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BUILDING PAPER

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

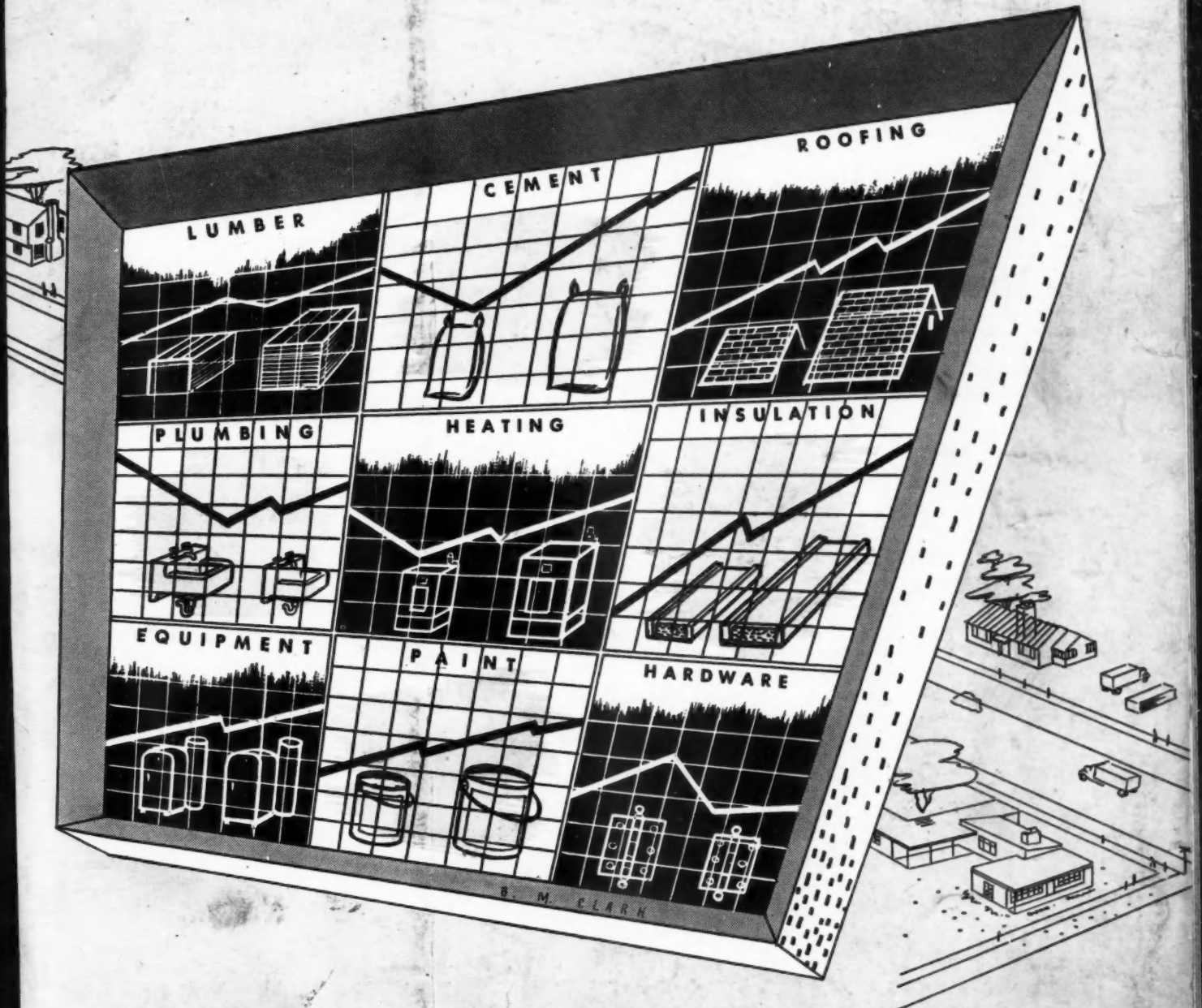
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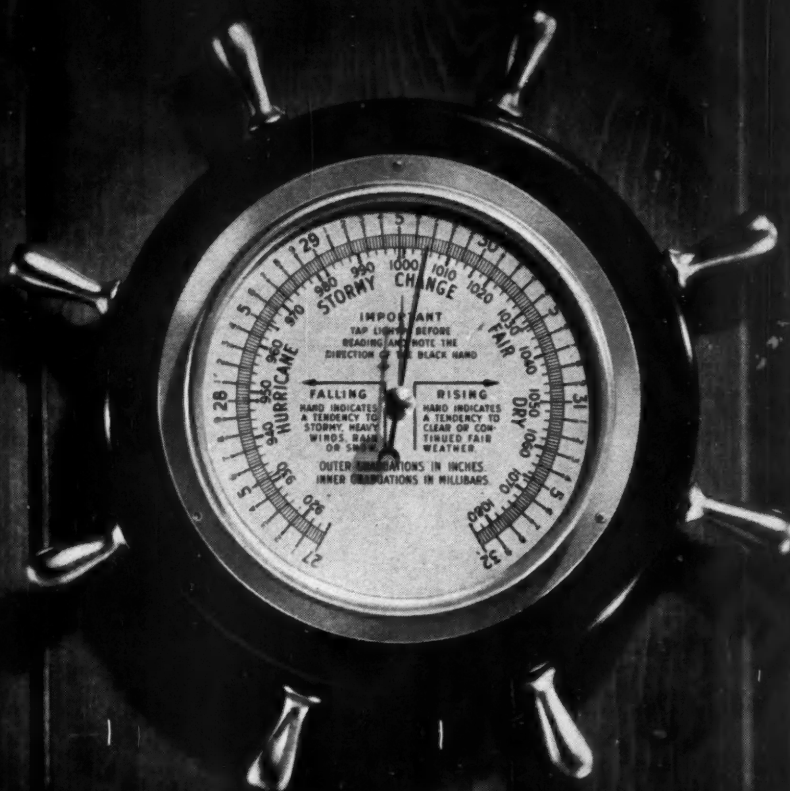
JANUARY 1947

DETROIT

PRICE 85 CENTS



Building Statistical Review - Outlook for 1947



It's what's inside that Counts!

R
v. 69'

QUALITY in a barometer shows up in the accuracy of its readings. And this accuracy depends on delicately adjusted mechanisms *inside* the instrument.

With building products, too, quality of performance is determined by what's *inside*. Your eye seldom sees the values that make the important difference.

That's why building-wise people insist on Celotex Building and Insulating Products. They know the raw materials which go into Celotex products are the finest that nature can grow and man can refine.

They know, too, that rigid production controls all along the line *guarantee* the uniformly high quality of every product bearing the Celotex name.

Tireless laboratory research perfects materials and methods still *more* . . . helps to maintain Celotex leadership year after year.

These, plus more than a quarter of a century of

Bn. - June 1947

building materials "know-how," are the invaluable ingredients in every Celotex Product.

They make a big difference in performance . . . in long life and low cost maintenance. A difference that has proved its value on hundreds of thousands of building jobs of every kind.

* * *

There aren't enough of these famous Celotex products to go around *now*—but our plants throughout the country are working day and night to increase production. Everything possible is being done to speed the time when we can supply you with all the Celotex products you need.

Building Board	Celo-Rok Wallboard
Interior Finish Boards	Celo-Rok Anchor Lath and Plaster
Celo-Siding	Cemesto Flexcell
Rock Wool Insulation	Triple Sealed Shingles

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

THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS

Published monthly by Simmons-Boardman Publishing Corporation, 105 W. Adams St., Chicago 3, Ill. Subscription price, United States, 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. Entered as second-class matter Oct. 11, 1930, at the Post Office at Chicago, Illinois, under the act of March 3, 1879, with additional entry as second-class matter at Mount Morris, Illinois. Address communications to 105 W. Adams St., Chicago 3, Illinois.

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SUNSHINE, VIEW AND FRESH AIR

... no wonder it's a popular window!

This picture window combination of three units does all a window should do.

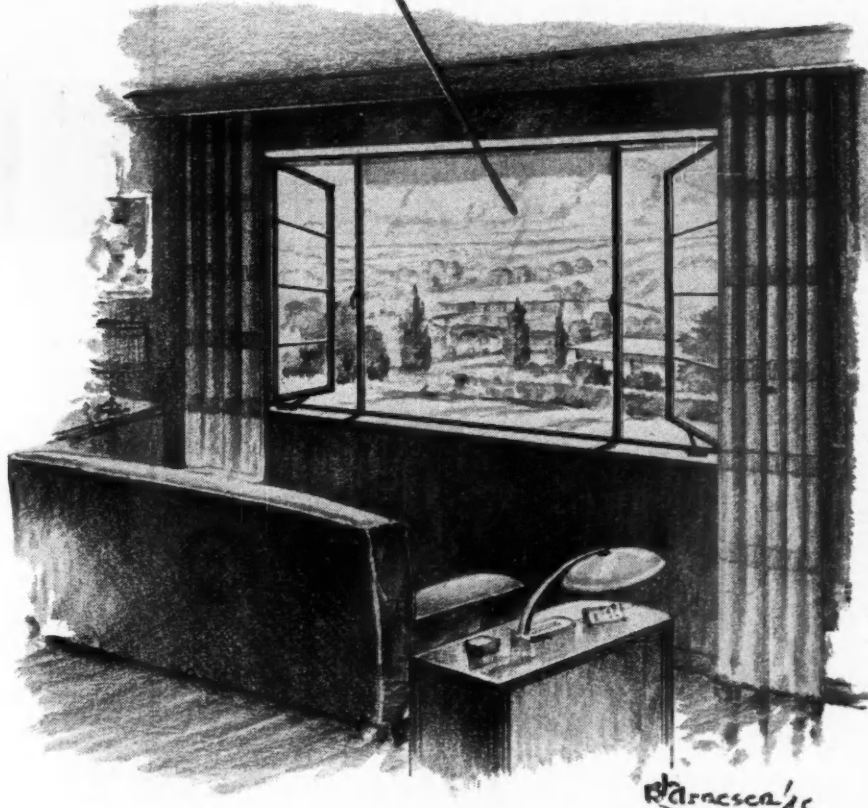
It floods the room with sunshine . . . presents a striking view of the outdoors. And it provides an advantage so often neglected in picture windows . . . excellent ventilation.

The two vents are more than openings . . . they swing out to catch breezes and deflect them into the room. These vents open with fingertip operation of a Roto-Adjuster—a truly modern way to open a window.

No tugging, no prying—for they can't warp or bulge. And they close to a weather-tight fit. The locking handle clamps the vent firmly against the frame. There's no need to have a loose fit so members can slide over each other.

There are other advantages that please home buyers, too. The narrow steel frames and muntins add beauty inside and out, and provide larger glass areas for more daylight. Screens are easily and safely attached—inside. They're uniform—no marking or numbering is necessary.

Fenestra's standardized line offers a *right* window for every room in the house. They're designed for easy installation. And remember, they're made by America's oldest and largest manufacturer of steel windows. Detroit Steel Products Company, Dept. AB-1, 2260 East Grand Boulevard, Detroit 11, Michigan.



★ ★ ★

*See the Fenestra Exhibit
at the*

**NATIONAL ASSOCIATION
OF HOME BUILDERS SHOW**

Hotel Stevens, Chicago

February 23-27, 1947

Space 162



FENESTRA STANDARD TYPES

illustrated above

D I S

1 year,
Illinois,
Illinois.

JR

v. 69'

Jan. - June 1947

THERE'S A Four Letter

AMERICA has the highest standard of living in the world . . . but something is happening to it. There is talk of a recession . . . even a depression. We at Ceco do not believe a depression has to come in the building industry.

We know nothing about nylons, breakfast foods, or radios. But thirty-five years in the construction industry have taught us something about building and its problems. We believe the construction industry can and should lead the way back to an even higher standard of living.

We admit the complexities of today's situation. But we feel that these complexities can be circumvented. So why *think* a depression? Why not do in peace as we did in war—expect prosperity—plan prosperity—work for prosperity?

Let's look at the facts a minute. Today our needs for *everything* are the greatest in our history. There is accumulated purchasing power to keep industry humming for years to satisfy those needs—particularly the building industry. Then what is the fly in the ointment—why the fear that we are headed for collapse?

We at Ceco believe it's something the economists haven't analysed. We believe that prosperity depends on a different kind of straight thinking—on whether we, as individual Americans, are willing to **WORK** to make prosperity **WORK**. It's as simple as that.

It won't be easy. We said "work!" and we mean "work!" We of management must really work at managing. We must junk the too-frequent "wait it out" idea.

And labor must work—produce more instead of less—reduce overall costs per unit—justify high wages. Wages must not spiral

after prices and prices after wages. Labor and management *both* must have something left after they've made their investment of time and capital.

It can be done if we're intelligent enough, willing enough, fair and square enough.

Of course, we can't do it overnight. We can't provide a new home or plant for everyone who wants one next week, or next month, or even next year. But we can start—and keep on . . . and once the ball is rolling the results can astound even ourselves. When Roosevelt announced our production goals for the first year of the war, the world laughed. It was a different story when we exceeded them. Then, we were unprepared. Today, we have everything to work with if we're permitted to use it—and will use it.

Sure, during the war, costs were a secondary consideration. But today, in a freer economy, the same will-to-work can drive down costs and prices, and drive up the production which labor needs to stay prosperous.

We eased up after the shooting stopped—all of us. That's understandable. We needed to. But we've had our breathing spell. Now let's face the fact that there is no magic road to prosperity—that we cannot get something for nothing indefinitely. Always, eternally and inevitably, we of management and labor are going to have to **WORK** for prosperity.

Here at Ceco we have faith—faith that horse sense is finally taking hold. The productivity of labor is increasing. Absenteeism and turnover are decreasing. Output per man hour is on the upgrade. Controls are no longer the bug-a-boo they were. Many critical material shortages are leveling off. Some cities have modernized their building codes, and a general revision is in progress.

ADVERTISEMENT

Tach.

Word FOR IT!

In the past year "unfavorable factors" plagued us and at times we were not pleased with the service we gave. Shortages of steel and manpower, coupled with many delays, held down our production levels. We are apologetic to all of our good customers, who for the most part have been understanding and tolerant.

Yet as we look back over 1946 we're really surprised to see how much we did accomplish. We performed the following things in preparation for greater prosperity:

1. We doubled manufacturing capacity in our Plant No. 1. Also, expansion plans went forward in our 14 other plants and warehouses coast to coast.
2. We facilitated management operations by centering our general offices at Plant No. 1.
3. Company-wide, we increased our plant and erection organization by 40 per cent, our office personnel by 30 per cent.
4. With additions to our research facilities and personnel, we developed 16 new major products. More than 100 others still are under study. War experience is reflected in expanded use of diversified metals.
5. We—management and labor—increased production. Shipments of several principal lines, including screens and windows, were and now are greater than ever before.
6. We—management and labor—reduced absenteeism in our plants by 50 per cent.
7. We consistently modernized our equipment and machinery for maximum production.
8. We improved our agent-dealer structure and our service to agents-dealers.

What we did, many others did. In the days ahead we all can do even better.

Just a few fundamental virtues are necessary. Hard work, intelligence, and sympathetic understanding of labor's problems upon the part of management. Hard work—ever-increasing production—understanding of management's problems upon the part of labor.

We can say that here at Ceco we have the finest working conditions, the finest safety record, and the greatest opportunity in the history of our company.

We believe that *production* will maintain these high standards and even better them.

... production that justifies high wages.

... production sufficiently great for the costs involved, to make the selling price within the reach of the widest possible markets.

America has never yet admitted defeat. Why start now? High living standards can be cushioned against depression. Let's all quit *doodling* and get to *doing*. Yes, there's a four letter word for it—*W-O-R-K*.



PARTIAL LIST OF CECO PRODUCTS • METAL WINDOWS AND DOORS • METAL FRAME SCREENS • STEEL JOISTS AND ROOF DECK • METAL LATH AND ACCESSORIES • MEYER STEELFORMS • CONCRETE REINFORCING BARS • WELDED STEEL FABRIC • HIGHWAY PRODUCTS • CORRUGATED ROOFING • LOUVRE VENTILATORS

CECO STEEL PRODUCTS CORPORATION

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

Offices, warehouses and fabricating plants in principal cities

The demand grows Greater

The Plant grows Bigger

Constant additions to our plant—the largest of its kind in the country—enable us to make a material contribution to the critical housing shortage.

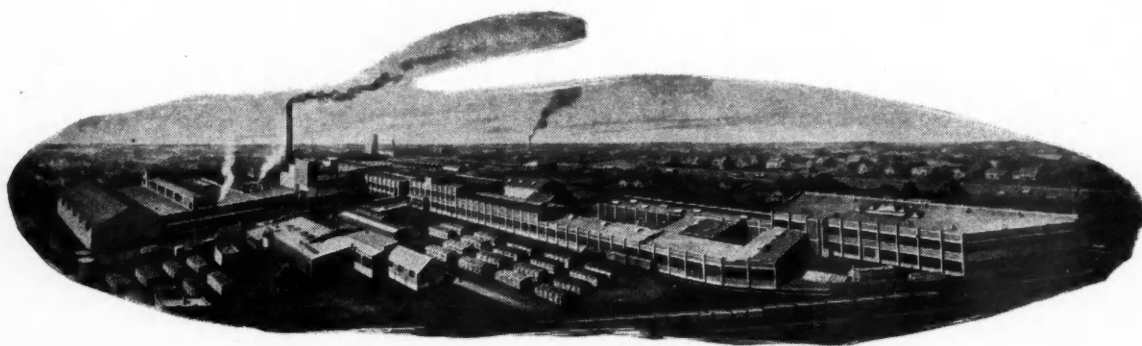
For years we have vainly endeavored to cope with the ever-increasing demand for Upson panels.

Thousands upon thousands of housing units all over the country give living proof to the efficiency—durability—and desirability of this proven wall and ceiling material.

We regret that we have not been able to fully satisfy the demands of dealers, architects and contractors.

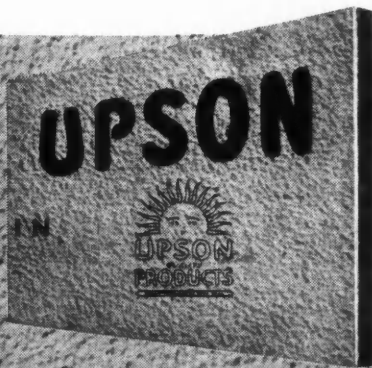
We enter the new year with confidence! We seek to give better service and better quality than ever before.

The Upson Company, Lockport, New York



The Largest Fibre Wall Board Plant in the World Under One Roof

Upson Products Are Easily Identified by the
Famous Blue-Center



PACEMAKER IN

CRACKPROOF PANELS

AMERICAN BUILDER

AND BUILDING AGE

JANUARY

VOL. 69

1947

NO. 1

C O N T E N T S

AMERICAN BUILDER and BUILDING AGE

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

FAMOUS

BIG FROZEN FOOD LOCKER

Servel's big, convenient Frozen Food Locker stores up to 60 packages of frozen meats, poultry, vegetables, fruits, biscuits. It saves home-makers hours of shopping time, helps them plan new and varied menus every season of the year.

MOIST COLD, DRY COLD

Garden fruits and vegetables stay at just-right temperatures in Servel's big dew-action fresheners. Salad greens crisp up, perishables stay safe and appetizing. And there's plenty of extra room, too, because shelves adjust to eleven positions.

NO NOISE, NO WEAR

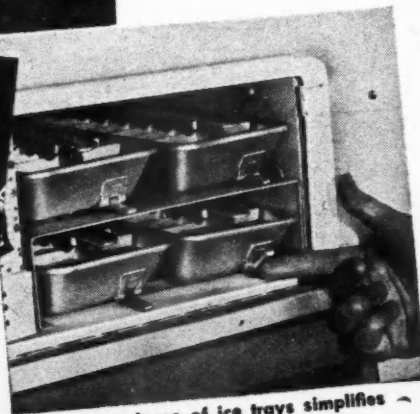
Best of all, there's no machinery to cause noise or wear in the famous Servel Gas Refrigerator. Not a single moving part in its freezing system. As more than 2,000,000 happy owners know, Servel stays silent, lasts longer.



There's plenty of room to store tall bottles in the Servel interior.



Fresh meats keep tender for days in the convenient Servel meat keeper.



Trigger release of ice trays simplifies removal, saves time and trouble.

FOR SILENCE AND DEPENDABILITY

*New 1947 Servel offers
tenants and owners even more*

For years a big favorite because of its silent, dependable operation, the famous Servel Gas Refrigerator now gives tenants and owners a wealth of new convenience.

The new 1947 Servel contains a big Frozen Food Locker that stores a bushel basketful of frozen foods. Moist cold and dry cold provide just-right temperatures for garden vegetables and meats. The new Servel flexible interior is adjustable to eleven positions for extra roominess. Shelves are Plastic Coated for the utmost in rust- and scratch-resistance. These great new features, plus Servel's famous silence, will win the applause of tenants everywhere.

What's more, prewar installations have

proved that the Gas Refrigerator is ideal for rental properties. Owners have found that Servel performs faithfully year after year. Operating costs remain low. Service upkeep is held to a minimum. These important advantages are the result of Servel's amazingly simple, basically different method of operation.

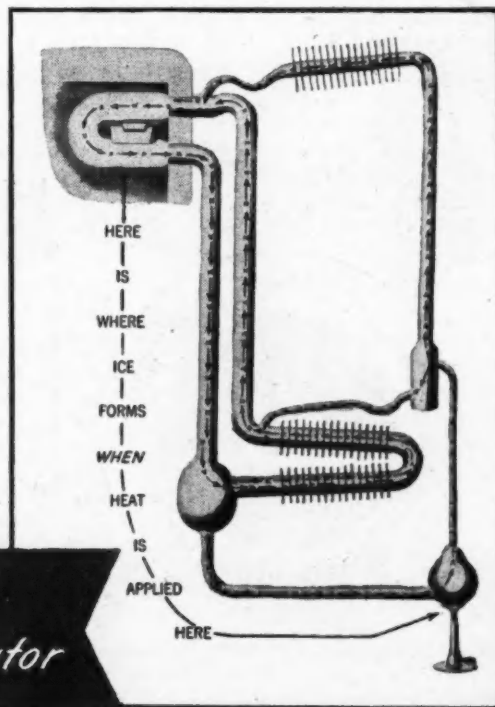
Specify the great 1947 Servel Gas Refrigerator for the apartment buildings and homes you design, build, or manage. Plan now to provide outlets for Gas Refrigeration in your current designs and construction work. Write today for the full story on the 1947 Servel. Address Servel, Inc., Evansville 20, Indiana.

**WHY SERVEL IS DIFFERENT . . .
STAYS SILENT, LASTS LONGER**

There is not a single moving part in the freezing system of a Servel. That's because this different refrigerator operates on the continuous-absorption principle of refrigeration.

In a Servel Gas Refrigerator, the refrigerant is hermetically sealed in a set of vessels connected by tubes. A tiny gas flame

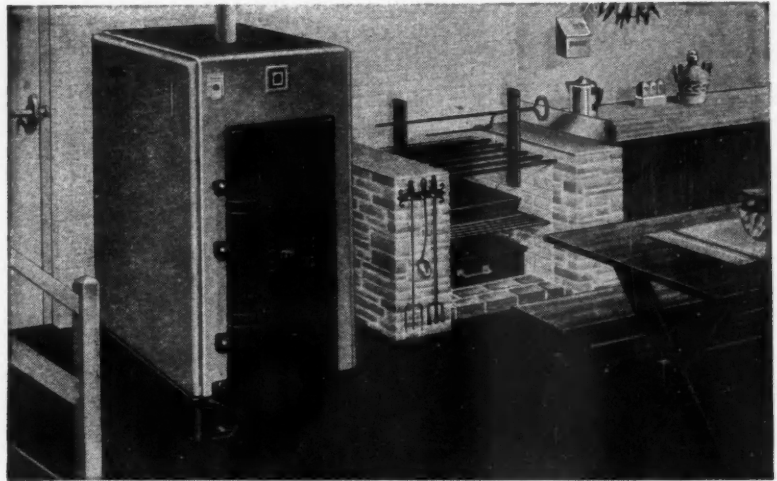
is applied to the lowest vessel. As a result of the evaporation properties of the refrigerant and the law of gravity, ice forms in an upper vessel. No machinery—motor, valves, pumps and compressors—is needed. Servel has no moving parts to get noisy or wear. Thus, the Gas Refrigerator stays silent, lasts longer.



STAYS SILENT . . . LASTS LONGER

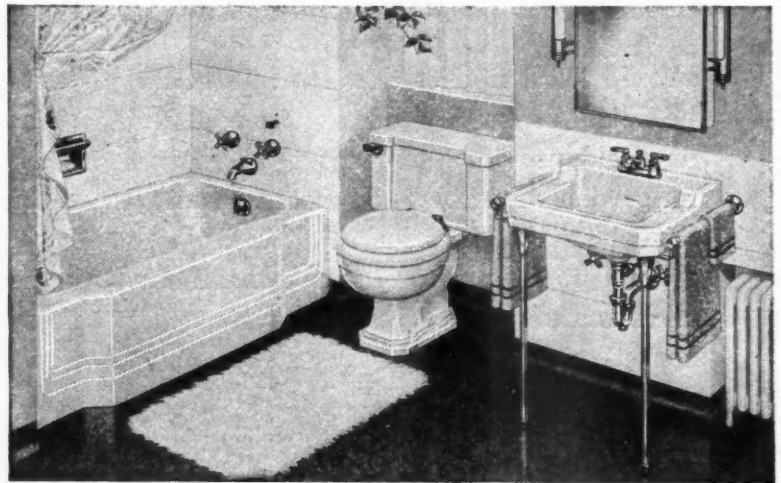
Servel The GAS Refrigerator

Engineered to Stand Up



TYPICAL of the better heating equipment developed by American-Standard research and engineering, is the SEVERN Boiler. Note how its smart, trim lines stand out. Incorporating many features not usually found in such a moderate priced boiler, the SEVERN is just right for small or medium sized homes. Available in models for coal (hand fired or stoker), oil, or gas.

Styled to Stand Out



LUXURIOUS bathrooms like this are easy to achieve when you specify American-Standard fixtures. The bath is the MASTER PEMBROKE—a beautiful creation in durable enameled cast iron. The shelf-back lavatory is the COMRADE, and the close-coupled closet is the COMPACT, both of genuine vitreous china. All three pieces come in white and a wide range of harmonizing colors.

AMERICAN-Standard

HEATING  PLUMBING



■ The superb design and sound construction of American-Standard products assure many years of efficient, economical service. Their smart, trim lines and colorful finishes add beauty to any setting. And, being backed by more than half a century of manufacturing experience, they enjoy a public acceptance second to none. Yet, they cost no more than others . . . and can be bought on a convenient Time Payment Plan for modernization. Ask your Heating and Plumbing Contractor for details. American Radiator & Standard Sanitary Corporation, P. O. Box 1226, Pittsburgh 30, Pa.

Serving the Nations' Health and Comfort

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.



PUBLISHER'S PAGE

Prospects of a Prosperous New Year

REASONS for optimism preponderate as we enter the New Year.

Shortage of coal due to the strike will for some time hamper construction and production. Although they were actually handling *one-third more* total freight than in 1929, the railways were unable before the coal strike to handle all the freight being offered them. The shortage of transportation already existing will be aggravated by effects of the strike.

But knowledge of history is useful in a period such as this. The pattern of business being followed is similar to that after World War I. The year and a half after the Armistice, like the year and a half since V-J day, was a period of declining and then increasing production, labor troubles, advancing wages and prices, shortages of housing and transportation, and so on. Prices reached their maximum in April, 1920, which corresponds with the present in this post-war period. Then prices dropped and there was depression in 1921 and 1922. There followed some recovery of prices and record construction and production for seven years.

There is less danger of a collapse of prices than in the last post-war period because, although still rising, they are not as high as early in 1920. Wholesale prices of building materials, for example, averaged 22 per cent lower in August, 1946, than in April, 1920. Labor union monopolies are more powerful and truculent, but their recent conduct, especially the coal strike, has made legislation to curb them certain. Controls that have been hindering construction and production have been largely abandoned. Shortage of railroad transportation is a serious "bottle-neck," as in 1920, but one that can rapidly be enlarged, as it was after

1920, by co-operation of shippers with the railways and by the increased investment in railway equipment and other facilities made possible by increased earnings derived from the recent advance in freight rates.

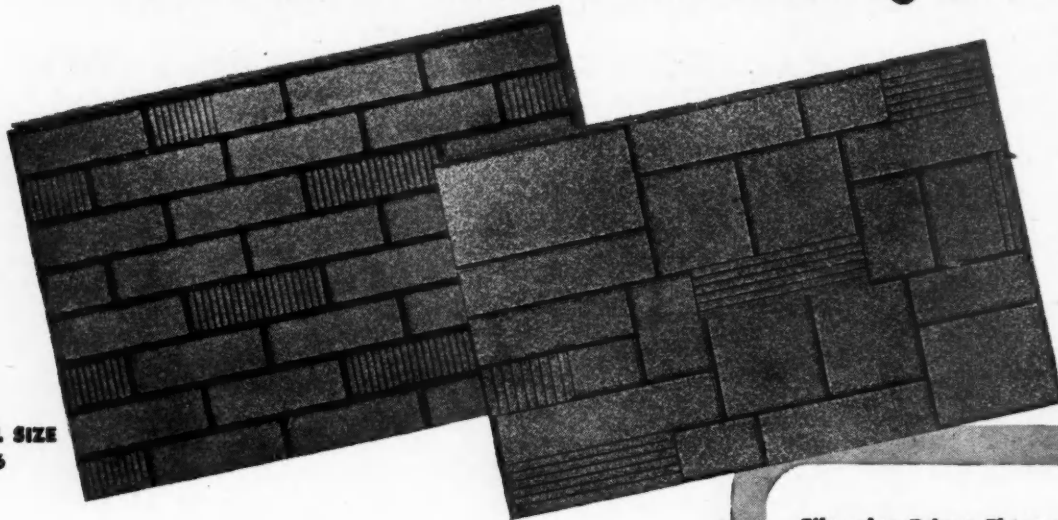
Perhaps we shall continue following the pattern of the last post-war period and have a collapse of business, as in 1921-1922, before we attain lasting prosperity. The danger of this is principally due to the pressure of organized labor for further advances of wages tending to cause further advances of prices. Only one-fourth of the nation's workers belong to labor unions. Therefore, when the unions force up prices by unduly forcing up their members' wages, they undermine business and employment by reducing the purchasing power of the three-fourths of the workers who do not get the same increases in pay but must pay the same increases in prices. Business men should offer the strongest possible resistance to labor union pressure and also avoid such mistaken use of their own freedom unduly to advance prices as businessmen made a generation ago.

A wise man said: "It is true that experience is the best teacher, but a man is a d— fool who can't learn from anybody's experience but his own." Most economic conditions are now favorable to a long period of high level construction, production, employment and national income. How well we will take advantage of these conditions will depend greatly on how much the men now dominant in business, large and small, profit by the mistakes made by those who were dominant in business a quarter of a century ago.

Samuel O. Drumm,

A NEW FORD-V-NEER[★]

... with base of Fiberglas^{*}



NEW PANEL SIZE
24 x 36

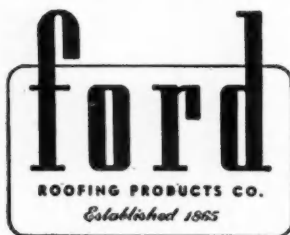
... an improvement in siding so sensational that it makes conventional sidings out-of-date!

By using Fiberglas in place of the usual organic fiber base, Ford has developed a new and revolutionary type of siding. It marks the greatest advance in years in the use of structural materials for the manufacture of siding.

The Fiberglas base cannot absorb moisture, will not rot or decay, will not burn, and is termite-proof. These are only a few of many outstanding features that make this new Ford-V-Neer a leader in a new era of greatly improved sidings.

This new Ford siding made with Fiberglas retains every advantage of the old type base, and adds new desirable qualities that other bases do not have. Indeed, it is hard to imagine any important quality that Ford-V-Neer does not now bring to the modernizing and weather-proofing of buildings.

Dealers and builders who have learned to expect this kind of pioneering from Ford can recommend this new Ford-V-Neer with confidence. The eighty years' record of Ford leadership in developing new and improved roofings and sidings is behind this outstanding new Ford-V-Neer.



FORD ROOFING PRODUCTS CO.
111 WEST WASHINGTON STREET
CHICAGO 2, ILLINOIS

Fiberglas Brings These Advantages To Famous Ford-V-Neer:

1. Because it is made from inorganic material it cannot rot or decay.
2. It is fireproof.
3. It cannot absorb moisture.
4. Its fibers of inorganic glass are vermin and termite proof.
5. Though light weight, it is extremely strong and durable.
6. It combines high insulating qualities with excellent sound absorption.
7. It cannot shrink—it is easy to cut.

*

OWENS-CORNING
FIBERGLAS

★ FORD-V-NEER is a product of the Ford Roofing Products Co. A rigid panel-type exterior wall covering 5/8" thick, made up of five thicknesses of moistureproof material, including Fiberglas. Available in brick or stone pattern (see above) in a wide variety of colors. Panels are 24"x36", with ship lap edges on four sides. When sealed with Ford-V-Neer plastic, it makes a solid, weather-tight job. Panels are perfectly matched and can be cut and fitted around windows and gables.



Maybe you need more horse power to build more houses

Like most home builders you are no doubt finding out that prewar cutting techniques with lightweight power tools simply cannot keep up with the building pace you are setting today.

Wartime experiences of building contractors who used DeWalts to roll out barracks and war workers' homes proved that heavy duty tools with the greatest amount of horse power unquestionably help the worker produce more.

Postwar DeWalt Saws for builders feature newly developed, streamlined motors...motors powered

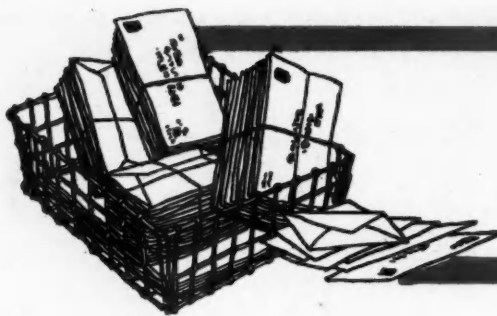
to cut lumber on a full scale production basis around the clock...motors so built that no lubrication is needed. There are many other features that make the DeWalt Saw the finest equipment available to builders today.

By putting a new high-powered DeWalt on your job, you can build better, faster and at lower cost.

Write for latest catalog and complete information about DeWalt. Address: DeWalt Products Corporation, 11 Fountain Avenue, Lancaster, Penna.

SEE the new DEWALT SAW at the 1947 National Home Builders Show in Chicago in February

DEWALT



Our Readers Say:

American Builder a textbook

To the Editor: I am attending a veterans' vocational school in order to learn the building trade. We are using your magazine, *American Builder*, for a textbook and it is highly recommended by my instructor. I would appreciate it very much if you will send me a year's subscription.—HARVEY K. FRIESEN, Seattle, Wash.

Flooring headaches

To the Editor: I am at the present constructing three homes for World War II veterans under the so-called HH priority system and have two of them up ready to finish, the third ready for plaster when and if I am able to secure an additional 900 bd. ft. of Rocklath for plaster base. The two which are ready for finish could be completed in two to three weeks if I were able to secure hardwood flooring and doors, which I have been seeking. I have driven my car a total of nearly three thousand miles in the past three weeks to locate some of the above building materials without success. The following are samples of what is heard from every lumber dealer contacted: "We haven't had any hardwood flooring in 1946"; "Have had one truckload of hardwood flooring of 6800 bd. ft." One large dealer who is a personal friend has had 16,000 ft. of hardwood flooring since the first of the year. He also tells me that they have homes that are standing vacant for the want of over 9,000 interior and exterior doors.

Therefore, I have made up my mind that if I am going to have to spend three to four days a week chasing materials in order to keep my help busy, I am going to finish up the above three mentioned jobs if possible and then let those connected with the National Housing Graft figure a way out of the mess they have made of housing.—J. W. HUNT, Lansing, Mich.

Remove controls

To the Editor: Washington "Glamour Boys" continue their successful careers as the greatest aggregation of promoters, sans production, the world has ever been burdened with. Each crisis is solved by assuring that shortages of building materials are over and that the new "Hunt-in' Houn'" for veterans will immediately give them plenty temporarily. So comforting are they that you read with fear that the latest medicine is so potent that we are in danger of losing these brain trusters as our thinkers for all time. In my book, failure on their part to give us at least a new alphabetical combina-

tion drops them from glamour boys to the status of "Glimmer Boys."

Never a word about directives to the producers do they speak. Why? That would be treason to the "Washington In-Law Jerry Builder" operating on some NHA temporary set-up. He must not have delays lest all future plans for everlasting destruction to all former methods of proven successful building may have a chance to survive. H.H. and any other smoke screen has been and will be used to delay their elimination for another try at the W-E-T Bill or some other atomic plan which in the end will produce a nation of gophers.

Mr. Veteran had better wake up and listen to his lumberman, contractor, and architect. He has known them always and they have been providing good shelter for his ancestors so long that it has been many generations in any family since any of them were born in a cave. Those Washington Buzzards (and such they are, for their sustenance is only the remains of your hopes) are only giving you castor oil out of a soothing syrup bottle.

Removal of restrictions on building materials will bring the same results soon that comparable removals made in the meat situation. The greedy will buy for a short time at any price but, as was the case after the other war, prices will level off and plenty of materials will be available in a short time.—VERNON H. McCALL, Houston, Texas.

New store plans

To the Editor: Read with avid interest your part one article, Modern Displays and Showrooms, in the September issue.

That type of merchandising is exactly what I desire to put over in this community located fifteen miles south of Minneapolis. It would draw a suburban clientele which is where the building is going on.

I plan on building a hardware and building material center and would appreciate any plans which you might have available or sources of plans.—NORMAN OLAN, Savage, Minn.

It's still progressive

To the Editor: I was pleased to receive my first issue of the *American Builder* a few days ago. And I was further pleased to note that while you are still progressive, ideas and general make-up still retain practicality and originality. Keep it up!—D. W. SEATON, Cedar Rapids, Iowa.

Dealer activities

To the Editor: Thanks for the copy of the survey, "What Lumber Dealers Are Doing and Thinking Today." I thoroughly enjoyed your editorial and believe you hit the nail on the head.—W. R. REID, Corpus Christi, Texas.

Shades of OPA

To the Editor: I enjoy reading the columns of "Our Readers Say" in the *American Builder* magazine and am glad to note that many of the returned veterans see things in the same light as many of the rest of us do. It certainly is a shame that these young men who have served up to several years in the armed forces in a supposed attempt to uphold the principles of democracy and to destroy the tyranny of the despotic dictatorships return to the U.S. only to find the same type of despotism at home.

Our own bureaucratic agencies, which are a direct product of the New Deal's conspiracy and corruption with the communistic element in an effort to undermine and discredit our democratic institutions, and which are dominated by a group of Little Hitlers, are a direct slap in the face for anyone who believes in the principles of democracy and the American way of life and free enterprise. Their policies have created chaotic conditions and nation-wide disruption in all branches of industry through their deliberate refusal to act with common sense and prudence in behalf of the welfare of the general public—their propaganda and false emergencies and artificial shortages, and their apparent wilful cooperation in the interests of the communistic elements in preference to the interests of the American public.

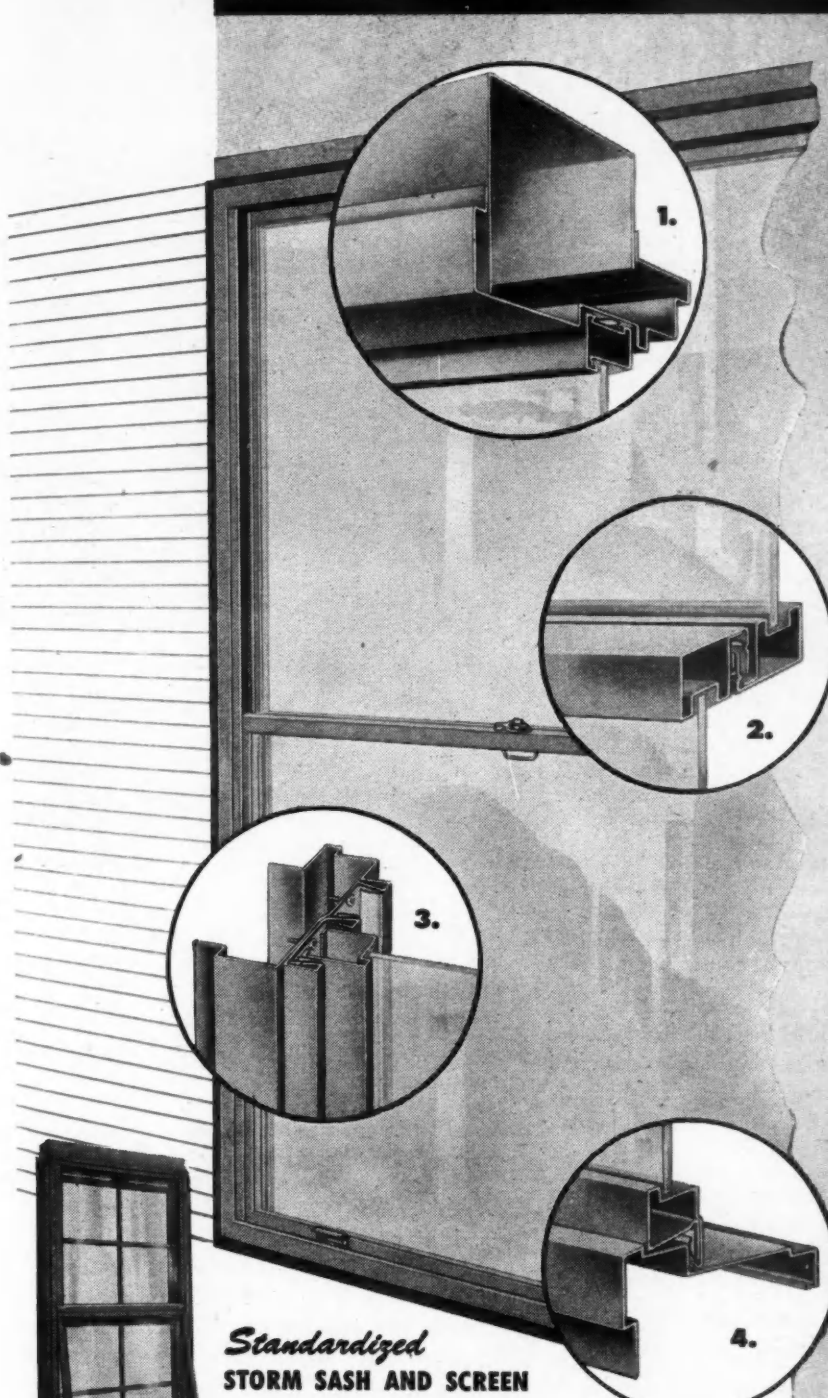
I believe it is high time that the American people should demand that this high-minded form of communistic dictatorship be abolished and the government be placed back in the hands of the people where it should be in a democracy, for it has already caused many thousands of people to lose their jobs on the meat control alone, to say nothing of the needless stinting and privation of millions of others, just to satisfy the egotism of the bone-headed officials of the OPA.

Perhaps a few more demonstrations similar to the Athens, Tenn., incident might help to clear up some of the un-American practices which have become so prevalent during the past few years. So—may this country practice what it preaches.—GEO. H. ATWOOD, Anoka, Minn.

A better, heavier

TRUSCON
Residential
DOUBLE-HUNG
STEEL WINDOW

now in production!



Standardized
STORM SASH AND SCREEN

Frames of the Series 138 Truscon Window are prepared to receive screens and storm sash of the simplest and most economical type, as made by Truscon.

At the moment, these windows are not available in unlimited quantities, but we are using every facility to achieve top production of the Series 138 Truscon Steel Window—now better, heavier, stronger than ever before!

1. HEAD—Motor-spring type spring balances with Enduro stainless steel tapes. Two balances for each sliding sash. Windbreak flange set back to allow room for lintel. Spring bronze weatherstripping attached to sash. 18 gauge frame and sash members.

2. MEETING RAIL—Interlocking tubular sash rails with spring bronze weatherstripping. Sweep lock, strike and pull-down handle, rust-proofed and painted to match window. 18 gauge sash members.

3. JAMB—Full length spring bronze weatherstripping attached to frame assures weathertightness and also serves as sash way for both upper and lower sash for easier operation. Plaster stop provided on interior and rebate for screens and storm sash on exterior. Deep bead. 18 gauge frame and sash members.

4. SILL—Double step design forms two point weathering contact with sash. Heavy 16 gauge steel for strength and rigidity. Spring bronze weatherstripping attached to sash. Two sash lifts painted to match window.

In addition to all these advantages, sizes of the Series 138 Truscon Steel Window have been changed to agree with principles of modular planning.

The Series 138 Truscon Steel Window incorporates many features not found in other windows of similar type or function. Of major importance is the tubular construction of the sash members. This adds greatly to the strength, durability and finished appearance of the window.

Write for new catalog giving complete mechanical details, types and sizes and instruction details.

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

Manufacturers of a Complete Line of Residential Double-Hung Windows . . . Residential Casements . . . Security and Basement Windows . . . Screens and Storm Sash . . . Metal Lath Products . . . Industrial Steel Doors . . . Cool Chute Doors . . . Steel Latches . . . Concrete Bars . . . Welded Steel Fabric.

Here's why so much Veterans' Housing is being built with MODULAR BRICK and TILE



Cost of masonry construction has increased less than the cost of other types of construction. That's one reason.

Production of modular brick and tile has reached a rate well beyond current housing needs, and further increases are expected. There's a shortage of some other types of building materials. That's another reason.

Quality of brick and tile has been maintained while production has increased. When used for exteriors and interiors, brick and tile of coordinated dimensions mean housing of quality. That's still another reason.

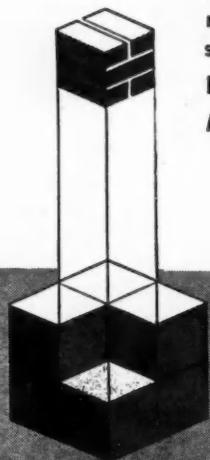
But that's not the whole story.

More and more contractors and builders have

learned how modular brick and tile save time in planning, estimating and site erection—how they practically eliminate wasteful cutting and clipping—how modular sizes fit perfectly with other units such as doors and windows built to modular specifications.

Little wonder so much veterans' housing is being built with modular brick and tile!

Write for our FREE booklets, "8 Small Homes of Brick and Tile," and "Announcing Modular Sizes of Brick and Tile." Send 25 cents for our booklet, "Brick and Tile Cavity Walls," of great value in low cost housing. Address Structural Clay Products Institute; Dept. AB-1, 1756 K Street, N. W., Washington 6, D. C.



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

New Packaging for all CHROMEDGE*

Reg. U.S. Pat. Off.

Metal Trims

(Extruded aluminum alloy-
stainless steel)

The First
ALL-INCLUSIVE
Packaging Program
in the
Industry



Easy-to-read labels on both ends of every tube of CHROMEDGE save time and trouble, eliminate errors, simplify inventory.

A Simplified, Streamlined Sales-Booster

Now comes news of another big CHROMEDGE advantage!*

A complete new packaging program will make the storage and handling of CHROMEDGE trims easier than ever . . . reduce odd-length cuts and scrap . . . keep your metal-trim stock in better condition . . . provide for quicker, easier inventory checking . . . streamline the sale and use of metal trims all along the line!

All trims will be shipped in sturdy, compact, weight-saving shipping tubes containing 120 feet of trim.

Standard 8', 10' and 12' lengths will be packed 15, 12 and 10 pieces to the tube, respectively—or 120 feet of trim to each tube.

Secondary standard lengths of 18", 2', 3' and 15' will first be kraft-wrapped in packages containing 30 feet of metal. Four of these packages—or 120 feet of any one length—will then be packed in each shipping tube.

Lengths, total footages, section numbers and finish of all trims will be clearly labeled on both ends of every tube, and on every package. In addition, every tube will be spiral-wrapped from end to end with the CHROMEDGE trade-mark, to make sure you and your customers get genuine CHROMEDGE every time!

Look for this new, extra CHROMEDGE feature to give your 1947 metal-trim business a better-than-ever start!



Even short and special lengths are shipped in tubes—and each separate package in any tube is individually wrapped and labeled!

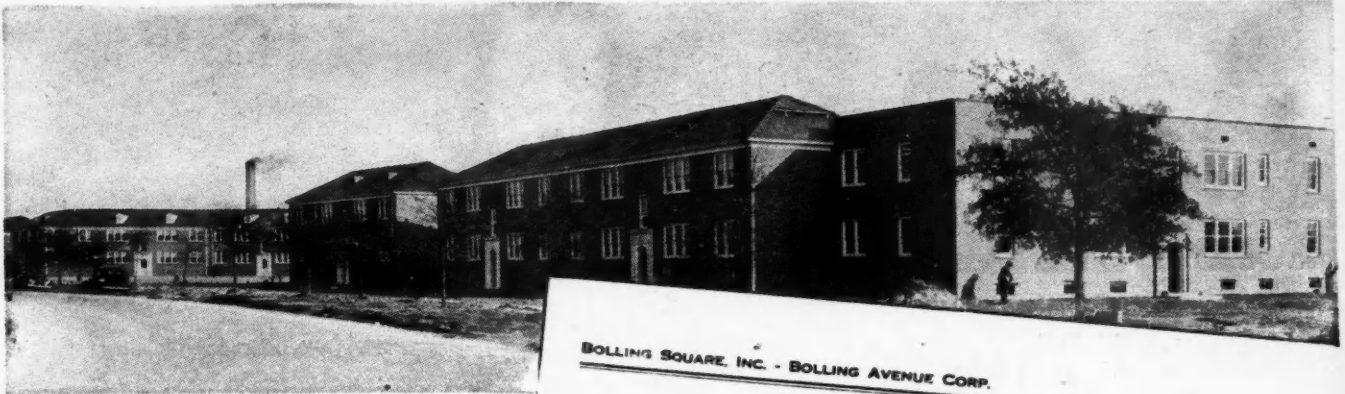
*Other Famous Advantages of CHROMEDGE

- The extra-durable, velvet-like Chromalite finish that will not rub off black
- B & T does the whole job, assuring complete quality control from ingot to finished trim
- The complete CHROMEDGE line includes more than 600 distinctive shapes and sizes
- CHROMEDGE leads in offering matched sets for uniform beauty from floor to ceiling!

The **B&T** Metals Company

Columbus 16, Ohio

Distributed through authorized wholesalers only.



A portion of the 300-apartment Bolling Square project for Naval officers at Norfolk, Va.

Why the builder of Bolling Square says, "We intend to use Kimsul* again"



Simple method by which Double Thick KIMSUL, 16" wide blanket, was applied between ceiling joists in the attics of the 23 Bolling Square buildings. This illustration is from Page 6 of the KIMSUL Application Data File, a useful insulation manual, free on request to architects and builders.

Every day more planners and builders of important projects express preference for *many-layer* KIMSUL*. Tops in efficiency ("K" factor 0.27, J. C. Peebles) . . . extremely light (average density, including cover, 1.40 lbs. per cubic foot), KIMSUL is also one of the easiest of all insulations to apply. It's a prefabricated blanket, handily packaged and compressed to only 1/5th installed length. And it's clean—no irritating dust or splinters. KIMSUL provides permanent protection too—

We are producing all the KIMSUL Insulation we possibly can, but due to the great demand, your dealer may have some difficulty in supplying your requirements as promptly as usual.

won't sag, sift or settle . . . resists fire, moisture, and fungi . . . is termite proof. Let us send you the 11-page Application Data File giving complete installation details for KIMSUL in any construction. Write Kimberly-Clark Corporation, KIMSUL Division, Neenah, Wisconsin.

BOLLING SQUARE, INC. - BOLLING AVENUE CORP.

Builders of "Bolling Square"
For Naval Officer Personnel

BOLLING AVENUE AND COLLEY AVENUE
NORFOLK 2, VIRGINIA
PHONE 22000

Kimberly-Clark Corporation
Neenah, Wisconsin

August 3, 1946

Gentlemen:

We have completed construction of our project in Norfolk, Virginia, consisting of twenty-three buildings, with a total of three hundred apartments. In the construction of these units we used approximately 125,000 square feet of double-thick Kimsul insulation.

This has been the first time we have used Kimsul insulation, therefore, have withheld comment until this date, which completes our first six months of occupancy. We are extremely satisfied with the very fine results we have obtained by using Kimsul and wish to congratulate you for manufacturing so fine a product.

At the present time we are constructing two additional projects in Richmond, Virginia, and we intend to use Kimsul again. We would like to thank you at this time for the cooperation and assistance you have offered us from time to time.

Very truly yours,

B. F. Bonner
B. F. Bonner, President



*KIMSUL (trademark) means Kimberly-Clark Insulation

SAW
TILE

SAW
METAL

SAW
COMPOSITION

SAW
STONE

BUT DON'T JUST SAW IT...

SKILSAW IT!



ELECTRIC PNEUMATIC
SKILTOOLS

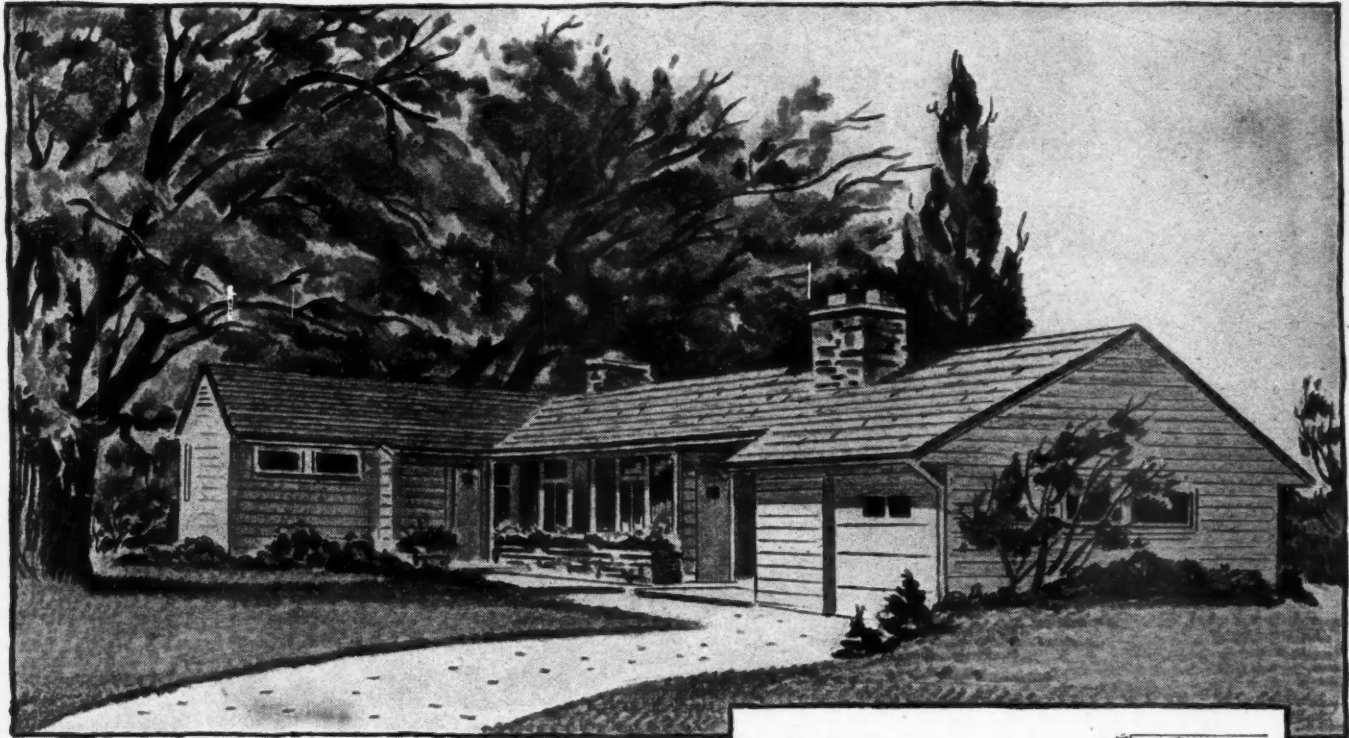


Almost everybody in the building business knows that SKILSAW is the number one choice for making all cuts in wood. But do you know that SKILSAW cuts many other materials, too... even wired glass? See your distributor today about a demonstration.

SKILSAW, INC.
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Factory Branches in Principal Cities

First home

NEARS COMPLETION IN THE
CHICAGO TRIBUNE'S PRIZE
HOME BUILDING PROGRAM

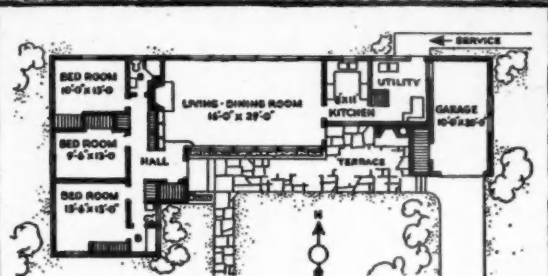


Veteran's home features ceiling
radiation heating system using
Bryant Model 26 Boiler

Near completion in suburban Chicago is this attractive ranch style house, the first of 22 new Metropolitan Chicago homes being constructed in the Tribune's Prize Homes Building Program. Like all others in the Program, the house will be owned by a veteran and is being built from a design which won an award in the Tribune's recent Chicago-land Prize Homes Competition.

Featured in this house is a comparatively new radiant heating method in which the pipes and radiant coils are embedded in the ceilings. Walls and ceilings are insulated with rock wool as part of the heating arrangement. Heat source for the system is a Bryant Model 5-W-26 Boiler, with an output of 90,000 btu per hour.

The Bryant Model 26 Boiler, long a favorite in the nation's home radiation heating systems, is made in ten sizes to provide for a wide range of hot water or steam applications. Bryant Heater Company, 17825 St. Clair Avenue, Cleveland 10, Ohio. *One of the Dresser Industries.*

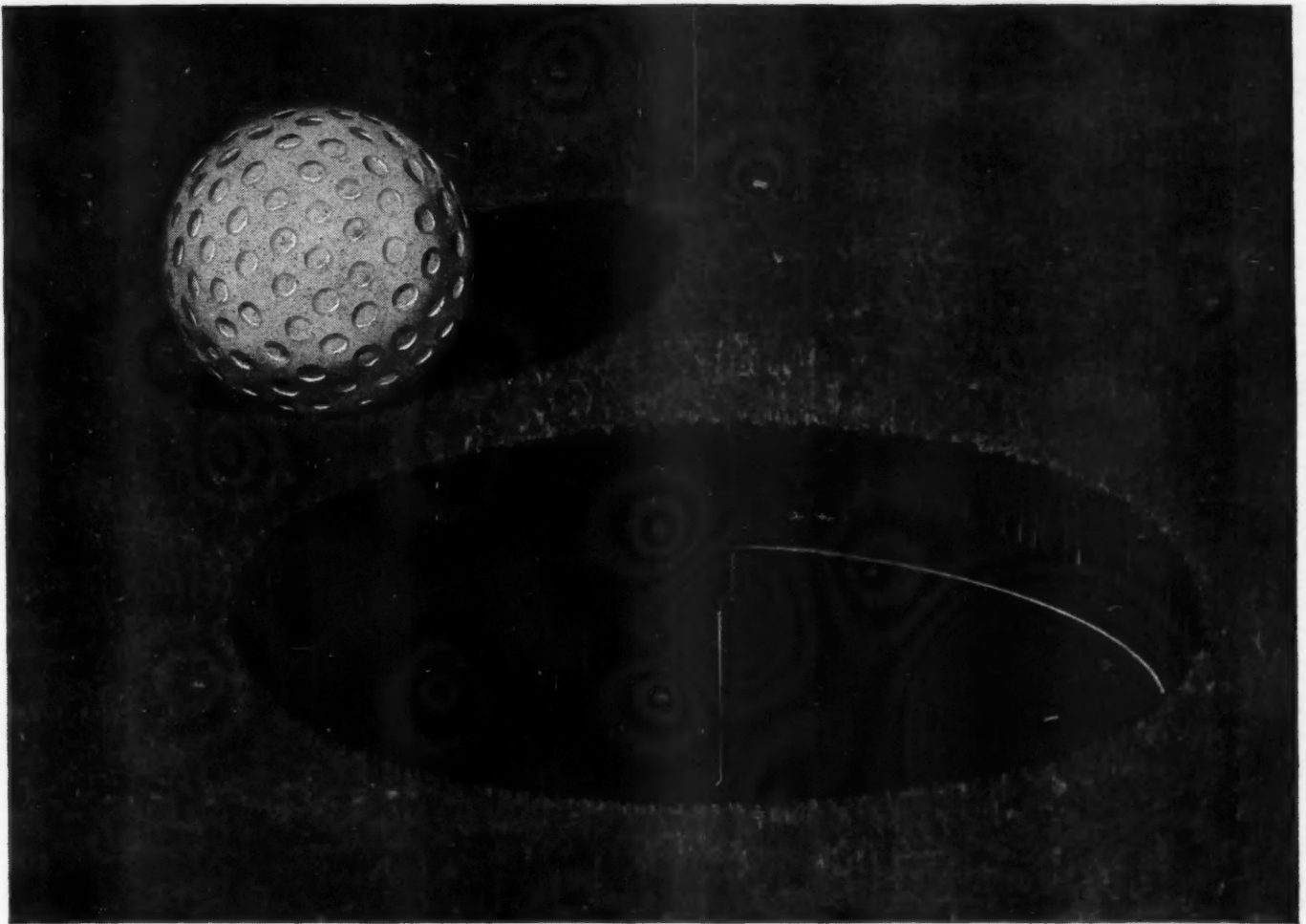


Suitable for a 50-foot lot, this home for a navy veteran and his family was adapted from a design by Lt. W. R. Burns, Jr., of Harrisburg, Pennsylvania.

bryant
GAS
HEATING



LET THE PUP BE FURNACE MAN



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.

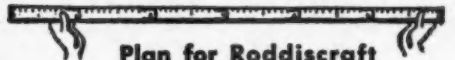
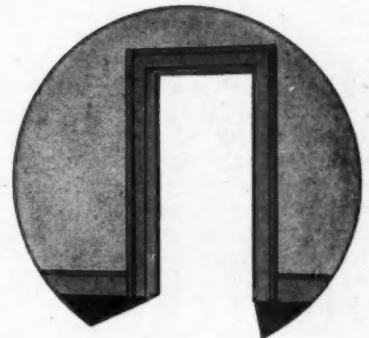
So plan for stock sizes only and we'll plan to meet your needs.

Roddiscraft WAREHOUSES:

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 DETROIT, MICH.11855 E. Jefferson Ave.
 KANSAS CITY 8, MO.2729 Southwest Blvd.

LOUISVILLE 10, KENTUCKY...1201-5 S. 15th Street
 LONG ISLAND CITY, N. Y...Review & Greenpoint Ave.
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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.

News, Views
and Comments

On and Off the Record

OSCAR WILDE—He said that the truth is rarely pure and never simple. If Oscar had ever heard of a housing bureaucrat he could have applied the same definition.

EASE AND SIMPLICITY—There has never been any reason to believe that the change from wartime to peacetime economy could be easier or simpler than the reverse process which was necessary in 1942. Each process requires a fast change of pace, and the ability to reverse principles.

HABIT—Man, being a creature of habit, does not adapt himself well to fast or revolutionary change. The near consternation which greeted the first of the wartime regimentation orders in 1942 gave way slowly, and only after business had learned how to read and interpret a government directive, then work under it.

LOOKING BACK—So thoroughly did business learn how to live under federal direction that it is now a little difficult to remember just what it felt like to make independent decisions.

IN THE GROOVE—So thoroughly is business accustomed to leaning on regulations and government orders for a pattern of operations that no small part of prewar individual initiative has been dulled. A disturbingly large number of business men are so grooved in the pattern of business by government directive that they are now just as reluctant to make the change back to standing on their own feet as they were to give ground five years ago. That old devil, habit, is at work again.

GOVERNMENT ENCOURAGEMENT—Whereas public sentiment and government enforcement spurred patriotic motives to accelerate the change from peace to war methods of doing business in 1942, public sentiment with respect to a change back is non-vocal if not relatively non-existent, and entrenched government bureaucrats want no changeover.

THE BUREAUCRATS—They lend encouragement to the gay deceiver, habit, by piling up more and more controls, and advancing the false theory that through continued and added controls the change back can be accomplished painlessly.

PAIN AND CHANGE—There is no such thing as painless and hazardless change. To arrest the trend toward social democracy and complete regimentation of economy and society, business and the public will have to get over the notion that the aftermath of war can be anything but difficult, and will have to learn that the path of painless progress leads only to slavery.

SEMI-SLAVERY—One of the contributing factors to continued controls is the belief on the part of too many business men that a little control is all right, or that a gradual relaxation of controls is the sound way back to traditional ways of doing business. There can be no halfway measures. A little control in the hands of power-hungry aspiring totalitarians is the springboard toward which they work in the direction of complete and permanent control. American economy cannot be half slave and half free. It must be all free or all slave. There is no halfway point.

DECONTROL—1946 should have taught the lesson of gradual decontrol. Any institution as complex as modern industrial economy simply cannot function under a policy of gradual decontrol. The whole fabric is too vast, and its component parts too interdependent to control one part without disrupting other parts that the controls are supposed to help.

LOOKING AHEAD—1947, in spite of everything that government and its academic theories can do, will operate according to infallible economic laws. How well the year operates economically will depend principally on how fast all federal controls over the production and flow of goods are removed. If all of these controls go quickly, the pain that both the public and business must undergo eventually can be faced in the early months of the year. The later months then can be the beginning of a long period of rising prosperity.

FACE REALITY—Reluctance to face reality and reluctance to assume the responsibility that goes with the privilege of independent thought and action are the twin evils that have postponed the return of good times, and will continue to postpone that return. The decision as to when prosperity

and an economy of plenty will return lies entirely with business and the public. It can and should be in 1947.

BATTLES AHEAD—Once business and the public make the decision there will be battles to be won in Washington. These battles will be opened early in the 80th session of Congress. Whether they will be fought by a united business front or by scattered minorities spearheading the fight for freedom is a decision that only business can determine.

SENATOR TAFT—The Ohioan, who lent his name and support to the Wagner-Ellender bill, was asked recently if he intended to continue his efforts to get the W-E-T bill passed. He answered that the bill probably would require a few revisions before it is introduced to the new Congress, and then added that no one had showed him yet how the underprivileged were going to be housed without government aid. At this time (mid-December) that sounds like positive proof that the industry has another W-E-T battle to fight.

WILSON WYATT—He goes down as the Kerensky of the ill-fated Veterans' Emergency Housing Program. It is too bad. He has unquestioned ability. If he had listened to industry advice from industry spokesmen who really wanted to build houses for veterans rather than to the NHA-OPA crowd who wanted more public housing, Wyatt could have emerged as the outstanding figure in government—the man who returned home building to builders and, as a result, got houses built.

PRODUCTION—Under OPA regulations and NHA strangulation, production of building materials and equipment failed in 1946 to reach levels adequate to finishing the homes started by builders who went into action before there was a Housing Expediter. After the demise of OPA, production figures began to climb.

ROADS TO CHICAGO—All roads lead to Chicago late in February for the NAHB annual convention and exhibition of building products. The meeting should be the greatest of its kind ever held. Indications are that it will produce a positive program of action for builders in 1947, a program which, with the united support expected for it, will see home building really started on a scale that will relieve housing shortages before the dawn of 1948.

BUILDERS PLAN FOR 1947—Many eastern builders are planning to start 50 to 100 per cent more dwelling units in 1947 than they started in 1946. Reason is that they feel that with the new appointments of Frank Creedon as Housing Expediter and Ray Foley as NHA Administrator, a realistic approach to building by government is taking place at last.

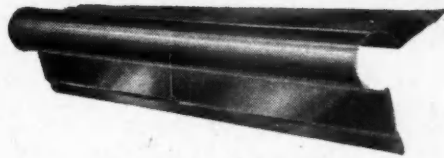
ANNOUNCING *Nichols* aluminum roofing accessories

**ALUMINUM
IS NOT A
SUBSTITUTE!**



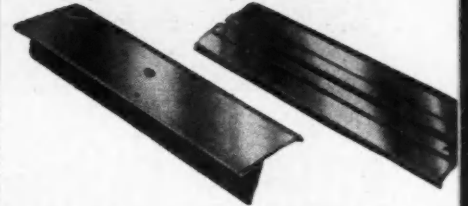
CORRUGATED RIDGE ROLL

.019" thick, 12" girth, 2" roll. Covers one sheet width — 24". Length 28" with either 1-1/4" or 2-1/2" corrugations to match roofing sheet. Packed 100 pieces per carton.



PLAIN RIDGE ROLL

.019" thick, 1-1/2" roll, 8" girth, 2" roll, 10" girth, and 2" roll, 14" girth. 10 foot lengths. Packed 250 feet per carton.



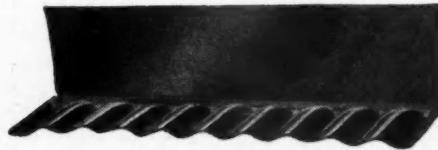
ROOF EDGE AND BARN BATTER

Roof edging: .019" thick, 4" girth, 10" long. Packed 250 ft. per carton. Barn Batter: .019" thick, Style A. Assorted lengths 6 to 10 ft. Packed 1000 ft. per carton.



SIDE WALL FLASHING

.019" thick, 10" girth, 10 ft. length. Available in 1-1/4" and 2-1/2" corrugations. Packed 250 ft. per carton.



END WALL FLASHING

.019" thick, 12" girth, 28" length. Covers one sheet width — 24". Available in 1-1/4" and 2-1/2" corrugations to match roofing sheet. Packed 100 pieces per carton.



GAMBREL ROOF JOINT

.019" thick, 10" girth, 28" length. Covers one sheet width — 24". Available in 1-1/4" and 2-1/2" corrugations to match roofing sheet. Packed 100 pieces per carton.



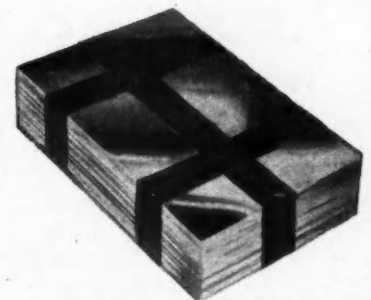
ROLL VALLEY

.019" thick, 14", 20" and 28" widths. One continuous coil of 50 ft. per carton. Also available in 10 ft. lengths. Packed 10 coils (100 ft.) per carton.



ROOFING NAILS

1-3/4" and 2-1/2" lengths — No. 10 gauge (.135" dia.) wire. 1-3/4" packed in 50 lb. kegs. 2-1/2" packed in 40 lb. kegs. Furnished with or without 3/8" tapered neoprene washers.



FLASHING SHINGLES

.019" thick. Available in 5" x 8" and 8" x 10" sizes. 5" x 8" packed 500 pieces per carton. 8" x 10" packed 250 pieces per carton.

RUST PROOF — FASTER INSTALLATION — LONGER LIFE

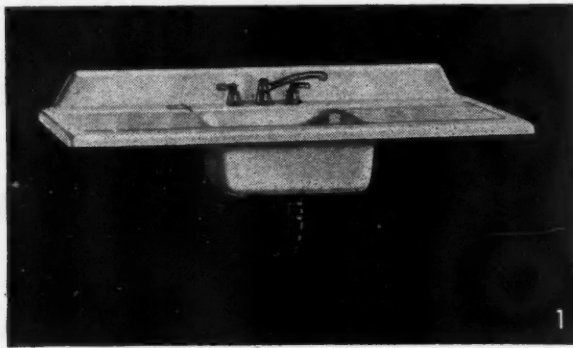
Nichols Aluminum Roofing Accessories are made of the same material that withstood the rugged tests of war. Aluminum cannot rust, is easy to handle and above all economical in cost — because it eliminates maintenance and replacement expense. Highly desirable for resi-

dences, farm buildings, storehouses, garages, workshops, etc. The sale of these modern and good-looking NICHOLS Aluminum Roofing Accessories will stimulate the sales of many other allied items in your stock. Order an assortment TODAY!

NICHOLS WIRE & STEEL CO.

Main Office: DAVENPORT, IOWA

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1—CAMBERLEY K-5351-A. Ledge sink, single compartment, double drainboard. Size, 60x25".

2—HOLIDAY K-6080-A. Sink with 6" back. Size, 42x20".

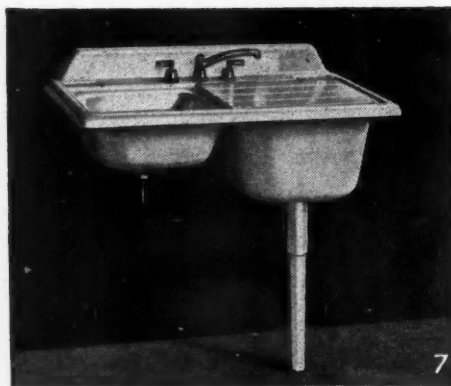
3—DELAFIELD K-6491-A. Flat rim, double compartment ledge sink. Sizes, 32x21" and 42x21".

KOHLER Enameled Iron Sinks to meet present urgent needs

THE KOHLER sinks illustrated have been selected to give you a practical answer to present urgent needs. Kohler has concentrated production on this group of sinks since the war, in order to help you solve your problems.

You'll find this a well balanced selection, especially suited to the requirements of small houses, but with enough variety in sizes and designs to meet a broad range of demand. Surfaces are easy to clean and acid-resisting clear through. Fittings are of durable brass, chromium plated.

Kohler is steadily increasing production—taking steps to overcome handicaps created by manpower and material shortages. All Kohler plumbing fixtures and fittings now being manufactured maintain the same high standards that have built the 73-year-old tradition of Kohler quality. Write for further information. Kohler Co., 138 High Street, Kohler, Wisconsin. Established 1873.



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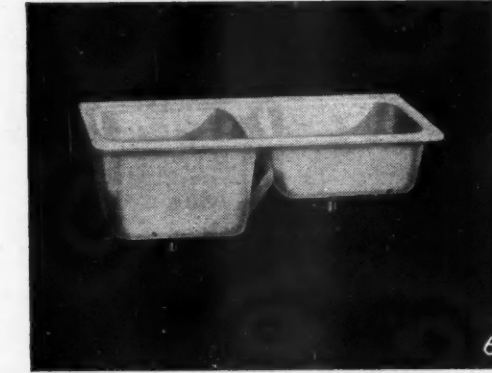
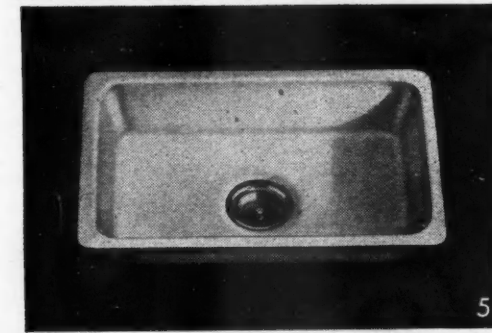
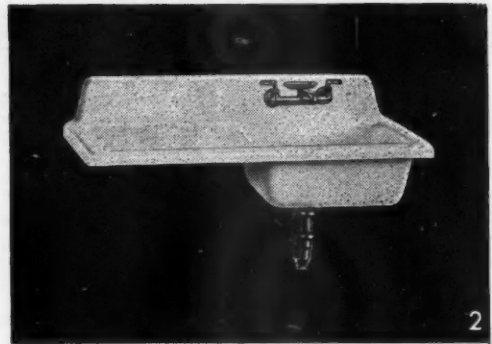


4—MAYFIELD K-6511-A. Flat rim, ledge sink. Size, 30x21".

5—ADDISON K-6550-A. Flat rim sink. Sizes, 24x20", 30x20" and 30x18".

6—ALLOWAY K-6635-A. Flat rim sink and laundry tray. Size, 42x20".

7—SEA CLIFF K-6603-A. Ledge sink and laundry tray. Size, 42x25".



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BUILDING SUPPLIERS: save money with trucks that fit your job!

● In buying new equipment, it will pay you to consider *carefully* a truck that will *fit your job*.

With a "Job-Rated" truck—you get time-proven *economy* and dependable *performance*—day after day, year after year!

And naturally, "Job-Rated" trucks *last longer!*

Yes... when you buy a "Job-Rated" truck, you have the assurance that every unit—such as engine, clutch, transmission, and brakes—will be engineered and built for "top" performance and maximum economy—with *your* loads, over *your* roads!

With its wide range of 175 "Job-Rated" chassis models—Dodge can best fit *your* job—save *you* money!

Ask any Dodge owner how well he's satisfied with the economy, performance and long life of *his* Dodge "Job-Rated" truck—and you'll need no further urging to see your Dodge dealer about a "Job-Rated" truck to fit *your* job!

Only **DODGE** builds
"Job-Rated"
trucks



DODGE *"Job-Rated"* **TRUCKS** FIT THE JOB !
LAST LONGER !

THERE'S NO ^{market} PLACE LIKE HOME

Better Homes and Gardens

READ BY MORE THAN 3,000,000 FAMILIES
JANUARY 1947 • 15 CENTS 20¢ IN CANADA

Did you see
what we told your clients
in our January issue?

"HERE'S WHAT YOU SHOULD KNOW ABOUT BUILDING TERMS"—that's one article to make your job easier when you're explaining things to your clients.

"HERE'S WHAT YOU SHOULD KNOW ABOUT BELOW-GROUND CONSTRUCTION"—another article, to clear up a lot of vague ideas in your clients' heads.

That's two reasons in one month why Better Homes & Gardens is the best friend a builder ever had!

America's First Service Magazine

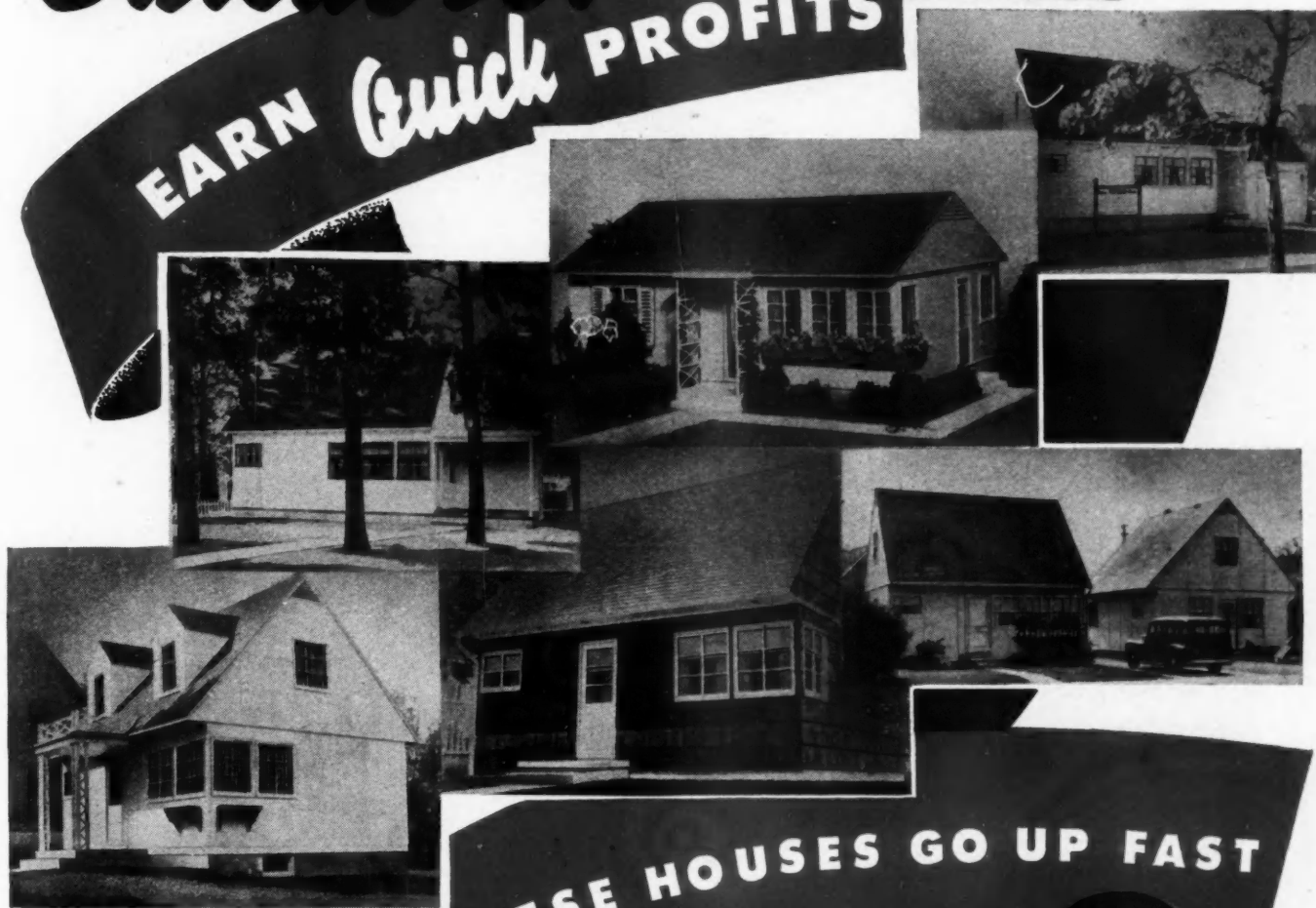
SOCIALIZED MEDICINE—
Bad Medicine for You!
Dollar-Stretcher Food Tips

1947 Circulation Over 3,000,000



Builders!

EARN Quick PROFITS



THESE HOUSES GO UP FAST

Member



Construction Is
Nationally Accepted by FHA



Trade Mark Reg.
U. S. Patent Office

PROFITS are realized *quickly* by builders of HomeOla houses. A small crew can easily complete a ready-to-occupy house every two weeks—one experienced crew did it in 194 man-hours!

Complete plumbing, wiring, fixtures, furnace and hot water heater are furnished by the factory. Garages, porches and gables often are designed and added by the builder to provide many variations of the basic house. Complete HomeOla houses are a credit to the community—permanent, comfortable, and economical to heat and maintain. Thousands of veterans are living in them now from coast to coast!

Groups of these houses are being built for cities, counties, non-profit organizations, veterans' groups and for the contractor's own account. The *demand* for HomeOla houses is great . . . they are *now available* . . . they're *priced right* . . . and they're *easy to finance*.

Recent tests by the National Bureau of Standards show phenomenal results. Write for a copy of this report and complete details on HomeOla houses, if your local lumber yard does not yet handle these homes.

THE HOMEOLA CORPORATION 9 SOUTH CLINTON STREET · CHICAGO 6, ILLINOIS
MANUFACTURERS OF STANDARDIZED HOUSE PARTS



ARCHITECT:
James F. Eppenstein, Chicago.

WHAT'S IN A NAME? Assurance, for one thing. The L-O-F label on window glass in your houses tells prospects that you have used high-quality glass...that you have provided better, clearer glass for their enjoyment of the outdoor view.

Provide ample window areas to bring in sunshine and to make your houses seem larger. Remember, greater use of glass is the mark of a truly up-to-date house. Libbey-Owens-Ford Glass Company, 4317 Nicholas Building, Toledo 3, Ohio.



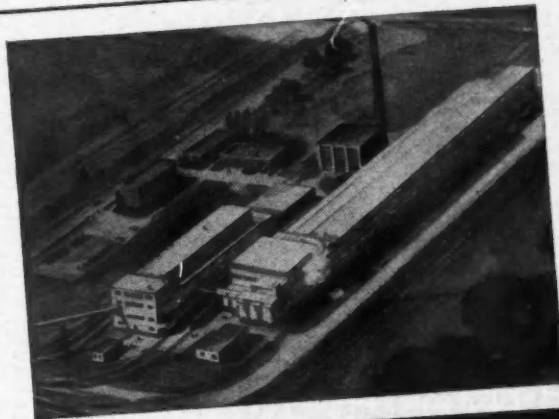
LIBBEY · OWENS · FORD
a Great Name in **GLASS**

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.

HERE'S WHAT TO EXPECT FROM NATIONAL GYPSUM IN 1947!

1 - MORE MATERIALS The bird's-eye view (at right) is our new gypsum plant now under construction in Baltimore. It's part of a huge \$16,500,000 expansion program, which includes another new plant in Virginia, and expansion at 22 other Gold Bond plants. So you can see this is more than just a promise of more materials—it's a certainty!



2 - NATIONAL ADVERTISING Gold Bond's big campaign of full page, full-color ads in the Saturday Evening Post during 1946 was the talk of the trade. And, we'll carry right on in '47. Thousands of families want to build new homes or modernize. These pictorial ads help to keep up their interest until they can go ahead with their plans.



3 - SATISFIED CUSTOMERS Year after year, constant national advertising tells the story of Gold Bond Quality in building materials. Whenever you use Gold Bond Products on a job—whether it's a few bags of plaster or a couple of panels of wallboard, the Gold Bond Trade-mark is assurance to your customers that you are giving them the best.

You'll build or
remodel better with
Gold Bond

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.

1818 HOPE'S 1947

LOK'D BAR STEEL WINDOWS

PIVOTED WINDOWS

COMMERCIAL PROJECTED WINDOWS

The diagram displays a variety of window configurations. On the left, under 'PIVOTED WINDOWS', there are two columns of models: A12120, A13121, A14121, A15121, B22140, B23141, B24141, B25141, B26141, B27141, B28141, B29141, A32160, A33161, A34161, A35161, A36161, A372614, A382615, A39161, A42140, A43141, A44141, A45141, A46141, A47141, A48141, A482415, A49141. On the right, under 'COMMERCIAL PROJECTED WINDOWS', there are two columns of models: A12120, A13121, A14121, A15121, B22140, B23141, B24141, B25141, B2522402, B26141, B2622403, B27141, B2722403, B272414, B282415, B29141, A32120, A33121, A34121, A35121, A3521202, A36121, A3621203, A37121, A3721203, A38121, A38215, A39121, A42140, A43141, A44141, A45141, A4522402, A46141, A4622403, A47141, A4722403, A48141.

Dimensions are indicated on the left side of the grid, ranging from 1'-0" to 1'-6" in height and 1'-0" to 6'-8 7/8" in width.

NOTE
TYPES MARKED "W" ARE CARRIED IN WAREHOUSE STOCKS. REMAINING TYPES CAN BE PROMPTLY SHIPPED FROM FACTORY.

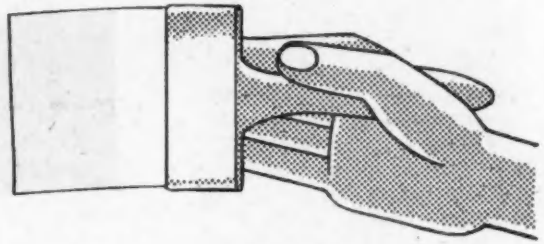
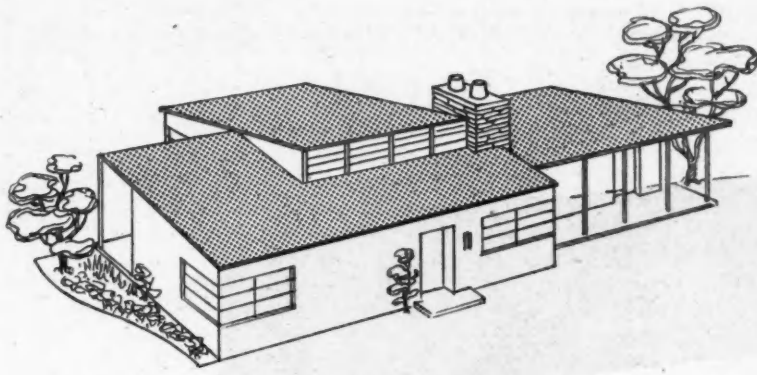
NOTE
ALL VENTS SHOWN TO PROJECT OUT MAY BE MADE TO PROJECT IN, PROVIDED ALL VENTS IN THE SAME UNIT PROJECT IN.

STANDARD TYPES AND SIZES

HOPE'S LOK'D BAR STEEL PIVOTED AND COMMERCIAL PROJECTED WINDOWS OFFER EXTRA STRENGTH—DOUBLE THAT OF ORDINARY SASH—LOW MAINTENANCE COSTS AND FREEDOM FROM TROUBLE. THERE ARE NO LOOSE OR APPLIED WEATHERINGS TO CORRODE AND BREAK AWAY BUT VENTILATORS ARE BUILT AS SOLID WELDED CASEMENTS AND FRAMES HAVING SOLID SECTION WIDE WEATHERING FLANGES ROLLED AS INTEGRAL PARTS OF THE SOLID STEEL BAR. NO OTHER PIVOTED OR COMMERCIAL PROJECTED STEEL WINDOW HAS THESE ADVANTAGES.

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

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS



BONDEX answers

the call for **COLOR** on exteriors

Perhaps it stems from a determination to get away from the drabness of war. Maybe it's just a device to individualize homes and buildings that would otherwise be stereotyped. One thing is sure — the interest in "exterior decoration" is spreading fast to all parts of the country.

Bondex, the leader among waterproof cement paints, proves its leadership by expanding its line of shades from 8 to 12 and by offering specific color suggestions for harmony among walls, roof and trim. For "mellowing" concrete block — for adding beauty to stucco and masonry — color-style with Bondex.

BONDEX waterproofs as it beautifies

Bondex Waterproof Cement Paint actually does two jobs at once. First, it provides a convenient and economical way of satisfying personal color preferences. Also, it bonds with the surface and seals up the tiny cracks and pores through which moisture may penetrate.

Bondex has demonstrated its ability to perform this double service to the point where more Bondex is sold than the total of all other waterproof cement paints combined.

THE REARDON COMPANY • St. Louis 6 • Chicago 9
New York 6 • Los Angeles 21 • Montreal 1

**12 SHADES
AVAILABLE IN
NEW COLOR CHART**

- Dutch White
- Old Spanish White
- Oyster Shell
- Antique Ivory
- Carthage Cream
- Adobe
- Tropical Coral
- Spanish Buff
- Monastery Gray
- Grotto Blue
- Ivy Green
- Brick Red
- Also, Pure White



**SEND FOR
THESE FOLDERS**

These Bondex folders dealing particularly with color should be in your hands. They will be sent on request to the nearest Reardon Company office.

BONDEX *Waterproof*
CEMENT PAINT



Future Home Buyers...

Will Expect **STEEL DOOR FRAMES**

The average home buyer has been educated to look for important basic improvements in home construction. The benefits of steel door frames to the home owner are obvious... Permanency, Beauty and the Wear Resistant qualities of steel.

Equally important are the many advantages to the builder. One piece,

all welded construction means that Aetna Steel Door Frames can be installed in a fraction of the time that it takes to erect multiple unit frames... and at a lower cost.

Hinges come welded to the AETNA FRAME, bronze strike plate is furnished and frames are prime coated at the factory.



Send for this Aetna Steel Door Frame Booklet

AETNA STEEL PRODUCTS CORPORATION

Manufacturers of Quality Hollow Metal Doors, Trim and Elevator Enclosures

EXECUTIVE OFFICES: 61 Broadway, New York 6, N. Y.





...and it's just as unwise to cut a house "adrift"!

● When it comes to providing a house with uniform, dependable, low-cost heat—Bituminous Coal has no equal. Every architect and builder knows that!

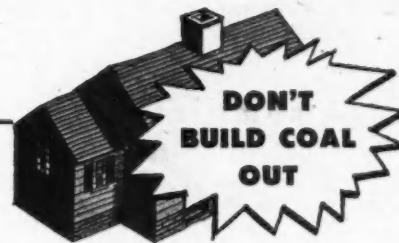
So what can you do when a client *insists* on some other fuel? Simply this—make sure the house plans make it possible for him to change his mind later on—and turn to coal.

Then his house won't be "cut adrift" from the benefits of coal heat when stoker developments or local coal services or cost differentials convince him of the advantages of coal.

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.

These sensible precautions constitute low-cost insurance of a home's future value.

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.

Because of the 65,000,000 Eljer messages that will appear in these leading magazines in 1947

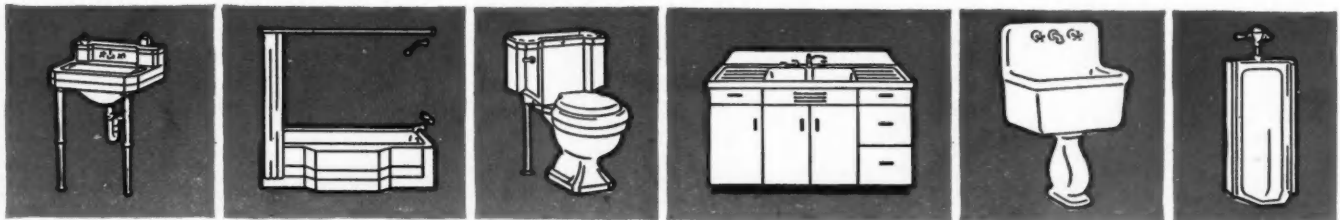


more and more plumbing prospects  will read about,



hear about and talk about

ELJER FIXTURES



A complete *top-quality line* for every purse and purpose

Eljer offers a wide range of the finest plumbing fixtures in vitreous china and enameled cast iron. When you sell Eljer, you're always certain of having the right unit to meet any installation requirement . . . for a simple cottage, an expensive residence, a large building or a commercial structure.

Eljer's years of experience, modern manufacturing facilities, advanced engineering design and know-how are co-ordinated to produce a *top-quality line* that is your assurance of satisfied customers.

And every day, more and more people learn more and more about Eljer Quality . . . in 1947, more than 65,000,000 big size advertisements will presell plumbing prospects on the outstanding design and quality advantages of the Eljer line. This recognition makes it easier for you to recommend and install Eljer's fine plumbing fixtures and renewable brass trim.

If you are not fully acquainted with the Eljer line, see your Eljer distributor or write direct to Eljer Co., General Offices, Ford City, Pa.

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

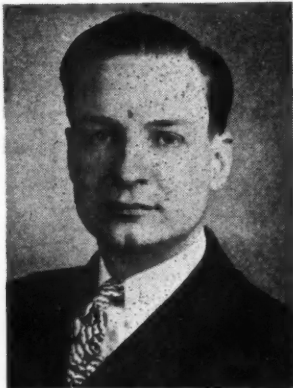


MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

Lockwood Reports Helped Break Materials Bottlenecks

Rodney M. Lockwood, of Detroit, is one of that small group of nationally known home builders who got into that business via a law practice. At least two of NAHB's presidents did it the same way. They are Hugh Potter, famous for his Houston development work, and Joseph Meyerhoff,



R. M. LOCKWOOD

Baltimore builder and 1946 president. Rod Lockwood thus finds himself in conspicuous company.

Young-minded, vigorous Rodney Lockwood is rapidly emerging as one of the most capable spokesmen for American home builders. His "Lockwood Reports" on bottlenecked building materials brought him national recognition. Competent, shrewd, he rapidly earned wholesome respect from government officials as well as the affection of the home builders whom he represented in many a hard-hitting government conference over the lagging veterans' housing program.

It was tremendously heartening to NAHB. Confronted with lofty ideas, indecision and theorizing on the part of government, it gave them a wonderful feeling to have one of their own punch big holes in the bubbles NHA was blowing. Nor did it make them unhappy when NHA began to use Lockwood reports as the most authoritative information on home building materials in preference to anything it could work up itself.

Lockwood's interests are broad. In addition to his successful home building business, he has a busy law practice and an interest in many lines of business activity. Personally somewhat shy, he rapidly forgets that fact when his interest is aroused in some subject before him. His quick analyses and rapid thrusts are familiar to those who have worked with him.

It is easy to predict a bright future for Rod Lockwood.

NAHB Committee Sets Stage for 1947 Convention and Exposition

Program and exhibits will attract record attendance of nation's home builders

Reports from the more than 90 NAHB affiliated local associations in every part of the United States have convinced the National Association of Home Builders Convention and Exposition Committee that attendance at the forthcoming annual convention and exposition to be held in the Stevens Hotel, Chicago, Feb. 23-27, will probably double that of last year when nearly 6,000 gathered for the four-day meeting.

In announcing the tentative program, Frank W. Cortright, executive vice presi-

erans' housing and financing of rental housing. On Wednesday, Feb. 26, the program will center around a discussion of labor problems, enlarged markets, new materials and methods. The final session on Thursday, Feb. 27, will be given over to a series of talks by nationally known speakers particularly qualified for their subjects. The convention will adjourn in the afternoon.

Following a recent meeting of the convention and exposition committee in Chicago, Chairman Crawford said, "The 1947 NAHB Exposition promises to be even



dent, said, "The committee is making every effort to arrange an outstanding program. We plan to have some 70 of the top leaders in their fields speak and lead lively discussions in the four-day sessions."

The convention will open officially on Monday, Feb. 24, at 2 P.M., with President Joseph Meyerhoff, of Baltimore, presiding. Following reports by Executive Vice President Cortright, and Convention Chairman W. Hamilton Crawford, Baton Rouge, La., directors for the coming year will be elected. The convention will be keyed that afternoon in a speech by Robert P. Gerholz of Flint, Mich., 1944 president of the national organization. In the evening a specially selected panel of experts will discuss community planning and shopping centers.

Tuesday, Feb. 25, will feature panel discussions on the status and outlook for vet-

more elaborate than the 1946 exhibition. Space was completely sold out three months ahead of last year. It will be the greatest panorama of building products that the industry has ever seen."

Shown in the photograph above are the members of the convention and exposition committee during a meeting to put the final touches on the program. Seated (left to right) are: Paul S. Van Auken, convention and exposition director; W. Hamilton Crawford, convention chairman; and Joseph Meyerhoff, NAHB president. Standing (left to right) are: Hugh January, Dallas; Harry J. Durbin, Detroit; James H. March, Tacoma; Frank W. Cortright, executive vice president; Lawrence G. Holmes, NAHB administrative assistant; Nathan Manilow, Chicago; and John M. Zerbey, Philadelphia.

Long Island Home Builders Elect Officers



At its regular annual membership meeting, held early in December, the Long Island Home Builders Institute elected and installed a new panel of officers and directors for 1947. Kalman Klein, prominent Long Island home builder, was chosen to succeed G. A. Mezger, who served as president of the organization from its formation in 1941.

The dinner meeting was addressed by Thomas G. Grace, New York State Director of the Federal Housing Adminis-

tration, who talked on the subject, "Title 608 Rental Construction."

Henry J. Shaheen, chairman of the Home Builders Council of New York, New Jersey and Connecticut, was also a guest speaker. He reported on the Council's recently approved measures for a broad public relations program in the New York metropolitan area, included in which is a National Home Show to be held in Grand Central Palace, New York City, April 19-26, 1947.

Shown in the accompanying photograph, retiring President Mezger (fourth from left) presents the gavel to incoming President Klein. Others pictured are: (left to right) Mr. Grace, James Graham, newly elected secretary, Mr. Klein, Mr. Mezger, Leonard Frank, treasurer, and Patrick J. Callan, vice president.

Willard Closs Heads New Jersey Home Builders

At its annual meeting last month the New Jersey Home Builders Association elected as its president Willard E. Closs, Summit, to succeed 1946 president Henry J. Shaheen. Mr. Shaheen will continue to serve the New Jersey builders as their representative on the Board of Directors of NAHB.

Other officers chosen for 1947 are: Lloyd P. Bremer, first vice president; Edward J. English, second vice president; Thomas W. Moore, Jr., treasurer; I. Samuel Sodowick, secretary. The new directors are: Edward J. Croot, Fred Naef, Henry West, William Barrett, and Leo Tzeses.

President Closs moved to New Jersey in 1914, and has had his own building business since 1923.

Northern New Jersey Builders Name Spiegel 1947 President

Emanuel M. Spiegel, Dumont, N.J., builder and developer in New Jersey and New York, was elected president of the Home Builders Association of Northern New Jersey at its annual meeting held last month in Hackensack. He succeeds Ralph M. Carletta, Hasbrouck Heights, who served two terms as the association's president.

Other officers elected were: Carl S. Carlson, vice president; Charles Costanzo, treasurer; and Joseph A. Goldman, secretary.

The home builders' group includes nearly 200 active and associate members representing every field allied with construction, designing, marketing and financial phases of home building activity.

Mr. Spiegel served as secretary and a director of the Northern New Jersey association and is well known as the developer of "Briarwood Homes" in Dumont, a community of fifty homes bought and occupied by World War II veterans.



LEFT to right: William C. Chandler, Memphis, Tenn.; Ben Wileman, Oklahoma City; Mark C. Bane, Richmond, Va., and Ernest F. Henry, Washington, D.C.

Committee Meets on Slum Clearance

Methods whereby private builders can engage in redevelopment of slum areas and supply low-rent housing was studied by NAHB's Committee on Slum Clearance and Redevelopment, during a two-day session in Milwaukee in December.

Among the major topics studied was the effect of zoning laws and "good house-

keeping" ordinances in preventing low rental residential areas from becoming slum areas and liabilities rather than tax assets to municipalities.

Committee Chairman Frank Kirkpatrick, of Milwaukee, reported that a survey of over a hundred American cities on slum clearance plans had been completed.

Entress Picked by Rochester Home Builders

At its annual dinner meeting early in December at which time high tribute was paid to NAHB President Joseph Meyerhoff, Joseph Entress was elected president to succeed Joseph Bevacqua, 1946 president of the group.

During the testimonial dinner, attended by more than 250 Rochester home builders and guests, Mr. Meyerhoff reported on the progress of the National association during the past year, and received the commendations of his fellow builders for his tireless efforts in their behalf.

Shown in the photo to the right are: (left to right) Mr. Meyerhoff, Mr. Bevacqua, and 1947 President Entress. Other officers chosen include Sanford Abbey, vice president, C. D. Erdle, secretary, and Nathan LaDue, treasurer.



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Onslow Heads Up NAHB Publicity

When the National Association of Home Builders engaged Walton Onslow to handle its public relations program it gained a veteran of the Washington scene, well known in both industry and government circles in the capital.

Today, when Washington columnists and national radio commentators refer to NAHB as a "powerful and highly vocal" organization they are paying tribute to publicity-wise Walt Onslow.

His coming to NAHB after four years of brilliant public relations direction for the National Association of Real Estate Boards explains the sudden burst of NAHB into the nation's news columns, editorial pages and radio recently.

In a series of shrewd moves, Onslow systematized NAHB publicity, saw to it that it reached the right spots at the right time, and capitalized on rapid fire developments on the housing front. Under his expert hand, the policies and plans of NAHB began to show up conspicuously in



WALTON ONSLOW

newspapers across the land, in magazines and over the air waves. Working behind the scenes he drove the Association to its greatest national recognition.

Knowing that best results often can be obtained by localizing public relations, Walt Onslow set up a system for aiding local home building associations with their publicity. A steady stream of material and suggestions was soon flowing from NAHB to its affiliated member associations. This brought prompt results. National recognition soon had local recognition for a teammate.

Texas Trustees Meet

At a meeting of the Texas Association of Home Builders held in Dallas recently the following permanent officers were elected: President, V. F. Bucheck, San Antonio; First Vice President, Carl M. Brown, Dallas; Secretary, Dow J. Zabolio, Houston; Treasurer, Mrs. Aleen Salmon, Amarillo. Area vice presidents chosen included Avery Mays, Dallas, R. G. Hughes, Pampa, Roy Hayes, Port Arthur, and L. E. Fite, San Antonio.

The Texas association is comprised of home builders' groups from Dallas, Amarillo, Pampa, Beaumont, Houston, and San Antonio.



Fort Worth Demonstration House

Under the chairmanship of George D. Bevel, the Demonstration Home Committee of the Home Builders' Association of Fort Worth began construction last month on a Demonstration House. (See architect's drawing above.)

Prominently located, the house, which was designed by Architect Charles E. Armstrong, of Fort Worth, representing the Fort Worth Chapter, Texas Society of Architects, is being built to show the public a well-built, livable, modern home

which can be built and sold under today's conditions for \$10,000.

The house will have five rooms (1150 sq. ft. exclusive of garage), two bedrooms and attached garage. It will be of brick veneer construction with composition roof, Sheetrock and Textone interior walls.

Committee members, in addition to Mr. Bevel, are: A. C. Luther, W. B. Todd, Thomas M. Ryan, and Joe Driskell, all members of the Fort Worth home builders group.

Cortright Presents Westchester Home Builders With Charter

The Home Builders Association of Westchester, Mount Vernon, N.Y., celebrated its first anniversary last month by receiving a charter from the National Association of Home Builders. Frank Cortright, NAHB executive vice president, presented the certificate on behalf of the national organization.

Following the dinner meeting Irving A. Lipsig, New Rochelle, was installed as president of the Westchester group, succeeding Henry M. Grant, 1946 president. Other officers elected were: Joseph M.

Baltz, vice president; Michael Block, secretary; Leo Skulkin, treasurer; Joseph E. Muson, counsel.

Charles F. Haring was renamed chairman of the board of directors. Other directors are: Maxwell Halpern, Gustave Innecken, A. E. Karscher, J. B. Losier, David Swope, Peter C. Doern, Jr., S. J. Balissie and Ira Berne. Fabian M. Crystal and retiring President Grant were named ex-officio members of the executive committee.

In addition to being affiliated with the National Association, the Home Builders Association of Westchester, Inc., is a member of the Home Builders Council of New York, New Jersey and Connecticut.

Ohio Home Builders Hold Convention



WILBURN KERR, Joseph B. Haverstick and Joseph Meyerhoff.

In a two-day session highlighted by the presence of NAHB President Joseph Meyerhoff, Ohio Senator-elect John W. Bricker, and NHA Administrator Raymond M. Foley, the Ohio Home Builders Association staged its third annual meeting in Columbus, late in November.

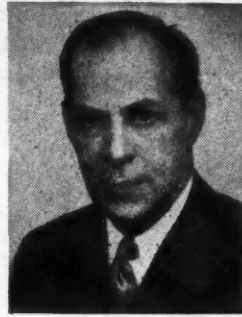
The Ohio state organization headed by

A. J. Alexander, Akron, chosen to succeed 1946 president Joseph B. Haverstick, Dayton, is comprised of home builders' groups from Akron, Canton, Cincinnati, Cleveland, Columbus, Lorain, Mahoning Valley (Youngstown), Montgomery County (Dayton), Northwestern Ohio, and also Toledo.

Cortright's Column

By Frank Cortright

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



A great industry that has been kept under wraps is gradually being allowed to reveal itself once again and to demonstrate that it is capable of doing a truly great job.

The industry, of course, is the home building industry. Shackled by regulations, restrictions, limitations, order, directives, and the rest of the Washington paraphernalia of control, home builders have had little chance to show the nation what they could do.

Now we have entered a period when regulations are being loosened. The shackles are dropping off, and I hope that soon our business will be able to stretch itself to its full limits. The relaxation of controls should make itself felt almost immediately in the economic life of every region of the United States.

Not all regulations have been dropped; the industry has not been given full control of its own destiny. But we home builders have won some of our battles and we are still waging others. At long last we have gained the confidence that freedom of enterprise will win out decisively in the end over the forces of rigid control.

Although home builders know that they can do a better job for veterans without any government regulations confining them, there are many local groups who dispute this point of view. When Wilson Wyatt, major exponent of controls for the industry, left office, the cry was immediately heard that the veterans had cause for alarm because the emergency housing program was being "scuttled."

Actually the new government policy which emphasizes the gradual relaxation of control was designed not to scuttle the veterans' program but to spur it on and to produce a greater rate of home completions. The new freedom given to the manufacturer of materials and the builder will result in the construction of a greater number of homes for the veteran—and in a shorter period of time.

Builders can testify that the complex system of federal controls set up by the Wyatt regime was not an ideal way to secure the wished-for result—which was the construction of the maximum number of the best quality homes for veterans in the shortest possible time. Builders believe that the administration's change of policy, while it may have scuttled Mr. Wyatt and some of his plans, did not scuttle the veterans' program. Instead, it cleared the way for a great surge of building.

America's industrial greatness was not built on regimentation and control. It was built on freedom of enterprise, freedom of opportunity, freedom of the American man of business to use his ingenuity and his judgment to the best of his abilities. The system has worked well for America. I know it will work as well in the future as it has in the past.

Chicago Builders Plan Home Show May 17 to 25

Arthur E. Fossier, president of Chicago Metropolitan Home Builders Association has announced the sponsorship by his organization of the first and greatest post-war "Chicagoland Home Show" to be held at the Chicago Coliseum, May 17 to 25, 1947.

The exposition, responds to an urgent and extensive demand from present and prospective home owners for a comprehensive

display of the newest and best in products, methods and services that concern the planning and building of homes. This exposition will present to the public the most complete home show in the history of Chicago.

Modern home furnishings and decorations will provide a prominent feature and displayed furniture, furnishings, equipment, utilities and services will find lodgment in thousands of Chicagoland's present and future homes.

Educational clinics and panels for instruction and discussion of site selection,

planning, financing equipment and furnishing will be conducted by a staff of architects and experts in all of the constituent elements of Chicago's "Home of the Future."

The crowning display feature will be a model home, gauged to the needs, requirements and purse of home seeking young couples.

Paul S. Van Auken, whose outstanding achievements as director of the Annual Convention and Exposition of the National Association of Home Builders, distinguishes him as one of the nation's most prominent exposition directors, will manage the show.

NAHB Watching Costs

NAHB members have pledged their best efforts to avoid increases in housing costs and have called upon building materials producers and building labor to recognize a joint responsibility in serving veterans.

"In advocating removal of all price controls on building materials, we did so with full confidence that other segments of the construction industry would support our efforts to resist price increases," the NAHB statement said.

Boston Association Member Honored

The election of Colonel Ralph M. Smith, a member of the Home Builders Association of Greater Boston and president of the Middlesex Federal Savings and Loan Association, as vice-president of the United States Savings and Loan League was announced recently.

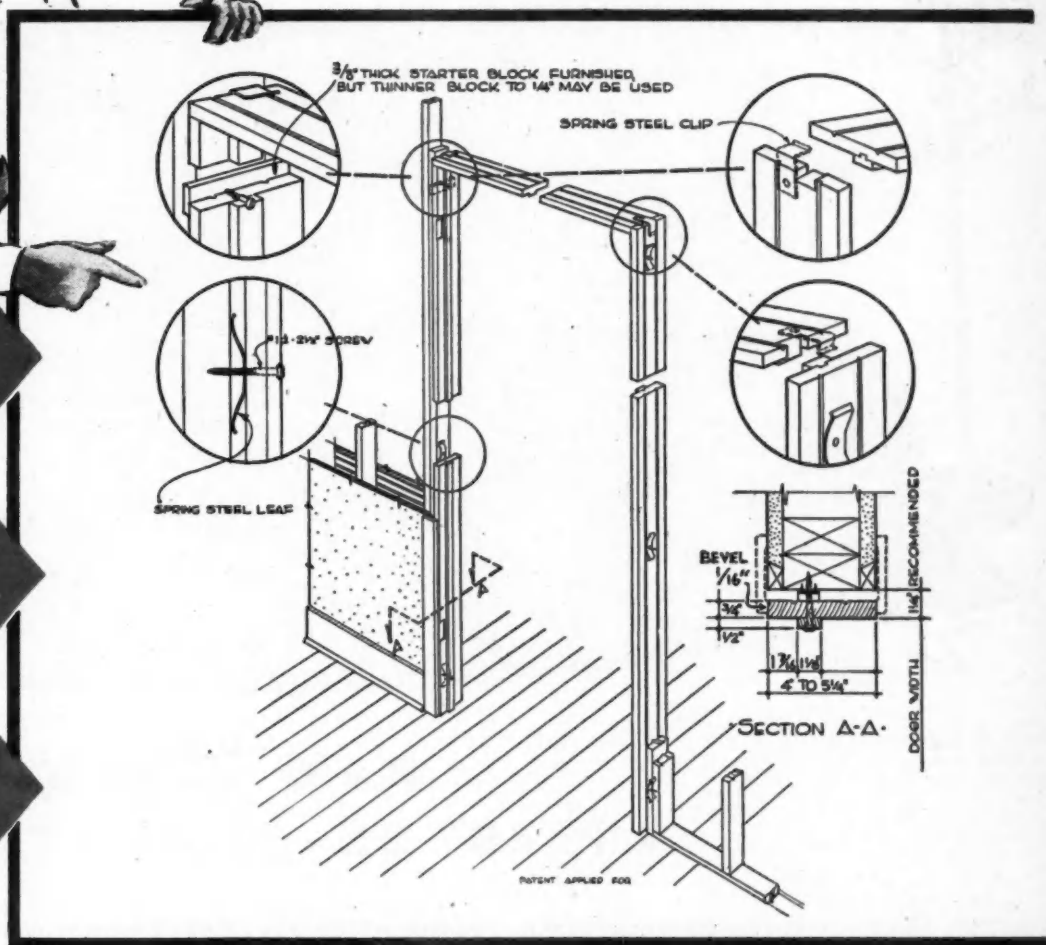


COL. RALPH M. SMITH

Election to this office represents a signal honor for Colonel Smith and reflects honor on the Boston group, as the U. S. Savings and Loan League is an important factor in the mortgage lending field.

Colonel Smith has been active in mortgage banking since 1922 as attorney, director, treasurer, vice president and finally president of the Middlesex Federal Savings and Loan Association of Somerville, Mass. During the war years, Colonel Smith, who is also a past president of the Massachusetts Cooperative Bank League, served as Director of Selective Service for the State of Massachusetts and upon his retirement from the position was awarded the Distinguished Service Medal by the War Department for outstanding service.

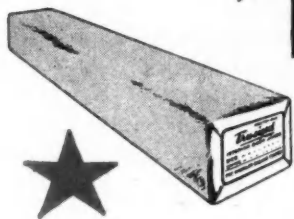
Amazing New *Tru-sized* DOOR JAMB Does A Better Job 7 TIMES FASTER—



Adjustable to variations in Door Sizes!

No Nailing! Only 3 precision milled pieces to handle on the job!

"Shock-Absorber" Springs Assure Accurate Fit for Life of Building!



* Tru-Sized Jamb is made of select Douglas Fir. Packaged 2 complete units to a bundle in protective paper wrapping, with all hardware and full instructions for installation.

Almost unbelievable, but it's *true*—YOU CAN INSTALL 7 TRU-SIZED DOOR JAMBS IN LESS TIME THAN IT TAKES FOR ONE ORDINARY JAMB!

All the work of nailing, squaring and plumbing with wedges, gaining for hinges, and cutting and installing stops is either *eliminated* or *done at the factory!*

One at a time, you install each of the 3 precision milled pieces, then adjust them to the exact clearance desired with a few turns of a screwdriver! The "Shock-Absorber" Springs assure permanent accuracy.

You've never seen anything like the many amazing advantages of the new TRU-SIZED DOOR JAMB.

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, California	Phone: Vandike 6326
TACOMA OFFICE	1216 St. Paul Avenue, Tacoma 1, Washington	Phone: Main 8101

How to get
the best kind of advertising
... FREE



• Here is "Century" Siding at work
—asking all who see it, "Don't you
wish you had a home like this?"

K&M "Century" ASBESTOS-CEMENT SIDING

Homes with lasting beauty and freedom from costly maintenance are the best and surest means of developing future business in your community.

What's more, that kind of advertising won't cost you a penny . . . and you can have it by including K&M "Century" Asbestos-Cement Shingles as the standard sidewall material for those new homes you are planning to build. That's because "Century" Siding Shingles are economical to apply, lastingly beautiful, resistant to fire, weather, rot, rodents, termites, free

from painting expense or other upkeep.

When topped with "Century" Asbestos Roofing Shingles, your homes will sing your praises to the neighborhood for many years to come. Plan now to build homes—and future prosperity—with K&M "Century" Asbestos building products.

K&M "Century" Asbestos-Cement Siding comes in:
Colors: Shell white or graytone
Styles: Straight or wavy butt lines
Sizes: 24" lengths
Surface: Deep-grained, weathered cypress finish



KEASBEY & MATTISON COMPANY • AMBLER • PENNSYLVANIA

Original manufacturers of Asbestos-Cement Roofing Shingles in this Country

HEAT *that flows* TO EVERY NOOK AND CRANNY

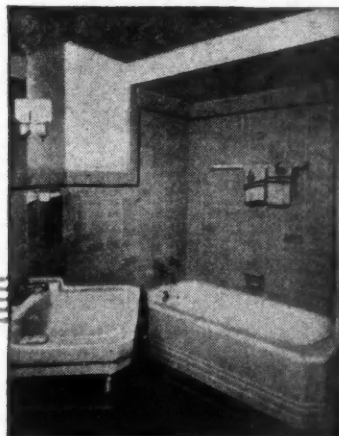
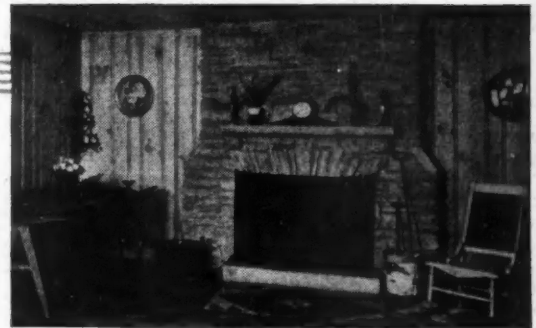
YOU'LL want to install Moduflow in every home you build. With Moduflow heat *does* flow—literally—to every nook and cranny. Instead of former on-and-off control systems, Moduflow furnishes heat *continuously* and with the supply always in balance with heat loss.



By including Moduflow in the homes you build, you can stress an entirely new kind of heating comfort to your prospects and customers because this control represents one of the radically new improvements for which the public is looking. Moduflow puts an end to the drafts and chilly periods caused by intermittent heat supply. Gone is the cause of petty annoyances about a bathroom that is not warm enough, or a living room that is cold at one end.



Use Moduflow not only to enhance your reputation for progressive features, but as a forceful sales feature. The controls are available now. It has been tested and proved on installations throughout the country. You'll benefit by being one of the first in your community to feature Moduflow-equipped homes. Minneapolis-Honeywell Regulator Company, 2655 Fourth Ave. So., Minneapolis 8, Minn. In Canada: Toronto 12, Ontario.



SEND FOR THIS BOOK

MINNEAPOLIS-HONEYWELL REGULATOR CO.
2655 Fourth Ave. So., Minneapolis 8, Minn.

Please send my free copy of
"Comfort Unlimited"



FREE

Name _____

Address _____

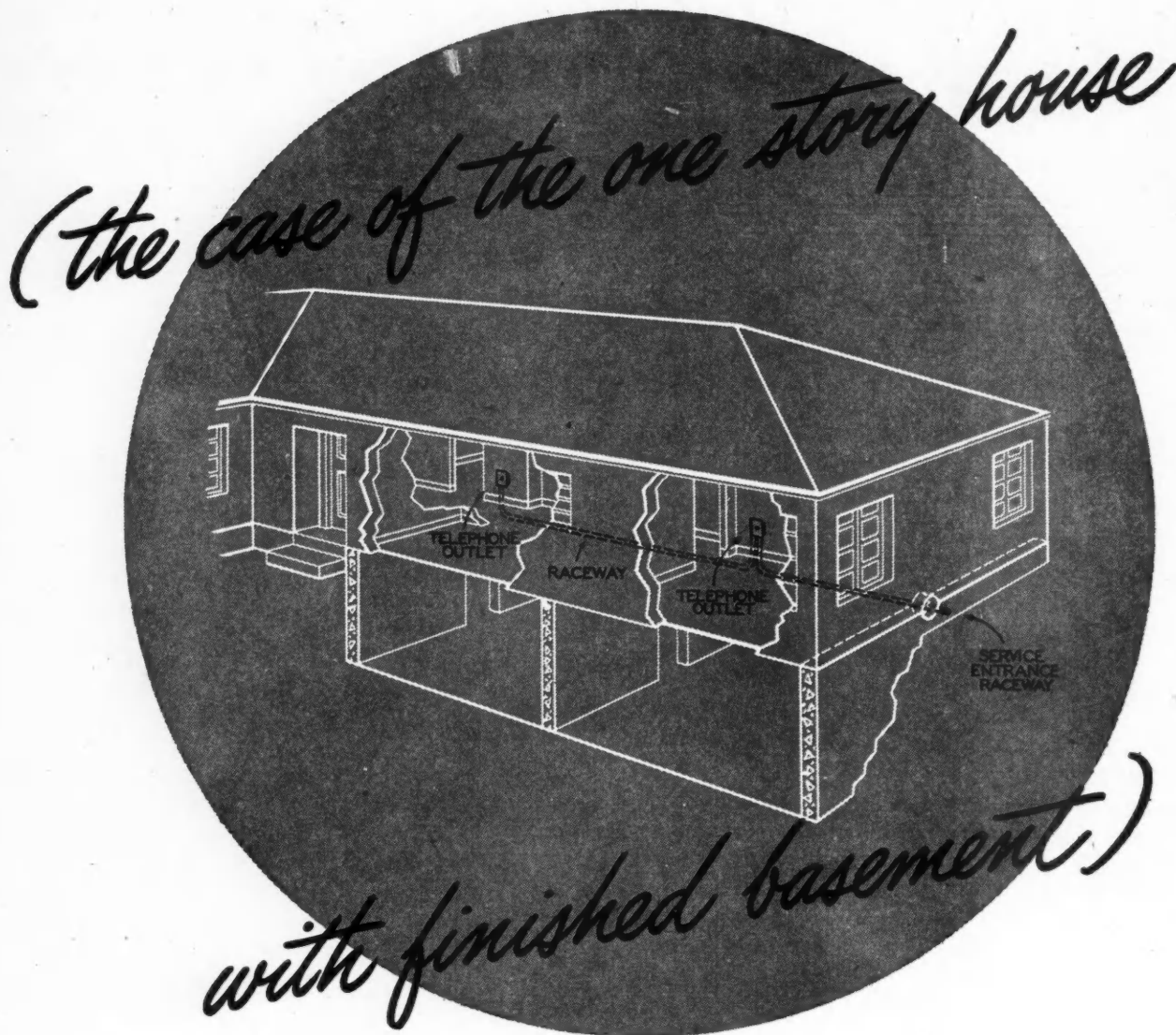
City _____ State _____

MODUFLOW

The New HONEYWELL Heating Control System

EVEN SMALL HOMES SHOULD HAVE RACEWAYS FOR TELEPHONE WIRES

SMALL-HOMES TELEPHONE PROBLEMS



RACEWAYS for concealing telephone wires assure a convenient and attractive telephone arrangement in small as well as larger homes. Yet the additional cost is very small.

In homes you build with finished basements, exposed wires can be avoided in the basement as well as on the main floor. Wiring channels leading to one or more convenient telephone outlets should be installed before floors are laid and walls are finished. Your clients will appreciate this provision for their future telephone needs.

Your Bell Telephone Company will be glad to help you plan telephone wiring facilities. Just call your Telephone Business Office and ask for "Architects and Builders Service."



BELL TELEPHONE SYSTEM

Luxurious Winter Comfort



....FOR SMALLER HOMES

MODERN radiant heating is neither luxury-priced nor limited only to larger homes. Smaller homes, too, can feature more healthful, more comfortable, more luxurious winter living with radiant heating, and that means added prestige for home-builder and home-owner.

THE "100" SERIES HEAT EXTRACTOR



This highly efficient radiant heating boiler was designed especially for smaller homes. A water insulated base provides extra safety in kitchen or utility room installations, and a copper coil within the boiler may be included to provide plenty of domestic hot water both winter and summer. The "100" Series Heat Extractor is designed for either manual or automatic firing.

SEE OUR EXHIBIT

.. at the 7th International Heating and Ventilating
Exposition, January 27-31, Lakeside Hall, Cleveland.



The NATIONAL RADIATOR Company

JOHNSTOWN, PENNSYLVANIA

Serving you..in the building industry . . .

Allied Building Credits, Inc. OFFERS

INSTALMENT NOTE SERVICES COVERING EVERYTHING YOU SELL...

The Budget Payment Services of Allied Building Credits, Inc. cover repairs, remodeling and additions to all types of structures, new non-residential buildings, plus equipment and appliances.

You can make more sales and bigger profits by offering ABC terms—"Nothing down, monthly payments". From \$30 up—from 6 to 60 months to pay. Advantages: You get paid in cash, tie up no money in open-book accounts, escape collection headaches, and sell at your full list price.

BUDGET PAYMENT PROTECTION PLAN-Free to you and your customers this powerful selling help guarantees that all remaining payments on an ABC instalment note are canceled should the note maker die! No further payments need be made either by the survivor or the estate. This plan is automatically included in every ABC repair or modernization job you sell, without adding anything new to your note-making procedure.



● For complete information how this service can go to work for you, write Allied Building Credits, Inc., 2501 First National Bank Building, St. Paul 1, Minnesota.

ALLIED BUILDING CREDITS, INC.



Complete Instalment Note
and Mortgage Services
for the Building Industry

OFFICES IN PRINCIPAL CITIES

CUT YOUR COST

A Single MULTIPLEX

*will perform all these
wood working operations*

QUICKLY - ACCURATELY - SAFELY

The Multiplex saw outperforms all others -- due primarily to its exclusive center pivot track which is also movable backward and forward on a rigid overarm. Provides the greatest flexibility and versatility yet obtained in any radial arm saw.

- ★ Speeds up output and lowers costs. More mitering capacity - No idle travel of cutting head.
- ★ Performs almost any wood working operation -- cuts -- miters -- dado miters -- bevel miters left hand as well as conventional right hand up to 90° -- circle routing -- bevel circle routing -- shaping -- tenoning -- planing.
- ★ Greater accuracy and precision -- sturdily designed -- accurately machined -- rear column and overarm raised and lowered by means of removable crank at front of the table. Column is self-aligning and self-locking in any position. Ball bearing mounted yoke moves with exceptional ease. The yoke is adjustable to maintain accurate alignment.
- ★ Greater safety and convenience -- All controls on front of machine -- no reaching over saw blade -- self-retracting guard affords extra protection.

DRILL PRESS ATTACHMENT -- The Multiplex Model 30A and 40A are quickly and easily converted to a high speed, ball bearing drill press with exclusive *Versatile Mounting. Valuable also for shaping and carving. Available with Multiplex drill press attachment are: Router and Multi-spur Bits Shaper Cutters - Carving Cutters - Emery Wheels Sanding Wheels - Wood Burrs - Rotary Planers.

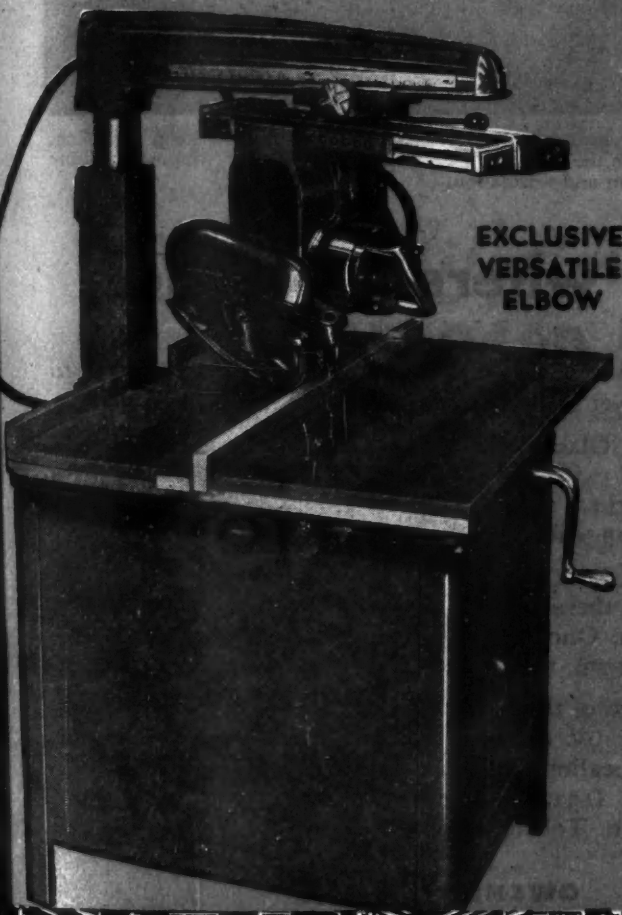
Write for full information and name of nearest dealer.

MULTIPLEX

Radial Arm Saws

RED STAR PRODUCTS . INC.

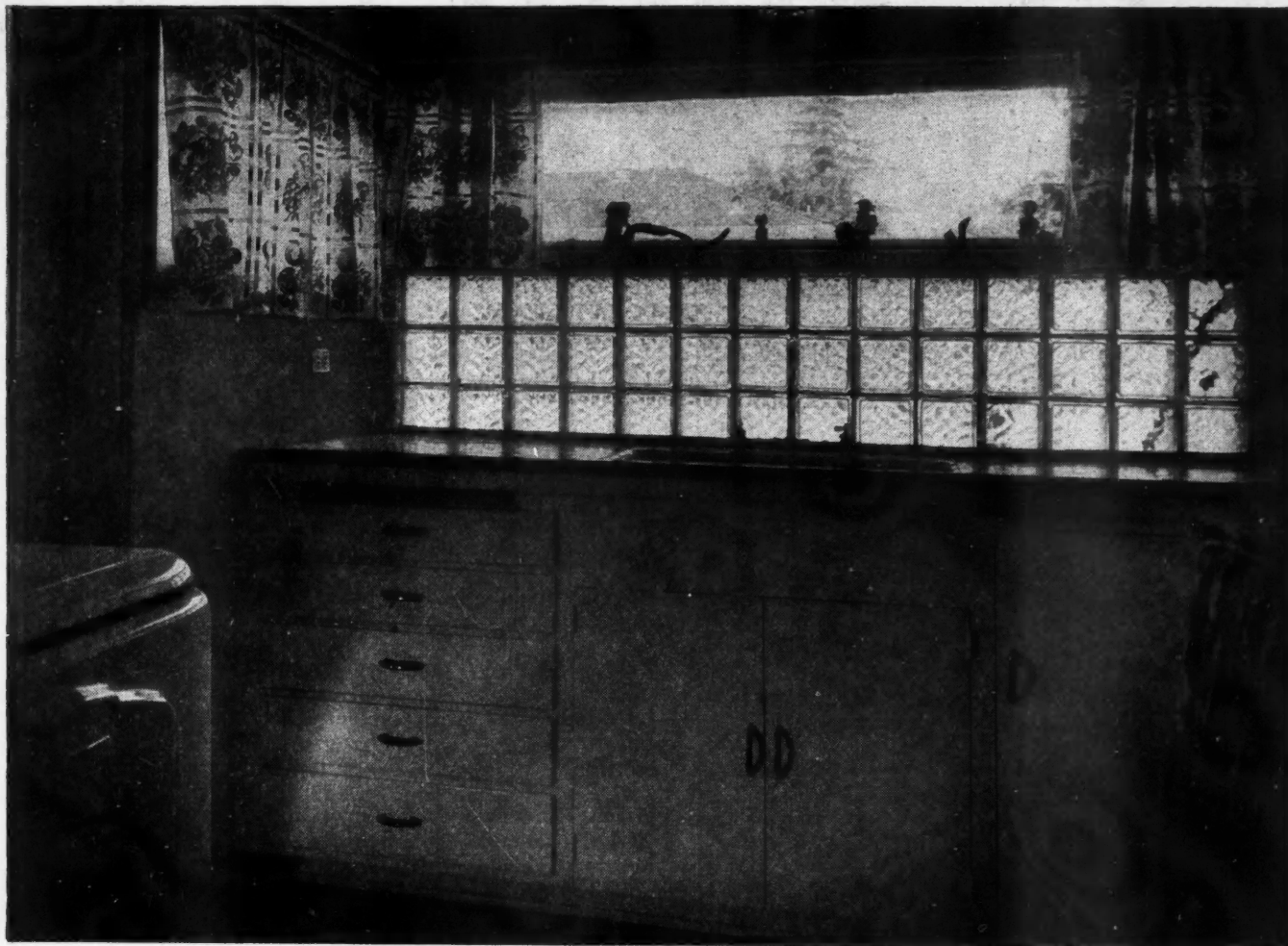
3455 VEGA AVENUE, CLEVELAND, OHIO, U. S. A.



EXCLUSIVE
VERSATILE
ELBOW



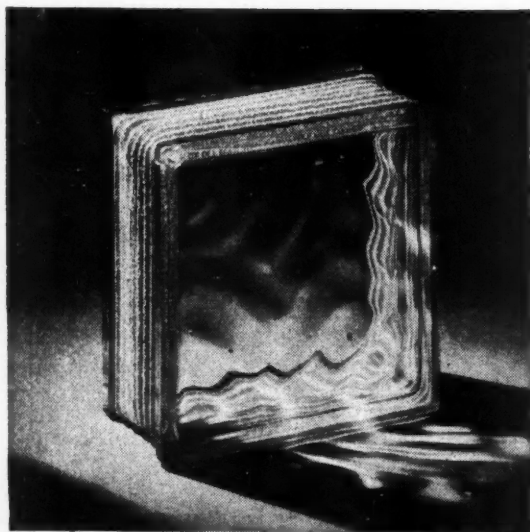
STRIP CUT MITER RIP BEVEL CUT OFF COMPOUND MITER BEVEL RIP DADO PLOW RABBIT SHAPE TENON DRILL CIRCULAR ROUT ROUT



Here's a winner with housewives! A panel of Insulux Glass Block brings extra daylight to the sink area of this first floor laundry room. And that's a spot where light is always in demand. Housewives

love the neat appearance and easy cleaning. To keep sparkling, just wipe the panel with a damp cloth. The clear window furnishes vision out and ventilation.

Build in more light--right where it belongs!



Insulux Glass Block is a "natural" for builders on the look out for beautiful and practical daylighting effects. This versatile building material is designed to do many things other materials cannot do. Investigate!

WHEN you build extra daylight into a home, you're sure to increase buyer satisfaction and acceptance.

With Insulux Glass Block it is a simple proposition to add those touches of extra light. For example, a few block will do worlds for a kitchen, a laundry, a bathroom, an entrance hall—or any other room where light with privacy is desired.

Insulux Glass Block is available in a wide variety of attractive patterns and in three sizes. It is easily installed—much in the manner of brick. Once in, it requires practically no attention, Insulux does not rot, rust or corrode and no painting is needed.

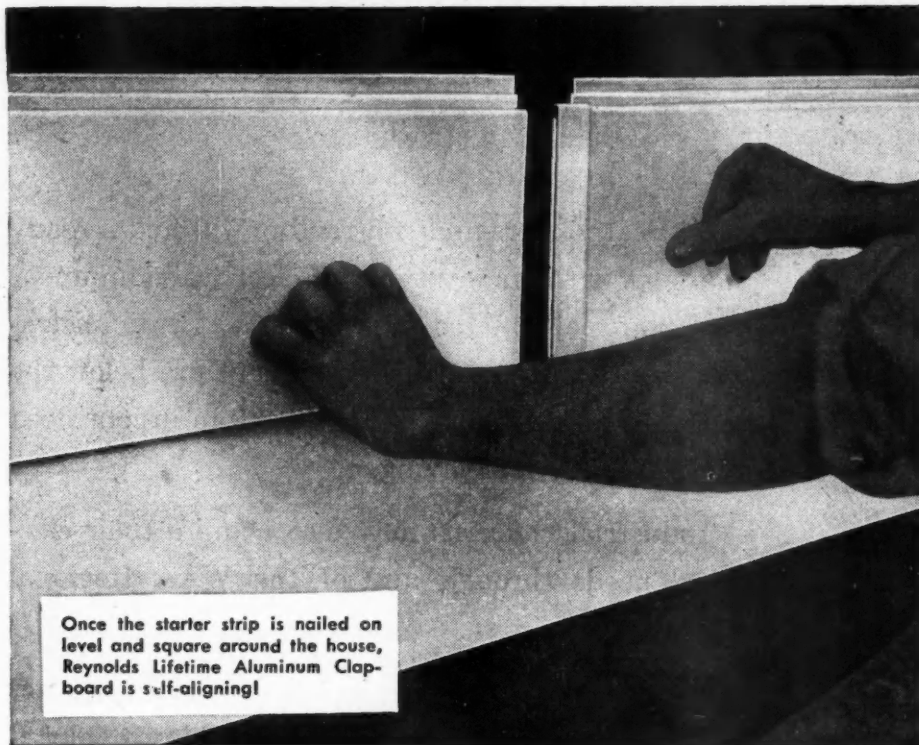
Check the plans of the next house you build. You'll find many places where the use of Insulux Glass Block would make the house more appealing and saleable. Further information on request to Dept. D-51, Owens-Illinois Glass Company, Insulux Products Division, Toledo 1, Ohio.

OWENS - ILLINOIS

INSULUX

GLASS BLOCK

ON THE LEVEL... AUTOMATICALLY



REYNOLDS *Lifetime* ALUMINUM CLAPBOARD SIDING

EVERY builder who has erected Reynolds Lifetime Aluminum Clapboard Siding is as enthusiastic as the home-owner himself. What the builder likes is the ease of application... the handsome corner finish, whether by Corner Caps or Corner Posts... the simple and practically invisible Butt Joints.

The owner appreciates these advantages...and still other benefits that grow through the years. He has siding that is fire-proof, rust-proof, rot- and termite-proof...siding that insulates by reflecting radiant heat, so his home is much cooler in summer, warmer in winter. If he has the modern flair, he can leave the aluminum surface unpainted...let it weather attractively, to a soft grey-white. Or he can paint it, at less cost, because it takes less paint. So he enjoys greater beauty and comfort, while saving money over the years.

If you're building for re-sale, consider the sales advantages of Reynolds Lifetime Aluminum Clapboard Siding. If you're building to order, suggest it to your clients. You'll be proving your own leadership in modern housing progress.

IF YOU SEE RUST
YOU KNOW IT'S NOT
ALUMINUM

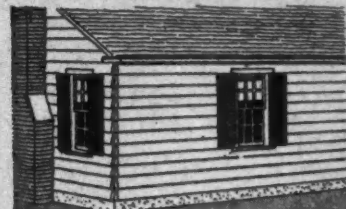


Distribution through established trade channels. Detailed literature on request.

REYNOLDS METALS COMPANY
Building Products Division Louisville 1, Ky.

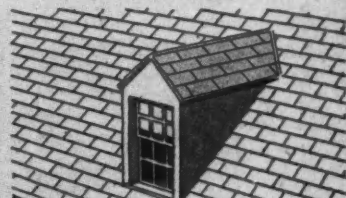
REYNOLDS LIFETIME ALUMINUM

CLAPBOARD SIDING



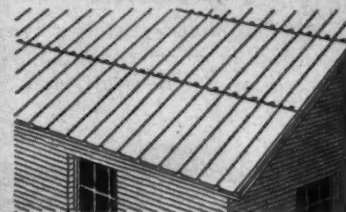
Individual clapboards fit together, covering all nails. 8" exposed surface, 12" lengths.

SHINGLES



Completely interlocking, covering nails. Coverage, 8" x 14 1/2". Shadow line, 1/4".

"SNAP-SEAL" ROOFING



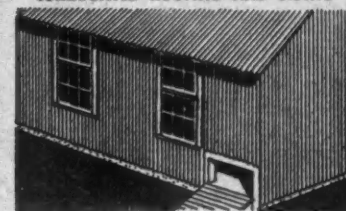
Sheets interlock, all nails covered, weather-tight. 6, 8, 10 and 12 feet, 24" coverage.

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.

S-V CRIMP ROOFING AND SIDING



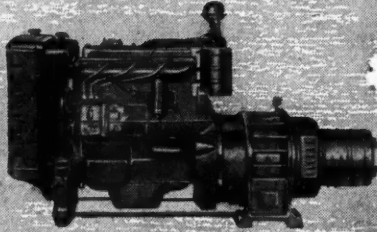
Some extra thickness means sturdier sheet yet lighter. 6, 8, 10, 12 feet, 24" coverage.

Also Aluminum Studs, Trusses, Window Frames, Garage Doors, Reflective Insulation and complete Aluminum Houses.

Your most logical buy

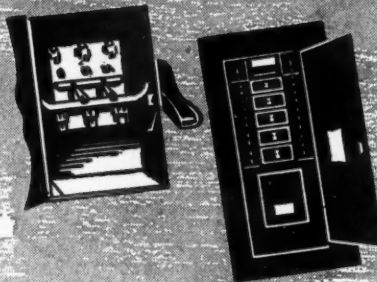
SURPLUS ELECTRICAL EQUIPMENT

from **WAA**



GENERATOR SETS—GASOLINE AND DIESEL ENGINE DRIVEN

Alternating and direct current, unused and in good condition. Also a wide variety of used sets.



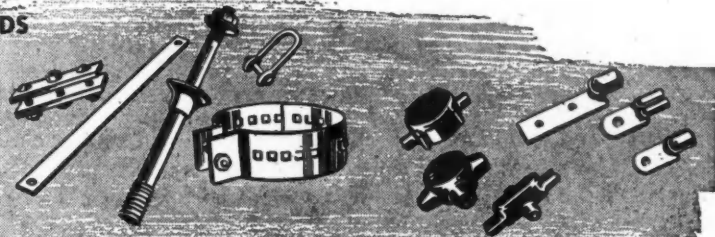
PANEL BOARDS AND SWITCH BOARDS

For lighting and appliance circuits. All electrical services and voltages.

Electrical jobbers and contractors will find a ready market for the many types of electrical equipment and materials offered by War Assets Administration. Since prices on this equipment are below the current market, every item will fill an urgent need and at a very real saving.

Industrial concerns may also acquire their electrical needs through any of the WAA Regional Offices.

Many scarce items are included in this sale. Act now to secure needed supplies and build up depleted stocks. All you need do is call or write your nearest Regional Office for complete information and prices.



POLE-LINE HARDWARE

Many items of hardware for transmission, distribution and communication lines. Including: Pins, brackets, braces, bolts, clamps, hooks, rings, etc. Unused and in good condition.

WIRING DEVICES

Hundreds of items for wiring systems, including attachment plugs, connectors, connector bodies, conduit fittings, outlets and switches.

Priority purchasers have previously had an opportunity to fulfill their needs.

Purchasers of Pole-line Hardware for power must make certification required under Housing Expediter Priority Regulation 2.

These materials are available for export. Any question on export control should be referred to Office of International Trade, Department of Commerce, Washington, D. C.

WAR ASSETS ADMINISTRATION

GOVERNMENT OWNED SURPLUS

Offices located at: Atlanta • Birmingham
Boston • Charlotte • Chicago • Cincinnati
Cleveland • Dallas • Denver • Detroit
Fort Douglas, Utah • Fort Worth • Helena
Houston • Jacksonville • Kansas City, Mo.

Little Rock • Los Angeles • Louisville
Minneapolis • Nashville • New Orleans
New York • Omaha • Philadelphia • Portland, Ore. • Richmond • St. Louis • San Antonio
San Francisco • Seattle • Spokane • Tulsa
691-4

Announcing the **NEW**

NORDBERG-BUDAY *Portable* POWER SAW

The Only Power Saw with a Rotating Table

● CUTS MORE LUMBER ● REDUCES LABOR ● LOWERS COST

Here is the saw for which you have been waiting. Building contractors, carpenter shops, lumber yards, crating and shipping departments, industrial plants, in fact wherever frequent changes in lumber cuts are made, the Nordberg-Buday has advantages not found in any other saw.

The outstanding feature of this saw is the rotating table and saw unit. Instead of turning long lumber to make cross, miter and ripping cuts, the saw is rotated to the desired cutting

angle. The lumber always remains lengthwise on the roller conveyor work tables. This saves time and labor in unnecessary handling and speeds up all lumber cutting operations. This saw soon returns its cost in savings.

Another feature of the Nordberg-Buday saw is its portability. Sturdily built of welded steel construction, it is of light weight, easily moved to the job and handled by two men. It will cross-cut to 16 inches and rip to a depth of 4 inches, and it is furnished with either gasoline engine or electric motor drive. Write for Bulletin 132 and the name of the nearest Equipment Distributor who has the saw in stock.

NORDBERG MFG. CO.
MILWAUKEE 7, WIS.

Standard equipment furnished with the Nordberg-Buday Saw includes two 10-foot steel conveyor work tables fitted with ball bearing rollers.

NORDBERG-BUDAY PORTABLE POWER SAW

Simply turn the Table. Then make the Cut

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



BILL HENRY AND THE NEWS, the Johns-Manville radio program, is heard 5 times weekly at 8:55 P.M., EST, over CBS stations from coast to coast.

YOU'LL have a powerful selling advantage in this public preference for Johns-Manville when you face tomorrow's competitive market and buyers can again choose the brands of merchandise they want.

One reason for this acceptance is the J-M radio program, *Bill Henry and the News*, which reaches up to 30 million listeners a month.

When selling again becomes a problem in your business, J-M will offer you complete merchandising plans to help you capitalize on the recognized value of the Johns-Manville name. Johns-Manville, 22 E. 40th St., New York 16, N. Y.

* Results are based on a scientific public opinion poll recently completed. Complete details on request.



Johns-Manville

... and here are some of the J-M products that enjoy this public preference

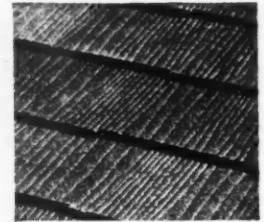
J-M ASPHALT SHINGLES



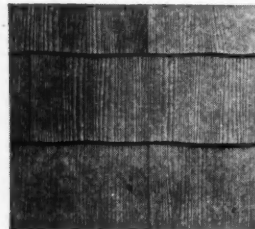
Furnished in a range of attractive colors, these durable, double-coated shingles are made to the highest standard of J-M quality. Heavy surfacing of mineral granules armors them against fire and weather.

AMERICAN COLONIAL ASBESTOS ROOF SHINGLES

The most satisfactory asbestos shingles for roofing homes in any price range. Easy to apply. Made of fireproof asbestos and cement, "not one has ever burned . . . not one has ever worn out."



J-M ASBESTOS SIDING SHINGLES



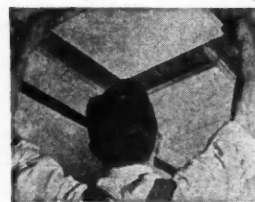
Furnished in Permatone colors and Dover White. The Permatone Shingles are especially recommended for industrial cities where smoke and soot are prevalent. Come in light green, light buff, and silver gray.

J-M ROCK WOOL BATTS

J-M Batts handle without "coddling," fit snugly in standard framing construction, assure maximum comfort and fuel savings.



J-M INSULATING BOARD



Composed of tough wood fibers, the rigid sheets are finished with smooth "Glazecoat" surface. The J-M line includes Building Board, Ceiling Panels, Wall Plank, Insulating Lath, and Weathertite Sheathing.

J-M ASBESTOS FLEXBOARD

This unique material is made of asbestos and cement. Can be used inside or out on new or remodeled structures. It is fireproof, rotproof, rodentproof. Fits curved as well as straight surfaces. Needs no preservative treatment.



NEW

Sensational BIG POWER SAW



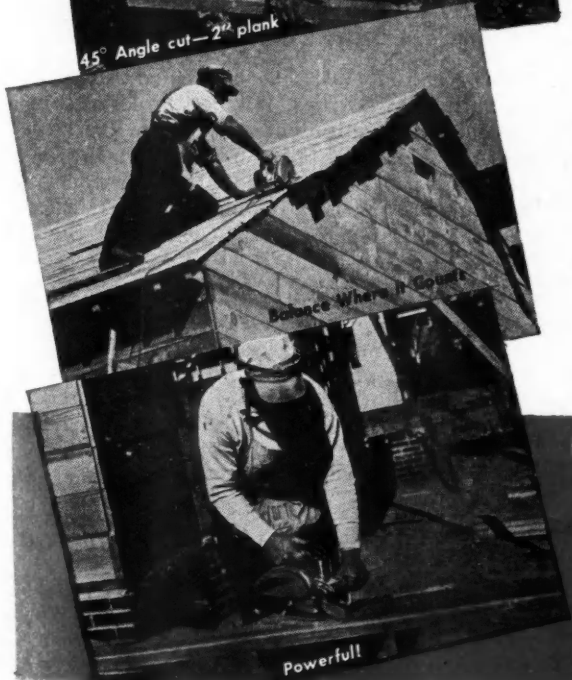
by AMERICAN

Now—another engineering triumph by American! The new American Portable Electric Saw handles more jobs... with greater speed... and greater ease! This means *increased production* for the builder—and *lower costs!*

The new American Saw is out-front with its modern design... high-power performance... and in-built Quality features throughout! Easy handling with one hand—smooth starting without jerk or jar. Won't stall—power to spare with special G. E. motor which develops 1½ H.P. Blade speed, 6500 RPM. This combination of speed and power maintains cutting efficiency under all operating conditions. Exclusive elevating mechanism for positive, accurate depth-of-cut adjustment. Telescoping guard. 8" blade for 2 7/8" straight cut. Angle adjustment can be quickly set—will cut a 2" plank at 45°. Precision-built... dependable. Write for more details. The American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo 3, Ohio.



45° Angle cut—2" plank



SEE US AT THE SHOW

GET FAMOUS AMERICAN DEPENDABILITY



IN SANDERS . . . EDGERS . . . POLISHERS



Crane's

production plans for

1947

We don't need to tell you that Crane plumbing and heating equipment has been in short supply this past year. Even stepped-up production has been unable to meet the unprecedented demand. Here's how the situation stands today:

THE CRANE POTTERIES AT TRENTON have greatly enlarged their facilities and are today producing more vitreous china and Duraclay fixtures than at any time in our history:

THE CRANE ENAMELWARE PLANT AT CHATTANOOGA is in production on bathtubs, sinks, lavatories and other porcelain enamel on cast iron products. Manufacture has been concentrated on items in greatest need, and production on these in many cases exceeds prewar production. Plant capacity is greater than ever before, and 1947 will see an even greater quantity of plumbing fixtures pouring out as fast as material and labor conditions permit.

THE CRANE BOILER AND RADIATOR PLANT AT CHATTANOOGA produced as great a number of boilers as were made before the war, and radiator production closely approached prewar peaks. This new plant with its modern equipment is designed to turn out heating equipment by mass production methods, assuring even greater production in 1947.

This is a record of which Crane Co. may well be proud—we regret that it was still not enough to give everyone the new Crane equipment he wanted.

Every effort is being made to step up this production in 1947. How soon this increased production can meet the tremendously expanded demand for residential plumbing and heating depends on conditions which today are shrouded in uncertainty, but architects may be assured that Crane Co. will continue to do everything possible to meet the unprecedented demand.

We are also producing plumbing and heating in quantity for hospitals, schools, industrial plants and public buildings. Many items in these lines are available for prompt delivery; and, as we reduce present backlogs, more and more of this equipment will become immediately available in 1947.

The situation is improving steadily. Check with your Crane Branch on the items you need—we will do everything in our power to supply you with the equipment you want.



ADVANCE INFORMATION FOR ARCHITECTS ON THE CRANE 1947 LINE

This colorful book just published shows Crane Bathroom Groups, Kitchen Sinks and other plumbing equipment that will be available in 1947. Copies should be in the hands of every architect planning residential construction. If you have not already received yours, ask your Crane Branch or write Crane Co. on your business letterhead.

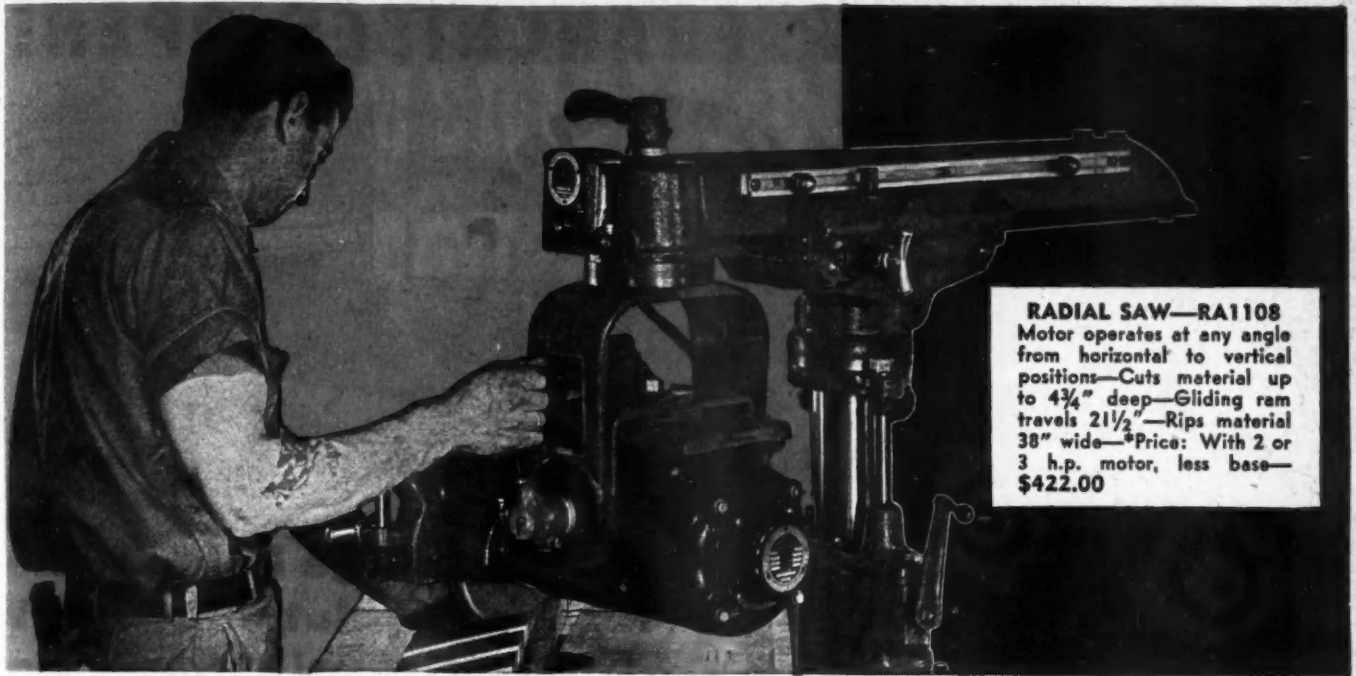
Also available through Crane Branches is detailed information on Crane Plumbing for hospitals, schools, hotels, public buildings, industrial plants and other non-residential construction. Check specifications on which you are working with your Crane Branch.

CRANE

CRANE CO., GENERAL OFFICES:
836 S. MICHIGAN AVE., CHICAGO 5

PLUMBING • HEATING • PUMPS
VALVES • FITTINGS • PIPE

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



RADIAL SAW—RA1108
 Motor operates at any angle from horizontal to vertical positions—Cuts material up to 4 3/4" deep—Gliding ram travels 21 1/2"—Rips material 38" wide—*Price: With 2 or 3 h.p. motor, less base—\$422.00

THE TOOL OF 100 USES *on the job or in the shop*

The Walker-Turner Radial Saw can work wonders wherever ripping, mitering, shaping, tenoning, dadoing, routing or a hundred other jobs are performed. The self cleaning sliding ram with eight ball bearings provides ease of manipulation and full visibility at all times. The saw tilts 45 degrees in either direction and a patented geared motor allows smaller blades and greater sawing capacity with less power per cut.

Special prefabrication set-ups with one or more Radial Saws mounted on conveyor tables, save handling costs and reduce cutting costs by one half or more. The 20-page Walker-Turner bulletin "How to get the most out of your radial saw" will be sent on request.

FOR PATTERN AND MAINTENANCE SHOPS: The combination of the three Walker-Turner machines shown on this page will meet every situation. Because of the low first cost and greatly increased speed and flexibility, owners invariably say that these machines pay for themselves in a few months.



16" BAND SAW FOR WOOD AND PLASTICS BN1135

Blade speeds: 200 to 5300 s. f. m., Table tilts 45°—Equipped with mitre gauge grooves—*Price: Less base and motor—\$153



10" TILTING ARBOR SAW TA1180B

Arbor tilts 45°—Depth of cut 3"—*Price: Less motor, switch, extension tables, guard and splitter—\$125.00

*F.O.B. Plainfield
 —slightly higher west of the Rockies and in Canada

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37



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**... the Garage Door Opener
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AMERICAN BUILDER

D I T O R I A L

Industry Housing Program

IN the welter of confusion that has resulted from attempts to program home building on a nationwide scale under a tangled mass of federal regulations, a single all-important fact has been almost obscured. That fact is that there *was* a housing program in effect until April 9, 1942. Admittedly not perfect, but keeping pace with general industrial advances, and as nearly perfect as most man-made institutions, the program was the most successful developed before or since.

When government bureaucrats and opponents of free private enterprise speak of programming they mean a plan that requires a federal administrator and thousands of other federal employees. Anything that works without benefit of costly federal regulations is not viewed as a program by the bureaucrats.

Thus, when Conservation Order No. L-41, issued on April 9, 1942 for the wholly justifiable purpose of conserving labor and materials in the national interest of winning the war, was rescinded after the fall of Japan, the social planners clamored not only for its re-application, but for tighter and permanent controls over home building at the federal level. They were not unaided by a few timid individuals in the industry who were reluctant to face the hazards of resuming individual initiative without government directives to which they had become accustomed during nearly five years of war.

Playing on fear and gullibility, however, and motivated by a thirst for power, political opportunists in and out of government cooked up the so-called Veterans' Emergency Housing Program. That program was foredoomed to failure because it attempted federal control of an industry that has been proved by time and free competitive forces to be one that can be operated only by individual builders determining the housing needs of their individual communities and building accordingly; because it was based on a trumped up emergency when there existed only acute shortages that would have been resolved by this time had controls been removed a year ago; and because it assumed that the only shortages were new low cost homes for veterans, whereas the shortages were and are general in both rental and non-rental housing units, and variable according to each community.

No government programming or control of housing will get housing units built. No board, whether it be composed of veterans, interested outsiders like Wilson Wyatt or even experienced home builders will be able to produce housing units from a bureau office in Washington or anywhere else.

The time is long overdue to return the home building problems of the nation to the home builders. If this is not done, and if builders are not freed from federal controls, another year of mounting critical housing shortages lies ahead. Home builders strongly organized locally and nationally have been ready since the end of the war to re-activate their program, and apply to it all the new knowledge and responsibility that have been acquired through their national councils to provide improved modern homes in all price classes, clear slums, develop new communities, and retard housing deterioration rates. In the interest of providing homes for veterans and all other Americans it is necessary that home builders be allowed to put *their* program to work without delay. They can do that only if all controls are removed immediately.

NEW CONSTRUCTION EXPENDITURES IN THE UNITED STATES

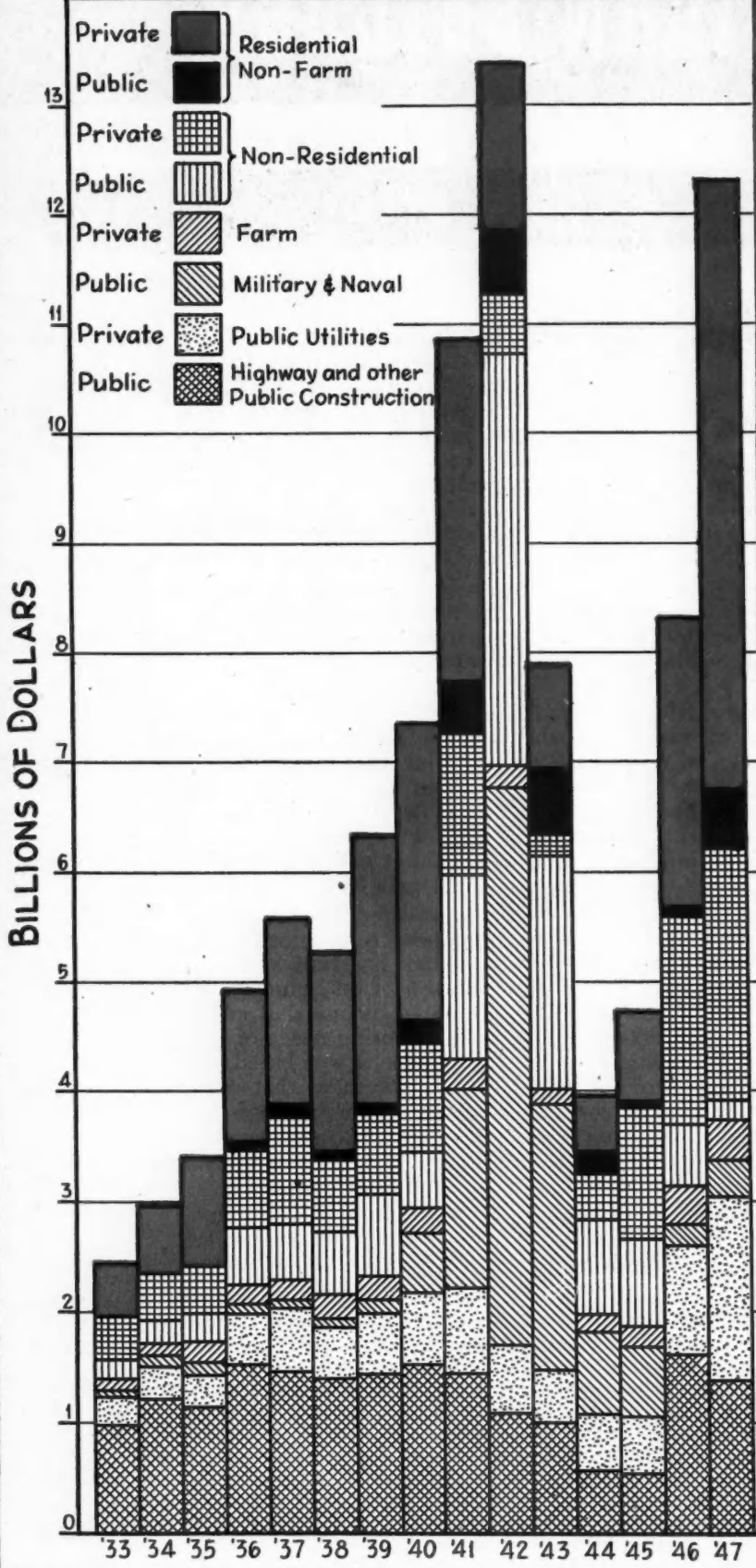


CHART above shows expenditures for construction through war and depression periods into postwar period. The 1946-47 figures are estimates. The predominant part of residential building in the overall construction picture should be noted. The materials supply situation should permit meeting the 1947 estimate.

BUILDING

Improvement in supply of materials and freedom from government regulation indicate a good building year

HIGHLIGHTED by the sudden and somewhat dramatic, although not unexpected, departure of Wilson W. Wyatt, National Housing Administrator and Housing Expediter, from the Washington housing scene, the closing month of 1946 witnessed the end—or more properly, perhaps, the collapse—of the ill-conceived year long debacle which bore the unfortunate, but politically expedient, title “Veterans’ Emergency Housing Program.” Although it was doomed to failure from the outset, having been “trumped up” on a fictitious “emergency,” the irrepressible Mr. Wyatt doggedly fought to the bitter end to continue and extend his program of regimentation of the one segment of the economy which, historically, is one of the most individualistic in the American free enterprise system—the many-faceted building industry.

In retrospect the rapidity and volume of actions taken by government bureaucrats in their attempt to control and regulate the building industry during the months of 1946 now assume ludicrous proportions. Almost immediately following the appointment of Mr. Wyatt on Dec. 12, 1945, shortly after Secretary of the Treasury John W. Snyder, then War Mobilization and Reconversion Director, in a report to the President, stated that housing was the nation's No. 1 domestic problem, the building industry began to feel the upsetting effects of the Wyatt “emergency” measures calculated to accomplish the unattainable goals proposed in his unrealistic program.

It will be recalled that Mr. Wyatt's Feb. 7, 1946, Report to the President called for the following program:

(1) Construction of 2,700,000 low and moderate cost homes must be started by the end of the next year (1947). The target for 1946: 1,200,000 homes started, of which 700,000 will be conventional houses; 250,000 permanent prefabricated houses, and houses assembled on-site from prefabricated parts and materials; and 250,000 temporary units. The target for 1947: 1,500,000 homes started, of which 900,000 will be conventional houses; 600,000 permanent prefabricated houses and houses assembled on-site

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OUTLOOK Improved for 1947

from prefabricated parts and materials. (The previous all-time high was 937,000 homes in 1925; in 1945, only 240,000 homes were built.) Except for 200,000 units of temporary re-use war housing and 50,000 new trailers, all of these will be permanent homes. On the assumption that the recommended legislation is authorized promptly the program should move into high gear by the end of the first quarter of 1946. Within 2 years from that time the urgent need figure of some 3,000,000 homes should be met under this program.

(2) Preference for veterans and their families in the rental or purchase of these homes with appropriate provisions for nonveteran hardship cases.

(3) Greatly expanded production of conventional and new type materials obtained by firm and timely use, where necessary, of:

- a. Premium payments for increased production.
- b. Guaranteed markets for materials manufacturers.
- c. Priorities and allocations of equipment and materials.
- d. Wage-price adjustments or price increases where they are necessary and not inflationary.
- e. Use of war plants and new facilities to increase present production capacity.
- f. Rapid tax amortization for plants which are newly built or converted to produce essential building materials; and
- g. Absorption by Government of undue risks in developmental work on new type materials.

(4) Recruitment and training of 1,500,000 additional workers on-site and off-site by the middle of 1947. This means more than tripling the present labor force engaged in residential construction.

(5) Postponement of all deferrable and nonessential construction for the balance of 1946 to release needed materials and labor for veterans' homes and for essential and non-deferrable projects.

(6) Rapid expansion of factory fabrication of materials and parts, as well as complete low-cost homes by making materials available and guaranteeing the market for the product.

(7) Priorities and allocations to home builders for equipment and materials.

(8) Federal cooperation and assistance where necessary in the development of home sites.

(9) Channeling the largest part of materials into homes and rental housing, both farm and urban, selling for not more than \$6,000 or renting for not more than \$50 per month.

(10) Curbing of inflation through more effective price control on building materials, ceilings on new and existing homes, and on building lots, and through the continuation of rent controls.

(11) The early adoption of S.1592, the Wagner-Ellender-Taft bill.

(12) Insured mortgages on low-cost homes up to 90 percent of value and based on necessary current costs.

(13) New temporary legislation to support the program, including \$250,000,000 for temporary re-use war housing.

(14) Community participation paralleling Federal action through emergency housing committees in cities and towns throughout the country.

(15) The Reconstruction Finance Corporation to play a major role in financing the program. In addition, authorization from Congress will be required immediately to provide \$600,000,000 for premium payments.

At the outset, Mr. Wyatt manifested signs of full cooperation with an industry which had the "know how" and only needed some expert expediting to overcome dislocations arising from the war, and the problems incidental to reconversion. However, when he made public and launched the so-called Veterans Emergency Housing program it was apparent that the building industry had been tricked and was destined to continue as a slave to political expediency. In succession regulations controlling every phase of housing were promulgated.

Now, as 1946 passes into history—a year which may well mark a turning point insofar as the building industry is concerned—only a confirmed optimist would be foolhardy enough to believe that troubles in the building picture are over. And, only a perennial pessimist would be gloomy enough to discount the simple fact that considerable progress has been made during the last twelve months, hectic and confused as they were. Few will deny that a foundation has been laid for the continued expansion of home building. It is appropriate therefore to realistically review the actual gains despite the abysmal failure of the Wyatt program, and also look at the prospects and some of the problems immediately ahead—problems which private industry must attack realistically.

Expenditures for new construction in the United States passed the billion dollar mark last August—the first time this level had been reached since November, 1942, when we were in the midst of the huge war construction program. In that same month new residential construction accounted for slightly more than a third of the total, or \$380 million, and also for the first time since before the war the volume of private home building exceeded the volume of private non-residential building.

By the end of the third quarter of the year a start, had been made on a total of 808,600 dwelling units of all types, including 522,300 conventional houses and apartments, as well as a large number of temporary units which were moved from army installations to college campuses and crowded urban areas, trailers, and several thousand factory-built homes. The total also included conversions—extra housing units built into existing dwellings.

At the close of the same period however, only 430,200 dwelling units were completed and ready for occupancy, including 286,200 new permanent homes, of which about 25,000 were factory-built. Of the total completed nearly all the conversions, temporary public dwellings and trail-

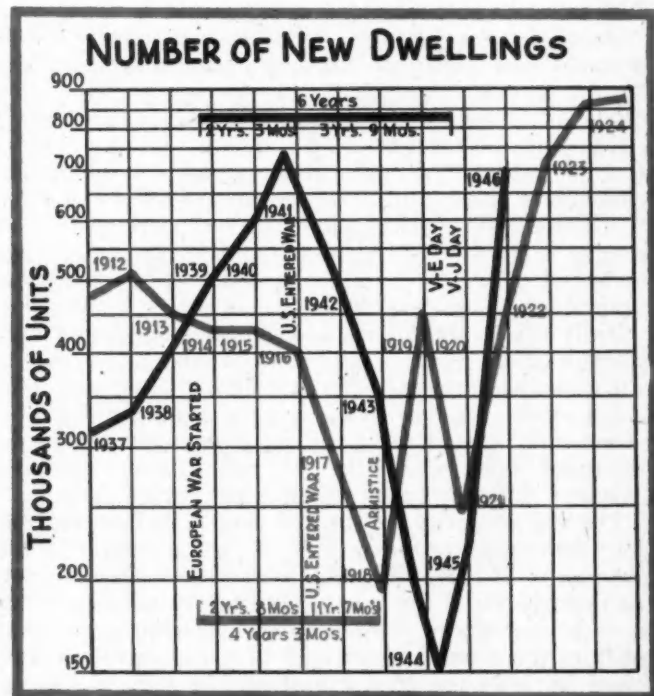
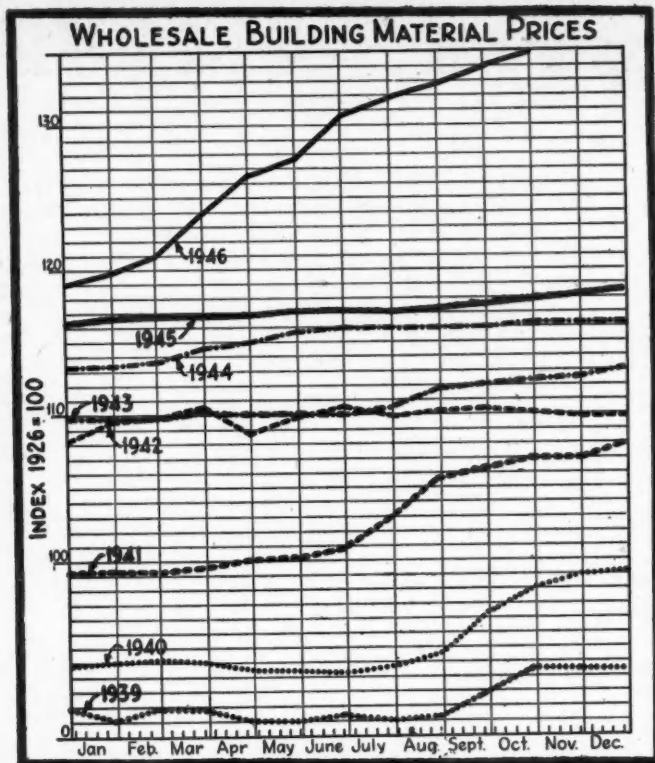


CHART above contrasts building during two World War periods.



CONTRAST in building material prices is shown in this chart.

ers were started during the year. But only half the completed permanent units had been started during the year; the remainder were begun in the fall of 1945 after the removal of wartime control L-41.

The progress reported was not without difficulty. Problems of shortages of materials were of increasing proportion, resulting largely from questionable government controls purportedly designed to cut the time required to build houses, to assure the completion of houses under way and to support the construction of additional units needed.

The potential demand for housing, as for all other forms of construction, is undoubtedly greater than the 1947 capacity of the home building industry. Therefore, a reasonable expectation is for the substantial increase in total volume of residential and other construction during the coming year since the industry's capacity, particularly in the field of materials, increased greatly during 1946. This expectation could fail to materialize if costs continue to rise to the point where a vast amount of construction is priced out of the market. Also, it could fail to materialize if a nation-wide wave of prolonged work stoppages in basic industries and among the construction trades should develop. It is not believed, however, that either of these limiting circumstances will occur on a sufficiently large scale to force any substantial or drastic curtailment of construction volume or activity. Nonetheless, it is clear that, under existing conditions, the general economic climate of the nation and the unpredictable situations which may arise in coming months are even more important for evaluating the 1947 outlook than are simple estimates of construction demand and performance.

The full impact of the succession of price decontrol actions serving to restore a free market condition in the last quarter of 1946 will not be felt until some time during the first quarter of the year. It must be remembered that in each case where price decontrol affected basic commodities there was a short spell of price confusion, followed by a degree of stabilization. In some instances, where the commodity was in short supply, the typical pat-

tern was for the decontrolled item to rise in price above OPA ceiling levels, but usually less than black market prices, followed almost immediately by stepped up production, increased supply and a leveling off of prices.

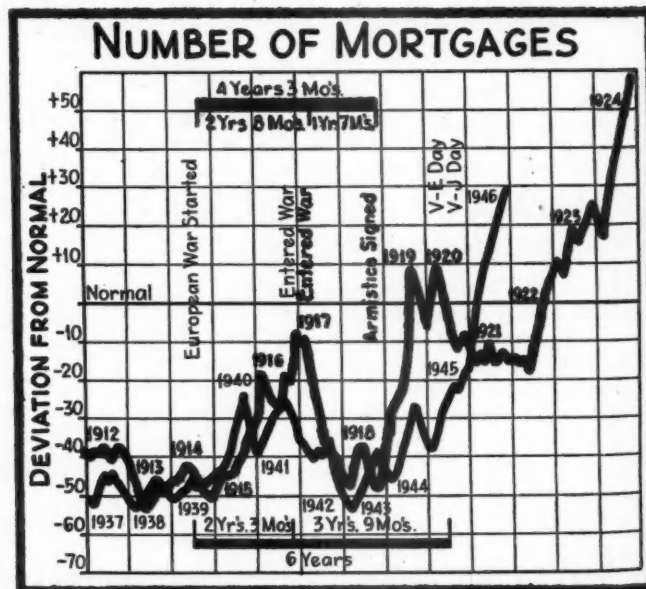
Economists point out that a peak in the current general rise in commodity prices will probably be reached and also start receding during the first quarter of this year. Wholesale prices of farm products, for example, had reached their peak and started downward in the closing months of 1946, as had a number of consumer items which could be found on the market below retail price ceilings. Past experience is that wholesale prices of farm products, foods, textiles and other consumer goods reach a peak and turn down sooner than prices of construction materials and other durable goods.

The general price rise in the sixteen months following V-J Day has been considerably less than it was in the post-World War I period. Therefore, the danger of general collapse of prices and deep or prolonged business recession this time would appear to be correspondingly less. More likely is the prospect for a somewhat orderly price adjustment, accompanied by a moderate amount of confusion and a not too severe decline in the index of wholesale prices of all commodities.

At this writing the full effects of the last coal strike cannot be estimated, nor can the effect of threats of strikes in other key industries. Without question, these can be a most disturbing factor in the early months of the current year. Obviously, however, further wage increases will only serve to boost prices above present levels, and extended work stoppages, curtailing production, would only serve to continue the present short supply of important commodities. It is generally believed, however, that labor will make every effort to keep disturbances at a minimum in 1947; thus the probability of their having less effect on general business and the general price structure than they had last year.

History shows that price recessions, unless extremely slight, are usually accompanied by a paralleling recession in general business activity. Because of this it will not be surprising if industrial production declines moderately during the year, and is accompanied by a moderate decline in total employment. Briefly stated: The postwar readjustment will at least continue through the first half of 1947 after which relative stabilization of the general price level should be apparent.

Supported by an almost immeasurable demand, there



MORTGAGE record is pictured in the above chart.

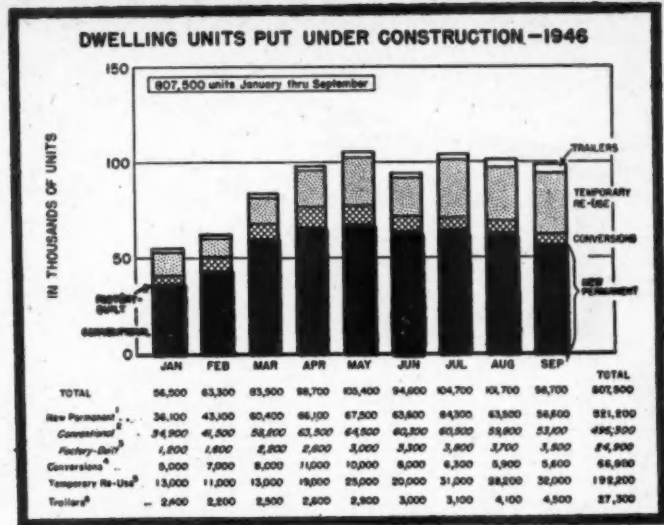
is reason to believe that construction activity may not be too seriously affected by the expected general business recession. In fact, that demand may be sufficient to continue building on an expanding scale, without a significant setback. In such an event it is possible that construction could be the principal sustaining activity tending to moderate the impact of price recession on the nation's general business structure. Along with the automotive, steel and other major industries, all with tremendous backlogs of unfilled demand, construction could very well share a moderating role.

Actions on the part of the government at the time this is written (early in December) may open the way to an almost—if not entirely—free market situation in 1947. The removal of material and price controls late in 1946 quickly stimulated increased production of many scarce items. Although some price increases, over OPA ceilings, but lower than black market prices occurred, materials in approximately balanced supply stabilized in a relatively short period of time. Those few items which have shown market price increases do not count heavily in total residential costs. On the other hand, elimination of the numerous abnormal costs brought about by controls provides considerable leeway for the industry to adjust to free market conditions. It has been proven again and again by the cost figures of home building operations that controls have been causing the home building industry, against its will, to price its products above what would have prevailed in an uncontrolled market. The elimination of all controls will therefore enable the industry to reduce the danger of pricing itself completely out of the market.

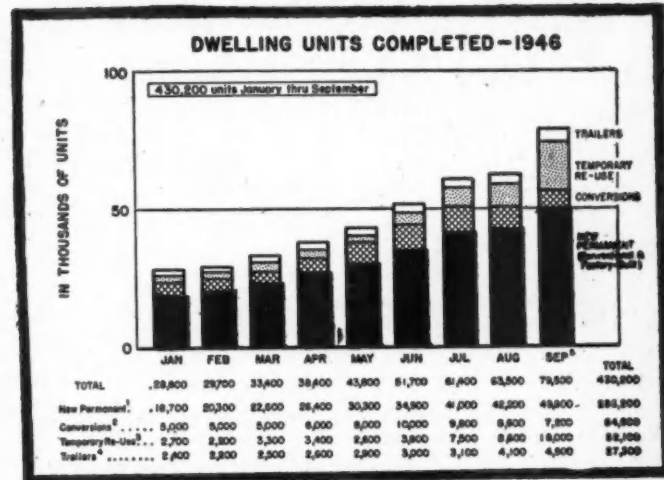
A majority of building materials producers believe that 1947 will see a transition from a seller's market into a buyer's market early in the year, and that materials supplies will cease to be a major bottleneck. Instead the shortages of skilled labor looms as the greatest obstacle to increased building activity in the coming months. Apprenticeship training has been increased, and a large number of building trades unions have recruited new members, but in neither instance has it kept pace with expanding needs in a number of important trades. Too, the elimination of wage controls logically can be expected to bring demands for wage increases unless, of course, the statements of top union officials to the effect that the cost of living rise has about reached its peak, and that increased labor efficiency is essential for increased production and for justification of the wage increases that have been gained, can be taken at face value. If these statements are accepted widely by local building trades unions labor disturbances in the building trades should not reach handicapping proportions.

Assuming that general economic conditions during the coming months are as has been described, the prospect is for the greatest appreciable increase to take place in residential building, rather than in non-residential building
(Continued to page 102)

TO the right: The shifting pattern of population in the United States is shown by this diagram of housing construction. The tremendous upswing in the Southwest and West indicates a national trend.



THE number of dwelling units, including those publicly financed under the so-called "Veterans Emergency Housing Program" are graphically depicted above. This represents the data that ex-Housing Expediter Wilson W. Wyatt flaunted at the public.



THE impracticability of government controls and regulations is proved in this chart which shows completions during the current year. This chart includes starts made in the fall of 1945.



"Packaged"

THESE advertisements are examples of how mortgagee institutions promote the "Packaged Mortgage."



Modern financing provides for inclusion of essential household equipment as part of mortgage. Leading mortgage lending institutions pioneer practice that enables purchaser to obtain completely equipped home

THE trend toward building more comfortable, more convenient, and more livable homes—well established during the years preceding the war—will accelerate rapidly when home builders are again completely free of controls and thus permitted to build for the market. Aside from notable improvements in design, materials and construction methods, an important part of this trend is the building of the "packaged home"—a home completely equipped for modern living; in other words mechanically equipped for added comfort, extra convenience and greater livability. For, as a nation, Americans are the most "mechanical equipment" conscious people in the world—a tribute to the uniquely successful advertising and selling job done by manufacturers over a long period of years.

Unknown a decade ago, the "packaged home" providing automatic heat, air conditioning, hot water, and temperature control, facilitates for cooking, food preservation, storage, laundering and drying clothes, washing and drying dishes, disposal of garbage and waste, and the elimination of cooking odors will become commonplace as progressive builders heed the desires of prospective owners for increasingly better equipped homes. Recent surveys show these desires to be second only to home ownership itself—prospective owners want better heating, more convenient kitchens, efficient baths, labor-saving laundries, sight-saving lighting, and numerous other items that make for more freedom and greater living comfort. And, successful builders know that the more efficiently and

thoughtfully a house is equipped, the greater is its desirability and salability. They also recognize that out-selling their competition on a price basis only will be an obsolete practice when competitive conditions again exist, when present shortages are a thing of the past.

A somewhat common prewar practice of many home builders, particularly those operating in highly competitive markets, was to include such items of equipment as a refrigerator and a range in their built-for-sale houses. In line with this practice some mortgage lending institutions responded, in greater or less degree, by financing these items as a part of the real estate. Thus, we have the beginning of the so-called "packaged mortgage."

Since that time many prudent mortgage lending institutions, some operating nationally, have recognized the distinct advantage of the "packaged mortgage" over earlier methods of home financing, where the real estate was covered by one or more long-term mortgages and items of equipment, essential to the livability of the property, financed for a much shorter period under a chattel mortgage, or a similar instrument.

Taking cognizance of the fact that the "packaged home" would quickly materialize in the postwar period *American Builder*, late in 1945, made a survey among the nation's leading home builders to ascertain what items of equipment they planned to include in their first post-war homes. This survey, undertaken immediately following the removal of wartime regulation L-41, and on the assumption that the home builders would be per-

Mortgages" for "Packaged Homes"

mitted to build without restriction, took into consideration that the first postwar built-for-sale homes of leading home builders would be studied critically by the majority of the nation's home builders and prospective home buyers, and that the designs, method of construction, and installation of equipment in these homes would have wide influence on future home building in all areas.

The survey covered more than 300 of the nation's leading home builders in 60 principal urban areas, ranging from Boston to Los Angeles and Seattle to Miami. They were asked specifically what items of equipment they planned to include in their built-for-sale houses. The results of the survey shown in the chart to the right are clues to what leading home builders are planning.

As early as 1939, the Federal Housing Administration took cognizance of the changing pattern in mortgage financing by setting up a procedure under which so-called "easily removable real estate items" can be considered in FHA valuations for insured mortgage purposes, provided the mortgage lending institution and the borrower agree to consider such items as a part of the mortgaged real estate. A recently revised list of those items of mechanical home equipment which are currently considered by FHA and therefore acceptable to most FHA-approved mortgagees appears on the following pages.

In general the FHA procedure—and that of most lending institutions making "packaged mortgage" loans—provides that when the exhibits submitted with an application for a mortgage loan (or mortgage insurance, in the case of FHA) includes such essential items as a cooking range, mechanical refrigerator, home laundry, or other items of accessory equipment, adequately described by name, manufacturer, and model number, the application is handled on the basis that the specified items are intended by the borrower and the lender to become part of the mortgaged property.

A further usual requirement is that such "easily removable real estate items" shall be appropriate to the character of the property, adequate to the needs of typical occupants, durable, and relatively permanent as to installation. To meet these conditions it is necessary to understand that items of equipment "appropriate" and "adequate" might, and frequently do, involve different items in houses of different price ranges. This means that a house of low or moderate cost would not, under

Summary of Answers to American Builder's Built-in Equipment Survey According to Price Range (1940) of Homes

Equipment to be Built In	Number of Builders Who Checked Each Item	Percentage of Homes to Include Items Listed		
		\$4,000 or Under	\$4,000 to \$10,000	\$10,000 Upward
Bathroom Cabinets	330	100.0	96.0	97.0
Water Heater	323	95.0	97.5	93.9
Door Chimes	310	80.0	93.8	93.9
Complete Kitchen Cabinet Installation	292	95.0	85.0	87.9
Ventilating and Exhaust Fans	284	55.0	76.2	93.9
Heating System (automatic)	266	75.0	70.0	93.9
Telephone Wiring Facilities	220	45.0	64.3	87.9
Mail Chute	216	65.0	62.5	54.5
Laundry Equipment	214	50.0	54.3	57.6
Venetian Blinds	191	35.0	62.5	66.7
Range	181	55.0	45.0	67.7
Closet Linings	167	50.0	48.8	66.7
Refrigerator	159	45.0	41.3	54.5
Clothes Closet Equipment (factory built)	153	35.0	43.8	66.7
Bathroom Heater	152	45.0	42.5	60.6
Garbage Receptacle (outdoor)	149	40.0	35.0	57.6
Automatic Dish Washer	139	20.0	35.0	54.5
Radio System	138	30.0	37.5	60.6
Air Conditioning (blower or complete)	123	20.0	40.0	42.4
Garbage Disposal Unit (sink)	117	70.0	36.3	48.5
Automatic Garage Doors	106	15.0	30.0	45.5
Book Case Units	92	15.0	23.8	33.3
Home Freezer Unit	80	10.0	23.8	27.3
Incinerator	61	20.0	11.3	18.2
Lawn Sprinkler System	52	15.0	17.5	12.1
Television System	43	10.0	11.3	18.3
Towel Drier (bathroom)	40	20.0	11.3	12.1
Carpeting	32	10.0	7.5	12.1
Concealed Bed (closet or disappearing type)	26	5.0	3.8	6.1
Water Softener	23	0.0	3.8	12.1
Vacuum Cleaning System	22	10.0	6.3	9.1
Time System	17	5.0	3.8	3.0

ordinary conditions, be equipped with either the number or variety of items of equipment which conceivably might be placed in a house of higher cost. For example, a range, refrigerator, cabinet sink and three other cabinets might be taken as a minimum for a \$5,000-\$6,000 house. Upward from this minimum a more costly house might include a home laundry, home freezer, electric dishwasher, garbage disposal unit, air conditioning equipment and so on.

Some question has been raised as to the soundness of the packaged mortgage financing plan: One, that the equipment would wear out too quickly or become obsolescent; two, that the equipment is subject to easy removal; and, three, that plug-in equipment cannot legally be construed as real estate. These objections have been answered to the satisfaction of a vast number of leading mortgage lending institutions as follows: First, it has been generally found that the life of quality equipment exceeds its generally accepted life, and that actually other parts of the property, such as paint decorations, roofs, screens and linoleum, have a shorter life than some pieces of household equipment. Further, it is known that quality ranges and refrigerators, for example, last as long as hot water heaters and furnaces and that ordinarily a home owner will replace a worn-out range or refrigerator faster than he will repaint his house or repair a leaky basement. Second, the long time experience of installment lenders has proved that only a negligible number of installment-equipment purchasers are dishonest; and third, it is obvious that it is no more difficult to remove electrical

(Continued to page 130)

<p>LOAN OF \$5,000 at 4½%— TERM 20 YEARS (House only)</p> <p>Principal and interest per month\$31.65</p> <p>Estimated taxes (@ \$210 per year) per month..... 17.50</p> <p>Estimated insurance premium per month 2.50</p> <p>Monthly Payment for House Only\$51.65</p> <p>Loan of \$600 on equipment purchased on installment plan per month for 18 months\$37.00</p> <p>Total monthly payment for both home and equipment...\$88.65</p>	<p>LOAN OF \$5,600 at 4½%— TERM 20 YEARS (House and Equipment)</p> <p>Principal and interest per month\$35.45</p> <p>Estimated taxes (@ \$210 per year) per month..... 17.50</p> <p>Estimated insurance premium per month 2.50</p> <p>Total Monthly Payment (House and Equipment)...\$55.45</p> <p>Difference (extra payment for first 18 months).....\$33.20</p>
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THE above figures serve to demonstrate the advantages of the "packaged mortgage" plan of home financing.

Items identified by (X) are authorized in rental property only. (A) includes Baltimore (B) includes North Dakota.

FEDERAL HOUSING ADMINISTRATION REAL ESTATE	EASILY REMOVABLE	This schedule includes items of equipment and accessories which are currently considered by FHA in its valuation mortgage are willing to consider such items as real estate.	STATE		OFFICE	
			State	City	Office	City
Alabama	Birmingham					
Ark.	Little Rock					
Calif.	Los Angeles					
	San Diego					
	San Francisco					
Colo.	Denver					
Conn.	Hartford					
Del.	Wilmington					
Dist. C.	Washington					
Fla.	Jacksonville					
	Orlando					
	Tampa					
Ill.	Chicago					
	Springfield					
Ind.	Indianapolis					
Iowa	Des Moines					
Kan.	Topeka					
	Lawrence					
La.	New Orleans					
Mass.	Boston					
	Hartford					
Mich.	Detroit					
	Lansing					
Miss.	Jackson					
Mo.	Kansas City					
	St. Louis					
Mont.	Helena					
Nebr.	Omaha					
Nev.	Reno					
N.H.	Manchester					
N.J.	Quincy					
N.Y.	New York					
	Albany					
	Buffalo					
	New York City					
	Greenwich					
Ohio	Cleveland					
	Columbus					
Okla.	Oklahoma City					
Ore.	Portland					
Pa.	Pittsburgh					
	Philadelphia					
R.I.	Providence					
S.C.	Columbia					
S. Dak.	Sioux Falls					
Tenn.	Memphis					
Texas	Dallas					
	Houston					
	San Antonio					
Utah	Salt Lake City					
Va.	Richmond					
	Richmond					
W. Va.	Charleston					
Wis.	Madison					
Wyo.	Cheyenne					
	Honolulu					
P. R.	San Juan					

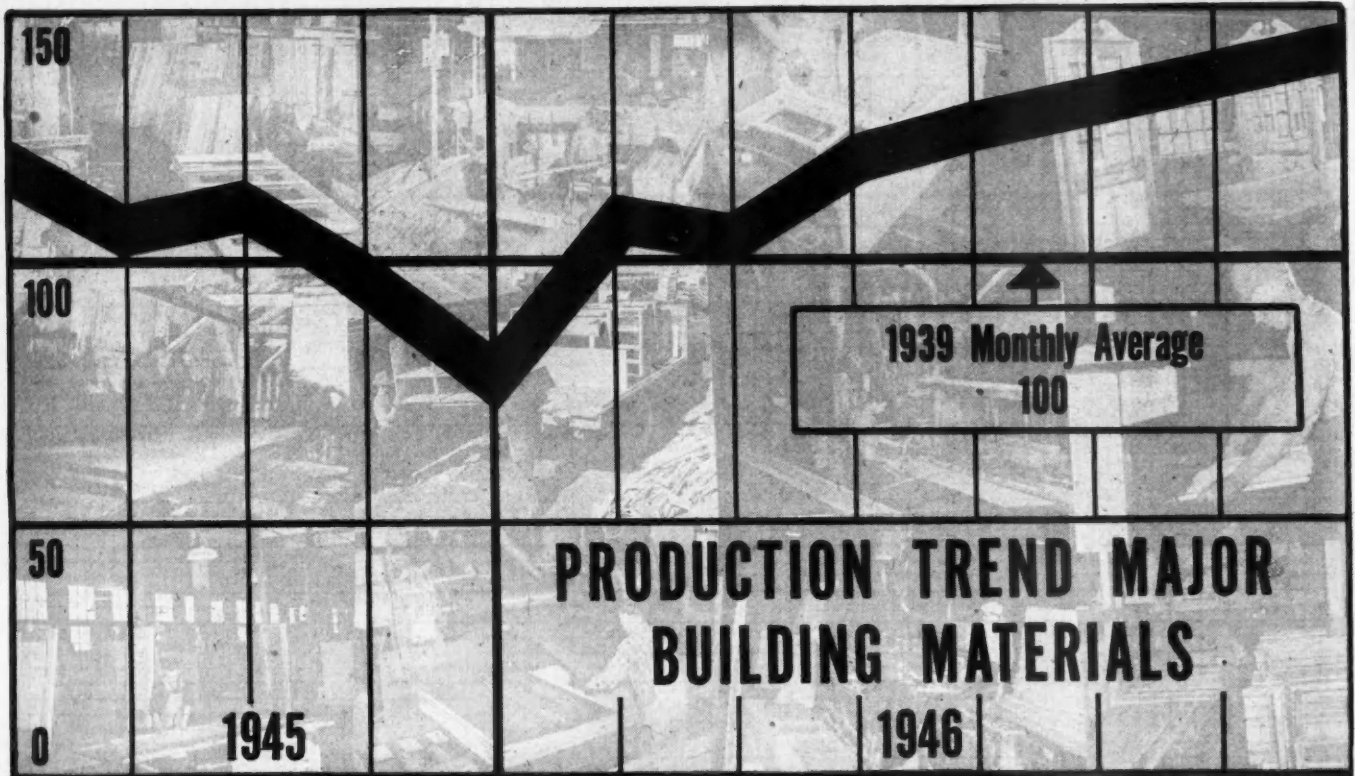
- Accessories, Plumbing, (other than built-in)
 - faucets,
 - glass linings for niches,
 - grab bar,
 - paper holder,
 - tumbler holder,
 - towel bars,
 - snoor head,
 - shower curtain rod,
 - soap containers;
 - permanently attached.
- Air Conditioning System (Winter) Including:
 - heater,
 - supply and return ducts,
 - humidifier,
 - filter,
 - fan;
 - permanently installed.
- Air Conditioning System (Summer) Including:
 - cooler,
 - mechanical refrigeration,
 - supply and return ducts,
 - filter,
 - dehumidifier,
 - fan;
 - permanently installed.
- Air Conditioning System (Year Round) Including:
 - heater,
 - supply and return ducts,
 - cooler,
 - mechanical refrigeration,
 - dehumidifier,
 - humidifier,
 - filter,
 - fan;
 - permanently installed.
- Ash Lifts; permanently installed.
- Automatic Controls for air conditioning system,
 - blower,
 - burner,
 - garage doors,
 - heating unit,
 - sump,
 - stoker,
 - water supply equipment;
 - permanently installed.
- Awnings, including
 - wood,
 - metal,
 - glass;
 - permanently attached.
- Beds, Wall and Door Type; permanently installed.
- Blinds or Shutters; permanently installed.
- Blower; permanently attached.
- Bookcases and Shelves (other than built-in); permanently installed.
- Burner, Conversion Type for
 - gas,
 - oil,
 - sawdust, and
 - fuel storage tank;
 - permanently installed.
- Burner, Integral Type for
 - gas,
 - oil,
 - sawdust, and
 - fuel storage tank;
 - permanently installed.
- Cabinets, Bathroom and Lavatory (other than built-in); permanently attached.
- Cabinets, Kitchen (other than built-in)
 - free standing, or
 - sink cabinet;
 - permanently installed.
- China Closets (other than built-in); permanently installed.
- Clothes Closet Equipment, including
 - extension rods,
 - clothing carriers,
 - shoe racks,
 - hat holders;
 - permanently attached.
- Dishwasher, Electric (for sequence operations); permanently installed.
- Electric Generating Systems; permanently installed.
- Electric Specialties, including
 - burglar alarms,
 - chimes,
 - fire alarms;
 - permanently installed.
- Fans, Ventilating (other than built-in)
 - attic,
 - kitchen;
 - permanently attached.
- Fireplace Accessories, including
 - gas log,
 - heater,
 - hood,
 - screen;
 - permanently installed.

CHARTS shown above and opposite are reproductions of the Federal Housing Administration's newly revised list of those items of mechanical home equipment which may be considered, by FHA and mortgage lending institutions, as a part of the real estate

for insured mortgages, provided the lending institution and the borrower are willing to consider such items as a part of the mortgaged real estate. These lists of "easily removable" real estate items were compiled following exhaustive study of local customs.

Items identified by (X) are authorized in rental property only. (A) includes Baltimore; (B) includes North Dakota.

THESE as included because



Shortage of Major Building Materials Was 1946 Construction Bottleneck

THE one big bottleneck in building during the past year has been the severe shortage of most major building materials. Because of shortages the normal time required to complete construction of average houses was extended in most areas to eight or ten months and in some cases longer.

Although the producers of major building material items encountered no physical factory reconversion problems of a serious nature and were prepared to manufacture construction items at maximum capacity, they did encounter a maze of maladjustments in raw material distribution, OPA maximum price regulations and uncertain labor conditions. These deterrents to maximum production, combined with an unprecedented demand, kept supply pipelines unfilled during 1946.

Builders found their major problem was the procurement of a sufficient supply of materials to keep their projects moving, even at a tempo much slower than desired. Although labor supply was not a major problem generally labor efficiency was lowered considerably because of delays in maintaining sufficient material on the job to keep crews working steadily.

Outlook for 1947 is spotty with indications some building materials and equipment will be in adequate supply while others will remain critical

The removal of price ceilings early in November permitted manufacturers to readjust production schedules to fit the market instead of ceiling prices. This will result in return to the market in volume of many items, especially in lower cost brackets, which could not be marketed at a profit under OPA. In the last weeks of 1946, the prospect of supply approaching demand was good for brick, concrete block, cement, hot water heaters, warm air furnaces and floor-furnaces. The situation on lumber has brightened considerably and in some stock items at year's end supply was no longer critical.

If there are no serious production delays as a result of strikes, structural clay tile, asphalt roofing, sinks and

radiation should approach a balance between supply and demand by the end of the first quarter of 1947. If the present pace continues clay sewer pipe should be in fair supply by early summer and by midsummer building boards should no longer be in critical supply. These estimates are predicated on the expectation private builders will complete about 1,000,000 new housing units in 1947.

Based on current production rates and prospective demand, materials and equipment which will remain in short but not always critical supply in 1947 include cast iron soil pipe, bathtubs, laboratories, water closet bowls and insect screen cloth. Although there have been gratifying increases in cast iron soil pipe output in recent months, there is still wide disparity between supply and requirements. An important factor in the severe shortage of bathtubs, water closet bowls and laboratories is the little noted but significant demands for extensive modernization and replacement jobs. There is little prospect that the insect screen cloth supply will approach adequacy in 1947, largely because of a serious cumulative deficit built up during the war. In

the first nine months of 1946 production totaled 262,000,000 square feet, 62 per cent galvanized steel, 37 per cent bronze and one per cent copper.

Woodwork, especially window sash and doors, has been in extremely critical supply in 1946 and at year's end the industry was operating at only 50 per cent of capacity. Various reasons have been advanced for this condition, but it is due primarily to a shortage of shop lumber, a maladjustment traceable to conditions during the war, followed by unbalanced mill price ceilings. Although the price ceilings have been eliminated, manufacturers expect it will take many months of free market operation to get shop lumber flowing in adequate volume.

Serious shortages in the supply of electrical wiring devices are expected to continue well into 1947. Third quarter 1946 production of switches, outlets and receptacles, boxes and box connectors showed gratifying increases over output earlier in the year, but further increases are hampered by labor troubles in the phenolic moulding compound industry. The shortage and irritability of semi-skilled labor, plus a continuing shortage of porcelain compounds, are factors indicating little optimism for an adequate supply of wiring devices.

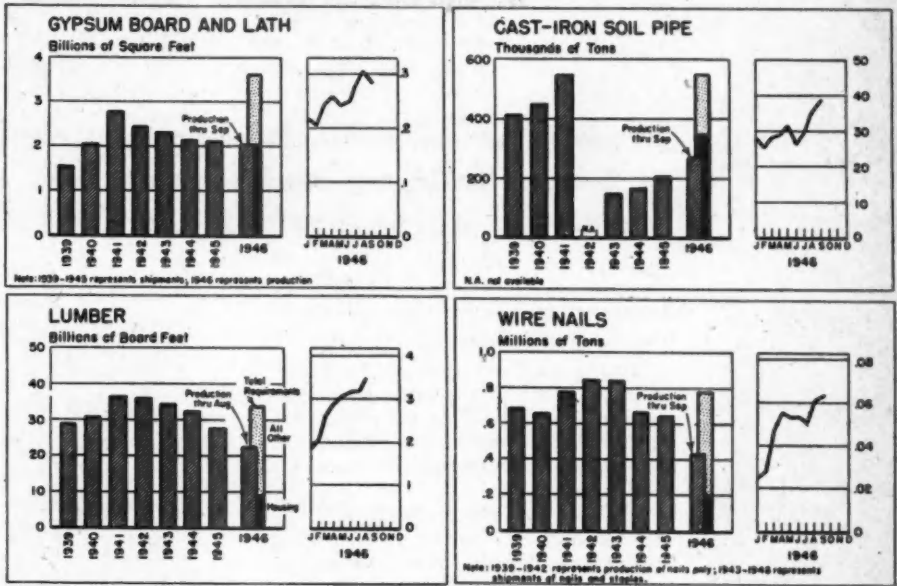
Price decontrol is expected to assist materially in stimulating the production of builders hardware. At year's end it was still a critical material running about 20 per cent short of demand.

At the present time a number of building materials are no longer critical in local areas. Some production totals even indicate there should be a balance between supply and demand nationally. This is not the case, however, because most manufacturers and suppliers are allocating available materials to dealers and builders on the basis of past position of these customers in order files, and postwar demand for new construction is not the same in all areas as it was in previous years. Sizable declines in new home construction have occurred in some sections of the east, while at the same time significant increases are a fact west of the Mississippi, especially in the far west and southwest.

A study of the table reproduced here reveals a wide variation in the relation of production totals for the first nine months of 1946 as compared to the first nine months of 1939. Some industries show sizable increases while others reveal they have not yet been able to match 1939 production totals. Where this occurs it is attributable to maladjustments arising out of wartime controls and raw material availability, also traceable to the upsets of

war. Many manufacturers have valiantly continued to exert every effort to produce in 1946 in spite of restrictive government regulations and

labor difficulties, all of which are expected gradually to disappear during 1947, to bring more uniformity with past performance.



Product	Units	First Nine Months 1939	First Nine Months 1945	First Nine Months 1946	% Change '39-'45	% Change '45-'46
Softwood Lumber	Board Feet	15,770,000,000	16,834,000,000	16,145,000,000	+ 2.4	- 4.1
Hardwood Lumber	Board Feet	2,858,000,000	5,108,000,000	6,038,000,000	+127.3	+ 18.2
Oak Flooring	Board Feet	299,163,000	171,400,000	209,274,000	- 36.1	+ 22.1
Fir Plywood	Square Feet	750,000,000	900,000,000	1,050,000,000	+ 14.0	+ 11.7
Red Cedar Shingles	Squares	6,895,000	3,447,500	3,450,000	- 50.0	+ .1
Common and Face Brick	Bricks	5,062,000,000*	1,638,000,000	3,437,000,000	- 68.0	+123.7
Structural Clay Tile	Tons	1,639,000*	638,000	883,000	- 57.0	+ 61.0
Floor and Wall Tile	Square Feet	65,672,000*	33,358,000*	45,635,000	- 31.0	+ 36.0
Clay Sewer Pipe	Tons	1,078,000*	481,000	767,000	- 55.0	+ 57.3
Cement	Barrels	88,739,000	71,238,000	117,173,000	+ 32.0	+ 64.5
Building Blocks	Blocks	587,000,000	162,400,000**	- 72.0	- 72.0
Cast Iron Soil Pipe	Tons	134,800	271,900	+102.0
Wire Nails	Tons	439,400
Galvanized Sheet Steel	Tons	804,900
Butt-Weld Steel Pipe	Tons	979,700
Insect Screen Cloth	Square Feet	282,000,000
Gypsum Lath	Square Feet	948,745,000	392,387,000	829,292,000	- 56.0	+109.0
Gypsum Wallboard	Square Feet	312,102,000	1,135,540,000	1,309,464,000	+345.2	+ 22.4
Gypsum Tile***	Square Feet	22,835,000	13,590,000	13,727,000	- 39.9	+ 1.0
Paint, Varnish, Lacquer	Dollars	301,398,478	483,298,977	583,809,857	+ 93.9	+ 18.3
Asphalt Roofing, Smooth Roll	Squares	10,670,245	12,400,000	14,195,000	+ 33.0	+ 13.9
Asphalt Roofing, Grit Roll	Squares	7,232,659	9,958,000	10,161,000	+ 40.5	+ 2.1
Asphalt Roofing, Strip Shingles	Squares	7,315,568	12,390,000	18,133,000	+147.9	+ 48.3
Asphalt Roofing, Individual Shingles	Squares	1,430,706	2,235,000	2,355,000	+ 64.6	+ 5.4
Asphalt Felt	Squares	9,863,250	7,980,000	7,189,000	- 27.2	- 11.1
Bathtubs	Units	737,200
Lavatories	Units	1,228,300
Sinks	Units	1,461,800
Water Closet Bowls	Units	1,508,800
Water Closet Tanks	Units	1,371,900
Warm Air Furnaces	Units Shipped	330,489	278,727	447,045	+ 35.2	+ 59.8
Oil Burners	Units Shipped	161,273	198,598	237,288****	+ 48.0	+ 16.6
Stokers—Class 1-2-3	Units Sold	70,130	71,508	143,101	+104.0	+ 99.8
Electric Ranges	Units Sold	240,798	359,248	+ 49.2
Electric Refrigerators	Units Sold	1,759,387	1,250,748	- 28.9
Electric Storage Water Heaters	Units Sold	65,670	230,438	+350.6
Cast Iron Boilers	Pounds	188,550,000	166,400,000 †	170,100,000	- 9.8	+ 8.7
Cast Iron Radiation	Square Feet	55,575,000	13,039,000	28,100,000	- 53.1	+106.2

Figures in this table were prepared from a number of sources including trade associations, U. S. Bureau of Census and other government agencies. Figures covering some materials which should have been included were not available but those which appear were assembled with every precaution as to accuracy. Please note some totals are in units sold or shipped instead of actual production.

Building Industry Leaders

Comment on 1947 Prospects

Prominent individuals representing all segments of home building and commercial construction generally agree outlook for 1947 is optimistic



RAYMOND M. FOLEY, Administrator,
National Housing Agency:

"This is a difficult moment for prophecy, and I will not attempt to forecast the number of dwelling units which will be started or completed in 1947. There are too many unpredictable factors at this moment.

"I believe the cost of housing has risen about as high as it can be allowed by the industry to rise. I believe if it is allowed to rise much further that fact will be regarded by the veterans as a failure in

the efforts to provide them proper housing. I do not believe the over-all cost of producing housing need rise any further. In fact, I believe it can and ought to decline.

"The basic task of private enterprise in this field is to make decent housing available to all income groups of the American people at prices, whether for rent or sale, within their reasonable ability to pay. The great mass of the American people come within the classifications of middle and low income.

"The building industry has the chance to prove itself in the year ahead. I believe the task can be done, if we are able to put together and intelligently employ the four-horse team of management, labor, finance, and government. Great as have been the achievements of private enterprise in housing in the past, the possibilities of the future over-tower them vastly."

★ ★ ★



WILLIAM GREEN, President,
American Federation of Labor:

"The coming year in residential construction will be crucial not only because it is imperative in the course of that year to break the vicious circle of hardship long imposed upon the community by the prolonged housing shortage, but also because in that year the die will be cast for hundreds of enterprises, deciding their fate between lasting prosperity and bankruptcy.

"There has to be agreement on the part of all elements of enterprise and labor on a concerted program of action to prevent this prospect of financial and productive disaster. Only concerted action for sustained intensive production of materials and maximum volume of construction can assure long-term stability from which everyone is to gain.

"Will there be a prospect of labor shortage when peak activity is attained? The evidence is conclusive that adequate supply of labor of all skills is assured to meet foreseeable needs. With the exception of a few local shortages that are likely to be caused by shifts of migration, the labor supply should be adequate, and in fact, in some trades may leave some unemployment.

"Maximum utilization of private enterprise, supplemented only to the necessary extent of publicly-aided low-rent housing, and primary reliance on local initiative in achieving a million unit home construction record should be our goal for 1947."



TYLER S. ROGERS, President,
The Producers' Council, Inc.:

"Recent studies of the building materials production outlook indicate that there should be enough materials in 1947 to permit construction of 1,200,000 permanent-type homes, including 300,000 prefabricated units. In addition, there also should be enough materials to permit all other construction that is likely to get under way during the year.

"We still face some raw material shortages, mostly in metals, but some of those shortages may disappear quickly as a result of decontrol. Production of raw materials also was being held down by inadequate price ceilings.

"If we have no undue difficulties with raw materials or labor, and if we and the rest of the building industry are not handicapped by other federal controls, there is good reason to believe that manufacturers next year can turn out enough materials for at least \$19 to \$20 billion of construction, including repair and maintenance, in 1947."

★ ★ ★



ROBERT W. MCCHESENEY, President,
National Electrical Contractors Assn.:

"The need for building up America's plant and home is huge. The satisfaction of this demand has scarcely started. Years of high-level building activity are ahead of us.

"The Electrical Contracting Industry is keenly aware of its responsibilities and obligations in 1947. It has looked forward, and has weighed the problems deliberately. With care it has developed a program.

"The cornerstone of the program for 1947 of the NECA is the expansion of the value of the electrical dollar—the dollar the customer spends for the wiring, the lighting and the power equipment in the structure he buys, has repaired or maintained."

★ ★ ★



JOHN B. GOODWIN, President,
Home Builders Association of Memphis:

"The home builders of Memphis have been able to build, during the past year, some 2,500 housing units which in addition to reconversions and temporary units will total 3,500 units.

"It is our belief that 1947 will show a greatly increased volume of home construction, providing government red tape, restrictions and all other influences are removed. This belief is based on the fact that restrictions have played a major part in curtailing the manufacture of all building materials and have created bottlenecks which prevented work from progressing as it should."

JOSEPH MEYERHOFF, President,
National Association of Home Builders:

"The home builders of the nation have been confronted with an overabundance of regulations and directives and disheartening shortages of materials. The private home building industry has had to battle for its very life instead of building homes.

"Now we are entering a period when home builders can cease some of these efforts and turn the major portion of their energies to really planning and building. This is a year when home builders will have greater opportunity than for several years to fulfill their function and build homes!

"As regulations disappear and production of materials mounts, the period of building is bound to be shortened. This should mean a reduction of costs. I think 1947 will be a really notable year for home builders."

★ ★ ★

WALTER W. McALLISTER, President,
U.S. Savings and Loan League:

"Some 800,000 new dwelling units will be added to our supply in 1947, a gain of 25 per cent over the 1946 production record, and three out of four of them are likely to be single family homes. The total number of new units may reach as high as 850,000 if all factors are unpredictably favorable, but the available labor supply is not likely to be sufficient for quite that many. If we make our plans on the basis of 800,000, we are much more likely not to be disappointed in the coming year.

"It goes without saying that there will be sufficient credit and more than enough to finance 800,000 or even 850,000 new places for people to live in the United States."

★ ★ ★

STUART H. RALPH, President,
The Asbestos Cement Products Assn.:

"It is inevitable that a note of optimism should tinge any forecast of conditions in the building field for 1947.

"The asbestos cement building materials industry, in common with the makers of other essential building products, expects 1947 to be a year of steadily increasing production. The output in 1946, although retarded by labor difficulties, was well above that of the preceding year. Even so, it was not able to keep up with demand. That situation is likely to continue well into 1947.

"The thousands of architects and building craftsmen who helped in the nation's great wartime construction program have brought back to their civilian jobs a new appreciation of the modern building materials which helped so signally in time of need. It is logical, therefore, that they will continue to do their part in the nation's expanding building program."

★ ★ ★

WILLIAM G. WHITMAN, President,
Nat'l Oak Flooring Manufacturers' Assn.:

"There will be more oak flooring, and lots of it in 1947. That, in a few words, is the good news from our industry.

"Barring unforeseeable developments, the output of the oak and other hardwood flooring should reach more than 500 million board feet during the coming year. That would compare favorably with the most productive years in the industry's history.

"Even with this greatly increased production, however, it should be kept in mind that oak flooring probably will continue in short supply during all of 1947."



JAMES V. JONES, President,
Insulation Board Institute:

"Lumber dealers and builders will welcome the news that all indications point to a substantial increase in the production of insulating board during the coming year. The total output, in fact, may well set an all-time record. This optimistic outlook is justified by improved manufacturing facilities. Plant expansions and improvements, begun in 1946, will begin to have their effect as the new year progresses. New plants are under construction. The added output will be necessary if new marks are to be reached, for the industry as a whole has been operating at or near capacity since before the war.

"All in all, it seems likely that the market for insulating board will reach new proportions in 1947. The industry will do its best to meet the challenge."

★ ★ ★

JOHN H. FAHEY, Commissioner,
Federal Home Loan Bank Administration:

"If increased production of certain building materials which have been very difficult to obtain since the end of the war and which are far short of present needs goes forward during 1947 and if the prices for such materials are not too high, there should be a very great increase in the number of new homes built before January 1, 1948.

"The coming year should see a substantial reduction in prices and our people should be getting a better product than they have been receiving if we are really going to have a sustained market for the years ahead."

★ ★ ★

EDWARD R. CARR, President,
Home Builders Assn. of Metro. Washington:

"The year 1947 will be another challenging year to the builders of the country and the industry as a whole. Holding the promise of relaxation and probably complete abandonment of government controls, it will offer a freedom of action that will be a welcome relief from the operations of the past several years.

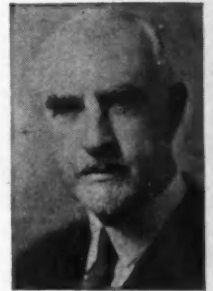
"Closer cooperation between the various segments of the industry from producers of basic raw materials, fabricators, distributors, bankers and mortgage men down through the builders can accomplish wonders in giving the public a better and less costly home. Government in an advisory capacity can help and I believe 1947 will see an industry cooperating in a new spirit to study and surmount its problems through its own initiative."

★ ★ ★

RADFORD R. CRANE, Chairman,
Enameled Cast Iron Plumbing Fixtures Assn.:

"There seems to us no question but that the long range outlook for the building industry is a bright one. Material shortages, waves of labor unrest, and other factors may cause temporary lapses but since the country's economic life seems to be coming under the law of economic supply and demand and escaping from the stifling and constricting action of government regulation, the future cannot help but be good.

"The year 1947 will continue to be a difficult period for building materials. Prewar production facilities in most lines are running at capacity, and while many additions are being built, and still more planned, it will be late 1947 or 1948 before there is any chance of supply catching up with demand."





MANLY M. MOORE, President,
Oklahoma Home Builders Association:

"Flush spending by people in this part of the country has leveled off as expected and appears to be a healthy situation.

"1947 should be a good year. Builders are getting better and more materials now with which to create houses of better quality and give people more for their money in a postwar home.

"Although buying has slackened off a bit, 1947 has a lot in store for a house-hungry public who can get what they want from the builder. Key to the entire situation is the condition of materials supply."

★ ★ ★



BOYD T. BARNARD, President,
National Assn. of Real Estate Boards:

"Construction in the United States, particularly home building, can reach an all-time peak in 1947. All of the necessary industry conditions are there. We have builders of ample capacity to break all records. Construction credit is abundant. Labor shortages are not likely to be of an extent to prevent peak production. Material producers, now free for capacity output, will be able to deliver the goods. There is a vast market for new construction.

"The construction industry has a vital stake in broad economic policy. It rests in a delicate balance which is only lightly tilted toward the freedom to produce that has been given to other elements of our economy."

★ ★ ★



C. W. BAILEY, President,
American Bankers Association:

"As this is written, the extent to which Government controls will be removed from building is still uncertain, but indications point to increasing freedom for the industry and consequent stepping up of production. Adequate private credit is available to take care of any foreseeable expansion, even though it should reach the optimistic estimates made by the National Housing Agency.

"It has come to be generally recognized that the most urgent need in the coming year will be the furnishing of the greatest possible amount of rental housing. The responsibility of the Federal Government should consist primarily in assisting and supplementing the efforts of local and state governments."

★ ★ ★



ERNEST T. TRIGG, President,
Nat'l Paint, Varnish & Lacquer Assn., Inc.:

"Construction and paint are so intimately interdependent that any forecast of the prospects for one is bound, in effect, to be similarly a forecast for the other.

"In the paint industry, for the first nine months of 1946, sales of finished paint, varnish and lacquer products were 18.3% above the first nine months of 1945, and for the month of September, 1946, were 31.3% above September,

1945, as reported to the Bureau of the Census by 680 establishments estimated to represent 90% of the total volume of the paint industry. As the supplies of materials progressively catch up with the demand, and our economy improves its balance, the construction business and the paint business will continue to reach for new high records."



ELBERT S. BRIGHAM, President,
National Life Insurance Company:

"So many anomalous and unprecedented conditions confront the construction industry that the prophet who ventures to make a clear-cut forecast of the outlook must be bold indeed.

"Despite the problems, however, there can be little question that there is an unusually high potential demand for housing. While construction costs are high, they have not risen faster than incomes, and in addition the public has unprecedentedly large amounts of savings, and mortgage credit is freely available. There has been a gratifying increase in the output of building materials, and it is likely that most of the bottlenecks will be relieved, if not entirely corrected, in 1947."

★ ★ ★



C. A. NEUMANN, President,
Asphalt Tile Institute:

"All estimates for 1947 indicate a dire need for a record-breaking year in residential construction. The Asphalt Tile industry is meeting this challenge and is ready to produce its share of flooring to fill this unprecedented demand.

"The year 1946 was a record year in itself, for asphalt tile production was increased to some two and a half times its prewar peak.

"Labor conditions and an adequate supply of raw materials then became the only limiting factors in the accomplishment of this program. If the overall labor situation can be smoothed out during the early part of the coming year, and industry as a whole can get back on a normal basis, the supply of asphalt tile should be adequate to take care of the housing requirements for 1947."

★ ★ ★



KALMAN KLEIN, President,
Long Island Home Builders Institute:

"Home builders are approaching the year 1947 with an eagerness that is somewhat tempered by caution. Probably the greatest cause for concern, aside from government regulations, is labor. With the elimination of restrictions on non-housing construction, there will be keen competition for available manpower and, in this, the home builder will be at a distinct disadvantage, for the lure of a greater earning potential in non-housing construction will drain home construction of a vast number of its skilled workers.

"Despite the variety of problems, there is considerable confidence among builders that 1947 will be one of the biggest years which they have yet experienced."

★ ★ ★



DAWSON W. WINN, President,
Prefabricated Home Mfrs. Institute:

"Our industry is today at the most crucial stage in its development. We have endured another year of operating under government orders and regulations. I regret that the high hopes which we had on V-J Day have not materialized. However, recent changes in the Washington scene give us renewed faith that the country is settling down to a more practical and realistic approach to the national housing problem.

"Another ray of hope lies in the fact that material production will get into full swing in the year ahead and, barring major labor disturbances, the producers of prefabricated homes look forward to supplying 300,000 permanent homes."

Home Can Be an Apartment, Too!



ARCHITECT'S sketch showing the building as it will appear when completed. The view at left shows the building as it appears today in the process of construction.

The Shaker-Fairway Apartments have been designed to provide a multiple group of complete individual homes, all located under a single roof

IN Shaker Heights, one of the finest suburbs in Cleveland, Ohio, a new forty-five suite apartment building is now under construction by Morris Appelbaum, contractor. It will incorporate many of the latest innovations and features that have been developed in the last decade.

Situated on a large parcel of ground adjoining the Shaker Heights Golf Club, it is so planned that its more expensive suites have the advantage of overlooking the beautiful landscaped course. The builder has reasoned, because of its splendid site, that the suites will in fact serve as town homes for the class of tenants that may be expected to occupy them.

The architect for this project is M. P. Halperin, well known in Cleveland for the fine homes that he has designed in the various exclusive suburbs surrounding this city. With that type of background it was logical that he should be commissioned to design forty-five homes, all placed under one roof, and to be known as the Shaker-Fairway Apartments.

Architect Halperin, who has talked with a great many people relative to their requirements in the planning of houses, poses this question: "What are the things found in an individual home that are lacking in the average apartment?"

In answering his own question, he sets forth some of the necessities that have been incorporated in the planning of this building in the order of their importance:

Privacy: Every suite is entered through a good sized foyer. Windows of one suite are not opposite windows of another.

Sound Insulation: Eight-inch Haydite block wall between suites and corridors.

Closets: In addition to towel cabinets in the bath, and broom closet in the kitchen, there are at least five closets in the two-bedroom suites.

Eating Space: Apartment dwellers must eat, also. Table space is provided in all kitchens in addition to dining rooms.

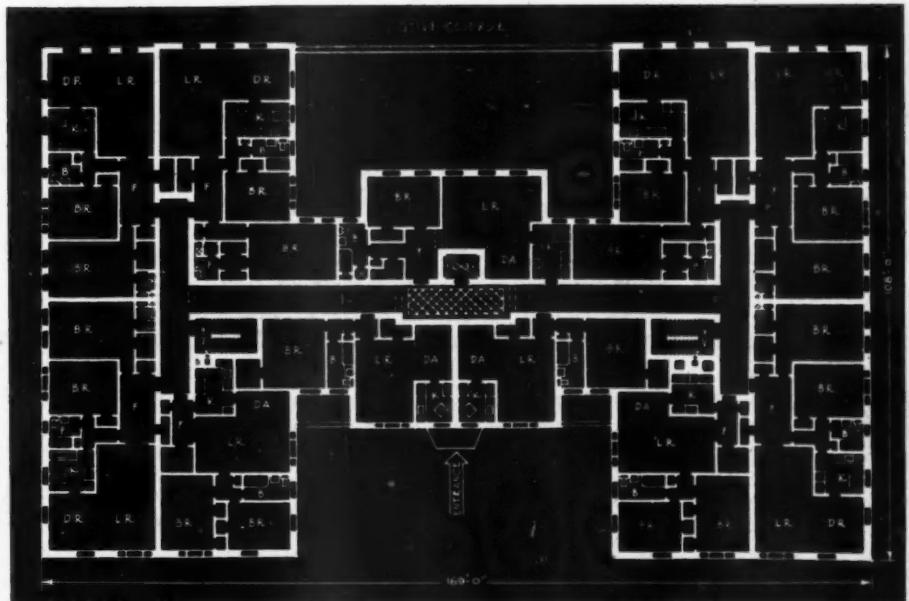
Bathtubs: Nobody liked them

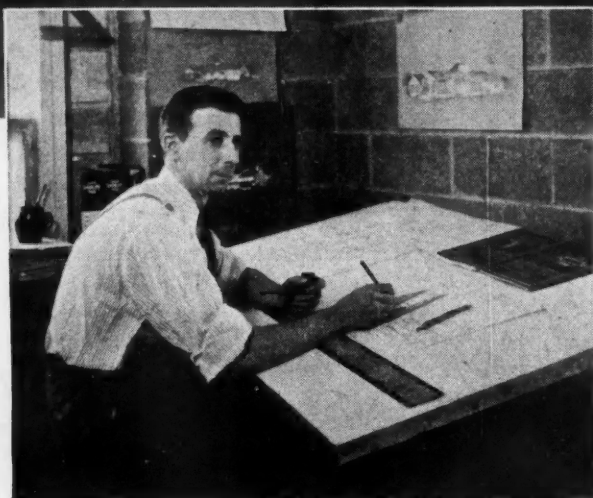
placed under windows. By increasing the width of the room to 6'8" the tubs have been located on the sidewall.

Spaciousness: Living and dining rooms are combined in one L-shaped space.

Garage: Almost the entire ground floor is devoted to automobile parking, with each tenant assigned to a given space where he may lock his car.

This building is of semi-fireproof brick and concrete construction in a modified Colonial design. It has a slate roof over the central portion to enclose the elevator.





First House of New Blueprint Series

**Designed for American Builder
by Walter T. Anicka, Architect**

AMERICAN BUILDER takes pride in presenting to its readers this series of blueprint homes designed by Walter T. Anicka, Ann Arbor, Mich. In its never-ending search for better houses, *American Builder* last year presented to its readers a few Anicka designs which brought such a response that we persuaded Mr. Anicka to produce this new series of blueprint houses.

Architect Walter T. Anicka attended the architectural colleges of New York University, N. Y., and University of Michigan, Ann Arbor, Mich. He gained valuable construc-

tion knowledge through his work as superintendent in charge on site for operative builders, and has been employed in various New York City architectural offices specializing in apartment and residential developments. He established his own architectural practice in 1939. His practical background of field construction coupled with design ability have been responsible for his success in residential design, for he has been able to present plans which are attractive to the builder as well as to the prospective home owner by means of their efficiency and economy.

Mr. Anicka has specialized in planning medium priced houses, giving them a modern aspect without their being extreme or radical. Every square foot must be useful, every eave serve a purpose. We feel confident that our readers will appreciate his sound judgment and careful planning.

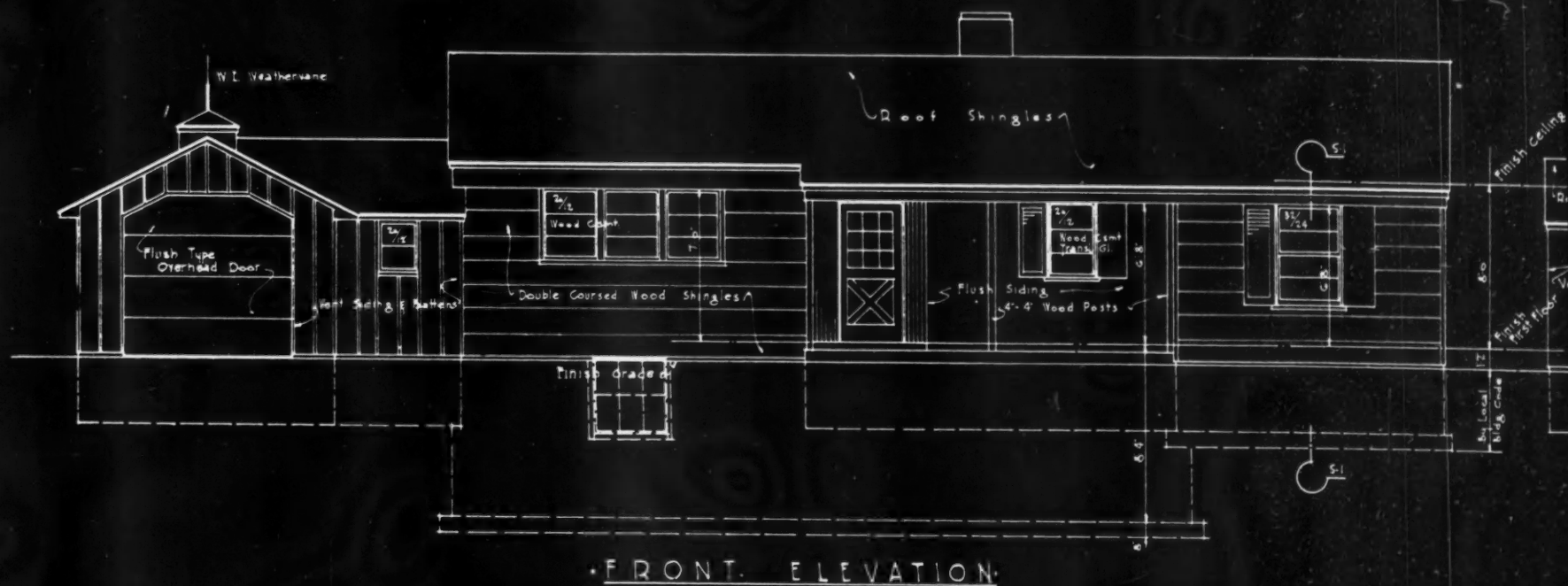
The first house presented here is definitely planned for tomorrow, and its conservative lines assure permanent value. Fully detailed one-quarter inch scale working blueprints and specifications for this house are available from Mr. Anicka.

DRAWN to one-eighth inch scale, these blueprints will serve accurately to estimate costs of construction. The floor plan has been arranged to provide spacious living accommodations, and the main rooms are placed on the garden side of the lot for privacy.

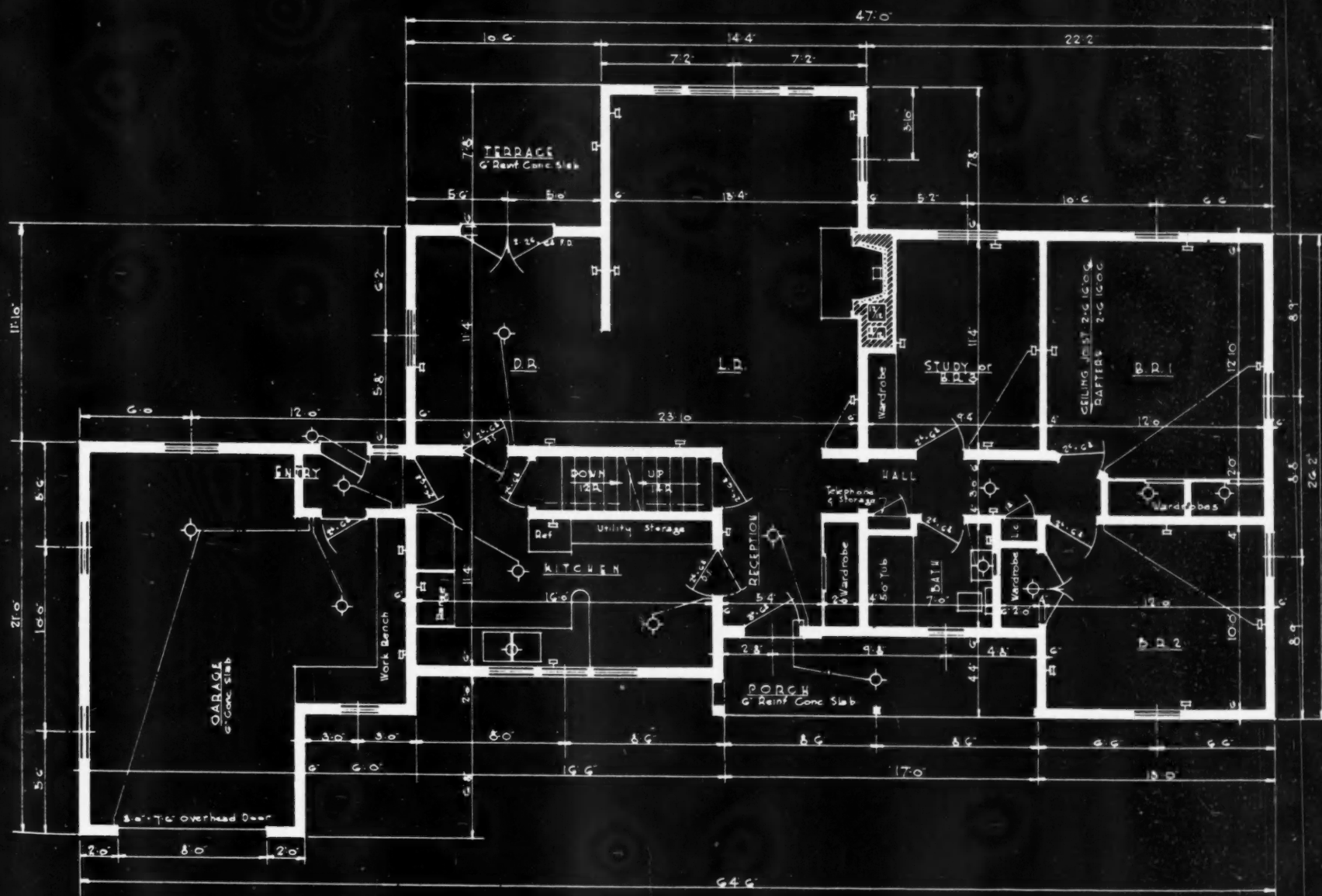
Instead of the usual minimum car storage, space has been provided for a work bench, screen storage and possible freezer unit in the garage.

Dining space is adequately provided in the kitchen. The reception hall forms the main traffic nucleus of the plan, providing access to all major rooms. The basement provides a spacious, well segregated recreation area, laundry and heater room. Roof pitch may be increased for additional sleeping or playroom area instead of storage as now shown.

The exterior design is in response to the present-day demand for houses of low and rambling character.

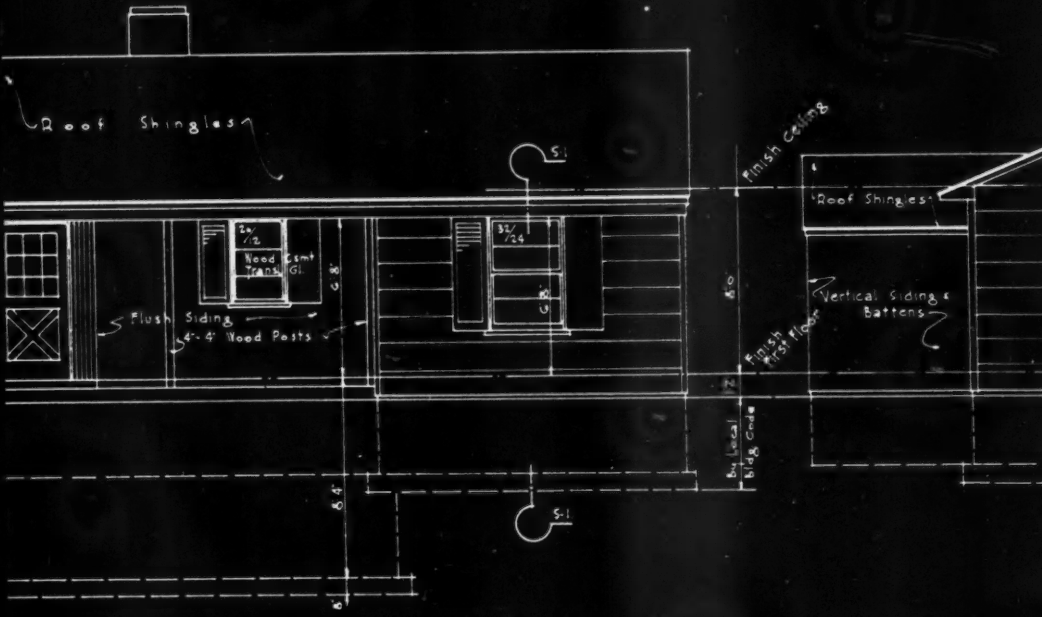


FRONT ELEVATION

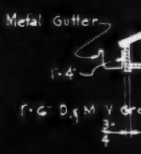
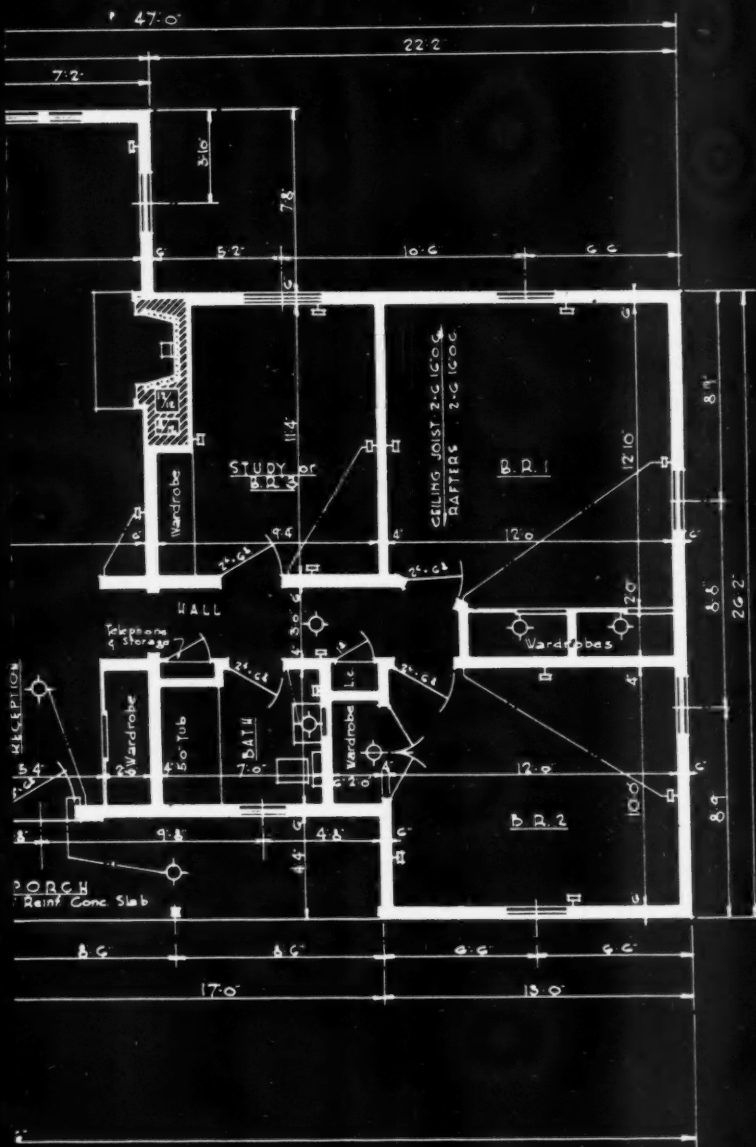


FIRST FLOOR PLAN

Scale 1/8" = 1'



ELEVATION.

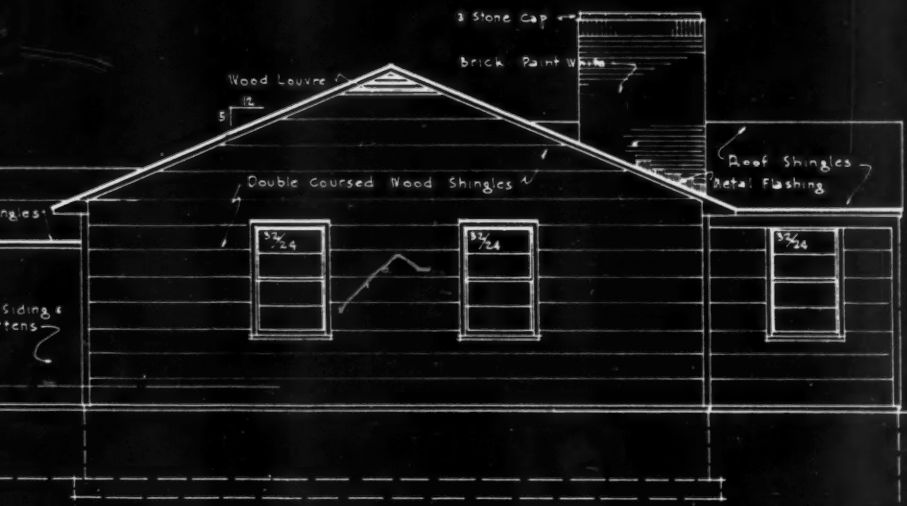


3/4 Sheath
Double Co
Wood S

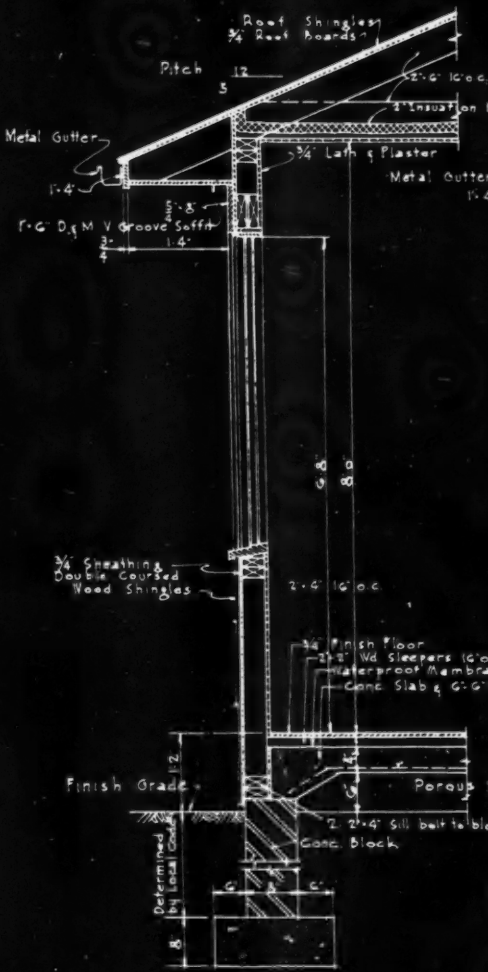
Finish

FLOOR PLAN.

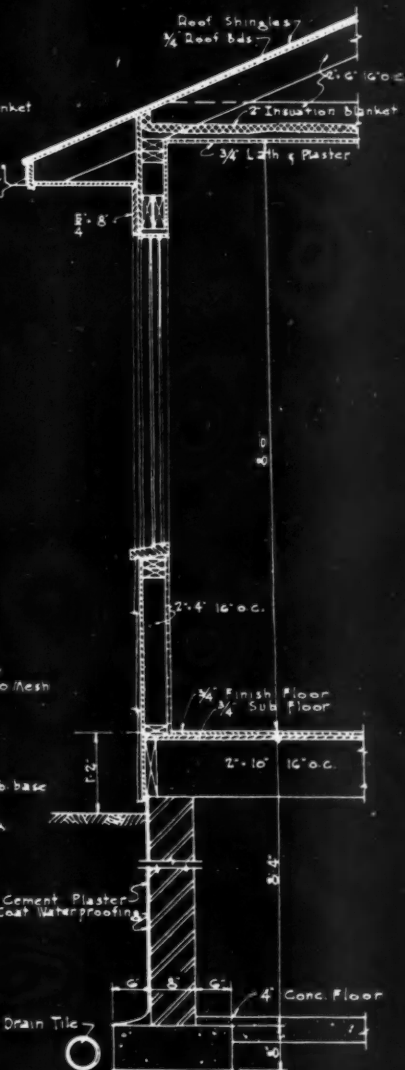
1:0



RIGHT ELEVATION

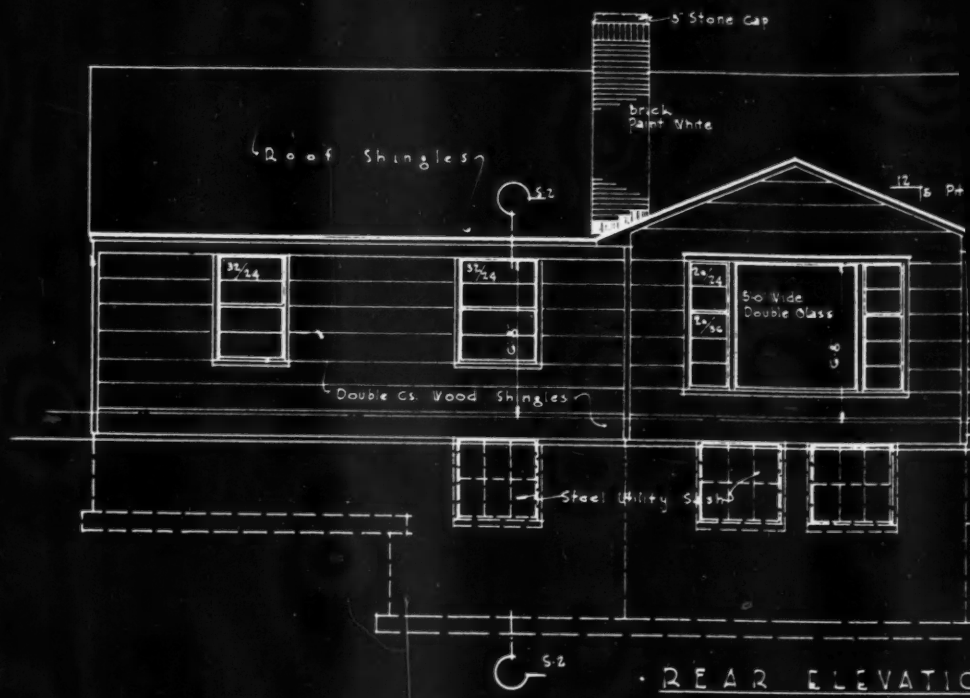


SECTION S-1
Scale 3/8" = 1'-0"

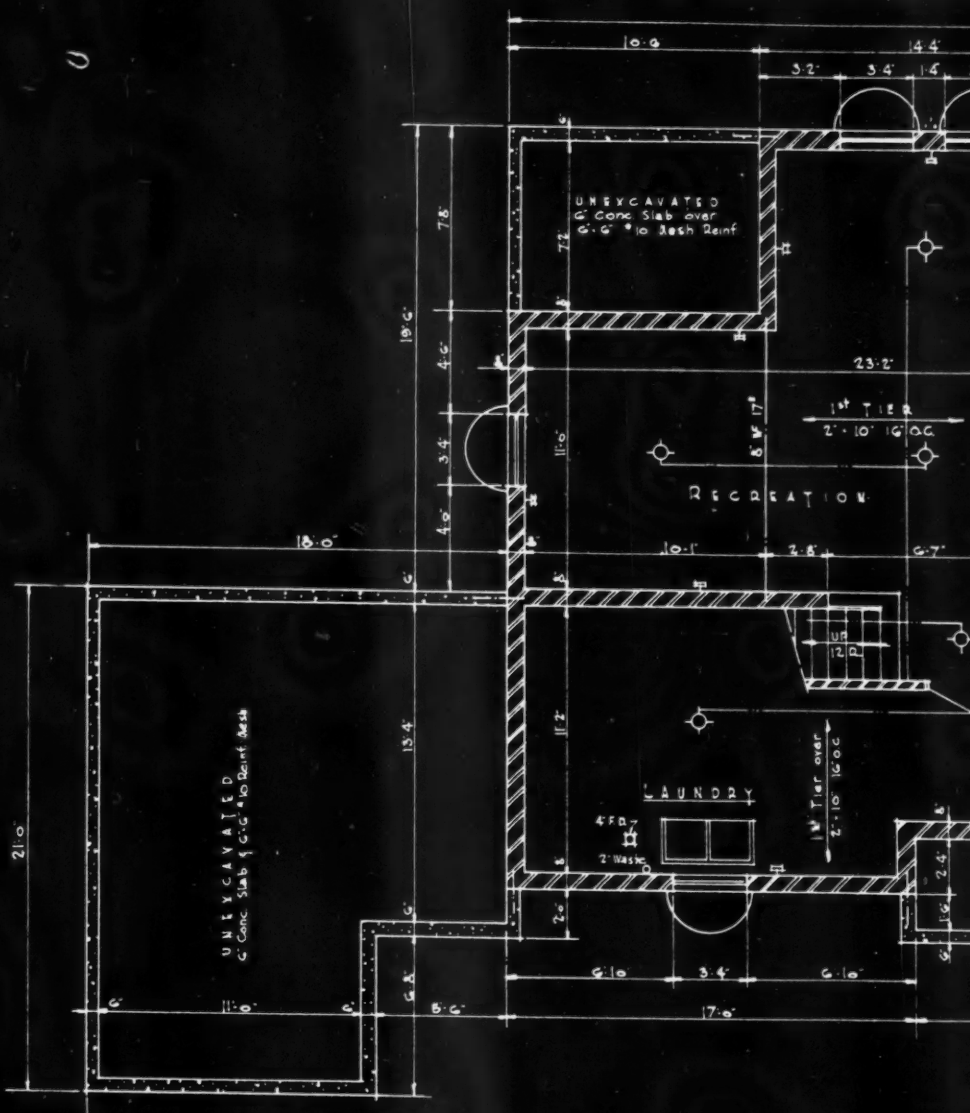


SECTION S-2
Scale 3/8" = 1'-0"

DESIGN No. AB 114
 AMERICAN BUILDER BLUE PRINT SERIES
 Designed By
 WALTER T. ANICKA ARCHITECT.
 Ann Arbor Michigan.
 Simmons Boardman Pub. Corp. 105 W. Adams St. Chicago, Ill.

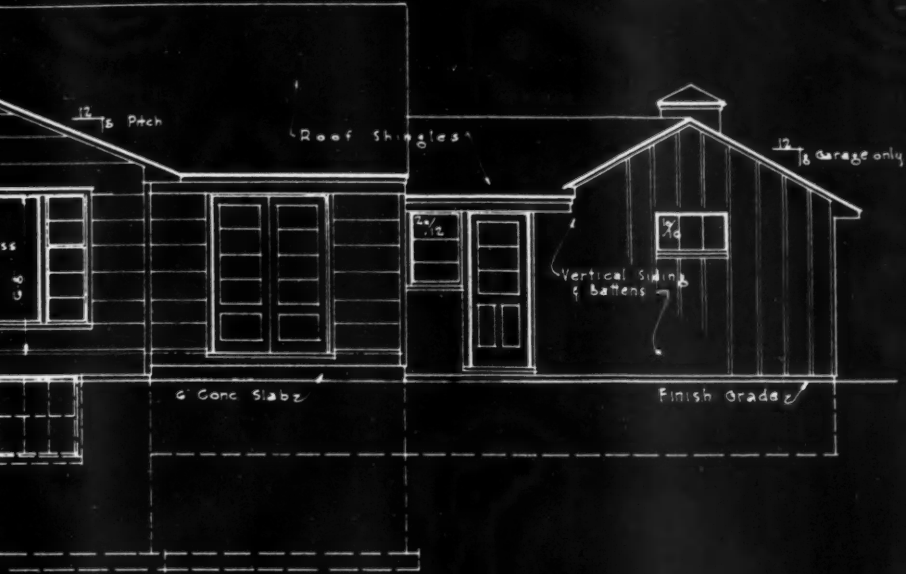


REAR ELEVATION

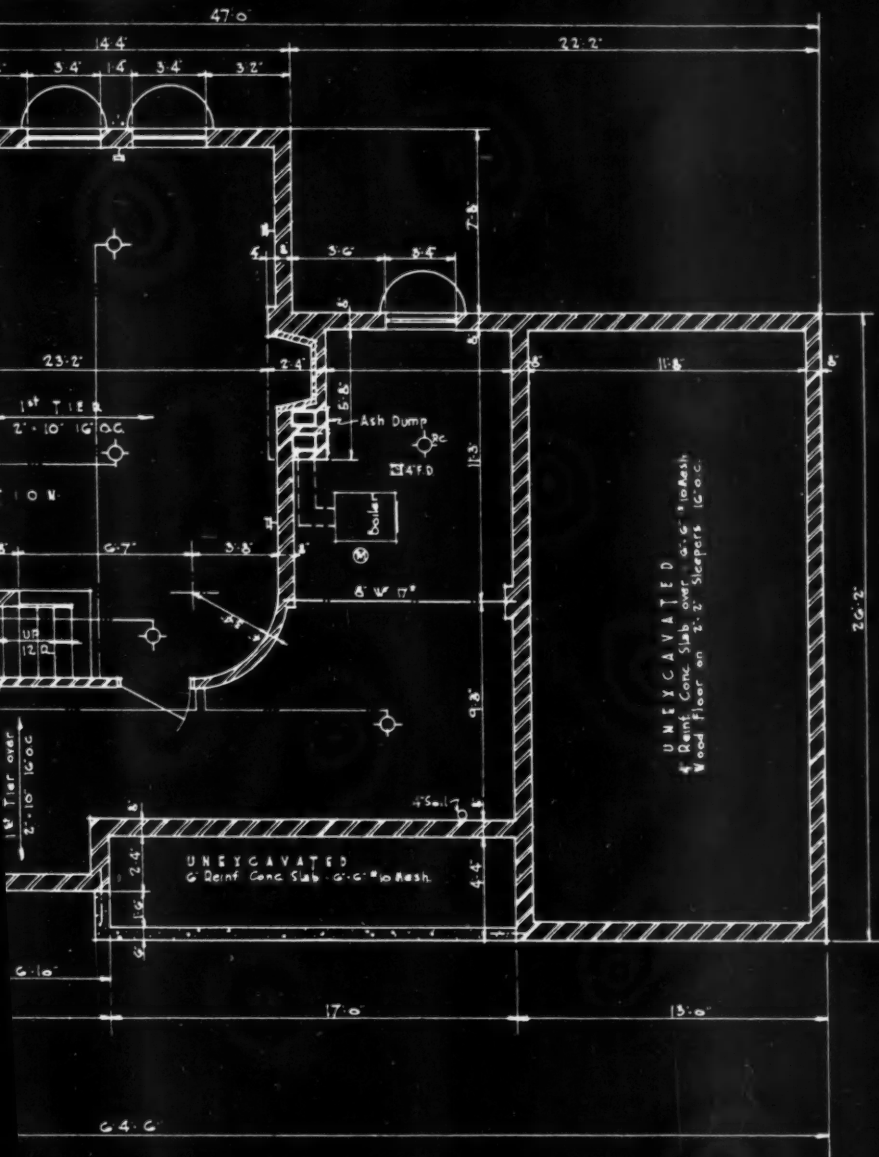


- GENERAL NOTES:
1. Concrete footings under all 8" block walls - 8" deep & 6" wider each side.
 2. All 6" trench type concrete walls to have 2 $\frac{1}{2}$ " ϕ at bottom & $\frac{3}{8}$ " ϕ dovels 1'-0" o.c.
 3. Entire basement to have 4" concrete floor

FOUNDATION PLAN
Scale $\frac{1}{8}" = 1'-0"$

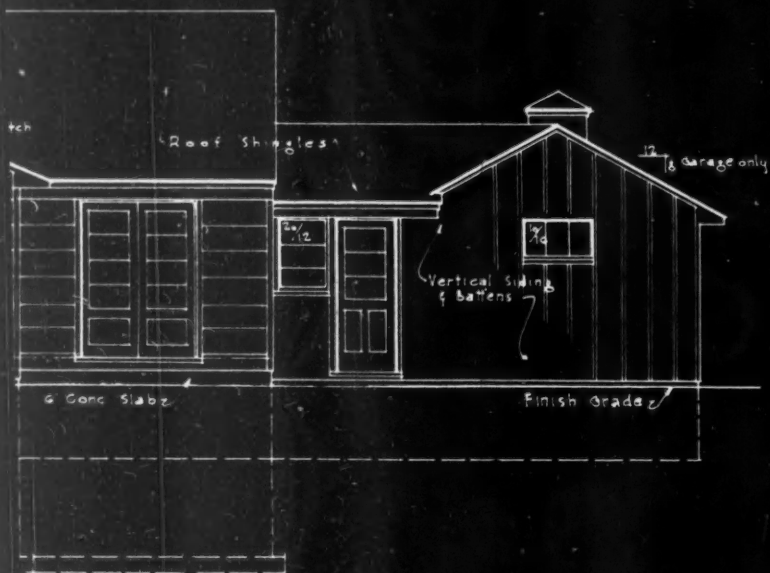


ELEVATION:

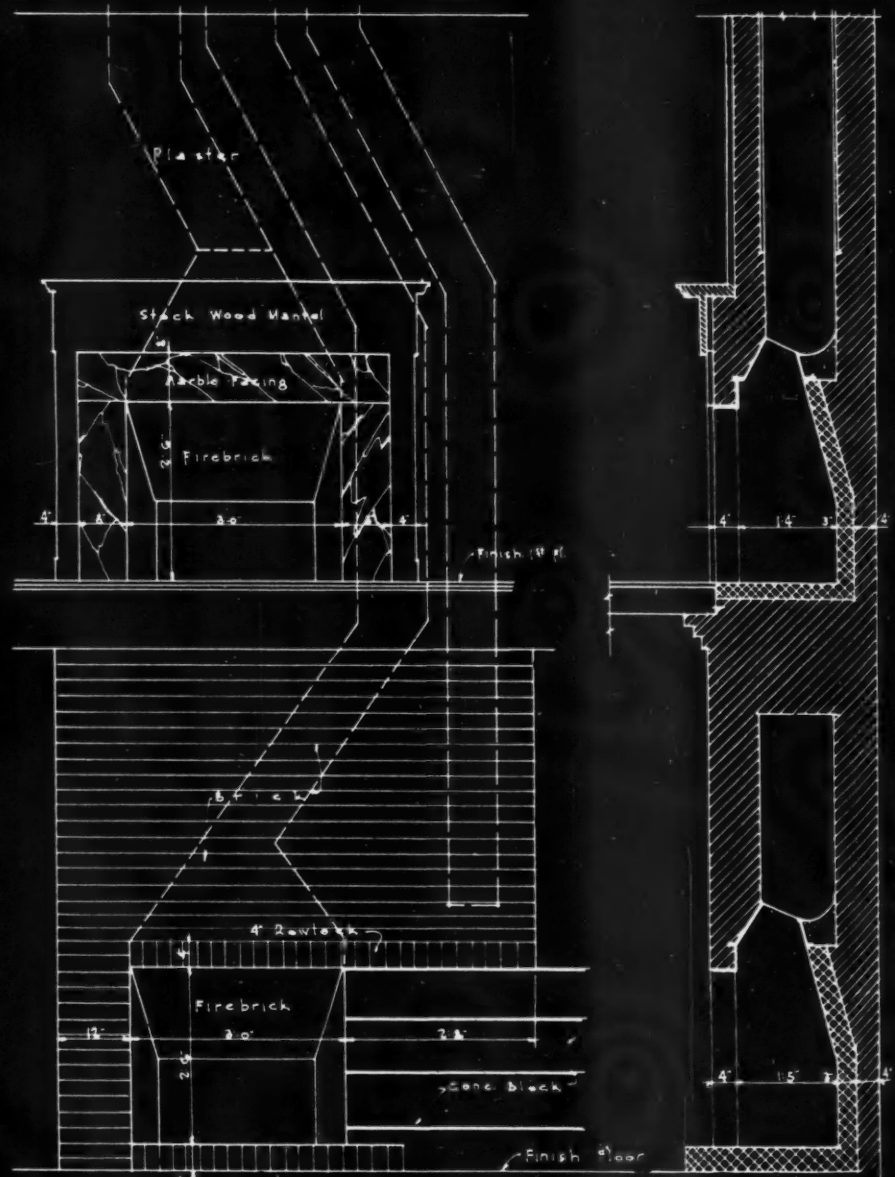
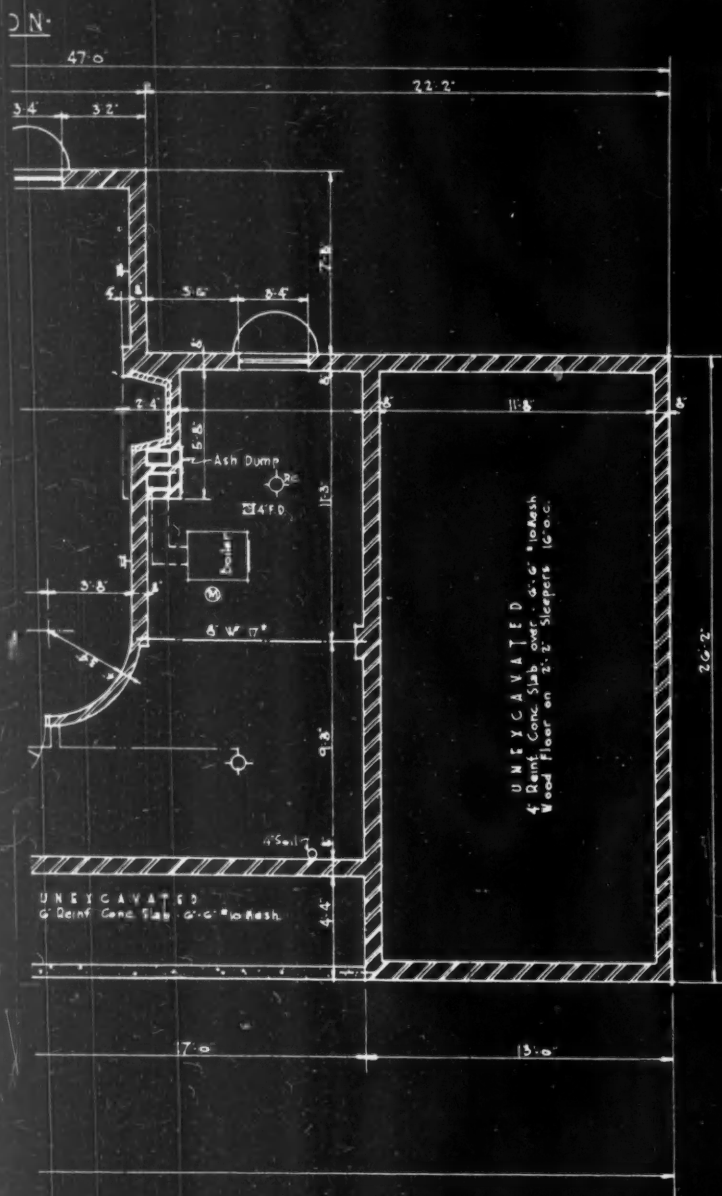


FOUNDATION PLAN:

1" = 1'-0"



LEFT ELEVATION

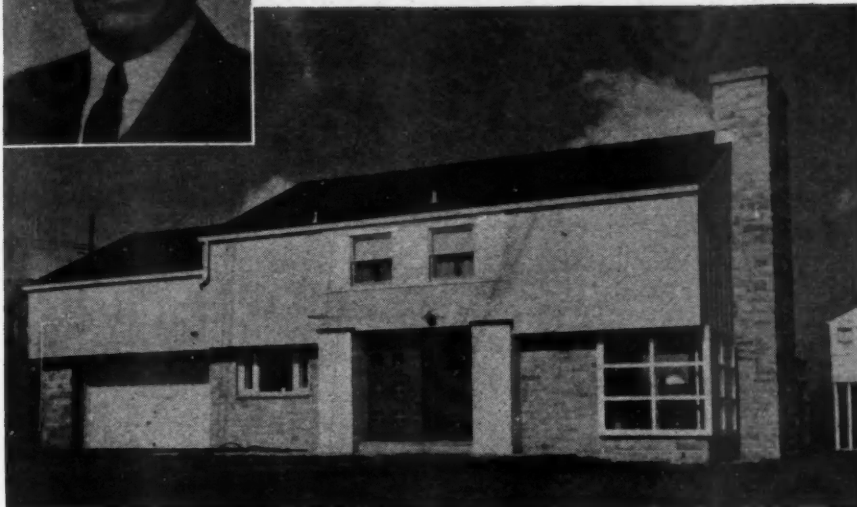


FIREPLACE DETAILS
Scale 1/8" = 1'-0"

Builder and Architect Combine their Talents



WALTER S. JOHNSON



CLEVER fenestration and deep shadows provided by overhang make interesting exterior.



John N. Highland Jr. and John N. Highland

The splendid homes developed in Gorge View Park, Lewiston Heights, N. Y., are result of perfect coordination between architect and builder

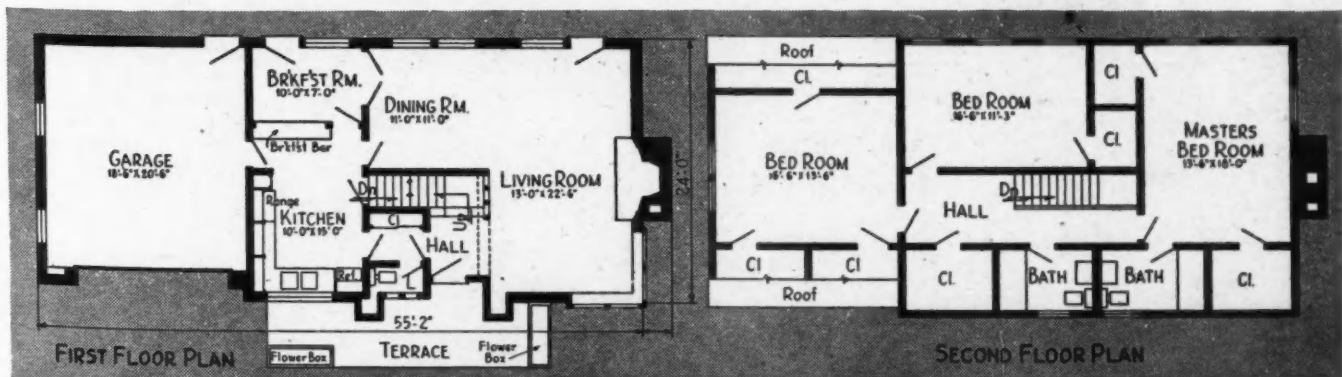


THE entrance motif, flanked by stucco piers, is painted a deep maroon. Floor plans below.

GORGE View Park, a development of fine homes located in Lewiston Heights, N. Y., a suburb of Niagara, has been built by the Walter S. Johnson Building Co., Inc., of Niagara, from the designs of John N. Highland, AIA architect, Buffalo, N. Y. These houses, which were started before restrictions were imposed, have now been completed or are in the process of completion.

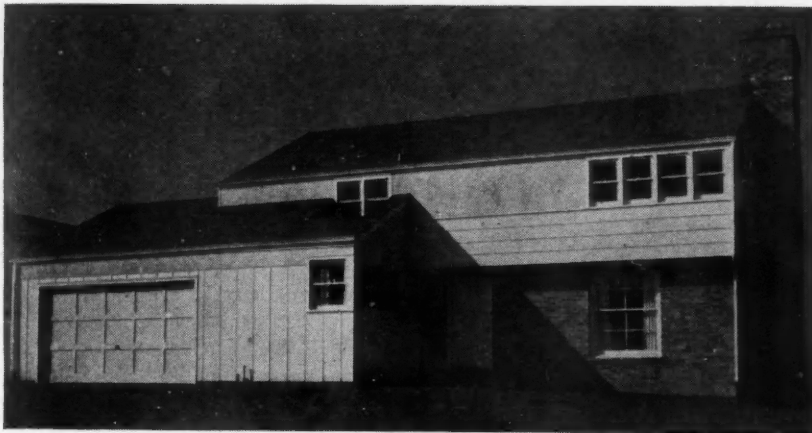
Situated on the historic banks of the Niagara, the home sites have a view extending for many miles across the Niagara frontier to the blue of Lake Ontario in the distance. The tract has been laid out so that each home will have a full view from all sides.

The houses that have been completed, and which are illustrated on these pages, follow a distinctive pattern or design that has been developed by John N. Highland Jr.

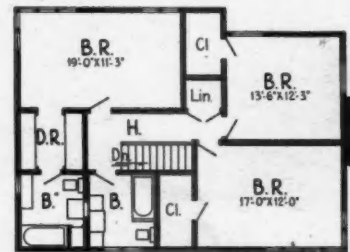




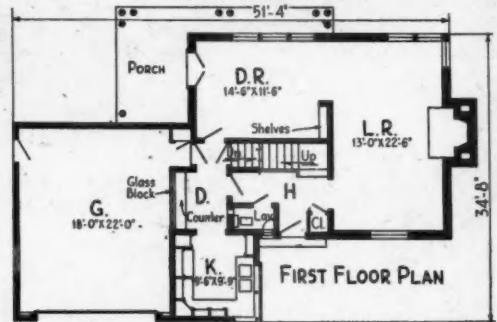
THE two story portico set within the framework becomes the dominant feature of this modern house, which is an adaptation



BROAD lines of house blend with the garage and kitchen wing.



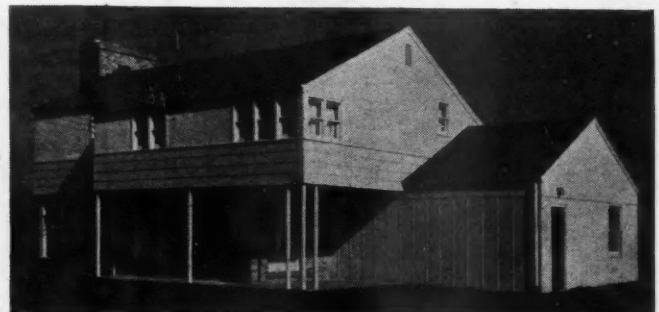
SECOND FLOOR PLAN



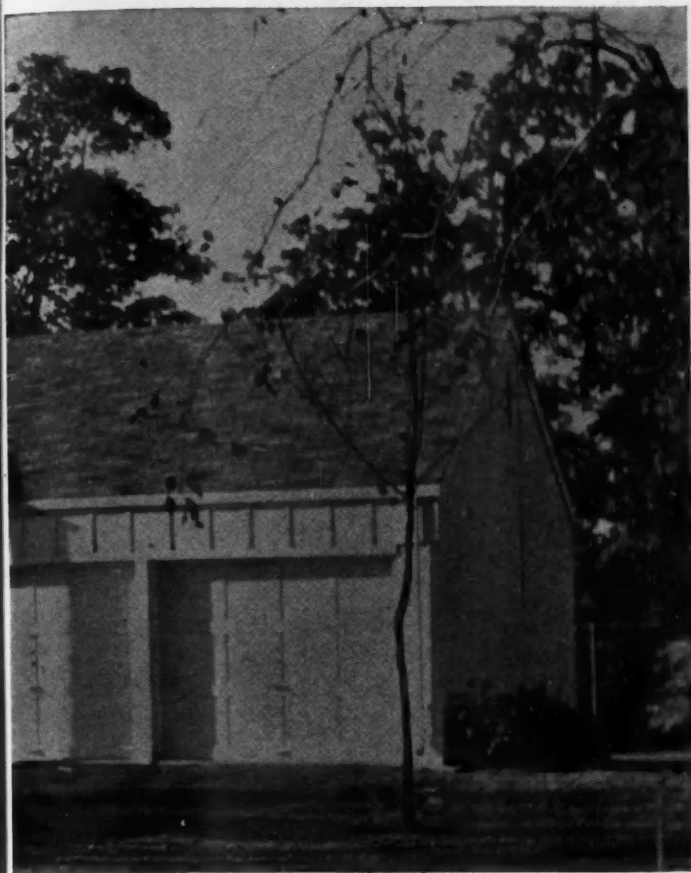
FIRST FLOOR PLAN



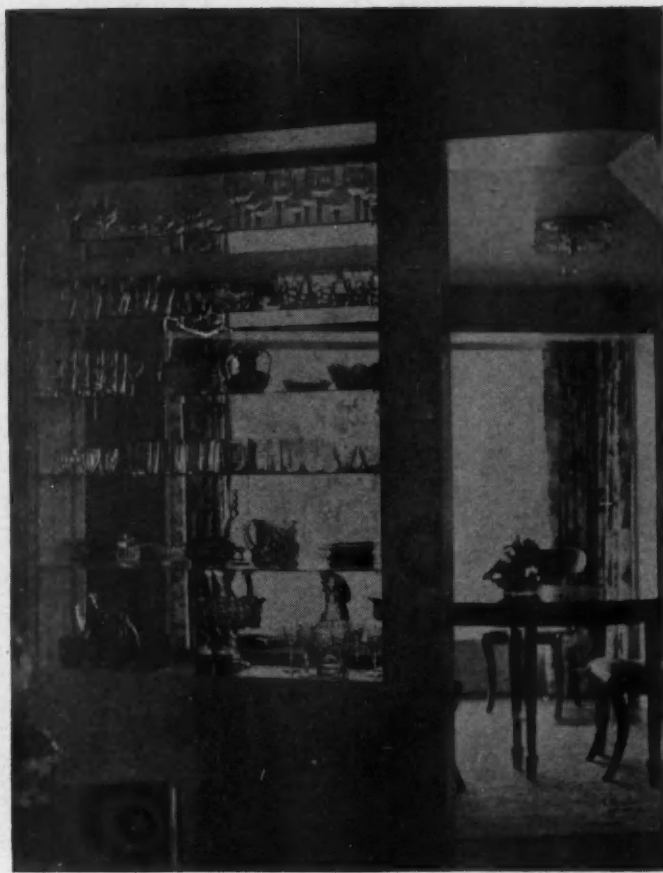
LIVING ROOM showing brick fireplace and floor length windows.



REAR view showing overhanging wing forming porch. Plans above.



of traditional design. Combination of materials adds interest.



CHINA case with glass shelves forms division between main rooms.

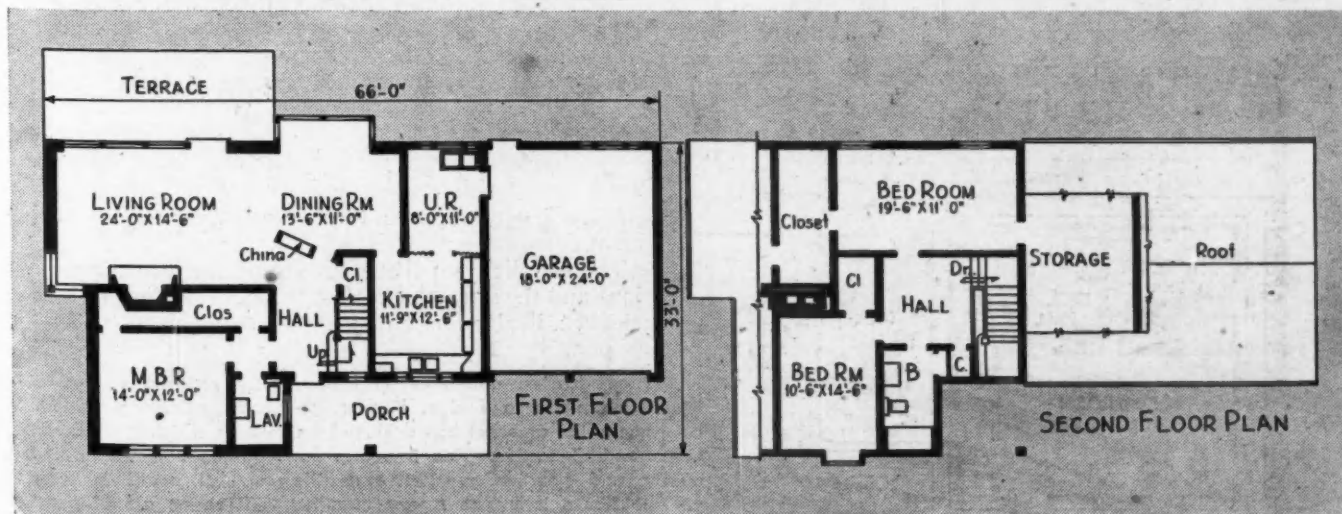
Adopting the early American precepts as a base of operations, he proceeds to apply modern thinking and motifs to this type of background, thereby obtaining some very unusual effects. Taking advantage of the latest improvements in materials and methods, he has created a design that is sound in principle and plan.

The three houses shown here are distinctly different from each other, yet in plan they follow a similar pattern. In each case all the rooms circulate around a central stair hall, with the kitchen and garage facing toward the street, and the living rooms with their large glass areas commanding an excellent view of the rear lawn and gardens. With this plan arrangement splendid circulation is thus obtained, and all rooms become accessible without cross-room traffic. Large, generous closets are

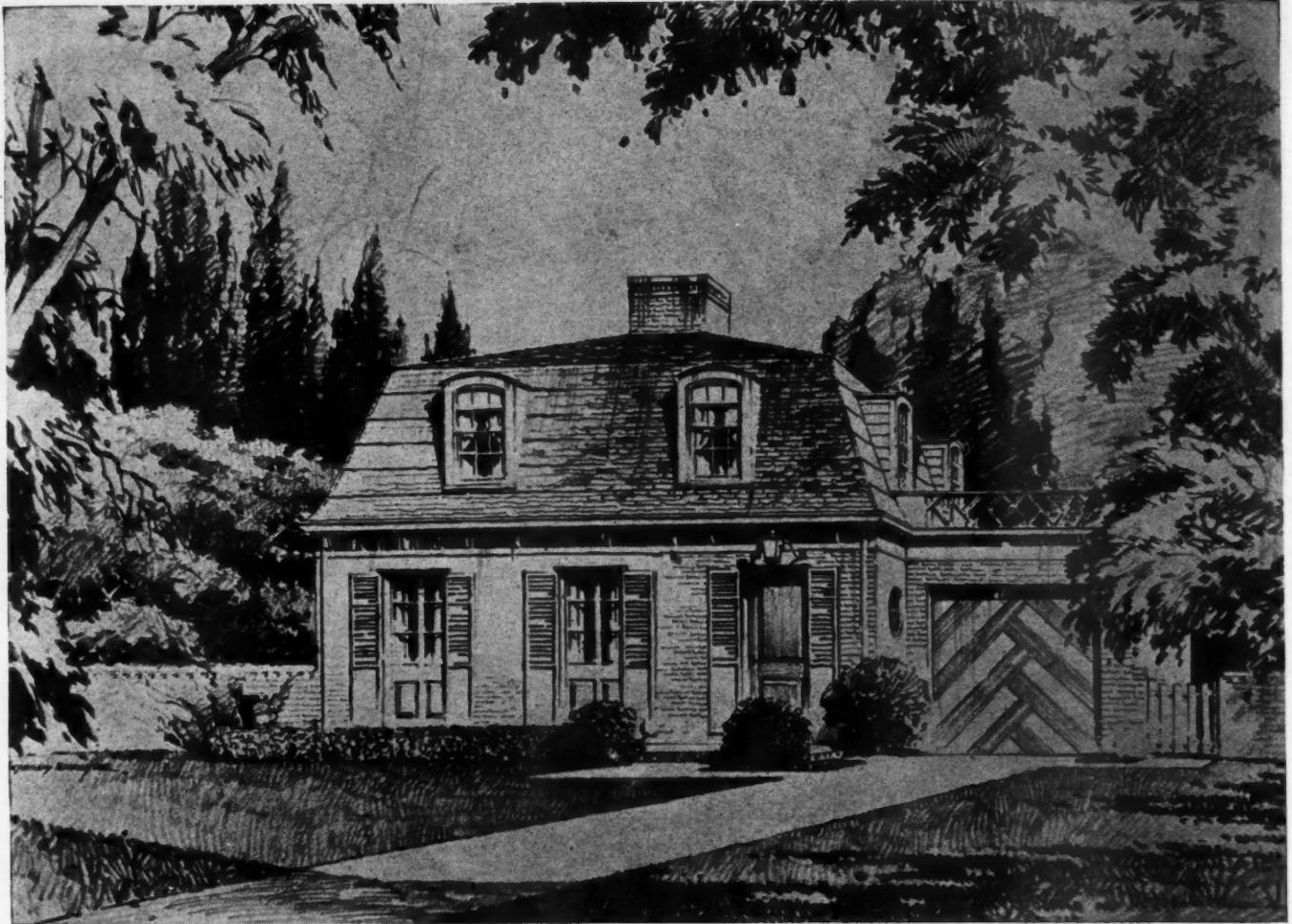
the rule rather than the exception. Bathrooms adjoin one another, and kitchens are located directly below on the first floor, thereby centering all supply and waste pipes in one area, permitting installation economies.

The houses are extremely well built, the first floor having a concrete slab laid over steel bar joists with prefinished oak flooring cemented to concrete slab. Exterior walls up to second floor are of brick, with Homasote panels used for exterior surfacing above. Roof is covered with asphalt shingles.

The Walter S. Johnson Building Company, Inc., which has developed this project, pioneered in the field of machine cut framing and shop fabrication. This method of assembly keeps the lumber dry and prevents warping and excessive shrinkage in the finished house.



PLAN of house shown above and at left. Excellent circulation is provided for all rooms. Kitchen commands view of front entrance.



A degree of tempered formality keynotes this modern French design.

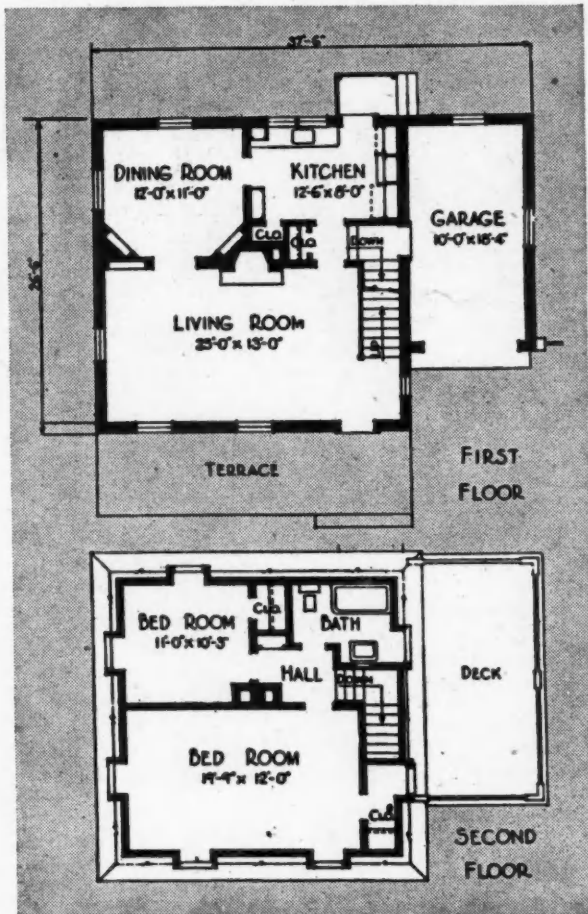
Three Houses, Each of Distinctive Design

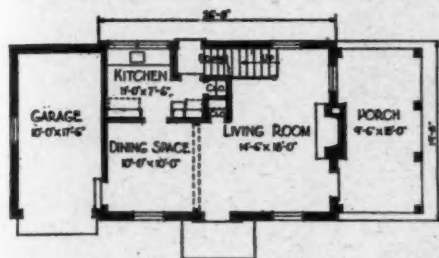
THE three houses shown on these pages have been designed by Elmer Gylleck, architect, Elgin, Ill. Each one represents a type that has found favor in the eyes of the building public, and has been consistently popular over a long period of time. This has been due, in part, to the reluctance of many to accept the extreme modern designs that have been given such widespread publicity, or the inability to build the wide-spreading ranch type houses in old established communities because of restrictive clauses that permit only traditional designs, or the fact that the lot is too narrow.

Each house contains the equivalent of five rooms in addition to a full basement and storage space in the attic. The garage and porch on two of the houses are optional.

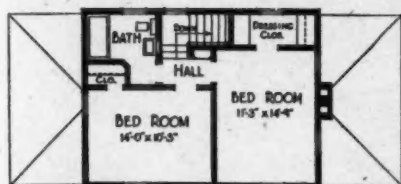
The simplicity of the room arrangement in the various plans and the attractiveness of the exterior designs help to achieve a livable house of low cost.

THE house shown above is an economically planned version of a French Farm House design. Without sacrificing efficiency of plan to gain effect, the architect has achieved an exterior which is traditionally smart and distinctive. This five-room house offers a maximum of livability and practicality. Not even the smallest space is wasted, yet the house is by no means cramped. All rooms are of average size or better, the living room and main bedroom being exceptionally generous. A feature is the open stairway at one end of living room.





FIRST FLOOR PLAN



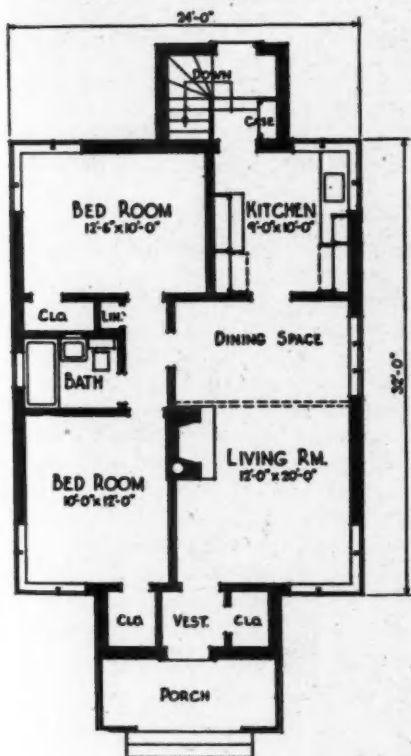
SECOND FLOOR PLAN



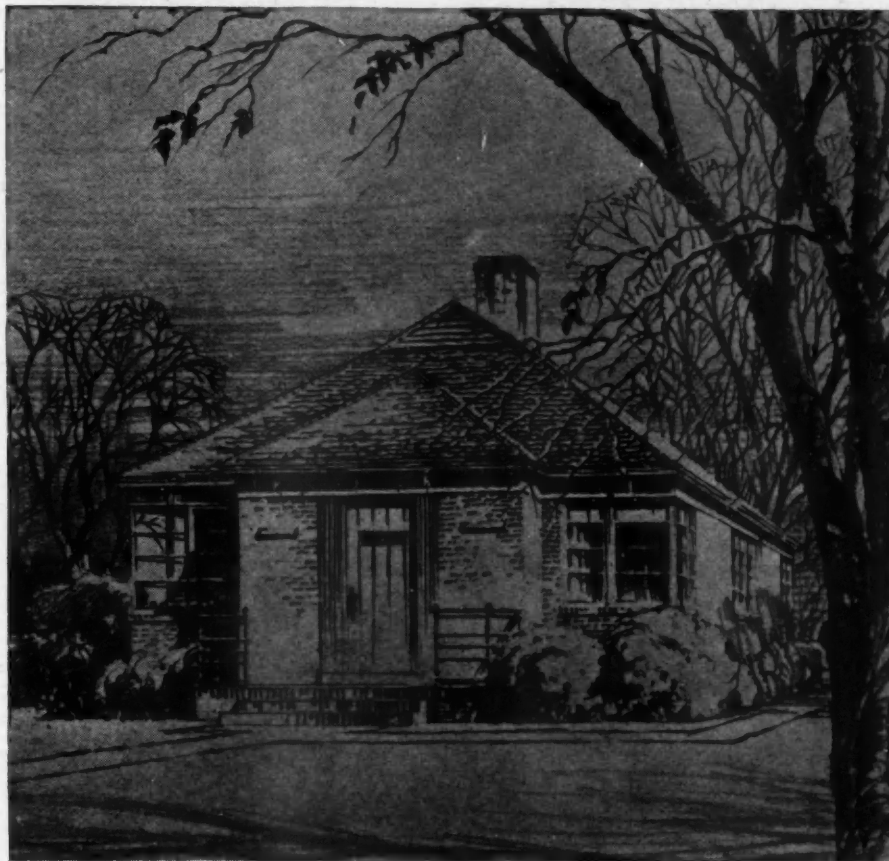
THE house shown above is typically Colonial in its concept, having a combination of brick and wood and a balanced arrangement of openings and units on the exterior which is characteristic of this traditional type of design.

Examination of the plan indicates that all waste area has been eliminated. The open

effect obtained through the combination living and dining rooms increases the apparent size of the house and permits separation of the overall space by the grouping of various pieces of furniture. In a cost-conscious period such as we are passing through now, this house is the answer to the veteran's problem.



FLOOR PLAN



THIS house is the answer to the ever-growing demand for homes suitable for narrow lots. The contemporary design with its corner windows and broad horizontal lines presents a refreshing solution to this

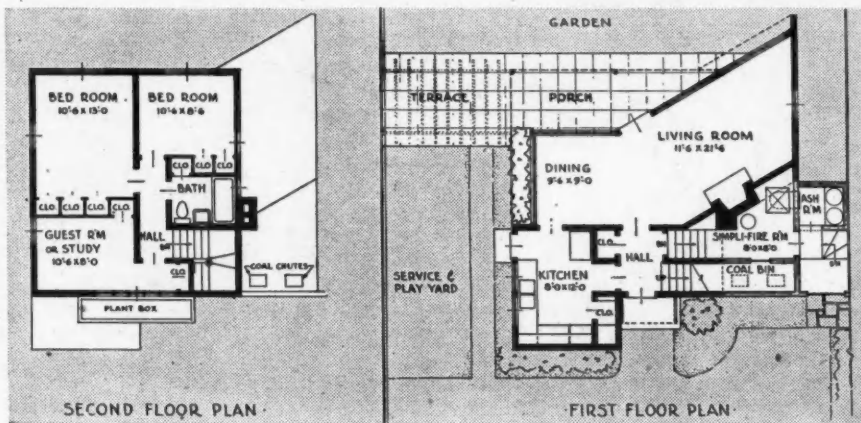
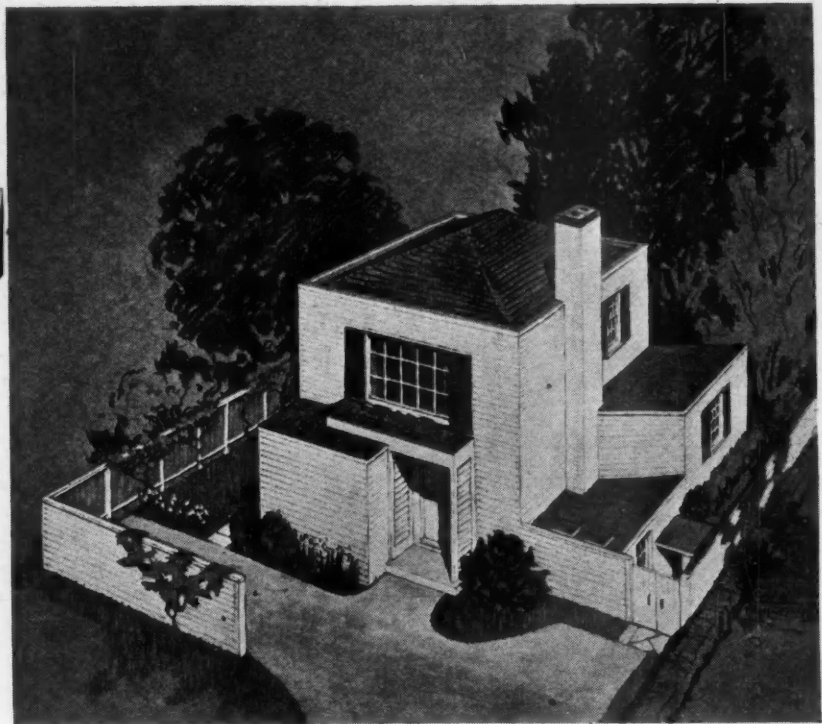
problem. The overall perimeter of the house contains potentially five rooms with all the essentials of good living conditions. Living and dining space is separated by a curtain hung on an overhead track.

Homes Planned for Efficient Coal Heat



HOME planners inspect model of heating room.

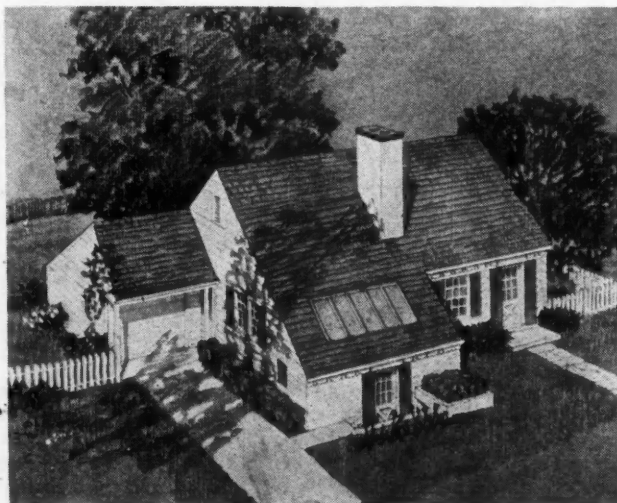
The trend toward utility heating rooms in new housing has resulted in development of miniature basement designed for added convenience in coal heated homes



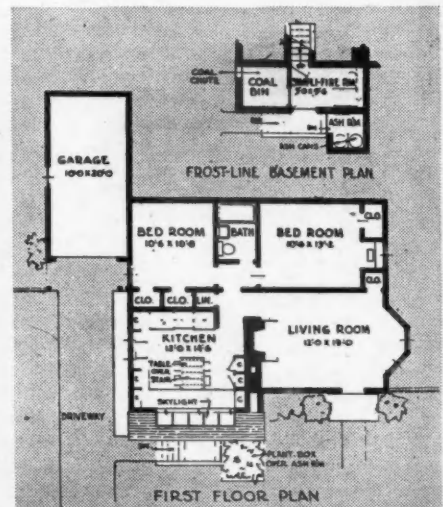
THIS is the second of a series of articles on the "Answer Home," a contribution to convenient low cost building, found in a series of six house plans designed by Randolph Evans, of the firm of Chapman & Evans, architects for the Anthracite Institute. The first article appeared in the July issue of the *American Builder*, in which three houses were shown featuring the "Simpli-Fire" room.

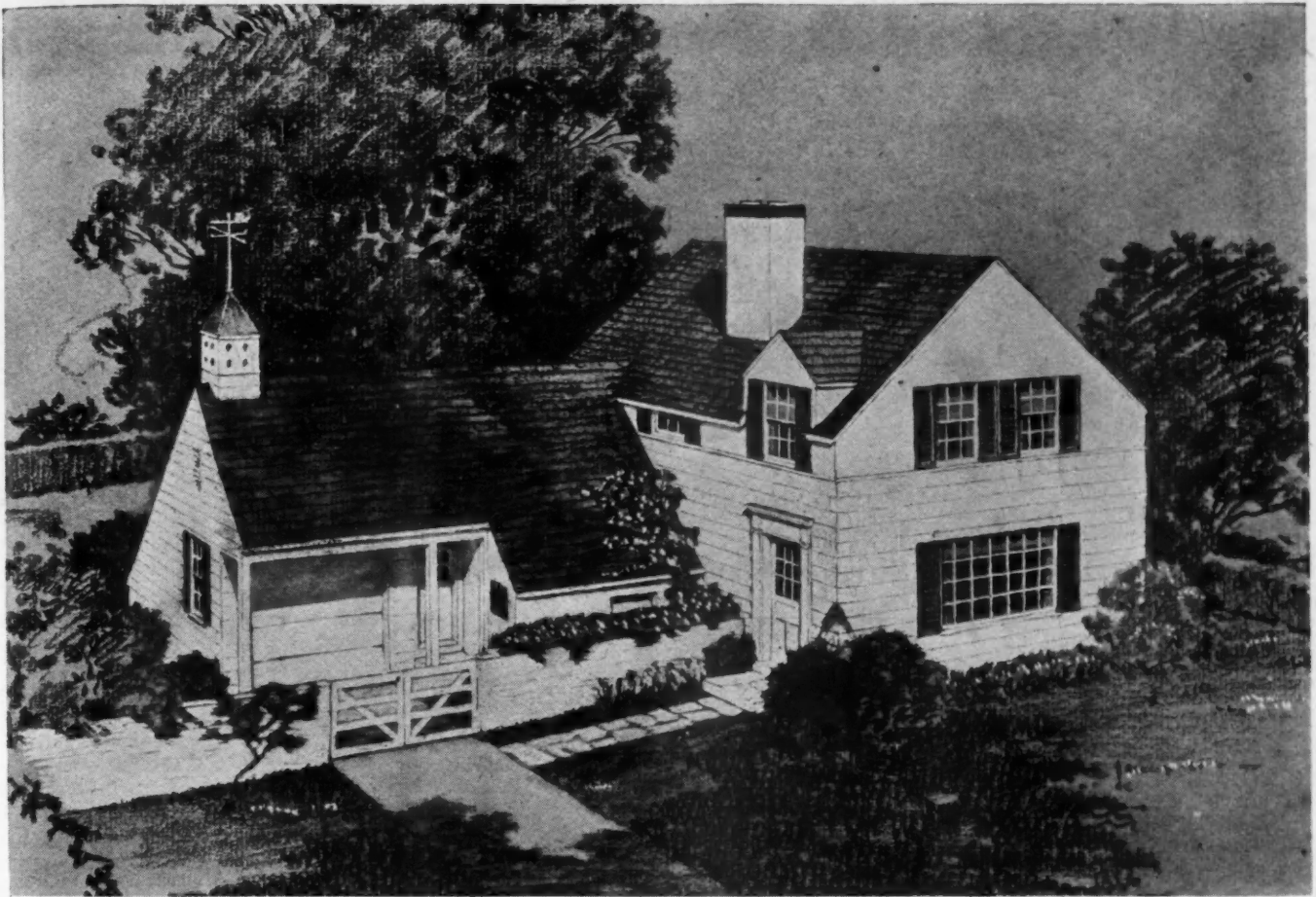
In the remaining three houses shown on these pages, the emphasis continues to be placed on the "Simpli-Fire" room around which the plan

UNUSUAL arrangement of living and dining areas in the plan of the house shown above permits a central location of the "Simpli-Fire" room in a conventional type house of Colonial architecture.



THE extended roof line over the kitchen and "Simpli-Fire" room of the house shown at right adds a note of distinction to an otherwise simple and straightforward design.





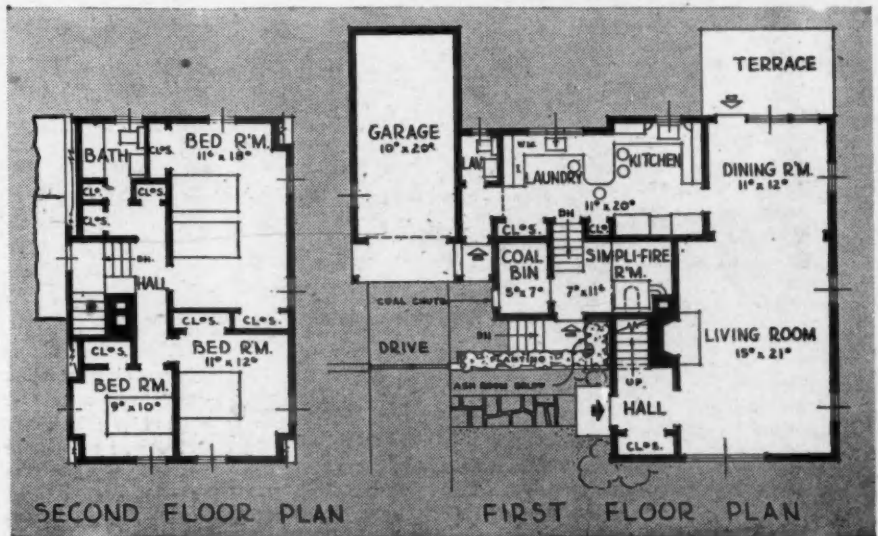
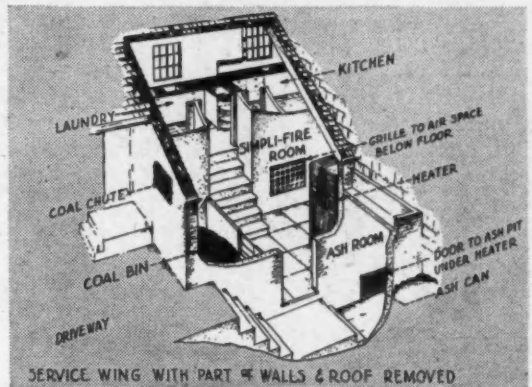
is centered and the design developed. Created especially for the use of anthracite coal, this arrangement of space for use of boiler, coal bin and ash room, situated in one corner of the house at a depth of three and one-half feet below grade, is one of the recent important developments.

As in all the houses, the "Simpli-Fire" room features are incorporated to good advantage from the standpoint of comfort and convenience. Ash shoveling is eliminated by a clever arrangement which permits withdrawal of the ashes from outside the house. Grilles permit the natural escaped heat from furnace or boiler to circulate in the space between floors and ground level, thus providing warm floors without a full basement.

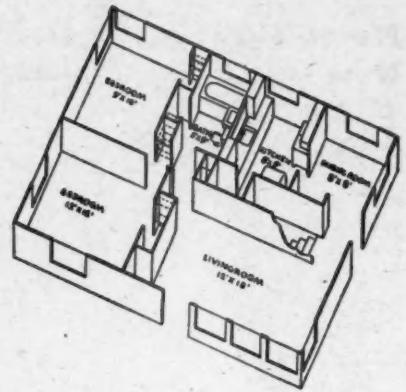
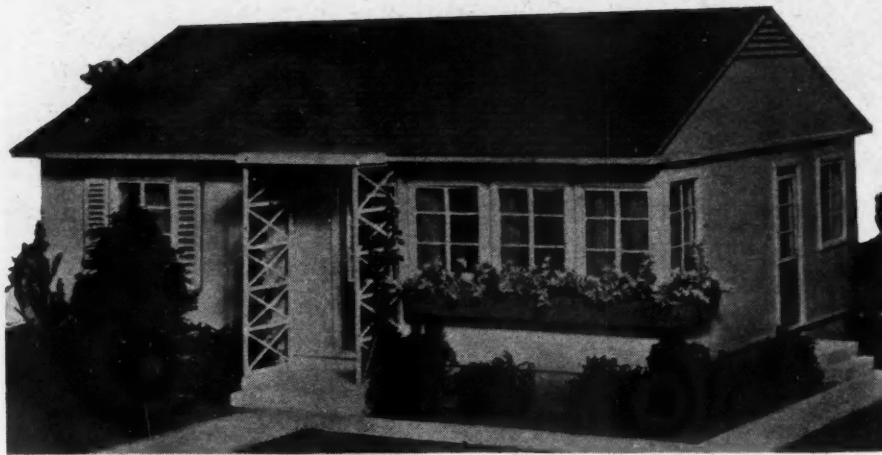
The addition of the "Simpli-Fire" room to an otherwise unadorned exterior gives an extra touch which adds to the bulk of the house, and gets away from the stilted, box-like appearance of many houses designed to cut costs.

The houses shown here are all of traditional style, designed in the typical Chapman & Evans manner, by combining good detail and excellent proportions to produce the desired results. Ranging in scope from the rambling farm house to the more stately and formal Georgian type, they represent the best in their respective fields.

THE addition of the "Simpli-Fire" room, as in the case of the house shown above, adds interest to the exterior. Its rural American style is especially suited to popular taste in anthracite-using territory—the Northeast and the Middle Atlantic sections of the United States.



NEW! Model Prefabs Offered to



MANY varied door and window combinations are possible with this 24x32-foot Model 21. THIS is the basic floor plan of the Model 21 HomeOla, designed to place the house over a basement. The basement is optional.

General Plywood Corporation's New Economy Prefab House

GENERAL Plywood Corporation, Louisville, Ky., has started volume production on prefabricated houses, which will be sold through local contractors and builders. The house leaves the factory with all essential prefabricated sections equipped with mill-work including interior and exterior door sections, sink unit and kitchen cabinets. Local builders handle erection and all contracts for masonry, fixtures, appliances, wiring, plumbing and labor are let locally by the builder.

Economy is stressed in this house which can be completed for less than \$6,000, exclusive of the lot, but including all such essentials as heating, stoves, major appliances, sinks, etc. Construction can be completed in about three weeks.

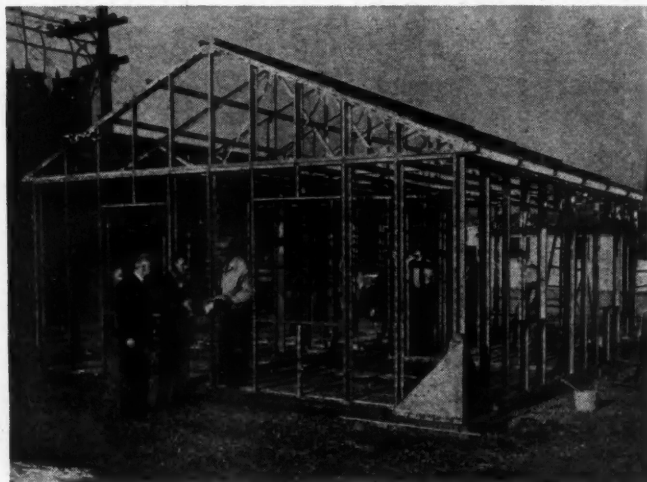
In developing this house, General Plywood, which is the leading manufacturer of waterproof hardwood plywoods in the world, has succeeded in producing a



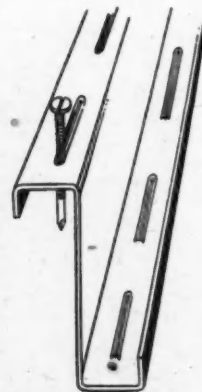
GENERAL Plywood Corporation's new four-room prefabricated house.

prefab unit which can be completed for less than \$6,000, while at the same time there is plenty of flexibility in the four-room plan for individuality in exterior features. The house is engineered to make it a permanent residence.

All-Aluminum Prefabricated House



ALL-aluminum framework ready for exterior siding and roofing.



DETAIL of aluminum framing member showing slots for nailing builder's choice of exterior or interior covering to the aluminum framing members of this house.

THE complete frame, sidewalls, and roof of this house, built by the Southern States Iron Roofing Co., Birmingham, Ala., are fabricated from special aluminum alloys, especially designed for easy, speedy erection.

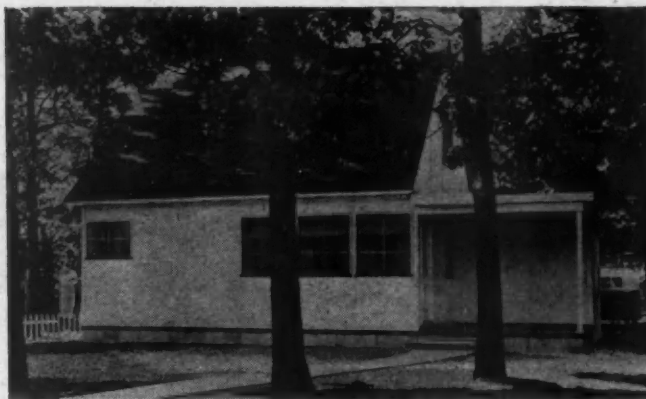
This all-aluminum unit sells for \$899.75 F. O. B. Birmingham and consists of complete frame, clapboard-style exterior wall cover sheets, interlocking roof cover sheets, interior partition framing, exterior flashing and trim, plus the necessary bolts and screws required for assembly. To these components the purchaser must add foundation and flooring, windows and doors, interior wall finish and trim, plus desired wiring and plumbing. Estimates reveal the house can be completed by a purchaser, ready for

Builders Today

HomeOla Making Deliveries on New One-Story Plywood House

THE HomeOla Corporation, Chicago, is making deliveries on the new Model 21 HomeOla prefabricated house of insulated, double-faced, resin-glued plywood panels. First floor framing, which may be placed over a basement if desired, is of factory primed structural steel, designed for floor loads in excess of 40 pounds per square foot. Roof framing is of fabricated steel trusses, supporting aluminum ribbed roof sheeting with patented cap, strip, lock joint and H-clamps which allow erection from inside.

Equipment supplied with the house includes all electrical wiring, all plumbing and fixtures, an oil, gas or coal-fired furnace and a 20-gallon automatic electric hot water heater. Price of the Model 21, F.O.B.



MODEL 11 HomeOla has been in production for several years.

shipping cars is \$3,648.95 and completely erected costs about \$7,000 including a moderately-priced lot.

The two-story Model 11 HomeOla which has been in production for several years is being shipped in good volume. This house is priced at \$3,021.98 F. O. B.



ALUMINUM coated plastic panels two inches thick, 4x8 feet, form walls of this house.

A NEW house built of honey-combed heavy paper panels sprayed with phenolic resin and coated with aluminum skin has been developed by Lincoln Houses Corporation. The house pictured here is

assembled with these panels which are 2 inches thick in units 4x8 feet. When erected they provide a single-thickness wall capable of bearing a structural load without additional support. Designers have provided

Aluminum Plastic House Developed by Lincoln Houses Corp.

large window areas in all the rooms.

Various basic designs are being worked out to fit regional needs of home buyers. Preliminary estimates reveal that a standardized five-room house of this material can be erected for about \$3,000. A pilot house consisting of three bedrooms, two bathrooms, living room, dining room, kitchen and den was erected for \$6,500. The firm has designed a radiant heating system with hot air circulating below a concrete floor where purchasers desire that system.

occupancy, at a cost of from \$2,500 to \$3,000, varying with the quality and extent of interior finish and fixtures.

A unique feature of the Southern States' design is that all sidewall studs, ceiling joists, and roof purlins are made with a special nailing slot so that a builder using the all-aluminum frame can apply any desired type of interior as well as exterior finish or roofing by nailing into the all-aluminum frame about the same as nailing to conventional wood stud-

ding. The metal framework conforms to standard measurements and takes the same standard finishing materials and fixtures as any conventional structure. Sidewall studs of the building are of the same depth as 2x4 wood studs so that all standard



COMPLETED Southern States' all-aluminum house with clapboard style exterior wall sheets.

electrical fixtures, fittings and plumbing can be installed in the usual manner.

The frame of the building is erected on the job site, using coated

steel bolts and screws. Two men with simple tools can erect the house in a short time. Framing is so light that two men can raise an entire side wall after it has been assembled.

Pittsburgh Builder Uses Aluminum Siding on 31-Unit House Project



K. L. WILLIAMSON, builder, right, studies blueprint with Superintendent Weghorst.



GENERAL view of partially completed units after application of aluminum siding.



POWER saw cuts five sections at a time.



SIDING is nailed to building with clips.



WORKMEN lock each piece to the one below.

THE first sizable housing subdivision to use aluminum siding exclusively is being completed by Kenneth L. Williamson, builder, Pittsburgh, Pa. Thirty-one low-cost houses are being built in Baldwin Township, Allegheny County, just outside Pittsburgh, three miles south of the Allegheny County Airport.

The houses, being built on 50 foot lots 125 ft. deep, are 30x24 feet, containing a living room-dinette 11 ft. 6 in. by 20 ft.; two bedrooms 12 ft. 6 in. by 11 ft. 6 in. and 8 ft. 8 in. by 11 ft. 6 in.; kitchen 8 ft. 2 in. by 7 ft. 8 in. and bath with ready-built shower stall. Floors are oak with asphalt tile in the kitchen and bathroom. Gas-fired furnaces provide heat.

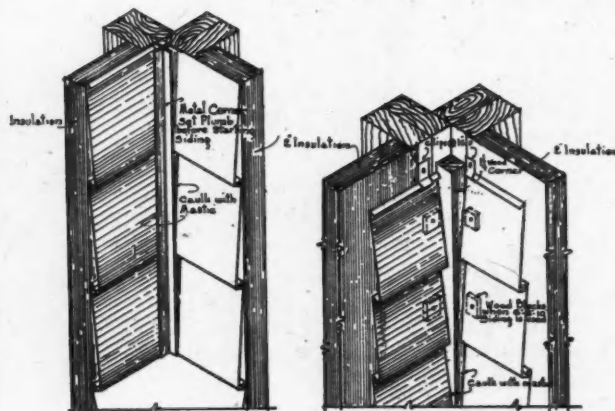
The 31 houses required 32,000 square feet of 8-inch Hoess aluminum siding manufactured by Metal Building Products, Inc., Detroit. J. K. Meyers, R.A., of Pittsburgh, is the architect.

The Hoess aluminum siding and

roofing being used in the Williamson project has a "U"-shaped channel at the bottom. This forms the butt, and the inside wall of the channel becomes part of the interlocking system. The top edge of the siding and roofing is rolled over so that the inside wall of the "U" channel on one piece interlocks with the rolled top edge of the piece below. Each piece is notched at the extreme left to allow one and three-eighths-inch overlap at joints. A special reinforcing ridge provides strength so it is not necessary to break joints over studs. Carpenters work from right to left in applying the material.

The Williamson project was started Sept. 10 and is to be completed this month. The houses were designed to sell for \$7,500.

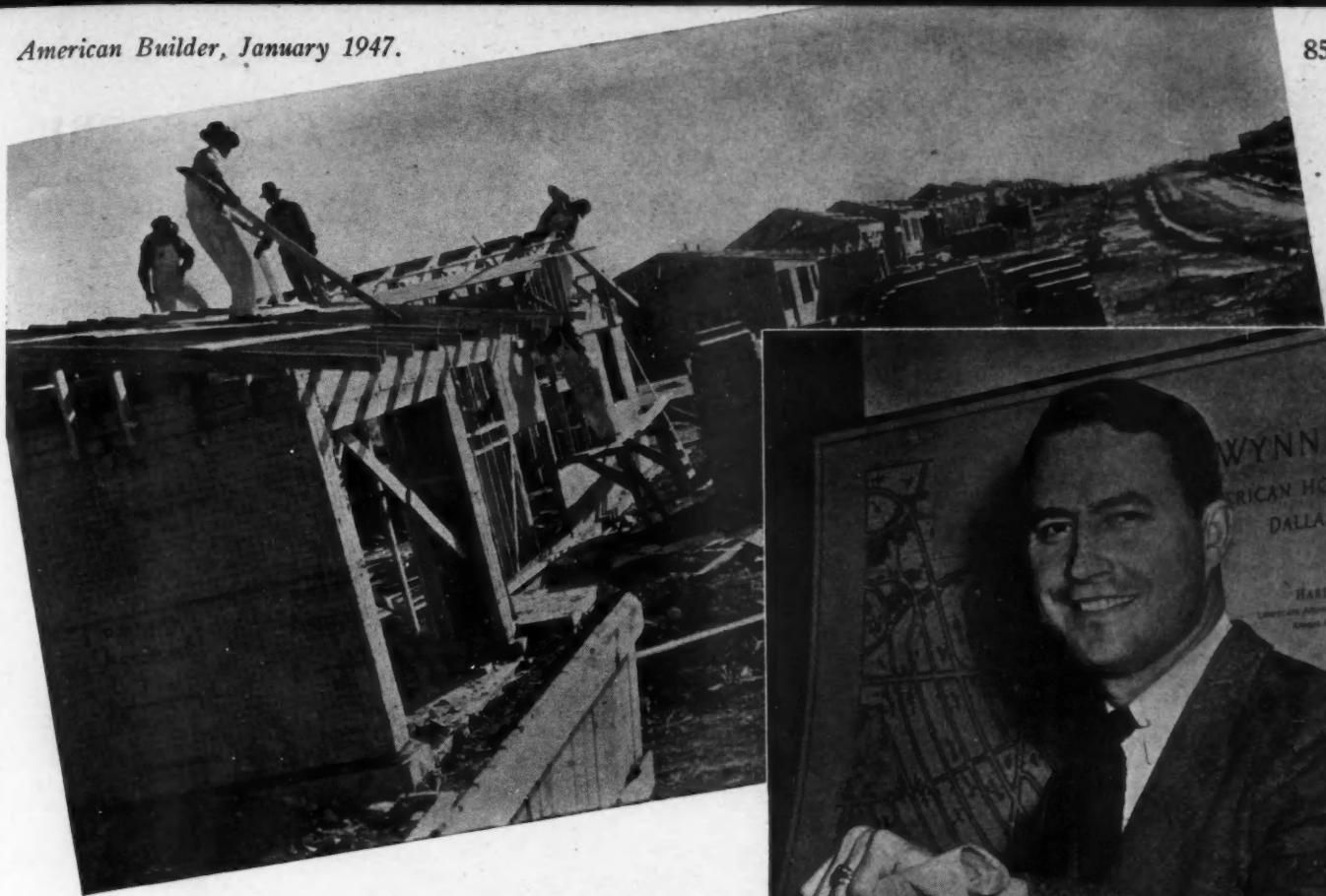
Mr. Williamson reports a tremendous number of builders, architects, building supply dealers and others have visited the project to study the new material and its application.



INSIDE CORNER METAL

ALTERNATE INSIDE WOOD CORNER

DETAIL showing method of applying aluminum siding at inside corners. Note metal fastening clips and wood reinforcing blocks. Special corner pieces cover the ends at outside corners.



Private Enterprise Builds a City

Two Dallas home builders join with realty firm to develop \$25,000,000 residential project

TWO enterprising home builders and a realty firm in Dallas, Texas, have joined to inaugurate the largest integrated home building project of its type in the nation. Using private capital and volume on-site production methods, they are planning to complete 2,200 houses and 1,000 apartments in Wynnewood Addition, a \$25,000,000 residential development. Wynnewood is owned and is being developed by the American Home Realty Co., headed by Angus G. Wynne, Jr., who plans this quality addition as a five-year undertaking.

Two contractors, the Henry C. Beck and A. Farnell Blair companies of Dallas, are utilizing mass production techniques to rush the first contracts calling for a total of 665 houses. More than 150 houses have been started and a number have been finished and sold.

Ordinary construction time from start to completion of a single home would be twenty days, according to

Lewis Wellman, superintendent for the Henry C. Beck Company, but materials shortages have tossed that kind of schedule in the ash can. However, the Beck company now has reached a frame erection time of two houses per day, and hopes to do better if the materials market eases.

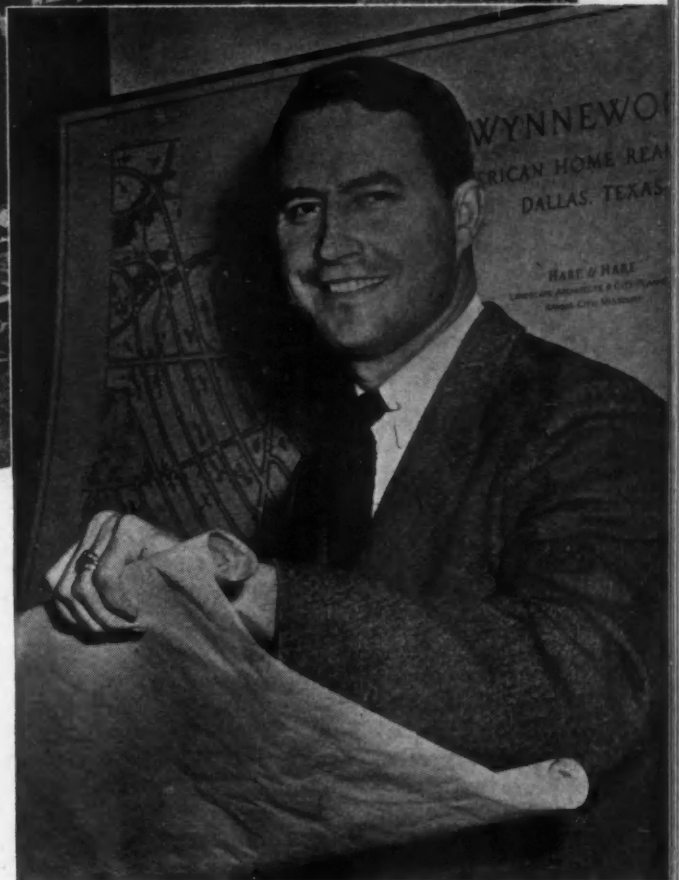
Both companies have moved prefabrication mills on to the sites, one with a capacity of 25,000 board feet per day on a one-shift basis. All roof work for the homes is truss design covering the clear span of the building, and all roof trusses, as well as window and door units, are made up in advance.

All Wynnewood homes are designed for complete concrete slab foundations, thus expediting construction as well as providing at least two basic advantages, in the opinion of F. C. Thomas, Jr., architectural supervisor for the Roscoe P. DeWitt architectural firm. Thomas points out that the elimination of

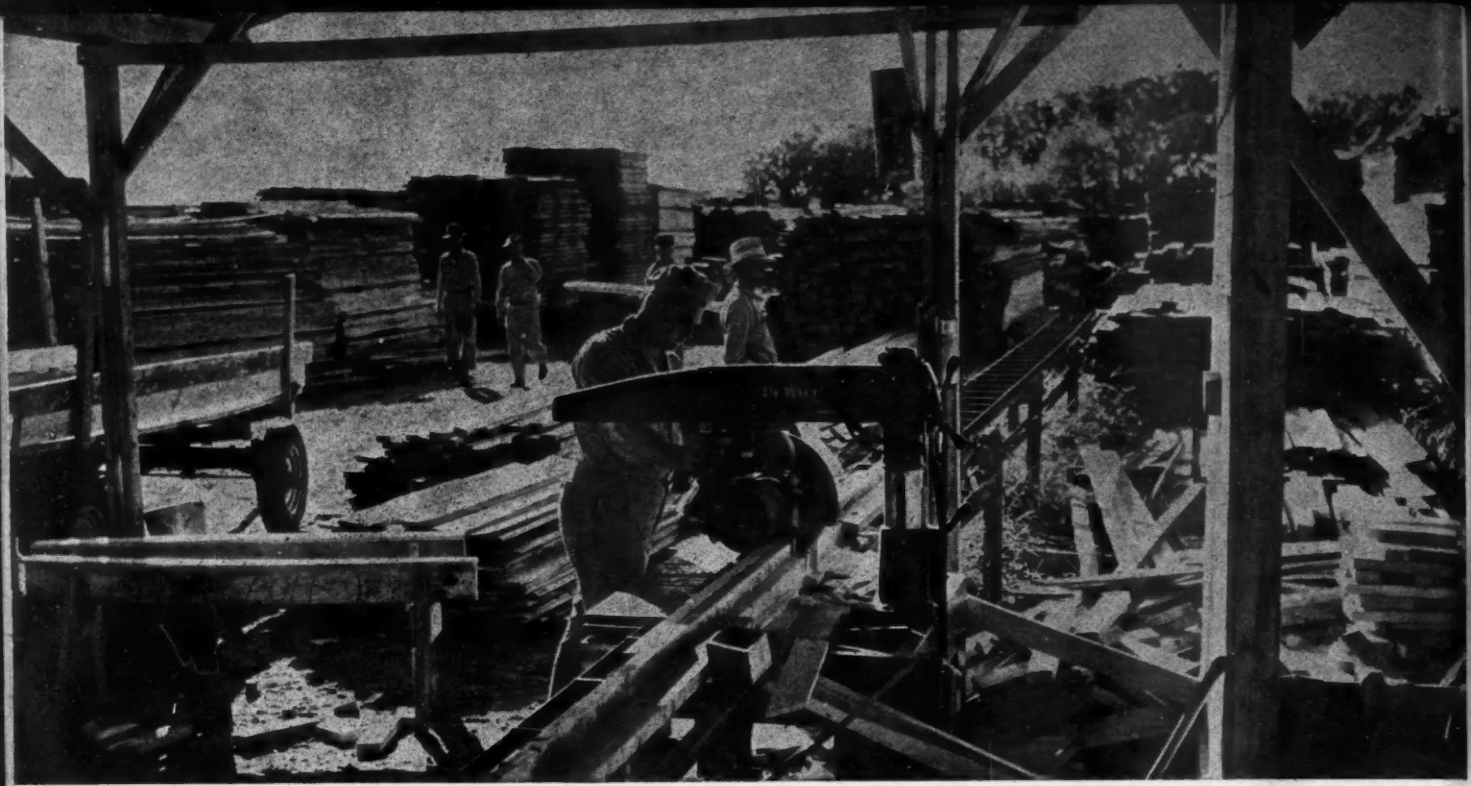
wood joists reduces termite danger, and the complete concrete slab also is more desirable from the standpoint of a house "settling" after construction.

Employing nearly 300 workers, one-third of whom are carpenters, the contractors have their forces set up in skilled groups specializing in their fields. For example, the Beck employees include groups such as wall erection, rafter erection, frame gables, window and door frames, etc. The groups start down a street in the addition, taking each house in order, and with the completion of their repetitive work on that street, cross over and return down the next street, working much on the order of an assembly line. Following are brick masons who are equipped to complete one house daily.

Order of construction is foundation, outside walls, trusses, windows and doors, roof, inside sheet work, flooring, and partitions, and the



ANGUS G. WYNNE Jr., president of American Home Realty Co., and typical view of \$25,000,000 home development.



PARTIAL view of on-site fabrication plant, located near first group of houses now under construction in Dallas' Wynnewood Addition.

weather, regardless of rain, fails to handicap completions since walls and roofs are completed prior to installation of partitions.

The complete concrete slab foundation, utilized for the first time in this section on a large-scale project, is covered with oak flooring through the use of screeds fastened to the concrete with clips. A minimum of piping is under the slab. Nearly all are near exterior walls and go directly outside to minimize any possible repair work. All pipes are copper.

Trusses, built of smaller structural members than common to rafters and ceiling joists of conventional framing, and more easily obtainable, are constructed on the ground and hoisted up into place. Roofs generally are composition shingles or built up with crushed brick or crushed marble. All are three and twelve or five and twelve pitch.

Steelex plaster is being used for wall sheeting. The builders state this is being done to incorporate materials that not only help the quality of the house but offer the home owner good protection against termites and dry-rot.

All Wynnewood homes are extensively weatherstripped; all have adequate ceiling insulation for all types of control, winter or summer; approximately one-third have wood-burning fireplaces with gas outlets; some are equipped with central heating units and attic fans; and some have full electric kitchens, while others have gas supplying the fuel for both stoves and refrigerators.

Eighteen basic plans with three to four alternate elevations from each govern building in the addition, but to express further the individuality of each home, a decorator has been retained by the developers to deter-

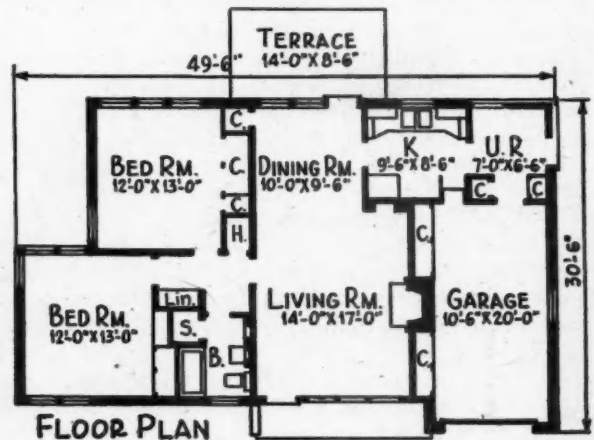
mine exterior color arrangements of the houses.

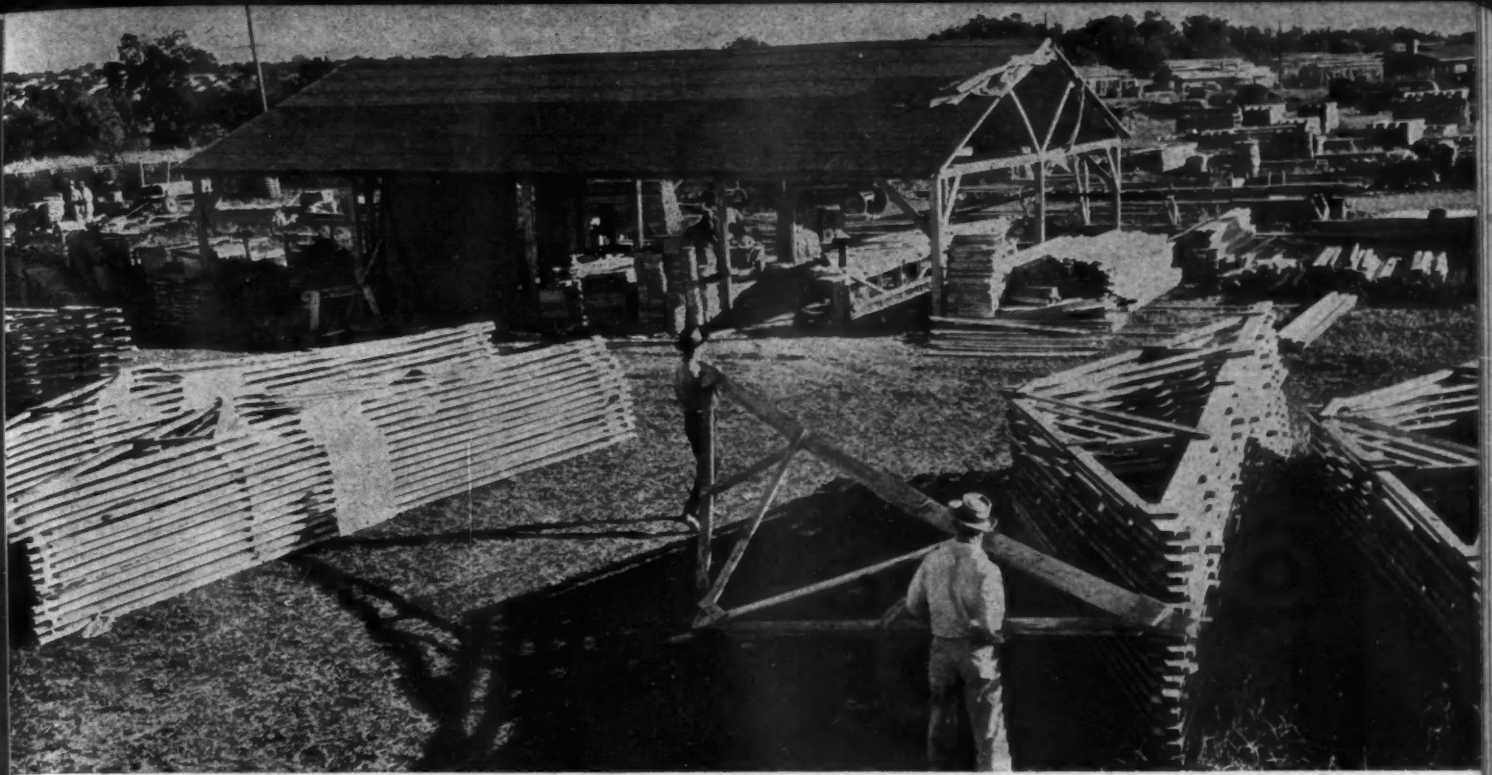
Traditional, ranch and modern-type homes of brick veneer or stone veneer are included in a carefully-arranged variety.

Scenic Wynnewood, laid out by Hare & Hare of Kansas City, is so arranged that none of the hundreds of homes will face a main Dallas traffic artery. A 20-acre shopping center with the most modern stores of every type will serve the occupants of the "city within a city."

Winter air conditioning units which are innovations to southwestern homes in the \$10,000 price range are features of the construction. Gas-fired central heating units with filters and humidifiers are installed in many homes while those not now equipped are nevertheless furnished with connections to provide for later installation of the units with a mini-

BELOW and at right are floor plans and photos of typical low-cost Wynnewood homes, 240 of which are now under construction.





ALL roofs are supported by these specially designed trusses, precut, assembled on site and then hoisted into place, speeding erection.

num of change. The Wynnewood installations fan heat from overhead through grills or registers that can be controlled in individual rooms as desired. Installers point out that many fire hazards, as well as an unhealthy atmosphere, will be avoided by the new type air conditioners.

For comfort cooling, attic fans with a capacity of 8,000 cubic feet of air per minute are provided. The electric-motor driven installations, placed in central hall ceilings, are products of the American Coolair Corporation of Jacksonville, Fla., and are installed by the Air Conditioning Engineering Corporation of Fort Worth. They are regarded as ideal for removing heat stored in attics by the rays of the hot Texas sun beating on the roof.

Furthermore, all the homes are so designed as to contain an unusually large number of windows for addi-

tional ventilation as well as more light.

The first group of 240 homes under construction is in the \$10,000 class although the entire project will include homes ranging from \$6,000 to \$20,000. The first segment generally are one-story houses with garage attached and a floor space, exclusive of garage, ranging from 1,000 to 1,150 square feet. The square footage of some of the \$6,000 homes will drop to 900 feet. Garages in the first group have upward-acting doors and storage compartments. Homes are two- or three-bedroom with an abundance of closet space, alcove dining rooms off the living rooms and compact kitchens to save steps.

Adequate basic electric wiring is a feature of the modern establishments. The service entrance conductors and the size and number of circuits—the most vital parts of the electrical

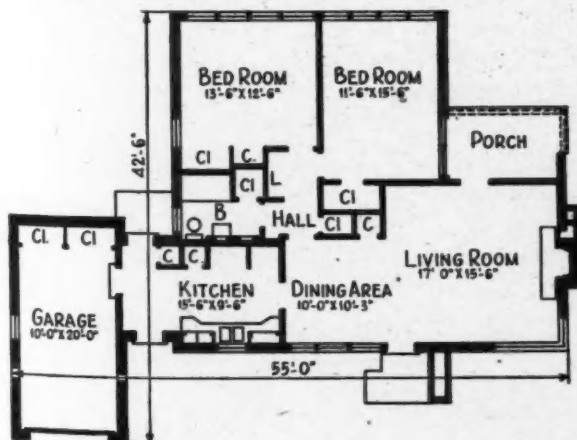
systems—will meet standards of adequacy. Additional receptacles, switches, etc., may be installed later with little difficulty since the "backbones" of the systems are provided. The three-wire service and service wires of the size to accommodate electric ranges are provided with the thought that even more new home owners will plan extensive use of electrical equipment.

The builders point out that a wiring system installed to supply electric power for a few lights, radio and electric iron should not be expected to furnish efficient power for a score of modern appliances.

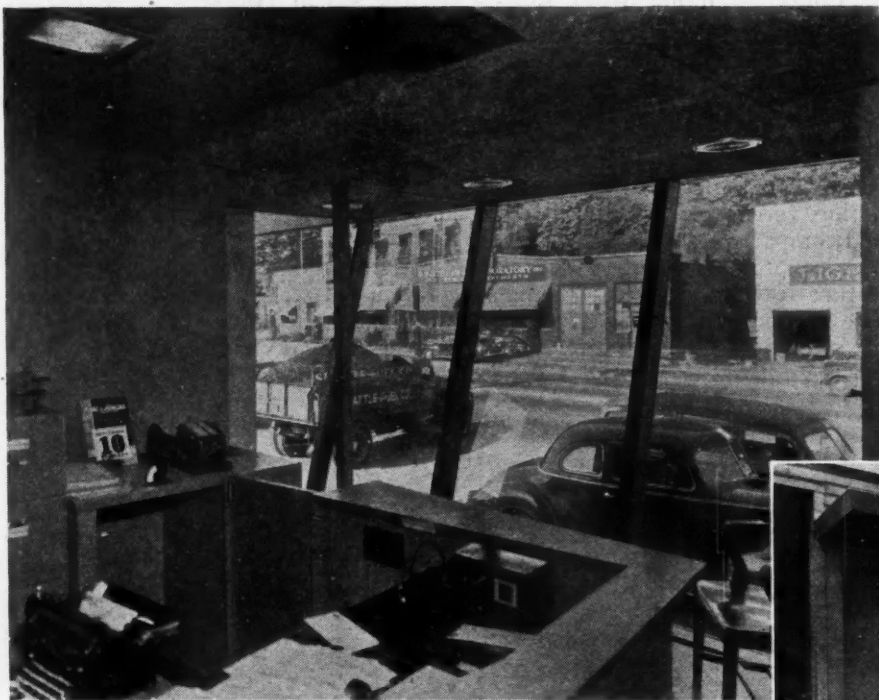
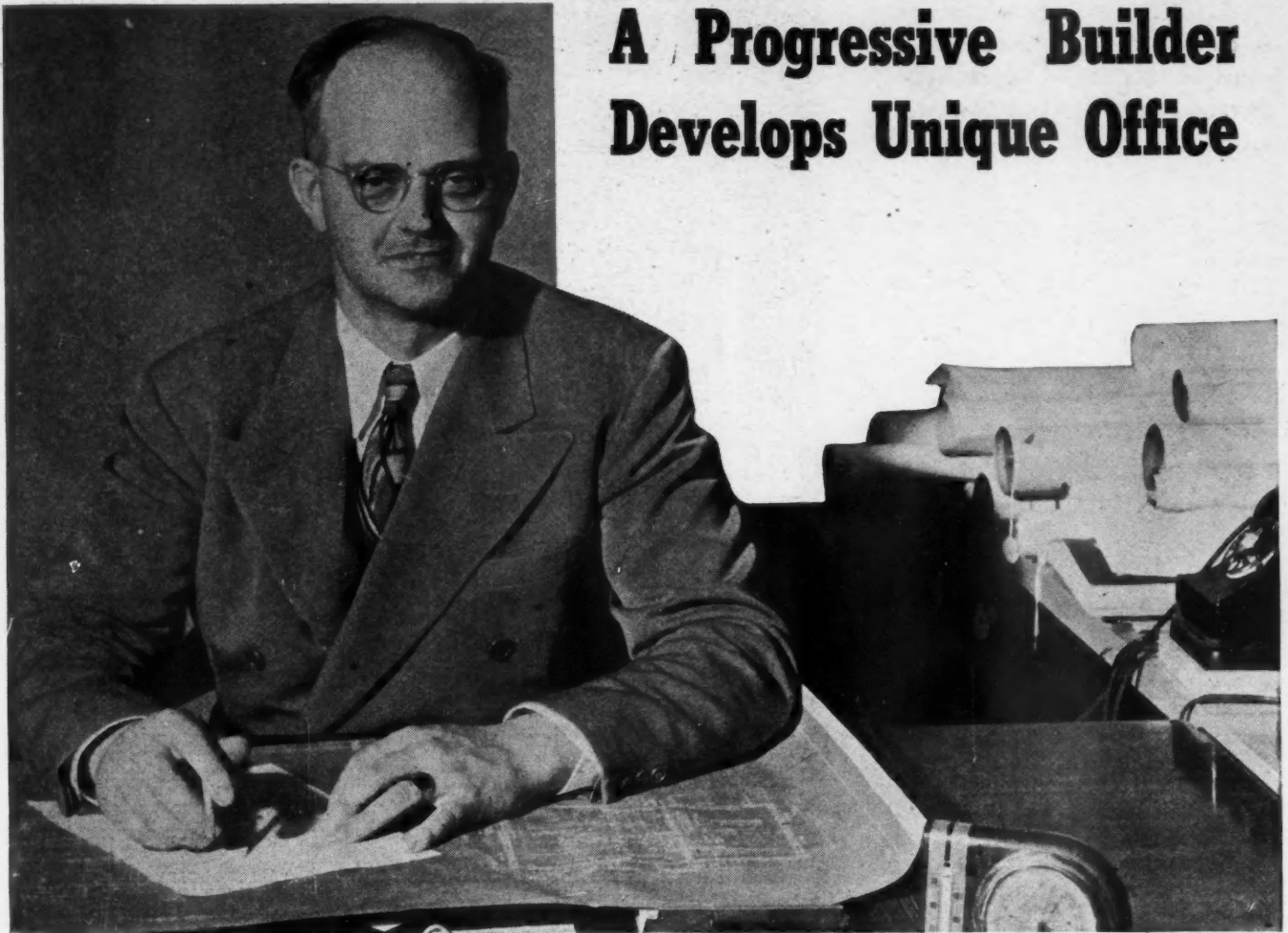
"Therefore, the 'trunk' of the wiring systems in Wynnewood homes will be large enough to supply never-failing electric power for as many appliances as home owners may wish to install," Wynne says.

(Continued to page 118)

THE completed project will include 2,200 homes ranging from \$6,000 to \$20,000, along with 1,000 apartment units.



A Progressive Builder Develops Unique Office



INTERIOR of F. R. McAbee's new office in Seattle finished with cedar-faced plywood walls, corrugated sheet glass partitions, Sonotherm ceiling and asphalt tile floor. The all-glass front at right projects four feet at the top and recedes to a two-foot projection at floor line. Above, Mr. McAbee seated at his desk in consulting office at end of hall.

SOME contractor-builders, today, are lucky in that they are located on a busy street where they are easily found and where many potential customers pass by their door. F. R. McAbee, prominent community home builder of the Pacific Northwest and recently president of the Seattle Master Builders Association, is one of these. He had his headquarters in an old-time warehouse on a heavily traveled bus-line street. It was sturdy and ample, but not particularly inviting to the home seekers and other prospective buyers of construction service in this present age. So he



F. R. (Dick) McAbee of Seattle uses the punch of modern design to create this attention-getting business office in a corner of his shop-warehouse

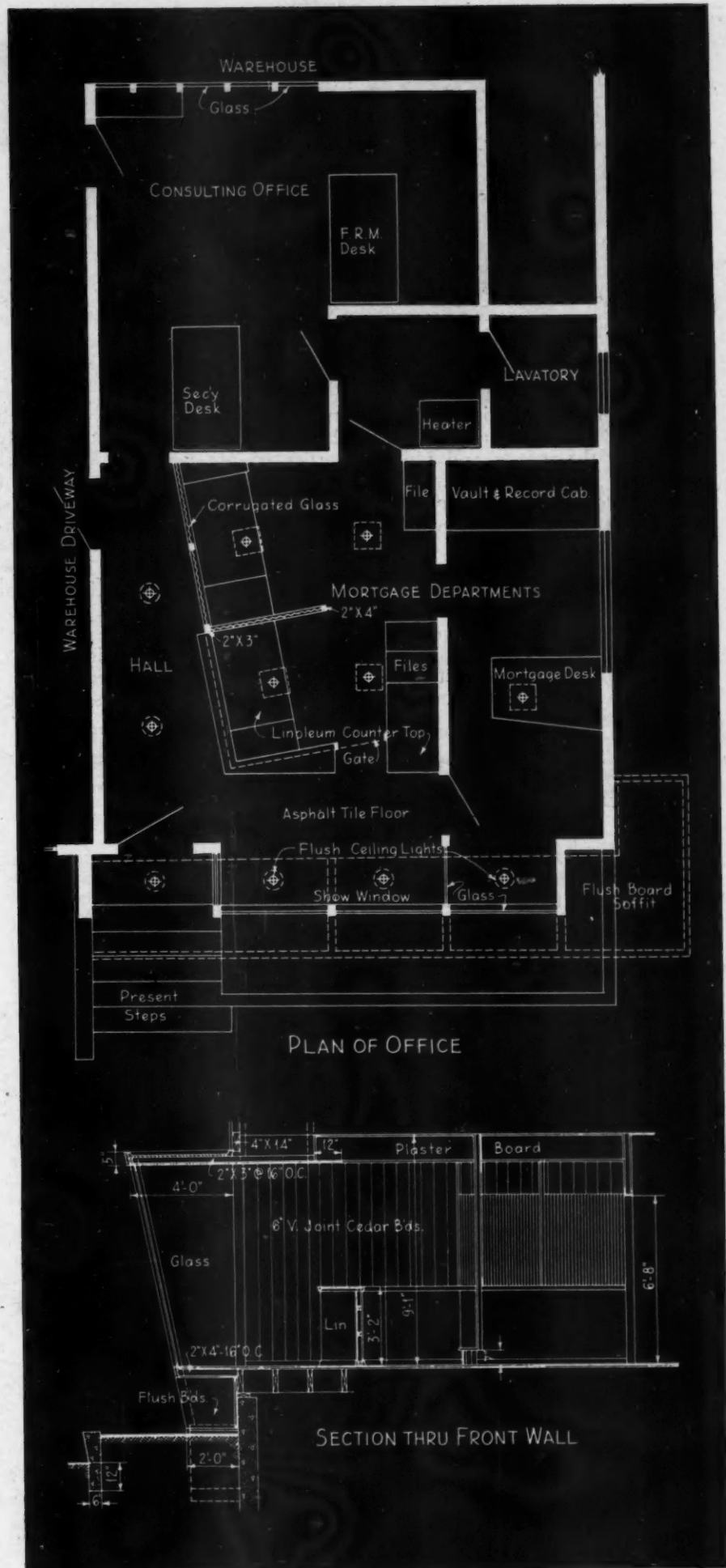
consulted with Paul Hayden Kirk, of Chiarelli & Kirk, AIA architects, who has a reputation for outstanding work in modern commercial design, and together they worked out a new corner office in the old building.

It is really compelling in its out-jutting invitation to come in and discuss modern and up-to-date building matters. It is an office planned for efficiency and utility as well as good looks.

The warehouse-shop is a big trussed-roof structure 54 by 98 feet with central drive-in doorway on the street front. Alongside this, the new office was placed, 20 feet wide by 30 feet deep, with a new office door above a Roman brick and ceramic tile approach and an all-glass front that projects four feet at the top and recedes to two feet at the floor line.

The space inside is finished in a modern manner with cedar-faced plywood walls, corrugated sheet glass partitions, Sonotherm ceiling and asphalt-tile floor. Mr. McAbee's consulting room is at the back, reached from the entrance door through a funnel-shaped hall. In front are the public space and cashier's department, while at the right is the mortgage financing and sales service which is operated by the Corley Mortgage Co., Inc.

Currently, Dick McAbee is engaged in the struggle to build G.I. homes and to keep them within reasonable cost limitations. He is devoting a lot of time to the work of the Mayor's Committee for Rental Housing, of which he is the chairman. This committee, composed of leading men among the operative builders, architects, mortgage firms, government agencies and veterans' organizations, met weekly during the summer to iron out the obstacles to the erection of multi-family rental housing. This committee, under McAbee's leadership, has been pronounced the "best organized and the only committee on the Coast getting results," and the McAbee office is a power center for such work in behalf of the entire home building industry. It is also the busy working headquarters for Dick's own extensive building and contracting operations.



RIGHT: Floor plan of new 20x30-foot office.



MODERN Agricultural Experiment Station at Purdue University, Lafayette, Ind.

IT IS becoming increasingly important that architects and builders understand the insects and rodents which not only damage structures but also those which are annoying, which destroy clothing and other household materials, and which may carry disease organisms into the home. It is our belief that many of these problems, and more especially termites, may be solved eventually by proper construction.

The major problem which can be remedied by proper construction is the termite, although the builder

must consider other insects which damage or destroy wood, namely carpenter ants and powder post beetles. Furthermore, the problem of clothes moths and carpet beetles, roaches, invading and obnoxious insects such as book lice, box elder bugs, cluster flies, and houseflies, may be minimized by certain types of construction.

Consideration should be given first of all to the wood-destroying insects. These include the subterranean termites, powder post beetles, and carpenter ants.

Building

By J. J. Davis

Chief in Entomology,
Purdue University

Many of the problems resulting from insect infestation in buildings, especially damage by termites, may be eliminated by proper construction

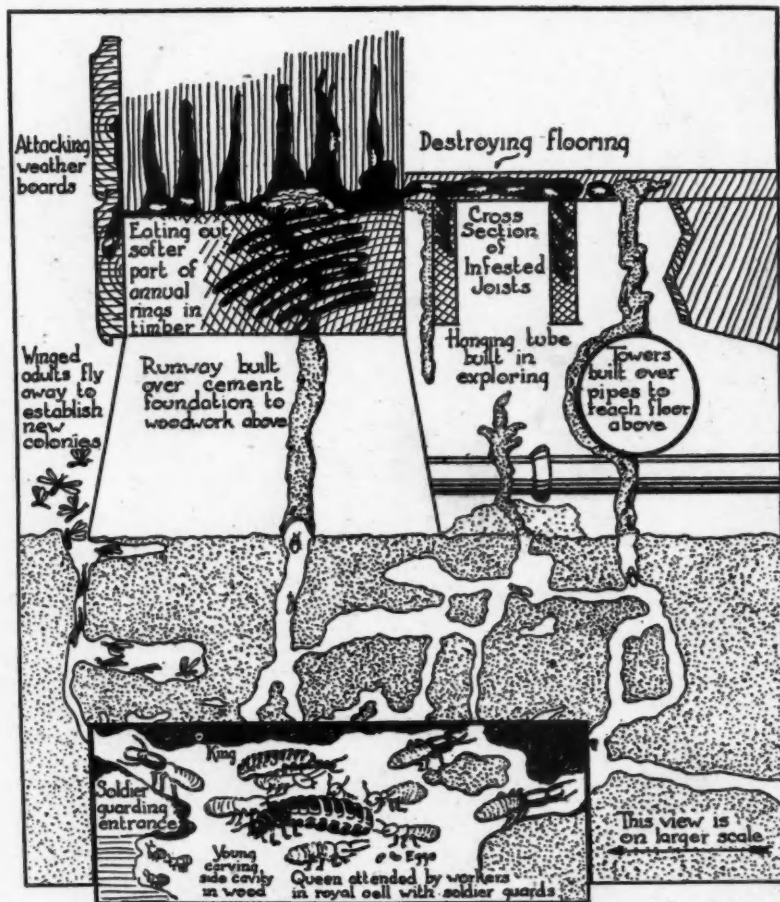
Termites

Termites are responsible for millions of dollars in damage, repairs, and treatments for eradication. Most of the infestations and losses could have been prevented by proper construction at a comparatively small increase in the original cost.

In considering control and preventive measures, it is necessary to understand the life of the termite. There are damp wood termites living in water-soaked wood; dry wood termites which live in timbers, such as rafters, without a contact with the soil and requiring only atmospheric moisture; and the subterranean termites which have their nest in the soil and require contact with the soil for moisture. The subterranean termite is the major termite problem in the United States and the only one we need to consider.

The subterranean termite has its nest in the soil. Under natural conditions it is beneficial, feeding on the dead wood, such as roots, tree trunks, and other wood in the forest area. When timber is cut, removing the normal food, the termites then seek other food sources.

It is a social insect, as are ants and honeybees, and the colony consists mostly of workers, which are sexually undeveloped males and females. These are the individuals which do the damage and provide food for the queen or queens and non-worker individuals. Also, there are present in the colony nest the so-called soldiers which are supposed to protect the colony from invaders. Also there are the egg-laying females, known as queens. Unlike the honeybee colony, they may have more than one queen or reproductive individual in the colony and, therefore, the reproductive capacity of a colony may increase from year to year in geometrical proportions. Once a year, perhaps more often in exceptional instances, termites produce winged sexual forms, the true males and fe-



Drawing: University of California Agricultural Experiment Station.

DRAWING above illustrates the living and working habits of subterranean termites, the insects which cause most damage to unprotected buildings.

Construction and Insect Prevention

males, which swarm from the underground nests, this oftentimes being the first evidence of an infestation.

Subterranean termites require moisture, which explains why they have their colony nest in the soil. Therefore, anything that can be done to cut off access to the woodwork above the foundation will check their destructive work, for these termites cannot live in woodwork above without contact with the colony in the soil or other sources of moisture. With this thought in mind, the principles of termite control may include what are known as the 1, 2, 3, and 4 objectives as follows:

1. Reconstruction to eliminate wood in contact with the soil, including form boards, wooden or hollow metal supports set in the soil or in concrete flooring, etc.

2. Treatment of voids in the foundation, such as are to be found in hollow concrete block, brick, and rubblestone foundations.

3. Soil treatment with chemicals to provide an impervious chemical barrier between the foundation and the soil beyond, especially in unexcavated areas under the building and filled-in porches.

4. Treatment of timbers resting on the foundation with a chemical, and flooding tops of foundations between the foundation tops and foundation timbers with suitable chemicals. Since it is not possible adequately to impregnate such timbers in place and since termites may build their tunnels or runways over such treated timbers to reach the woodwork above, this treatment is not given the emphasis as the first three principles, although it may be an additional aid to the other treatments.

What is perhaps of major importance to architects and builders is construction necessary to provide termite-proof buildings. The following ideas may be helpful:

1. Basement excavation under the entire structure. This is especially important if the new building is constructed on the site of an old building or in a formerly wooded area.

2. If the area under the entire building is not excavated, the termite shields, properly constructed, are recommended for such unexcavated areas. Further, these unexcavated areas should provide sufficient clearance to permit examination and inspection.

3. Provide ventilation openings, to insure frequent changes of air, in the foundation, in unexcavated areas. It

is especially important to provide drainage to insure dryness under the building.

4. Solid concrete foundation, extending 18 inches above the soil level, is important. If hollow concrete block, brick, or rubblestone foundation is used, there should be a good capping of concrete four inches thick.

5. Filled-in concrete porches should have the top of the slab below the top of the foundation, or if above the top of the foundation, a metal apron should be inserted between the concrete slab and woodwork. Scraps of lumber and other wood debris should not be used in filling in porches or other fills near the building.

6. There should be no wood in contact with the soil, nor should there be any wood, such as wooden piers or staircases, set in the soft concrete. Further, hollow iron pipe piers should not be set in concrete. Preferably such structures should be set on concrete footings.

7. All form boards and grade stakes should be removed.

8. If the building is to be constructed on the site of an old building or in a wooded area, adequate precautions should be taken to treat the areas to eliminate termite colonies before construction begins.

We suggest that builders refer to Farmers' Bulletin 1911 of the U. S. Department of Agriculture and to State Experiment Station publications for further details.

Powder Post Beetles

Powder post beetles are so-called because of the flour-like powder which comes from the wood as a result of the internal feeding of the

small grub-like larvae. This is the first evidence of these destructive insects. Evidence of infestation is also indicated by small circular holes, no larger than a pin head, made by the emerging adults, which are small brown beetles. If the infestation continues for several years, the timbers may become a crumbling, powdering mass of wood.

Normally these insects attack only the sapwood since the sapwood is richest in starch, the principal food of the powder post beetle larvae. Hard woods may be attacked and oak, ash, hickory, maple, and walnut are preferred, while coniferous woods are seldom if ever attacked. These pests are especially common in sleepers, flooring, tool handles, log cabins, and "old hickory" furniture.

Powder post beetles appear to be causing much more concern to builders judging from the increasing number of inquiries received during the past few years, and this may be due in part to the use of improperly seasoned wood. Builders should select well seasoned timbers, preferably heartwood, and if susceptible wood is used it should be treated by spraying or painting with orthodichlorobenzene or pentachlorophenyl. Pentachlorophenyl is preferred since it serves a dual purpose, that is, it is not only a remedy but a preventative as well. Or better, pressure-treated lumber should be used.

Carpenter Ants

Carpenter ants, large black ants, tunnel timbers to provide nests for their colonies. They do not utilize the wood for food as do termites and powder post beetles.

The carpenter ant problem is not
(Continued to page 116)

Photos: University of California Agricultural Experiment Station.

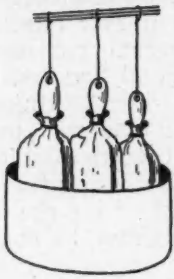


LEFT: Shelter tubes built down from above by termites in search of additional contacts with ground moisture. Right, termite tubes on a wall which did establish contact between a structure and ground moisture to permit termites to carry on their destruction.



How-To-Do-It Pointers

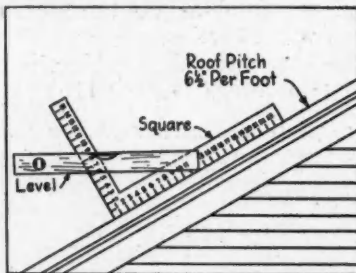
How to Preserve Paint Brushes



JOHN MENKVELD, Grand Rapids, Mich., in submitting this suggestion, says: "When using different colors of paint it is not necessary to clean the brushes

when done. Take a small paper bag for each brush and place it in the bag and fasten top with a string around the handle. Place the bag in the pail so that the bottom of the brush does not touch the bottom of the pail. Mix $\frac{1}{2}$ turpentine and $\frac{1}{2}$ clean motor oil in the pail, just enough to cover the bristles. The different colors will not mix."

How to Find Pitch of a Roof



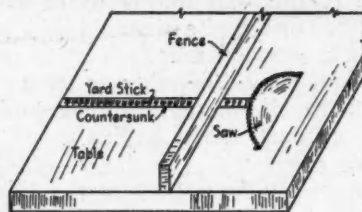
HERBERT E. FEY, New Braunfels, Texas, submits this idea as being a quick and accurate way of finding the pitch of a roof: Hold a square against the slope of the roof with the short end down. Then take a level and hold one end at the 12-inch mark on the longer side of the square, and then raise and lower the level until the exact center is obtained.

How to Store Loose Items



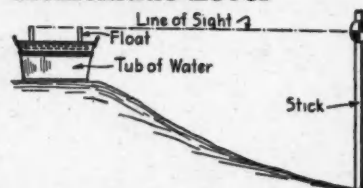
GEORGE T. MANN, Fort Meyers, Fla., recommends this idea for those who do not have much shelf space: With a round head screw and a washer to fit, fasten the lids of appropriate size jars to the underside of shelf, beam or low ceiling. Jar rubbers will insure against their being unscrewed by vibration. If the lid fits tight and turns as the jar is screwed into it, then a small nail through the lid will stop it.

How to Countersink Yardstick in Saw Bench



RAY HARRISON, Fort Qu'appelle, Sask., submits the idea for adjusting the fence on a circular saw by countersinking a yardstick flush with bench and vertical to the center of the saw blade.

How to Make a Homemade Level



LEWIS F. BROWN, MONROE, VA., makes the following suggestion: Fill a tub with water, make a float of 1x6 board with 6" dowels bored in ends with top end tapered for use as sight. This is handy for quick check of grades, etc.

Functional Details for Entrance and Hall

By R. J. Alexander

THIS month's detail sheet deals with the construction of an entrance and entrance hall along the lines of the modern or functional trend in residential design.

The exterior wall surface material around the entrance feature is of native stone. The walls for the other portions of the house could be faced with double coursed wood shingles with wide exposure, or wide beveled siding.

Heavy shadows cast by the shingles or siding would blend harmoniously with the rugged character of the native stone. The stonework would have the most natural appearance if laid up in a hit and miss pattern with as little cutting and fitting done as possible.

Flagstone is suggested for the stoop and step, and wood or asphalt shingles for the roof. The ceiling of the exterior entry is indicated to be of cement plaster. For a proper blend it could be tinted to the approximate color of the stone. Copper is used for the moulded gutter over the entry, with hanging gutters of galvanized iron for the other portions of the building. Downspout spills onto a concrete splash block.

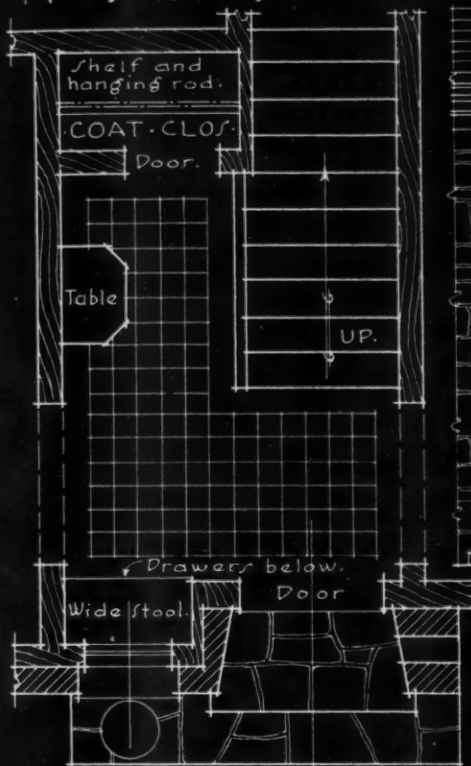
The details show suggestions for interior treatment and the application details for the wall paneling. Plywood has been shown as the wall finish, but other materials of a similar nature would be equally appropriate. Birch or oak plywood could be given a natural finish. If fir plywood is used an antique finish is recommended.

To obtain an antique effect, the surface should be sanded and then a thin coat of white paint should be applied to a small portion of the paneling. The paint is then rubbed off with a rag, leaving only a suggestion of the paint in the grain of the wood.

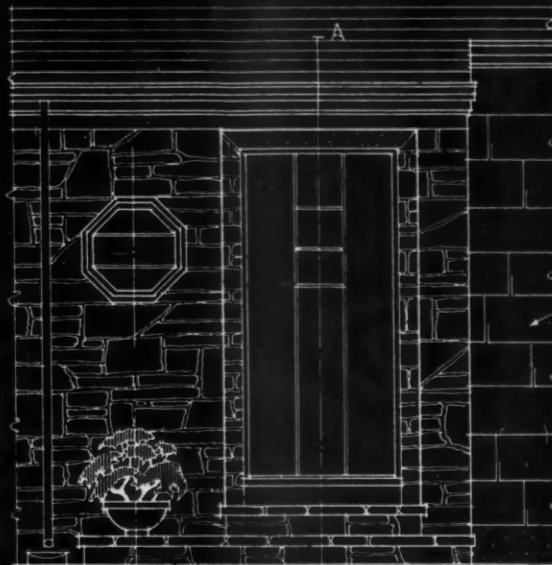
Whether it be natural or antique, the final finish should be a coating of flat varnish or wax, rubbed to a dull satin-like surface. All woodwork and trim should have the same finish as the paneling.

A floor of oak in prefinished 8-inch squares would be in keeping with the general design, and as an alternate a linoleum with a bold tile pattern could be used.

NO. D. 27. DETAILS OF ENTRANCE AND ENTRANCE HALL.



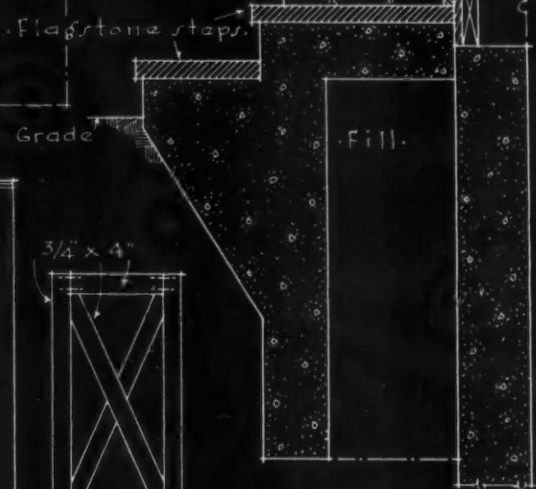
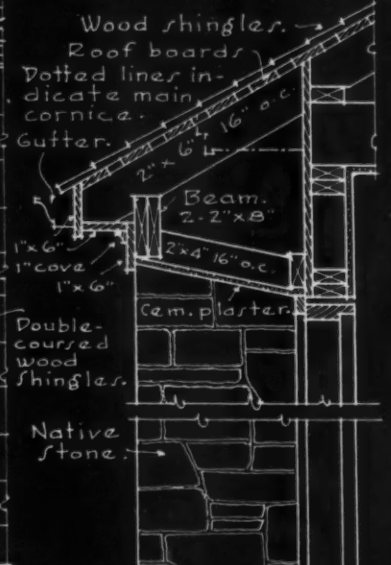
PLAN.



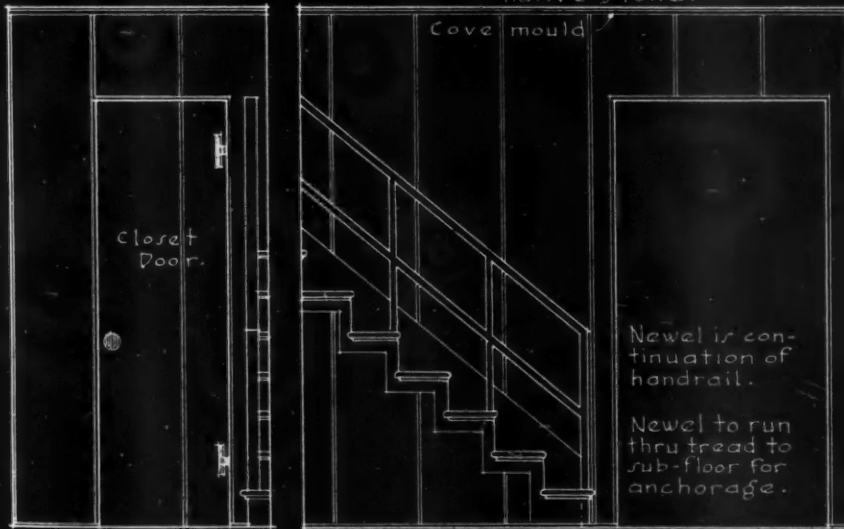
ELEVATION

Conc. footing to run below frost line.

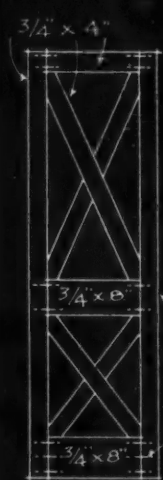
Note: Common brick may be used in place native stone.



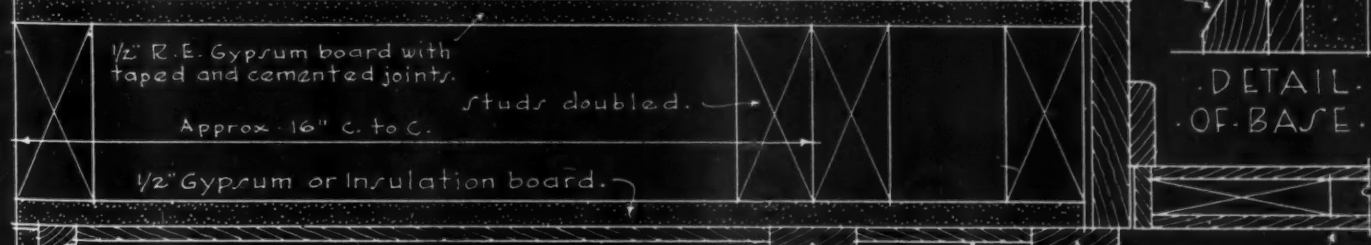
SECTION A-A



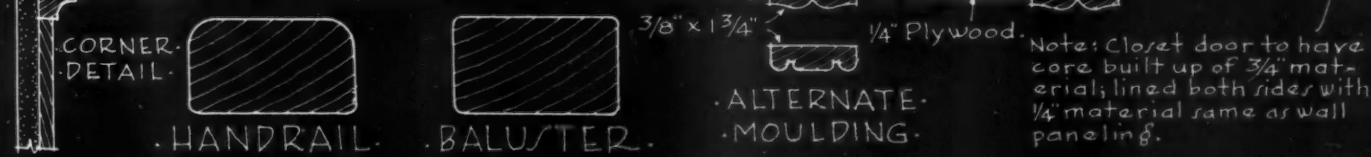
INTERIOR ELEVATIONS HALL PANELING



FRAMING OF CORE FOR CLOSET DOOR



DETAIL OF BASE



Note: Closet door to have core built up of 3/4" material; lined both sides with 1/4" material same as wall paneling.



A Small Modern Bank Building

EFFECTING an impression of dependability as well as attractiveness, the new building housing the Bank of Virginia Beach, located in the Virginia seaboard resort town of the same name, is a good example of what designers and builders can achieve to fulfill current requirements for constructing small bank buildings.

This two-story, basementless, fire-resistant structure, 32 x 50 feet, was designed by Rudolph, Cooke & Van Leeuwen, Inc., architects of Norfolk, Va. The front is impressively modern, constructed of white limestone and Virginia greenstone. Large bas-relief letters imprinted in the limestone spell out the bank name. Side and

rear walls of the building are of twelve-inch brick and the roof is composition on a two-inch gypsum slab, supported by steel bar joists.

Interior design provides a 20-foot high ceiling, typical of bank buildings, over the floor space open to the public, but the directors' meeting room, rest rooms and filing room are located in an enclosed "L"-shaped hanging balcony over the work space of the main floor. Acoustical ceiling material was installed throughout and cold cathode lighting fixtures are concealed behind specially designed moulding for indirect illumination.

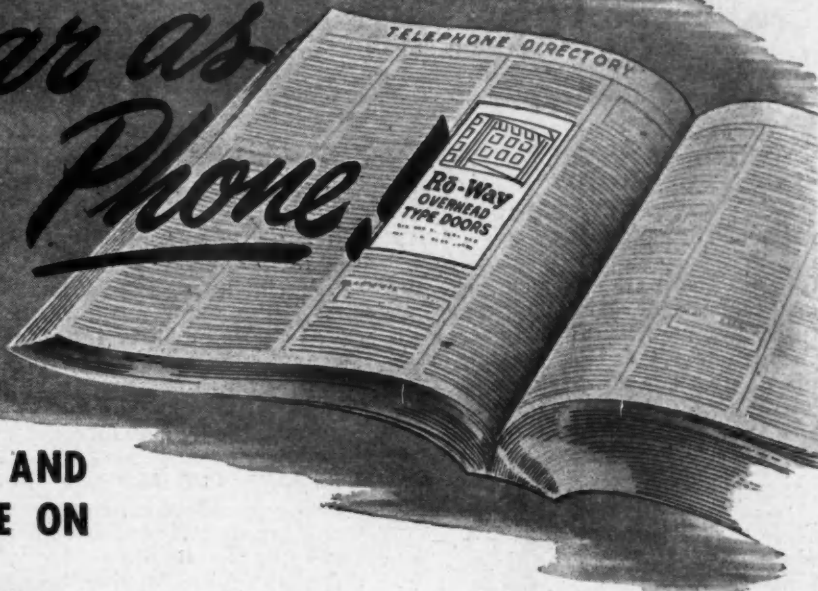
The balcony is built on metal web bar joists, and has a five-inch structural concrete floor slab on which asphalt tile finish flooring was installed in the record storage room and rest rooms. The directors' meeting room floor is entirely covered with a green carpet over the concrete.

The building was designed for radiant heating and the ground floor, as well as the balcony floor, consists of a five-inch concrete slab in which is imbedded a system of wrought iron grid pipes. The ground floor is topped with one inch of marble.



INTERIOR of 32x50-foot bank building showing enclosed balcony over work space.

*As near as
Your Phone!*

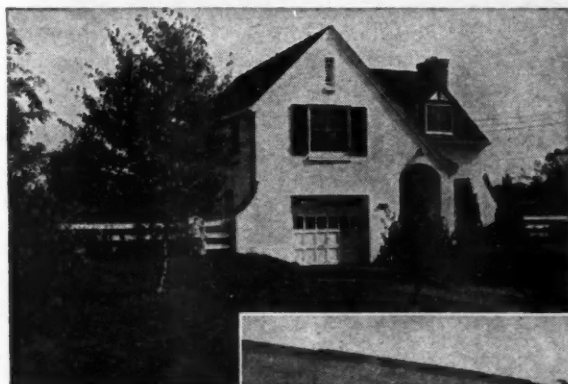


**NATIONWIDE SALES AND
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Ro-Way

OVERHEAD TYPE DOORS

*Consult your "Redbook" or the yellow
pages of your local Telephone Directory*

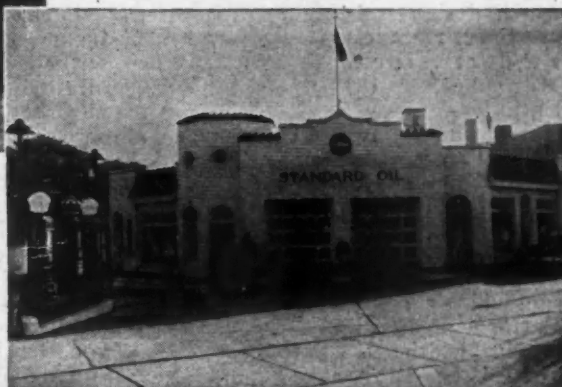


All over America you'll find expert and dependable Ro-Way sales and installation service "right at your elbow." And remember this—Ro-Way, the modern door for this modern age, is the *only* overhead type door that gives your clients five extra-value features at no extra cost:—

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



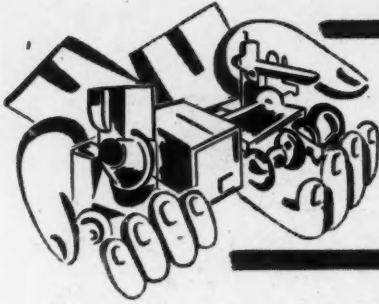
For full details regarding Industrial, Commercial, Residential and Agricultural applications, write for complete catalog or phone your nearest Ro-Way Dealer. See our catalog in Sweet's.



ROWE MANUFACTURING CO.

717 HOLTON STREET • GALESBURG ILLINOIS, U. S. A.

There's a Ro-Way for every Doorway!

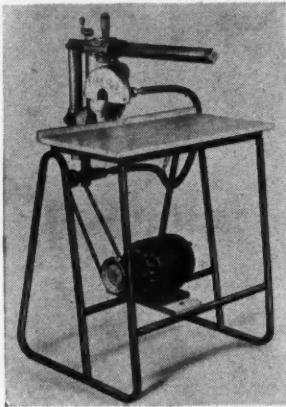


NEW PRODUCTS

Offered by Manufacturers

ALL-PURPOSE BENCH SAW AB1702

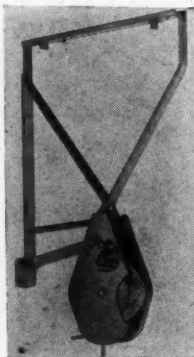
A new portable bench saw designed for production, construction, and maintenance work is being manufactured by the Flexsaw Mfg. Co., 105 Grindstone Road, Port Austin, Mich. Six easily made adjustments for rigid positioning of the saw make almost any cut possible with this tool.



Straight and bevel cutoff, straight and bevel rip, miter and compound miter cuts can be made with extreme accuracy. Practical for shop setup or on-the-job use, this saw has a capacity for cutting a board 3 inches thick and 15 inches wide. It is powered with a 1 HP motor mounted on the frame. A flexible shaft drives the saw and eliminates motor interference, producing as much clearance with the 8 in. blade as is normally obtained with a 10 or 12 in. blade.

SAF-T-SWING STAGE AB1707

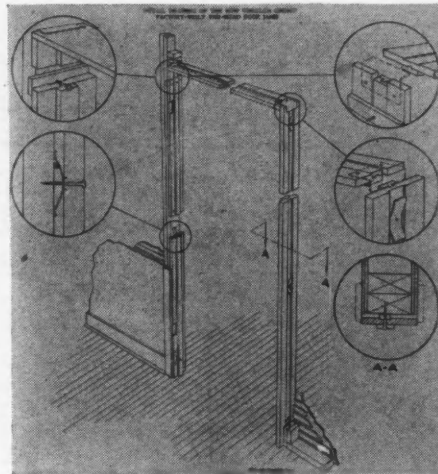
A light duty swing stage which more than doubles worker protection through the use of a completely new winch design is being manufactured by Safway Steel Products, Inc., Milwaukee, Wis. Entirely gear operated, the swing consists of two winches, each equipped with 150 ft. of 5/16 in. 6 x 9, mild plow steel wire rope. A stirrup, which takes a platform up to 28 in. in width, is bolted to each winch, and can be removed for easy storage. A guard rail post is welded to each stirrup. A steel gear housing



prevents foreign matter from entering the gears and gives added protection to the operator. The crank handle, gear type operation allows the operator to raise or lower the stage 75 ft. in ten minutes. Automatic safety locks prevent the swing from moving except through the operation of the crank handle by the operator.

TRUE SIZED DOOR JAMB AB1703

A door jamb which comes from the factory completely precision machined and built, thereby drastically reducing installation time, has just been put on the market by the Wheeler Osgood Co., 1216 St. Paul Avenue, Tacoma 1, Wash. Consisting of three precision milled pieces, adjusted one at a time, this new jamb eliminates making dados, placing and fitting blocks,



squaring and plumbing with wedges, gaining for hinges, and cutting and installing stops.

Packaged two to a bundle, a set includes hinge jamb, head jamb, lock strike jamb, stops glued in place on all three jambs, five rust-proof "shock-absorber" leaf springs, recessed head screws, washers, and friction clips.

PAINT BRUSH CLEANER AB1709

A paint brush cleaner which gives longer life to the brush as well as helps it perform more efficiently is the newest product of Devoe & Reynolds Co., Inc., 44th St. and 1st Ave., New York 17, N. Y. Identified as the Devoe Brush Shampoo, this product is equally efficient for cleaning hardened paint, lacquer, varnish, shellac or enamel. It cleans right down to the heel of the brush and is non-injurious to hog bristle or nylon, setting com-

pound, or painters' hands. A unique feature is that brushes cleaned with this shampoo can be rinsed under faucet without staining the sink or wash basin.

NEW 3/4-TON TRUCK AB1711

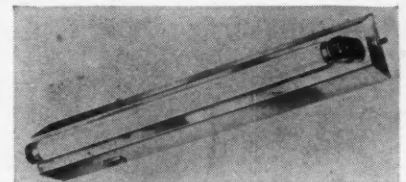
The Chevrolet Motor Division of General Motors is manufacturing a new 3/4-ton line of trucks, embodying many advanced features including full floating rear axles. The new truck, an



all-purpose vehicle, is available in a wide variety of models, including chassis, chassis and cab, pick-up, platform and stake bodies. It is powered by the famous Chevrolet Thriftmaster engine.

FLUORESCENT WALL BRACKET AB1714

A decorative and practical fluorescent wall bracket featuring a sure-grip lamp socket and lock action starter terminals is the latest product of the Mastercraft Electric Co., 181 Bruce St., Newark 3, N.J. Made of



sturdy steel, finished in chrome plate guaranteed rust-proof, the unit will carry a 14 or 15 watt lamp. Designed especially for use in bathroom, kitchen, game rooms, and occasional lighting in homes, it can be used in commercial establishments.

EXPANSION JOINT SLITTER AB1706

An automatic slitting machine that cuts fibre boards, light building boards, and expansion joint materials up to 1 1/2 in. in thickness is now available from the Keystone Asphalt Products Co., 43 East Ohio St., Chicago, Ill. Driven by a one-horsepower motor, the machine needs only to be plugged in to operate. Designed for high speed cutting action, the unit is easily operated by one man.

(Continued to page 98)

NOW!

ERECT AND SELL

P&H PRE-ASSEMBLED HOMES with PRE-ASSURED ADVANTAGES



The WH-4 model, one of a number of distinctly different exterior styles available.



They're Available... They're Attractive... They're Tops in Quality... They're Acceptable for FHA Financing.

Just think of the extra profit advantages you get when you erect and sell P&H Pre-Assembled Homes. Available in a wide variety of styles, these homes permit pleasing variation that makes them sure sellers. As for quality — just note the list of nationally known construction materials used. This quality means satisfied owners and prestige for you.

Yes, these important dollar-and-cents advantages are the result of 11 years' experience in the building of P&H Pre-Assembled Homes... and over 60 years' manufacturing experience in building the famous line of P&H overhead Cranes, Excavators, Hoists, Welders, etc.

Highest Quality Materials Used

As an indication of the quality of P&H Pre-Assembled Homes, here are some of the outstanding materials used: Johns-Manville Rock-Wool Insulation, Balam-Wool Insulation, Douglas Fir Lumber, brass hardware, weather-stripped windows, bronze screens, etc.

P & H

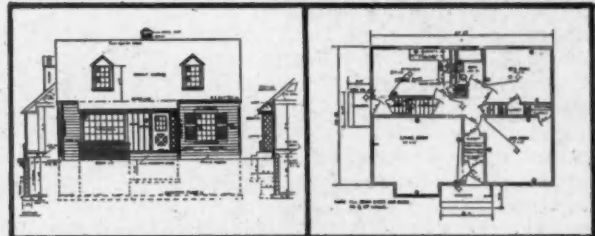
PRE-ASSEMBLED HOMES
301 Spring Street
Port Washington, Wisconsin

HARNISCHEEGER CORPORATION

EXCAVATORS • ELECTRIC CRANES • ARC WELDERS • HOISTS • WELDING ELECTRODES • MOTORS

Front Elevation of Model WH-4

First Floor Plan of Model WH-4



NOTE THESE FEATURES

- Corner windows
- Attic louvers
- Narrow window trim
- Space for breakfast nook
- Extra storage and closet space
- Designed for economy in heating, ease in ventilation
- Planned to allow personalized treatment of trim and finishes
- Conventional design that the public likes

FREE! Detailed floor plans, elevations, photographs, and material lists are offered free to operative builders and realtors in Wisconsin, Illinois, Indiana, Michigan, Ohio, Missouri and Iowa where P&H Pre-Assembled Homes are available for delivery.



P&H Pre-Assembled Homes
301 Spring Street
Port Washington, Wisconsin

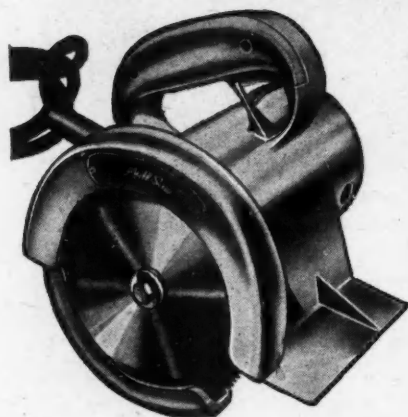
Please send me, without cost or obligation, complete information on P&H Pre-Assembled Homes:

Name _____
Address _____
City _____ State _____

(Continued from page 96)

NEW POWER HAND SAW AB1705

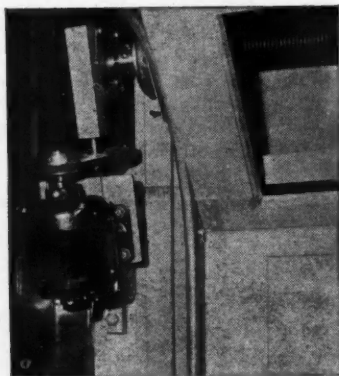
A new 6-inch portable electric hand saw has been added to the line of the Mall Tool Co., 7737 So. Chicago Ave., Chicago, Ill. The unit weighs only 8¾ pounds, and has a cutting capacity



of 2 inches. It operates on 115 volt AC-DC current, with other voltages available upon request. Maintenance departments and carpenters are finding this Model 60 Mallsaw a handy, economical, low-cost tool.

ELECTRONIC DOOR OPENER AB1708

A garage door opening device utilizing an electronic energizing unit operated from the dash panel of an automobile, designed to sell at a nominal price, is being introduced by Electro-Matic Doorman, Inc., 19720 W. Eight Mile Road, Detroit, Mich. This new opener, simple and compact in design, can be installed on any type garage door. Its prime feature is an electronic energizing unit connected to any house current; the energizing unit on the car is connected to the



battery and dash. The operating unit in the automobile transmits a radio frequency signal to the garage, which has an electronic receiver pretuned to the frequency of the energizing unit. This activates the electronic unit in the garage, causing all lights connected to the circuit to be turned on and the door to open. The same procedure turns out the lights and closes the door.

AUTOMATIC AWNING FRAME AB1701

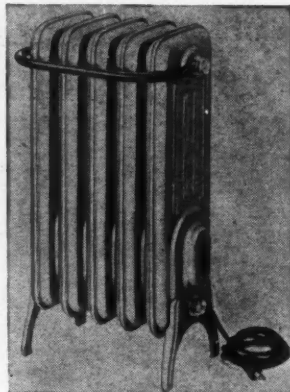
The Awning Accessories Division of Orchard Bros. Inc., 274 Meadow

Road, Rutherford, N.J., has introduced an automatic awning frame which eliminates the pulling and gathering ropes for raising awnings. The device, which operates from within the house, is known as the Awn-A-Matic. It is made of corrosion-proof aluminum parts with a mat finish which may be painted or used unpainted. Sized to conform to the conventional type awning, these new frames can be fitted to present awnings by any awning maker.

An aluminum accessory which acts to prevent the accumulation of hot air pockets at the top of fabric awnings is also available from this manufacturer. Attached between the top of the awning and the house, a series of louvers spaced at short intervals along the surface of this accessory permits hot air to escape.

PORTABLE ELECTRIC RADIATORS AB1710

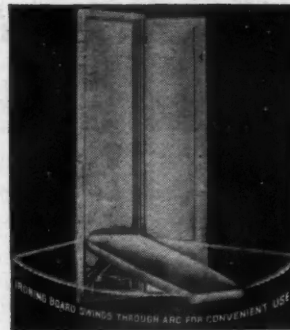
The line of electric Co-Z-Air radiators being manufactured by Henry J. Morton Associates, Inc., Detroit, Mich., has been expanded to a total of eight standard models. The new



models include two wattage ranges—800 and 1320 watts—available in 5 and 8 section types. They may be plugged into any 110 or 120 volt AC or DC outlet. Outstanding features of the new radiators are their absolute safety, the quick room heating obtained, and their silent operation. A carrying handle also serves as a drying rack when swung down into a horizontal position on either side of the radiator.

CABINET IRONING BOARD AB1704

A swivel-type cabinet ironing board, designed for space-saving in kitchens and utility rooms, is the newest product of L. H. Eubank and Son, Inglewood, Calif. Requiring an opening



only 14 in. by 57¼ in. by 3¾ in., it may be installed either before or after plastering. A cast aluminum swivel-support which holds the board firm allows it to be swung through a wide arc for use at any angle.

PLASTIC JOINTER AB1713

A plastic jointer for masonry work is being produced by the Plax Corp., Hartford, Conn. It is similar in design to the standard jointer of bent iron rod used by masons as a hand tool to finish off cement or mortar joints between brick and tile. It is seven times lighter than the iron jointer, easy to grasp, warm to the touch, and its application on cement leaves no discoloration. It is available in varying lengths, thicknesses, and colors.

GAS DISPOSAL UNIT AB1712

A compact, silent, smoke-proof, odorless, automatic gas-fired home disposal unit is now available from the Calcinator Division, Valley Welding & Boiler Co., Bay City, Mich. It features the down-draft principle which is to carry heat down through the refuse, drying materials such as garbage, and then setting fire to the dry material; thus 98 per cent of all the heat utilized in waste disposal is provided by the material being consumed. An attractive and practical complement to the modern kitchen, the Calcinator comes in two models—white enamel or baked aluminum finish.

CHECK NUMBERS AND MAIL COUPON FOR INFORMATION

American Builder, 105 West Adams Street, Chicago 3, Illinois

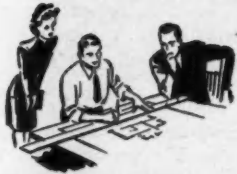
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| AB1706 | AB1707 | AB1708 | AB1709 | AB1710 |
| AB1711 | AB1712 | AB1713 | AB1714 | |

When you address inquiries direct to manufacturer concerning a new product described here, please mention that you saw it described in American Builder.

Who says you can't please Everybody!



ARCHITECTS...

Charm and beauty combined with long-lived practical utility... the aim of every architect.



BUILDERS...

Self-adjusting sleeves make installation quick and easy.



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Every dealer likes a well-known, fast-moving, 'no comeback' line.



... and that all important lady



Strikingly beautiful latch handles, with ample finger room and studded with bright, jewel-like plastics... matching or contrasting pull knobs... hinges... catches... a complete new line of kitchen cabinet hardware that pleases EVERYBODY.

Mrs. Public...

... and she's getting *more* important every day. Nationwide surveys and thousands of requests for literature prove how right Stanley designers were when they created this startling new and different line of Kitchen Cabinet Hardware.

This new hardware combines unsurpassed beauty with down-to-earth practical utility. It is one product you can suggest to home buyers and owners with absolute confidence... a product that will *stay* beautiful and practical on through the years. Write for a copy of "Jewels in the Kitchen". The Stanley Works, New Britain, Connecticut.



Trade Mark

HARDWARE · HAND TOOLS · ELECTRIC TOOLS

Certified* INSL-COTTON

Has a Better Insulation Value Than Any of the Ten Other Most Popular Types of Insulation



Here are the facts on *why* Insl-Cotton is a superior insulation. Check the table below—you'll see that cotton insulation's "K" value of 0.24 is the lowest of the whole group.

Type of Insulation	Pounds per cu. ft.	"K" Factor
Cotton: Insulating Batt . .	.875	0.242
Rock Wool: Fibrous material made from rock . .	10.00	0.268
Glass Wool: Fibrous material made from glass slag	1.50	0.270
Rigid Insulation made from sugar cane fibre	13.50	0.330
Chemically treated wood fibre between layers of paper	3.62	0.270
Eel grass between layers of paper	3.40	0.250
Stitched and creped expanding fibrous blanket	1.50	0.270
Shavings: Various from planer	8.80	0.410
Corkboard: No binder added	7.00	0.270
Rigid insulation made from wood fibre	15.90	0.330
Rigid Fibre Board made from shredded wood and cement	24.20	0.460

*** Certified**
No other insulation except flame-proof, fire-retarding cotton insulation made under Federal supervision can make this claim. The Government tests and certifies Insl-Cotton insulation.

The Originators of Flame-Proof, Fire-Retarding Cotton Insulation

Not only does Insl-Cotton give extreme efficiency, but it has every quality that makes it a profitable insulation for you—qualities that will help you build greater insulation sales and profits.

Check these qualities against the field:
 • Light weight • Flame-proof and moisture-resistant • Harmless to handle • Non-settling
 • Increases in efficiency with age • So easy to handle it lowers installation costs

INSL-COTTON DIVISION
Taylor Bedding Mfg. Co.
 TAYLOR, TEXAS

TAYLOR MADE
INSL-COTTON

DEALERS • DISTRIBUTORS—Some territories still open for competitively priced Insl-Cotton. Write today for details.

MAIL THIS ORDER COUPON TODAY

INSL-COTTON DIVISION
 Taylor Bedding Mfg. Co., Taylor, Texas
 Gentlemen:
 Please send specifications and full information on INSL-COTTON.

Name _____
 Address _____
 City and State _____

Check Here: Distributorship Architect Contractor

Catalogs and HOW-TO-DO-IT INFORMATION

289—COLORED PAINTS FOR MASONRY SURFACES—is the subject of a colorful 4-page pamphlet by The Sullivan Co., Memphis 2, Tenn. The paint, available in twelve shades, and mixed with water instead of oil or varnish, has many uses, all covered in the pamphlet, together with directions on how to mix and apply.

290—A CONTROL EQUIPMENT CATALOG—consisting of a series of individual catalogs, each on a different type of control, indexed in a loose leaf binder to make up one complete catalog, is available from the White-Rodgers Electric Co., 1209 Cass Ave., St. Louis, Mo. Important control equipment data given in detail includes specifications, dimensions, applications, installation, setting and adjustment, and wiring diagrams. Also included is the latest price schedule. Color is effectively used as background.

291—SHOWER DOORS AND TUB ENCLOSURES—is the name of the pamphlet prepared by the Shower Door Co. of America, 973 Peachtree, N.E., Atlanta 5, Ga. Stressing the practicability as well as durability of the custom-built door, the pamphlet through a series of sketches features the six most popular designs, all of anti-corrosive aluminum with high test rubber-mounted glass in clear or misted stylings.

292—STEEL FORMS FOR HOUSE FOUNDATIONS—Office buildings, banks, stores, factories, churches, hospitals, and institutions are described and illustrated in literature prepared by Irvington Form & Tank Corp., 43 Cedar Street, New York, N.Y. Specifications are covered in detail, while pictorial content consists of on-the-job illustrations and mechanical drawings.

293—FLOOR SANDERS, FOR SALE AND RENT—are covered in two 4-page colored folders prepared by The Reid-Way Corp., Cedar Rapids, Iowa. One folder illustrates and describes the exclusive features of the Reid-Way Sanders and gives detailed information on The Reid-Way System of Floor Finishing. The second folder, entitled "Are You Getting the Extra Profits from Sander Rentals," points out the additional stock sales which result when this service is available.

294—KITCHEN VENTILATION—through the use of Trade-Wind Clipper Blowers is the subject of a 4-page folder prepared by Trade-Wind Motorfans, Inc., 2725 So. Main St., Los Angeles 37, Calif. Designed for ceiling installation, the blower is described as introducing a revolutionary means of removing cooking odors. The mechanics of the fan are covered in detail together with specifications and list prices of models available.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department, (January, 1947)
 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 only thing they've agreed on so far is Lumite screens."

There's many a change made 'twixt first sketch and finished house, as architects and builders know. But window screens? Just one answer there from the start: Lumite, the amazing screen cloth that cannot stain!

Yet this is only one of Lumite's many advantages!

Where are your houses going up? In a coastal area? Biting salt air quickly corrodes ordinary screens, but leaves Lumite unharmed. Fac-

tory area? Smoke, soot and acid fumes have no effect on Lumite. Rainy region? Lumite will not rot or rust in any weather from snow to burning sun.

Lumite (woven of Dow's Saran) is a modern material for you to work with—the screen for every part of the country! When you design or build that "perfect" house, be sure to recommend Lumite screens for windows, doors and porches. Write for our A.I.A. 35P folder and free sample.

Sold through Hardware and Lumber Dealers and Screen Manufacturers

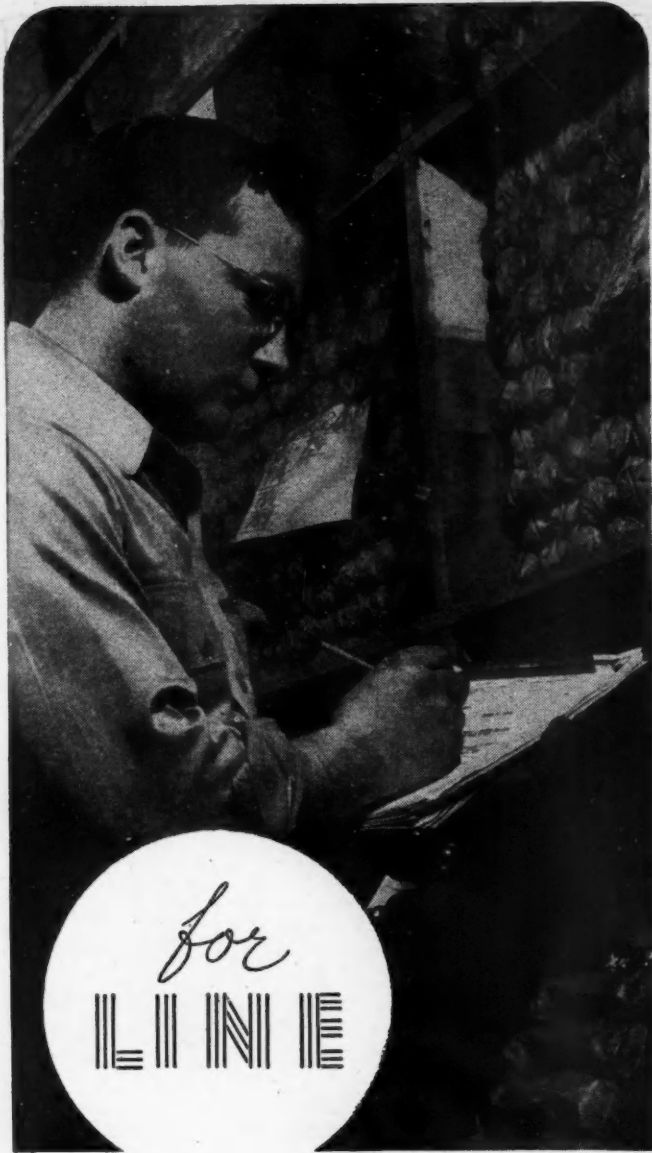
**LUMITE DIVISION, Chicopee Manufacturing Corporation
47 Worth St., New York 13, N. Y.**



MODERN INSECT SCREEN CLOTH

**HERE'S WHY
LEADING ARCHITECTS
AND BUILDERS
SPECIFY LUMITE:**

- Cannot stain
- Won't rust or rot
- Never dents or bulges
- Needs no painting
- Strong! (Lumite is woven of heavy gauge filament— 0.015")



THE BARROWS line of BUILDERS HARDWARE is a *complete* line. Complete in *function*, complete in architectural scope. With everything from the traditional spirit of old-time elegance, to the smart but quiet charm of contemporary design. There is economy in answering service needs from a single source . . . and *richness* in quality and wide range of selections offered. From basement to attic the BARROWS line of hardware provides all that is needed or desired—with easy application, smooth operation, and strength and permanence the keynotes.

BANK ON

BARROWS

NORTH CHICAGO, ILLINOIS

Building Outlook Improved for 1947—

(Continued from page 59)

and heavy construction. Although a number of important industrial corporations have expansion programs well advanced in the planning stages, the anticipated break in commodity prices, the possibility of recession in general business activity, uncertainty as to the labor situation, and the likelihood for narrow profit margins in the coming year may well tend to discourage many of these undertakings, thus reducing the volume of manufacturing plant construction during the year. These same factors will also influence commercial building activity, for which a moderate increase is expected.

Residential building in 1947 is estimated to increase about 40 per cent in dollar volume and approximately 35 per cent in number of new dwelling units over that of 1946. In other categories of construction, a 10 per cent increase over 1946 in dollar volume of commercial construction; a 15 per cent decline in dollar volume of manufacturing buildings; and, about a 50 per cent increase in dollar volume of all other non-residential building including various categories of educational, religious and public buildings and other community facilities. The increase in residential building is estimated to be a 20 per cent dollar volume increase in one- and two-family houses, and more than 100 per cent in dwellings for rent and other types of rental accommodations, such as apartment buildings, hotels and dormitories. These assumptions are predicated on an almost—or completely—free market situation. The expected increased participation of rental housing in the increased volume is based on the presumption that new residential construction will also be completely free of rent ceilings. The urgency and immediate need of rental units to supply accommodations for both veterans and non-veterans is well established.

An additional favorable factor which appears is that individual investors planning to build or buy homes are less likely to be influenced by temporarily unfavorable business conditions; a situation which does not apply to prospective investors in commercial or industrial projects. Here it is interesting to note that reliable cost indices show the construction cost of fireproof apartment and hotel type buildings to be slightly more than 40 per cent above the 1939 average, brick houses about 60 per cent over prewar, and frame houses in the neighborhood of 65 per cent. The persistence of these differentials after present abnormal cost factors have disappeared may well constitute a strong factor favorable to large projects.

The over all estimate of dollar volume of construction in 1947 may well exceed \$12 billions. This estimate translated into terms of new family dwelling units means the construction of about 850,000 permanent conventional type non-farm homes in 1947, for a total of approximately \$5.5 billion, exclusive of the cost of land. This figure does not however include farm homes, conversions, trailers, or temporary units under a public housing program. It is further estimated that approximately 175,000 prefabricated, or factory-built homes, and 175,000 conversions will also be put under construction during the next twelve months. The estimated 1,200,000 units for 1947 implies that the quota set last year by the Housing Expediter will not be reached.

A sizable portion of next year's material supply will be required for completion of large numbers of residential and non-residential projects started in 1946 because, although the volume of starts last year was noteworthy, it was done at the expense of stretching out completion time of most building to double, or more than double, that ordinarily required.

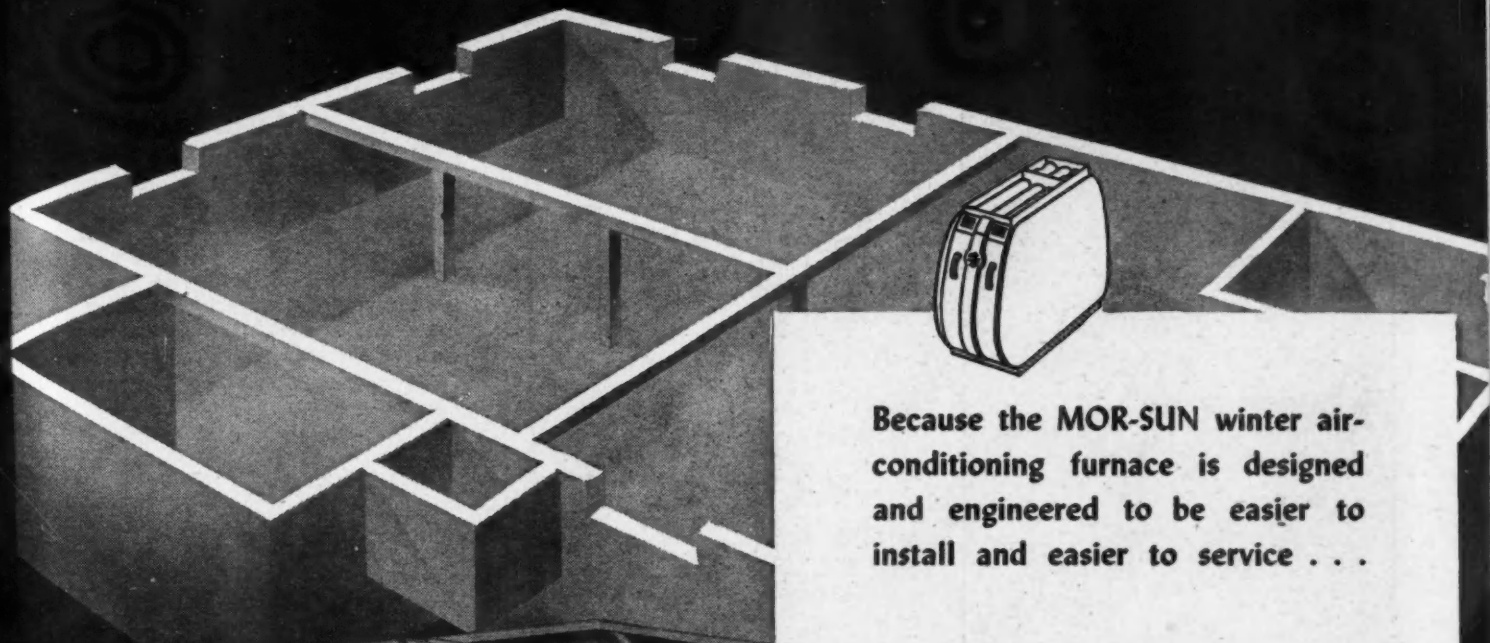
In summary, prospects appear favorable for a sustained relatively high level of activity in the construction industry, particularly home building, during the coming year. There are some indications that currently rising construction costs can retard the expansion. However, these indications are not now of overriding importance in view of the unprecedentedly large backlog of demand.

Following World War I, in 1919, the construction industry got off to a good start but began to slump in 1920, and reached a low in December of that year. After that there was an almost unbroken rising trend that continued through the peak construction years of 1926-27. Then began a downward

(Continued to page 128)



There's MORE PROFIT for BUILDERS, too, in a MOR-SUN



Because the MOR-SUN winter air-conditioning furnace is designed and engineered to be easier to install and easier to service . . .

Because the new pressed steel MOR-SUN warm-air furnace gives both BEAUTY and BTU'S . . .

Because the new factory-assembled MOR-SUN packaged furnace gives more heat for less money, needs less time to install and even less to service . . .

More BUILDERS, too, like home owners and architects, specify MOR-SUN!

See what's new in warm-air furnaces at our booth at the International Heating & Ventilating Exposition in Cleveland, Jan. 27-31.

MORRISON STEEL PRODUCTS, Inc., BUFFALO 7, N. Y.

Morrison's nationwide dealer organization is at your service. Write us for the address of our representative nearest you.

"The Sun Never Sets with MOR-SUN!"



No. 60 Stanloid Chisel and No. 51½ Stanley Hammer—a favorite combination

STANLEY WOOD CHISELS

*Work Better...
Last Longer!*

Carpenters, always consistent Stanley users, choose chisels with special care. Stanley Butt Chisel No. 60, shown here is a favorite. The fine steel blade, tempered its entire length takes and holds a keen, durable edge. This, together with the distinctive and durable *Stanloid* handle designed for perfect balance and grip, produces results that match the user's skill. A steel cap on the handle centers the hammer impact and distributes the force evenly to the cutting edge. There are many types, blade widths and handle designs in the Stanley line—an exact choice for you.

To make the most of your skill—always buy Stanley. STANLEY TOOLS, 133 Elm St., New Britain, Conn.

THE TOOL BOX OF THE WORLD

STANLEY

Trade Mark

HARDWARE · HAND TOOLS · ELECTRIC TOOLS

Clay Pipe Sewer Materials Reach Peak Production

VITAL materials for sanitary sewers in quantities sufficient to serve 250,000 new homes per month is the production record of the nation's clay pipe manufacturers, it was reported by Fred S. Cresswell of Washington at the recent meeting of the National Clay Pipe Manufacturers, Inc., in Los Angeles.

"A survey of 87 per cent of U. S. clay pipe manufacturers," Cresswell reported, "disclosed that in October the industry produced 8,800,000 feet of four and six inch vitrefied clay pipe, the sizes needed so badly for home sewers. At the average installation of 40 feet this provides for almost a quarter of a million homes for veterans and other needy home seekers every month. This is at the rate of 3,000,000 new homes annually.

* * *

Father of Insulation Board Dies At Orlando, Florida

THE colorful career of inventor George H. Ellis, 80, widely known as the "father of insulation board," ended Nov. 23, at Orlando, Florida, where he had made his home for eight years. He is survived by his wife, Katherine, and son, William.

Veteran member of the Minnesota and Ontario Paper Company, he retired from active duty several years ago but continued to be a member of the research department and had a score of projects under way at the time of his death.

His first invention, a device for making binder twine out of straw, led to the development of insulation board from flax fibers too short for twine, which he



GEORGE H. ELLIS

began to manufacture in 1906 for the International Harvester Company. Later, however, he organized his own concern and pioneered many tests to show fuel saving and other important characteristics of insulation board that are now accepted by the entire industry.

Mr. Ellis was also well known in the farm machinery field, and is credited for much of the labor-saving farm machinery in general use on many farms today.

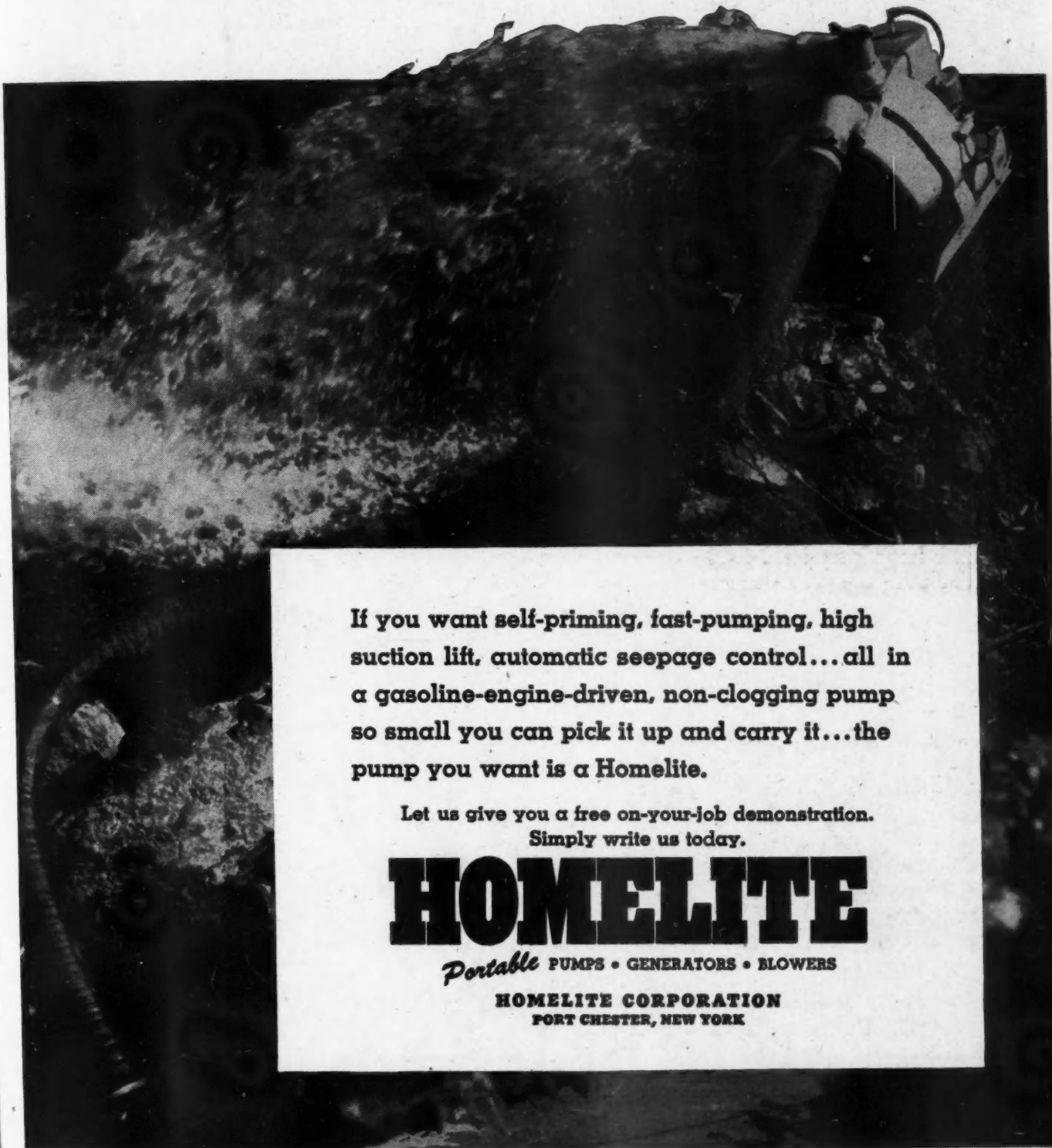
* * *

Metal Products Reports Increased Production

IMPROVED deliveries of parts by materials suppliers have resulted in a definite upward curve in the pro-

The Pump

TO PUT ON THE JOB



If you want self-priming, fast-pumping, high suction lift, automatic seepage control...all in a gasoline-engine-driven, non-clogging pump so small you can pick it up and carry it...the pump you want is a Homelite.

Let us give you a free on-your-job demonstration.
Simply write us today.

HOMELITE

Portable PUMPS • GENERATORS • BLOWERS

HOMELITE CORPORATION
PORT CHESTER, NEW YORK

INSTALL WEISWAYS



WITH CONFIDENCE IN THIS 4-WAY PROTECTION

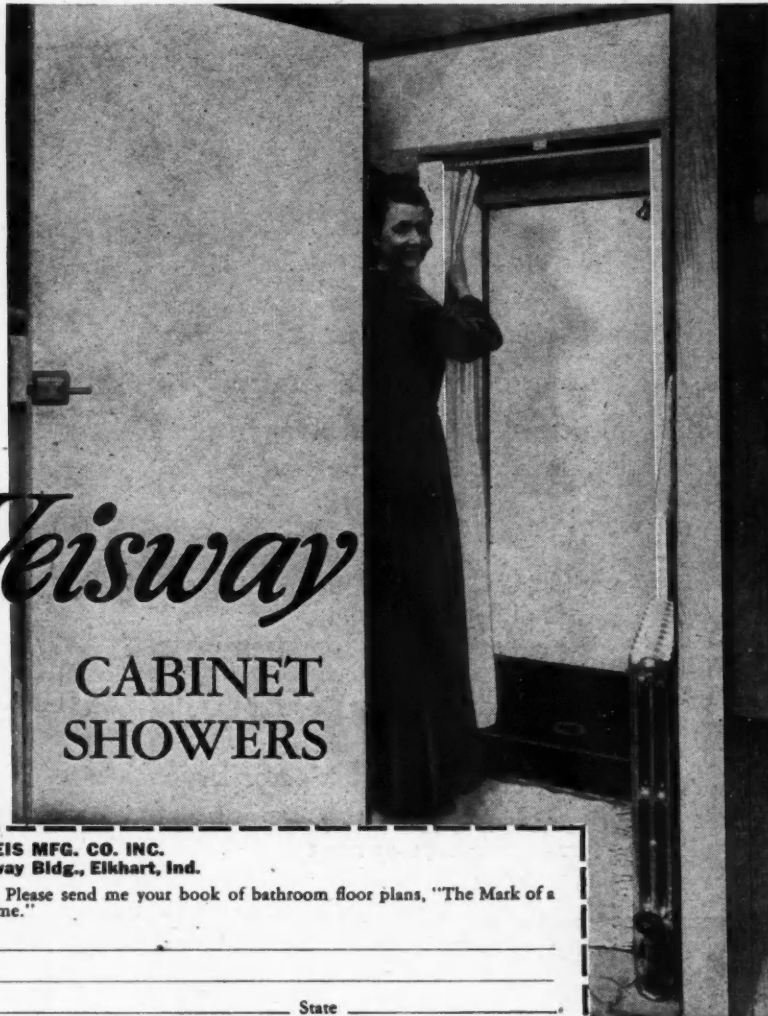
1. GALVANIZED
2. BONDERIZED
3. BAKED PRIME COAT
4. BAKED SYNTHETIC ENAMEL

Weisway Cabinet Showers are the practical answer to the bath requirements in both new and remodeled housing. These precision-built pre-fabricated units are easily, quickly installed without special treatment of building walls or floor.

Weisways are complete, self-contained, leakproof baths which meet the preference for shower bathing which has increased rapidly, especially during the war years. Weisway service-tested materials and quality construction insure owner satisfaction.

Our new book of bathroom floor plans and sketches shows how Weisways make more baths possible in small floor area. Mail coupon for your copy.

HENRY WEIS MFG. CO. INC., 101 WEISWAY BLDG., ELKHART, INDIANA



Weisway
CABINET SHOWERS

HENRY WEIS MFG. CO. INC.
101 Weisway Bldg., Elkhart, Ind.

Gentlemen: Please send me your book of bathroom floor plans, "The Mark of a Modern Home."

Name _____
Street _____
City _____ State _____

duction figures of The Premier Metal Products Corporation, Phoenix, Ariz.

The company, which manufactures aluminum sash and frame for the building trade, anticipates the production peak to reach 30,000 units per week—a capacity which will enable Premier to adequately meet all demands placed upon it by the trade and furnish dealers with complete stocks for the 1947 building season.

A unique feature of the Premier aluminum window is that it may be shipped in "knocked down" form. This factor makes possible consignments of 5,000 complete units per average rail-way car.

* * *

Duncan Shaw Finds New Concern

DUNCAN SHAW, well known in hardware, merchandising and manufacturing fields, has announced the organization of a new manufacturing company bearing his name. The company will produce a newly designed line of builders' hardware, and plans to get into production very shortly.

Incorporated in the State of New



DUNCAN SHAW

York, the concern is located at 33 West 42nd Street, New York 18, N. Y. Its officers and directors are: Duncan Shaw, president; Charles Sherwood, vice president; W. W. Mather, secretary; W. W. Kennedy, W. T. Pheiffer, directors.

* * *

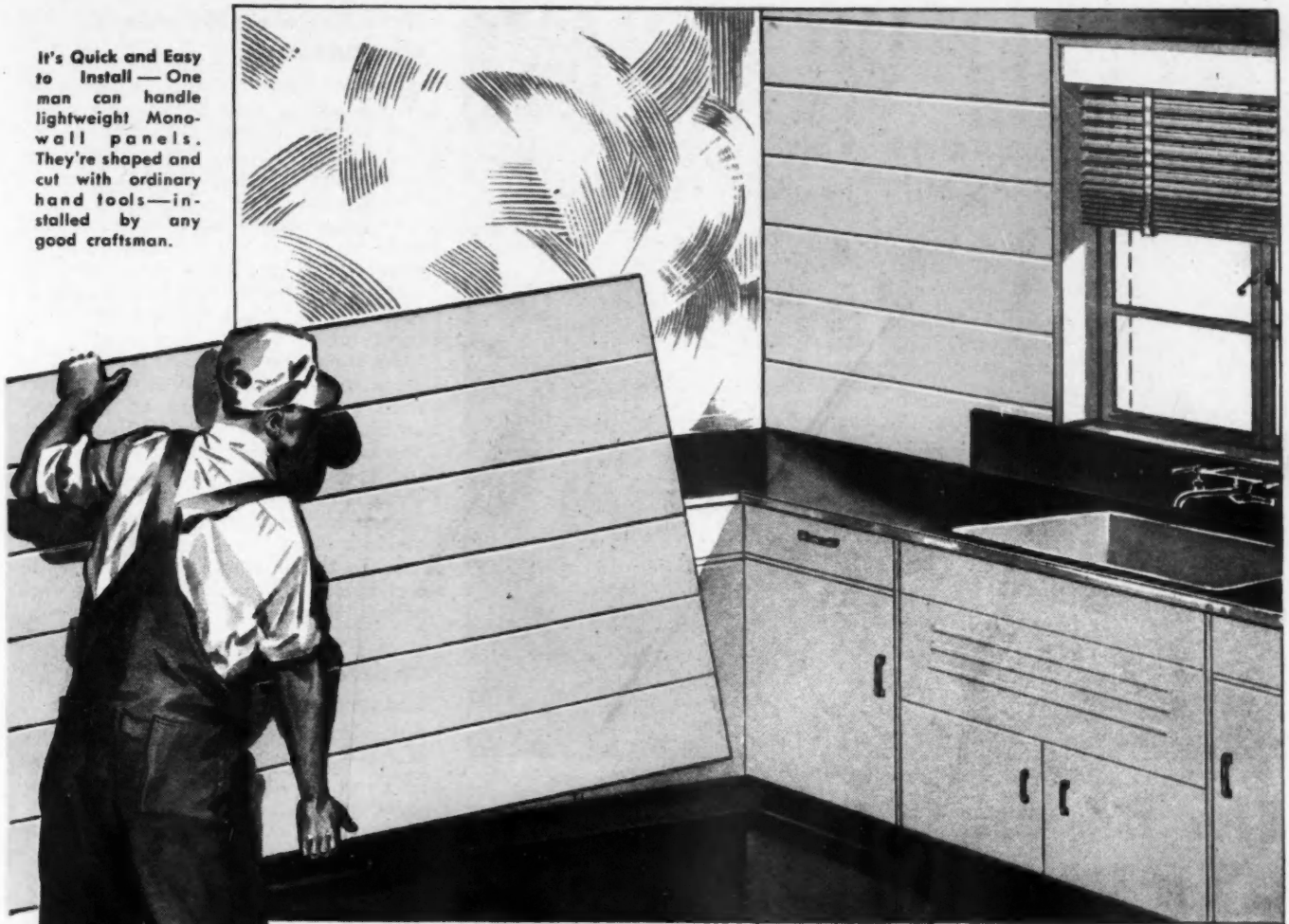
Puritan Cordage Buys Mallison Braided Cord

ANNOUNCEMENT of the purchase of The Mallison Braided Cord Company of Athens, Ga., by the Puritan Cordage Mills of Louisville, Ky., was made by W. C. Ballard, general sales manager of the Puritan Company.

The plant will produce, in addition to the Mallison line of cotton webbing, wetting cord and lightweight clothes line, the products long identified as Puritan's specialties: braided sash cord, mop yarns, and various cotton yarns.

No staff changes are planned at the Athens plant, according to Mr. Ballard. Distribution will be through Puritan's Louisville office.

It's Quick and Easy to Install—One man can handle lightweight Monowall panels. They're shaped and cut with ordinary hand tools—installed by any good craftsman.



STREAMLINE MONOWALL *goes up fast—needs no finishing*

The average room can be finished with Monowall in one or two days! Little preparation is required for installation over new dry wall construction or old plaster. Time, muss, and litter are saved. There's no waiting for anything to dry, for as soon as the Monowall is in place, the room is ready for immediate use.

Monowall is a decorative panelboard made in large panels of hardened wood-fibre board. Its glossy, mirror-like finish is tough and durable . . . resists water . . . won't crack, chip, or peel with heat and cold.

New streamline-design Monowall is an ideal finish for walls and ceilings of all kinds of mod-

ern interiors—for both remodeling and new construction. The horizontal score lines have the effect of making a room seem more spacious.

Monowall is as smooth and easy to clean as china. No effort is required to wipe off spots of dirt or finger marks. An occasional soap-and-water cleaning will keep it fresh and new looking for many years.

This decorative wall treatment is available not only in streamline-design but also in tile patterns and plain in a variety of popular colors. For free Monowall samples and literature, write today to Armstrong Cork Company, Building Materials Division, 1601 Lincoln Street, Lancaster, Pennsylvania.



Monowall is a registered trade-mark.

ARMSTRONG'S MONOWALL

MADE BY THE MAKERS OF TEMLOK INSULATION—SHEATHING, LATH, DE LUXE INTERIOR FINISH



The Barcol OVERdoor on Residence Garages

Barcol OVERdoors have a number of distinctive features which are important where you want a garage door that will close tightly yet work easily. **Tailored twin-torsion** counterbalancing springs are used, mounted on the wall directly above the opening. They are neat in appearance, quiet, safe, and can be individually and accurately adjusted. **Self-latching bolts**, which engage automatically when the door is pulled down, add much to the efficiency, speed, and ease with which the Barcol OVERdoor can be opened and closed. **Roller-crank closing action** provides tight and weatherproof closing. At the same time, this Barcol feature prevents the door from jamming when closed, or sticking and binding when in motion. **Continuous vertical track brackets** not only increase the structural strength and durability of the supporting framework, but also give added protection as they cover the cables that carry the door weight. **Only the Barcol OVERdoor has ALL of these features.** For lasting satisfaction, specify and install the Barcol OVERdoor on all types and sizes of residence garages.



FACTORY-TRAINED SALES and SERVICE REPRESENTATIVES IN PRINCIPAL CITIES

BARBER-COLMAN COMPANY

104 MILL ST.

• ROCKFORD, ILL.

New Building Materials Organization

A NEW organization comprised of manufacturers of insulating siding was formed recently. Known as the Insulating Siding Association, the group will maintain headquarters in Chicago.

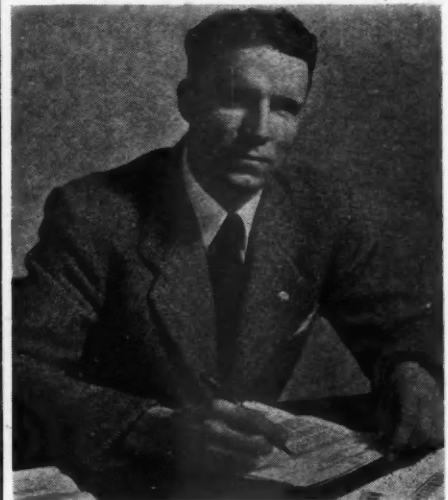
Officers chosen at the first meeting were M. C. Fairfield of Insulite, president; Gordon Estes of Jones & Brown, vice-president; and Harry F. Altheide of Globe Siding Products, treasurer.

Its three-fold program is: First, to work toward standardization of practices and improvement of products within the industry itself. Second, to prepare an informational program to the trade to encourage better construction methods and more complete knowledge of application details and product performance. Third, to undertake the education of the ultimate consumer on the advantages and uses of insulating siding.

* * *

Charles M. Murray Heads Lofstrand Washer Division

DIRECT responsibility for the sales and distribution of the Glass Washer Division, of The Lofstrand Company, has been assigned to Charles M. Murray. An Oklahoman, educated at Ohio Wesleyan and George Washington Universities, Mr. Murray formerly



CHARLES M. MURRAY

supervised the sales of all Lofstrand Products. Expanded operations of the Lofstrand Company, due to the availability of stainless steel and brass, now permit Mr. Murray to devote his undivided attention to the Washer Division.

* * *

Heating, Air Conditioning Group Plans Annual Meet

THE thirty-third annual convention of the National Warm Air Heating and Air Conditioning Association will be held Jan. 29 and 30 at the Hotel Cleveland, Cleveland, Ohio, it was announced ..(Continued to page 112)

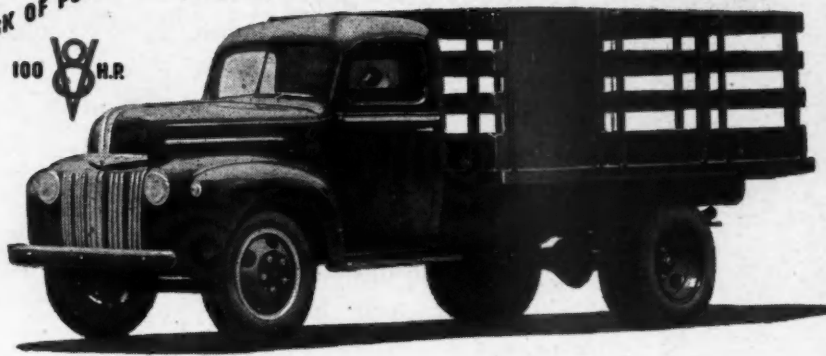
REGISTRATIONS SHOW IT—OPERATORS KNOW IT!

"FORD TRUCKS LAST LONGER!"



The popular 156-inch wheel-base Ford Heavy Duty 1 1/2-ton truck with standard Ford 12-foot Platform Stake body.

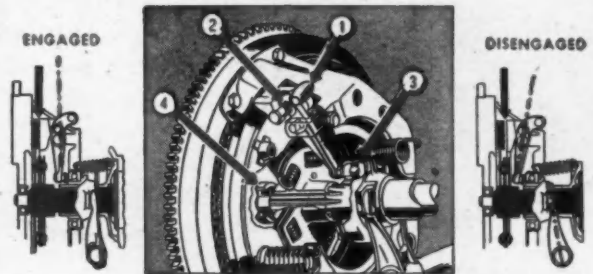
90 **6** H.P.
YOUR PICK OF POWER
100 **8** H.P.



ONE big reason:

FORD CLUTCHES STAND UP!

Torque-transmitting capacity of Ford clutches increases with engine speed, because centrifugal force is harnessed to add *extra* pressure to that exerted by the clutch springs. Thus, slippage and wear are minimized. Three weighted, cam-action levers (1), due to centrifugal force, act upon the back of the clutch plate, forcing it ever more firmly into contact with the clutch disc. Needle roller bearings (2) on these pivoted levers, and pre-lubricated ball pilot and throwout bearings (3 and 4), reduce wear at these vital points and promote easy pedal action. No internal lubrication is required.



ONLY IN A FORD TRUCK do you get your choice of two great engines, the 100-H.P. V-8 or the 90-H.P. Six. **ONLY FORD** brings you all these long-life features: Easy-turning, rolling-contact steering gear, with triple roller bearings—weather-proofed Hi-Volt ignition—positive control of engine temperature for swift warm-up, protecting bearings, cylinders, pistons, rings and valve mechanism—rear axle design which takes all weight-load off the axle shafts (3/4-floating in half-ton units, full-floating in all others)—all told, *more than fifty* such endurance-assets!

Where can so few truck dollars get you so much *truck value*? Ford endurance-engineering explains why **FORD TRUCKS LAST LONGER . . .** why the average age of all Ford Trucks in use is nearly 9 years . . . why 7 out of 11 of all Ford Trucks built since 1928 are still in use! Only the costliest makes match this record. No wonder that demand for new Ford Trucks is forcing production schedules higher and higher. See your Ford Dealer now!

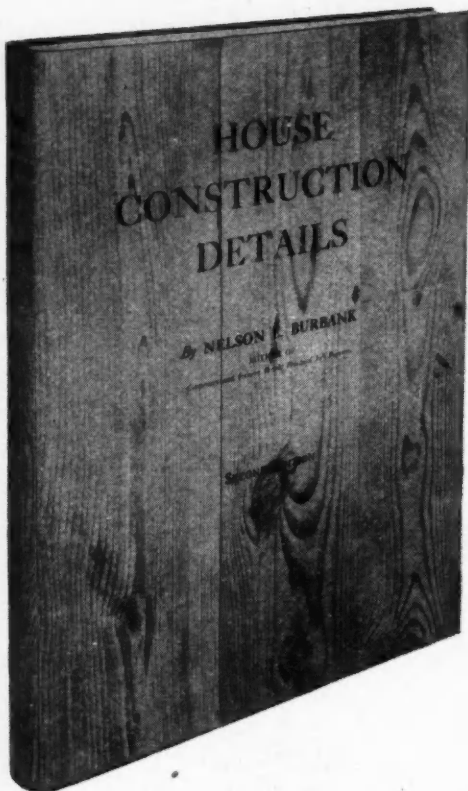
FORD TRUCKS

MORE FORD TRUCKS IN USE TODAY THAN ANY OTHER MAKE

New Fourth Printing—Second Edition

HOUSE CONSTRUCTION DETAILS

By NELSON L. BURBANK



314 pages, 1,500 illustrations, index, 8 1/2 x 11, cloth, \$4.00

Practical builders find this book very helpful when making alterations in a set of stock plans or drawing up a complete set of plans for a house or small building. The details shown in clear line drawings and in photographs conform with standardizations recommended by housing authorities wherever such have been established.

The chapters are in construction sequence and as such serve as a guide in detailing each step in the construction of a dwelling, from foundation to finish. Just enough description is included to explain general principles.

Many of the new materials such as plywood are shown in application. Various systems of pre-fabrication are shown in addition to traditional methods of house carpentry. Chapters on painting, wiring, insulation and sound proofing, and on heating and air conditioning show modern methods. Graphic and factual information from widely scattered sources is brought together and cross-indexed for quick reference.

Look over the table of contents below and see the wide scope of its information. Then send for a copy on our money back guarantee and give it a five days working tryout.

Fill Out This Guaranteed Order Form

American Builder and Building Age
30 Church Street, New York 7, N. Y.

Enclosed find \$4.00 for which send me a copy of the Second Edition of HOUSE CONSTRUCTION DETAILS by Burbank. If I do not find the book satisfactory I will mail it back within five days of receipt and you will refund my \$4.00.

Name

Address

City Zone State

A. B. 1-47

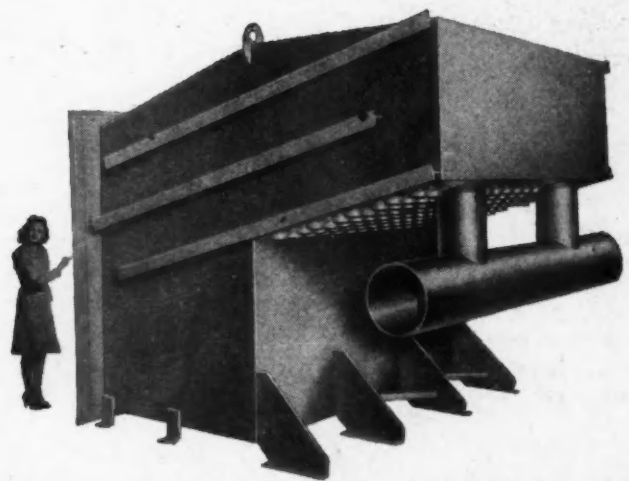
Contents

Floor Plans; Sets of House Plans—Excavations; Foundation Forms; Foundations—Sills; Girders; Joists; Sub-Flooring—Outside Walls—Inside Walls; Wall Sheathing; Ceiling Joists—Roof Construction; Bay Construction; Roofing—Cornices and Porches—Exterior Wall Construction—Interior Wall Coverings; Interior Trim—Stair Construction—Windows—Doors—Hardware—Closets; Shelves; Built-in Equipment—Finished Flooring—Chimneys and Fireplaces—Scaffolds—Garages—Wiring for Modern Homes—Insulation; Sound Proofing—Gates; Garden Furniture—Camps; Cabins; Cottages—Farm Buildings—Painting and Finishing—Modern Homes—Modern Building Materials—Heating; Air Conditioning—Pre-Fabrication.

OF BUILDINGS EFFICIENTLY HEATED BY J & C POWER HEATERS

What's the heating problem? A garage? Factory? Office building? Store? School? Airport hangar or administration headquarters? Church? No matter what it is, any building can be heated economically and efficiently with a J & C Power Heater. These modern heaters, built along thoroughly new and proven principles which include the increased direct radiation surface for capturing more usable heat from a relative minimum of fuel, are built to produce 160,000 to 3,000,000 B.t.u.—a range that puts J & C right in front when it comes to meeting varied heating demands. J & C Power Heaters are trim and compact—they conserve floor space while harmonizing with finished interiors of basement, storerooms, and display rooms. And they are made in one-piece, electrically-welded units—gas-tight and leak-proof so that all heat is retained for distribution by ample blower system. J & C Heaters are available in gas, oil, and coal fired models and may be adapted to mechanical firing. For maximum heating economies and benefits, get the heater that offers the maximum advantages—J & C Power Heaters, manufactured by Jackson & Church Co., Saginaw, Michigan. Write for complete information.

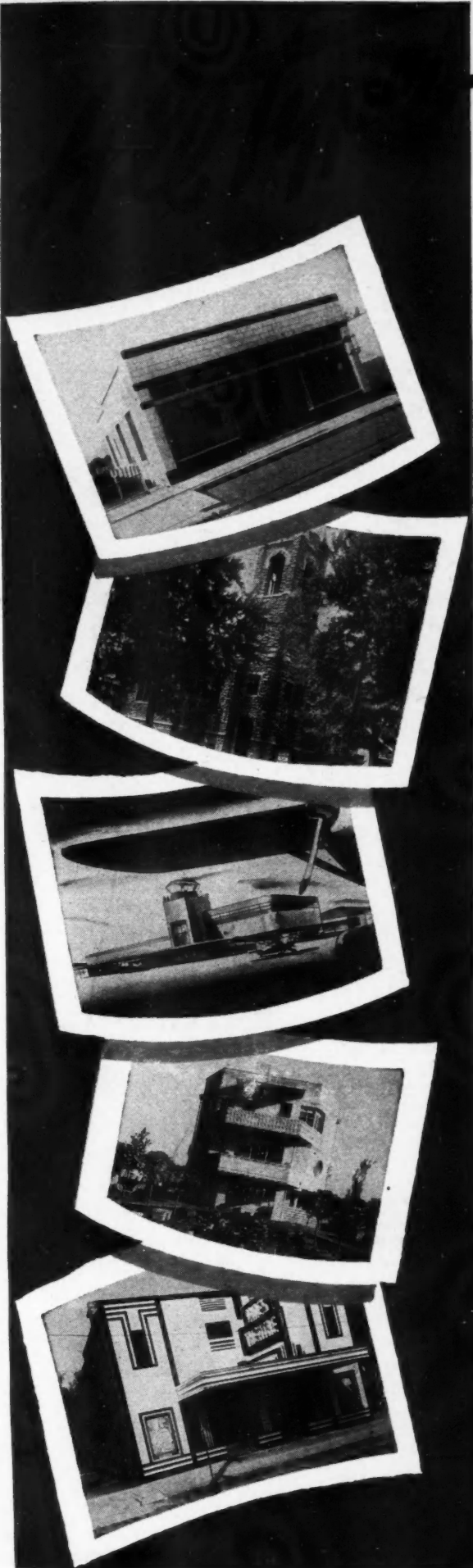
VISIT US AT THE 7TH INTERNAT'L HEATING AND VENTILATING EXPOSITION • LAKESIDE HALL, CLEVELAND • JAN. 27-31 • SPACE 871-877.



Model 60 with casing removed



JACKSON & CHURCH CO.,
SAGINAW, MICHIGAN • WORK WELL DONE SINCE '81





KINNEAR ROLLING DOORS

ADVANTAGES of Kinnear Rolling Doors are quickly apparent: by rising vertically into a compact coil above the lintel, they save floor, wall and ceiling space . . . open out of reach of damage by wind or vehicles . . . require no "clearance" area for operation . . . clear the entire doorway when opened. And Kinnear's famous interlocking-steel slat construction (proved by 50 years of satisfactory performance) assures extra protection against fire, intrusion, accidental damage, and the elements. Any size, for old or new construction. Write!

THE KINNEAR MANUFACTURING COMPANY
 Factories: 1500-20 Fields Ave., Columbus 16, Ohio
 1742 Yosemite Ave., San Francisco 24, California

Offices and Agents
 in All Principal Cities



(Continued from page 108)
 by Frank E. Mehrings, president. Vital new developments which promise to increase dealer sales and profits in the anticipated buyers' market will be presented.

Highlight of the dealer promotional helps to be shown is the streamlined version of the Indoor Comfort Conferences, scheduled for dealer training in major cities throughout 1947 by the association. The presentation will include two new sound slide films developed for the conferences, and demonstrations of how charts and visual aids are utilized in dealer training. The objective is to bring about improved installation and operation of indoor comfort systems.

Warm air heating and air conditioning dealers are urged to attend.

James J. Nance Joins Hotpoint

JAMES J. NANCE of Chicago was elected executive vice president and a director of the Edison General Electric (Hotpoint) Appliance Co. at a recent meeting of the board of directors. Simultaneously, details of a major expansion program involving \$17,000,000 in working capital and



JAMES J. NANCE

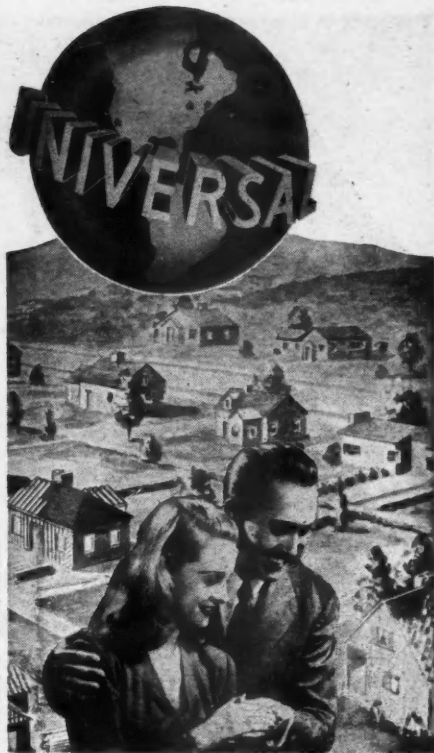
manufacturing facilities were announced by Ray W. Turnbull, president: The election of Mr. Nance was an administrative step in keeping with the program, Mr. Turnbull said.

Mr. Nance, a veteran in the field of major appliances, served on the staff of Charles E. Wilson, president of the General Electric Company, just prior to his present appointment, and before that he was associated for many years with the Frigidaire Division of General Motors.

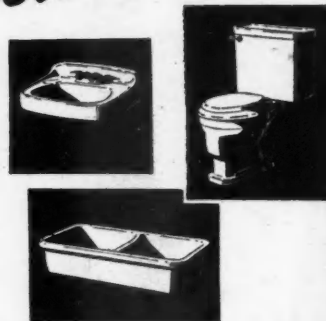
Book Features Southern Homes and Property for Sale

ANYONE interested in a farm, a land, a livable home or a chance to remodel an old plantation in the area bounded by Northern Maryland and Southern Florida will find valuable material in the latest book of Previews, Inc., The National Real Estate Clearing House. Entitled "Southern Homes, Farms, Plantations, Estates,"

(Continued to page 116)



Vitreous China serves best



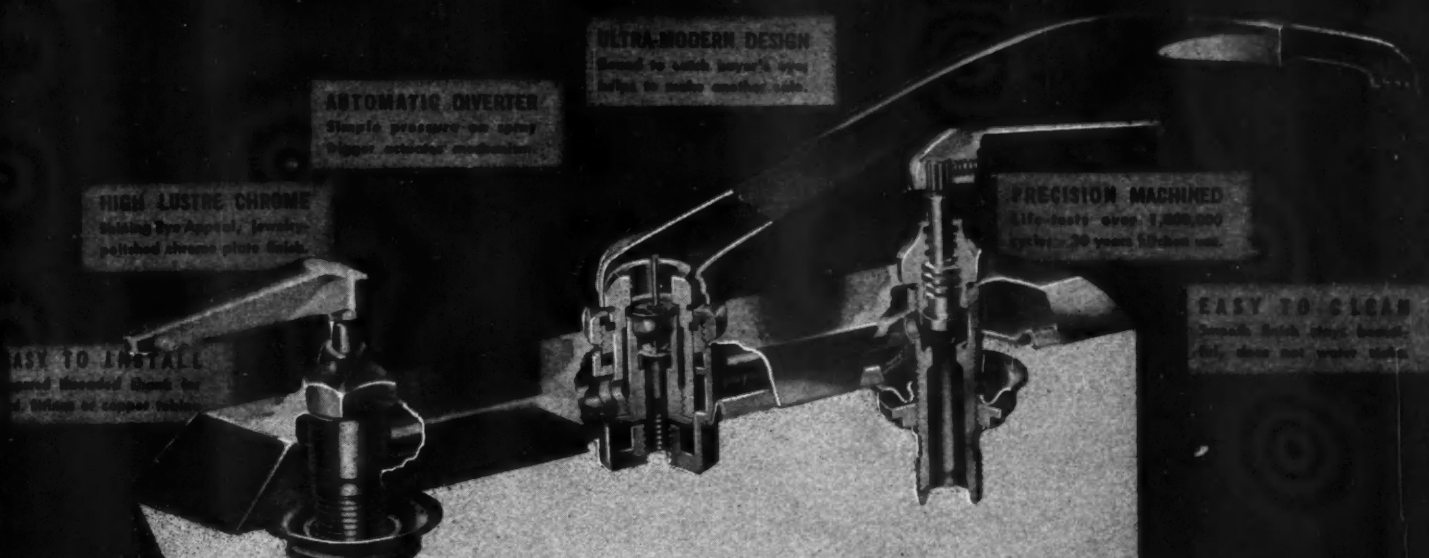
Returned veterans deserve adequate housing. In addition to this urgent need thousands of hardship plumbing cases must be met. Universal is operating to its fullest capacity to help meet the emergency, producing Lifetime Vitreous China Lavatories, Laundry Trays, Closet Combinations, Flush Tanks, Toilet Bowls and Sinks.

UNIVERSAL SANITARY MFG. CO.

New Castle, Pa.
 Camden Pottery Div. Pacific Pottery Div.
 Camden, N.J. Redlands, Cal.



Private Life of the **COMMODORE**



ULTRA-MODERN DESIGN
 Second to switch water's flow
 when to water another side.

AUTOMATIC DIVERTER
 Simple pressure on spray
 trigger activates medicine.

HIGH LUSTRE CHROME
 Making the faucet, jewelry,
 polished chrome plate finish.

PRECISION MACHINED
 Life-tests over 1,000,000
 cycles—20 years kitchen use.

EASY TO CLEAN
 Smooth finish stays bright
 for days and years longer.

EASY TO INSTALL
 Standard threaded faucet for
 a 1/2" hole in copper tubing.

Beneath the trim exterior the reasons for its leadership are revealed

The **COMMODORE** ledge type swing spout kitchen faucet has out-sold . . . and out-performed every kitchen swing spout in the field. The secret? . . . Advanced brass engineering, modern production methods, and jewelry polishing, creates in the **COMMODORE** a really good first impression . . . consumer appeal . . . and increased sales. Made from brass stampings and precision machined brass fittings, permanently silver brazed, **COMMODORE** dependability paves the way for General's complete line of beautiful brass trim.

A LEDGE-TYPE SWING SPOUT

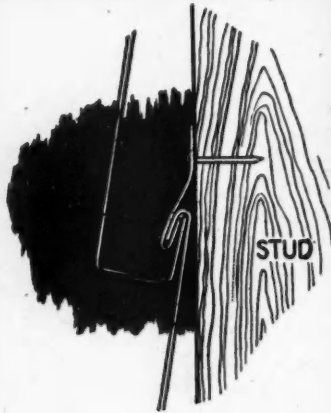
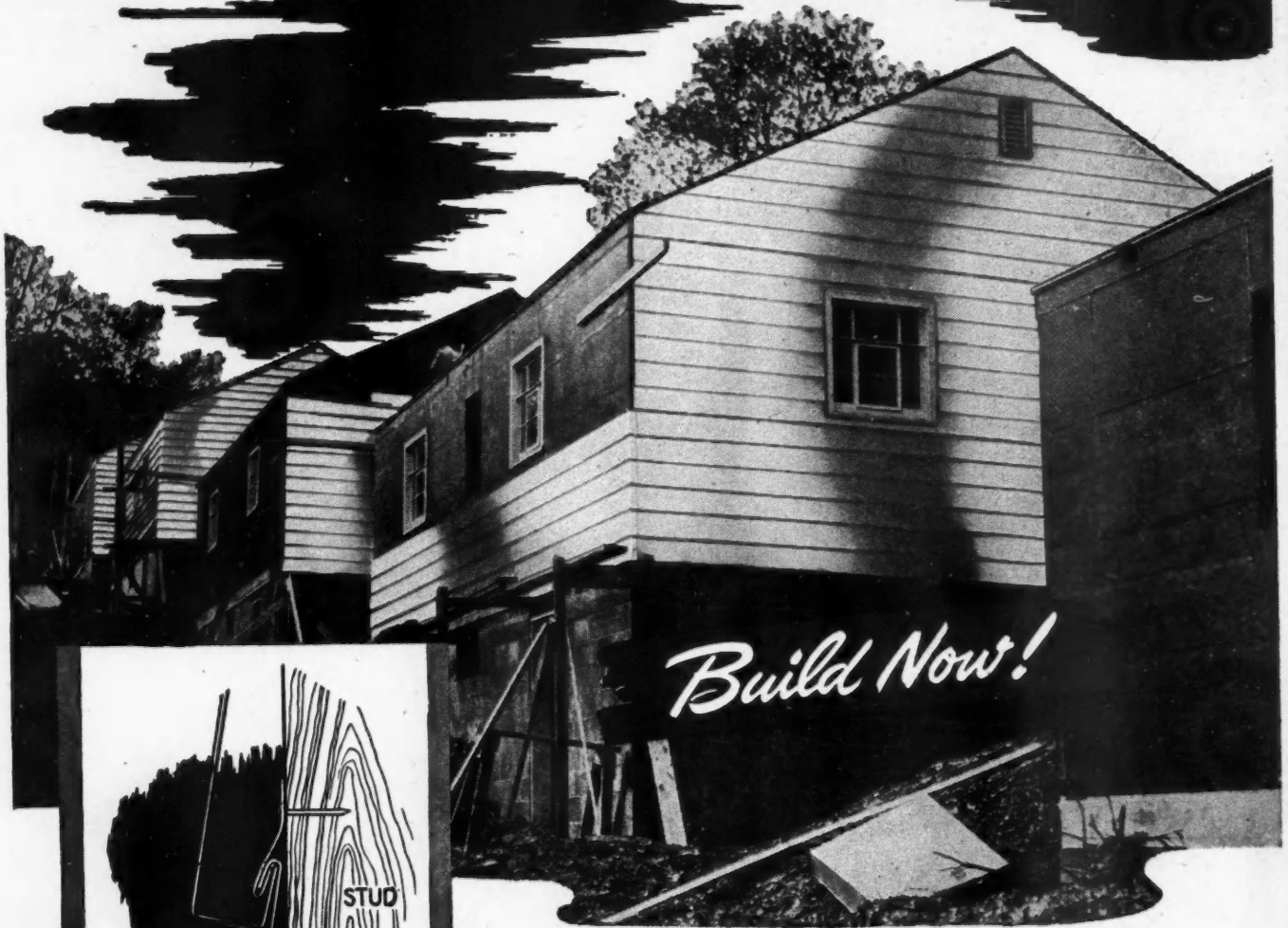
KITCHEN FAUCET



GENERAL TIRE & RUBBER COMPANY
 OF CALIFORNIA

Plumbing Division Sales Office: 606 South Fair Oaks Avenue, Pasadena 2, California, U.S.A.

"THE ANSWER

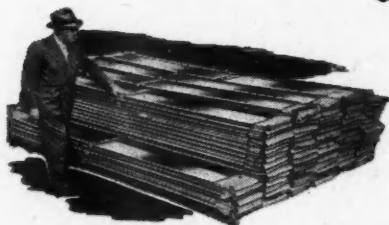


MUCH OF THE SUCCESS of metal clapboard siding depends upon the method used in locking the sections together. The Hoess Method is patented; has been proved in actual construction for *eight years*. Application requires no nailing through sections. Clips nailed to studs allow siding to move slightly in compensation for weather changes without undue strain on framing.

HOESS
ALUMINUM
CLAPBOARD
SIDING

TO LIFE TIME DURABILITY IN LOW COST HOUSING"

—says K. L. Williamson, prominent Pittsburgh builder,
after erecting 31 homes with Hoess Aluminum
Clapboard Siding.



Thousands of Pittsburghers came to see, marvel and admire! Before the project was half completed, more than 400 applications to purchase had been received. The price; \$7,500 including gas furnace, built-in shower, double oak flooring, and 50' x 125' lot.

Hoess Aluminum Clapboard Siding is a section of rolled aluminum sheet, beveled exactly like wood siding, and formed to interlock with other sections. You get it in 12' lengths and in 4", 6" or 8" widths; packaged in neat, easy-to-handle bundles with corners boxed. You cut it with a power saw using a metal cutting blade, or with shears or standard hacksaw. There's little loss because you don't have to cut joints at the studs.

You get full coverage per 1000 feet.



You apply it over ordinary sheathing, or sheathing can be eliminated when a 2" blanket insulation is used, as instructed. You simply nail the application clips to studs. Only three fittings are needed; starter strips for nailing to bottom plate of the house, Corner Finishing Caps and Application Clips.

Scores of builders praise the easy application method, the beautiful appearance, and the effective interlocking system of Hoess Aluminum Clapboard Siding. *It's in volume production now!*

Phone, wire or write for full details.
Prompt shipment will be made!



METAL BUILDING PRODUCTS, INC.

Pioneer Fabricators of Aluminum Clapboard Siding

Dept. 14, 8825 Grinnell St., Detroit 23, Michigan

(Continued from page 112)
the book presents, in 128 pages, pictures, detailed descriptions, and prices of many southern properties now offered for sale.

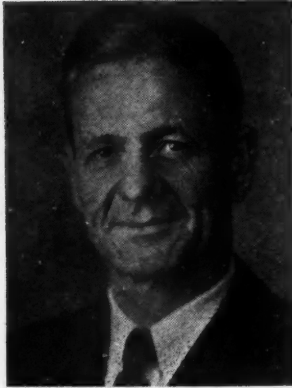
Priced at \$1.00, the book can be obtained at Previews, Inc., 49 East 53rd St., New York City, N. Y.

* * *

Louisville Cement Appoints Baker as Sales Manager

THE appointment of Homer L. Baker as sales manager of the Louisville Cement Co. was announced by John H. Mallon, vice president.

Mr. Baker, who has been with the



HOMER L. BAKER

company since 1927, served as southeastern sales representative for thirteen years, after which he became assistant sales manager at Louisville.

In his new position, Mr. Baker assumes responsibility for one of the larger sales organization in the materials industry.

* * *

FHA Commissioner Foley Coordinating Government's Housing Activities

FOLLOWING his appointment as National Housing Agency Administrator after the resignation of Wilson W. Wyatt, Raymond M. Foley, FHA Commissioner, said: "The President has assigned a very large responsibility to me in appointing me as Administrator of the National Housing Agency, in addition to my continuing duties as Commissioner of the Federal Housing Administration.

"My belief in a coordinating type of over-all agency for long-range housing activities, rather than one with directive powers over constituent units which have responsibilities under separate statutes, has long been known. My experience in this connection convinces me progressive achievement in housing can be developed with such an approach, in both a long-range program and in early betterment of the housing situation for veterans.

"The President has advised me that he wishes me to remain in charge of the Federal Housing Administration and to continue development of its usefulness on a broadening basis under both permanent and emergency statutes."

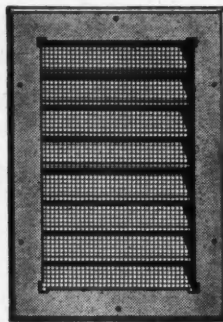
(Continued to page 132)

If You
INSULATE
You Must
VENTILATE
To Avoid Condensation
When You
Ventilate
Install

Arr-O-Line
LOUVERS

and You
Install
the Best
!

Your customer will be better satisfied if you install Arr-O-Line, and you can sell at least two on every job! Materials are rustproof, acid resisting and corrosion proof. Face frame is Masonite Frestwood, no seams, spotwelds, rivets or screws. Well screened, dipped and sprayed, neutral gray finish. Arr-O-Line gives unobstructed air travel, and their construction allows for expansion.



Standard Arr-O-Line Louvers

are good for the life of any standard building. Can be installed from the inside. Made in 11 sizes.

Special Arr-O-Line Louvers

These louvers are especially designed for new construction. They make a neat job—no exposed nails—and are easy to install. Just remove louver, nail frame to sheathing, replace louver, and the job is done!

Get Them from Your Dealer or Jobber

If You Have a Special Louver Problem, Write Us Because
LOUVERS ARE OUR BUSINESS

ARR-O-LINE, Manufacturers
3066 Fourth Ave. So., Minneapolis 8, Minn.

Building Construction and Insect Prevention

(Continued from page 91)

as completely a preventative or builder's problem as is the termite problem, although certain precautions may aid materially in minimizing infestation. Perhaps the major source of infestation is the appearance of winged fertile females or "queens" which are to be found in the spring of the year seeking places of establishment. Tight construction is a major factor in preventing establishment of this ant. However, in addition, old stumps, logs, and waste wood in the vicinity of a house should be destroyed, preferably by burning, since such materials may harbor carpenter ants. Of major importance, as it affects both termite and carpenter ant infestations, is the improper practice of leaving stumps in the ground under buildings, a practice often adopted because "it is difficult to completely remove them." Where adequate precautions have not been taken and infestations develop, the control is a problem for the pest control operator through the use of poison baits and dusts.

* * *

Briggs Plumbingware Output To Reach a New High

THE Briggs Manufacturing Company of Detroit, Mich., reports the installation of a new \$250,000 porcelain enameling unit in its Hamtrac plant will step up the production of plumbing fixtures by fifty per cent.

Coming as it does at a time when plumbingware is critically short, this increased manufacturing schedule is expected to make a sizable dent in bringing relief to the nation's home builders.

* * *

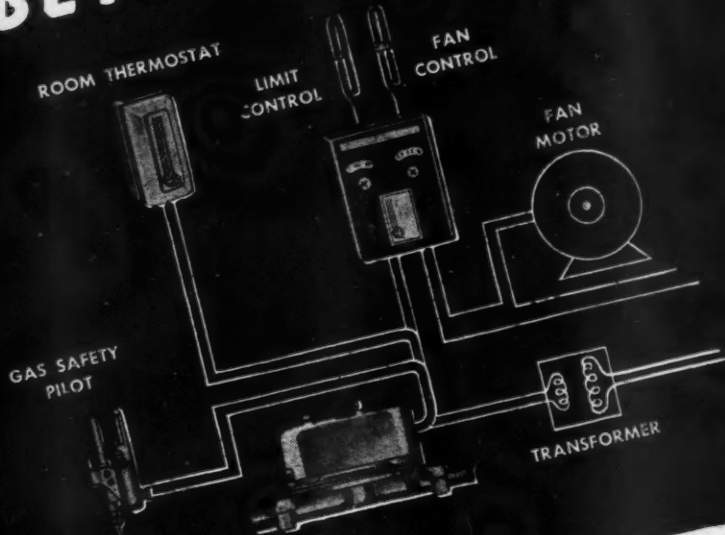
Rapid Expansion in Trowel Trades Apprenticeship

APPRENTICESHIP in the trowel trades has shown a greater percentage increase in recent months than in other building trades, according to William F. Patterson, director, apprentice-training service, U. S. Dept. of Labor.

Speaking at a meeting sponsored by the Structural Clay Products Institute, Mr. Patterson said that the number of contractors with trowel trades apprenticeship programs has increased from 2,811 on January 1 to 7,708 at the end of October, and that during the same period the number of apprenticeship programs in those trades increased from 134 to 404.

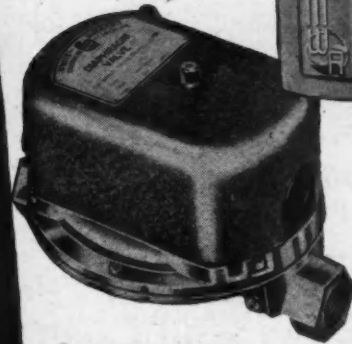
Urging producers of materials used in the trowel and the other building trades to continue to give their assistance in expanding apprenticeship programs, Mr. Patterson said, "Producers of materials used in construction are an integral part of the construction industry. Therefore they should lend their full support to the cause of building trades apprenticeship — which develops the skilled workers for new structures and the craftsmen who do alteration and repair work."

BLUEPRINT FOR BETTER HEATING



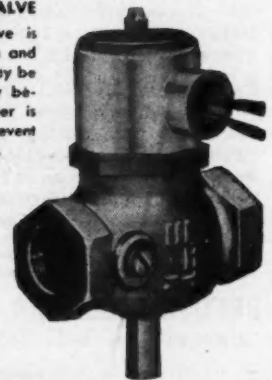
ROOM THERMOSTAT

Modern in design, attractively finished in ivory and chrome, the Series 120 Room Thermostat harmonizes with any decorative scheme.



DIAPHRAGM GAS VALVE

Diaphragm Gas Valve is smooth in operation and high in capacity. May be operated manually before electric power is connected or in event of power failure.



SOLENOID GAS VALVE

White-Rodgers Solenoid Gas Valves are specially designed to eliminate magnetic hum. Positive valve action because of high plunger force. Completely dependable.

White-Rodgers automatic controls should be on the heating plants of every house you build.

The beauty of the White-Rodgers Room Thermostat instantly appeals to women, fits in perfectly with any decorative scheme.

The accuracy and dependability of all White-Rodgers controls insure more satisfactory heating. Not only will this better satisfy your customers, but it will relieve you of service and adjustment problems.

Specify White-Rodgers controls on your future heating installations.

GAS SAFETY PILOT

Positive safety is assured with the White-Rodgers Gas Safety Pilot. Fast acting, it recycles automatically and may be put back in operation by relighting only.



FAN and LIMIT CONTROL

Protects warm air furnace against excessive temperature and provides accurate fan control. Direct reading dials permit quick, positive settings.



WHITE-RODGERS ELECTRIC CO.

ST. LOUIS 6, MISSOURI

Controls for Refrigeration • Heating • Air Conditioning

It will pay you to

LOOK INTO THIS!



TORNADO Makes Blueprints— Prints—Photoprints—in 1/2 the time—saves up to 80%

ALL the prints you want—when and as needed—speeding up bids—making records private—with TORNADO Duplicator. Operates from any electric outlet. Makes one print or 100—anytime, anywhere, day or night.

Two models. Model S makes prints up to 24" x 34", or several smaller ones in one operation. Timing device insures clean-cut, uniform prints. Model J makes prints up to 17" x 17". Both models compact, portable, attractive; efficient, economical. Investigate!

Write for details and demonstration.

BREUER ELECTRIC MFG. CO.

6126 N. Ravenswood Ave., CHICAGO 40, ILL.

All Aluminum G1 Red Devil GLASS CUTTER



Sensitive to touch — light to handle — relaxing to use.

Chapmanized steel RED DEVIL wheel.



Twelve to Display Box

A product of Red Devil Tools.
IRVINGTON 11, NEW JERSEY, U. S. A.

CANT RUST

Private Enterprise Builds a City—

(Continued from page 87)

For the kitchens, however, gas ranges will serve a majority of the homes. Kitchen ventilators will be a feature with most of the installations consisting of Vent-A-Hood Company's hooded exhaust fans. Walls of the stove insets are lined with porcelain enamel.

The most modern metal kitchen equipment, much of it provided as single-unit installations, will be encompassed in the homes. Wall-designed with special spaces for refrigerators and ranges, the modern, metal kitchens are the latest innovations and the first to be installed in a mass market of Wynnewood's type. Finished in porcelain and white enamel, the all-steel units have drawers and doors heavily insulated for quietness. Exceptional work surface, on-the-spot storage space, and excellent utensil arrangements make the new units a valuable factor in an "easy-to-work-in" kitchen.

New, one-unit plumbing systems, a combination that permits a single installation to care for both the bathroom and kitchen, will be utilized in many of the Wynnewood homes. Copper water pipes will be used throughout. Combination shower and tub are in each bathroom and some will have separate shower stalls as well. A separate installation in a utility room provides hot and cold water and drain for electric washing machines.

With war-developed innovations in insulation, heating, lighting, etc., getting their postwar tests on a mass scale, Wynnewood occupants still will find no two homes entirely alike. The unconventional winding street and homesite arrangement preclude regimented rows of uniform homes. Spacious lots, with interiors 75 feet or wider and advancing to depths of from 120 to 235 feet, are landscape planned to perfection.

Completed packages of house and lot are the rule, but home owners may construct their own buildings providing their architecture meets DeWitt's rigid requirements and their construction is completed within a specified time so as to keep the entire project built up in groups of 100 to 200 homes at a time.

Monsanto to Expand Illinois Plant

A \$4,000,000 expansion program is planned by the Monsanto Chemical Company of St. Louis, Mo., for its Monsanto, Ill., plant. The program, which will eventually result in 200 new employees, involves five separate projects: enlargement of chlorine and laboratory facilities, new facilities for the production of miscellaneous chemicals, an enlargement of facilities for the manufacture of wood preservatives, and expansion of the plant boiler house.

PRODUCES 28 BRICKS PER MINUTE VI-BRIK-CRETE



- MODERATE INITIAL INVESTMENT
- 60 VIBRATIONS PER SECOND
- LOW PRODUCTION COST

- FOR QUALITY CONCRETE BRICKS
- EASY TO OPERATE
- STURDY

ALSO MANUFACTURERS OF THE **LITTLE DAVE BRICKMAKER** LOW COST HAND OPERATED MACHINE

R. S. Reed Corporation

340 EAST HOFFMAN ST. THREE RIVERS, MICHIGAN



for the forgotten room!

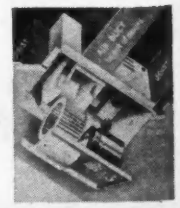
CLIPPER BLOWERS

COMPLETE THE JOB OF HOME AND COMMERCIAL VENTILATION

KITCHENS, bathrooms, ticket booths, X-ray rooms, toilets, and numerous others are the forgotten rooms of every building. They badly need ventilation and Clipper Ceiling Blowers are specifically designed to do the job better. Mounted between ceiling joists and vented outside, they trap and expel unwanted air.

Not a blade-type fan, but a quiet squirrel cage blower—a complete packaged unit. Patented construction with the motor entirely removed from air stream, means greater efficiency, longer life, easier servicing. Available in increasing quantities through leading dealers from coast to coast.

Only an inconspicuous "dripless" ceiling grille is visible, yet motor and blower assembly are instantly removed without tools for service.



TRADE-WIND MOTORIANS, INC.

5725 S. Main Street • Los Angeles 37, California



NATIONAL ASSOCIATION OF HOME BUILDERS

SUITE 1116, 1028 CONNECTICUT AVENUE, N. W.

WASHINGTON 6, D. C.

FRANK W. CORTRIGHT
EXECUTIVE VICE PRESIDENT

November 26, 1946

Mr. Robert H. Morris, Vice President
American Builder
105 West Adams Street
Chicago 3, Illinois

Dear Bob:

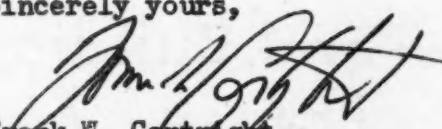
For some time I have been intending to express in writing our appreciation of the splendid support the American Builder has given us during the last five years.

Your prompt recognition of the necessity for a strong organization of the nation's home builders, your constructive editorial support and advice, and your help in making a success of our Annual Exposition and Convention has well warranted this formal expression of appreciation.

In recent months we have tabulated the increase in membership attributable to inquiries developed by the advertisements in the American Builder and by our Monthly Review Section. Our records indicate that a total of 838 membership inquiries were received. Of these 458 came from areas where we have no Local Association and these inquiries produced a total of 195 new members. Undoubtedly a similar number have joined NAHB through our Local Associations.

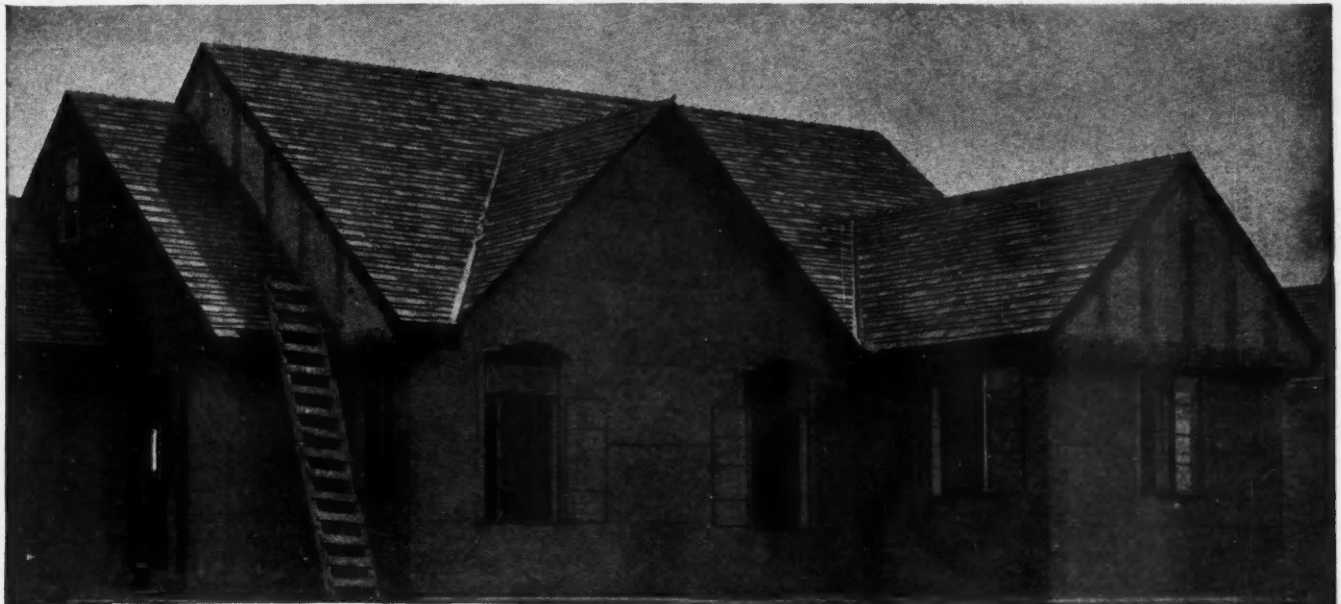
As we face the immense responsibilities of the post-Wyatt period, it is heartening to know that we have the support of such outstanding publications as yours, and I am sure that through cooperative effort we can reach the industry's goal which indisputably is "good housing for all American families by the private enterprise system".

Sincerely yours,



Frank W. Cortright
Executive Vice President

FC:b



LOW APPLIED COST — NO WASTE!

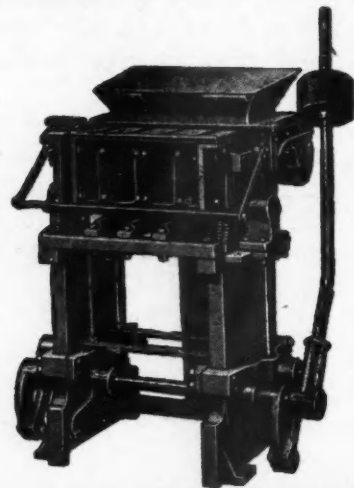
No batten strips . . . no rips . . . no tears . . . no time lost — that's the reason why Sisalkraft matches all other building papers in low *applied* cost. Whether it's a cottage or a mansion, Sisalkraft gives every home an extra measure of protection against moisture, wind, dirt and dust.

The SISALKRAFT Co., 205 W. Wacker Drive, Chicago 6, Ill.

Manufacturers of Sisalkraft for sheathing, Copper Armored Sisalkraft for all concealed flashing, Sisalation for reflective insulation and moisture barrier.

WATCH FOR OUR ANNOUNCEMENT IN FEBRUARY

Of great interest
to the Block Making
and Building
Industry!



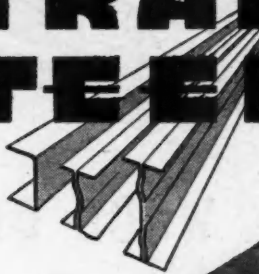
J. W. APPLEBY & SON

INCORPORATED

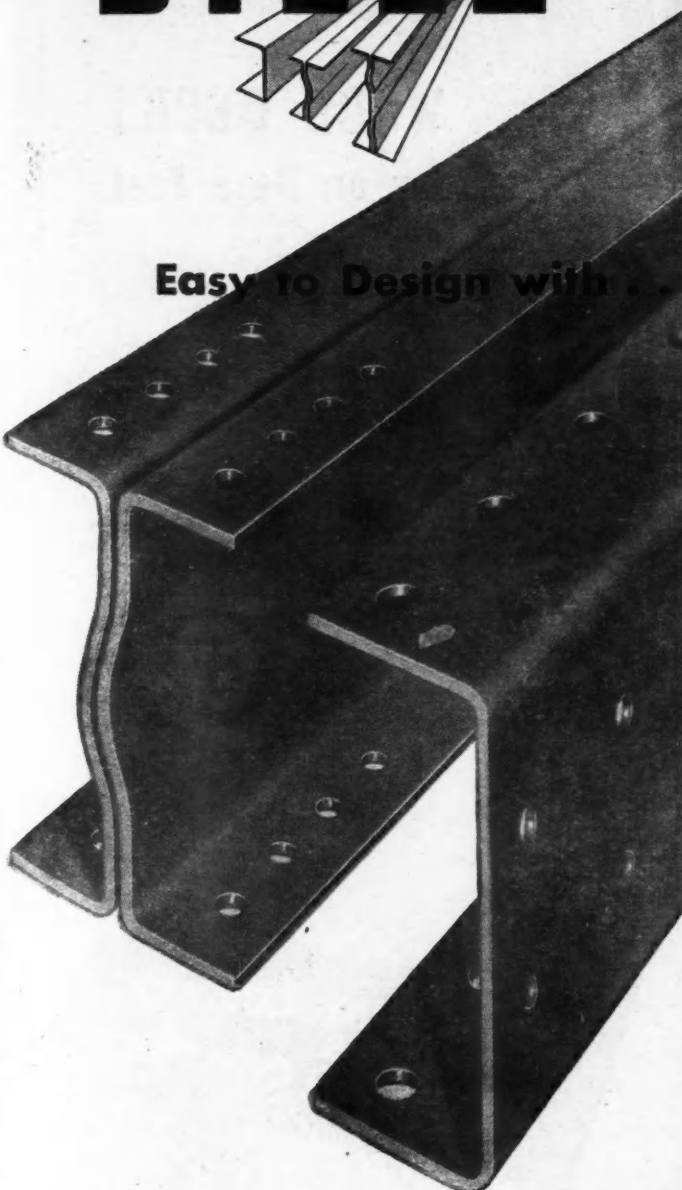
P. O. BOX 849 STATION A

ST. PETERSBURG 2, FLORIDA

BUILD WITH **STRAN STEEL**



Easy to Design with . . . Easy to Build with



ARCHITECTS find Stran-Steel practical and economical to use. It provides durable, rigid, fire-safe framing of lightweight steel, yet permits wide flexibility in working out designs.

BUILDERS like to work with Stran-Steel. Pre-cut to required lengths, the framing members are assembled with self-threading screws. Other building materials are simply nailed to the frame by means of the nailing groove, a patented feature of all Stran-Steel studs and joists, which grips nails as in a vise, holds them permanently and securely. The frame goes up quickly, without the use of special tools or equipment.

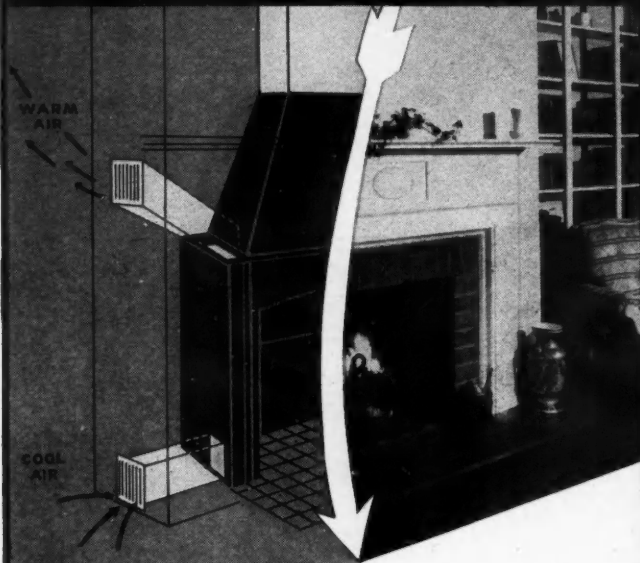
PROSPECTIVE BUYERS are quick to appreciate the advantages of Stran-Steel. It gives homes, apartments, stores and industrial buildings a greater investment value, since sag-, rot- and termite-proof framing means lower maintenance costs.

For full 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, Michigan
UNIT OF NATIONAL STEEL CORPORATION



It's easier to build a
FIREPLACE
that will not smoke



When You
Build it Around the
Heatilator

HEATILATOR'S proved, scientific design always assures you of a perfect operating fireplace, and saves you time, materials and labor!

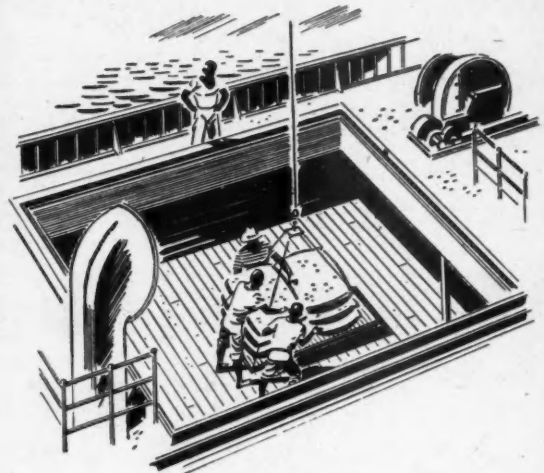
Complete from floor to chimney flue, the Heatilator unit forms the firebox, throat, down-draft shelf, and smoke dome. Architectural style is not limited in any way, and only the decorative masonry is needed to complete the installation.

Ask your building material dealer, or write for details.

HEATILATOR, INC.
411 E. Brighton Ave.
Syracuse 5, N. Y.



Heatilator Fireplace



WOOD DECKS
are Easy on Bare Feet

Natives don't get a "hot foot" on ships decked with Wolmanized Lumber* for service in the tropics. Wood doesn't scorch bare feet and cargo holds insulated with this wood are cooler.

Pressure treatment with Wolman Salts* preservative makes wood highly resistant to decay and termite attack. Thus wood, best able to withstand the punishment materials must take aboard ship, is given this added ability.

What a combination! Wood for greater comfort and cargo safety, and pressure treatment for long life and low upkeep costs. There's an American Lumber wood treatment to meet your needs.



*Registered trademarks

FLAMEPROOFING

CREOSOTING

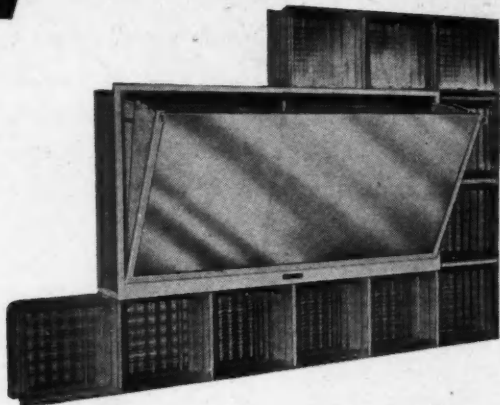
WOLMANIZING

1645 McCORMICK BUILDING, CHICAGO 4, ILLINOIS

*Add beauty
and ventilation*

TO GLASS BLOCK
CONSTRUCTION with

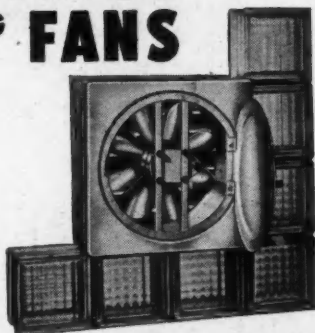
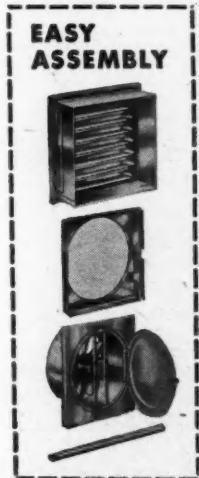
WINCO VENTILATORS



For offices, stores, and home baths and kitchens. Exterior glass block construction is not complete without Winco Ventilators.

Admits light and ventilates like a window—will not admit rain, flies or insects when open. Entire unit in enameled frame sets in mortar—complete with interior "vaned" glass panel and exterior bronze screen which are removed during construction. 6 sizes: for 6" blocks and 8" blocks.

—and WINCO VENTILATING FANS



Beautiful-Efficient

For home kitchens and offices. Metal frame easily installed in 6" or 8" glass blocks, in openings of 1 or 4 block displacement or in standard frame walls. Others for 9" to 13" brick walls. Complete with fan, motor and automatic door switch.

Detailed specifications, illustrated literature and prices on these modern Winco installations sent upon request.

WINCO

Ventilator Co. INC.

1435 VERONICA AVE. • ST. LOUIS 15, MO.

Do it with
**ONE
HAND!**

with the
**SPEEDMATIC
SAW**

Less Work . . . Less Sweat!

More Speed . . . Better, Cleaner Work!



The *Speedmatic*

was specifically designed to do hour after hour of light or heavy sawing . . . precision cuts like angled cut-offs and compound bevels.

The SPEEDMATIC has all the power you'll need. The blade enters cut at 7000 revolutions per minute. It's so fast that it practically feeds itself!

The SPEEDMATIC is perfectly balanced for practical one-hand operation. Extra wide shoe makes it set down securely and safely, even when it's tilted at a 45° angle. No veering . . . fast cutting . . . cleaner, sharper work.

DO YOUR SAWING WITH ONE HAND

For More Information at NO COST TO YOU

SEND THIS COUPON TODAY!

Porter-Cable Machine Co.
1721-1 N. Salina St., Syracuse, New York
Gentlemen: Please send me information about your SPEEDMATIC saw—without charge or obligation to me.

Your Name.....

Company Name.....

Address.....

PORTER-CABLE MACHINE CO.

1721-1 N. Salina St.

Syracuse, N. Y.

Jim—here's something that looks good! Have you seen this new Prestile ad?

"You bet I have—and so have my customers! More and more of them are asking for low cost Prestile walls. That baked-in beauty idea clicks with them. Mmmm . . . wish we could get more Prestile.



• Right now, demand for this quality tileboard exceeds supply. Prestile national advertising is designed to keep demand at a high level . . . for the day when ample supply is available.

PRESTILE

"Its Lasting Beauty is Baked In"

PRESTILE MANUFACTURING COMPANY
2860 Lincoln Avenue, Chicago 13, Illinois

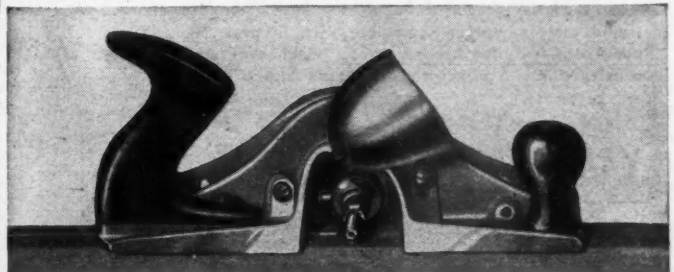


Handle **MORE**
Weatherstripping
with
CARTER
GROOVERS

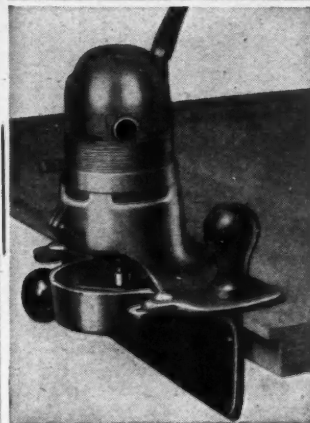
YOU CAN use the KA electric weatherstrip tool to groove window sash for any type of weatherstripping. Cutters for $\frac{1}{8}$ " to $\frac{9}{32}$ " width grooves are available for use with the tool. Operates on 110 volts, from regular house current. Motor is $\frac{3}{8}$ H.P. with speed of 18,000 R.P.M.

The same motor used in KA Weatherstrip Groover fits into a special base with guide for grooving door bottoms to take weatherstripping.

With these tools you can handle more weatherstripping jobs at greater profit. Write for full information. Stanley Electric Tools, Stanley-Carter Sales Dept., 133 Elm Street, New Britain, Connecticut.



(Above)
KA Weatherstrip Groover — Cuts $\frac{9}{16}$ " deep groove in window sash for weatherstripping. Choice of cutters to match width of weatherstrip material. Plugs in house current.



(Left)
Door Bottom Weatherstrip Groover. Same motor as KA tool, used in special base. Cuts grooves from $\frac{1}{2}$ " to $1\frac{1}{8}$ " deep, adjustable to width cut desired.

STANLEY

Trade Mark

HARDWARE · HAND TOOLS · ELECTRIC TOOLS



10 Sizes Meet 95% of all Home Requirements

The Grand Rapids Invisible Sash Balance is popular with dealers and builders because it is simple and easy to order and maintain a balanced stock. Ten sizes meet 95% of the usual residential requirements and the complete easily understood instructions printed on every carton make them easy to install. Then, too, they are easily adjusted. A tension chart is included with the instructions and builders know that it is unnecessary to remove screws or trim to make a tension adjustment.

Home owners like the Grand Rapids Invisible because it is smooth in performance, trouble-free and dependable in all climates and under varying conditions.



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 98% of all sash pulley requirements.



GRAND RAPIDS HARDWARE COMPANY
GRAND RAPIDS • MICHIGAN

Weatherproof HOMASOTE



—famous for performance



For more than 30 years, this all-purpose insulating and building board has meant *sound construction*. Four major facts account for this reputation. . . .

First, there is the fact that Homasote provides great structural strength and high insulating value *in one material*. Second, there is Homasote's contribution to *appearance*—by eliminating unsightly wall joints and batten strips; by remaining permanently crackproof; by providing an ideal base for paint or wallpaper on interior walls—or for sand finish on exterior.

The third fact is *permanence* . . . Homasote protects investment value, because it is weatherproof and lasts indefinitely. Finally, on the point of construction costs, the big sheets of Homasote (up to 8' x 14') mean *fewer handlings, fewer nailings, less waste*. Homasote is used for ceiling, subflooring,

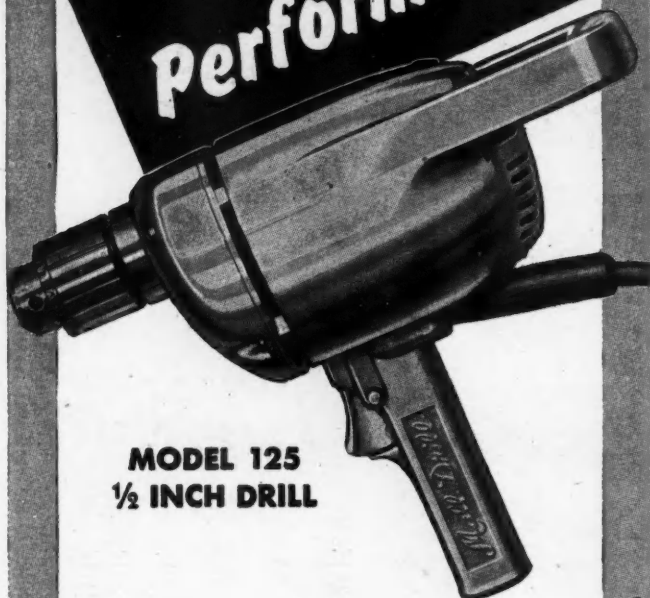
interior and exterior wall, roof and side-wall sheathing; meets your most exacting requirements for serviceability and appearance in new construction or modernization.

We invite architects and builders to send for a copy of our new booklet describing some of the many uses for weatherproof Homasote. The book gives physical characteristics, performance charts, specification data and application instructions. Write for your copy today.



HOMASOTE COMPANY, Trenton 3, N. J.

power
packed
performance



MODEL 125
1/2 INCH DRILL

Mall Drills
REG. U.S. PAT. OFF.

Gain speed, accuracy and volume by equipping your building and maintenance crews with 1/2" MallDrills. These powerful, heavy-duty tools cut 1/2" holes in steel and 1" holes in wood with speed and facility. Their rugged construction withstands constant use without heating up or stalling under hand pressure. Their compact design and light weight allows easy handling in close quarters and minimizes worker fatigue during long periods of operation. Their power packed performance does more in less time at lower costs . . . putting all drilling jobs on a more efficient time and money-saving basis.

There are 5 models with 1/4" (two speeds), 5/16", 3/8" and 1/2" capacities—each available in two voltages—110-volt AC-DC or 220-volt AC-DC.

Ask your Distributor or write for literature and prices.
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**

Here's the Fast way
to get that floor in..



TILE-TEX ASPHALT TILE

If completion of your jobs is being slowed down by scarce materials—get in touch with your Tile-Tex Asphalt Tile Contractor. He is equipped to offer fast, expert installation of a flooring material that's perfect for new home, store, office—and many other types of construction.

Tile-Tex is made to give exceptional wear; and delivers long years of service. It's available in a wide range of smart, attractive colors and patterns to permit greatest possible design freedom. We will gladly send you the name of the Tile-Tex Contractor in your area, plus a copy of "Floors That Endure." Write The Tile-Tex Company, Inc., Chicago Heights, Illinois.

**TILE-TEX
ASPHALT TILE**



1947

Year of Transition and Opportunity

In 1947 the building industry faces what may be the most important year in many a decade of its history. It will be a year of transition from a seller's to a buyer's market. It will be a year in which if we all plan and work intelligently *as an industry*, we may under the leadership of enlightened management and free from oppressive restrictions, begin to serve our nation with the full measure of our abilities and facilities. To that end the Western Pine Association pledges all its productive energies and whole-hearted cooperation.

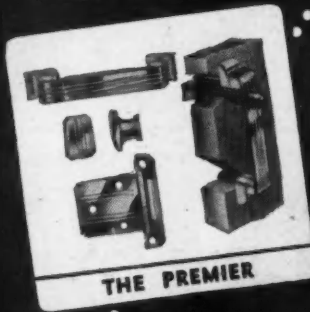
WESTERN PINE ASSOCIATION

Yeon Building • Portland 4, Oregon

IDAHO WHITE PINE • PONDEROSA PINE • SUGAR PINE
— THESE ARE THE WESTERN PINES

SOLD BY
RETAIL LUMBER DEALERS

BIG REASONS WHY



NATIONAL LOCK CABINET HARDWARE is easy and profitable to sell

- 1 Choice of four distinctively designed sets — each set is perfectly matched. Catches, Pulls, Knobs and Hinges are all styled in harmonious patterns.
- 2 Finished in lustrous, gleaming, easy-to-clean chromium. Here is beauty smoothly combined with rugged utility.
- 3 Packed in attractive envelopes — clearly printed for quick identification: Envelopes are packed in space-saving cartons.
- 4 Envelope packing eliminates loss of screws and small parts. Instructions for installing are packed with all Catches.

Counter display boards showing application of flush and offset type Hinges, push-button and friction type Catches make your selling job easier. Display boards are available in four different sizes.



NATIONAL LOCK COMPANY

Cabinet Hardware Division
ROCKFORD ILLINOIS

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

(Continued from page 102)

swing of the cycle that lasted until the middle-1930's. One authentic reason the depression of the early 1930's was so severe was that the decline in general business activity coincided, with the decline in construction activity, a combination of economic maladjustments very difficult to rectify.

World War II came after the construction boom that began in 1940 was well under way. It now appears that the war had the effect of splitting the peak of the cycle into two parts—that occurring between 1940-1942 and the present postwar phase. Although the present backlog of construction demand is so great that it apparently cannot be filled for a number of years, the long range stability of the construction industry depends upon a balance between building costs as related to prices of other commodities, to rents and to national income. If a building boom occurs when these are out of balance, the groundwork may be laid for another serious collapse.

Some of the "bearish" factors that may cause a downturn of the present construction cycle follows:

1. Many persons who on the basis of their annual income can afford to pay no more than \$6,000 for a house are now extending themselves to buy \$8,000 homes. Many of these people will be forced out of the market if the price goes up to \$10,000 or \$12,000 for the prewar \$6,000 house.

2. The time required to complete a new structure has lengthened, adding to the cost. During 1946 it has taken up to 100 percent more time to complete a single dwelling unit than it did before the war.

3. There has already been some decline in the number of new dwellings started after a peak in May and a decrease in the volume of real estate transfers.

Offsetting these "bearish" factors are the following:

1. If housing construction declines because of price increases, the slack might very well be made up—at least in 1947—by private commercial and industrial building.

2. If a business recession should occur in 1947 its effect would be to reduce only slightly the volume of construction anticipated for the year. The effect of a recession, in fact,

RILCO

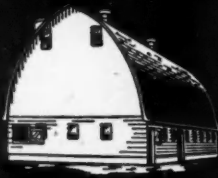
A Product and a Policy that Assures *Extra Profits for Retail Dealers!*



RILCO RAFTERS for every
type of Farm Building



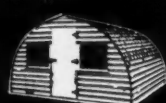
CROP STORAGE
BUILDINGS



BARNs



MACHINE SHEDs



BROODER HOUSEs

RILCO is the type of operation lumber dealers like.

First there is product quality.

Rilco leads in design. Competent engineers design Rilco Rafters to meet load and wind requirements. You can depend on their scientific accuracy.

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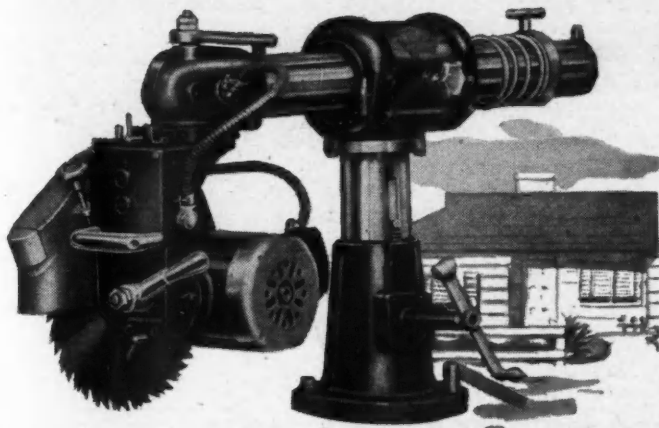
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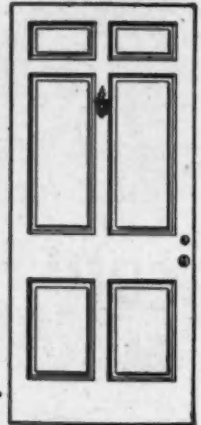
For top speeds on volume jobs, cut with Comets. These superb Radial Power Saws are rated high for their swift, smooth, accurate cutting performance. All jobs large to small are more profitable if Comets do the cutting. Rugged, sturdy machines, they respond to fingertip pressure because they are so perfectly balanced. Ask any Comet owner about his Comet. Order from your dealer or write direct.

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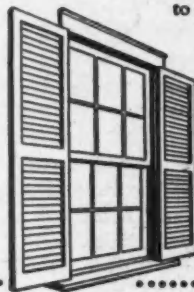


what should YOU know 6 about this important fold protection?

Because it combines great workability with strength—beauty—endurance—wood has always been a first-choice building material. Today, the National Door Manufacturers Association takes six important steps to help make wood a better building material than ever. These six questions will give you the "why" and "how" of NDMA service—show you why it protects the public interest and yours:



- QUESTION:** What is the basis of NDMA protection?
ANSWER: A reliable test, developed through years of research, for measuring the effectiveness of toxic preservatives for woodwork such as doors, screens, frames and windows.
- QUESTION:** What is the value of this test?
ANSWER: It makes possible the establishment of minimum standards for wood treating—standards easily and quickly applied.
- QUESTION:** How can I identify woodwork which meets these standards?
ANSWER: Such woodwork bears the NDMA seal of approval—available by license to all manufacturers and distributors who conform to NDMA toxic preservative standards.
- QUESTION:** How are NDMA standards applied?
ANSWER: By periodical mill inspection made by NDMA technicians of wood treating equipment and practices.
- QUESTION:** Is continuing conformity assured?
ANSWER: Yes, by means of check tests of preservative solutions, made by NDMA laboratories. These tests assure absolute and continuing uniformity to minimum toxic treatment standards.



- QUESTION:** How can I keep up to date on NDMA developments?
ANSWER: A continuing educational program is carried on by NDMA to acquaint architects, builders and the public with the results of scientific research in toxic preservative treatment.

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MANUFACTURERS ASSOCIATION

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might be to bring about a cost structure which would provide housing at lower-than-prevailing prices.

3. In the event of a more prolonged general business recession, further support for a high level of construction could be provided by public construction. Backlogs of demand have been built up during the war years in public construction as well as in private, and an increasing volume of this demand for public construction could be unleashed.

If a major depression should set in the picture might be altered drastically. However, the very strength of the underlying construction situation appears to be one of the principal bulwarks against a serious depression.

* * *

"Packaged Mortgages" for "Packaged Homes"—

(Continued from page 61)

fixtures, items of plumbing, etc., than to remove the so-called "easily removable" items of mechanical home equipment.

The FHA list of "easily removable real estate items" was compiled after conference among local FHA officers, mortgage lending institutions, attorneys, builders and others.

Further, FHA states that the schedule is simply the result of a study made by their field offices of items recognized by established custom in the particular locality as meeting the following eligibility qualifications:

1. There is doubt concerning its classification as real or personal property which may be resolved by proper declaration of intent, or other special circumstances.
2. It is appropriate to the residential character of the property and to the needs of typical occupants.
3. It is of relatively permanent character and lasting quality, and is not subject to frequent repair or replacement.
4. It is one which occupants under the prescribed circumstances customarily leave in place when vacating the property.
5. It is or will be installed in a manner acceptable to FHA.



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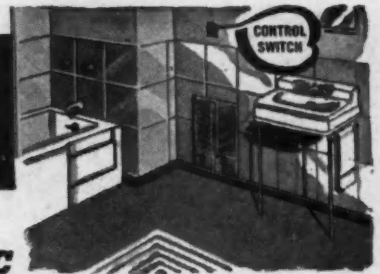
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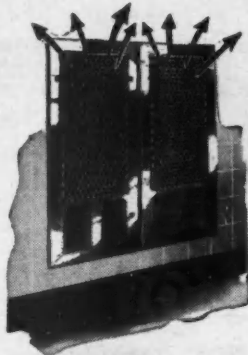
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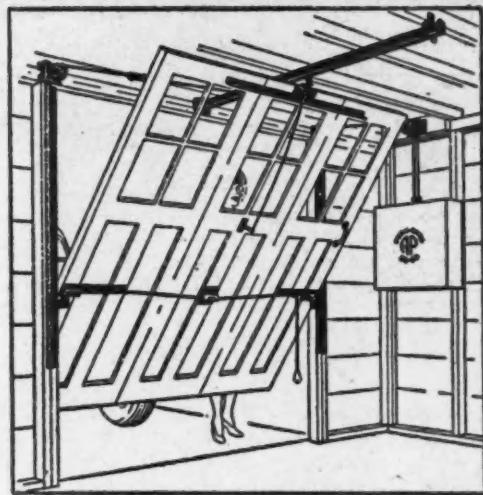
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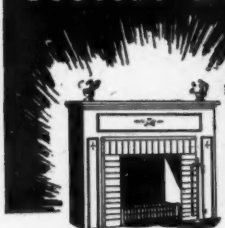
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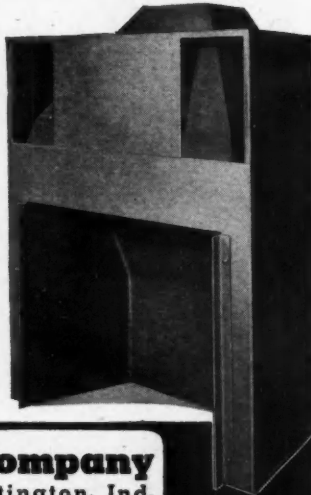
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(Continued from page 116)

Mr. Foley, well known to the home building industry, has been FHA Commissioner since July, 1945.

Creedon Named Housing Expediter

Frank Creedon, who has been acting administrator of the now defunct Civilian Production Administration, was named



RAYMOND M. FOLEY, right, and Frank Creedon, center, being sworn into office by Judge Ambrose O'Connell, left, of U. S. Court of Custom in Washington, D.C. FHA Commissioner Foley took office as NHA Administrator and Mr. Creedon as housing expeditor.

housing expeditor. Mr. Creedon has been in government work since 1940 in a number of important capacities. For two years he was head of the four billion dollar Army Engineers' program for construction of munitions plants. Following that he served under Rubber Director Jeffers as deputy director in charge of construction of synthetic rubber plants. He received a citation from the government for his outstanding job as resident manager for Stone & Webster in charge of construction at the atomic power plant at Oak Ridge, Tenn. He is known to builders for his opposition to the rigorous nature of

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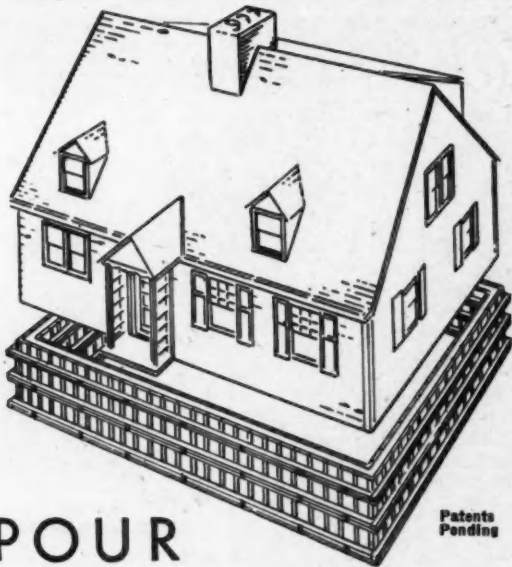
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the ill-fated Wyatt program and has expressed the view that the building industry would get along better without excessive controls.

Several days after these appointments were confirmed President Truman issued a comprehensive statement regarding future policy toward housing. This removed the \$10,000 ceiling on new houses; banished the building materials priorities system; permitted resumption of non-veteran housing under a permit system limiting size by total floor area, and placed emphasis on construction of rental housing in 1947. At the same time it was announced that the premium payment plan for increased production of building materials would undergo critical review with the idea of retaining only those which would definitely result in substantial production increases. It was also announced that the guaranteed market plan for prefabricated housing and for new types of materials would be continued. The new governmental program on housing, however, still provides for definite preference to war veterans on all new dwelling units constructed for sale or rent.

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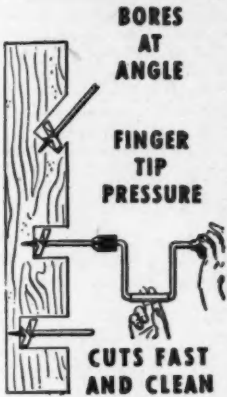
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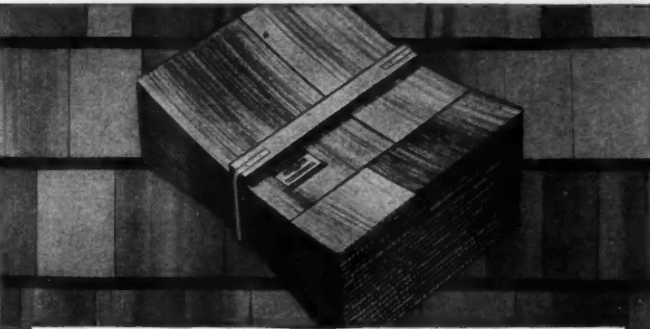
Tool No.	Boring Heads	Cutting Diameters	Shank Length	Price
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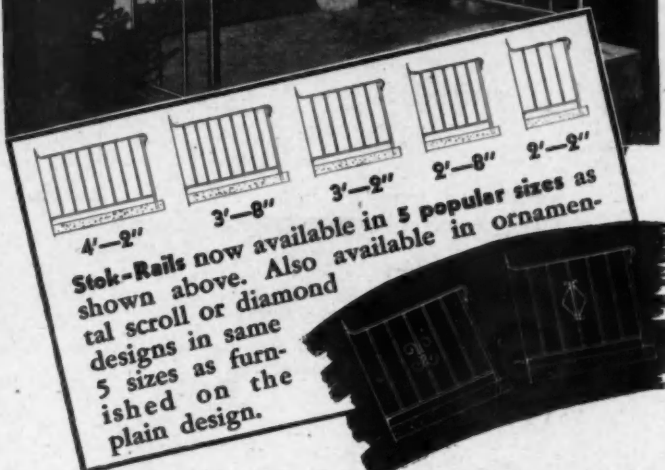
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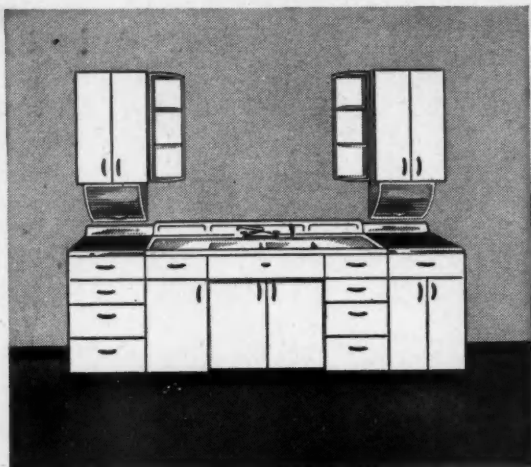
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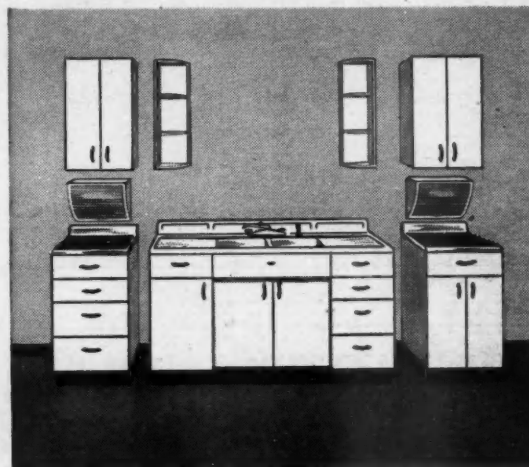
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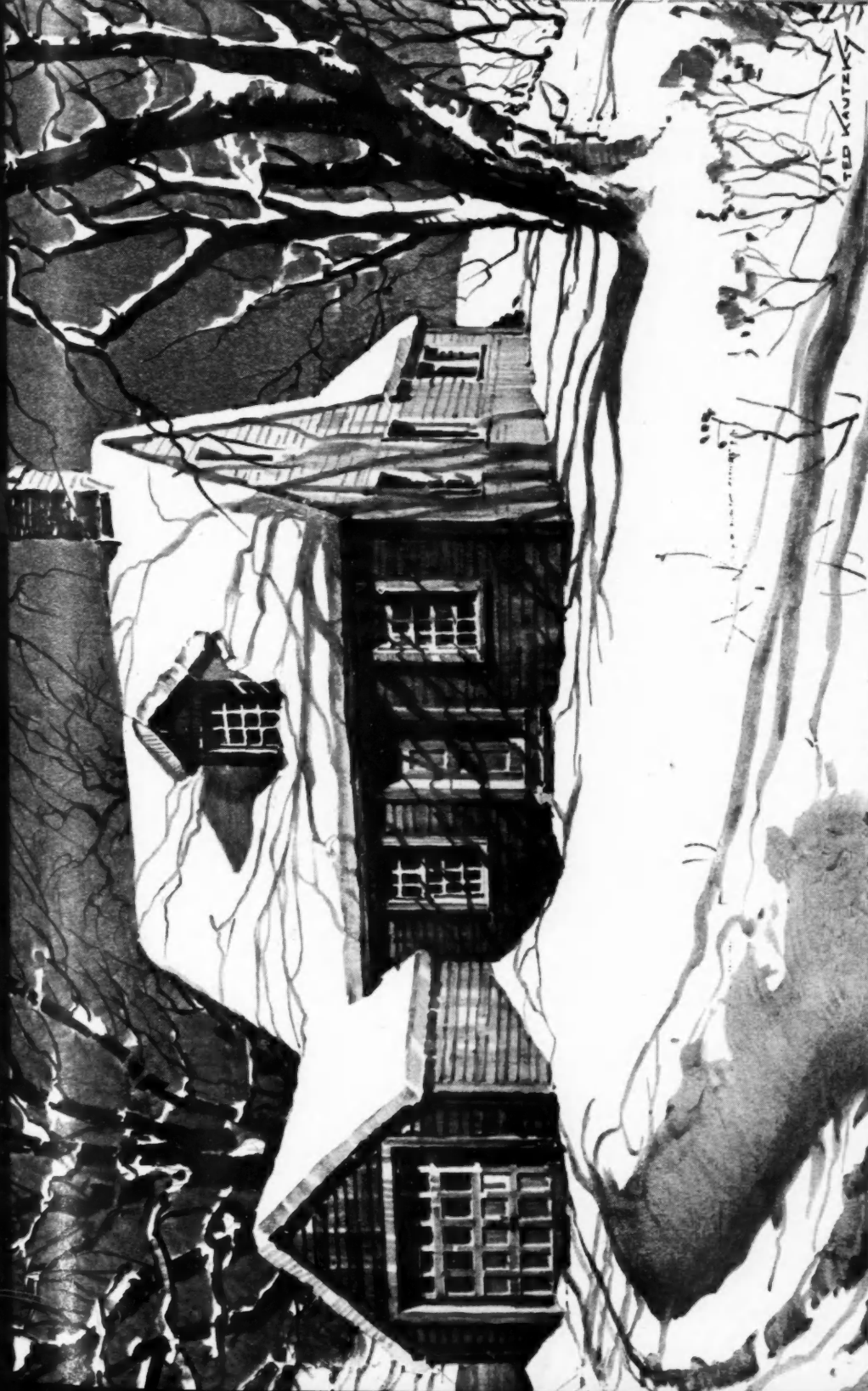
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