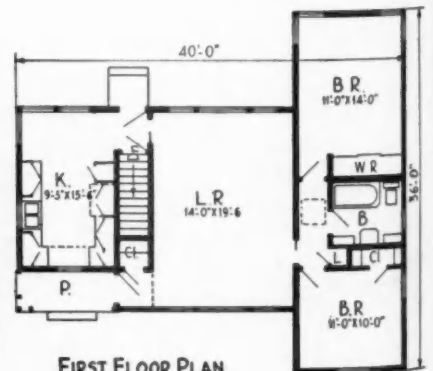
A development that tends to establish a pattern for postwar planning in other smaller communities is now in progress on the outskirts of this thriving city

ONE of the projects of the Le Sueur Postwar Planning Committee's program which was inaugurated more than a year ago was that of planning and developing a new residential subdivision.

The July, 1946, issue of the *American Builder* presented a story describing how this business men's organization prepared a program for the complete modernization of the business district, including building of new facilities to meet the expected growth of this thriving community.

The planning of the new subdivision was considered most important in view of the ever increasing evidence of a healthy and active demand for new homes.

The Le Sueur Development Asso-



FIRST FLOOR PLAN

FLOOR plan of the house at left. All rooms of house radiate from living room.



THIS house in process of construction is one of the larger types planned for this development. Floor plans are shown below.

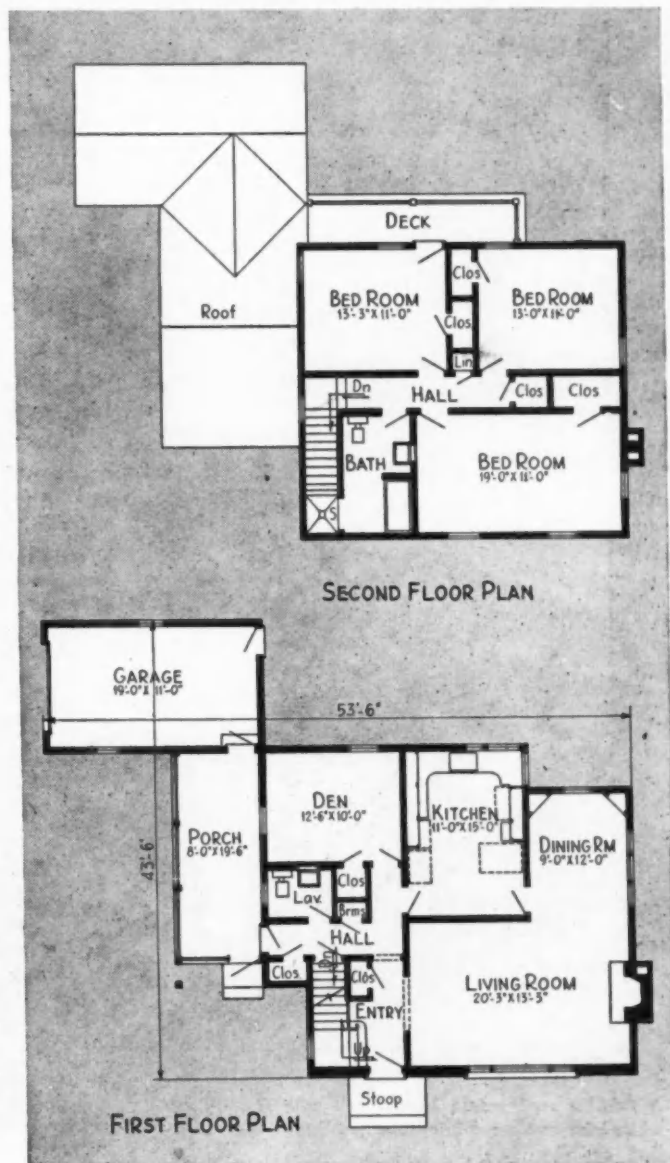
ciation was formed with the sole purpose of buying and developing land properties for residential housing. Those citizens who invested money cannot receive more than four per cent interest under the Articles of Incorporation. After a great deal of investigation a thirty-two acre tract was purchased. It is ideally located with respect to schools, shopping district, churches and centers of employment. It is out of the way of heavy traffic. It is also free from any natural or created hazards. The topography of the land also lends itself well to economical development.

Good subdividing is not simply blocking off an area into lots which can be surveyed, staked and recorded. On the contrary, it means the creation of real estate values through devising a layout which is not only economically sound but which provides to the maximum degree those conditions bringing about pleasant and healthful living.

In order to assure obtaining a subdivision which would be modernly planned, with attractive surroundings and at a cost within capacity to pay, Robert T. Jones, town planner from the University of Minnesota, was engaged to study and prepare plans. The plan that was accepted and which is shown on these pages has a number of features, such as curvilinear streets to minimize traffic hazards and produce a more interesting architectural effect; cul-de-sacs—dead end streets that offer distinct advantages; no alleys—the tendency toward a wider lot eliminates the necessity, and also enhances the appearance of the neighborhood; two parks and playgrounds—these open areas provide excellent and safe places in which the young children can play.

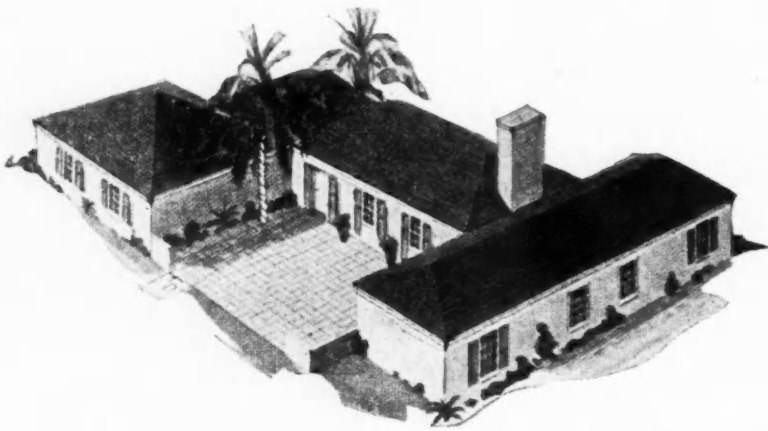
All these features offer home builders security because of the safeguards created by careful planning. The underground improvements and the various utilities are now being installed. The construction work on a number of houses has already been started as shown in the accompanying photographs. Needless to say, the shortage of building materials has held in abeyance a large number of owners who are anxious to build.

In all the planning of this subdivision, the primary objective has been not only to plan so that it will appeal to home owners as a desirable place in which to live, but to make it economical as well.

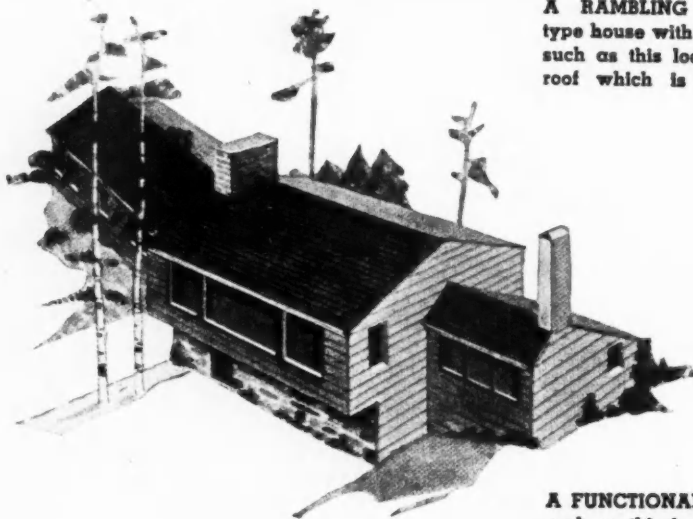


Color

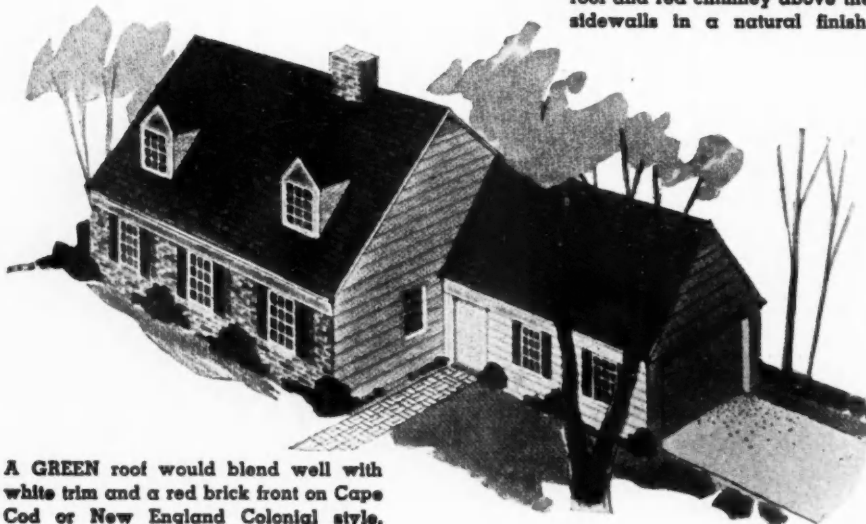
Takes Its Cue from the Roof



A RAMBLING Mediterranean type house with a Florida flavor such as this looks best with a roof which is of cool color.



A FUNCTIONAL, modern home such as this in a wooded area would look well with a brown roof and red chimney above the sidewalls in a natural finish.



A GREEN roof would blend well with white trim and a red brick front on Cape Cod or New England Colonial style.

WITH the wide range of colors and color combinations available in roofing materials, especially in the asphalt shingle group, color has become an increasingly important factor in exterior home finishing.

There is nothing complicated or very technical about the use of color on a house providing a few basic principles are understood and carefully followed. Since the roof is the dominant and permanent feature in the color plan of most houses, it is an excellent place to start the study of colors.

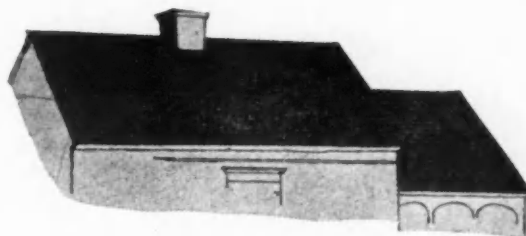
In arriving at color choices or combinations, the first thoughts are in terms of the primary colors and the feelings they create. Red is the warmest color. Yellow is gay and sunny. Green is quiet and restful. Blue is cold and dignified. Purple is austere and formal.

Color may be used in contrast, blend or accent. Blending colors are eye-pleasing neighboring colors, such as a light green and a dark green or a cream and a yellow. Contrasting colors are opposites, tones of opposing values but yet not clashing, such as blue green and a red brown. The accents are striking color touches, used sparingly but boldly to introduce an individual or different color note into some special house detail such as a turquoise door, a flame-red shutter or chrome yellow terrace pottery.

In laying overall plans, it is well to bear in mind there are at least a dozen good opportunities for using color in addition to the roof—doors, shutters, sidewalls, masonry, trim, window sash, flower boxes and flowers, door-step, awnings, outdoor furniture, breezeway or terrace, etc. It is customary to strive for some points of sharp contrast in these places. One rule it is well to bear in mind always is that the charm of a light-colored house is to be offset by darker trims and the dark house is brightened by light touches.

In warm climates, as a general rule, light colors are used for the house walls and cool colors for the roof. One of the principal reasons for this, of

A few hints on choosing the right exterior house colors in relation to style, climate and setting



THERE are more than a dozen places to use color to good advantage on a house in addition to the roof—doors, shutters, trim, etc.

course, is that light colors reflect rather than absorb heat. Greens, blues and silver grays are cool colors that make a house appear comfortable and restful to the eyes.

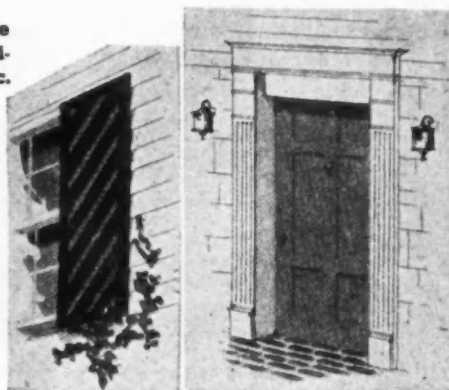
In temperate or northern states the tendency is to use warmer colors as the safest choice. Yellows, creams, tans are good. Here, too, darker roof colors may be used with warm browns, rich reds as bright accent tones.

Color helps a house to express feeling. Gay, bright colors are informal and inviting while rich, dark colors suggest dignity. Color may be used to shrink or stretch the appearance of size. White is expansive and dark colors tend to restrict—blue recedes, red comes forward. Color can be used to emphasize the points of a house that are attractive and to subdue those that are less desirable. Contrasting colors are used to bring features out and soft blending colors tend to conceal them.

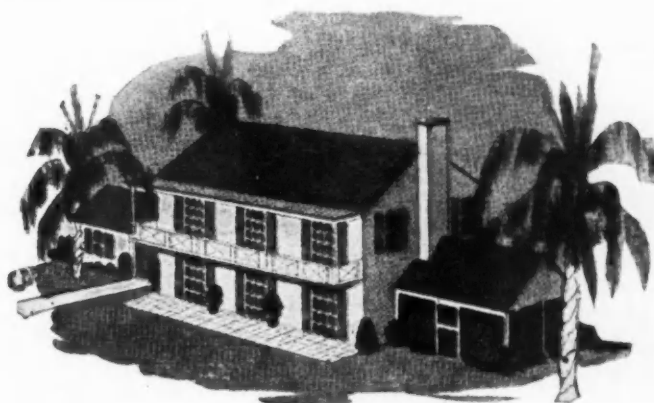
When it is desirable to make a house appear reserved and formal, color areas should be largely unbroken. This is achieved by using blending tones rather than colors that contrast or accent. A house may be given a gay and lively appearance by turning to yellows or reds for accent with light or contrasting areas to set them off. Cozy and relaxed effects may be accomplished by using soft ivories and creams with tones of brown, green or rust for punctuation.

A tall house may be made to appear lower by application of a dark roof and dark upper floor shutters. A squat house will appear taller when a bright roof is used to draw the eyes upward.

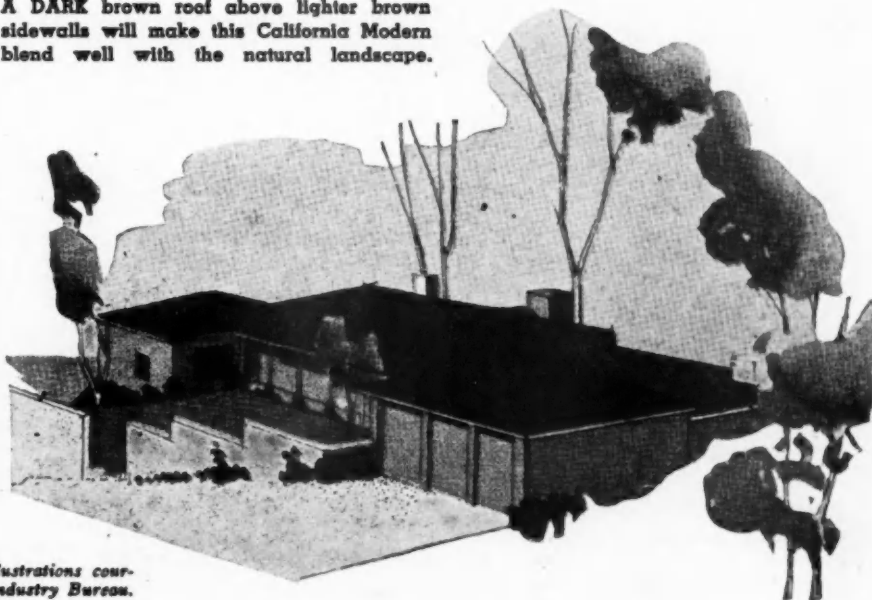
The setting and orientation of a house should always be considered when choosing color. No one house should clash with those adjacent to it and all should blend with the general feeling of the street. If a low house perches high on a hill so that the roof is projected against the blue of the sky, a warm red makes a good roof color. If the house on a knoll or hill is tall, deep midnight blue or black is good for the roof.



THIS architectural style from the West Indies is dignified when the roof and shutters are in dark colors that reflect the owner's hospitality.



A DARK brown roof above lighter brown sidewalls will make this California Modern blend well with the natural landscape.



Source material and illustrations courtesy Asphalt Roofing Industry Bureau.



THIS house is being sold to veterans in Oklahoma City for \$7,500 including one-car garage and concrete drive.



BEN C. WILEMAN

Typical Oklahoma City House for War Veterans

Good planning, efficient operation and best construction provide maximum in livability at minimum prices

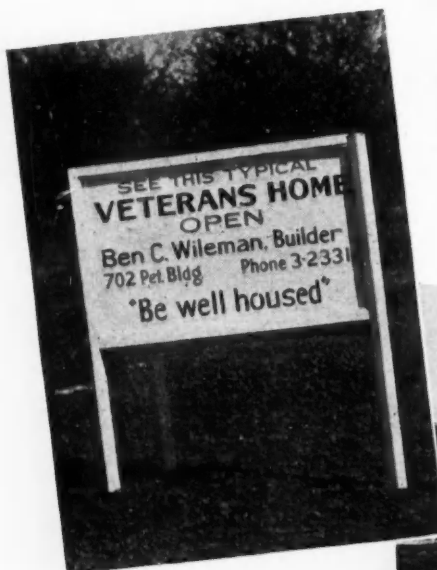
ONE of a number of Oklahoma City home builders who are providing excellent low-cost housing for veterans is Ben C. Wileman. Mr. Wileman has under way now 161 five-room brick veneer houses in three different areas in and adjacent to Oklahoma City.

Using two basic floor plans, shown here, with five elevations on one and seven on the other, sufficient variation in appearance is achieved to eliminate the monotonous appearance of row housing. Minimum lot width is 50 feet with practically all of them running 140 feet in depth.

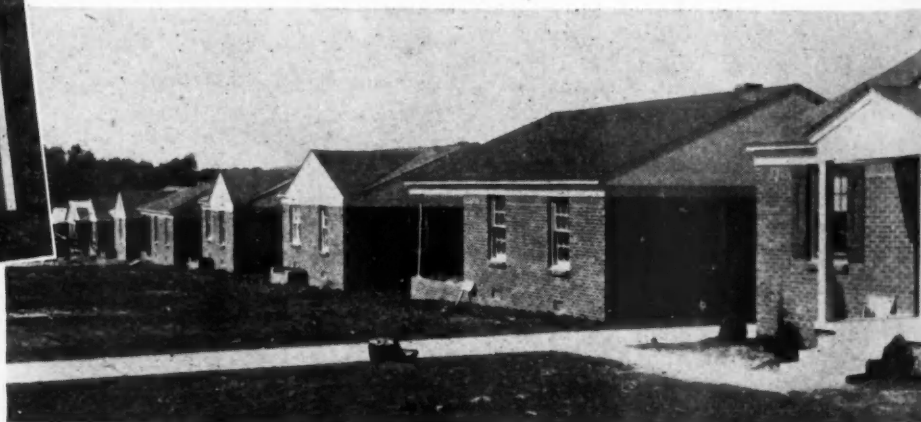
Concrete sidewalks and a concrete garage driveway are included with each house whether a garage is built or not.

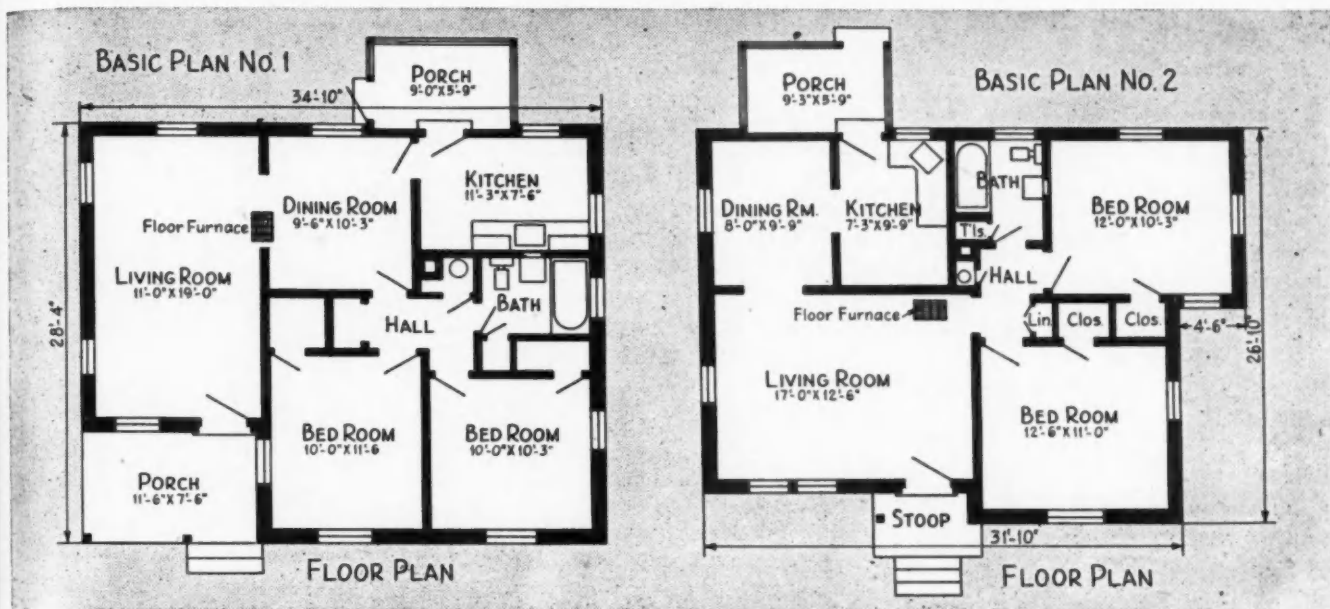
Gable ends are sided with asbestos shingles and roofs are covered with Johns-Manville asphalt shingles. Roach & Musser's "Thrift-T" windows with built-in metal weatherstrip are installed in the houses, with most of them the 30-inch size.

These houses are set on beam-type footings fourteen inches wide and eighteen inches deep. One-half inch reinforcing bars are placed three inches from the top and three inches



BUILDERS in Oklahoma City urge veterans to seek good housing and invite them to inspect houses under construction at any time.





THESE TWO basic floor plans with 12 different elevations are being used in Mr. Wileman's 161-house project.

from the bottom. Floor joists are 2x8 and ceiling joists and rafters are 2x6. All framing is wood with wood or gypsum sheathing. Interior walls are covered with one-half inch recessed edge Sheetrock covered with wallpaper in all rooms except the bathroom. Ceilings are painted with Textone. A special molding is used at the ceiling line to eliminate the need for a wallpaper border. All interior woodwork and trim is natural finish.

Excellent oak flooring is used in all rooms except the kitchen and bathroom. The kitchen floor is covered with linoleum and the floor in the bathroom is tile with a tile baseboard. Bathroom walls have a high wainscoting of either heavily enameled exterior-type plywood or Johns-Manville Flexboard. A generously-sized towel closet is built in each bathroom.

In addition to adequate closet space in each of the two bedrooms, a large linen closet with built-in drawers in the lower half and shelves above is placed in each hallway adjacent to the two bedrooms and the bathroom.

The bathroom fixtures in the first houses completed by Wileman were supplied by Kohler, and that or equivalent quality equipment will be installed in bathrooms in all 161 houses. A gas-fired automatic hot water heater is installed in each house in a small enclosed accessible compartment next to the chimney.

The climate at Oklahoma City requires that houses be planned to take advantage of prevailing breezes in the hot summer months, and Mr. Wileman always places at least one,

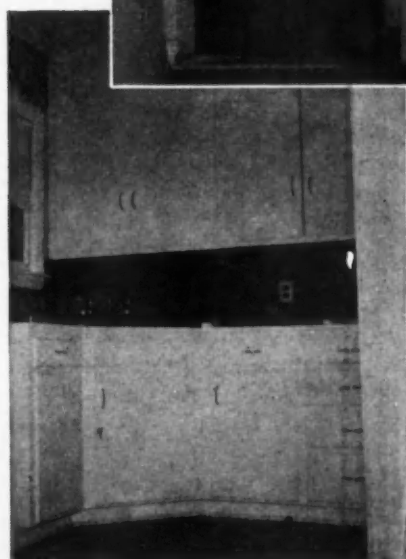
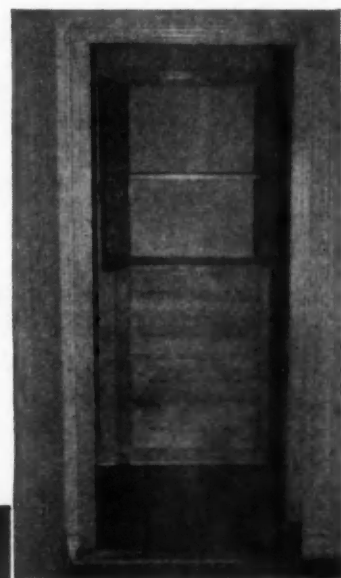
and when possible both, bedrooms on the south side. Four-inch J-M rock wool batts are installed in all attics as protection against both extreme exterior heat as well as cold.

Heat is supplied by a gas-fired floor-type furnace manufactured by the John Zink Co. of Tulsa, Okla.

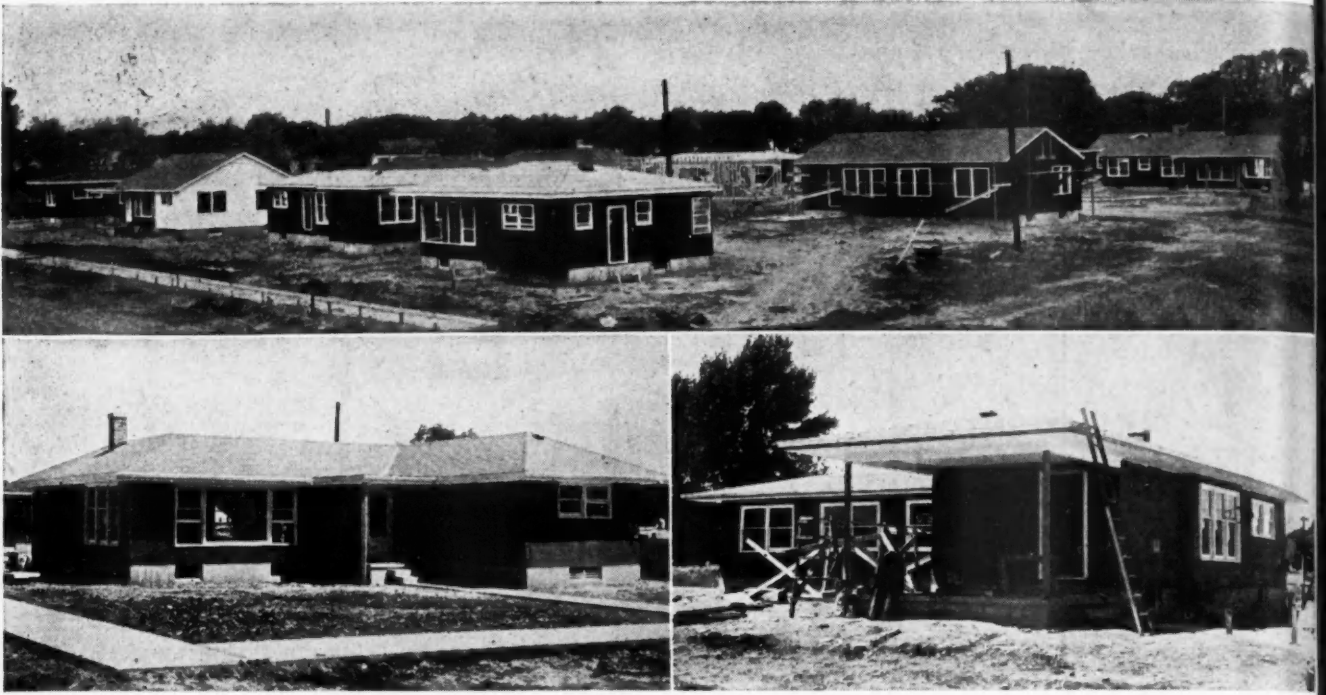
The well designed kitchens include built-in cabinets and linoleum-covered work counter. There are two electrical outlets in the kitchen, one double plug above the work counter and the second on a wall to take care of an electric refrigerator or other appliance. Each living room has four electric outlets, one in the dining room, two in each bedroom, and one on the rear porch, which is enclosed with copper screen. All window screens and screen doors have copper mesh.

Mr. Wileman is selling these five-room brick veneer homes to veterans for \$7,500 including a one-car garage equipped with an Overhead door. This makes payments for the veteran about \$51 a month including interest, principal and insurance. The same house without a garage is being sold for \$6,700, which makes payments about \$46 per month. This does include a concrete driveway, however.

To speed up man-hour production in building these homes, Mr. Wileman has used a portable Kohler electric generator which supplies sufficient power to run four portable-powered hand saws or one cutoff saw and three portable hand saws. Mr. Wileman estimates that it requires about 150 man-hours to get each of these houses ready to put under roof.



ONLY the best in kitchen, bathroom and other built-in equipment is being used in these houses. Above is a partial view of the kitchen and a large hall linen closet.



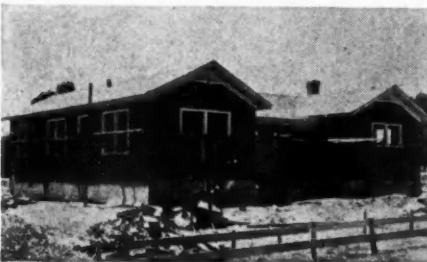
EXCEPT for siding, these houses are now completed after eleven months of expensive, discouraging struggle.

"No Incentive to Build under Government Controls" Says Wisconsin Builder

E. A. Precour, Oshkosh, struggled against heavy odds for eleven months to maintain quality and high standards of construction to complete 21 houses, except for siding, out of 49 planned for 1946



FOURTEEN houses are finished and livable inside but have no exterior siding.



LAST January, E. A. Precour, of Oshkosh, Wis., encouraged by numerous promises of help to home builders by the government, planned the erection of forty-nine houses during 1946. In eleven months he managed to complete twenty-one, except for siding.

In January of this year Mr. Precour started ordering materials but it was not until March that Douglas fir framing lumber began to arrive. It was wet and as each car was received, the lumber was piled in the yard, stripped and allowed to dry while workmen were putting in foundations and utilities.

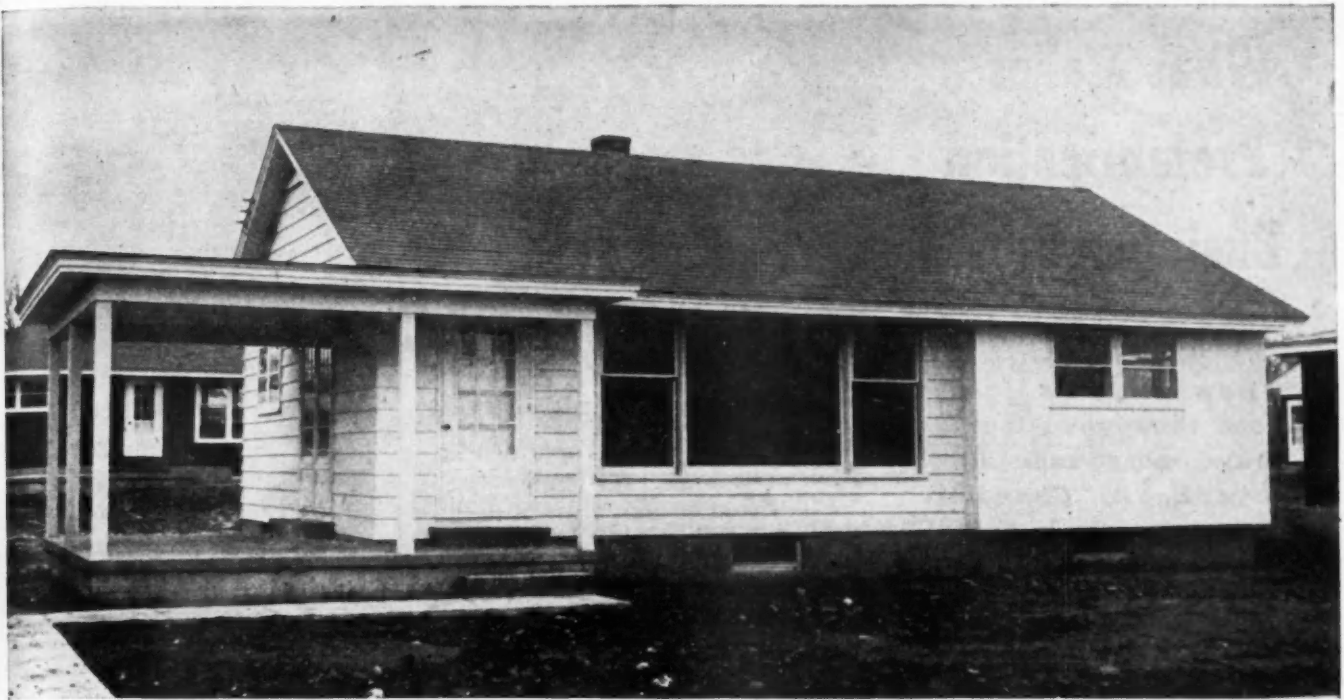
The first framing was erected June 1, three months after the first lumber was received because that amount of time was required to do a good air-drying job.

Realizing fully that he was confronted with an unusual set of conditions, Mr. Precour set out immediately to devise ways and means of cutting costs. As a result of extensive wartime experience in precutting on large construction jobs, he set up a shop on the project site containing five radial saws of various sizes, six hand type electric saws, four bench saws, drill presses, jointers, sanders and other portable tools.

In describing the results obtained here, Mr. Precour says: "With our precutting methods, erection costs have been reduced between 30 and 40 per cent. On this housing project we took the very best designs of T. H. Irion, a young and talented architect, but never sacrificed one feature in favor of precutting, and every house is different. We set up cutting lists for each house, used plenty of heavy crayon to identify various framing members, and gave our saws no more than two such lists at any one time. This was done to forestall congestion and confusion in that department."

Continuing, Mr. Precour says: "If all our houses had been alike we could have repeated the same cutting lists over and over, thereby making further savings. Our records indicate that the average time required by men at the saws to completely cut out one house, including all the rafters, headers, trimmers, bridging, etc., is thirty-six hours. I believe the few additional hours saved by repeating the same plan over and over does not justify the monotonous and drab appearance of a finished project with all houses substantially of the same appearance."

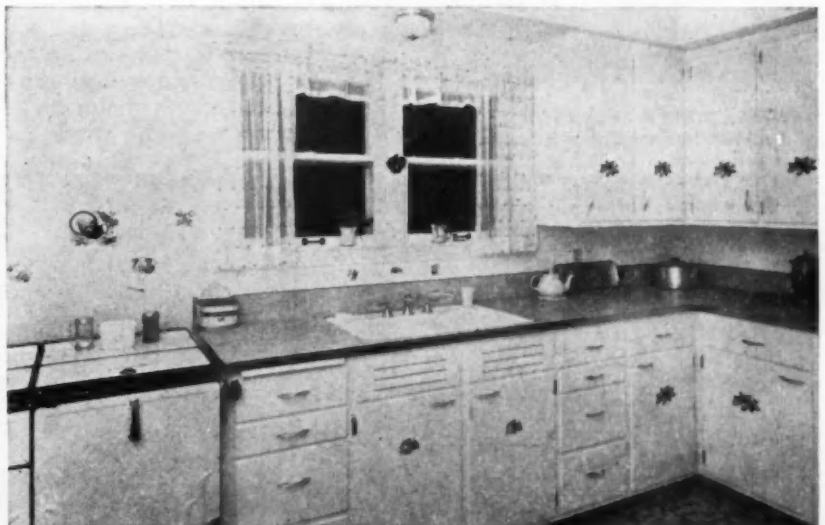
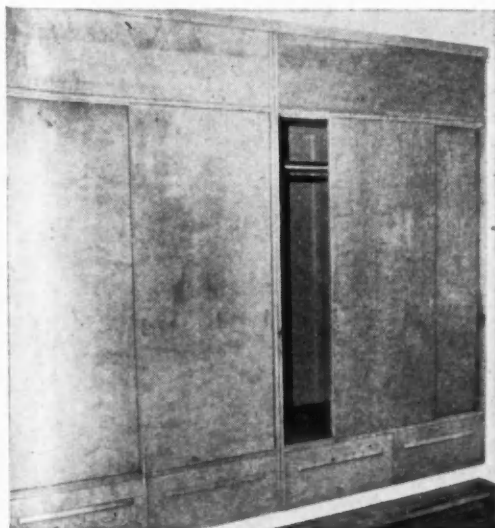
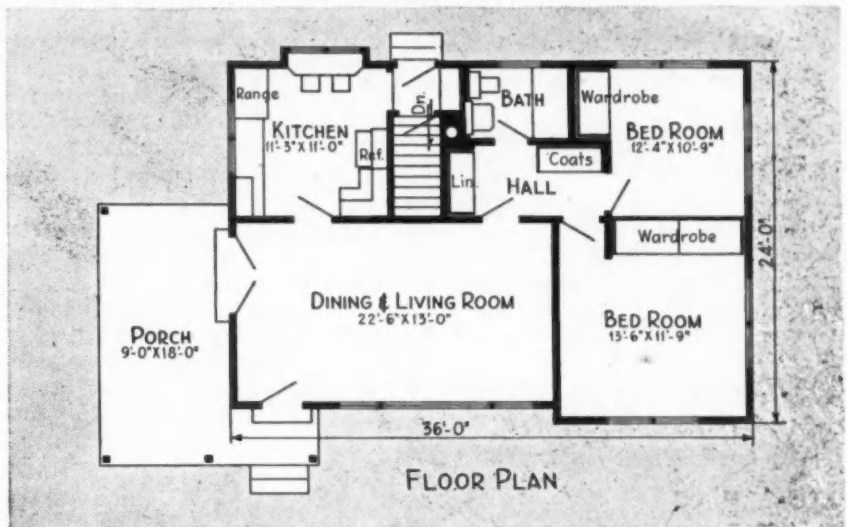
"The fact that we were able to finish twenty-one houses, except for siding, in eleven months," says Mr. Pre-



THIS is one house which E. A. Precour has finished. He started out to build 49 homes in 1946.

cour, "does not establish a new record for slowness, and certainly not for speed. It does contribute heavily to the cost of the finished houses. If the government had not done a thing in the way of living up to their promises, we could still find cause to rejoice, but, aside from failing in this, they had all their numerous agencies out buying materials away from us, and hoarding them."

Commenting on the abolition of OPA price ceilings on building materials, Mr. Precour ventured the opinion that "this is indeed wonderful news. It gives us a ray of hope that soon it will not be a crime to build and create national wealth and culture. There is small hope for the
(Continued to page 158)



LEFT, built-in wardrobes in place of closets. Right, one of the kitchens in Mr. Precour's houses.

lder

obtained
With our
in costs
D and 40
project we
of T. H.
architect,
ature in
y house
ing lists
of heavy
framing
no more
ne time.
ngestion
rtment."
ays: "If
we could
ing lists
further
ate that
men at
out one
s, head-
s thirty-
Additional
ne same
justify
pearance
l houses
arance."
e to fin-
for sid-
Mr. Pre-

What Makes a Prefabrication Business Grow?

"Power tools plus good management and sound merchandising," says E. A. Chandler



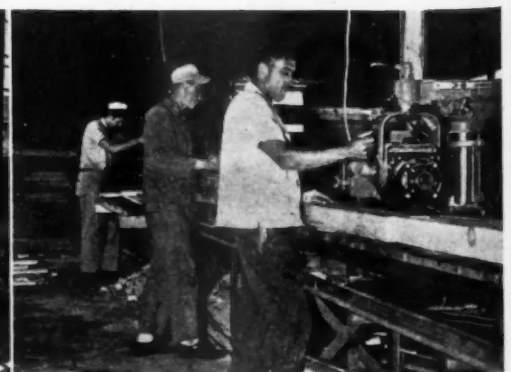
LATE model Well Built factory-built home.



POWER tools help "mass-produce" cabins.



WELL BUILT'S garage line features models with metal upward-acting doors.



STREAMLINED handling and Walker-Turner power equipment enable Well Built Manufacturing Co. to achieve mass production economies.



WELL BUILT Manufacturing Company's recently completed new factory at Somerville, N. J.

TO the average motorist approaching Somerville, N. J., from the east on State Route 29, the Well Built Manufacturing Company's recently completed office and factory building probably appears to be "just another small manufacturing plant." Few would guess—even if they were to give the plant more than passing notice—that a set of circumstances and a hobby were responsible for the establishment of a business that is now the thriving and profitable Well Built organization, working on a three-shift basis in an attempt to fill its volume of orders.

However, such is the case—and the story back of it is so characteristically American and typical of what a young man with an idea, and the determination to see it through, can do that *American Builder* feels its readers will be interested.

It all started in 1939, when a young bridegroom, then working as a factory inspector for a nationally known manufacturer of building materials, couldn't locate a garage for his new car. His landlord suggested that he get "one of those new-fangled, knock-down affairs," pointing out that he could take it with him when he moved.

Then, as Mr. Chandler—Edward A. Chandler, now president of Well Built—relates it:

"Because I was unable to find a prefabricated garage on the market that looked worth the price I decided to put my longtime hobby of wood-

working to practical use and build one. During the next month I spent all of my time—and some of the company's too, I guess, because I lost my job—working in an open field nearby building a portable garage.

"When I moved it to the site in back of our apartment I had the help of several neighbors who were in the same predicament for a garage as I had been. They thought the idea a good one and, within a week, agreed to finance me for materials, and I went back to building portable garages in an open field. By the time winter set in I had enough orders to keep me busy for several months. On the strength of those orders I rented a building near Somerville with the understanding that the rent would be paid at the end of the month. From then and there Well Built grew to what you see today."

The Well Built Manufacturing Company has a sizable, efficiently laid out and well equipped plant—and obviously it is the pride of Mr. Chandler's life. He proudly tells you how he employed his first helper and then, as business increased, hired more men and turned to power equipment to keep costs down while production kept mounting. He says:

"To meet the constantly rising costs and the increasing shortage of building materials, I designed the setup which is shown in the photographs below. It reduced my cost of cutting

(Continued to page 128)

Prefabrication Gains Stature During Past Year

Production of factory-built homes makes sound gains despite continuing shortages of materials and plant facilities

NOT unlike every other branch of the nation's vast and complex home building industry, the manufacturers of prefabricated houses have concluded that 1946 has been a bad year. And they would like to forget it, if they could.

To imply, however, that the prefabricators have failed is to imply that the private building industry as a whole has failed. Nothing could be further from the truth.

In retrospect, the fantastic "sights" and "targets" set for the prefabricators early in the year, when the ill-conceived Wyatt program was foisted on the entire industry, now take on nightmarish proportions. It will be recalled that the overall program called for "construction of 2,700,000 *low and moderate-cost homes*" (the italics are ours) during 1946 and 1947. Of these, Mr. Wyatt said, a total of 850,000 were to be "permanent prefabricated houses, and houses assembled on-site from prefabricated parts and materials."

An additional "novelty" of Wyatt's emergency measures was in the form of an unwanted sop—its name, "guaranteed markets." Even though a negligible number of the less practical of the 200-odd prefabricators, who were in business at the beginning of the year, took seriously the Wyatt "targets" and avidly eyed the government guarantee for their product, their more practical and experienced contemporaries well knew the utter impossibility of attaining the production so glibly mouthed by NHA spokesmen. From the outset, they were cognizant of the shortage of adequate plant facilities, the critical materials situation, and other factors which precluded anything like a 250,000 unit production schedule this year.

On these points, Harry A. Steidle, manager of the Prefabricated Home Manufacturers Institute, in a vigorous statement to the American Legion Housing Committee, recently said:

"Two hundred producers of well-engineered, highly acceptable, FHA-insurable prefabricated homes with all the necessary manpower and equipment for the year-round production of 300,000 houses on a single-shift basis are working at roughly 20 per cent of their capacity while certain 'planners' and 'visionaries' of NHA are scouring the country to get big inter-

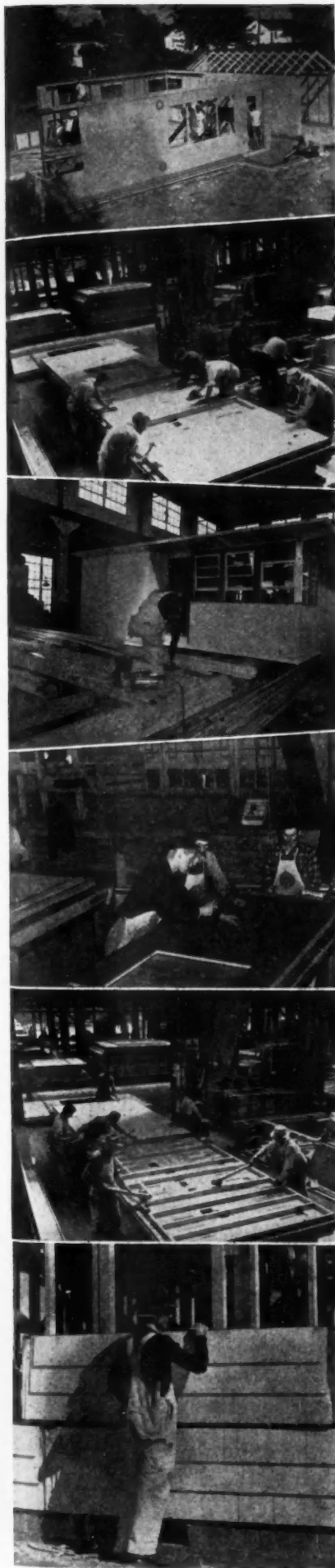
ests into the business of producing so-called 'industrialized' houses. More than 200 prefabricators *do not* require financial aid nor guaranteed markets. They are confident that their homes have public *acceptability* [a fact apparently overlooked by Mr. Wyatt in his frantic efforts to achieve his "targets"—Ed.], FHA-insurability, and that open competitive conditions and mass-production methods will bring economies that will be shared with the buyers. Adherence to this unproven, impractical and visionary program will require complete allocation of certain critical materials."

Moreover, the prefabbers are apprehensive lest the fanfare and propaganda accompanying the Wyatt program will ultimately boomerang and perhaps discredit their small but lusty industry. The record now proves a substantial part of the fears of these serious-minded producers of factory-built houses. The following figures, although unverified, are from Wyatt's latest report giving production for the first 9 months of the year:

Beginning with January, when 1,200 units were "shipped," production gradually increased to a peak of 3,800 in July, after which it slackened off because of the insurmountable continuing shortage of materials. As the result, only 24,900 factory-built homes had been produced by the end of the third quarter of 1946, or about 13 per cent of the Wyatt "target," this despite priority regulations, material allocations, guaranteed markets, and all the other drastic Wyatt panaceas.

On the other side of the picture, however, genuine, worthwhile progress can be reported among the better established prefabricators. In the first place, they have ignored the hysteria of the moment and have gone ahead with their plant expansion programs as rapidly as possible. Another gain that can be reported is the focusing of attention on the advantages of prefabrication.

Also on the prefabbers' plus side is that American ingenuity and inventiveness have been brought into full play in the field of prefabrication. Today experimentation is going on full speed in every section of the country. Thus, the manufacturers of prefabricated homes have made lasting, although unspectacular, progress toward their ultimate destination.





DONALD T. POMEROY

ABOVE, left to right: F. H. Callbeck, FHA inspector, John Cole and Ralph D. Woodruff.

Pomeroy Organization Finds American Houses Units "an Ideal Solution"

BACK in 1932 when home building was sinking to its lowest level of production in a generation, a national organization for prefabricating houses—American Houses, Inc.—was born. Since then, the years of effort plus the know-how that can come only from actual experience have resulted in the establishment of a unified nation-wide building method. During the war years this method was put to its severest test when over 20,000 units of various types were constructed. While this record is in itself impressive it demonstrated that the product was sufficiently adaptable so that the same method is usable for a single dwelling unit or an apartment, one story or two.

American Houses, Inc., does not standardize design or equipment; as in conventional construction, these features remain at the option and according to the taste of the individual. The basic parts or super-structure of the house are shipped pre-assembled in panels, factory-fitted with doors and windows, complete with hardware. No trick fasteners are used; panels can be quickly and accurately erected by carpenters using only hammer and nails. All lumber conforms to standard dimensions, an important detail when future alterations or additions are considered. Only the *basic* parts of the American House are standardized; their flexibility of use permits a choice as to architectural design, surfaces, colors, composition, room size and arrangements.

The product is sold only through builders or contractors who erect the house on a site as in conventional construction, arrange for all masonry, mechanical equipment, and painting. Because the price to the builder or contractor is fixed he can, under normal conditions, quote within firm limits the final cost of the house to the purchaser. During its fourteen years American Houses has sold to builders from coast to coast and the latter have used the units for

developments ranging from a few houses to hundreds on a single site.

One such project is now nearing completion in Syracuse, N.Y. There a group of local business men, under the leadership of Donald T. Pomeroy, of the Pomeroy Organization, have completed their first group of 32 houses, the construction being done by a local firm, Woodruff Construction, Inc.

Late last fall Pomeroy, whose organization is not in the building business but handles all phases of development from land acquisition and planning through financing and management, let a contract for the erection of five houses, as an experiment. The success of these attractively finished dwellings, occupied through last winter, prompted the project of thirty-two and an additional eighty which are now in the construction stage.

The houses have one basic floor plan, with three varying elevations. Additional touches of design, roof color, setback from the street and lot placement are added by John Cole, who is in charge of design and development for the organization. "John Cole," Don Pomeroy will tell you, "adds the charm we want and, because of his familiarity with local taste and desires, dresses them up to appeal to the market."

Each house, with an overall size of 24 x 32 feet, has a living room, dining room, kitchen, two bedrooms and bath, all on one floor, with ample space in the attic for storage, and another bedroom, 11 x 16 feet, to be added later if desired. They are erected on lots 52 x 139 feet and, while not providing garages, make allowance for future construction by running the driveway to the rear line of the house. The houses are basementless, and each is heated by two Coleman automatic gas-fired forced air floor furnaces.

American Houses, from its plant in Allentown, Pa.,



STREET scene showing Pomeroy houses in various stages of construction. Program calls for lathing and plastering in groups of ten.

220 miles away, ships the houses for the project in panels, by truck and freight car. Each truck carries parts for one complete house, which are unloaded on the site; each freight car contains parts for two complete structures, and these are unloaded at a siding next to Woodruff Construction Company's ample storage sheds and trucked to the site as needed.

Ralph Woodruff, whose firm is erecting the homes, has been in the general contracting business for more than twenty years and, in addition to the "guinea-pigs" erected last fall, also has erected twenty-five P&H (Harnischfeger) pre-assembled homes in the area. The American Houses are located in an addition to the original Kirschwood tract where, in 1942, Woodruff built sixty-three homes of conventional construction, also for the Pomeroy Organization.

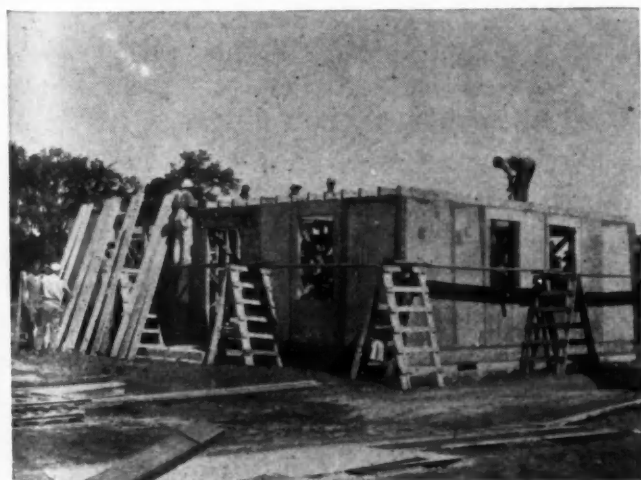
In the present operation, all foundation walls—of poured concrete—were laid first, ready for the panelized units as they arrived. Plans called for the enclosure of ten houses at a time, following which contracts for lathing and plastering on all ten were let and executed while the second ten were being readied. Rocklath is used for the plaster base, in the interest of speed.

The job has an exceptional look of "cleanness" about

it, since all parts come from American Houses accurately cut to fit, and there are no loose boards or sawed-off ends of framing lumber cluttering up the tract. Grading, installation of sewers, water and other utilities are all taken care of before any of the panelized parts are placed upon the foundation.

Financing is done by The City and County Savings Bank of Albany. This was the first job in the area under the extended Title VI of FHA, and Pomeroy has nothing but praise for the district FHA office and its director, Joseph H. Murphy, of Albany. "Those boys went to bat for us and, where procedural regulations stymied them, worked their heads off to clear them up in order that we could get under way," Pomeroy declares. "The same thing has been true of their inspection service; they are always there 'on the button' in order that we may get our inspections cleared and maintain the speed which is the crux of this kind of operation."

Mass production ordinarily makes for monotony, but that is far from the case in the Kirschwood tract. In addition to the variations in exterior finish— asbestos siding, clapboards, wood shingles—all planned by John Cole, individual setbacks, variety of front elevations, in shutter and window trim and in roof colors, all add up to create a



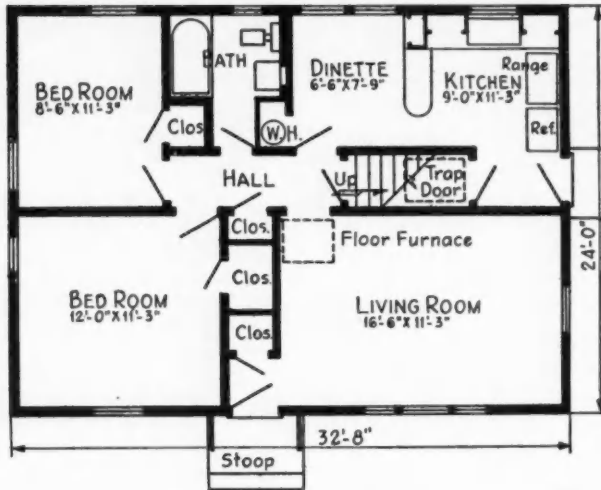
FIRST floor walls are up; second floor beams are set in place.



WOODRUFF firm uses "convenience horses" in place of scaffolding.



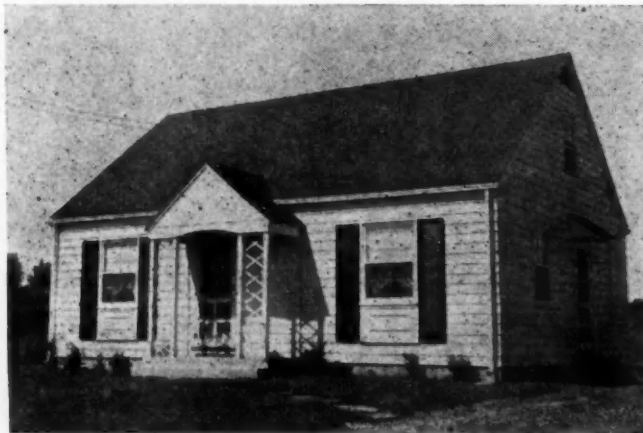
ABOVE: One of the Pomeroy-American Houses completed homes.



FIRST FLOOR PLAN

harmonious development, in which every house is a distinct and individual unit.

American Houses, Inc., has plants with complete facilities for manufacture and distribution scattered throughout the country. They stress that their system causes no dislocation of manpower because local facilities are used and the architect, builder or contractor, plumber, electrician and others are employed just as in conventional construction. A further point made by American Houses is that their construction method has been laboratory-tested to insure flexibility of use, beauty of design and economic utilization of space. All prefabricated sections have been tested by the U.S. Bureau of Standards.



THIS HOUSE has same basic floor plan as one shown at top.

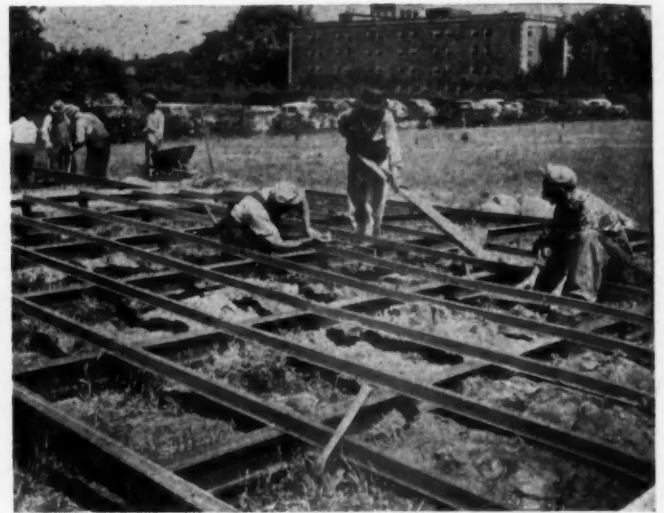
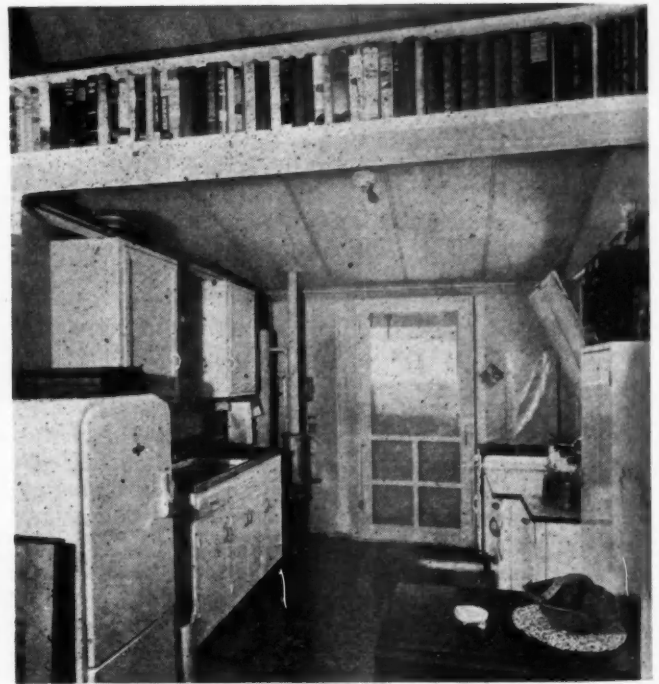


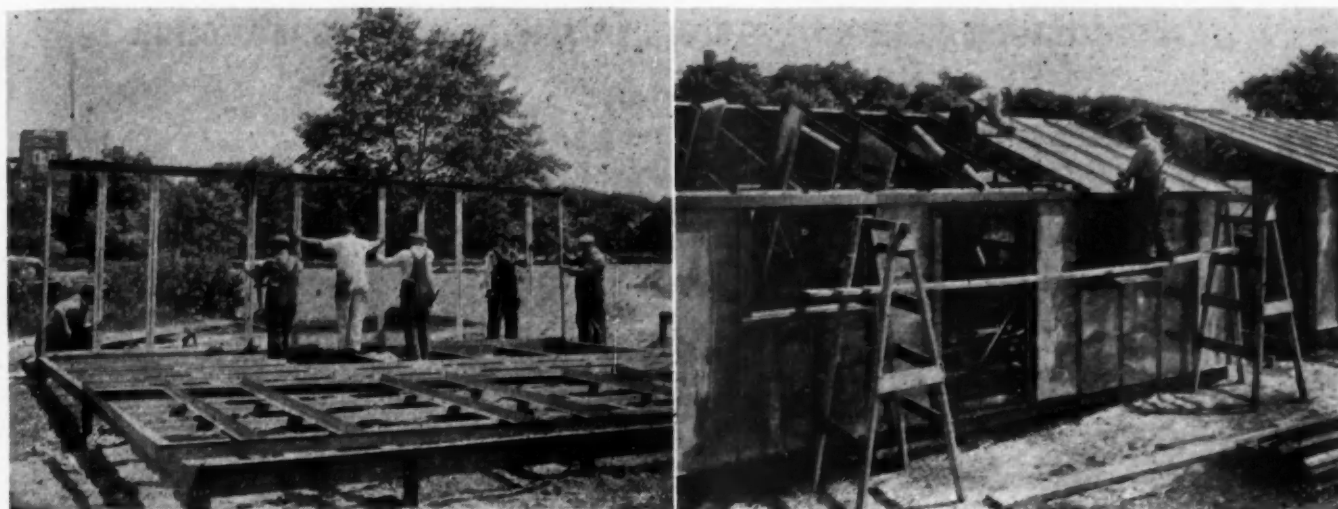
PHOTO above shows assembly of steel flooring in Steelcraft unit.



THIS MODERN, compact kitchen is illustrative of the manner in which the steel and aluminum houses are furnished.



ABOVE picture shows a completed Steelcraft home in use.



THESE PHOTOGRAPHS show erected steel framework and installed aluminum panels in the Northwestern prefabricated metal homes.

Steelcraft Homes Provide Living Quarters for N. U. Students

IMMEDIATELY following V-J Day, The Steelcraft Manufacturing Co., Cincinnati, conceived the idea that the prefabricated steel and aluminum basic barracks unit they were producing just before the end of the war could be engineered into peacetime housing units. Plans pointed to producing these for dormitories for returning veterans at universities and colleges.

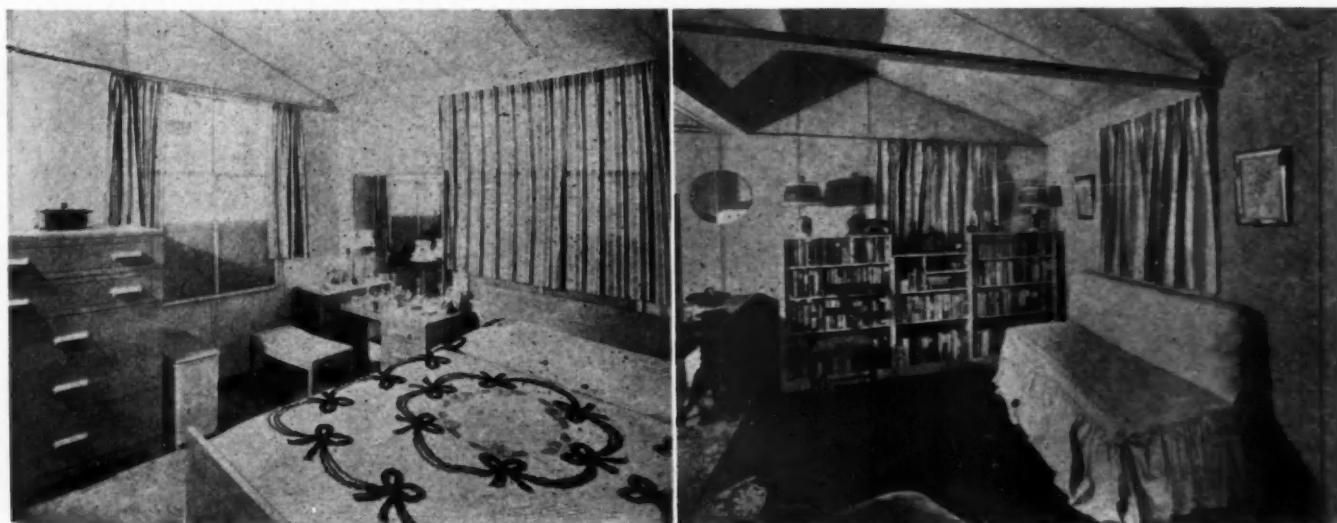
After weeks of study and planning, the former barracks units were revised into standard one- and two-bedroom houses, 18-bedroom houses and 18-bed dormitories. Tools, dies, jigs and fixtures were made and early this year the company began to prefabricate their first steel and aluminum house, believed to be the first of its kind on the American market. Since then hundreds of prefabricated steel houses and other structures have been produced and delivered throughout the United States, many of them to provide homes for veterans at universities and colleges.

As an example, Northwestern University, Evanston, Ill., faced with the largest enrollment in its history and the resulting lack of space in its dormitories, decided to use prefabricated buildings. Seeking early delivery University officials determined upon prefabricated steel and

aluminum units which Steelcraft shipped as fast as the buildings were erected by the contract builder, R. C. Wieboldt Co., of Chicago. The entire project, which is now providing housing for approximately 1,000 veterans and faculty members, was completed within 90 days, in ample time for the faculty and students to begin housekeeping in their newly erected prefabs before the 1946 fall term commenced.

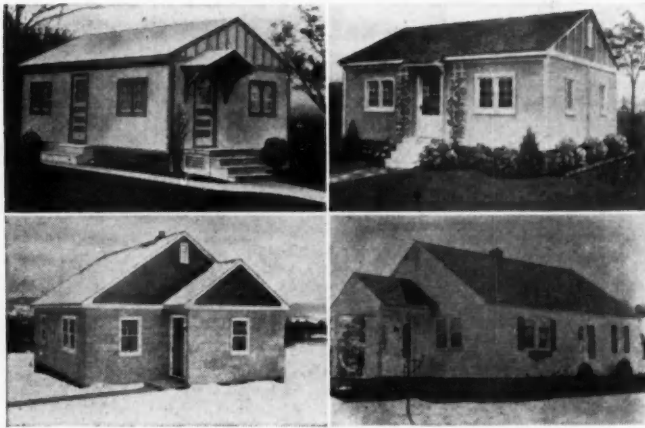
The photographs show actual construction, completed homes and the finished interiors of some of the homes comprising the Northwestern University project. It is to be noted that modern furniture and utilities make these homes attractive and comfortable.

All parts for the Steelcraft prefabricated steel and aluminum homes were packaged in convenient bundles and shipped to the campus grounds from the company plant. The interior walls and roof are insulated with $\frac{1}{2}$ inch rigid insulation which comes in a neutral shade that can be painted, papered, veneered or left without decoration. The panels are joined with batten strips, which give a pleasing effect and break up the monotony of a plain surface. The floor is plywood.



PHOTOGRAPHS above show (left) a furnished bedroom and (right) the living room in one of the Northwestern University homes.

Ford Shows Marked Progress in Design and Construction



TEN years of design progress in Ford Factory-Built Homes. Upper left, a 1936 model; upper right, a product of 1937; lower left, the 1939 version; and, lower right, Ford's last prewar model, built in 1941.

AMONG the pioneers in the prefabricated home manufacturing field is the Ivon R. Ford Lumber Co., McDonough, N. Y., whose Ford Factory-Built system of prefabrication dates back to 1935, when Mr. Ford first built and assembled an experimental prefabricated house in his home community. Since that time the sys-



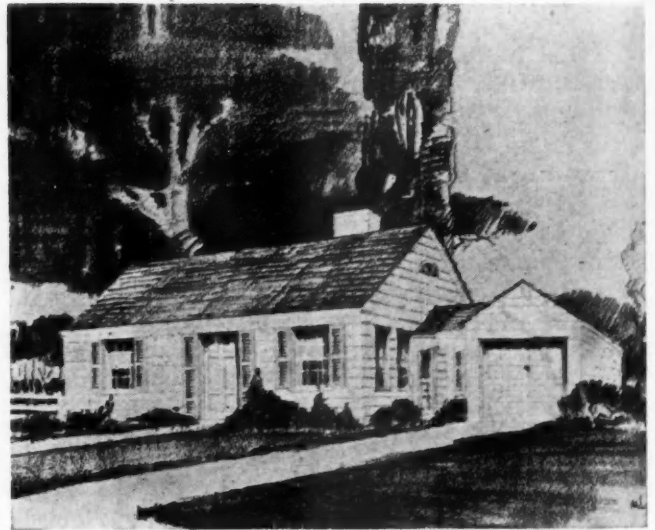
1946 Ford house shown above represents a decade of progress.

Develops Metal, Concrete House

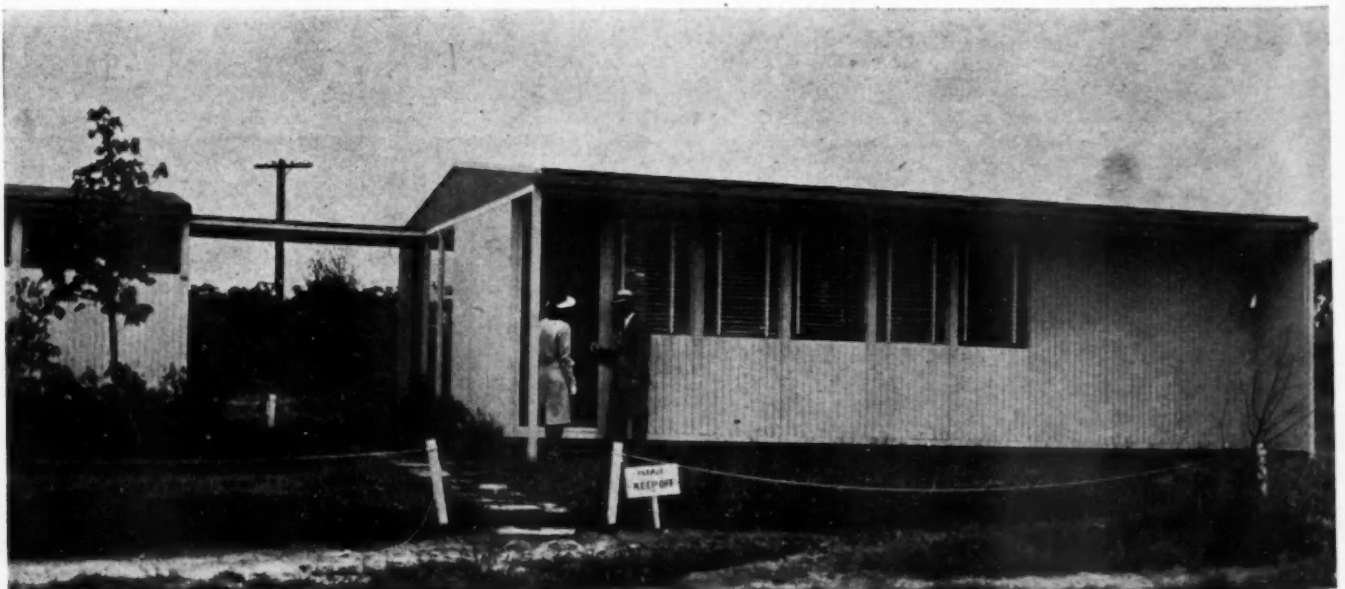
“THIS is a ‘lumberless,’ ‘nailless,’ ‘cheaper than wood,’ ‘steel and concrete’ home,” said New York architect William K. Dowling, showing *American Builder* the house he produced for N. K. Winston Associates, prominent New York developers and builders.

In explanation, Mr. Dowling pointed out that he used light steel framing and two-inch precast slabs of concrete bolted together for the framework and that the walls, flooring and roof are also of concrete. Exterior walls may be covered with frame or asbestos sheathing or shingles. Inside partitions consist of doubled up plaster construction. Double-hung aluminum windows, equipped with hardware, sash balances and weatherstripping are used throughout.

The heating system, in the house shown to the right, consists of an oil burning, hot air furnace supplying heat through metal ducts and registers. Mr. Dowling plans, however, to use radiant heating in his next model.



SHOWN above is architect's rendering of Dowling-Winston house.



GENERAL PANEL'S "minimum house" of conventional materials, dubbed "B-16" by the government, which will be mass-produced.

tem has been employed to provide several hundred year-around homes in Central New York State. And, with these homes all located within a few miles of the factory, it has been possible for the Ford organization to study them in actual use over long periods.

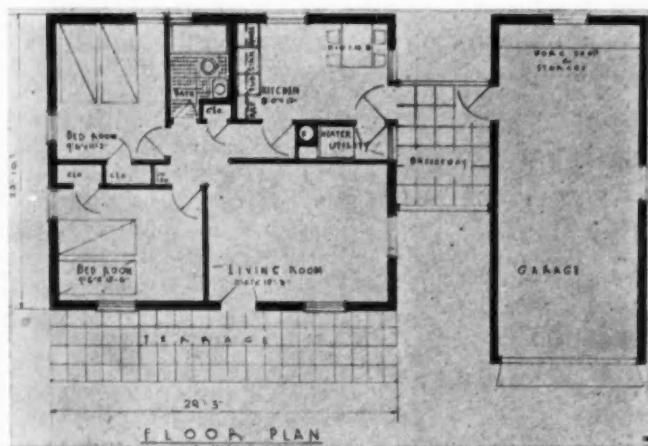
In a Ford Home, floors are built in sections up to 8 ft. wide and 24 ft. long. The finished floor is applied with special screw nails which extend through the sub-floor into the joists. Floors are sanded and finished in the factory except for the final coat of wax which is applied just before occupancy. Walls and partitions are built in panels full ceiling height and room length so that no joints are exposed.

Sheathing and interior wallboard are both glued and nailed to the framework. Doors, windows, trim, wiring and insulation are all factory installed. Ceilings are built in panels 8 ft. wide and 12 ft. long and, like the sidewalls, are fully insulated. Roof panels are 4 or 8 ft. wide and extend in one piece from eaves to the ridge. Panels are fastened together with bolts and lag screws, and roof shingles and siding are applied after sections have been erected, to eliminate the need for battens.

General Houses Announces Expanded Production, Distribution Program



A 1935 General Houses house as it appears today—11 years later.



Plan of the house shown at left opposite. Small but compact, with all rooms accessible from a central hall, it represents the utmost in economical distribution of space.



DURING the years prior to the war, General Houses, Inc., Chicago, carried on an extensive program of development and research, and manufactured and merchandised a substantial number of steel panel and steel frame houses similar to the ones shown above and below. With the advent of war the company, established in 1929, turned its attention to the production of prefabricated houses of lumber, suitable for mass production, and is now planning volume output to meet the demands of its dealer organization of 238 franchised outlets.

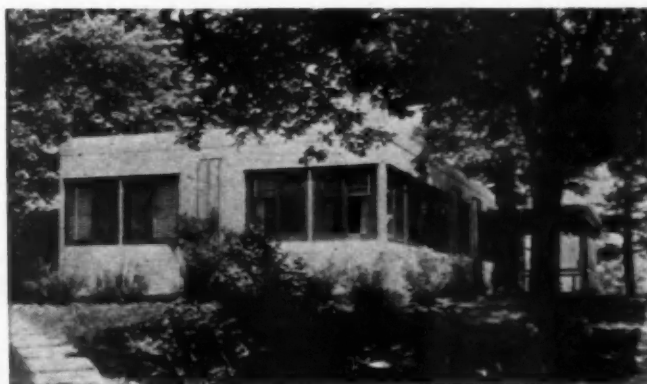
In a recent announcement, John Cummings Lindop (left in group above), chairman of the board of General Houses, revealed the appointment of Frank M. Roberts (center, above) as president, and the retention of Architect Howard T. Fisher (right, above). Mr. Lindop, nationally known for his building developments in the
(Continued to page 156)

General Panel Builds "Moderns"

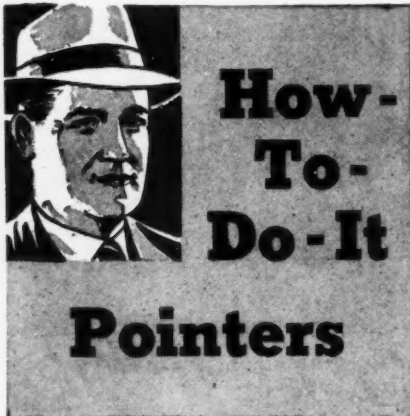
DUBBED "B-16" by the government, the General Panel Corporation of California will build 10,000 four-room houses of the type shown opposite by the end of 1947, according to Carl B. Dahlberg, president. They will be manufactured, under license from General Panel Corp., of New York, in the Burbank, Calif., Lockheed factory purchased by the firm from War Assets Administration.

The "B-16" house, a two-bedroom, modern structure, is based on a construction system designed by Konrad Wachsmann and Dr. Walter Gropius, chairman of the school of architecture at Harvard University. Constructed entirely of insulated panel units 3 ft. 4 in. x 10 ft. which lock together by means of a patented device, General Panel houses have considerable structural versatility.

Dimensions of the "Minimum" house (shown in the photo) are: Overall (house only)—30 ft. x 26 ft. 8 in.; garage—10 ft. x 26 ft. 8 in.; living-room—16 ft. 8 in. long x 13 ft. 4 in. wide, to closets; dinette—10 ft. square, including kitchen cabinets; kitchen—6 ft. 8 in. x 5 ft.; master bedroom—13 ft. 4 in. x 10 ft.; bathroom—6 ft. 8 in. x 5 ft. 2 in.; and small bedroom—10 ft. x 10 ft.

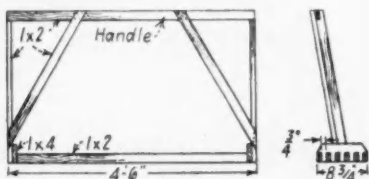


SHOWN above is another early version of General Houses homes.



How-To-Do-It Pointers

How to Make a Concrete Tamper



J. G. CALDWELL, San Mateo, Calif., in submitting this suggestion, says: "After the concrete slab is poured and roughly levelled off, then a man in boots can walk around in the concrete using this 'jitter-bug' tamper. This method forces the rocks down and brings the fine stuff to the top. This is then floated and trowelled in the usual manner, permitting the base and finished concrete to be completed in one operation."

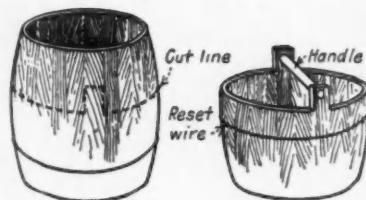
How to Make a Portable Scaffold

W. M. E. HAMMONS, Gary, Ind., says: "This type scaffold for use in putting on siding, etc., is merely leaned against the wall instead of spiking into the wall which was required of the old type bracket."



"It can be made in successive six foot lengths which permit men to work on different levels at the same time. Several four foot lengths are handy when ground is not filled in."

How to Make a Handy Nail Bucket



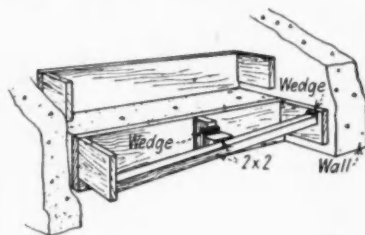
WM. E. HAMMONS, Gary, Ind., in submitting this idea, says: "Since we have so many empty nail kegs around I do a little work on them and make them into nail buckets that can be carried around like a pail. As shown in the drawing two buckets can be made from one nail keg."

How to Remove Linoleum from Floor



JOE TROTTNER, in submitting this idea, states: Loosen the edge of linoleum along the wall for about four inches, then slide a 2x4" piece beneath it. Another 2x4 is placed on top, and then C clamps are used to clamp the linoleum between the 2x4s. It works best to start from the shortest side of the room.

How to Make a Self-Locking Form for Steps



FROM Jacksonville, Ill., comes the following: To make small flights of concrete steps between solid walls build forms as follows: Nail 8" piece on each end of riser, cut 2x2 brace 1/2" longer. Drive wedge tight, fill the space between brace and riser at center, then pour concrete.

Simplified Detailing Adaptable to Present Day Modes

By R. J. Alexander

PLATES D-24 and D-25 of this series of detailed cornice construction, exterior mouldings, and interior trim members, were applicable to the residence of traditional design. This month's plate shows the same construction details and mouldings in a manner that is more in keeping with present day trends.

There has not been a complete casting away of the old established traditional designs of Colonial, English, etc., but there has been an inclining to a more functional type of design. This new type has been referred to as contemporary in some areas, transitional in others. It is referred to in this article as functional. The details, features and characteristics of the design may vary in different localities.

The functional design is featured by a straightforward use of the materials available. Simplicity is emphasized to a marked degree. When properly detailed and constructed, the design has distinction without being burdened with fussy detail and unnecessary frills.

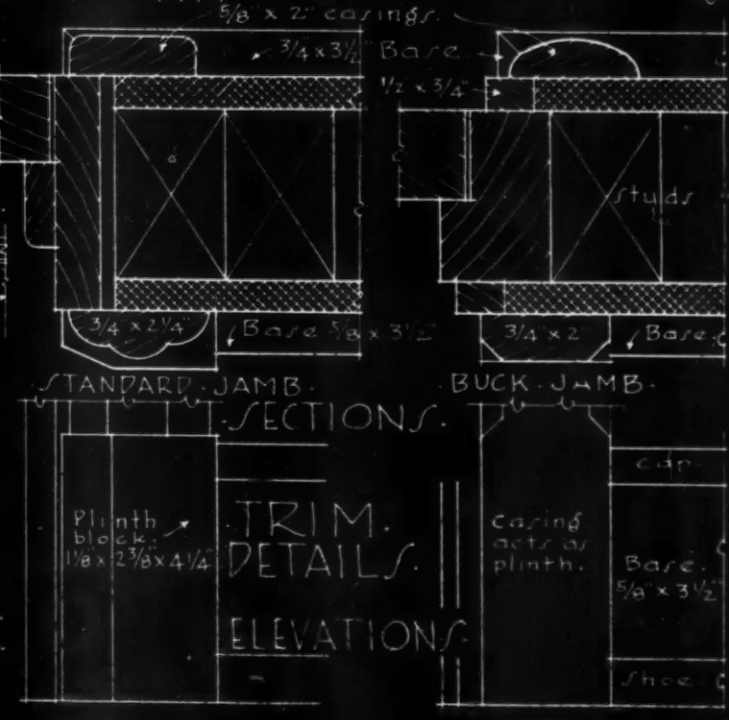
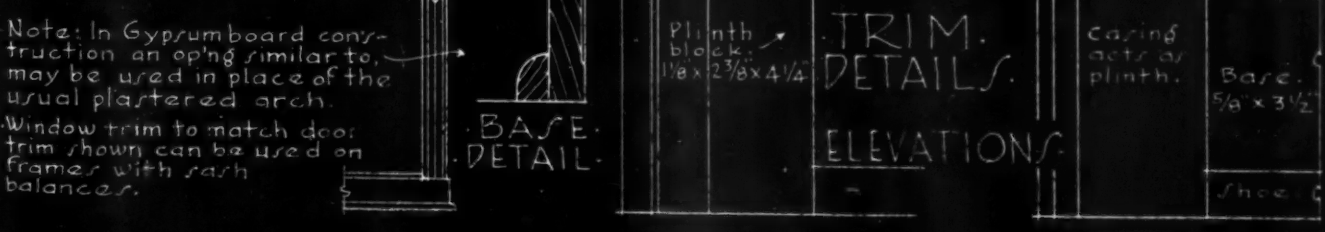
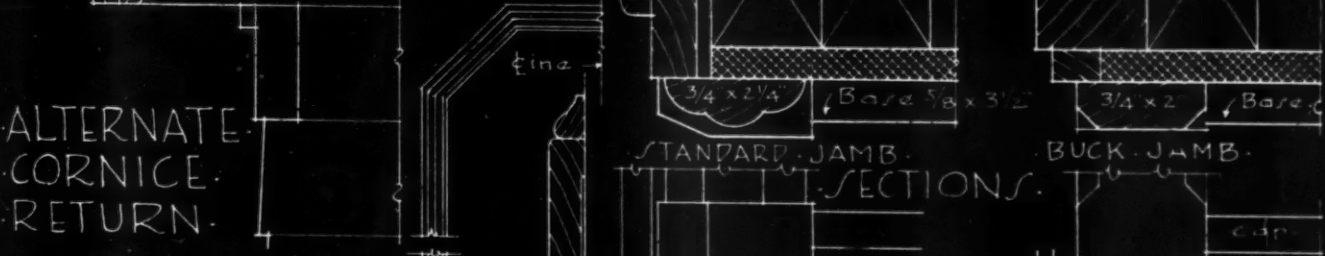
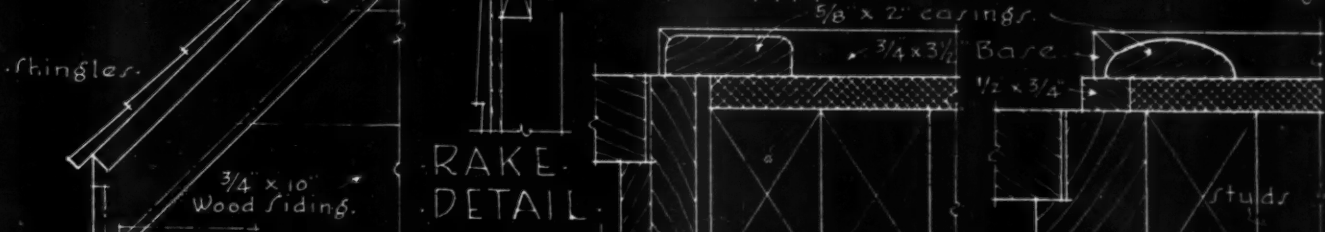
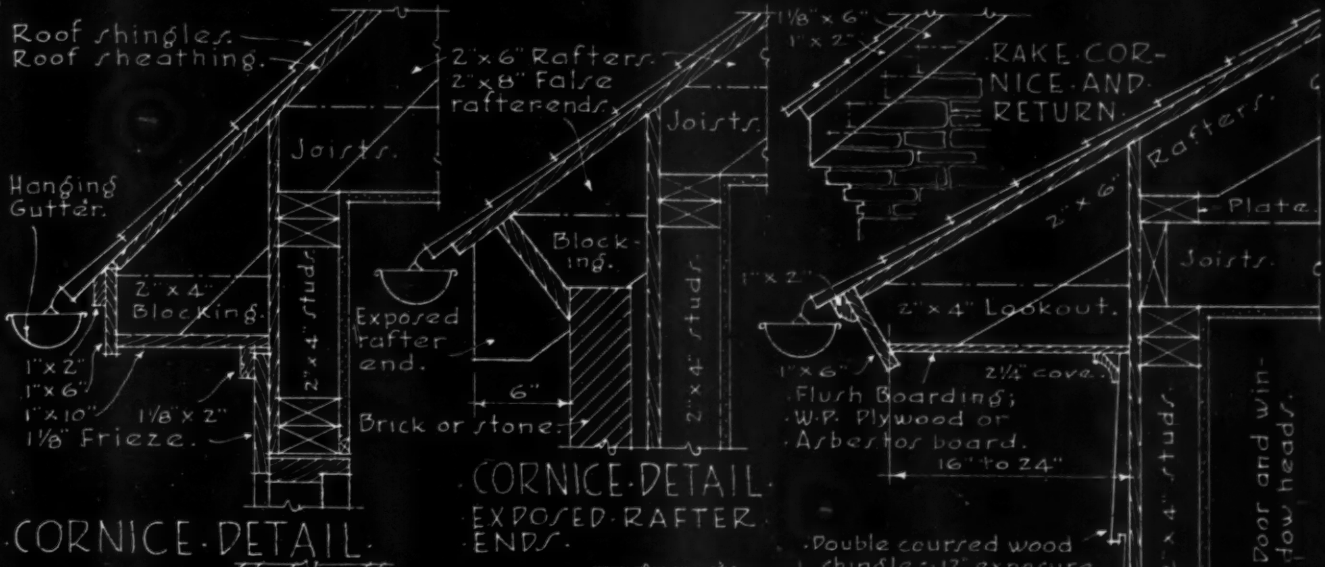
Roofs, generally, are as low as good construction and use of materials will permit. Cornices are constructed as a roof overhang and not as an excuse for elaborate ornamentation. Entrances are likewise simple and functional. Exposed rafter ends of plain design and painted white, contrasting with red brick or buff stone make an interesting combination. A hanging metal gutter or a simple moulded wood gutter is also appropriate.

Stone and brick in broad horizontal patterns for exterior walls, with substantial looking chimneys and fireplaces, are in keeping with this design. Double coursed cedar shingles or wide wood siding featuring the horizontal lines and shadows offer additional suggestions.

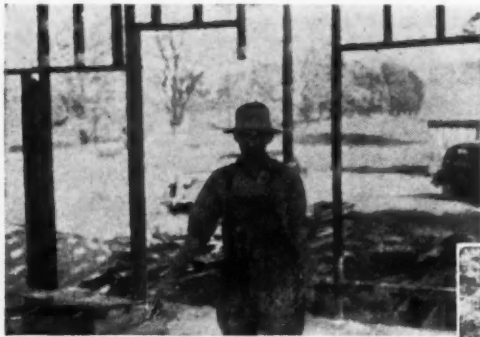
Shingles with an exposure graduated from 5 3/4 in. to 5 in. for the lower third portion of the roof, and the balance from 5 in. to 4 in., will provide a covering where the horizontal emphasis is continued.

Similar design characteristics are used for the interior of the house. Mouldings are designed to solve a problem in the most simple and practical way without sacrificing appearances. Materials, especially wall coverings, are new and varied.

NO. D. 26. DETAILS "WESTERN" OR "FUNCTIONAL" DESIGN.



Note: In Gypsum board construction an arching similar to the one shown may be used in place of the usual plastered arch.
Window trim to match door trim shown can be used on frames with sash balances.

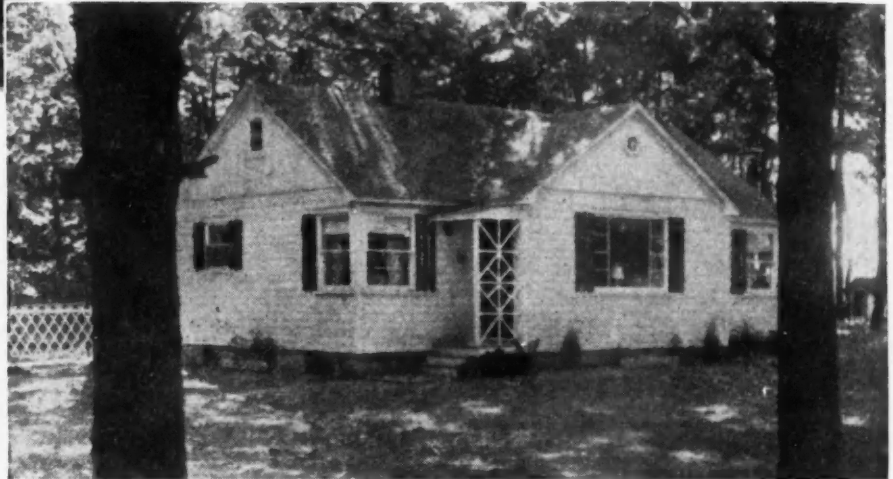


CHARLES IVERSON wrecking old farm home for lumber to build new structure.



BUILT in 1886, this house provided lumber.

OLD BUILDINGS FURNISH GOOD LUMBER He Tears 'Em Down to Build 'Em Up



LEFTOVER lumber from the Johnson home helped build above house for Chas. Iverson.

BUILDERS generally may be stymied by the shortage of lumber, but not Charles Iverson of Bear Lake, Michigan.

When new lumber was not to be had, Charles Iverson didn't let that stop him. He started to wreck old farm homes and odd buildings, long since abandoned, to get the lumber to build the homes needed in the community.

And he's still at it—and building good houses at low cost.

Irving Johnson's new home is a case in point. Just before he went into the army, he bought an 80-acre farm. The farm house had been built in 1886 by the Starke Lumber Company at a time when this section of Michigan was one of the principal lumbering centers—when the Dynamite Bar at Muskegon was known far and wide as the mecca of the lumberjacks.

Irving Johnson was far-sighted. He asked Charles Iverson to fix up the old house in his absence.

Charlie found remodeling an impossible task. The old house had been neglected too long to make anything of it. But the lumber was as good as when the house was built—the finest Michigan white pine. So after consulting Mrs. Johnson, Charlie got his wrecking bar and went to work.

The old house was torn down, the lumber carefully saved, and when Irving Johnson returned, he found himself the proud owner of a well-built six-room house, completely equipped with refrigerator, range,

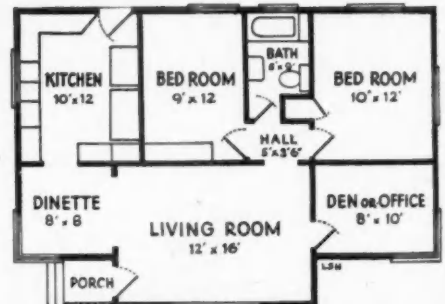
electric laundry, electric water system and warm air heating. The house is sheathed in asphalt felt and insulated throughout. The foundation is concrete block, and the green, thick-butt asphalt shingle roof, offering pleasing contrast with the white clapboard sidewalls, is laid four inches to the weather and tied firmly to the roof deck with six nails in each strip shingle.

The only new lumber used was 100 lineal feet for the water table at a cost of \$26.

Charles Iverson then built a new home for himself with the lumber left over from the Johnson home, plus some obtained from razing an old warehouse.

On the job, where he was tearing down another old farm house where he shortly will erect a new one on the old foundation, Charles Iverson said, "There is nothing unusual about what I'm doing. It was either get lumber in this fashion, or get out of business. And I just didn't feel I could afford to do that. City builders may not have the same chance I have to keep building, but there's plenty of good lumber scattered all over the country in dilapidated farm buildings—enough to keep lots of us going."

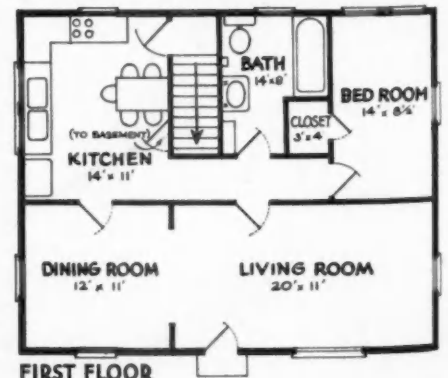
But even Charlie couldn't beat the electric company. While the Johnson house is completely equipped with electrical servants, the highline is still a mile away from the house. Shortages of materials, the power company says, prevent extending the line.



FLOOR plan of Iverson home is shown above.



NEW Johnson home is simple, compact. There are two extra bedrooms on second floor. Roof is of thick-butt, asphalt shingles; asphalt felt over sheathing acts as insulation.



FIRST FLOOR

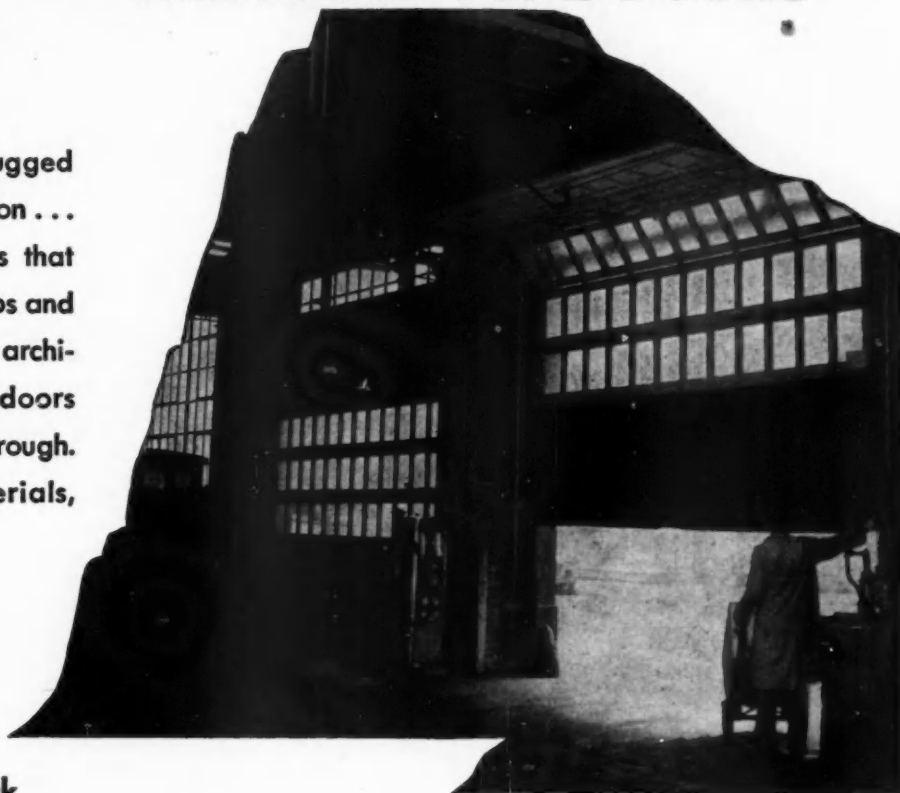


"Rock of Gibraltar"

"RUGGED" is the word for Ro-Way

OVERHEAD TYPE DOORS

It takes rugged design . . . rugged materials . . . rugged construction . . . to make overhead type doors that can take years and years of ups and downs. That's why so many architects specify Ro-Way—the doors that are rugged through and through. Solidly built of quality materials, only Ro-Way offers these



5 EXTRA VALUE FEATURES

- ① Friction-Reducing Track
- ② "Double-Thick Tread" Track Rollers
- ③ "Tailor-Made" Power Springs
- ④ "Crow's Foot" Outer Bearing Support
- ⑤ Parkerized Rustproof Hardware

All this extra value—at no extra cost! It all adds up to satisfied clients. So isn't it smart business always to specify Ro-Way? Try it on your next job, and see for yourself.

Write for complete new catalog—no obligation.

See our catalog in Sweet's. Sales and installation service available nationwide.

ROWE MANUFACTURING COMPANY

716 Holton Street

Galesburg, Ill., U. S. A.

There's a Ro-Way for every Doorway!

CUT BUTT MORTISES

6 times faster... 100% accurate



Just one job can easily pay you back the small cost of the Stanley-Carter Hinge Butt Router and Templet. Cuts a smooth, perfectly flat butt mortise at least six times faster than hand operation . . . up to 75 doors and jambs a day. Doors hang perfectly with uniform opening on all sides. No recutting, shims or hinge driving. The job is perfect . . . and permanent.

Depth of cut adjusted by turning motor in base . . . one turn for $\frac{1}{16}$ " , half turn for $\frac{1}{32}$ " and quarter turn for $\frac{1}{64}$ ". Templet fits any size door and reverses to fit jamb.

There's extra money for you in this Stanley-Carter Hinge Butt Equipment. Write today for complete information. Stanley Electric Tools, Stanley-Carter Sales Dept., 133 Elm Street, New Britain, Connecticut.

CARTER STANLEY TOOLS



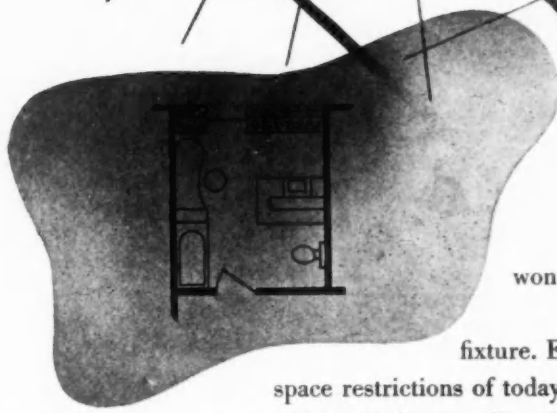
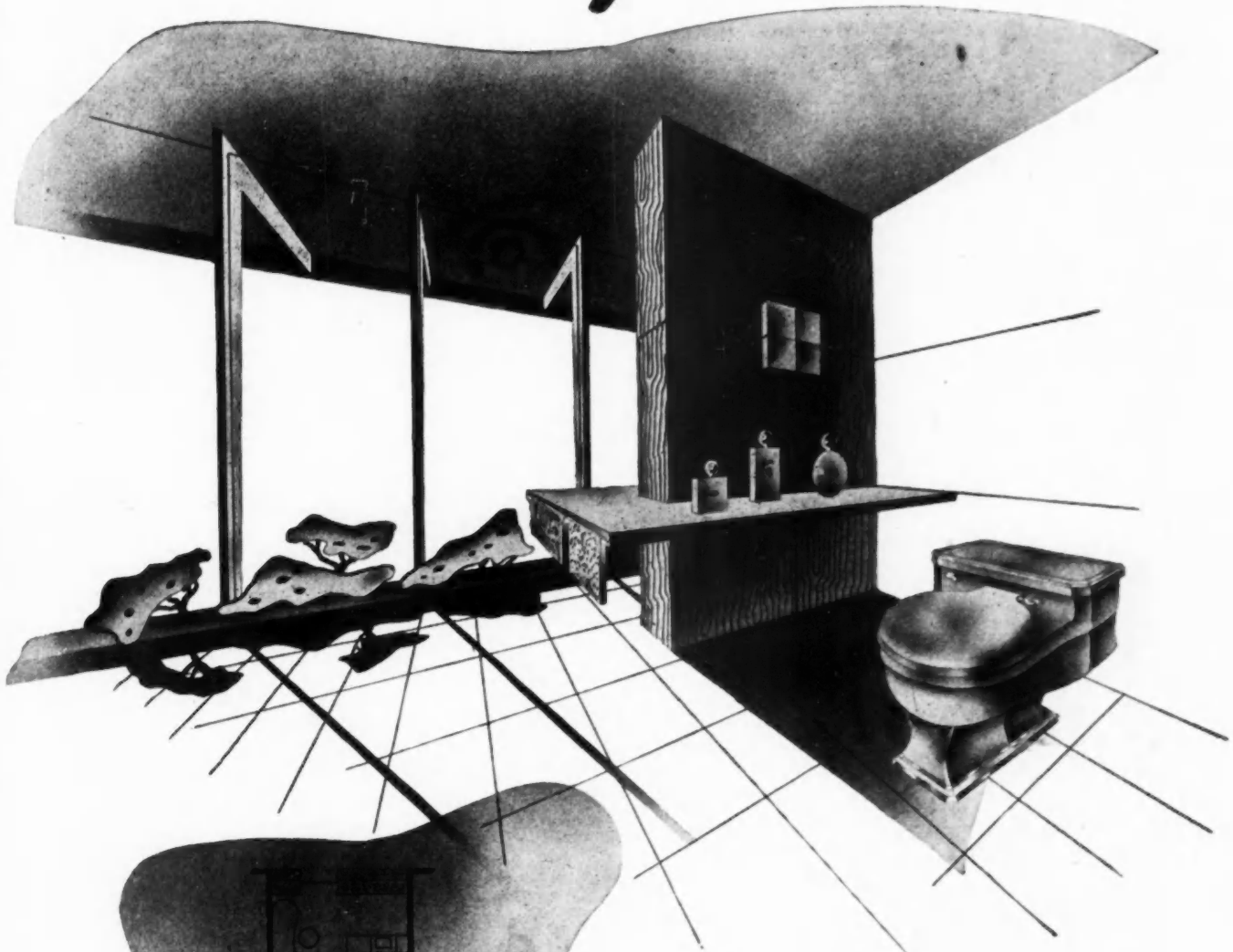
A Wish For Christmas

A home for every man. A home wherein he can find rest and contentment—not a temporary place to live, but a real home—that's our wish.

It's a job for all of us during the coming New Year, and we at Tylac will contribute our share.

TYLAC COMPANY
MONTICELLO, ILLINOIS

Contemporary ... for years to come



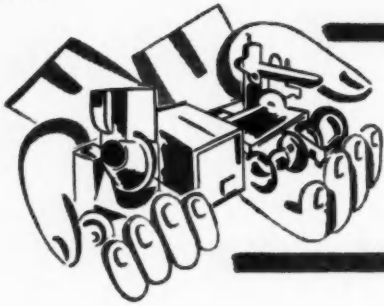
CLEAN contours and faultless performance have won renown for the Case T/N* Water Closet as a major advance in design. It is a free-standing, one piece *non-overflow* fixture. Equally well adapted to old and new surroundings, and to the space restrictions of today's and tomorrow's buildings, the T/N is now in rapidly expanding production. Distributed nationally—see your Classified Telephone Directory. W. A. Case & Son Mfg. Co., Buffalo 3, New York. Founded 1853.

*PATENTED

Foremost in demand...the

Case

T/N



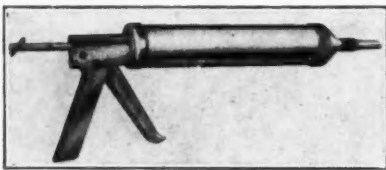
NEW PRODUCTS

Offered by Manufacturers

CAULKING GUN

AB12601

Precision-made by highly skilled mechanics, the Beaver caulking gun uses cartridges or bulk compounds without changing any parts. Nozzles, machined from steel bar stock for accuracy and strength, are threaded on to avoid bayonet joints which wear and come loose.

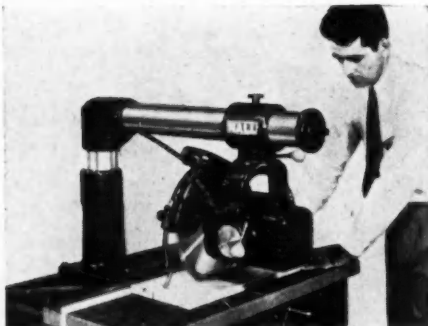


Other special features are positive ratchet drive and an extra heavy gauge barrel. Its perfect fitting parts make operation easy. This professional tool, guaranteed to give lifetime service, is manufactured by Western Reserve Mfg. Co., 2710 East 73rd St., Cleveland 5, Ohio.

NALL RADIAL WOODWORKER

AD12611

Simplicity and ease of operation are the ultimate aims in the design of the new radial arm woodworking machine developed by Equipment Engineering Co., St. Charles, Ill. All controls are located at the front of the



machine. All aligning devices are enclosed so there is no interference from sawdust or other foreign matter.

The carriage is something new in radial saws. The mechanism travels on three endless chains of steel balls thus eliminating expensive roller bearings. Another unique feature is that the same lever used to clamp the machine in its various adjustments is also used for releasing the tapered finder pins.

Elevation of the machine above the table is accomplished through a set of spiral miter gears (also totally enclosed) operated by a crank conveniently located at the front of the table.

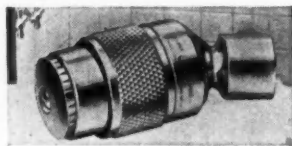
The frame of the machine is of welded pressed steel, cross section thus eliminating the undesirable (or twisting) torsional movement usually encountered in the operation of this type of machine.

NEW SHOWER HEAD

AB12614

New product of the Pagliuso Engineering Co., 113 W. Harvard, Glendale 4, Calif. is the Peco Shower Head. Approximately 3½ inches in length and 1½ inches in diameter, made of solid brass, precision machined and finished in durable high lustre chromium, this compact unit is designed to fit ½ in. N.P.T. outlets.

Conveniently located above the diffuser is a large knurled adjusting sleeve which controls a full range of

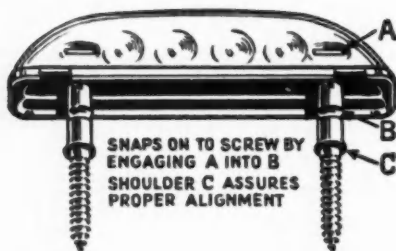


spray adjustment from soft relaxing spray to invigorating needle point. Because the serrations are automatically cleaned by opening and closing the adjusting sleeve, there is no clogging and no distortion of the spray. Another important feature is that the control mechanism is entirely free from contact with water and thus not subjected to corrosion and lime deposit. The manufacturer states prompt delivery is assured.

NEW SASH LIFT

AB12603

The new sash lift designed by the Ideal Brass Works, 250 East Fifth St., St. Paul, Minn., has the unique feature of being readily removable for painting sash without disturbing screws or alignment. When it is in place, screws do not



show, and the lift is sturdy and attractive. To install, snap lift over two specially designed screws; to remove, merely pry off with a screw driver. The sash lifts are finished in brass, bronze, aluminum, steel and stainless steel.

MORTAR AND PLASTER MIXER

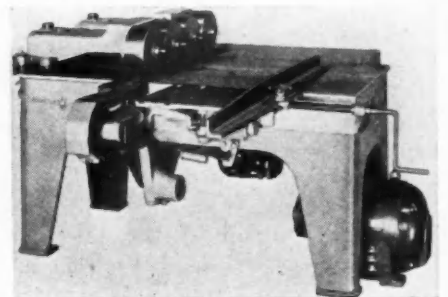
AB12613

A small mortar and plaster mixer aptly named the Mixmortar and operated by electric or gas engine power will be introduced to the trade early in 1947. Product of the Northwest Tube & Metal Fabricators, 2658 S.E. Tenino St., Portland 14, Ore., this mixer using sand, lime putty and cement can make three cubic feet of perfectly mixed mortar in four minutes, and, to a base of ready mixed mortar, will mix cement to five cubic feet of mortar in five minutes. It is easily loaded through the loading guard on open top and easily unloaded by lowering the pouring lip over the edge of the wheelbarrow or mortar cart run alongside it.

GENERAL PURPOSE SAW

AB12606

A new general purpose saw, for use wherever quality workmanship and high production ripping and sizing work are required, has been introduced by Muskegon Machine Co., Newburgh, N.Y. Built on an exceptionally sturdy one-piece



prefabricated steel main frame, it will edge or size panels from 1½ to 37 inches in width. Wider stock may be handled with an extension to the carriage. A twelve-inch saw will rip stock up to 2 inches thick.

JIFFY SKETCH PAD

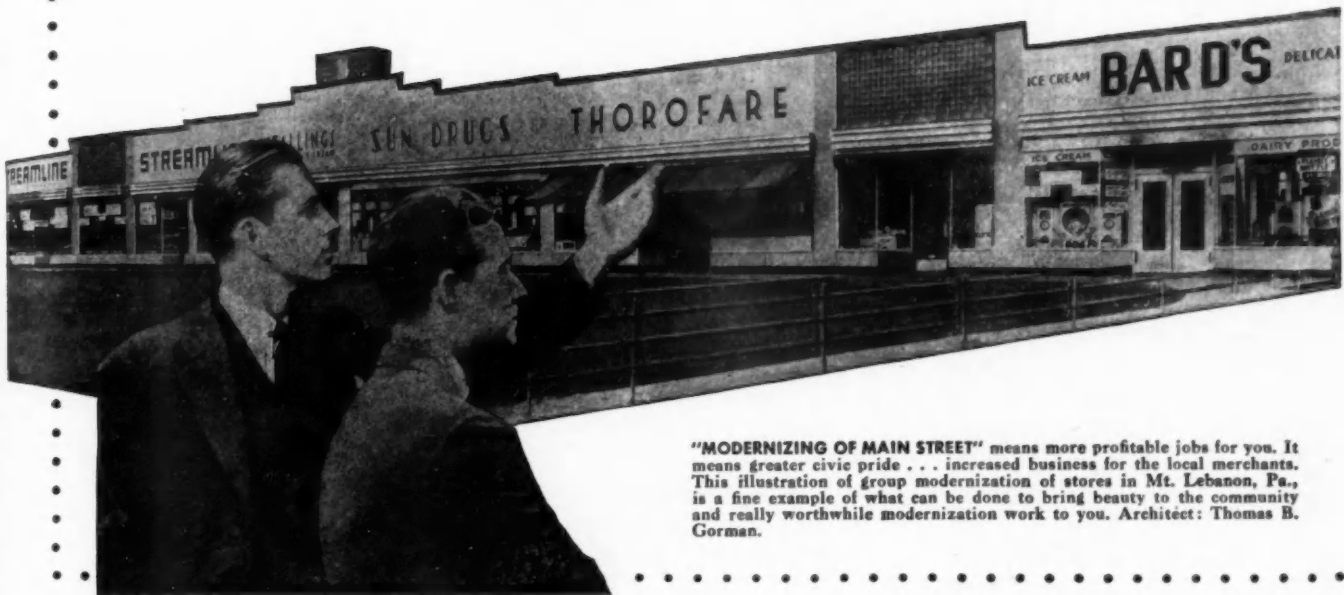
AB12612

A scale drawing pad on which properly proportioned drawings can be made without use of ruler, drafting board or T-square has been introduced by Jiffy Sales Co., 1900 Euclid Avenue, Cleveland 15, Ohio. The Jiffy Sketch pad contains 75 sheets of high quality tracing tissue enclosed within a cover jacket that consists of four cardboard flaps, on three of which are printed various scales. By simply folding back the cover flap and placing one of the tissue sheets over the scale that is desired, an accurate scale drawing is made.

(Continued to page 120)

Modern Store Fronts for the entire neighborhood

pay off in profitable jobs for you!



"MODERNIZING OF MAIN STREET" means more profitable jobs for you. It means greater civic pride . . . increased business for the local merchants. This illustration of group modernization of stores in Mt. Lebanon, Pa., is a fine example of what can be done to bring beauty to the community and really worthwhile modernization work to you. Architect: Thomas B. Gorman.

TODAY throughout the country, Chambers of Commerce committees, civic groups and community planners are giving much thought to the "Modernizing of Main Street." They know what this means in civic pride, prestige and the all-important consideration of "keeping business at home."

Chambers of Commerce Back This Idea. By planning together and remodeling together, local merchants are finding that business which formerly went to the larger shopping centers nearby is being attracted to them. So, the enthusiasm is there—your market for really worthwhile modernization jobs *in groups* is waiting for you. Why not go after it—*strong!*

And remember, too, that this subject is given a lot of push by our consistent program of modernization advertising in twenty-one leading retail magazines. Merchants are impressed with the fact that they can attract more customers, sell more goods, make more profit by modernizing their stores — inside and out — with Pittsburgh Glass and Pittco Store Front Metal.

Your Leadership Needed. Let us suggest that you tie-in with your local civic fathers and other planning groups—check your local merchants and architects. The harder you go after this idea of group modernization the greater will be the impetus behind the move-

ment. And the greater will be the number of jobs coming your way.

Let Us Help. If you need help in solving any modernization problem connected with the application of Pittsburgh Products, feel free to consult our specialists. Their wide experience and knowledge, through thousands of successful installations all over the country, are at your disposal.

Send for Free Book. Right now, fill in and return the convenient coupon below for your free copy of our booklet containing data and illustrations of a wide variety of Pittsburgh Glass and Pittco Store Front Metal jobs. You shouldn't be without it.

"PITTSBURGH" STORE FRONTS AND INTERIORS



"PITTSBURGH" stands for Quality Glass and Paint

Pittsburgh Plate Glass Company
2479-6 Grant Building, Pittsburgh 19, Pa.
I want to go after the idea of group modernization in my territory. Without obligation on my part, please send me a free copy of your booklet, "How Eye-Appeal—Inside and Out—Increases Retail Sales."

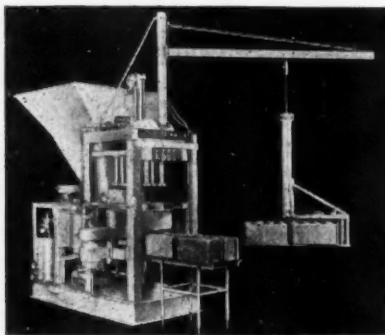
Name.....
Address.....
City..... State.....

PITTSBURGH PLATE GLASS COMPANY

(Continued from page 118)

NEW LITH-I-BLOCK MACHINE AB12608

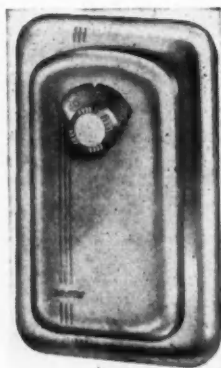
The new Lith-I-Block machine is an automatic, plain pallet, vibrating stripper of sturdy, yet simple and compact design. Producing two 8-inch blocks per cycle of operation, the machine has a rated capacity of 480 eight-inch blocks per hour. All standard sizes of block as well as brick and chimney block can be produced on this machine. By merely interchanging the hardened abrasion resistant mold box liners and cores, the changes to various sizes are accomplished rapidly. The machine discharges pallets with finished units on a frame from which the pneumatic off-bearing device removes two pallets at a time, thereby reducing the cycles of operation for the off-bearer by one-half. Maintenance is reduced to a minimum through



the use of air for the automatic pallet feed, the stripper head, the pallet support and the feed draw. This feature also contributes to the machine's silent operation. It is a product of the Lith-I-Bar Co., Holland, Mich.

NEW TYPE THERMOSTAT AB12610

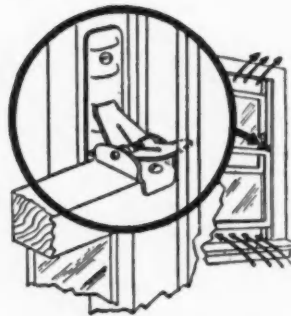
A compact, gracefully patterned and smartly finished room thermostat was recently introduced by Cam-Stat, Inc., 2037 South La Cienega, Los Angeles, Calif. It extends less than an inch from the wall, and is easily and quickly installed to a conventional conduit box.



No electrical parts are exposed underneath the screen, and all current-carrying parts are enclosed within the bakelite housing behind the wall plate. It is suitable for either line voltage or low voltage currents with a carrying capacity of 1500 volt-amps, 1/4 h.p., and 125 volt-amps pilot duty at 120 through 24 volts A.C.

AUTOMATIC WINDOW LOCK AB12609

A new automatic window lock, which provides locked windows all the time, whether open or closed, has been developed by The Perfect Manufacturing



Co., 137 North 59th St., Seattle 3, Wash. It allows for ventilation with safety against window prowlers and prevents children from opening windows and falling out. Made of reinforced steel, attractively cadmium finished, this window lock is easy to install. It comes attached to a two-color individual display card, complete with screws and instructions, packed one dozen to counter display box.

QUICK-ACTION SCAFFOLD UNIT AB12602

A new type scaffold unit, of welded, tubular-metal construction, is being manufactured by Bil-Jax Manufacturing Co., Swanton, Ohio. Consisting of only five light-weight, compact, easy-to-handle parts, a standard unit with accessory pedestals provides flexibility of adjustment equal to five different sizes of other makes of scaffolding. Proved in actual platform use to withstand heavy loads, these units are applicable to unusual scaffold needs, and easily adjust to difficult applications such as stairways and narrow hallways.

WATERPROOF WALL SURFACING AB12604

Tuffalt, Inc. of Pittsburgh, Pa., is promoting a new use for its waterproof textured wall surfacing—Tuffalt RB. By combining two separate operations of Tuffalt RB a finish resembling cement, plaster, or stucco in both texture and color is achieved. Such finishes are obtained by applying a second coat, above grade, that has both texture and color, to the first coat of jet black. A surfacing material for exterior walls and founda-

tions, Tuffalt RB resists moisture, salt air, soil acids, and salt water. It will not flow or run from a vertical surface at extremely high temperatures or become brittle at low temperatures. It adheres securely to dry or damp surfaces, even to moist mortar. Neither heat nor skill is required to apply Tuffalt, which can be put on with a broom, brush, trowel, or spray.

QUICK-DRYING FLOOR FINISH AB12605

Lignophol quick-drying, a new preservative and finish recently put on the market by the Building Products Division of L. Sonneborn Sons, Inc., 88 Lexington Ave., New York, is said to penetrate, preserve, seal and finish all types of wood floors in one application. Only fifteen minutes are needed for drying time, then the area treated can be rubbed down. In addition to preserving the wood, Lignophol resists abrasion, seals the surface, and does not chip or crack. It is ideal for residential and other normal-service floors.

CABINET SINKS AB12607

New and unique is the cabinet sink, product of the Robot Appliances, Inc., Detroit, Mich. The duo-sink adds double depth to the sink bowl. It can be used for rinsing dishes or, because



it is removable, it can be used for a number of kitchen chores. A portable electric clothes agitator converts the sink bowl into an auxiliary clothes washer for laundering two pounds of dry clothes at a time.

CHECK NUMBERS AND MAIL COUPON FOR INFORMATION

American Builder, 105 West Adams Street, Chicago 3, Illinois

Name Address

City State

- | | | | | |
|---------|---------|---------|---------|---------|
| AB12601 | AB12604 | AB12607 | AB12610 | AB12613 |
| AB12602 | AB12605 | AB12608 | AB12611 | AB12614 |
| AB12603 | AB12606 | AB12609 | AB12612 | |

When you address inquiries direct to manufacturer concerning a new product described here, please mention that you saw it described in American Builder.

CHRYSLER AIRTEMP



WINTER AIR CONDITIONERS FOR HOMES

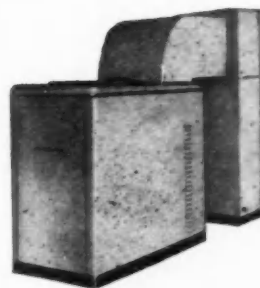
Home Buyers Appreciate This Better Type of Heat

Give your new homes prestige and extra value by installing a Chrysler Airtemp Winter Air Conditioner. It's a better type of heat. Fully automatic, it filters and warms the air—with just the right amount of moisture added—and gently circulates it throughout the house.

Turn to Chrysler Airtemp for America's most complete line of home heating equipment. There's a size for every home and a model for any type of fuel—gas, oil or coal. Specify Chrysler Airtemp Winter Air

Conditioners, gravity furnaces, boilers for steam, hot water or vapor systems. In every line you'll find a Chrysler Airtemp product that is ideal for your requirements.

And behind each product stands Chrysler Corporation, world famous for quantity production and engineering skill—your assurance of high quality at low price. Chrysler Airtemp equipment is definitely a modern sales feature for builders. Write today for full details.



BOTH COOLING AND HEATING

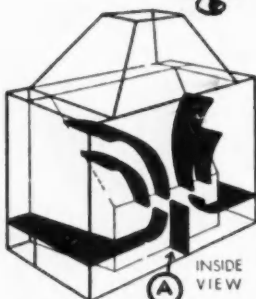
Another great Chrysler Airtemp product for your new homes is the year-around Air Conditioner which heats in Winter and cools in Summer.

AIRTEMP DIVISION OF CHRYSLER CORPORATION

DAYTON 1, OHIO

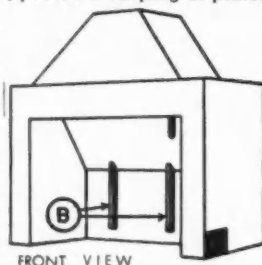
In Canada: Thermo-O-Rite Products, Ltd., Toronto

A I R C O N D I T I O N I N G
HEATING • COOLING • REFRIGERATION



← Get this straight—Thermaflo does not warp. Thousands of units have been sold, with nary one complaint! The reasons are solid. Thermaflo is constructed of heavy steel plate. Bends are reinforced. Thermabar support, 3 inch steel stiffener on inside wall (see "A"), prevents warping of plate.

Thermabar supports on front of → plate (see "B"), act as stiffeners and keep burning wood off wall, thus assuring good draft while also preventing warping. A triumph of modern engineering, Thermaflo climaxes its advantages by baffling the incoming cold air directly behind hottest part of firebox.



There's nothing finer than

THE "BATTLE OF THE BULGE" with

THERMAFLO

THE Scientific FIREPLACE

BATTLES THE COLD BY BAFFLING THE HEAT

Division of Eastern Connecticut Welding Corp.
New London Connecticut

Catalogs and HOW-TO-DO-IT INFORMATION

283—VIBRATING CONCRETE BLOCK MACHINE—is the subject of a two-color descriptive pamphlet by J. W. Appley & Son, 831 Ninth St., North, St. Petersburg, Fla. Pictorial content features the machine and the eight block sizes it produces, while the text covers specifications and methods of operation.

284—METAL LATH SPECIFICATIONS—prepared by the Metal Lath Mfrs. Association, Engineers Bldg., Cleveland 14, Ohio, are now available in the 1946 edition. In 31 pages the book gives new and up-to-date information on usages and applications of metal laths and specific details on 21 different building services where metal lath products have proved their worth.

285—WESTERN PINE CAMERA VIEWS—is the title of a 28-page booklet devoted exclusively to various examples of how Western Pines are being used to bring new sparkle, striking beauty, and warmth to homes. Through the use of photographs, the book, starting with the exteriors, features a room-by-room tour of several different types of homes in which Western Pine contributes toward livability and charm as well as durability and economy of upkeep. Prepared by, and available from, the Western Pine Assn., Yeon Bldg., Portland 4, Ore.

286—SHINGLE STYLE GUIDE—A new booklet just released by The Barrett Division, Allied Chemical and Dye Corp., 40 Rector St., New York City, describes and effectively illustrates in color various shingle styles and colors. Besides featuring numerous full-page close-up views of houses roofed with Barrett's shingles, the booklet also gives pertinent information on other Barrett building products such as rock wool insulation, roll roofings, and built-up roofing.

287—THE ZAGELMEYER SYSTEM—of molding and casting concrete blocks is covered at length in a folder published by the Zagelmeyer Cast Stone Block Machinery Co., Bay City, Mich. Opening with a lengthy comparison of the Cast-stone system versus the "dry-tamp" system of making concrete blocks, the pamphlet goes on to feature illustrations of the blocks in the process of manufacture, and illustrations featuring the adaptability of the blocks for construction purposes.

288—GLUES: RESIN, CASEIN, SOYBEAN—Their laboratory development, their importance to the building industry, their general specifications, and suggestions for their specific application are topics covered in a booklet available from I. F. Laucks, Inc., 911 Western Ave., Seattle 4, Wash.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department, (December, 1946)
American Builder,
105 W. Adams St., Chicago 3, Ill.

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

Numbers

Name

Street

City State

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

The new Mueller Climatrol Type 101 Gas-Fired Gravity Furnace: 2 sizes—maximum B.t.u. input 90,000 and 135,000. AGA approved for operation with natural, mixed, or manufactured gas, liquefied petroleum gas, and at high altitudes.

Announcing-

The New Mueller Climatrol Type 101 Gas-Fired Gravity Furnace

— Provides clean, convenient heating with up-to-the minute efficiency for your "small home" clients

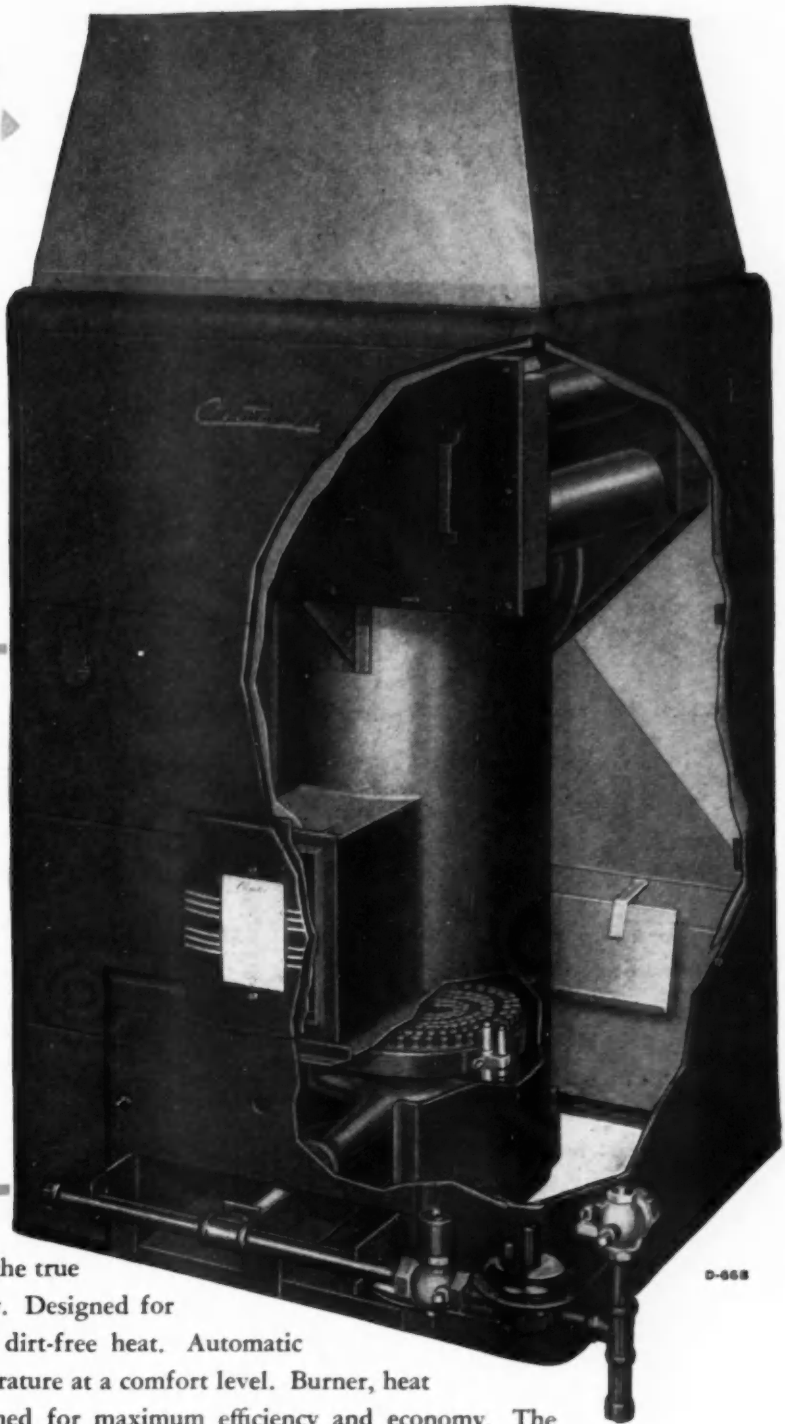
The new Climatrol Type 101 Gas Gravity Furnace gives your clients the true indoor comfort they demand today. Designed for gas, it furnishes clean, dust- and dirt-free heat. Automatic thermostat-controls maintain temperature at a comfort level. Burner, heat exchanger, and controls are designed for maximum efficiency and economy. The attractive styling and dependable performance of this new furnace win hearty approval of home owners. You can recommend the new Mueller Type 101 with confidence and pride, for the many small-home projects within its capacity range. *Write for complete information.*

L. J. Mueller Furnace Co., 2016 W. Oklahoma Ave., Milwaukee 7, Wis.



MUELLER Climatrol

REG. U. S. PAT. OFF.



D-668

The REEL-LINE Disappearing Clothesline

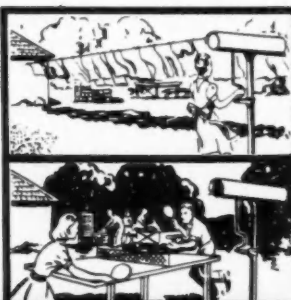


This magical clothesline is a natural accessory for the modern home... and now, with more new families building their ideal modern home than ever before, the Reel-Line Disappearing Clothesline is an extremely sellable article. Housewives need and want this streamlined item... for its utmost utility makes washday tasks easier... and backyards more attractive. With the receptive market opening before the Reel-Line Disappearing Clothesline, distributors, jobbers and wholesalers should be ready to sell this useful, new appliance.

Easy to use.
Assembled on 2 7/8" diameter steel pole. Six feet high, after being set in concrete.
Three 65-foot strands of non-corrosive wire.
All aluminum castings. Disengaging handle at 4' height for easy rewinding.



EASY TO PUT UP
NO SAG
EASY TO REWIND
OUT OF SIGHT OUT OF THE WAY



THE REEL-LINE CORPORATION
TERRELL, TEXAS

Manufacturers Organize Building Products Institute

REPRESENTATIVES of 200 companies and associations engaged in the manufacture of building materials and equipment have formed a new fact-finding and economic research organization to be known as the Building Products Institute.

Douglas Whitlock, formerly chairman of the advisory board of the Producers' Council, was elected chairman of the group. In announcing the formation of the institute, Whitlock stated that other manufacturers and associations interested in the construction industry will be invited to membership in the organization.

"The purpose of the institute," Whitlock said, "is to assemble, analyze, and disseminate facts about the production of building materials and equipment and about the progress of construction, including housing."

The institute also will analyze and make recommendations with respect to proposed legislation affecting the construction industry and will cooperate with other branches of the industry in preparing recommendations designed to stimulate a maximum volume of construction, to lower the cost of building, and to stabilize construction activity.

In addition, the institute will study the effects of existing federal controls under which the building industry now operates.

Emphasis will be placed on the collection of facts and figures with which to check and verify statistical information released by various federal agencies with respect to construction trends and activity.

The services of nationally known consultants will be retained. Miles L. Colean, former assistant administrator of the Federal Housing Administration, will be the institute's economic consultant.

The offices of the institute will be located at 1756 K Street, N. W., Washington 6, D. C.

* * *

New Security Plan for G.I. Home Buyers

PROTECTION of families of G.I. home buyers is guaranteed in a new service instituted by Allied Building Credits, Inc., of St. Paul, it was announced recently by W. A. King, president.

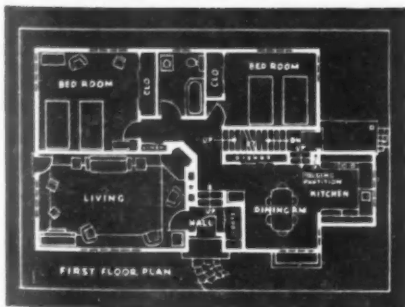
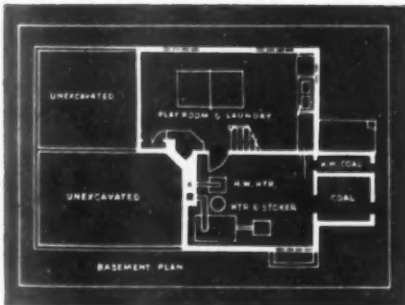
Under provisions of this service, known as the G.I. Home Security Plan, a continuation of monthly payments on the home is guaranteed in the event of the death of the veteran. Full payments, including principal, interest, taxes, hazard insurance and all other portions of a normal monthly payment, are made during the critical period of family adjustment following the death of the mortgagor.

To put this plan into operation, arrangements are made between Allied Building Credits, Inc., and approved home builders throughout the nation. All veterans under fifty-five years of

Easy Street



BASEMENTS BUILT FOR COAL MEAN BETTER LIVING . . .



It's easy to build homes on Easy Street. These have a pleasing variety of appearance. All have the same first floor plans, plus identical half-basements designed for modern coal heating plants . . . making excavation easy for the builder and payments easier for the buyers!

This basement plan provides an ample, well lighted play-room-laundry at less than one-third of the cost of equivalent space on the first floor. The stoker-fired coal furnace, which makes heating costs less in the long run, is located for

easy access and a minimum of operating effort. Economical houses with basements like these are the kind of homes our veterans are looking for.

When you design or build, remember a coal heating plant is the only installation that can be converted to all other types of heating — play safe, provide coal storage space and chimneys adequate for any fuel. Coal is economical, safe, clean, quiet, odorless and abundant . . . basements built for coal mean better living and better sales value.

✓ **INITIAL COST ECONOMY.** A hand-fired coal furnace is the least expensive of all central heating plants.

✓ **AUTOMATIC HEATING.** The cost of a stoker-fired coal furnace is no greater than the cost of a good installation using any other fuel. Over a period of time . . . economy in cost of fuel is the saving.

✓ **FULLY AUTOMATIC HEAT.** The ultimate in cleanliness, safety, comfort, convenience and economy, is a bin-fed, ash removal, coal-burning stoker — the cost is little more than a regular stoker.

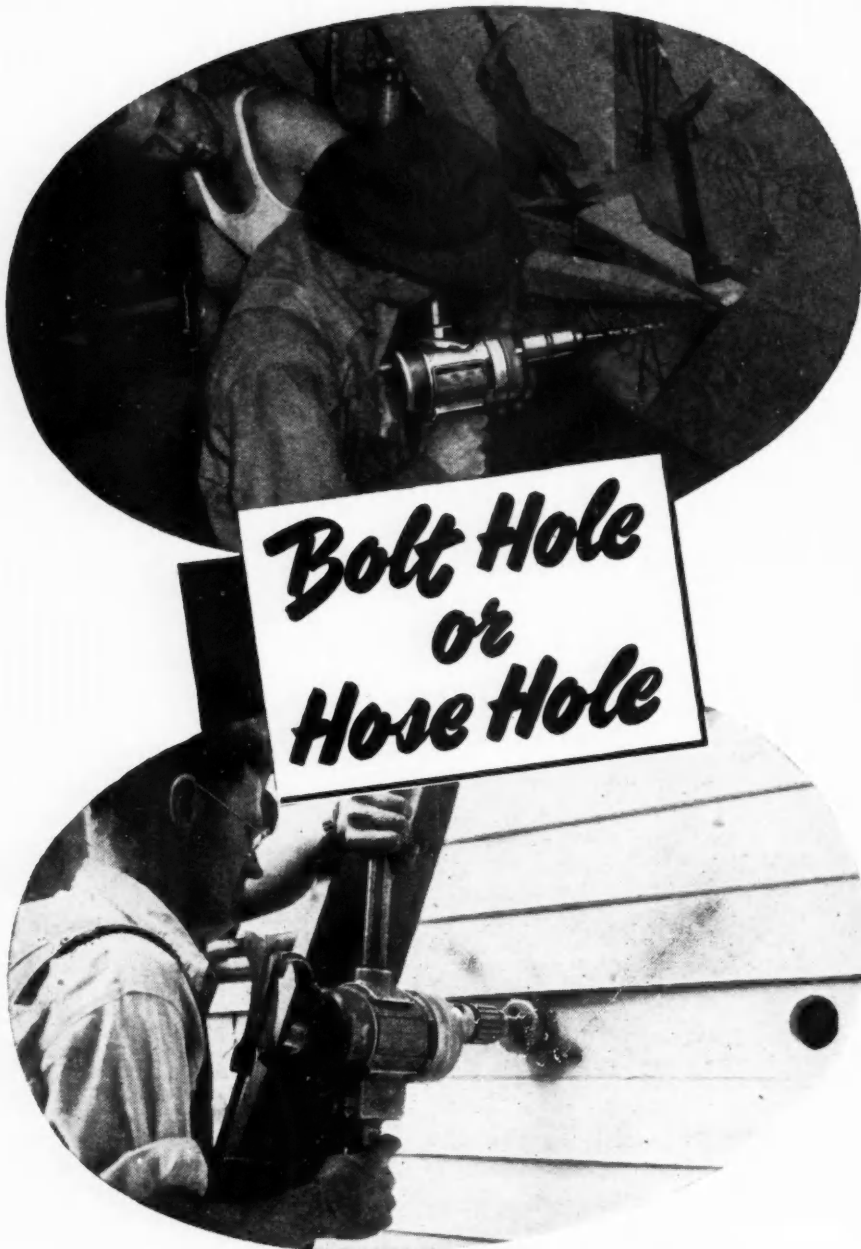
✓ **CLEAN, SMOKE-LESS FUEL.** Coal today is sized, cleaned, and dustproofed at the mine.

✓ **PLENTIFUL FUEL SUPPLY.** We have a three thousand year coal reserve. Other fuels may be exhausted while your building is still relatively new.

✓ **CONVERSION POSSIBILITIES.** A conversion burner can be installed economically in a coal furnace. The reverse is not possible. Be safe . . . provide for coal.

Notfolk and Western RAILWAY

CARRIER OF FUEL SATISFACTION



**Bolt Hole
or
Hose Hole**

**You can make BOTH with
this ONE electric drill**

Buy just one Stanley Electric Drill and get two hard-working tools... a drill for wiring, small pipes and bolts... a hole saw for insulation hose, heating and other large openings. Interchangeable in a matter of seconds.

Electric drill sizes... $\frac{1}{2}$ " , $\frac{5}{8}$ " and $\frac{3}{4}$ ". Hole Saws to cut hole diameters from $\frac{3}{4}$ " to $3\frac{1}{2}$ " , $\frac{7}{8}$ " deep. Write for folder on complete line. Stanley Electric Tools, New Britain, Conn.

DRILLS, SAWS, HAMMERS, GRINDERS, DISC SANDERS

STANLEY

Trade Mark

HARDWARE · HAND TOOLS · ELECTRIC TOOLS

age who purchase homes from such dealers automatically come under the provisions of the G.I. Home Security Plan. The cost of this protection, which on the average amounts to but a few cents a month, is included in the monthly payments on the home. Plans are under way to make this service available at a later date to other home owners.

* * *

**National Radiator
Sponsors Course in
"Heating Salesmanship"**

AS a result of an industry-wide study to determine the most practical approach to the training problem, a real training course in "Heating Salesmanship" has been developed by The National Radiator Co., Robert S. Waters, president, has announced. The course will be made available to contractor-dealers and wholesalers on a non-profit basis.

LaSalle Extension University, Chicago, was selected as the source of the training. Application for enrollment should be sent directly to the Sales Training Dept. of the firm at 221 Central Ave., Johnstown, Pa., or given to an NRC Heating Division Sales representative. The actual training will be sent to the enrollee from LaSalle University, together with full instructions. A brochure describing the course in detail is available from The National Radiator Co.

The course marks a most important development in the merchandising of heating products. It is designed to aid the heating contractor-dealer to effectively reach the market for radiant heating equipment being created by modernization, as well as new housing.

* * *

**Oklahoma Home Show
Draws 30,000 Visitors**

THE Greater Oklahoma Home Show held in Oklahoma City's Municipal Auditorium, October 19 through 27, was the first show of its kind in Oklahoma since the war. Pioneering in the post-war era, directors of the show staged a successful show, both financially and otherwise, despite various material shortages that now hamper the entire home building industry.

Approximately 30,000 persons passed through the auditorium halls to witness 85 booth displays, a stage show and a full-sized, completely furnished home constructed on the floor.

A miracle of construction was the display home built in the auditorium. Completed in only six days after it was started, that alone makes it a marvel of construction and an example of complete cooperation.

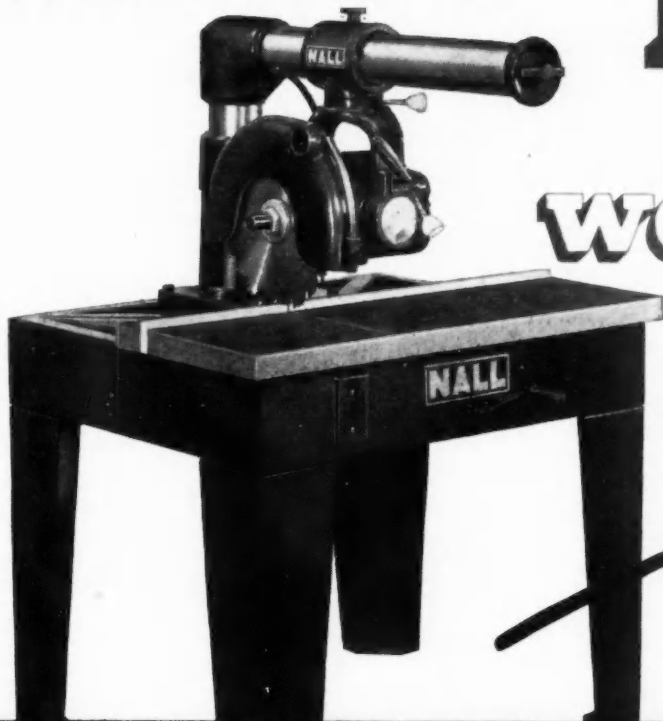
Surely, this breakneck construction speed would not have been possible were it not for the complete cooperation of builders, materials dealers and all hands involved. Plans were made weeks in advance and the materials needed were assembled and ready.

The American Institute of Architects furnished a display which presented home designs that had been dormant on

"The Machine Experience Built"

Here it is...

NALL Radial woodworker



New ...In Design
...In Construction
...In Performance

THROUGH close personal contact with thousands of woodworkers and contractors, it was possible to design a machine from the direct advice of men who know this type of equipment best... THE OPERATORS.

All you need do is stand in front of the NALL and make the changes from one operation to another without... *bending... stretching... or climbing.* Then you will understand what we mean when we say:

The NALL is Easy to Operate: Each adjustment is within easy reach from the operation point of the machine. Each of the Miter, Bevel and Rip adjustments are *ONE hand operated* because the indexing and the locks are combined in one simple mechanism.

The NALL is Simple: No complicated adjustments. Although each index and lock is old in principle, they are adapted for the first time to Radial Arm Machines. The carriage principle (rides smoothly on an endless chain of balls) dates back to 1896 and has been used successfully ever since where frictionless reciprocal motion is needed, but this is the first time it has been applied to Radial Arm Machines.

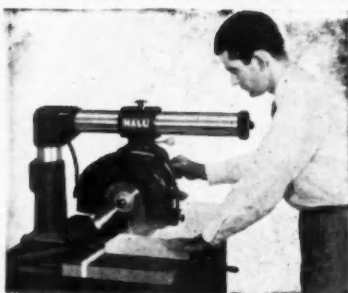
The NALL is Accurate: This is not an idle claim. NALL accuracy originates in the factory. The NALL is made in a new plant of 100,000 sq. ft.—a plant which specializes in NALL production. The NALL adjustments are so simple anyone can loosen a cap screw or two and align the machine in the matter of seconds... if it ever becomes necessary.

The NALL is Versatile: It will perform every operation possible in the best of other Radial arm machines—and it will do them *much faster* because the NALL is **EASY to OPERATE.**

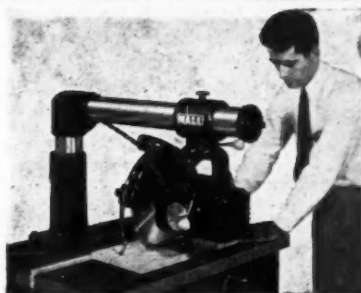
The NALL is Safe: The guard can be adjusted with one hand. The Kick Back is curved to the shape of the guard so when in cross cut position it does not "jab" its way into the operator's mid section. The Kick Back need never be removed for any operation... and it will not rattle. NALL accuracy also assures safety.

The NALL is Rugged, Yet Lightweight: Nall has a table more strongly reinforced than any other small machine. The steel, ground, polished and chromium plated column and arm; the aluminum yoke, motor housing and guard with steel inserts makes the machine more rigid yet lighter than other Radials.

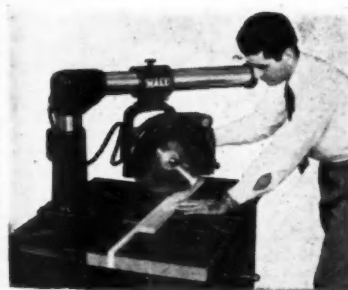
A FEW OF MANY OPERATIONS DONE EASIER AND FASTER ON THE NALL



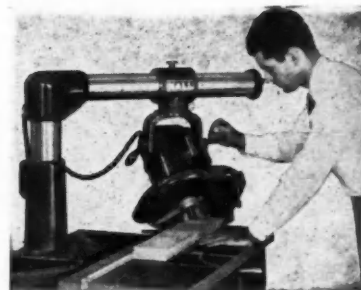
CROSS CUT—True, accurate, cross cuts are assured on the NALL. The positive indexing and locking of the arm, square to the fixed guide, makes every cut a **PRECISION** cut.



RIP—The fast change of the motor to a position parallel to the guide and the rigid locking assures true ripping without blade bind or burn. A scale measures the width of rip without the use of a rule.



MITER—Accurate miter cuts in any positions are assured by a calibrated scale and positive indexing at 0°, 45°, and 90°. The rugged internal lock prevents any arm movement.



BEVEL MITER—The Motor can be tilted to any position and locked rigidly. A calibrated scale on the motor and indexing at 0°, 45° and 90° assures accuracy. The arm is then placed in a miter position for true combination bevel miter cuts.

You have never seen so much machine at so little cost!

EQUIPMENT ENGINEERING Co.

Division of The NALL Corporation
ST. CHARLES, ILL.

Send

for this new
bulletin. It will
give you further facts.



**All
Aluminum
G1
Red Devil
GLASS CUTTER**



**SENSITIVE TO TOUCH
—light to handle—
relaxing to use.**

**Chapmanized steel
RED DEVIL wheel.**

**CAN'T
RUST**



Twelve to Display Box

**A product of
Red Devil Tools.**
IRVINGTON 11, NEW JERSEY, U. S. A.



**Sell
Stainless Steel
Sinkbowls**

Legion sinkbowls, made of solid stainless steel or single clad, offer many advantages.

They are seamless drawn . . . No burrs, rough edges, ridges or grooves to cause corrosion or lodging of dirt . . . No leaks, more rigidity and longer life . . . Oblong, square, round or oval shapes . . . Drain holes inserted anywhere in the bottoms . . . Light in weight.

Write for catalog sheet. We will quote prices and delivery dates.



LEGION UTENSILS CO.

40th AVENUE & 21st STREET
Long Island City 1, N. Y.

their boards during the war period. Visitors got a look at their homes of the future.

Many more displays were on exhibit, presenting the very latest in home appliances, fixtures and building materials. Such new developments as a window screen that kept sunlight out but allowed air and daylight to enter, were on exhibit at the show. Many other new appliances were also exhibited.

A stage production, which was in keeping with the dignity of the show, was presented twice a day in the afternoon and evening. This portion of the show attracted tremendous crowds and was a pleasing feature of the show.

Officials of the show have announced that it was a complete success in every way. Exhibitors on the floor were able to show their goods to thousands of people, and they made many sales of their products.

The show will probably be an annual affair, growing larger and better each year. In future years, building materials will be more plentiful and as a result there will be more to show.

* * *

**Legion Housing Committee
Conducts Hearings in
Washington**

DURING the week of Nov. 3 the American Legion Housing Investigating Committee, which was appointed at the national convention in San Francisco, met in Washington and conducted hearings. Both industry and government representatives appeared before the committee.

According to reports, the industry representatives were accorded cordial receptions and there was every indication that the Legion was not being misled by public housing propaganda aimed at them. At one point a public housing advocate, who preceded the industry representatives, claimed that more housing was being built under the Wyatt plan than builders had predicted. One of the Legion committeemen promptly produced a series of charts showing what a failure the Wyatt program really is.

Ivan Carson, chief of the OPA Rent Division, was asked how rent ceilings on new homes were calculated. He admitted that he did not know. He also admitted he did not know what constituted a fair return on rental property. He was unable to tell why there is a housing shortage or when the shortage might be solved. Carson was asked by one of the Legionnaires if he knew anything of the history of rent control in other countries and admitted he did not. Finally one of the Legionnaires, apparently not impressed by Carson's qualifications to manage the Rent Control Law, asked him to outline his qualifications. His only answer was that he had been in OPA four and a half years and knew all about it.

After hearing all the testimony, the Legion Committee was due to report its findings and make recommendations to the American Legion Executive Committee late in November.

Banish



**BLUEPRINT
BLUES!**

**MAKE PRINTS . . BLUE PRINTS
..PHOTOPRINTS in 1/5 the time
—saves up to 80%**

WHY delay important work waiting for blueprints, black-and-white prints and photoprints—when you can make them in your own office or plant, in less time, at less cost? Use the **TORNADO Duplicator**, the modern device that *duplicates anything!*

Reproduces quickly, accurately, economically—drawings, tracings, documents, letters, etc. Reprints up to 24" x 34" on a 24x36 sheet, or makes several smaller prints in one operation. Anyone can operate. Takes little space. The modern, low-cost way to make prints of anything!

*Request complete details
and free demonstration.*

BREUER ELECTRIC MFG. CO.
5126 N. Ravenswood Ave., CHICAGO 40, ILL.

**What Makes Prefabrication
Business Grow?**

(Continued from page 104)

studs and rafters from \$300 to \$90 for a 30,000 foot carload of lumber; cut waste from 10 per cent to less than 1/10 of 1 per cent; and decreased handling costs by 50 per cent.

"Three Walker-Turner radial saws, equipped with 3 h.p. motors, were set on channel beams on a 40-foot roller conveyor table which reached to the railroad siding. Lumber moves from the car directly to the conveyor table. The two outer saws are moved and set by control handles placed at both ends of the table. A turn of the handle moves and sets the saws exactly on the mark to 'within a hair.' Changeover from one job to another is accomplished in a few minutes.

"With this setup, three 16 foot 2 x 4's, for example, are passed from the car to the conveyor table at one time. The saws are set and three cuts made simultaneously, producing six 6 ft. 6 7/8 in. studs and three 2 ft. 10 in. studs in one operation.

"Thus," Mr. Chandler concluded as we walked back into his office, "you see what I mean when I say that good management, good men and good machinery are all essential to pioneer with profit—and later on meet all comers with quality, speed and price."

And all through the house...



...Flintkote Building Materials

TS
ne

it-
ite
ou
ee
t?
or,
ee

ly,
rs,
ts
et,
in
r-
d-
ts

D.
L

on

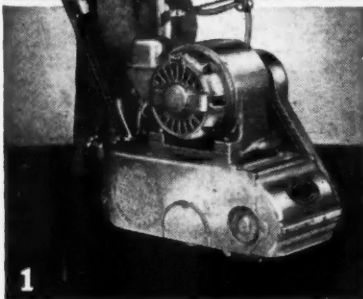
for
cut
han
an-

ws,
set
ller
the
rom
ble.
and
oth
the
ct-
ir.
her

2 x
the
ne.
de
ft.
in.

as
ou
od
na-
eer
all
."

a good floor mechanic
+
an American sander
=
fine floor finishing



Regardless of his skill . . . the finished job by a good craftsman can be no better than the tools he has to work with. Poor equipment can be a costly handicap . . . while with well designed equipment it's easy to turn out first-class work. Make sure your equipment is on the par with good craftsmanship by choosing AMERICAN sanders.



Faster cutting, smoother finish, no chatter, power-plus motor, exclusive drum control, proper balance, ease of operation, low maintenance cost . . . these are a few of the reasons why experienced floormen everywhere prefer and use American Sanders. When you hear a Sander hum . . . you can bet ten to one . . . it's an American!

Write for complete descriptive literature on (1) Floor Sander (2) Spinner Edger (3) Speedy Spinner or (4) Sanderplane, no obligation.

AMERICAN

FLOOR SURFACING MACHINE CO.
511 So. St. Clair St. Toledo 3, Ohio

October Cover Designed by Richard B. Pollman

IN the October issue of the *American Builder* the ranch house used on the front cover and in the story on pages 84 and 85 was designed by Richard B. Pollman, Detroit, Mich. His name was omitted from the copy.

Mr. Pollman has just recently released a new plan book called, "Designs for Convenient Living." In addition a 1/4" scale, full color, cardboard model of each of the homes shown in the plan book has been prepared, and may be purchased for a nominal sum. These models come knocked down and are placed in a large envelope with a picture of the home on the front, and a floor plan shown on the reverse side. This material can be obtained through the Home Planners Incorporated, General Motors Building, Detroit 2, Mich.

* * *

General Panel Houses to Be Distributed on West Coast

GENERAL Panel Corporation of New York has entered into an agreement with Celotex Corporation for West Coast distribution of General Panel houses, according to George E. Swenson, assistant to the president of Celotex Corporation.

At the same time, Swenson's election to the board of directors of General Panel of New York was announced by Konrad Wachsmann, president of General Panel.

An executive of Celotex Corporation for 24 years, Swenson became assistant to the president in 1940, after 18 years as sales manager of the building department. He had previously been associated with the Barrett Company and Johns-Manville.



GEORGE E. SWENSON

He will serve as liaison between Celotex distributors in six western states and General Panel Corporation of California, manufacturers of the panel house.

Under license from General Panel of New York, the California corporation has launched a \$22,000,000 building program for the Pacific coast. Production schedule calls for 10,000 four-room houses for west coast distribution alone during 1947, according to Swenson.

* * *

Project to Study Improved Uses of Coal for Home Heat

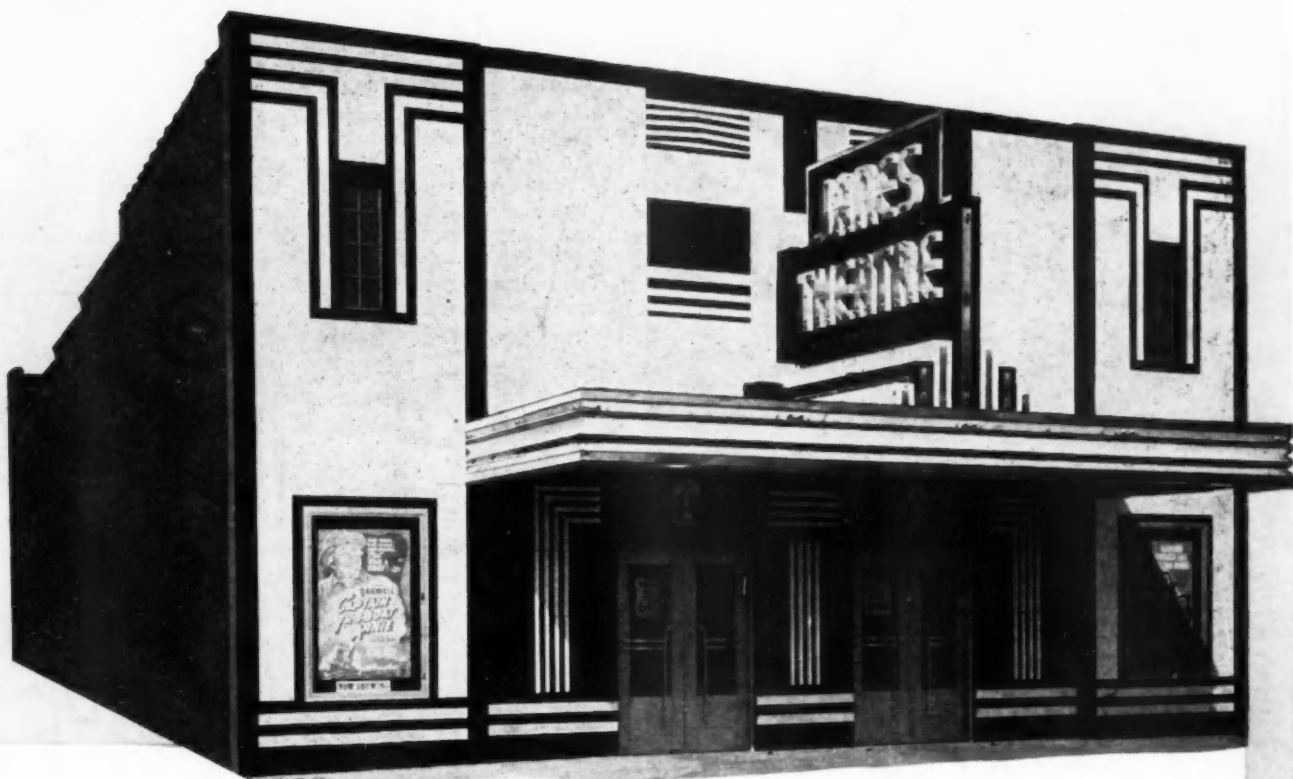
RUDARD A. JONES, one of the nation's outstanding younger architects, has been appointed a research associate professor in the University of Illinois to carry on a new three-year study on planning and design for use of coal in home heating. A graduate of Illinois, he has more recently been an assistant professor in engineering and architecture at Kansas State College, Manhattan, Kans.



RUDARD A. JONES

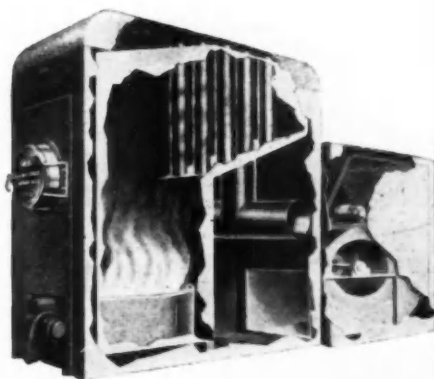
The new project at Illinois will deal with subjects such as coal storage and handling, ash handling, furnace or boiler location, and the arrangement of heating facilities for most convenient use of coal. It will involve study of equipment and house plans, and development of suggestions for builders and home owners. The research, arranged through the Small Homes Council at the University, is a co-operative project financed through Bituminous Coal Research, Inc., the research agency of the soft coal industry.

Theaters **COMFORTABLY HEATED BY**
JACKSON & CHURCH POWER HEATERS



Theater goes like comfort. Theater operators know that the public demands comfort. This requirement can be satisfied—with a properly installed J & C Power Heater on the job. Patrons are assured warm, clean, humidified air, mechanically circulated — the one-piece, welded construction insures a gas-tight unit. Cabinet is compact with trim lines. These are features which make J & C Power Heaters ideally suited for any heating job—whether 160,000 or 3,000,000 B.t.u. output is required, for J & C units were specifically designed for schools, churches, theaters, stores, apartment buildings, garages, and homes. J & C units are oil, gas, or coal fired. For maximum coverage of the entire heating field, sell the heating line with the maximum advantages—J & C POWER HEATERS. Contact the nearest J & C distributor for complete information.

PAY US A VISIT AT THE 7TH INTERNATIONAL
 HEATING AND VENTILATING EXPOSITION
 LAKESIDE HALL, CLEVELAND, OHIO
 JANUARY 27-31 • SPACE 871-877



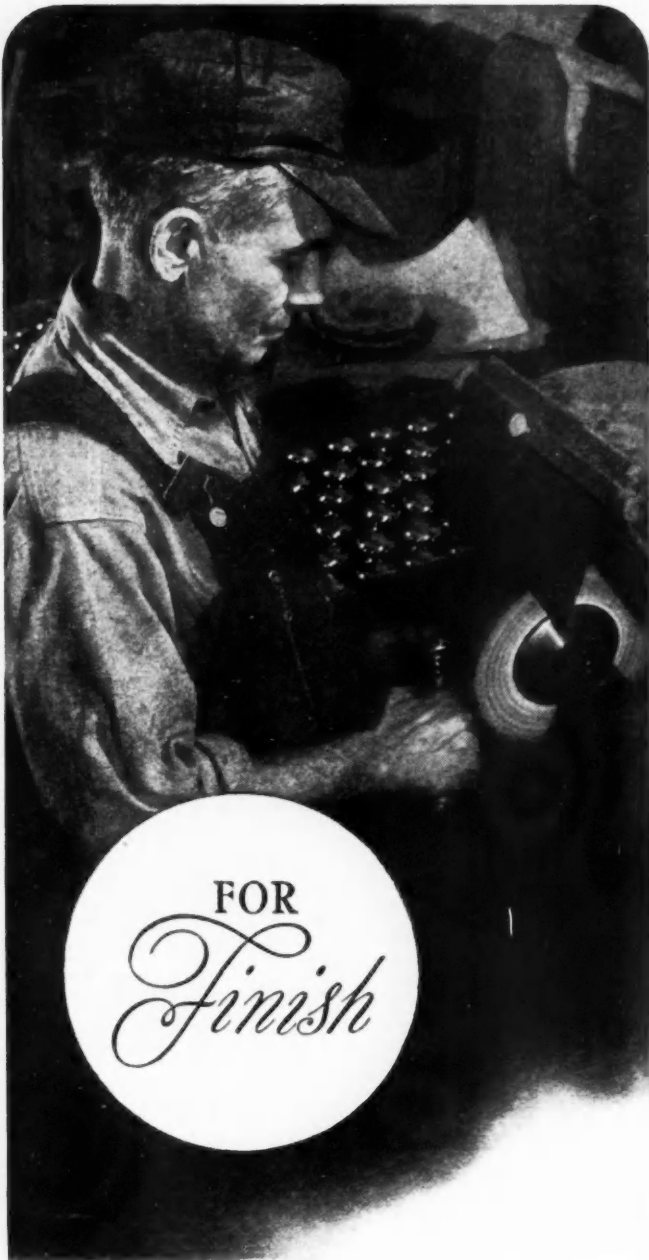
A PRODUCT OF



JACKSON & CHURCH COMPANY • SAGINAW, MICHIGAN



W O R K W E L L D O N E S I N C E ' 8 1



FOR
Finish

WHETHER it carries the patina of age or the brilliance of over-the-counter newness the finish of BARROWS BUILDERS HARDWARE is its final touch of fineness. The test of good hardware comes first at its purchase, and finally, as it is *lived with*. And in both tests, as in its easy application, strength, and smooth operation, you can always . . .

BANK ON

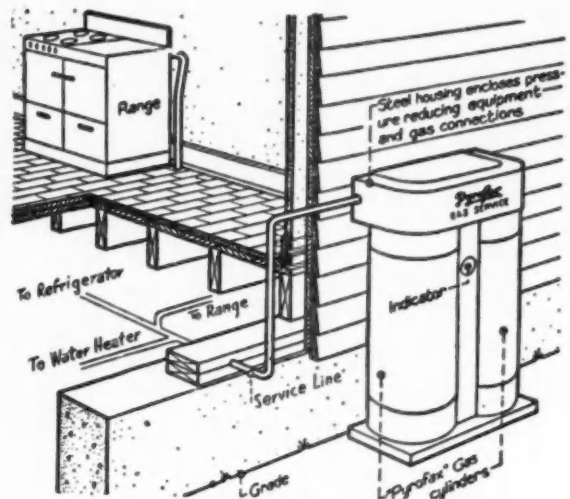
BARROWS
NORTH CHICAGO, ILLINOIS

Gas Service Beyond the Mains

Liquefied petroleum gas industry gearing its output and service to satisfy huge new home market that is developing in rural areas

THE liquefied petroleum gas industry, now in its twenty-fifth year, is bringing the convenience of city gas to more and more home owners beyond the reach of city gas mains. Pyrofax gas, manufactured by the Carbide and Carbon Chemicals Corporation, pioneered the field of "bottled" or "tank" gases for cooking and heating fuel.

Since 1921, which marked the beginning of present methods of distributing and selling liquefied petroleum gas, steadily improving distribution practices, lower prices, better equipment and appliances have all contributed to universal consumer acceptance of the product. Installation equipment has been simplified and refined while at the same time appliances consuming the gas have been improved so they give better service with less gas consumption.



LIQUEFIED petroleum gas service is simple to install and economical to maintain.

During the war years, the liquefied petroleum gas business operated under a restraining order. While sufficient tank cars and cylinders were allotted to take care of existing business, no new installations were permitted until about a year ago. Members of the industry, however, did a wonderful job by carrying on in the face of seemingly insurmountable difficulties and, in addition, by supplying thousands of war plants with propane and butane for heat treating, carburizing and for use as a fuel where heat was required. Butane, too, was and is used as a basis for synthetic rubber.

The industry is again devoting its efforts to producing the product for better living, and industry officials predict that big years lie ahead. Although there are now over 2,000,000 users of this type of gas, the service has reached less than 20 per cent of its potential. Over 12,000,000 families remain in this country without the use of gas for cooking and other household tasks. A large inroad on this potential is assured, for during the last free selling years, 1935-1941, liquefied petroleum gas customers increased over 700 per cent while fuel deliveries increased over 1,000 per cent, indicating steadily increasing consumer acceptance of the product.

Today in the liquefied petroleum gas industry there exists a seller's market, as in most other industries. There are many thousands of prospective new installations awaiting bottled gas service, but industry leaders ask these buyers to be patient until full production of appliances, cylinders and equipment can be reached. Of the millions of homes to be built during the next ten years, a large percentage will be built beyond the mains in rural and suburban non-gas areas and the industry is gearing itself to satisfy this huge potential demand.

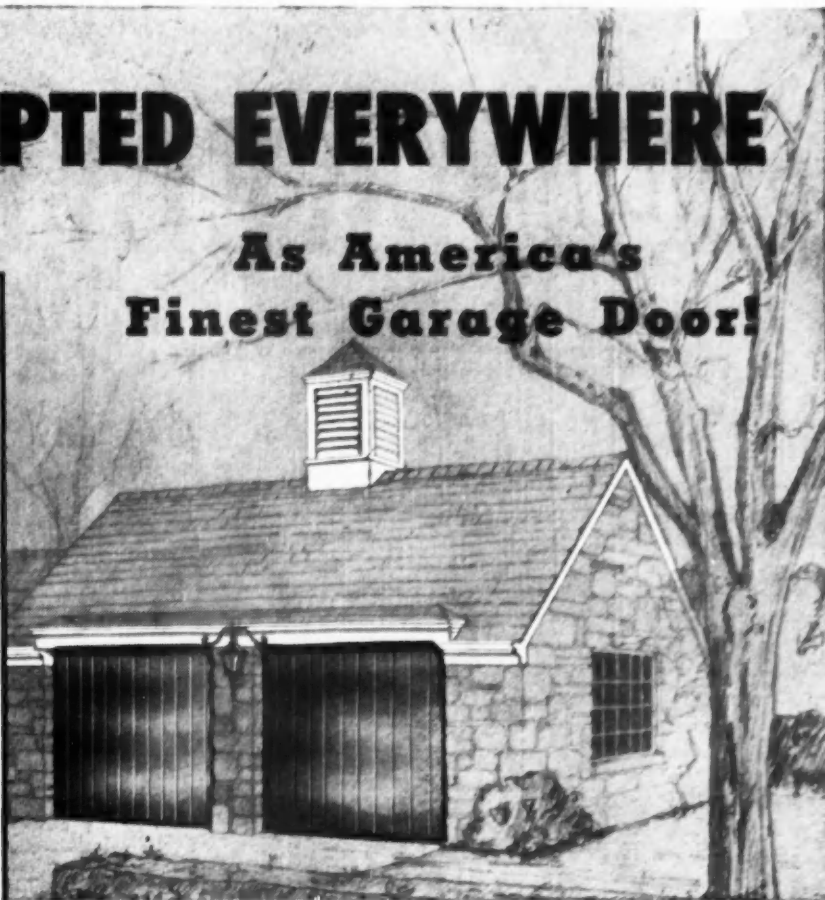
BEING ACCEPTED EVERYWHERE

As America's Finest Garage Door!

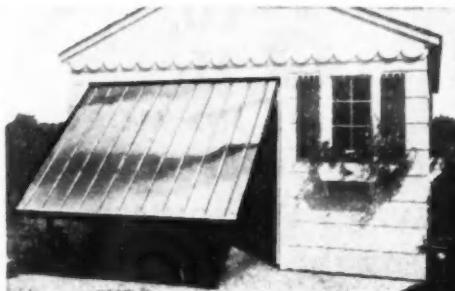
WILSON

Easy-Lift
aluminum
GARAGE DOORS

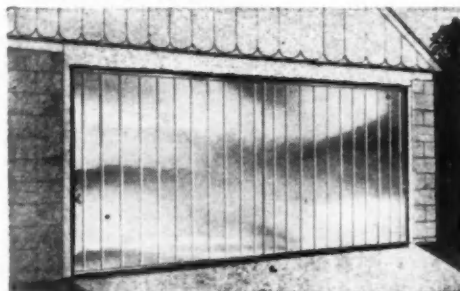
Can't rust! • Can't rot! • Can't sag!
Termite-proof! • Weighs only 101
pounds! • Hangs on lifetime lubri-
cated ball bearings! • Requires no
space inside garage! • No assembly
on job! • No exposed weights,
springs or balancing devices! • Easy
adjustment for perfect balance!
Takes paint beautifully! • No
painting needed in most climates!
Assures minimum maintenance
cost! • Extremely simple to handle,
store and install.



aluminum for Garage Doors!
**Wilson Easy-Lift for Quality,
Profit and PROMPT SHIPMENT!**



The Wilson Door harmonizes with the best architectural design and enhances the appearance of all garages.



Wilson Twindoor installations can be made without center post. Extruded section on sides of each door takes special rubber weatherstripping for weathertight seal. Each door operates independently of the other.

That's the Word, spreading from dealer to dealer and from builder to builder, up and down America. For no garage door fulfills all requirements so well as the Wilson Easy-Lift.

It's heavily braced vertically, horizontally and diagonally *full length*—welded by airplane type methods into a strong, rigid, light weight unit.

A touch of the fingers opens it; closes it. Patented dual lifting mechanisms concealed in each side of the door produce an unbelievably soft *Floating Tension*.

Wilson Easy-Lift Doors now are in volume production. For full information and details of our Profit Plan, phone, wire, write or

MAIL THIS COUPON!

Wilson Foundry & Machine Co.
13 Wilson Avenue, Pontiac, Michigan

Send me full information about Wilson Easy-Lift Garage Doors and your Profit Plan.

Name _____ Company _____
Address _____ Nature of Business _____

BRAND NEW

KELVINATOR



6 CU. FT.
 ... USES NO MORE FLOOR SPACE THAN PREVIOUSLY REQUIRED FOR THE 4 CU. FT. MODEL



Kelvinator

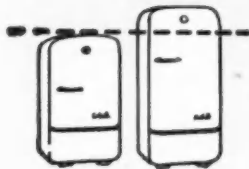
DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT • REFRIGERATORS

6 CU. FT. "SPACE-SAVER"

SPECIALLY DESIGNED FOR APARTMENTS AND LOW-COST HOMES



Only 3 7/8" higher but holds six cu. ft. instead of four



Architects, apartment owners and home builders will all hail the new Kelvinator "Space Saver" Six. It's made-to-order for the modern trend in conserving kitchen floor space to allow the installation of new electrical labor-saving appliances.

The gain of two cubic feet capacity over the four-foot model means that, with almost the identical floor space, the user enjoys half-again-as-much storage space! The ample facili-

ties of this new model make it ideal for apartments and low-cost homes.

From the users standpoint the "Space Saver Six" features all the well-known Kelvinator advantages. For those already familiar with Kelvinator's superior quality it will have a special "replacement attraction" where inadequate refrigeration storage capacity now exists.

Watch for the "Space Saver Six," the big, new Kelvinator model that fits in with everyone's modern kitchen planning. . . Available early in 1947.

For full information write to Nash-Kelvinator, Detroit 32, Michigan

Kelvinator Quality Through and Through!

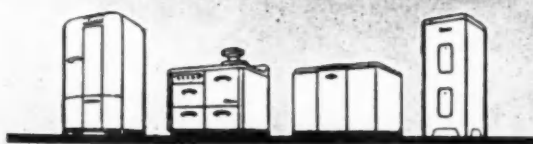
★ **Beautiful Exterior**—Made of welded steel with a lustrous, long-wearing Permalux finish.

★ **High-Speed Freezer**—Made of stainless steel for permanence, beauty and faster freezing. Refrigerant circulates through two extra-fast freezing shelves to insure concentrated cold. Two stain-resistant aluminum ice trays. Self-closing door. Greater storage space for frozen foods.

★ **Room for Tall Bottles**—More room for tall bottles on both sides of the High-Speed Freezer. Greater height between shelves provides more usable storage space.

★ **Handy Chilling Tray**—Dual purpose chilling and defrosting tray . . . an unbreakable, drawn aluminum container.

★ **Sturdy Shelves**—Strong, rigid, closely spaced welded-steel bars permit dishes to slide easily without tipping. Plated to retain their bright, shining appearance.

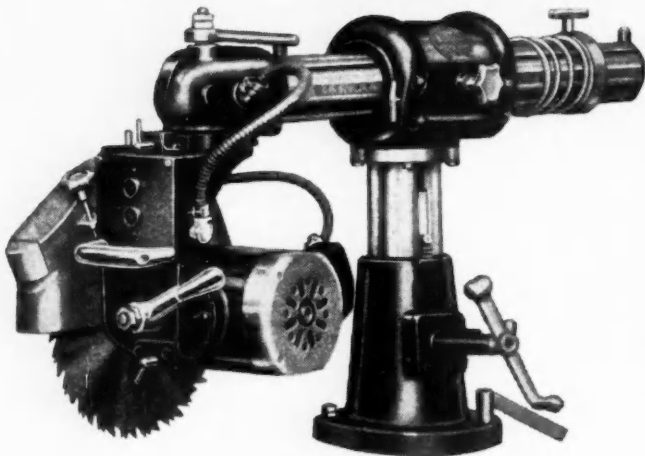


ELECTRIC RANGES • HOME FREEZERS • WATER HEATERS

Extra Value with the Newest Kelvinator
EXTRA VALUE because of greater capacity is the prime feature of the new "Space Saver Six."
IN ADDITION to the features shown above, there's the famous Polarsphere Power Unit, the quiet, trouble-free, money-saving mechanism that provides constant cold at controlled temperatures. It's hermetically sealed in a housing of steel and permanently lubricated. No belts, fans, or pulleys to cause noise or accumulate dust—assurance of trouble-free performance.



*Big volume
production
deserves* **COMET**
power



With volume construction looming all over the horizon, equipment will be a keynote in successful operation. Comet cutting power on any construction job will be like money in the bank. Field-tested Comets blazed their way to prominence on vitally important war projects. Contractors everywhere witnessed Comets perform with power, speed and accuracy. So today it's Comets for the work ahead! Order from your dealer or write direct.

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.
2029-33 Santa Fe Avenue, Los Angeles 21, California

 **COMETS** *cut quicker*

Advanced Plywood Techniques In New Weldwood Building



FACADE of the recently completed new headquarters for United States Plywood Corporation in New York City.

UNITED STATES Plywood Corporation's recently completed national headquarters, the eight-story Weldwood building in New York City, embodies a number of new building and architectural techniques in the use of plywood. For the first time wood surfaced panels acceptable for skyscraper interiors have been developed and used.

The building also features a leather floor, dramatic illuminated shadow boxes in a stainless steel facade, plastic window sills for easy cleaning, skylight concealed lighting and other unusual treatments. The entire building is a practical demonstration of new uses for plywood, new methods of application, new adaptations of established lines as well as an exhibition of new products, many of them representing technological improvements during war years.

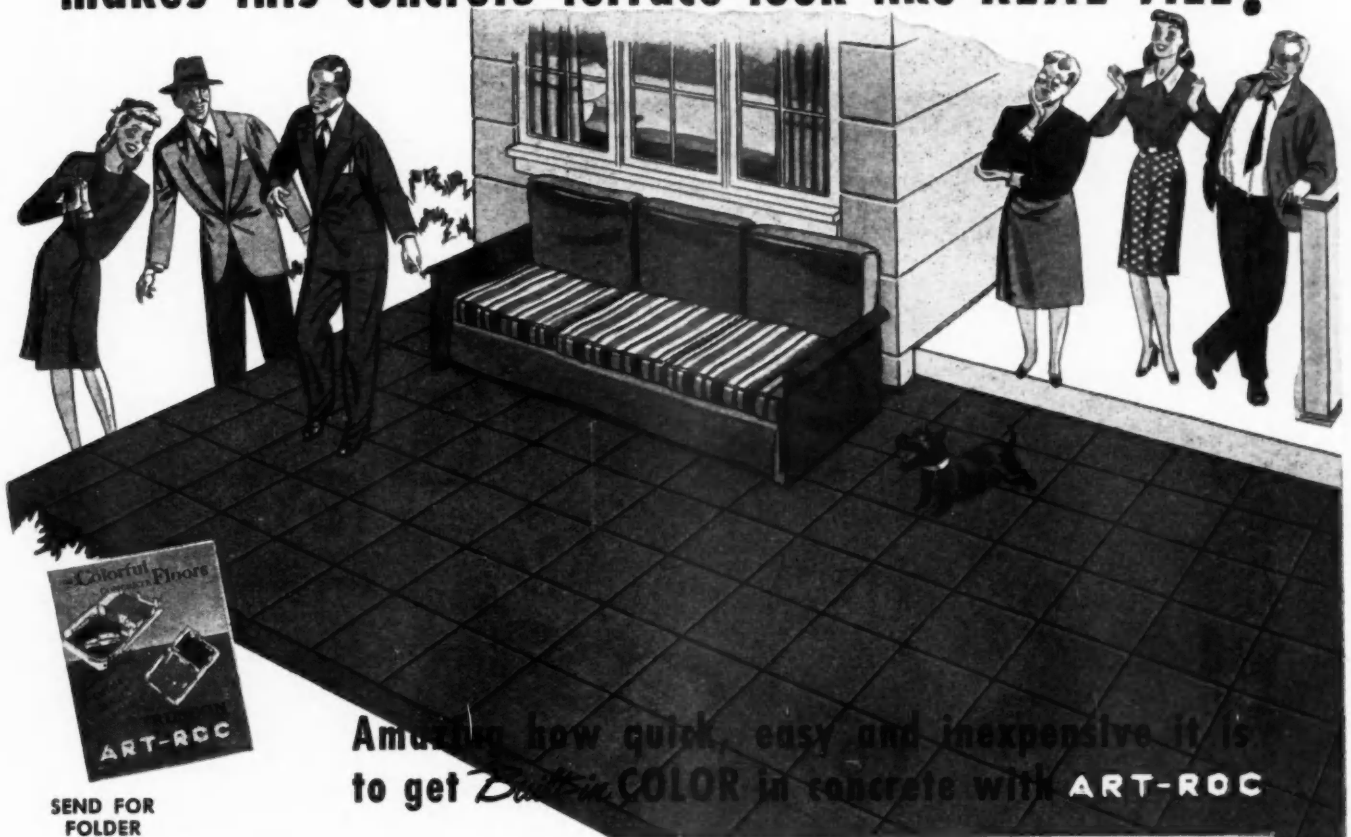
Among the many "firsts" is a new form of interior low-cost plywood wall structure which makes possible the contrast of solid color binding lines with other squares or panels. Combinations of plywood in the natural finish, or painted with other materials, are an outstanding feature of the exhibit building, whole rooms being given over to obtain the actual effects. One wall of plywood paneling combines with three of wallpaper or of painted plaster surfaces.

Hardwood panels are shown in combination with plaster and painted sections indicating how new styles of application and new techniques of production bring high grade plywoods into the price class of average-cost homes.

The lobby is finished in Flexmetl—a welding of metal and wood veneer which is acceptable as fire-resistant for use in buildings more than 150 feet in height. The rounded corner, long desired in paneled rooms by architects and housewives alike, is achieved by the use of Deluxe Flexmetl, which is a thin wood veneer fixed to a metal back. This material is capable of being curved to fit interior corners.

One living room wall in the penthouse atop the new Weldwood building represents another "first." Prefinished walnut Weldwood plywood in panels 16 x 96 inches is grooved to permit an overlap joint with an opportunity for concealed nailing. This is the first commercial prefinished installation ever done by the company and this material will be known as Plankweld.

ART-ROC *Built-in* COLOR makes this concrete terrace look like REAL TILE!



SEND FOR FOLDER

TRUSCON
ART-ROC
 AGGREGATE
 GIVES
Built-in COLOR
HARDNESS
DURABILITY
EXTRA VALUE
 at Low Cost!

Wherever a flat concrete surface is used—terrace, basement, driveway, sun room, porch, walk, etc.—it can be given beauty and distinction with Truscon ART-ROC Color and Hardener for concrete. ART-ROC Aggregate is dusted on before finish troweling and produces a richly colored, BUILT-IN surface which takes all kinds of punishment because it is much harder than ordinary concrete. The surface can be scored to simulate tile, random flagstones or any similar effect and thus given added distinction—over and above the distinction achieved by the use of ART-ROC color. ART-ROC involves very little labor and the cost is trifling. We invite your inquiries. Write Dept. AR-4, Truscon Laboratories, Division of Devco & Reynolds Co., Inc., Detroit 11, Michigan.

TRUSCON *Laboratories*



Reg. U. S. Pat. Off.

"The Homes that couldn't be



In construction at Croydon Hills, near St. Louis, are these H. B. Deal & Co., Inc., all-electric homes. Present plans call for the building of 500 such homes at four beautiful sites in the St. Louis area. They will be offered in three distinctive designs

and in two different floor plans, but all will have the same complete General Electric equipment that is described on the opposite page. Veterans are getting preference for these homes, of course.



GENERAL ELECTRIC EQUIPPED HOMES

built—WE'RE BUILDING!"

"They're All-Electric Homes—with General Electric equipment—and they're priced under \$10,000!"

says H. B. Deal & Co., Inc., of St. Louis.

EVERY ARCHITECT and builder knows that electric appliances stand high on the list of things people expect in today's new homes.

But when it comes to including these appliances as standard equipment in a home—and still keeping the selling price down—they're often doubtful. Many of them say, "It can't be done."

Well, it's being done! H. B. Deal & Co., Inc., St. Louis builders, are doing it right now. And here's what they have to say about their new development.

"We're selling an all-electric home 'package' at a price that just about anyone can afford.

"The kitchen boasts a General Electric Automatic Dishwasher and Disposall*, as well as a Range and a Refrigerator. And we even include an electric clock and kitchen radio.

"Of course, the water heater in the basement is General Electric, too!

"And here's the *surprise* part of this 'all-electric package.' With the equipment included in the mortgage, the monthly payments are *only about \$3.00 more* than they would be if we hadn't put in any equipment."

Others are doing it, too! In Pittsburgh, Denver, Oklahoma City, Ft. Worth—all across the country—architects and builders are planning and erecting new homes with General Electric appliances included as standard equipment.

Consider these 3 advantages

1. It doesn't cost you a cent to put in this General Electric equipment. And it usually costs the homeowner less than \$3.00 a month.
2. Your homes will be "first choice" with buyers. For people, today, want completely equipped homes, designed for better living, *electrically*.
3. By offering such homes at fair prices, you're building a good reputation. And, in the long run, a good reputation is just about the biggest asset you can have.

Why choose General Electric?

Recent national surveys showed that 53% of all women prefer General Electric to any other appliances. This preference was *more than twice* that for the next most popular brand.

So isn't it just common sense to do as so many architects and builders are doing? Specify *General Electric*, the brand most of your customers want!

Let us help you plan your 1947 program. For complete information about all-electric homes, with special emphasis on kitchens and laundries, write to General Electric Home Bureau, General Electric Company, Bridgeport 2, Conn.

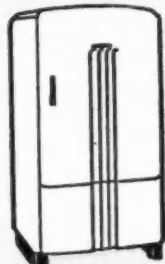
*Trade-mark Reg. U. S. Pat. Off.



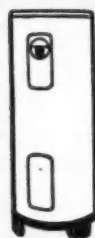
RANGE



DISHWASHER



REFRIGERATOR



WATER HEATER



DISPOSALL

These dependable General Electric Appliances are standard equipment in Deal-built all-electric homes. The homes are financed by the First National Bank in St. Louis and appliances are included on the single, convenient "package mortgage." This makes only a minor difference in initial cost, while the economical operation, low maintenance, and long life of General Electric appliances can more than offset the slight increase in monthly payments.

THE APPLIANCES MOST WOMEN WANT MOST!

GENERAL  ELECTRIC



Versatile Fred W. Wappat Electric Hand Saws

CUT LUMBER *and over 20 other building materials*
Fast . . . Accurately . . . in any Position . . . at Less Cost!

With a Fred W. Wappat Electric Hand Saw on your job, you have more power than you'll ever need (with thorough operator protection), assuring continuous high-speed cutting . . . you get absolute accuracy, thanks to visible cutting line and rigid, simple angle settings on saw frame . . . top performance is maintained whether saw is trimming sub-flooring, wall sheathing, or hung inverted for ripping operations . . . your operating and maintenance costs are minimized through such features as the Fred W. Wappat lubricating system, and special Fred W. Wappat-designed gears, produced under our rigid shop standards.

In addition to working lumber, you can quickly fit your Fred W. Wappat Saw with special blades and cut over twenty other tough building materials, from insulating board to light metal sheets, *still utilizing the Fred W. Wappat basic advantages!* Write today for full information, or ask for free copy of Bulletin S-10.

High-Speed Portable Electric Tools • Radial Guides • Service and Parts for Wappat and Alta Tools

FRED W. WAPPAT • 135 Valley St. • MAYVILLE, N.Y.

On Chautauqua Lake

CUT JACK-RAFTERS OR WIDE PANELS THE EASY, FAST, ACCURATE WAY, with an improved Fred W. Wappat Radial Guide. Inexpensive, portable, in models from 25" to 120" capacity. Ask for free copy of Bulletin S-8, today!

PROFITS plus PRESTIGE



Model WH-5. One of a variety of models offered by P&H Pre-Assembled Homes.



● Eleven years' experience in the building of P&H Pre-Assembled Homes makes these present models ideally suited to home owners' needs. They assure your prestige and your profits. Quick and simple to erect. Available in a wide variety of different styles to make possible attractive developments. Acceptable for FHA financing. Write for all the details.

This attractive development shows wide range of P&H styles.

P & H PRE-ASSEMBLED HOMES
 312 Spring Street
 Port Washington, Wisconsin

HARNISCHFEGER CORPORATION
 EXCAVATORS - ELECTRIC CRANES - ARC WELDERS **P&H** HOISTS - WELDING ELECTRODES - MOTORS



Available NOW!



AMERICAN BUILDER'S New BLUEPRINT PLANBOOK

Never before has a plan book of this character been offered to Home Builders and Home seekers.

Presented here are 12 complete blueprints (11½ in. by 16½ in.) suitable for accurately estimating the construction costs of these attractive homes and garages.

Cape Cods, Moderns, Ranch Styles and Colonials are all represented in this new Blueprint Plan Book.

All the homes in this book have been designed by nationally famous architects and selected from the pages of American Builder. They are exceedingly well planned and are adaptable to any climate both as to style and construction.

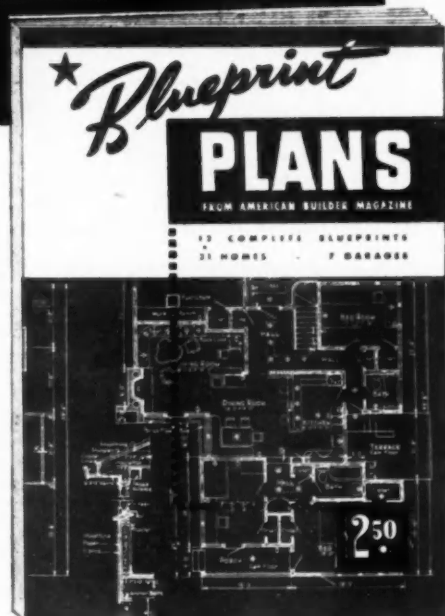
Other pages are devoted to interior suggestions, built-ins and snack bars. Beautifully presented, bound with red plastic, the book opens flat—easy to read—packed with comprehensive material.

This new conception of a workable plan book will aid builders and dealers in their planning and sales efforts.

American Builder takes pride in being able to offer this unusual plan book to its readers and others. Complete ¼ inch scale plans are available through the American Builder plan service on some of the designs presented.

In making your plans for 1947 we feel sure you will find this book of great value in selecting a home that will be architecturally correct in design and construction and give years of lasting value to its owner.

Because of paper shortages only a limited quantity of this first edition is available. Orders will be filled as they are received.



Order TODAY

American Builder and Building Age,
Book Service Department,
30 Church Street, New York 7, N. Y.
Gentlemen:

Enclosed is a check or money
order for \$2.50 for which please send
a copy of your Blue Print Plan Book to:

Name

Street

City

State 12-46

12 Complete Blueprints
21 House Designs
Garages — Built-Ins

\$2⁵⁰

ONLY 3 INCHES
Certified
INSUL-COTTON
GIVES AS MUCH INSULATION AS A
5 FOOT BRICK WALL!

*Reference: A.S.H.V.E., 1946 Guide.
Pg. 117, Table II; Pg. 119, Table II.

That's right... Insul-Cotton's insulation qualities are so great that only 3 inches will give as much protection from heat or cold as a five-foot thickness of low density brick.

With a "K" value of 0.24 (lower than any other type of insulation on the market today) Insul-Cotton exceeds government specifications for FHA, FPHA, and HH-I-528 specifications. Add to this its extreme light weight, its ease of installation, its harmlessness in handling, its flame-proof and moisture-resisting qualities—and you have a natural to lead the insulation field. Let this superior insulation help *you* build greater insulation sales and profits!

***Certified** No other insulation except flame-proof, fire-retarding cotton insulation made under Federal supervision can make this claim. The government tests and certifies Insul-Cotton insulation.

DEALERS... DISTRIBUTORS — Some territories still open for competitively priced Insul-Cotton. Write today for details.



INSUL-COTTON DIVISION
TAYLOR BEDDING MFG. CO.
TAYLOR, TEXAS

INSUL-COTTON DIVISION
Taylor Bedding Mfg. Co., Taylor, Texas
Gentlemen:

Please send specifications and full information on INSUL-COTTON.

NAME _____

ADDRESS _____

CITY AND STATE _____

Check Here: Distributor Architect Contractor

The Originators of Flame-Proof, Fire-Retarding Cotton Insulation

Plain Talk About West Coast Lumber

By H. V. SIMPSON
Executive Vice President
West Coast Lumbermen's
Association



THE Douglas fir industry is accused of having exhausted its timber; of being a low wage paying industry; of being heavily in the black market; of shipping most of its lumber overseas; of improperly distributing the remainder and of so many other things that it is now time for plain talk.

First let us bury the bugaboo of "timber famine." There is more than enough old growth Douglas fir timber here in Oregon and Washington to meet the present housing crisis and many more crises to come; and more timber is growing every day.

We are not a low-pay industry. Our 120,000 employees are among the highest paid industrial workers in America. Average wage paid in the woods during August of this year was \$1.61 per hour and in the sawmills was \$1.31. Note these are average wages. The minimum wage is \$1.10 per hour. Some jobs pay as much as \$2.50 per hour.

Our lumber production is off slightly from last year. This is due in part to the shorter work week. Like most American industry, Douglas fir mills now are working five days a week instead of the six days they worked last year. More mills—many of them new—are in production this year. By year's end we will certainly equal last year's production, probably increase it. We are producing good lumber, which is being well graded. Our Grading Bureau had 41 field men in 1940; today it has 285 and would have still more if experienced men were available.

We are supplying all the housing construction lumber—boards, dimension and timbers—the present housing program can absorb. There is no shortage of this type of lumber for the housing program in any part of the United States. Lumber is in storage in incompleting houses from coast to coast. There is a shortage of Douglas fir flooring, siding and shop lumber—a direct result of action by Mr. Wyatt's NHA. In June this agency decided it wanted plywood, and offered a \$7.50 per thousand subsidy on peeler or clear type logs. That sounded the death knell of Douglas fir flooring, siding and shop lumber. Sawmills had no chance to compete for the very logs which would make the clear items. Net result is that today from Maine to Oregon and from Minnesota to Texas the wind is whistling through thousands of graying, unfinished houses—Wyatt's "Skeleton Homes" project. Although framed, many of these homes lack flooring, siding and shop items. Meanwhile, plywood is piling up in storage in the warehouses of the prefabricator, and plywood logs are piling up in inventories at the plywood plants. *NHA blundered.*

Lumber production will continue through the winter months at nearly full production while house construction will decline. By spring housing construction lumber should be in ample supply. *Lumber has proved to be the most important item in housing but not the most critical.*

Much has been said about the cost of housing and the cost of lumber for housing. Douglas fir lumber prices have increased, but the Douglas fir mill still gets only about \$500 for the lumber in an average, six-room house which may sell from \$8,000 to \$10,000.

There has been some maldistribution. Distributors and contractors have bought sawmills and some sawmills have increased their retail sales. Their action is directly attributable to government controls. In a free economy manufacturers would have continued to manufacture, distributors

(Continued to page 150)

PRE-WAR QUALITY

You can't beat these products for quality, sales, profits!

Numetal WEATHER STRIP
FOR WINDOWS AND DOORS

COMPLETE in handy package ready to hand your customer

No other weatherstrip on the market offers your customers as many exclusive features as NUMETAL. Easily installed by any carpenter or homeowner. It's efficient... it's permanent... it's inexpensive... it's a best-seller... it's conveniently packaged in individual sets. A perfect over-the-counter sales item for you. Shipped prepaid on orders totaling two dozen sets or more.

Window sets packaged for 28", 30", 32" or 36" size double hung windows. Door sets packaged for 32"x80" and 36"x84" sizes, or for any special size required. Each set complete with weatherstrip, accessories and instructions.

NUMETAL
DOOR BOTTOM STRIPS

Here is the biggest door bottom strip value you can offer your customers—and it's one of the biggest profit-makers you'll have in your store. Made of extra heavy metal, store made of extra heavy metal, and pure, pre-shrunk all-wool felt 3/16" thick. Available in standard lengths of 30", 32", 36", 42", 48". Shipped prepaid on orders of three dozen or more.

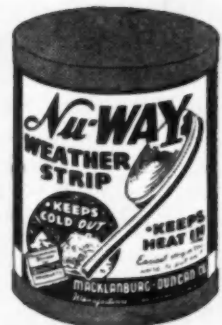
THESE PRODUCTS SOLD ONLY TO LEGITIMATE RETAIL HARDWARE, BUILDING MATERIAL AND LUMBER DEALERS

ORDER NOW! COMPLETE SATISFACTION GUARANTEED

Our dealers across the nation who have sold these products in the past know what the Macklanburg-Duncan trademark stands for. To new dealers who have not handled these products before, we offer this money-back guarantee: If you are not satisfied with the quality and prices return the merchandise within 5 days and your purchase price will be refunded.

WE PAY TRANSPORTATION CHARGES—On all minimum orders of these products we will prepay the full transportation charges to any point in the United States.

NU-WAY WEATHERSTRIP



This is the easiest weather strip in the world to put on. That's why it is one strip that any clerk, regardless of how inexperienced, can sell quickly. It serves every purpose on any type door or window. 100% pure, all-wool felt, reinforced with white metal. Comes in 20-foot rolls, packed 12 to a display carton. Shipped prepaid on orders of two cartons or more.

NU-LUME REFLECTING HOUSE NUMBERS

NOTE: Same style and design as our standard NU-ART bronze and stainless steel house numbers.



These brilliant Nu-LUME Numerals sell themselves. Made from a specially finished white metal that won't rust or tarnish. Hand hammered effect finish makes them illuminate from flashlights, auto lights, street lights. Shipped prepaid on orders for complete assortment of 12 of each numeral. FREE display case with introductory order.

MACKLANBURG • DUNCAN CO.

MANUFACTURERS • OKLAHOMA CITY 1, OKLAHOMA





★ Remove Forms in Half the Time—

★ Get Built-In Curing—

with **CALCIUM CHLORIDE** in the mix

Put the proven best curing agent—calcium chloride—right in the mix. Get stronger, harder concrete faster. Then you can remove forms in half the time that plain concrete takes to acquire safe strength.

You simplify placing because concrete containing calcium chloride is more plastic. It chutes easier and faster—fills forms better and provides better finish.

Calcium chloride has been used for a quarter of a century and is now in use by leading builders throughout the nation to secure better quality and strength—greater speed and economy in concrete jobs large or small.

Facts on the greater workability, early strength, density and waterproofing have been checked and reported by the National Bureau of Standards and are reported in our Bulletin 28. Get your free copy by writing us now.

CALCIUM CHLORIDE ASSOCIATION

La Salle Bldg., 1028 Connecticut Ave.,
Washington 6, D. C.

Better Concrete Faster

with **CALCIUM CHLORIDE**

FREE FOR THE ASKING

Complete, authoritative, and
up-to-date information about

FINISHES FOR WESTERN KNOTTY PINES

This information, printed in a convenient folder, should be in the hands of every lumber dealer, builder, architect, and homebuilding prospect. It tells how to secure desired color effects—recommends a list of prepared finishes and finishes mixed-at-the-job suitable for Knotty Pine—also gives helpful carpentry suggestions. We will be glad to send you up to 20 copies of this folder FREE. When you order, specify Folder No. 407.

WESTERN PINE ASSOCIATION

Dept. 12B • Yeon Building • Portland 4, Oregon

*Idaho White Pine

*Ponderosa Pine

*Sugar Pine

* THESE ARE THE WESTERN PINES

IMPORTANT!
(in new construction)
for the best service from Asphalt Shingles

**Asphalt Saturated
FELT!**

- *Asphalt Saturated Felt* should be applied *under* Texaco Asphalt Shingles, in new construction and in re-roofing, when shingles are laid directly over roof boards — as called for in directions contained in bundles.
- The cost is slight in relation to the benefits: prevention of condensation of moisture under shingles, added insulation, a tighter job.
- As the pitch is decreased the need for felt is increased. It is low-cost insurance against the possibility of leaks resulting from wind-driven rain during exceptionally severe storms.
- Lay the felt horizontally with not less than 2" laps. Scatter nail sufficiently to hold felt in place during application of shingles.

THE TEXAS COMPANY

... manufacturers of Texaco Asphalt Shingles and Roofing





**KEEP
G. I. HOME
CONSTRUCTION
GOING**

with
Mall
REG. U.S. PAT. OFF.

PORTABLE POWER TOOLS

BUILD low-cost homes faster and make a greater profit for yourself by using Mall Portable Power Tools. They make critical man-hours and costly materials count for more homes by saving time, labor and material. Their power and stamina speed construction . . . their ease of operation simplifies building processes . . . their accuracy eliminates waste. Fewer men building more and better homes faster cut the cost for you and the veteran . . . make G. I. housing profitable as well as patriotic.

MallSaw—is fast and accurate . . . facilitates multiple cutting of like members . . . notches rafters . . . trims floor and roof decking . . . puts construction on a production basis. Scrap and excess board ends can be salvaged for use in concrete form construction. 4 powerful models with 2", 2¼", 2⅞" and 4½" cutting capacities.

MallDrill—½" is power-packed to drill wood, metal and plastics . . . is compactly designed to get into cramped quarters and difficult drilling positions. . . . Drills 1" holes in concrete form boards for ties and clamps. Also ¼", ⅝", and ¾" capacities.

Mall Concrete Vibrator—½ to 3 H.P. places a stiffer mix concrete five times faster than hand puddling . . . insuring greater strength and density . . . affording better bonding strength . . . eliminating voids and honeycombs. Variable speed Gasoline Engine operates 8 other construction tools.

Ask your Distributor or write Power Tool Division.

MALL TOOL COMPANY

7737 South Chicago Ave.

Chicago 19, Illinois

★ 25 Years of "Better Tools For Better Work"

Mall
REG. U.S. PAT. OFF.

**PORTABLE
POWER TOOLS**

HOPE'S WINDOWS

1818 *The Name Guarantees* 1946



Splayed Bay in Residence in Salt Lake City

BAY WINDOWS

It is easy to imagine the extra sunshine let in by this bay window and the spirit of comfort and friendliness it creates in the interior.

HOPE'S Steel Casements offer many advantages in the design of bay windows. Narrower mullions are less obstructive to light; casements offer better control of ventilation and make cleaning easier and safer.

HOPE'S Steel Casements are provided in a range of standard sizes that give the architect and builder the widest opportunity for a pleasing variety in layout.

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

THE FINEST BUILDINGS THROUGHOUT THE
WORLD ARE FITTED WITH HOPE'S WINDOWS

TOPS FOR ANY HOUSE!



Reynolds Lifetime Aluminum Shingles being applied on a fine home in Kentucky. Note the attractive shadow line, the ease of application and simplicity of design . . . for a lifetime roof.

REYNOLDS *Lifetime* ALUMINUM SHINGLES

THE ROOFS of Reynolds Lifetime Aluminum Shingles, now going on many a fine home, will be as much admired in 1997 as today. They will be just as weathertight, too — and forever fire-proof. Because aluminum is rust-proof, these shingles need no painting. Those who want color can apply it once — and then let the roof “weather” gracefully, without thought of damage. Maintenance becomes an obsolete factor.

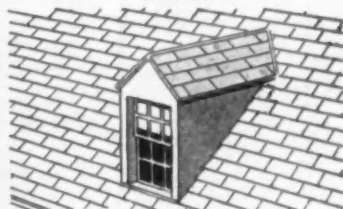
And, besides, this roof is *radiant heat reflective*. The air space between shingle and sheathing is faced by an aluminum surface, even if the outside is painted. That aluminum will reflect up to 95% of inside winter heat — will let through as little as 5% of outside summer heat. So you insulate when you roof with Reynolds Lifetime Aluminum Shingles.

These same basic advantages are inherent in all Reynolds Lifetime Aluminum Building Products. They're designed to play an important part in today's building—now and in the future. Ask your regular supply source for more information—distribution is through established trade channels.



For illustrated literature, please address:
REYNOLDS METALS COMPANY
INCORPORATED
Building Products Division Louisville 1, Ky.

REYNOLDS LIFETIME ALUMINUM SHINGLES



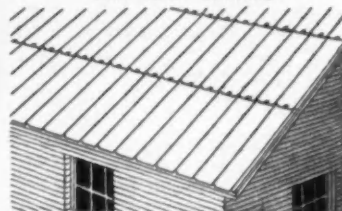
Completely interlocking, covering nails. Coverage, 8" x 14 1/2". Shadow line, 1/4".

CLAPBOARD SIDING



Individual clapboards fit together, covering all nails. 8" exposed surface, 12" lengths.

"SNAP-SEAL" ROOFING



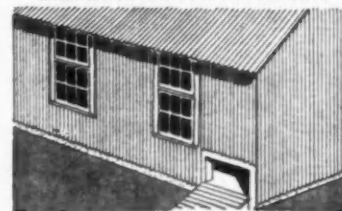
Sheets interlock, all nails covered, weather-tight. 6, 8, 10 and 12 feet, 24" coverage.

WEATHERBOARD SIDING



Sheet crimped in simulation of 4" clapboard. 8, 10 and 12 feet, 24" coverage.

CORRUGATED ROOFING AND SIDING



Extra thick (.027")—therefore sturdier, yet lighter. 6, 8, 10, 12 feet, 26" wide.

5-V CRIMP ROOFING AND SIDING



Same extra thickness means sturdier sheet yet lighter. 6, 8, 10, 12 feet, 24" coverage.

Also Aluminum Studs, Trusses, Window Frames, Garage Doors, complete Houses.



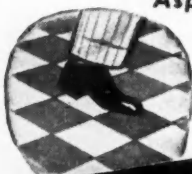
"I want my Floors
INSTALLED FAST
and INSTALLED
TO LAST—"

**The Tile-Tex Asphalt Tile
Contractor Gives You
That Kind of Service
And That Kind of Product**

Builders everywhere recognize the extra values they get in flooring with Tile-Tex Asphalt Tile. They appreciate the intelligent, prompt, and expert installation service which a Tile-Tex contractor is equipped to render. They know from experience the advantages of Tile-Tex Asphalt Tile over similar types of flooring.

Here is an asphalt tile flooring that's made right, installed right, and performs right. Tile-Tex Asphalt Tile contractors are located in nearly all principal cities and towns throughout the country. Ask for the name of the one in your city—and for a copy of the new Tile-Tex booklet "Floors That Endure."

THE TILE-TEX COMPANY, INC.
Asphalt Tile Mfr.

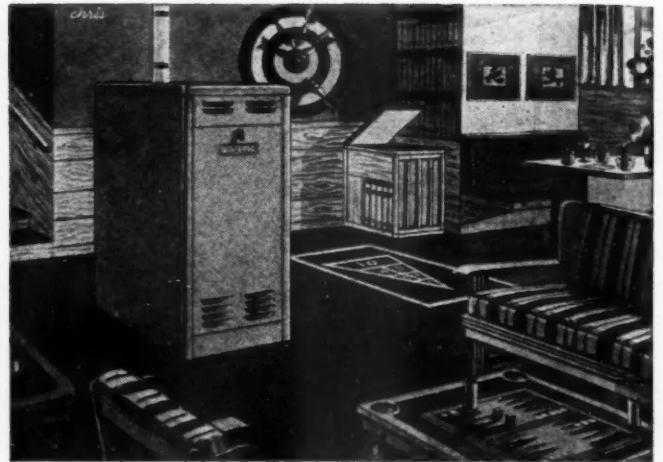


Subsidiary of The Flintkote Company
Chicago Heights, Illinois
220 E. 42nd Street • New York City

**Tile-Tex
Asphalt Tile**

**FIRST in
FLOORING**

**KOVEN
WATERFILM BOILERS**
For Economical **QUICK!
HEAT!**

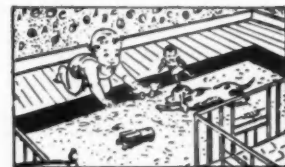


Home owners may differ in their tastes, but when it comes to heating their homes they all demand a heating unit that will provide dependable comfort. By installing a KOVEN WATERFILM BOILER you're giving your customers the ultimate in radiant heat that assures even room temperature throughout the house and a plentiful supply of domestic hot water at all times.

KOVEN WATERFILM BOILERS are the fastest steaming boilers on the market and their patented construction incorporates all the newest scientific improvements.

Attractively jacketed, these boilers are available in a variety of models suitable for large or small homes, apartment houses and industrial plants. Write for a copy of the free illustrated booklet.

Even Room Temperature...



...Throughout the House!

Waterfilm Boilers, Inc.

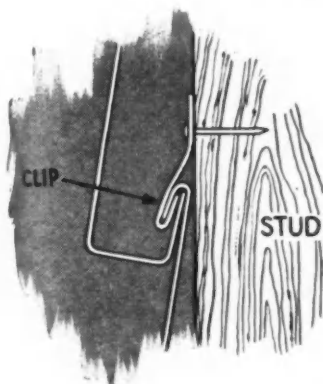
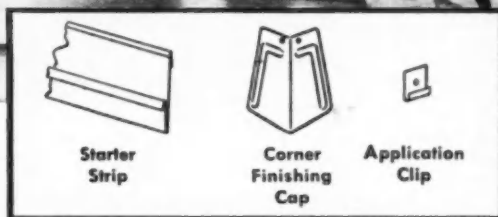
154 Ogden Avenue, Jersey City 7, N. J.
Plants: Jersey City, N. J. • Dover, N. J.

HOW TO APPLY HOESS ALUMINUM CLAPBOARD SIDING



Hoess Aluminum Clapboard Siding is a patented section of rolled aluminum formed to interlock with other sections. When applied, the exposed surface is identical in appearance with wood siding.

Build Now!



Each section of Hoess Aluminum Clapboard Siding is formed with a "U" shaped channel at the bottom. The top edge is rolled over so that it interlocks with the "U" shaped channel of the piece above it, thus forming a weathertight seal.

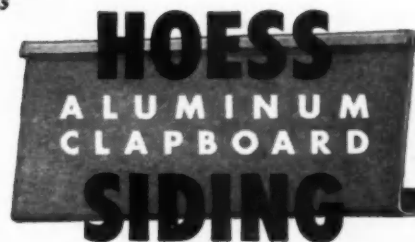
In applying, a single clip is hooked under the top edge and nailed to the stud. Thus, there is *no nailing through sections*. Siding is free to move slightly to compensate for weather changes without undue strain on framing. Can be applied over sheathing, or *without sheathing* when a 2" blanket of insulation is used. Cutting can be done with a power saw using a metal cutting blade, or with shears or standard hacksaw. Special corner pieces and bottom starter strips are supplied.

Many scores of builders now say Hoess Aluminum Siding with the Hoess patented system of interlocking sections is the answer to longer lasting construction in low cost housing. Phone, wire or write now. Our plant is in volume production. Prompt shipment can be made.

METAL BUILDING PRODUCTS, INC.

*Pioneer Fabricators of
Aluminum Clapboard Siding*

Address Dept. (13) 8825 Grinnell St., Detroit 13, Michigan



IF IT'S WORTH BUILDING...IT'S WORTH SAVING



DEFEND IT from its 7 enemies

You can protect any building against the harmful effects of wear, dirt, disintegration, weather, moisture, rust or corrosion, inside or out, with Sonneborn "Building Savers".

The products in the chart below are a few of many which Sonneborn has developed to protect and preserve, renovate and decorate wood, metal, concrete, masonry and other building surfaces—new or old, large or small.

Sonneborn catalogs in SWEET'S give further information. For descriptive literature on specific Sonneborn "Building Savers" to help solve particular construction or maintenance problems, write Dept. B-12.

SONNEBORN "BUILDING SAVERS"	
This Product	For This Purpose
LAPIDOLITH	Hardening, wearproofing and dustproofing new or old concrete and terrazzo floors, other concrete surfaces.
LIGNOPHOL	Preserving and finishing wood floors, trim, doors, paneling—in one application.
CEMCOAT Filler and Dustproof	Protecting and decorating cement and wood floors, porches, decks. Colors and transparent.
TRIMIX	Improving quality and workability of concrete and mortar mixes.
STORMTIGHT (Liquid and Plastic)	Protecting and preserving, patching and repairing roofs of all types, new or old.
S. R. P. ("Sure Rust Prevention")	Protecting iron, steel and other metal surfaces, inside and out, against rust and corrosion.
SONOLASTIC Aluminum Paint (Ready-Mixed)	Protecting and brightening interior and exterior surfaces—metal, wood, masonry, wall-board, etc.
SONNEBORN'S Caulking Compound	Caulking, pointing up, sealing, glazing, etc. Knife and gun grades.
SONOMEND	Patching and resurfacing concrete or wood floors.
FLOORLIFE CLEANER	Cleaning and waxing wood floors and linoleum in one application.
HYDROCID E Colorless	Protecting exterior masonry walls against disintegration due to water absorption.

SONNEBORN "BUILDING SAVERS"

FLOOR TREATMENTS • WAXES • PAINTS AND PROTECTIVE COATINGS • CONCRETE AND MORTAR ADMIXTURES • WATERPROOFING AND DAMPPROOFING • CAULKING COMPOUNDS • ROOF COATINGS

BUILDING PRODUCTS DIVISION

L. SONNEBORN SONS, INC.

88 Lexington Avenue, New York 16, N. Y.

In the Southwest: Sonneborn Bros., Dallas 1, Texas

(Continued from page 142)

would have continued to distribute. Maldistribution can be charged specifically to OPA's pricing policy.

It was this government pricing policy which created such a state of unbalance that retailers, contractors, wholesalers and manufacturers tried to get a share of distribution profit. Manufacturers who have gone into the retail business have done so to secure the distribution profit. Contractors and distributors who have bought sawmills have done so in order to apply the distributor's profit to the production of the sawmill. *No distributor or contractor has bought or optioned a Douglas fir sawmill to get the profit in the manufacturing operation.*

Geographically our lumber distribution has very closely followed the pattern established in prewar years except that more of our lumber has been shipped to Oregon, Washington and California, and less lumber has been shipped to the Atlantic Coast.

Our increased shipments to the West Coast are justified by the increase in population in this area, where the housing shortage is more acute than in any other section. Reduced shipments to the Atlantic Coast have been in part due to ship shortages and waterfront strikes, but were largely attributable to OPA pricing of lumber for water shipment.

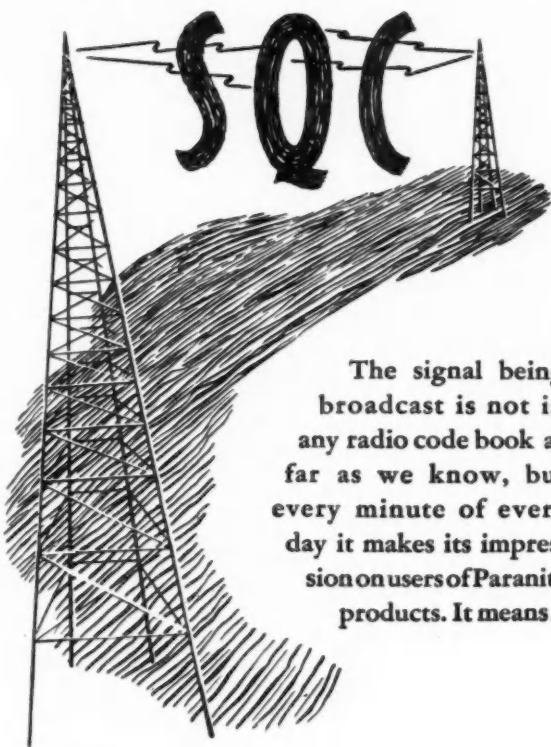
Douglas fir lumber for export has constituted about five per cent of our shipments this year. Contrary to general impression, boards and dimension for export are priced much lower than boards and dimension for the domestic market. Ninety-five per cent of all Douglas fir lumber exported is in sizes not used in American home construction. Little or none of this material would have supplied siding, flooring, windows or doors for the American housing program. *The completion of no American home has been held up because of this export business.* In the meantime, exports of lumber have encouraged even larger imports—in itself sufficient justification for this business.

Recently President Truman lifted the import duty on lumber, handing over from the United States Treasury an estimated two million dollars to Canadian mills. Meanwhile, Canadian mills are compelled by their own government regulations to keep part of their lumber in Canada. The balance is offered for sale in export markets which, except for the United States, are free of price restrictions. The two dollar per thousand duty cancelled by our government will not attract any additional imports from Canada. Even if it should attract an additional 100 million feet, it would be at a cost to our government of about \$20 per thousand. Canadian restrictions limit the kind of lumber that can be expected from Canada and little flooring, siding or shop can possible come in. If any additional lumber at all is imported, it will be the type of which there is now no shortage for houses. Somebody gave the President bad advice. Nobody is badly hurt except the United States treasury and the taxpayer.

There is not enough lumber for all important uses today. This shortage will continue, to a diminishing extent, so long as the abnormal demand continues. Stocks of lumber at mills and distribution yards will not increase while demand continues excessive. Continuing high production is the only solution.

We do have genuine troubles in the Douglas fir industry. All this year there has been a shortage of manpower, particularly in the woods, despite our high wages. There has been a continuing shortage of equipment although CPA has helped in some degree. We have had strikes in the woods and on the waterfront. There has been and continues to be a severe shortage of railroad cars. This last named shortage has made it impossible to comply with government channeling orders, even had they been logical. We have our own housing shortage in our sawmill towns and logging camps. On none of these problems has the government been of any substantial help.

We do not think that the government will ever attack our real difficulties. Production of lumber is, has been, and always will be the job of industry. Almost without exception controls have hindered, not helped. We believe that the housing program has actually been delayed, not speeded, by Mr. Wyatt's program and the interference of government agencies. We think houses are priced too high; but we know that these prices were reached under OPA's alleged control of inflation.



The signal being broadcast is not in any radio code book as far as we know, but every minute of every day it makes its impression on users of Paranite products. It means..

STATISTICAL QUALITY CONTROL

Leaving nothing to chance—scores of tests, graphs, measurements—figures and figures—by columns; by rows of columns—are drilled and marshalled by our statisticians—are compiled *and analyzed*, while the individual operations are still in progress.

With our goal set high and Statistical Quality Control guarding each individual operation, you know that—

IF IT'S PARANITE IT'S RIGHT!

Electrical Wires and Cables "Better Than Code Requires"



Distributed Through Wholesalers

Paranite Wire and Cable

Division of ESSEX WIRE CORPORATION

General Sales Offices: FORT WAYNE 6, INDIANA

Manufacturing Plants:

MARION, INDIANA • JONESBORO, INDIANA

Warehouses* and Sales Offices: *Atlanta, Ga.; *Chicago, Ill.; Cleveland, Ohio; Dallas, Texas; *Detroit, Mich.; *Kansas City, Mo.; *Los Angeles, Calif.; *Newark, N. J.; Philadelphia, Pa.; *St. Louis, Mo.; *San Francisco, Calif.



I wanted
DEPENDABILITY



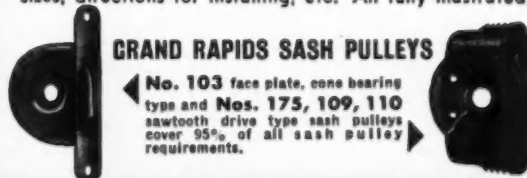
gave me

Dependable Performance

The Grand Rapids Invisible has many features of superiority, as has been conclusively proved in thousands of war time and peace time installations. Among these are ease of installation, actual invisibility, and dependable, efficient operation in all climates and under varying conditions. The same balance for upper and lower sash make them interchangeable and 10 sizes meet 95% of all residential requirements. Complete illustrated instructions are on every carton.

SEND FOR SASH BALANCE CATALOG

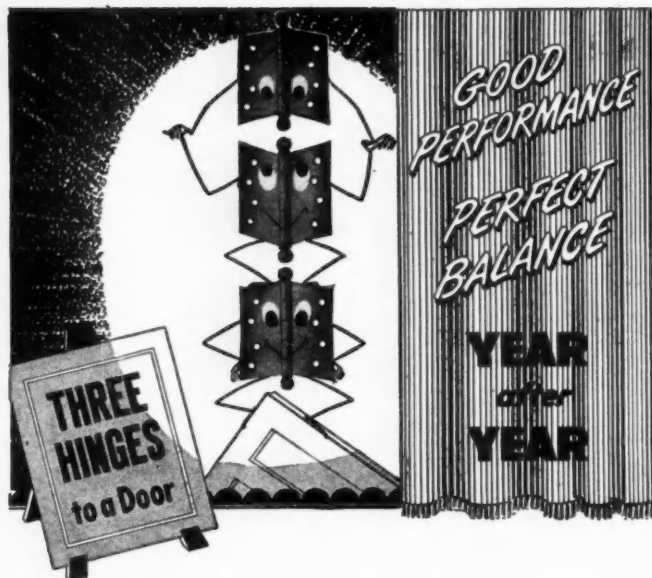
which contains complete information on sash balance sizes, directions for installing, etc. All fully illustrated.



GRAND RAPIDS SASH PULLEYS

◀ No. 103 face plate, cone bearing type and Nos. 175, 109, 110 sawtooth drive type sash pulleys cover 95% of all sash pulley requirements. ▶

GRAND RAPIDS HARDWARE COMPANY
GRAND RAPIDS • MICHIGAN

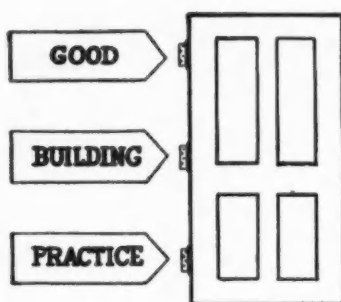


Home owners and builders applaud "Three Hinges To A Door" because they know what it means to the homes they build . . . that their doors will be free-swinging, smooth-operating and non-sagging for the life of the building.

They will appreciate too that the small extra cost to assure three hinges on every door in the house saves money, inconvenience and trouble that otherwise might be caused later by locks and latches out of alignment, door warpage, sagging and sticking.

Moreover, "recommending three hinges to a door" is an act that immediately indicates to your client that your eye is on the important details . . . that you are presenting to him the best examples of good building practice.

"Three Hinges To A Door" in your recommendations will always make a "hit" because it is sure to bring complete satisfaction.

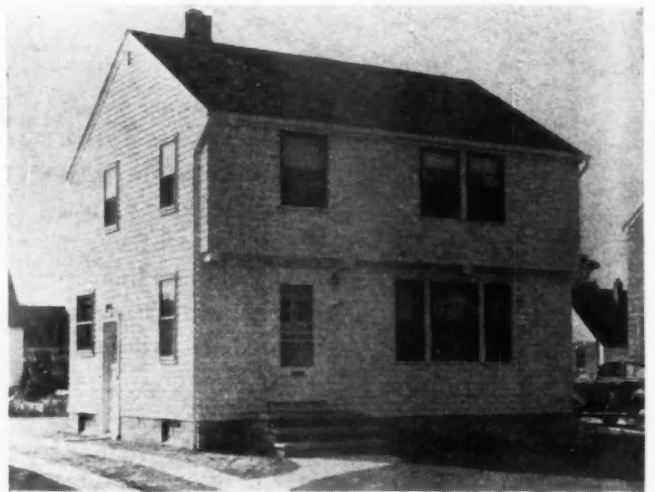


Your reputation as a wise, reliable contractor will be made if you recommend always—"Three hinges to a door."



No Registers, No Radiators In New Type Heating

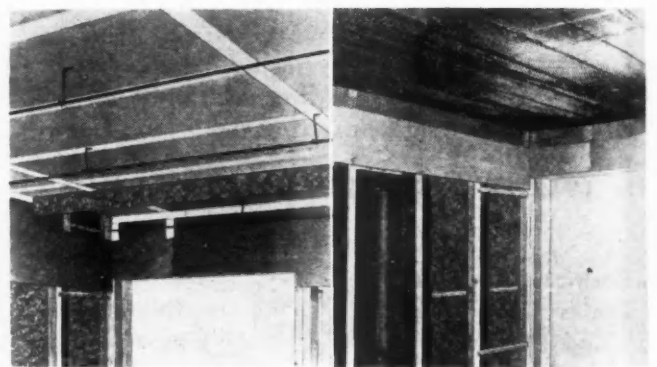
Source of the heat for this hot air system is conventional but distribution is not



THE home shown above, in Elyria, Ohio, is heated with a Panelaire system which eliminates the need for registers, grills or radiators anywhere in the house. Source of the heat is conventional but no heat is distributed directly into any of the rooms.

A Luxaire gas-fired forced air furnace circulates heat through ducts in stud spaces to a specially constructed space above the ceiling. The ceiling is heated and radiates its warmth downward. These heat rays warm the occupants, floor, furnishings and walls. There is very little variation in temperature in the space between the warm floor and the warm ceiling.

In this residence the ceilings on the first and second floors are suspended a few inches below the bottom of the joists. Sheetrock is nailed to the bottom of the joists. The warm air circulates in the narrow space between the Sheetrock and the suspended ceiling below. The ceiling must be suspended so



LEFT: Gypsum lath is fastened to bottom of joists and 3/4-inch long metal hangers support 5/16-inch round rods to which is fastened metal lath, at right. Note galvanized metal baffle plates, to direct air travel, shown in photograph at left.

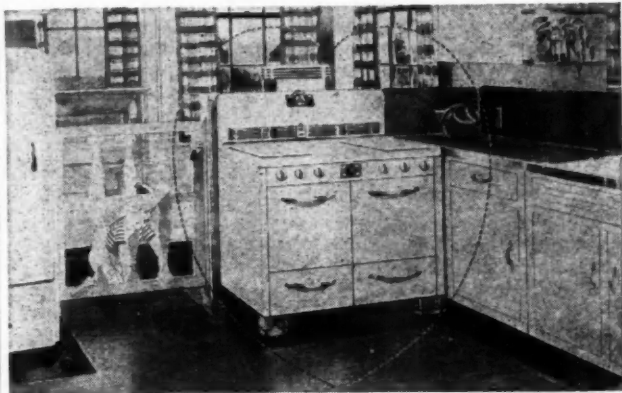
that warm air cannot only completely blanket the ceiling but so there is no interference with free circulation.

The warm air rising in the vertical wall stacks is discharged into the air circulating space above the suspended ceiling. Baffles or partitions direct the travel of this warm air so that it circulates over all the surface of the ceiling. Return air stacks are so located that, after the warm air has

(Continued to page 160)

THE KITCHEN IS THE HEART OF THE HOME

Plan a kitchen that has all the modern conveniences of gas even though you are building beyond the gas mains.



Specify "PYROFAX" GAS SERVICE

"Pyrofax" gas burns just like city gas—it operates the same appliances such as a Magic Chef gas range, a silent Servel refrigerator, and an automatic water heater. "Pyrofax" gas brings new economy, convenience and cleanliness to country homes — with modern automatic "Pyrofax" gas service your clients will have no service interruptions, no dirt or odor. "Pyrofax" gas is distributed in most states east of the



Rockies. Write to Dept. B3, "PYROFAX" GAS DIVISION, 30 EAST 42nd ST., NEW YORK 17, N. Y. for complete information and the name of the nearest distributor.

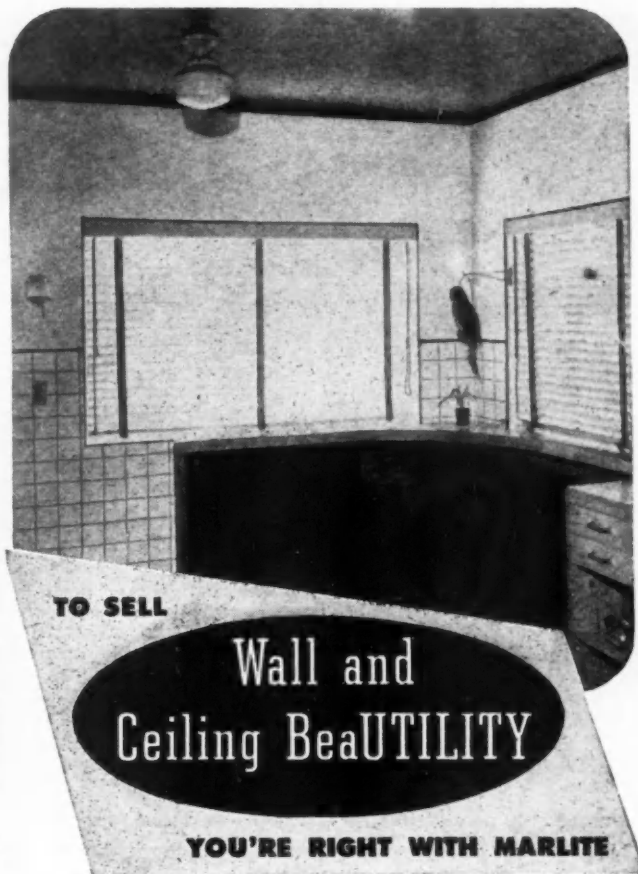
PYROFAX

TRADE-MARK

SUPERIOR GAS SERVICE FOR 25 YEARS



COOKING • WATER HEATING
REFRIGERATION • ROOM HEATING
BEYOND THE GAS MAINS



Practical, colorful, lasting beauty — BeaUTILITY. That's what you sell — profitably — with every Marlite installation. This unique plastic-finished wall and ceiling material, leader in its field, is enabling thousands of dealers and contractors the country over to build business right . . . for the future.

With versatile Marlite, you literally trade old walls for new. Easily, quickly and economically installed, it fits virtually any decorating scheme. Easy to clean and keep clean, its high-heat-bake surface seals beauty in, seals dirt out. Applications? Every type of room in every type of building.

NOTE: Today Marsh's usually prompt, nation-wide Marlite service has been slowed by unprecedented demand. However, Marsh moldings, Marsh Mastic, and Marsh Bathroom accessories are available for prompt delivery—and every effort is being made to bring all Marlite deliveries back to normal. Marsh Wall Products, Inc., 123 Main St., Dover, Ohio.



Sell Right...
Sell



Marlite

REG. U.S. PAT. OFF.

Plastic-Finished
Wall and Ceiling Panels

FOR CREATING BEAUTIFUL INTERIORS



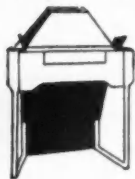
Photo by Maynard L. Parker

These two types of FIREPLACE UNITS

will help you meet new building requirements

For plenty of circulating warmth—without smoke—some homes require one type of fireplace unit, other homes a different type—depending on construction.

1. BENNETT *Fresh-Aire* FIREPLACE UNIT



Designed especially for tightly constructed, fully insulated, weather-stripped homes. Under these conditions a *Fresh-Aire Unit* gives benefits impossible with a recirculating type. Heats and circulates fresh air from outdoors.

2. BENNETT *Warm-Aire* FIREPLACE UNIT

This recirculating type is recommended particularly for camps, cottages, and southern homes without central heating. Cool air is drawn from the floor of the room through intake grilles into the heating chambers.

Both types permit unlimited freedom to design the mantel. And, both types are guaranteed to provide evenly distributed, circulating warmth—without a trace of smoke.



Flexscreen

REG. U. S. AND CANADA PAT. OFF.

For sheer beauty and full protection—every fireplace should have a *Flexscreen*—the safety fireplace curtain.

Send for Bennett Fireplace Catalog—or see Sweet's

BENNETT-IRELAND INC.

Chartered in 1906

1246 MARKET STREET, NORWICH, N. Y.

Levitt and Sons Complete Veteran Project—

(Continued from page 77)

experienced on this project has been the almost human impossibility of having every element of the construction, from nails to window glass, immediately available as needed. "The disrupted condition of the nation's distribution system was brought about by Washington controls," explains Bill Levitt. The degree to which Levitts carry shop assembly is shown in the pictures on this page. In their plumbing shop all the piping necessary to the system is gathered and pre-assembled for quick and easy installation at the site. Of course, proper planning has an important bearing on the success of this operation. It will be noted from the plan on page 75 that rooms requiring plumbing are located so as to use a minimum of materials while providing for ease of installation. It has been found that workmen on this single operation become so highly proficient that, according to Levitt's estimate, the pre-assembly is put together and installed in about one-half the time required by traditional methods.

In the exterior design, by avoiding complications in mass, by the use of unbroken roof and eave lines, and by the dependence upon well-chosen materials, the Levitts have succeeded unusually well in conveying the appearance of "big-ness" in their veterans' homes. This is further accentuated by thoughtful placement of window and door openings.

All houses are completely insulated, windows and doors metal weatherstripped. Exterior finishes are of stucco, stained wood and asbestos siding shingles, vertical boards and battens. Strip asphalt shingles are used throughout the project for roofing. Interiors are of dry wall construction, with taped joints. An innovation found satisfactory from the standpoint of speed and economy in application and buyer appreciation is the use of asphalt tile flooring in all rooms. The acute scarcity of hardwood flooring necessitated a decision on an alternate; asphalt tile proved to be a sound choice.

Except for the refrigerator and automatic laundry, which had to be left out of the houses because of increased costs of other items, the houses are completely equipped. An automatic, gas-fired forced warm air heating system and 30-gallon gas-fired water heater are standard equipment in addition to the gas range. Metal venetian blinds are also furnished.

The Levitts always plan way ahead of their current building operations and buy Long Island acreage on an extensive scale. In their veterans' project the best of modern planning principles have been followed to achieve attractive, integrated neighborhoods and enhance the overall appeal and appearance of the development. Streets are laid out in curvilinear pattern which is found to reduce the area required for improvements—Levitt installed—and which increase the amount of land available for dwelling use while discouraging through traffic. Building plots range upward from a minimum of 7,500 square feet.

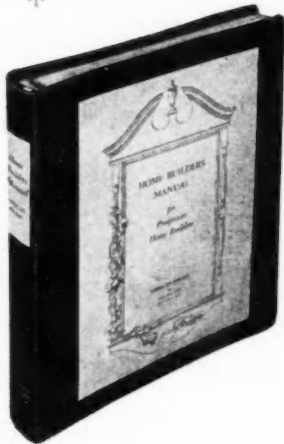
Although Bill Levitt makes it perfectly clear that his veterans' project of 1,000 completed homes this year has been built under the most trying conditions, his plans for an even larger program in 1947 are already formulated. He tells you, however, that his plans are in some measure predicated on his belief that "controls and restrictions of all kinds will have gone by the board when the building season gets under way." But, regardless, he will continue building on a large scale. The program contemplates 1,500 houses which he hopes to be able to sell under \$7,000, preferably \$6,500. Preference will be given to veterans whether or not it is a requirement of government because "in addition to myself, all the key men in our organization are 'vets' and we appreciate their problems," Bill Levitt concluded.

* * *

Forest Industry Employment Approaches All-Time High

TO MEET the present insistent demand for lumber, plywood, paper, furniture and other wood products, the nation's forest products industries have increased employment to the highest total since the nineteen-twenties, according to the American Forest Products Industries, Inc., Washington, D.C. More than 1,300,000 persons are now engaged in supplying the nation with wood products and the figure is expected to top the all-time high for the industry before the year is out.

Now Ready HOME BUILDERS MANUAL



A good contractor may not be a first class salesman but with this big loose-leaf Manual at hand he can quickly give the prospect the information he is looking for. The contractor can insert extra pages of special information of local interest in the back of the Manual and thus make it a complete selling kit. It contains:

1. A selection of 65 modern New England Colonials and other popular 4 to 6-room types within the present average price ranges, designed by top flight architects.
2. A complete set of open Specifications which provide for the use of stock materials throughout and meet FHA and local building code requirements.
3. A completely itemized Material List Estimate form.
4. Contractor's Bid and Budget Estimate forms, in triplicate.
5. Forms for any "extras" or changes in a contract.
6. A set of court tested Home Owner's Property Records and a 72-column Building Operations Chart.

Tell your prospect to sit down and look over this Manual. It will help crystallize his general ideas. You can then focus his attention on the particular services you have to offer. In case he wishes to borrow a page showing a certain house, or a certain section of the manual we can replace it for you at small cost if necessary. Send for a copy of this new type of selling aid today and give it a five day working tryout. *Satisfaction or your money back.*

250 pages, 65 illus., charts, 8½ x 11, 3-ring Binder,
\$5.00

American Builder and Building Age
30 Church Street, New York 7, N. Y.

Please send me a copy of the HOME BUILDERS MANUAL, for which I enclose check for the list price of \$5.00. I will give it a five-day working tryout. If not satisfied I will mail it back and you will refund my money.

Name

Address

City State

A.B. 12-46



Unretouched photograph of floor in Zahn Dry Goods Store, Racine, Wisconsin.

*"21 Years
of Rugged
Service . . .*

AND LOOKS LIKE NEW!"

The above statement, made by Edward J. Zahn, Vice President of Zahn Dry Goods Co., tells more emphatically than we could, why you can recommend the use of Wright Rubber Tile with complete assurance. Installed in 1925 this Wright floor has withstood the shuffling of millions of hurrying feet. Subjected to the two-way traffic of the main store entrance, it has taken the full abuse of summer grit and winter mud. And yet a weekly mopping and waxing has kept it "looking like new" through all these 21 years.

It is this ability to stand up under the heaviest traffic that has earned for Wright Rubber Tile its reputation for long life, lasting beauty and low maintenance—that has established it as the quality floor that costs less to own. But please remember this when recommending or specifying Wright Rubber Tile—because of production problems we cannot make stock shipments, but orders for immediate installation will be filled in their turn. A partial list of representative Wright installations—some of which may be in your locality—will be sent on request.

TAYLOR MANUFACTURING CO.
Wright Rubber Products Division
3050 W. MEINECKE AVE., MILWAUKEE 10, WIS.

WRIGHT RUBBER TILE
Flooring of Distinction

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

Developer Burns of Denver—

(Continued from page 83)

Burns has been somewhat handicapped by lack of materials, and in order to get anything done was forced to detail one of his staff as an expeditor to procure materials and equipment. He maintains, however, that procurement through the normal channels of distribution is faster and more economical than scouting for materials and maintaining a job site warehouse. It is expected that with the probable relaxation of controls this winter the development will go ahead at top speed. Recently completed by the Burns organization on the far north-west side of Denver is a group of bungalow apartments, and a combination of one- and two-story apartment buildings, called Colonial Gardens, all of which are linked together, yet each a self-contained unit having its own heating unit, hot water storage tank, laundry tubs, gas and electric meters, etc. Heating is done by individual gas furnaces located under the floor with a register at floor line, each furnace serving two rooms. In the two-story portions warm air furnaces are placed in the basement of each apartment.

This development is composed of eight individual buildings, containing four, five, and six units in each. Apartments vary from four to five rooms.

In the rear of each apartment group adjoining the alley are placed six- and ten-car garage units.

* * *

General Houses Announces Expanded Production—

(Continued from page 111)

Chicago suburb of River Forest, Ill., has long been prominent in affairs of the National Association of Home Builders, and was, with Mr. Fisher, one of the founders of General Houses. Mr. Roberts, formerly an executive with the Houston Ready-Cut House Co., Houston, Texas, and more recently general manager of E. F. Hodgson Co., Boston, is well known throughout the industry, having been first president of the Prefabricated Home Manufacturers' Institute.

The "production model" on which General Houses plans to concentrate immediately is, according to Mr. Lindop, a

Made-to-order for a long life!

Yes, there's an extra measure of comfort and maximum protection against wind, rain, dust, dirt and cold in store for this house to which Sisalkraft building paper products are being applied. Large or small, no home can afford not to have such important low cost protection against the elements.

The SISALKRAFT Co.

205 West Wacker Drive, Chicago 6, Ill.

Manufacturers of Sisalkraft for sheathing, Copper Armored Sisalkraft for all concealed flashing, Sisalation for reflective insulation and moisture barrier.



**THE MODERN WAY
to Dispose of
GARBAGE
and REFUSE**



**Majestic
Fuel-less
Home Incinerator**

NO ODORS ESCAPE

For complete utility and convenience in both new and modernized homes, plan to include this odorless, safe, and sanitary unit for reducing wet-or-dry rubbish and garbage to ashes. Compact and smartly styled, this ruggedly built *Majestic* Portable Home Incinerator gives lasting, carefree service. Costs nothing to operate. Uses only waste as fuel. Connects to any 8-inch furnace flue without draft interference. Unique downdraft through refuse speeds drying. *Majestic's* built-in type incinerator of similar design fits flush with wall in chimney recess of basement or utility room.

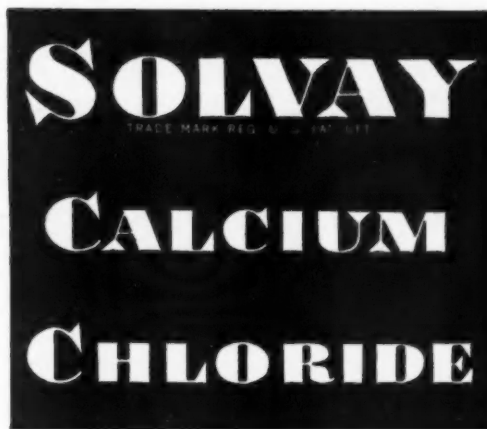
Write today for details!

The **Majestic Co.**
1127 ERIE STREET
HUNTINGTON, IND.

Majestic-built units of heavy-gauge formed steel proved so advantageous for wartime needs that this construction is now adapted to many *Majestic* Building Necessities. *Nationally Known and Advertised for 40 Years*

EASY AS 1-2-3

with



to Get **PERFECT
WINTER CONCRETE**

Add Solvay Calcium Chloride to your Portland Cement mix, and

1. REDUCE SETTING TIME, initial and final by two-thirds.
2. GET HIGH EARLY STRENGTH . . . 3 days strength in one day . . . 7 days in 3. SOLVAY overcomes slow setting caused by low temperatures.
3. PROVIDE EXTRA COLD WEATHER PROTECTION. The use of Solvay Calcium Chloride shortens protection period, thereby saves money, forms, labor . . . and produces BETTER CONCRETE.

MAIL THIS COUPON TODAY for FREE booklet giving the complete details . . . "Calcium Chloride and Portland Cement."

SOLVAY SALES CORPORATION
40 Rector Street, New York 6, N.Y.

Gentlemen: Kindly send me your free booklet "Calcium Chloride and Portland Cement."

Name.....

Address.....

City..... State..... 34-12

**LEARN TO
ESTIMATE**

Today, more than ever before, you must know how to analyze building costs. If you want to become a successful builder, learn how to prepare a correct estimate in a hurry. Get in on the profitable work now available wherever you turn. Your success is assured if your estimates are right; otherwise you are licked before you start.

The Tamblын System of Estimating will make a real estimator out of you in a few weeks of your spare time. We are so sure that you will want to learn it, that we will send you our complete home study course for ten days examination absolutely free. If you don't think it is the finest thing you ever saw, just return it and it won't cost you a cent. If you like it and want it, send us five dollars a month until you have paid the total price of only thirty dollars.

This estimating system is based on forty years of actual construction experience. It has been sold all over the world for more than twenty years. Thousands of estimators and contractors swear by it. Our offer isn't hot air and big talk. We don't give you a diploma or a lapel button, but we do teach you down to earth estimating which will bring you profitable business.

Just send us your name and address today, and we will mail you the complete course at once for your approval.

TAMBLYN SYSTEM

210 Johnson Bldg., AE, Denver 2, Colo.



HOW CONTRACTORS PROFIT FROM ZONOLITE INSULATION

In more and more thousands of widely varied jobs, contractors all over the country are showing better profits consistently because there are so many ways to build with Zonolite. Opportunities increase and problems simplify when light-weight, easy-to-handle Zonolite is specified. Whether the work is commercial or residential, the average customer is better satisfied—time and money saved for all concerned.



ZONOLITE INSULATING FILL

Pour Zonolite Granular Fill in attic or loft, level to desired thickness, and pour between studs in sidewalls. Weighs about 6 lbs. per cubic foot. 100% fireproof—rotproof—verminproof. Won't irritate workers' hands. No masks required.



ZONOLITE INSULATING CONCRETE

Used for floors in homes, commercial and farm buildings. Ideal for roof decks. Used to insulate hollow tile walls. To make Zonolite Concrete simply mix Zonolite Stabilized Concrete Aggregate, instead of sand, with ordinary cement. Weighs as little as 16 lbs. per cu. ft. when mixed.



ZONOLITE INSULATING PLASTER

Zonolite Plaster Aggregate is used in place of sand. It mixes and works easily. Can be mixed indoors. Won't freeze in winter. Cuts mortar weight 1/2. Resists cracking. Insulates against heat, cold, sound and fire. Widely used for fireproofing.



ZONOLITE ACOUSTICAL PLASTIC

A fireproof and fire-protective acoustical material. Trowels over walls and ceilings to reduce noise—new work or remodeling. Sticks to any clean, firm, water-resistant surface. Can be painted without losing efficiency.

Mail Coupon Today for 4-Way Profit Facts



Get full details of all four Zonolite products so important to you, and proved valuable by thousands of profit-watching contractors.

Universal Zonolite Insulation Co.
Dept. AB-126, 135 S. LaSalle St.
Chicago 3, Ill.

MAIL COUPON NOW!

Universal Zonolite Insulation Co.
Dept. AB-126, 135 S. LaSalle St.
Chicago 3, Illinois

Please RUSH complete details about all 4 forms of Zonolite.

Name.....

Address.....

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

Zonolite is Registered Trade Mark of Universal Zonolite Insulation Co.

conventional home of Cape Cod design which presents no observable indication of prefabrication, although the construction incorporates the precision and quality made possible by factory production techniques. The basic house consists of four rooms—a 12 x 20 ft. living room, two bedrooms, bath-room, utility room or basement, and a compact, efficiently laid out kitchen. The house is planned for the addition of two bedrooms and a bath on the second floor.

* * *

"No Incentive to Build"—

(Continued from page 103)

builder, however, in the announcement that a ceiling price of \$10,000 will be held on new houses. My knowledge of mathematics tells me in no uncertain terms that as long as that sort of rule applies, the industry might as well declare a holiday. Imagine the disaster that can befall any contractor exposing himself to the financial risks in this market between the start and finish of even a small project.

"We have twenty-nine more lots to develop in this project and we cannot cease until we do develop each of these lots. But we will proceed very cautiously indeed—and would cease if we did not already have an investment in these lots. It appears to me that the only way to build houses profitably is to build something very small, with no particular architecture, out of any kind of materials or substitutes, slap on paint and a 'For Sale' sign with a price somewhere below \$10,000 for a house that used to sell for \$3,000 or \$4,000. Incidentally, thanks to government propaganda, in doing this a builder stands a good chance of becoming a local hero. My houses are far above this class and I find I am being severely criticized because of that."

In building these houses, Mr. Precour has refused to compromise on inferior materials or workmanship.

At considerable extra expense, plus a lot of time and aggravation, all the materials needed to complete the twenty-one houses, except the siding, were obtained, without the necessity of expensive or below-standard substitutions.

All the houses have copper pipe for both cold and hot

TWO WAY Improvement



DOUBLE-PITCH *plus* ANTI-SPLASH
in *Radiiluxe*
STAINLESS STEEL CABINET SINKS

1. **DOUBLE-PITCH DRAINBOARDS**—A gradual, invisible pitch at all angles toward the bowl provides smooth, even, complete drainage. No channels to clean, no grooves to endanger fine glassware.

2. **IN-BUILT ANTI-SPLASH RIM ON BOWLS**—Top of bowl is curved slightly inward and joined to the sink top in a seamless welded joint, polished to a smooth, satin finish. This forms an anti-splash rim around the entire perimeter of bowl.

NEW FREE BULLETIN describes Radiiluxe Sinks with single or double bowls, with or without drainboards; straight, "U," or "L" types... standard sizes or custom-fabricated to your specifications. Write today.



Stainless Steel
CABINET SINKS
CABINET TOPS
SCULLERY SINKS
SINK BOWLS
TOILET SHELVES
LAVATORIES
STRADDLE STANDS
and Special Units

Just Manufacturing Co.

4610-20 W. 21st Street, Chicago 50, Illinois

FA TYPE AC CIRCUIT BREAKER

LOAD CENTERS



There's an extra feeling of comfort and security with an FA Circuit Breaker Load Center in the home. It means your electrical system is under 24-hour automatic protection from the dangers and inconveniences of short circuits and serious overload. The new high-heat thermal element plus magnetic trip instantly opens the circuit—and your maintenance job is simply to flip the handle to ON position.

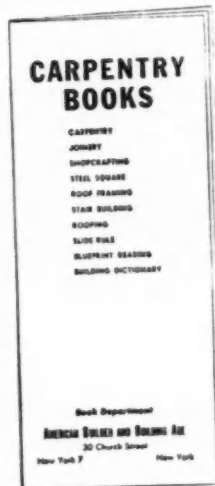
Furnished in single or double pole, 15 to 50 Amp. capacities. For complete details, write for free Bulletin No. 75.

MODERN CIRCUIT PROTECTION FOR YOUR HOME —

FRANK ADAM ELECTRIC CO.

ST. LOUIS, MISSOURI

Recommended BOOK LISTS Free on Request



HOUSE PLAN BOOKS contains descriptions of 153 plan books and booklets showing latest types of houses in all parts of the country. CARPENTRY BOOKS contains descriptions of 20 books on carpentry, 8 on the steel square, 7 on roof framing, 7 on stair building and roofing, and 7 on related technical subjects. ESTIMATING BOOKS AND FORMS lists 14 books and 9 estimating forms with brief descriptions and year of publication and price.

Book Service Department

American Builder and Building Age

30 Church Street

New York 7, N. Y.

USE THE
finest!

UNIVERSAL LEVEL-TRANSIT



RIGID
ACCURATE
DEPENDABLE

Truly the finest in accuracy and dependability, the Universal Level-Transit is smoothly converted from a precision level to a highly accurate transit in 2 easy motions. A practical all-around builders' instrument.

Patented ball-bearing race assures perfect adjustment under the severest conditions. Telescope 12" long, 25 power, horizontal circle 4 1/2" with Vernier to 5 minutes. Price, \$150.00



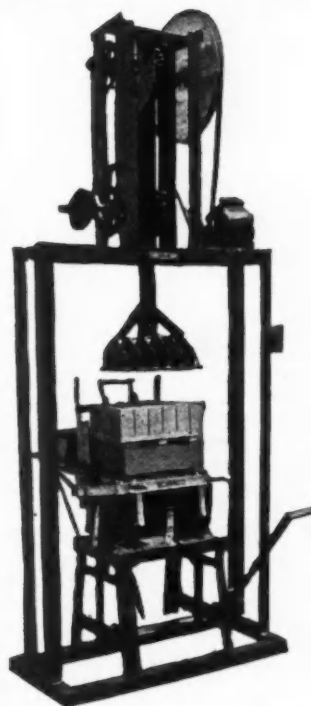
Manufacturers of
Instruments for
Engineers, Surveyors
and Builders.

EXTRAS—MODEL 3000
Detachable compass... \$13.75
Stadia wires... 5.50
Extension, leg tripod... 15.00

Write today for full information on Model No. 3000... Also FREE booklet "How To Lay Out Building Lots."

317 West Court St., Milwaukee 12, Wis.

Duncan Tamper



Power or hand
operated low
priced cement
block and brick
machines

MIXERS

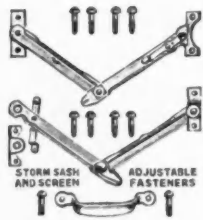
Immediate
Delivery

Write for circular with
prices

Duncan Machine Works
1113 Story Street
Boone, Iowa

TROUBLE-FREE

SILENT



One set in pk. doz in box, gross shipping carton. List \$7.80 doz.

PROFITABLE!
IDEAL STORM AND SCREEN SASH ADJUSTER

- Opens and closes easily
- Locks shut simply . . . holds sash firmly
- Easy changeover . . . remains silent
- No interference with double-hung sash
- Zinc plated steel . . . Bakelite washers
- Screen attachments provide extra precaution against children unhooking and falling out window

Sold Only Through Hardware Distributors

"Satisfaction Guaranteed"



ST. PAUL, MINN.

Manufacturers of Builders Hardware Specialties, such as Ideal Screen Door Latches, Barn Door Latches, Storm Sash Adjusters, Screen Door Hinges, Casement Sash Friction Stays and Other Popular Items

CHROMEDGE
REG. U. S. PAT. OFF.
METAL TRIMS answer every "FLOOR" need!

- You'll find all types of mouldings for every type of floor application included in the big line of Chromedge Metal Trims. Butt edgings, threshold strips, 1/4-round shoe mouldings, cove base trims, stair-tread nosings—Chromedge has them all, in a full range of sizes for all floor-covering materials.

In fact, on walls, counters or floors—for service or for decoration—Chromedge Metal Trims assure a better job with least trouble. Write for latest Chromedge literature!

The **B & T Metals Co.**
Columbus 16, Ohio

13 STAIR NOSING

15 BUTT EDGING

936 1/4-ROUND SHOE MOULDING

234 THRESHOLD STRIP

water lines. Waste lines from the sinks are 1/2-inch copper pipe all the way to the sewer line under the floors. All plumbing equipment is Crane or Kohler with chrome on brass trim.

Gas-fired heating units, both gravity and forced hot air as well as hot water, are installed, the type of furnace depending on the design of the house. Two-inch rock wool insulation is used in walls and four-inch rock wool in ceilings.

Interior wall finish, except in bathrooms and kitchens, is dry wall—sheetrock with taped joints. The extensive amount of good quality cabinet work in these houses is an outstanding feature. They are made in the millwork shop housed on the project site, according to specifications and designs of T. H. Irion, the architect working with Mr. Precour. The use of sliding door wardrobes in place of conventional closets is another feature that demonstrates the sincere efforts of Mr. Precour to build well and incorporate the latest and best in the finished product.

No Registers, No Radiators—

(Continued from page 152)

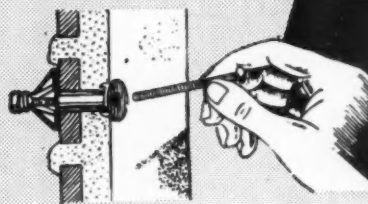
traveled over the entire surface of the ceiling, it is drawn down and returned to the furnace, where it is reheated and placed in circulation again.

A conventional room thermostat is used to regulate temperature, and response to the demands of the thermostat is as rapid as on conventional heating systems.

The first Panelaire system was installed in Utica, N. Y., about eight years ago and since that time this method has proved successful in temperatures that dropped as low as 15 to 20 degrees below zero. Advantages claimed for Panelaire heating include: 1. Warm floors because heat rays radiate from the ceiling to the floor; 2. Cleanliness because there are no registers or radiators in the rooms to set up air currents which usually deposit dust on walls and furnishings; 3. Simplifies furniture arrangement because there are no registers or radiators to interfere.

The C. A. Olson Manufacturing Co., Elyria, Ohio, designed this Panelaire system.

IT'S EASY LET MOLLY DO IT



It's easy to install wall fixtures and accessories quickly, positively and economically with **MOLLY SCREW ANCHORS**. Secure without stress on wall material.

Easy for anyone to use in any material from thin fiber-board to solid concrete. Remove bolt to attach or replace wall fixtures . . . threaded anchor will not drop or loosen.

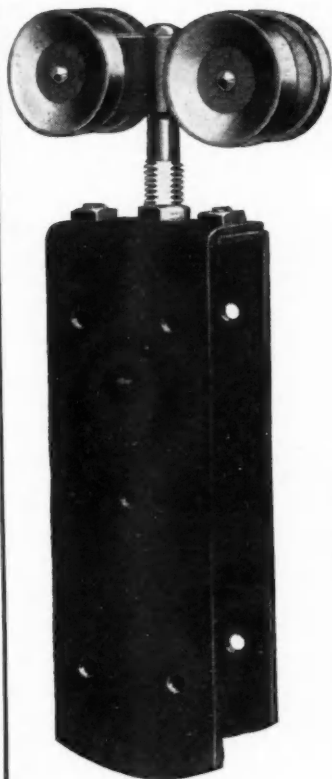
ASK YOUR BUILDING SUPPLY OR HARDWARE DEALER

MOLLY CORPORATION

Sales Headquarters
2-260 GENERAL MOTORS BLDG.
DETROIT 2, MICH.

122 E. 42ND ST.
NEW YORK 17, N. Y.

WAGNER DOOR HANGERS



AND TRACKS
FOR INDUSTRIAL
USE!

★
HEAVY DUTY

Can be furnished with Ball Bearing, Roller Bearing or Hyatt Roller Bearing Trolley for doors up to 1,000 lbs.—2¼-3¼" thick.

WAGNER HANGERS also available for doors up to 2,000 lbs.

WAGNER MANUFACTURING COMPANY

Dept. AM-1246
CEDAR FALLS, IOWA

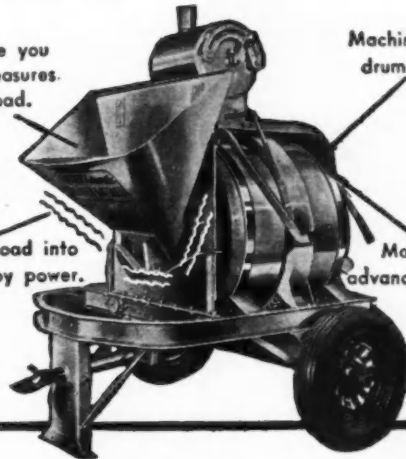
Mix up to 50 yards a day with JAEGER 3½S "AUTO LOADER"

Loads while you mix and measures as you load.

Machined steel drum tracks.

SHAKES load into the drum by power.

Many other advanced features.



Automatic Shaker-Batcher loads QUICK-AS-A-FLASH

Loads and measures while you mix, then shakes material into drum by power. Fast as a power loader. Mixes more batches a day. Ask today for our latest Catalog M-5.

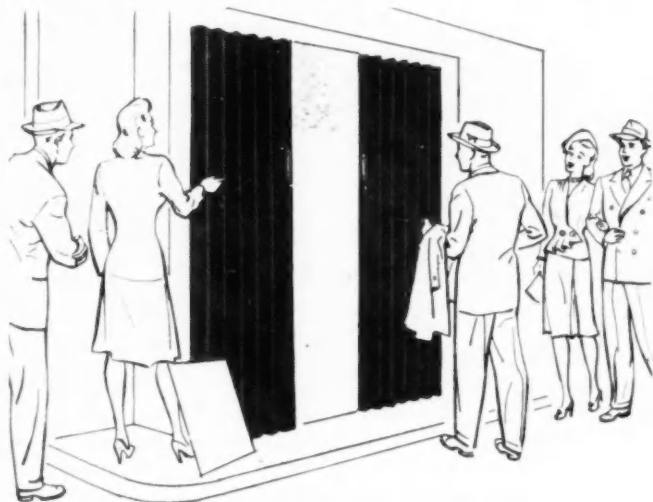


3½S Tilter; Non-Tilts up to 56S size

THE JAEGER MACHINE CO. Main Office and Factory Columbus, Ohio

REGIONAL OFFICES: 8 E. 48th St. New York 17, N. Y. 226 N. LaSalle St. Chicago 1, Ill. 235-38 Martin Bldg. Birmingham 1, Ala.

PUMPS · COMPRESSORS · HOISTS · LOADERS · PAVING EQPT.



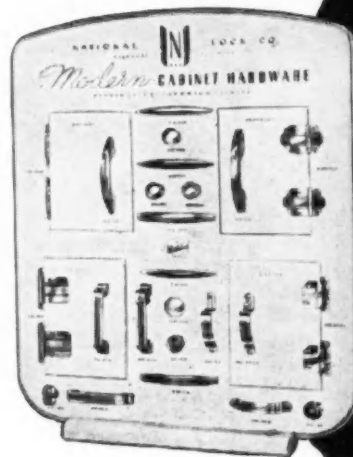
Include These Modernfold Advantages In Your Specifications

In your plans you'll find many places for Modernfold. This accordion-type closure is metal-framed with a beautiful fabric-covering. Inspiring beauty . . . of course! But it's practical, too. This efficient door eliminates the swing area of conventional type doors . . . saves space . . . and provides an efficient, economical means of room division. See how you can use Modernfold in living rooms, dining rooms, bedrooms, closets, etc. Also in commercial buildings. Write today.



NEW CASTLE PRODUCTS
New Castle, Indiana

Dealers in all Principal Cities in the United States and Many Foreign Countries



A 24-HOUR

Salesman

THAT SELLS

CABINET HARDWARE ON SIGHT!

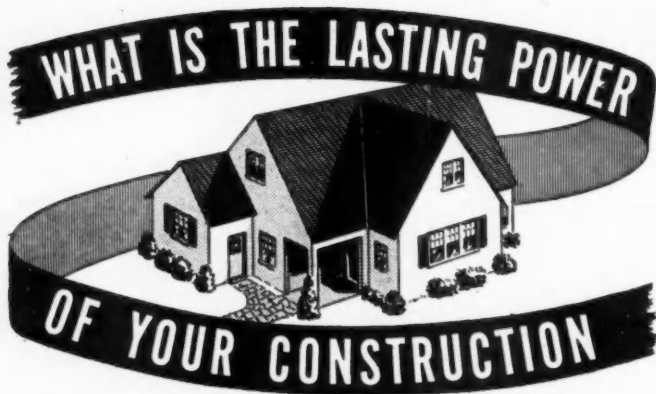
Here is a point-of-sale display that packs a selling punch! This National Lock Company display board is an eye-appealing, attention compelling salesman! It displays and demonstrates National Lock's modern, beautifully styled Chrome Plated hardware for greater sales and profits!

The No. 140 Display Board may be purchased separately or with the profit-packed assortment. Order one from your jobber today, and watch it do a selling job for you!



NATIONAL LOCK COMPANY

Cabinet Hardware Division . . . ROCKFORD, ILLINOIS



**AGAINST DECAY-MOLD-TERMITES ?
WARPING-SHRINKING ?**



WOODTOX prevents decay, termite infestation, and minimizes warping, swelling, and shrinking. Particularly recommended for protective treatment of all wood work exposed to the elements. Improves painting qualities of wood.



WOODFIX is successfully used for protecting interior wood work against warping, shrinking, checking and grain raising. Ideally suited for wood cabinet work, mouldings, panelling, etc. Leaves wood paintable.



Oil soluble **TERRATOX** is highly recommended for effective treatment in control of decay and termites in timbers already in place. Contains 5% Pentachlorophenol solution, when mixed according to directions.

SEND FOR INFORMATIVE BULLETIN, "WOOD TREATING CHEMICALS"

WOOD TREATING
Chemicals Co.
5137 Southwest Ave.
St. Louis 10, Mo.



SMITH MASCOT .
Modern 1/2-bag mixer equipped with Wisconsin air-cooled engine. No radiator to boil in summer or freeze in winter. Performs in any climate with minimum of upkeep and attention. High tension magneto and simple rope starter provide quick starting. Engine fully enclosed, easily accessible. Other features include: big, wide feed chute, "end-to-center" mixing action, fast "tilt and pour" discharge.

SMITH 7-5 and 11-5 NON-TILTERS
Compact, sturdy trailer mixers with spring-mounted axles and roller-bearing auto wheels. Tow behind truck at fast speed. Automatic skip vibrator. Enclosed gear reduction.



Write for literature.
THE T. L. SMITH COMPANY
2849 N. 32nd Street • Milwaukee 10, Wisconsin

MIXERS
Famous for Performance on the World's Greatest Projects

Production Record

WHEN the 100,000th Berry aluminum garage door rolled off the assembly line of the Berry Door Corp., Wayne, Mich., on Oct. 16, it established a 13-month production record in the building industry.

In a simple ceremony in honor of the occasion, Glenn Berry, 39-year-old founder and president, gave credit for this amazing record to the adoption of wartime techniques, engineering principles and materials (in some cases improved upon), and the ability of his staff, principally veterans, to deliver the goods.

"Even though manufacturers of garage doors in general are not producing the volume they produced in 1941, garage doors are one of the few materials that have come even close to meeting the present day demand," Berry declared. "The 100,000 doors we have built have gone a long way toward satisfying that demand."



Berry aluminum garage door to Glenn Berry, president. Joseph Mazzeo, plant manager, presents 100,000th



**WHAT GOES UP
- MUST GO OUT
Blo-Fan**

capture foul air right now — as it rises — and whisk it out of the house before it has a chance to settle or spread.

By installing Blo-Fans in the ceiling — directly over the kitchen range — you take advantage of the natural rise of warm air. Grease-laden fumes aren't dragged across the ceiling. There's no chance for cross air currents to catch and spread them, soiling walls and furnishings.

PRYNE & CO. INC.
LOS ANGELES 54, CALIF.
NEW YORK • CHICAGO • HOUSTON • SAN FRANCISCO

BAR-BROOK

BREEZE-ASSURANCE FOR 1947

Home buyers want BAR-BROOK Fans because they know these efficient units assure fresh, cool breezes in hot weather. And builders like BAR-BROOK because of the low initial cost, inexpensive installation, and trouble-free performance. Inquire NOW about getting BAR-BROOK for your property in 1947.



ATTIC FANS



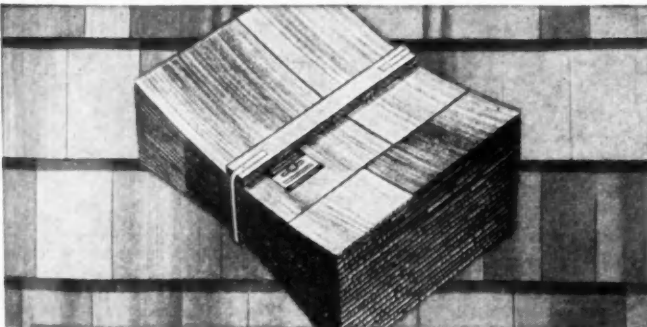
WINDOW FANS



SHREVEPORT ENGINEERING CO.

1553 Texas Ave.

Shreveport, La.



The Roof That Built America Is the Favorite Today

In the face of changes and advancements in construction materials, Red Cedar Shingles have so proven their superiority throughout the years that they have never been superseded as a building product that gives maximum protection from weather on roofs and sidewalls.

RED CEDAR SHINGLE BUREAU

5508 White Building • Seattle 1, Wash., U.S.A.
or Vancouver, B. C., Canada



Red Cedar SHINGLES

SOLD BY RETAIL LUMBER DEALERS

Contractors and Builders

YOUR WATER PROBLEMS CAN BE SOLVED BY INSIDE APPLICATION, AGAINST PRESSURE



THIS IS A WET BASEMENT PROBLEM TO THE BUILDER AND HOMEOWNER

A. WATERPLUG, a quick-set hydraulic compound, seals streams of active water and seepage from entering through wall. Set begins in from 3 to 5 minutes after mixing water is added.

Write for circulars descriptive, in photographic detail, of how to waterproof a basement, how to seal the surface of an old brick building which leaks, how to protect the exterior surfaces of manufactured block, brick, concrete or any type masonry with THOROSEAL.

Request your Lumber or Builders' Supply Dealer in your home city to order for you.

Standard Dry Wall Products, Inc.

BOX X

NEW EAGLE, PENNA.



POUR a Foundation a DAY

IF YOU are building 25 houses or more, let us show you the new Atlas SPEED Form process for concrete construction. Makes a solid house foundation and waterproof cellar at a cost lower than cinder block. Steel forms—Easy to erect and strip. Good for an indefinite number of uses. . . .

FOR RENT OR SALE
Illustrated Folder on Request.

IRVINGTON FORM & TANK CORP.

Irvington 2, New York
New York City Sales Office—43 Cedar St.
Tel: Bowling Green 9-4030



AMERICAN FLURESIT

MASONRY WATERPROOFING PRODUCTS

Nationally Advertised in The Saturday Evening Post

FLURESIT PASTE
Integrally Waterproofs Poured Concrete, Stucco, Mortar and Plaster.

FLURESEAL
Surface waterproofs and decorates Concrete and Cinder Block Walls. EFFECTIVE UP TO 5 YEARS.

TRICOSEAL
Surface waterproofs and decorates poured concrete, brick and stucco walls. EFFECTIVE UP TO 5 YEARS.

QUICK-SET
Stops running water leaks through holes and cracks in masonry.

FLURETEX
Waterproofed Portland Cement Paint decorates and renovates masonry.

Write for booklet completely describing these and other proved, specially formulated masonry waterproofing and maintenance materials. Consult us on maintenance and waterproofing problems.

The AMERICAN FLURESIT CO., Inc.
635 ROCKDALE AVE., CINCINNATI 29, O.

"USE YOUR ATTIC"



For free information, see your building material dealer or write—

MARCO STAIRWAYS
BOX 7A, LUCCA, N. DAK.

ALPHABETICAL INDEX TO ADVERTISERS DECEMBER, 1946

A		M	
Adam Electric Co., Frank	159	Macklamburg-Duncan Co.	143
Aetna Steel Products Corporation	29	Majestic Co., The	157
Airtemp Division of Chrysler Corporation	121	Mall Tool Company	146
American Builder	141-155-159	Marco Stairways	164
American Floor Surfacing Machine Co.	130	Marsh Wall Products, Inc.	153
American Fluresit Co., Inc., The	164	McKinney Manufacturing Company	152
American Gas Association	54-55	Mengel Company, Incorporated, The	57
American Home, The	33	Mesker Brothers	45
American Radiator & Standard Sanitary Corp. 12		Metal Building Products, Inc.	149
American Roof Truss Company	165	Molly Corporation	160
Appley & Son, Inc., J. W.	30	Monsanto Chemical Company	28
Armstrong Cork Company	53	Mueller Furnace Co., L. J.	123
B		N	
B & T Metals Co., The	160	Nash-Kelvinator Corporation	134-135
Barrows Lock Works	132	National Association of Fir Door Manufactur- ers	48
Bell & Gossett Co.	26	National Association of Ornamental Metal Manufacturers	56
Bennett-Ireland Inc.	154	National Coal Association	46
Berry Door Corporation	52	National Electric Products Corporation	17
Better Homes & Gardens	44	National Electrical Manufacturers Association	22-23
Bituminous Coal Institute	46	National Gypsum Company	65
Black & Decker Mfg. Co., The	27	National Lock Company	161
Bradley Lumber Company of Arkansas	16	National Manufacturing Company	4th Cover
Breuer Electric Mfg. Co.	128	National Steel Corporation	4
Bruce Co., E. L.	70	New Castle Products	161
Bruno Tools	165	Norfolk and Western Railway	125
Bryant Heater Company	69	O	
C		Overhead Door Corporation	3rd Cover
Calcium Chloride Association	144	P	
Carter Div., R. L.	116	Paine Co., The	165
Case & Son Mfg. Co., W. A.	117	Paranite Wire and Cable Division	151
Ceco Steel Products Corporation	49-50-51	Pittsburgh Plate Glass Company	8-119
Celotex Corporation, The	2	Ponderosa Pine Woodwork	63
Consolidated Machinery & Supply Co., Ltd.	136	Premier Metals Products Corp.	21
Construction Machinery Co.	165	Prima Products, Inc.	68
D		Pryne & Co., Inc.	162
Detroit Steel Products Company	3	Pyrofax Gas Division	153
Devoe & Reynolds Co., Inc.	137	R	
Douglas Fir Plywood Association	67	Red Cedar Shingle Bureau	163
Duncan Machine Works	159	Red Devil Tools	128
E		Reel-Line Corporation, The	124
Eastern Connecticut Welding Corp.	122	Republic Steel Corporation	15
Edison General Electric Appliance Co., Inc.	166	Reynolds Metals Company, Incorporated	147
Eljer Co.	34	Roddis Lumber & Veneer Co.	61
Equipment Engineering Co.	127	Rowe Manufacturing Company	115
Essex Wire Corporation	151	Ryerson & Son, Inc., Joseph T.	156
Eubank & Son, L. H.	47	S	
F		Samson Cordage Works	165
Fir Door Institute	48	Servel, Inc.	42-43
Flintkote Company, The	129	Shower Door Co. of America	165
Ford Motor Co.	31	Shreveport Engineering Co.	163
G		Sisalkraft Co., The	156
General Electric Company	5-24-66-138-139	Skilsaw, Inc.	19
Gilman Brothers Company, The	39	Smith Company, The T. L.	162
Grand Rapids Hardware Company	151	Solvay Sales Corporation	157
Great Lakes Steel Corporation	4	Sonneborn Sons, Inc., L.	150
H		Standard Dry Wall Products, Inc.	163
Harnischfeger Corporation	140	Stanley Electric Tool Div.	126
HomeOla Corporation, The	10	Stanley Works, The	64
Hope's Windows, Inc.	146	Stran-Steel Division	4
Hotpoint Institute, The	166	Structural Clay Products Institute	25
House of the Month Service	165	T	
I		Tamblin System	157
Ideal Brass Wks., Inc.	160	Taylor Bedding Mfg. Co.	142
Insul-Cotton Division	142	Taylor Manufacturing Co.	155
Insulite	20	Texas Company, The	145
Irvington Form & Tank Corp.	163	Thrush & Company, H. A.	41
J		Tile-Tex Company, Inc., The	148
Jackson & Church Company	131	Truscon Laboratories	137
Jaeger Machine Co., The	161	Truscon Steel Company	15
Johns-Manville	60	Tylac Company	116
Just Manufacturing Co.	158	U	
K		United States Gypsum Company	40
Keasbey & Mattison Company	62	United States Plywood Corporation	57
Kelvinator Division	134-135	United States Treasury Dept.	18
L		Universal Zonolite Insulation Co.	158
Legion Utensils Co.	128	Upson Company, The	6
Libbey-Owens-Ford Glass Company	32	W	
Louisville Cement Co., Incorporated	9	Wagner Manufacturing Company	161



SPOT CORD

REG. U. S. PAT. OFF.

REG. U. S. PAT. OFF.

—the most durable material for hanging windows

SAMSON CORDAGE WORKS
BOSTON 10, MASS.

WHEN YOU NEED
CONSTRUCTION
EQUIPMENT

Think First of

CONSTRUCTION
MACHINERY CO.

WATERLOO
IOWA



MIXERS • PUMPS • HOISTS
BATCHING & PLACING EQUIP.
SAWS • ELECTRIC GENERATORS

NOW...in New Plastic Protective Case!

POWER CUTTER KIT

with a cutting range of 5/8" to 2 1/2"

Only
\$7.85
Complete

Two Bruno Adjustable Hole Cutters in one convenient kit that keeps tools clean and blades sharp. High speed steel blade cuts clean, fast holes in metal, wood, plastics. Quickly adjustable and easily sharpened... Designed by tool engineers to operate efficiently in bench drill, drill press, or portable drill.

POWER CUTTER KIT CONTAINS			
MODEL	SHANK SIZE	EXPANSION	PRICE
100	1/4" st. shank	5/8"-1 1/2"	\$3.00
101	3/8" st. shank	1"-2 1/2"	\$5.00
790 KIT		5/8"-2 1/2"	\$8.00*

Ask your jobber or write Dept. AB-12

*Fair Trade Minimum \$7.85



BRUNO

TOOLS

9330 Santa Monica Boulevard
Beverly Hills, California

MANUFACTURER'S AGENTS WANTED

Agents handling top lines only, to handle new line of shower doors, tub enclosures, daylight stalls. To be fully backed by advertising. This line priced right, ready for immediate delivery. In reply, state territory covered, other lines carried. Many exclusive territories open on attractive commission basis.

Shower Door Co. of America
973 Peachtree St. NE Atlanta 5, Ga.

TRUSSES ... Any Span ... Clear Floors

Get clear floor space with AMERICAN ROOF TRUSSES. They span distances up to 150 feet safely... economically. Custom-built for your needs anywhere in United States by America's largest, oldest, exclusive truss company. Thousands in use in almost every type of industrial, commercial and recreational building. For catalog, address nearest office today!



AMERICAN ROOF TRUSSES

CHICAGO 49 ★ 8852 Stony Island Ave. Phone: PLAZA 1772
LOS ANGELES 37 ★ 282 W. Santa Barbara Ave. Phone: ADAMS 1-8521



Drive Thru

MASONRY and
CONCRETE



Paine Carboly Tipped Drill Bits cut faster — cleaner — and more economically than ever before. They have an improved cutting edge that lasts longer — will not fracture the surface being drilled and is extremely quiet in operation. In addition, Paine Drill Bits are now selling at substantially reduced prices.

Ask Your Dealer or Write for Catalog

THE PAINE CO. 2959 CARROLL AVENUE
CHICAGO 12, ILLINOIS



PLANS

for your low cost

HOME OF TOMORROW

New 64 page book illustrating 30 practical readable floor plans, all with attractive, smart exteriors. If you are ready to build or are just planning, this book will help you build a better house for less money. Send only \$1 to House of the Month Service, 28 Linden Ave. Buffalo 14, N. Y. for big, new Book of Designs.

GET LAST-WORD ARCHITECTURAL FEATURES IN LOW-PRICED HOMES!

SAWS RAFTERS WITHOUT MARKING!

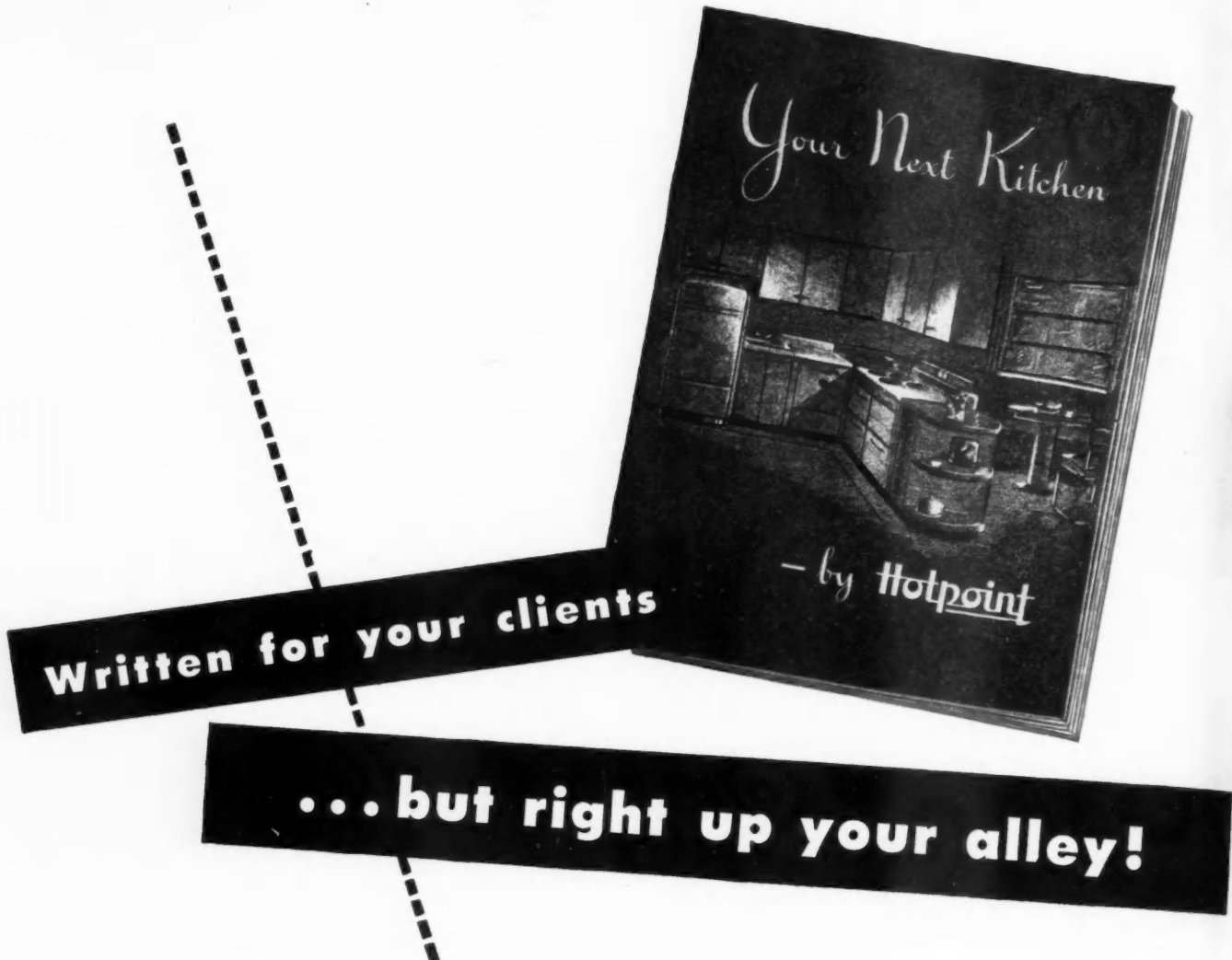


Here's the most practical contractor's saw on the market today—the Wallace No. 1 Radial Saw. With the exclusive Wallace Angulator, it cuts rafters complete with only ONE handling and without marking.

It's a real money-maker on framing work, saving \$75 to \$200 on average homes. Handles every kind of sawing operation, and also does first-class shaping, dading, ploughing, grooving, fluting, bevelling, routing, etc.

We make a complete line of machines for every woodworking operation. Write today for full information.

J. D. WALLACE & CO.
136 So. California Ave., Chicago, Ill.



Written for your clients

... but right up your alley!

We're talking about Hotpoint's complete kitchen planning and remodeling guidance for 1947 homes—the helpful 24-page booklet filled with tips on wiring, lighting, storage—and full color illustrations of model kitchens! Available to builders for the first time!

POURING IN by the thousands . . . over 2 million at latest count . . . are requests from prospective home owners for "Your Next Kitchen by Hotpoint." Why don't YOU take advantage of this tremendous interest shown in electric kitchens? Give this booklet the once-over yourself! You'll find it full of valuable tips on what Mrs. Housewife wants in her kitchen today . . . and you'll be posted on what Hotpoint is doing to satisfy her demands. Written—

and tested—by Hotpoint engineers, architects and home economists, it will help you plan eye-appealing, time-and-labor saving kitchens that make *good homes better!*

Send for your copy immediately. For just ten cents you'll get many hundreds of dollars worth of building hints on what to do, and how to do it. Attach coupon to your letterhead and mail to us today. Edison General Electric Appliance Co., Inc., 5641 West Taylor Street, Chicago 44, Illinois.

Dependability Assured by 40 Years Experience

Hotpoint

HOME AND COMMERCIAL APPLIANCES

HOTPOINT REGIONAL SALES OFFICES: 570 Lexington Ave., New York City 22, Plaza 3-9333
 304 Red Rock Bldg., Atlanta 3, Walnut 2959 · 1456 Merchandise Mart, Chicago 54, Superior 1174
 Western Merchandise Mart, 1355 Market Street, San Francisco 3, Underhill 2727

In most states, all Hotpoint kitchen equipment can be included in F.M.A. insured mortgages

The Hotpoint Institute
 5641 West Taylor Street, Chicago 44, Illinois

Enclosed please find ten cents in coin or stamps, for which please send me "Your Next Kitchen by Hotpoint." This offer available in United States, Territory of Hawaii and Alaska.

Name _____
 Firm Name _____
 Address _____
 City _____ State _____

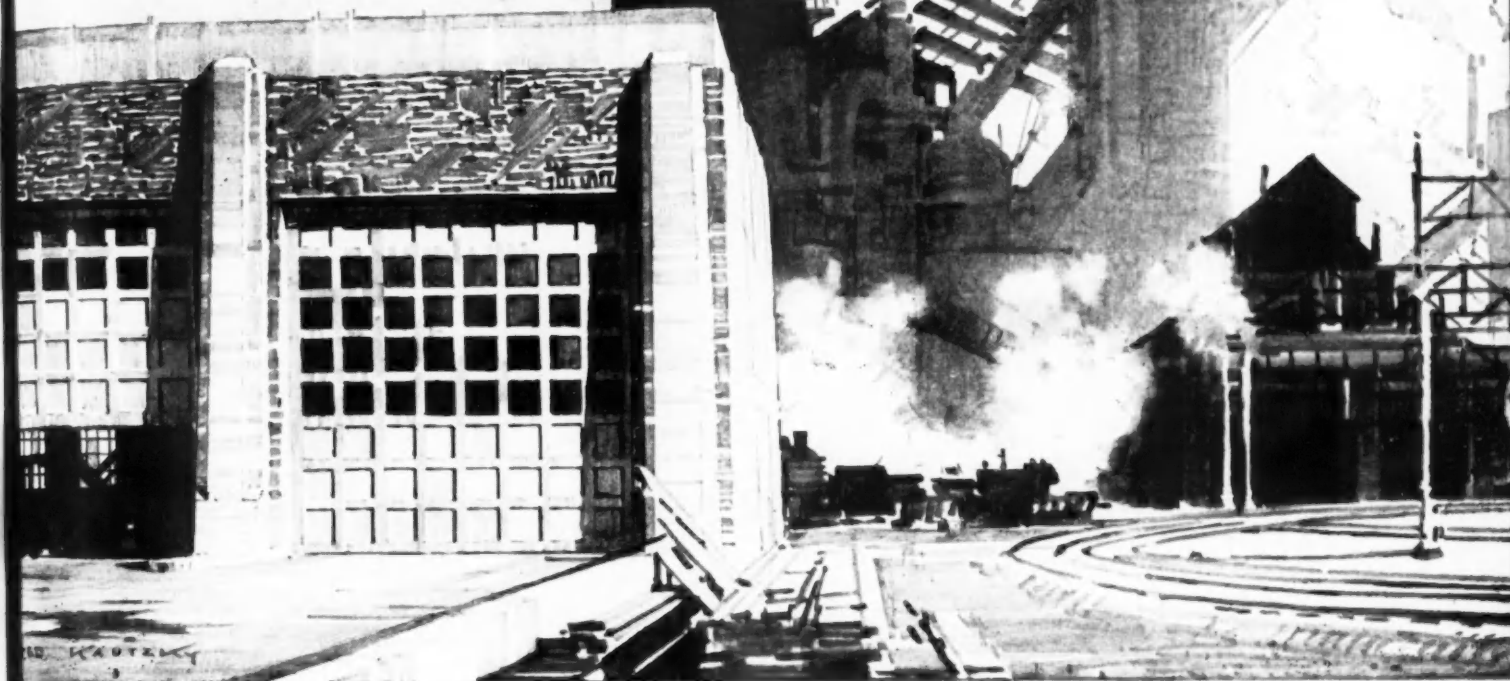
(This offer available only to architects and builders)

Any manual Sold at Sales—

The

Dependable

door operation



COPYRIGHT, 1946. OVERHEAD DOOR CORPORATION

• Any "OVERHEAD DOOR" may be manually or electrically operated. Sold and installed by Nation-Wide Sales—Installation—Service.

Plants equipped with The "OVERHEAD DOOR" with the Miracle Wedge are assured fast, continuous service at all times. Unvarying performance results from precision methods of manufacture and the use of materials of highest quality. The Miracle Wedge and efficient counterbalancing insure instant, easy operation year in and year out. With complete confidence in its dependability, architects and builders everywhere consistently specify The "OVERHEAD DOOR" for residential, commercial, and industrial use.

TRACKS AND HARDWARE OF SALT SPRAY STEEL



CORPORATION - Hartford City, Indiana, U.S.A.



YES

National Builders' Hardware on a Christmas tree would look good to thousands of customers who know its reputation. To those customers, to building professionals everywhere, and to our dealers, National Manufacturing Company extends hearty season's greetings with a promise of more and more critically needed National Builders' Hardware items as production problems are met. See your National dealer. He will cooperate in supplying as many of your needs as possible.

National

MANUFACTURING COMP
STERLING, ILLIN

