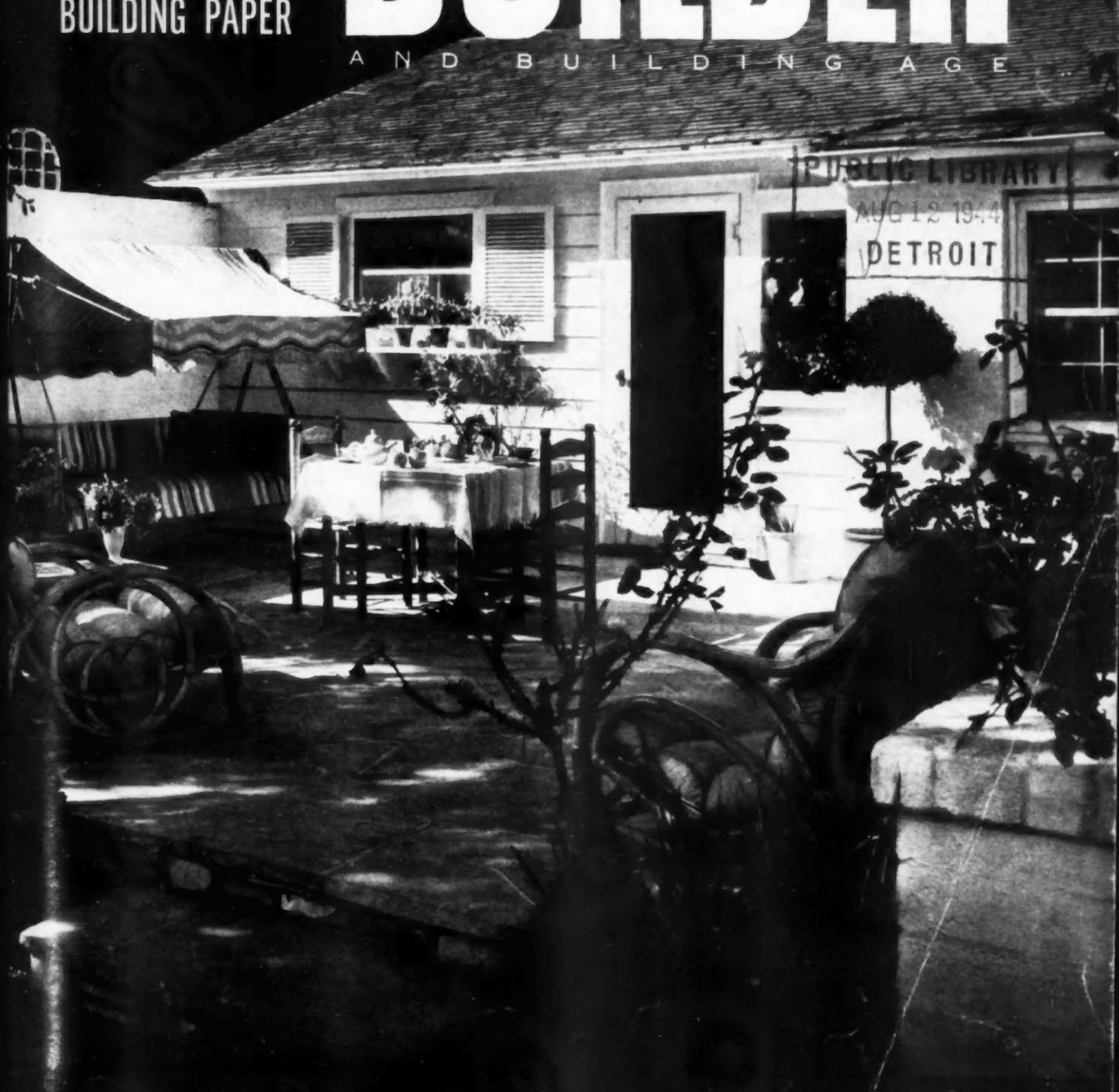


TECHNOLOGY DEPT.

# AMERICAN BUILDER

WORLD'S GREATEST  
BUILDING PAPER

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



***Plans and Ideas for Post-War Homes***

ARLINGTON  
INDIAN

# HERE'S YOUR ANSWER TO MATERIAL SHORTAGES

... And These Multiple-Function Celotex Building Products are  
**AVAILABLE NOW!**

These are the building products that have performed miracles in urgent wartime construction. Now they're available for general construction today. And mark these words—they'll be widely used even after traditional materials get off the shortage list. The reason is—they're multiple-function

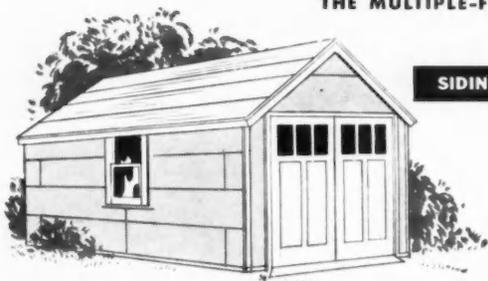
and often do a better job than traditional materials, as proved in thousands of farm, factory and housing projects.

So there's no need to pass up profitable jobs for lack of materials. Talk with your local Celotex dealer, keep busy and maintain profits.



## USE CELO-SIDING

THE MULTIPLE-FUNCTION BUILDING BOARD THAT DOES 3 JOBS



SIDING

SHEATHING

INSULATION



Ideal for farm buildings, factories, machine shops, warehouses and general buildings. Combines siding, sheathing and insulation in one weather-resistant, easily applied material. Applied direct to studding, Celotex Siding saves critical lumber, time and labor. Available in buff-tone or green colors and in two thicknesses— $\frac{5}{8}$ " and  $\frac{7}{8}$ ". Sizes:  $\frac{5}{8}$ " and  $\frac{7}{8}$ " in 4' x 8' with square edges; also  $\frac{7}{8}$ " in 4' x 10' with square edges; and in 2' x 8' with T&G joints on long edges. Recommend  $\frac{7}{8}$ " for greater strength and insulation value. Recommend  $\frac{5}{8}$ " for lighter, lower cost construction.

## USE CELO-ROK BRAND BOARDS

FOR INTERIOR AND EXTERIOR CONSTRUCTION

CELO-ROK WALL BOARDS



These gypsum wall boards meet the rigid Celotex tests for quality. Available in  $\frac{1}{4}$ ",  $\frac{3}{8}$ ",  $\frac{1}{2}$ " thicknesses for conventional interior wall construction.  $\frac{3}{8}$ " and  $\frac{1}{2}$ " have square, recessed or beveled edges.  $\frac{1}{4}$ " thickness has square edge only.



CELO-ROK WEATHER-PROOF SIDING

is a fire-resistant gypsum wall board. This one structural material will serve in place of both sheathing and siding. Face, surface and all edges are treated with a weather-proof compound. Exterior side is finished in attractive green and requires no painting. Available in 1-inch and  $\frac{1}{2}$ -inch thicknesses, 24 inches wide, in 6-, 8-, 9-, and 10-foot lengths.

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

THE CELOTEX CORPORATION . . . Chicago 3, Illinois



Homes in Your Community Should Insulate With  
**CELOTEX ROCK WOOL BATTS**

Urge home owners to insulate now for summer comfort and to save fuel next winter. Celotex Rock Wool Batts are available now. They provide insulation of proved efficiency at moderate cost—but with fine profits for you. New, easier FHA financing on insulation jobs available on your prospects.



## SELL THE KIND OF HOME people like to visit

• What greater inducement can you offer a prospective buyer than *the kind of heating which makes a home a haven of comfort!* For a *plus value* selling point of real significance to comfort-hungry home planners, install **B & G Triple Duty Heating.**

This is a *forced circulation* hot water heating system offering mild, healthful warmth, perfectly controlled to keep home temperature at the degree desired.

With extremely simple equipment, the owner is given positive command of his comfort. When the thermostat calls for heat, the **B & G Booster Pump** starts delivering heat instantly

and uniformly to every corner of the house. *No waiting for heat!* When the thermostat is satisfied, the **Booster** stops and further circulation ceases. *No overheating!*

Thus heat is always supplied in just the right amount to keep the home constantly at the desired temperature, regardless of how the weather may vary. Fuel is never burned needlessly, hence operating cost is held at rock bottom. The **B & G Triple Duty System** is a good deal all around . . . more comfort on less fuel for the owner — *and a quicker sale for you.* Send today for free illustrated booklet which tells the whole story.

### PLUS hot water for every household use—all year 'round

The **B & G Water Heater** is an important money-saving feature of the **B & G Triple Duty System.** It is connected to the same boiler that heats the house and furnishes hot water for kitchen, laundry and bath—not only in winter but *in summer as well.* No separately fired water heater required. What greater convenience than a limitless supply of low-cost hot water, day and night!



*This is the simple, dependable equipment of the B & G Triple Duty System. Send for booklet, "Conditioned, Sun-Like Warmth," for complete information.*

# B & G TRIPLE DUTY HEATING SYSTEM

**BELL & GOSSETT COMPANY**  
Morton Grove, Illinois

# Don't build high fuel bills into your chimney



**L**IKE lots of other families at this time, you may be figuring on building a new home after the war.

If so, it is important to know that *skimping on your chimney can be one of the costliest mistakes you could make — if you build a chimney too small for bituminous coal.*

Fuel bills can be far more than your taxes—or the interest on your mortgage.

So it's wise to plan for a thrifty fuel.

Almost half the homes in the United States are heated with bituminous coal.

And with the efficient new heating plants now being planned it will be convenient as well as thrifty to use.

Better make a note to talk this over with your architect.

**BUY MORE WAR BONDS**

**BITUMINOUS COAL**  
*Institute*

60 East 42nd Street, New York 17, N. Y.

## Consider these advantages of using BITUMINOUS COAL:

### ECONOMY

the average delivered cost of bituminous coal is less; costs less to use.

### CONVENIENCE

modern stokers take the drudgery out of "tending the furnace" by making that an almost completely automatic operation.

### CLEANLINESS

bituminous coal burned properly and with the proper combustion methods is a clean, odorless fuel.

### AVAILABILITY

bituminous is mined in 24 states in the Union—and there is estimated to be enough of it underground to last three thousand years.

### EFFICIENCY

clean-treated, properly sized bituminous provides even, uniform temperatures.

### FLEXIBILITY

bituminous coal meets every home heating requirement and at less cost.



*America's* **FLOOR OF THE FUTURE**  
*is here Now!*

*One of hundreds of wartime projects where Bradley PRE-FINISHED Hardwood Flooring is proving its worth*

*Bradley PRE-FINISHED Hardwood Flooring*



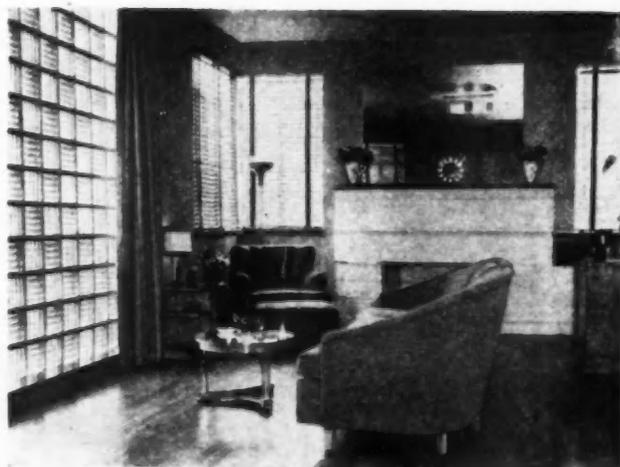
## 5 Reasons Why

**YOU'LL LIKE IT**

- 1** Special finish applied at factory penetrates deeply, seals the wood, provides a hard, lustrous surface highly resistant to damage and wear.
- 2** No sanding. No finishing. Ready when laid!
- 3** Bradley "Straight-Line" manufacture expedites laying.
- 4** Affords distinct savings over regular flooring laid, sanded and finished.
- 5** Conforms strictly to Bradley standards.

Till now there has not been time to tell you, but—Bradley PRE-FINISHED Hardwood Flooring has been in volume production since early in the war construction period. Millions of feet have been laid in war agency buildings, FPHA and FHA houses from coast to coast. Developed by exhaustive research, its ability to withstand severe usage and wear—not to mention elimination of sanding and finishing after laying—has won nation-wide acceptance.

By the same token, Bradley PRE-FINISHED Hardwood Flooring will qualify for the postwar market. With likelihood that building restrictions may be eased sooner than expected, you are invited to write us now for further particulars.



**BRADLEY** LUMBER CO.  
*of Arkansas*  
 WARREN, ARKANSAS



## Seems like everybody wants better walls and ceilings

**E**VERY MORNING hundreds of letters and postcards tumble from our mailbags.

From every state in the union they come—asking for information on how to re-cover cracked plaster and carry out repair and modernizing jobs with Upson Panels.

What does it mean?

It means that millions of American homes have a cracked plaster problem. It means that millions of home owners are exasperated with the dirt, the delay and the mess of replastering—and the cracks that so often come back. Millions want to end these troubles—once and for all. And in their new postwar homes, they want *crackproof* walls and ceilings.

No doubt about it! A huge postwar market is building up in these homes for lumber dealers, job contractors, builders and architects. A market which is being developed and readied by Upson National advertising totaling over 130,000,000 advertisements this year.

While today we are working our hardest to supply Upson Panels to our armed forces in adequate quantities, our advance planning is going forward too.

In making *your own* future plans, you are fully justified in figuring on a good volume of business involving Upson Panels. The Upson Co., Lockport, N. Y.

### UPSON NATIONAL ADVERTISING APPEARS IN THESE MAGAZINES

- AMERICAN HOME
- BETTER HOMES & GARDENS
- LADIES' HOME JOURNAL
- MCCALL'S
- HOUSE BEAUTIFUL
- HOUSE & GARDEN
- PARENTS' MAGAZINE
- HOUSEHOLD MAGAZINE
- PATHFINDER
- FARM JOURNAL
- SUCCESSFUL FARMING



**STRONG-BILT PANELS** — approximately  $\frac{3}{8}$ " thick — for new construction. **KUVER-KIA PANELS** —  $\frac{1}{4}$ " thick — for covering cracked plaster. **UPSON PROCESSED BOARD** —  $\frac{3}{16}$ " thick — for display and general utility uses. **DUBL-THIK FIBRE TILE** — for kitchen and bath

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

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# LETTERS

To the Editor

## In the Solomons

To the Editor: I am receiving *American Builder* here on Island "X" and agree with Structor's item "Fallacies." Many of my mates have mentioned that they plan to build homes after the war. They do want to settle down. If their plans are a criterion, private building will furnish employment to many servicemen.

Before enlisting in the Navy "Seabees" I was employed by the Vaughan Hardware Company of Winchester, Tennessee, in their lumber department. There we were required to read the *American Builder*, which was not difficult for we all looked forward to each new issue.

By making a close study of each issue of your magazine, I believe that the change from military to civilian employment will be made easier.—JOHN D. BRANDON, SK2/C. Solomon Islands.

## Mutuality of interest

To the Editor: It seems appropriate, in observing the anniversary of FHA, for me to express to those who have contributed so much to our progress the personal pleasure I have taken in this long association. I am sure this sentiment is shared by our officers and staff in Washington and in the field.

The legislation under which we operate is, as you know, neither compulsory nor regulatory, but entirely of a permissive character. It encourages a voluntary alliance of industry and finance with government on the basis solely of their mutuality of interest. So, as I look back upon the past ten years, I like to feel that it has been impressively demonstrated that the public interest is well served when, as in the FHA program, the government achieves its objectives by a wholly volitional union with business and finance, and where the driving power of private enterprise is preserved intact.

I am sure we can look forward with mutual confidence to a postwar era of even larger service.—ABNER H. FERGUSON, Federal Housing Administration, Washington, D.C.

## Newsstand out

To the Editor: I have been a constant reader of your magazine for a number of years, buying it from the newsstands. This is now rather uncertain and the magazine is too good to miss. Enclosed find \$3 for a three-year subscription.—H. W. SCOTT, Alexandria, Va.

## To build shell now

To the Editor: I have a tract of ground where I intend to build small houses after the war. I like the type of floor plans and exteriors that you have published, and I am going to build a shell of a house with salvage lumber this summer, using new asbestos shingle siding and still staying within the \$200 per year limit.—RALPH W. WINEGARDNER, Fort Wayne, Ind.

## Bubble pricked

To the Editor: *American Builder* is to be congratulated on helping to prick the "dream home" bubble. The idea that home owners could get postwar homes in which all they have to do is push buttons to sweep the  
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FOUNDED—1879

VOL. 66

AUGUST

NO. 8

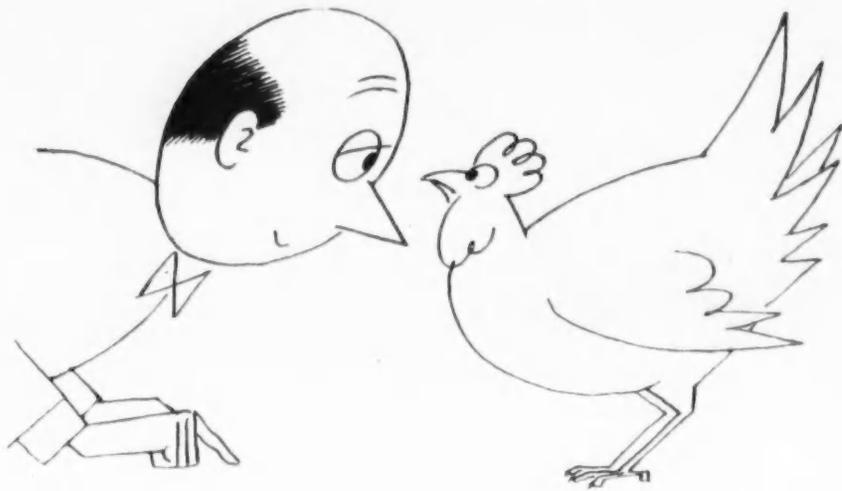
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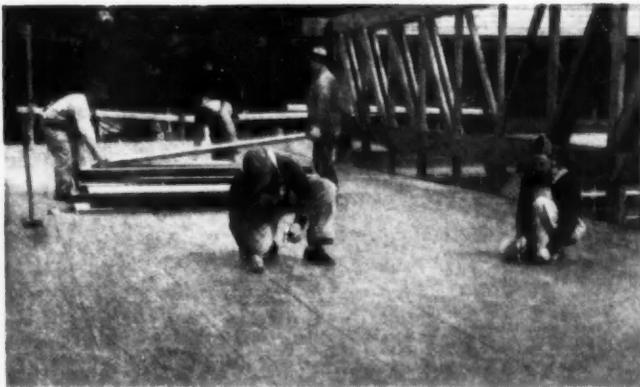
SUBSCRIPTION PRICE in the United States and possessions, Canada and Mexico, 1 year, \$2.00; 3 years, \$3.00; foreign countries, 1 year, \$3.00; 3 years, \$6.00. Single copies, 25 cents each. Address E. A. Sand, Circulation Manager, 30 Church Street, New York 7, N. Y. Field Superintendent: W. L. Taylor, Field Staff: C. L. Conley, J. H. Free, C. R. Hartung, Ralph L. Henry, Joe Sanders, Dick Whittington.

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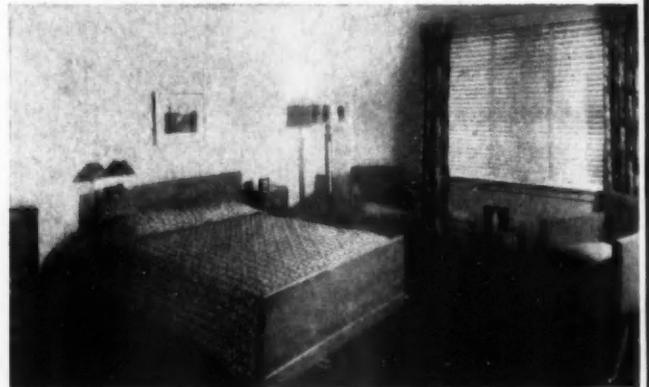
## What have You and the Hen in Common?

**T**HE answer to that, believe it or not, is the lumber shortage. To step up food production, hens are raising bigger families. But farmers can't get the lumber to build the thousands of necessary poultry houses. So instead of lumber, they're licking the problem with Gold Bond Gypsum Exterior Boards.



**This essential plant** is only one example among thousands where fireproof Gold Bond Gypsum Boards have licked the lumber shortage and helped the war effort. In this case it's roof plank, applied quickly—no waiting for materials to dry before applying the roofing material. Gold Bond Gypsum Exterior Boards do the same sort of job for outside walls . . . forming sheathing and finish in one operation!

These big, heavy-duty panels of fireproof gypsum board handle as easily as lumber. And they're protected against the weather. You don't have to wait to get them either . . . they're available immediately for all kinds of emergency structures. Not only farm buildings, but plant additions, warehouses, offices, and schools.



**When building restrictions are lifted,** remember Fireproof Gold Bond Gypsum Sheathing for outside walls. Gold Bond Wallboards for interior finish. Attics, game rooms—any kind of remodeling, as well as new construction—will be better built with Gold Bond materials. Ask your dealer. He has complete information. And remember that National Gypsum stands for progress in gypsum boards!

AVAILABLE NOW AT YOUR GOLD BOND DEALER'S



# BUILD BETTER WITH GOLD BOND

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

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



## PUBLISHER'S PAGE

### **Enterprise Versus Socialization**

**O**NLY those who carefully study politics and economics realize what are the domestic issues now confronting the American people, and how vital they are. When considered together, they show that we are engaged in a great struggle between free enterprise and democracy on one side, and socialism and dictatorship on the other.

Free enterprise and democracy are inseparable. Socialism and dictatorship also are inseparable. Why? Because free enterprise is a *voluntary* system conducted by *private* individuals and companies having no power excepting *persuasion* with which to get people to work for or buy from them rather than somebody else. Socialism, on the other hand, is a *compulsory* system, because managed by government. In a country having democracy and private enterprise, government exists almost entirely to exercise *compulsion* to protect the people from disorder and injustice at home and from attacks from abroad. In a country having socialism, government is virtually the sole employer and producer, and must, to keep the system running, compel people to do whatever work it wants done and to buy whatever it chooses to produce. Such compulsion is incompatible with democracy. Witness Russia, Germany, Italy and Japan, all of which have had socialism, and have had to have dictatorships to make it work.

Numerous trends in this country have been leading toward socialism and dictatorship. Private monopolies, whether of business or labor, lead toward socialism, because they impair the functioning of private enterprise, causing unemployment and demands for government spending to relieve unemployment. Without protective tariffs, such monopolies would be destroyed by competition from abroad. Therefore, protective tariffs tend toward socialism.

Every kind of government subsidy has

the same tendency. Government subsidization of housing tends to drive out private construction and ownership of homes. Government subsidization of carriers by water, highway and air tends to drive the railways into government ownership, which undoubtedly would be accompanied or speedily followed by government ownership of the competing boats, trucks, buses and aeroplanes. Sharply graduated taxes on incomes tend toward socialism by (1) penalizing ability and success, (2) curtailing the capital available for private enterprise, and (3) providing government with the means of competing with private enterprise. Government backing of labor monopolies curtails the profits of private enterprise, the capital it can invest and the employment it can give, thereby creating a demand for socialistic government spending to provide employment. Every interference of government with business, excepting to regulate natural monopolies and to enforce competition in other industries, weakens private enterprise and promotes socialism.

There is so much sentiment for socialistic policies principally because so many writers and speakers have long carried on propaganda for them and so few writers and speakers have defended private enterprise. One-sided propaganda can be a very powerful influence, as has been shown by the success with which the Nazis have used it to lead the German people to ruin. Propaganda causing the current trend toward socialization of our economy can lead the American people to equal ruin if not counteracted by more energetic, widespread and skillful efforts to convince our people that only private enterprise can cause continued economic progress and improvement in American standards of living.

*Samuel O. Drumm,*

# You Can Build Extra Profits with Insulux Glass Block



**R**IGHT NOW — in hundreds of buildings throughout America, builders are installing panels and partitions of Insulux Glass Block.

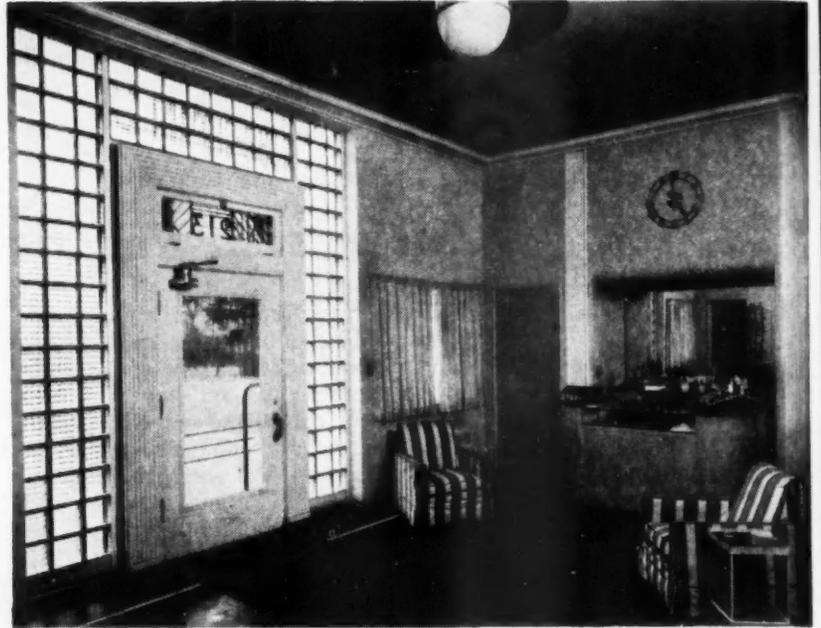
Why not follow the trend and get your share of this remodeling business? *There's money in it — for you!*

Insulux is *available now* — and it can be purchased and installed quickly and economically.

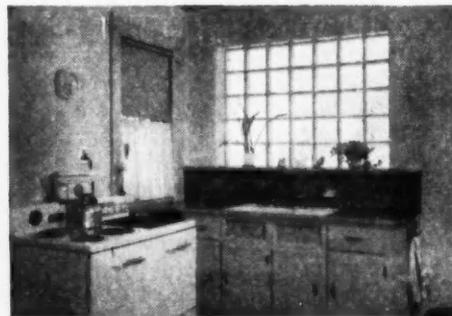
Insulux Glass Block come in many face designs. All of them diffuse light better than ordinary windows. Some of them are best suited for decorative purposes. Others give all the advantages of natural daylight — without objectionable glare.

Panels of Insulux transmit light; obscure vision for privacy's sake; reduce fuel loss; keep out noise and dirt; are easy to clean, and add to the cheerfulness and attractiveness of any building.

Get ready now to corral your share of this current remodeling business. Talk with the local Insulux Glass Block jobber or mail coupon below for complete information.



**In Stores**—Panels of Insulux can be used to flood salesrooms with softly-diffused natural daylight.

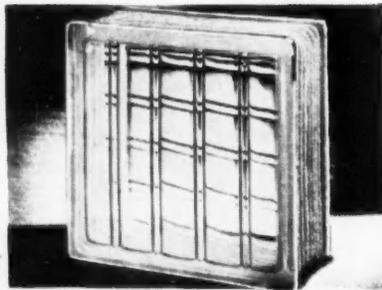


**In Homes**—Panels of Insulux can bring sunshine and light inside the house—and add charm to the outside.

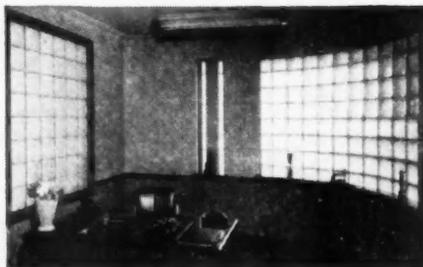


**In Factories**—Panels of Insulux can help the manufacturer solve many problems of light, temperature, humidity and dust control.

**In Offices**—Partitions of Insulux can be used to transmit daylight from office to office. These partitions can be set in mortar or erected with the new prefabricated wood strips.



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



**OWENS - ILLINOIS**  
**INSULUX**  
**GLASS BLOCK**

**MAIL COUPON FOR FREE BOOKLET**



OWENS-ILLINOIS GLASS COMPANY  
Insulux Products Division, Dept. 101, Toledo, Ohio  
Gentlemen: Please send me, without obligation, your book entitled, "Methods of Replacing Worn-Out Windows with INSULUX Glass Block."  
Name and Title \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



## The Walls of Tomorrow's Homes Will Have a New Job to Do!

**THE HOMES** you build tomorrow will have many new improvements, in equipment, in construction.

New methods of heat control demand that walls provide adequate insulation.

Air-conditioning of modern homes requires walls to be so constructed that *moisture condensation within the walls be reduced to a minimum*. If not, serious trouble will inevitably result.

If you specify the Approved Insulite Wall of Protection, you'll accomplish these two objectives. This wall, by its scientific construction principles, gives:

**Double Insulation . . . PLUS Superior Bracing Strength . . . PLUS Protection against internal moisture condensation.**

The drawings to the right explain, in broad terms, the wall's construction. Below, two blue-print drawings give details of its construction. For complete details, write for free copy of "Scientific Facts" booklet.



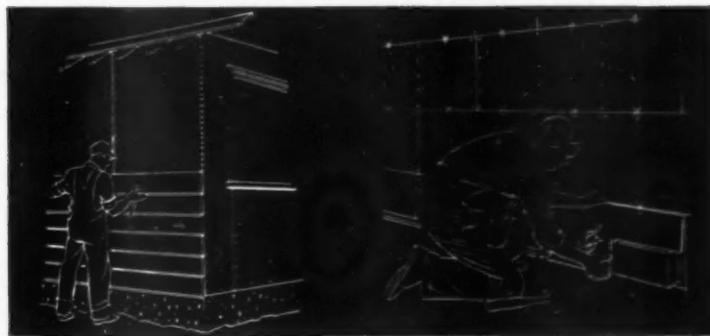
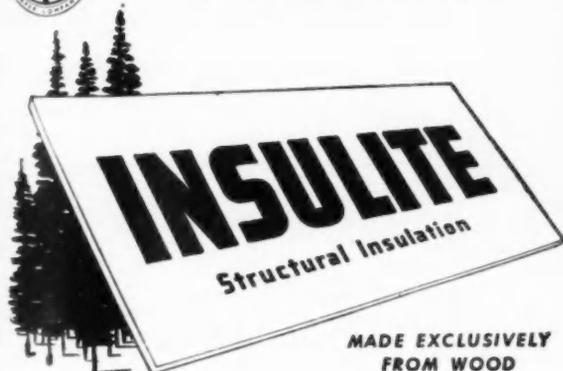
**OUTSIDE THE STUDS,** Insulite Bildrite Sheathing. The large boards provide a wind-proofed, weather-tight wall. Bildrite Sheathing has a bracing strength four times that of wood sheathing, horizontally applied.

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

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

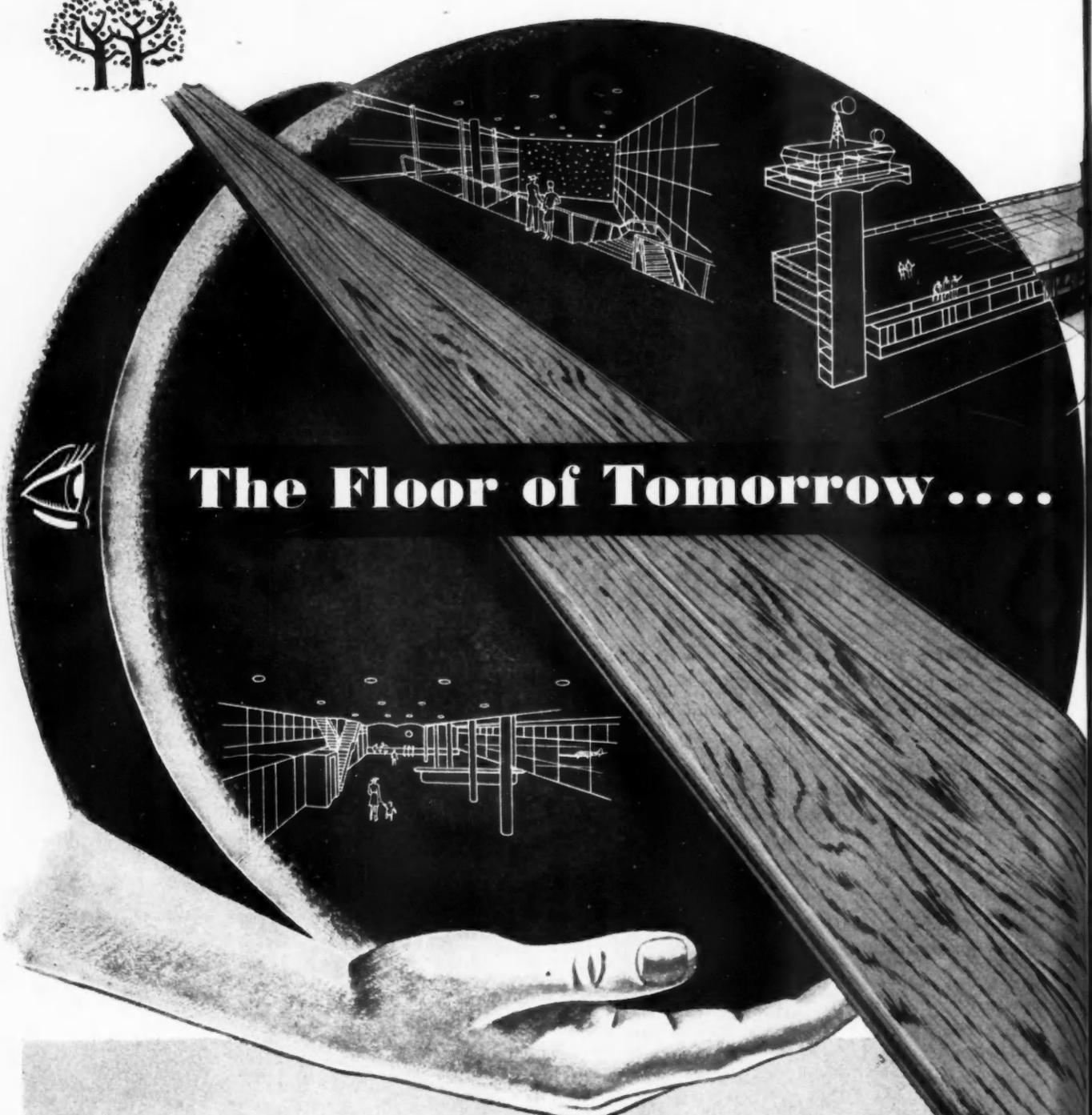


**INSULITE**  
MINNEAPOLIS 2, MINNESOTA



Siding is nailed directly over Bildrite Sheathing with 8d or 10d siding board nails. Select long siding pieces for lower part of wall, saving shorter ones for smaller areas—enables end joints to butt over studs without waste.

A snug, even fit around openings is important. The vapor barrier on Sealed Graylite Lok-Joint Lath functions more efficiently when care is taken to avoid "leads" where vapor can enter into the wall space.



# The Floor of Tomorrow....

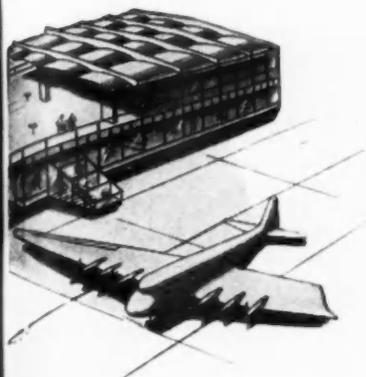
## What Is the New *Bruce* Finish?

Bruce is the new deep-seal floor finish that brings out the full beauty of wood by developing its natural grain and figure. Penetration, the secret of Bruce, seals the wood pores against dirt and produces a lustrous finish that will not scratch, peel or chip.

THE SCRATCH TEST  
PROVES BRUCE  
SUPERIORITY!



Half of the panel illustrated is surface finished the ordinary way and the other half deep-seal finished with Bruce. A coin scraped across both finishes with the same pressure, will chip, scratch and mar the brittle surface finish but leave the Bruce finish unharmed.



## Ready when building starts again!

No one can be sure of the size or shape of tomorrow's structures, but one thing is certain—you will be able to build into them America's most beautiful, most durable floor . . . Bruce Streamline Flooring with the new Bruce Finish!

*Long before the war stopped civilian building, Bruce had developed and proved Streamline Flooring through research, development and use. After the war Streamline will be available with the new Bruce Finish . . . an even better floor with a better finish.*

Builders will prefer this flooring because it speeds up construction . . . Bruce Streamline Flooring is ready for use the moment it's laid . . . and its handsome, deep-seal Bruce finish is not easily harmed by workmen on the job. And, all costs considered, a Bruce Streamline Floor will be less expensive than an ordinary hardwood floor that must be finished after it is laid.

Owners will be amazed at the glowing beauty of Bruce finished Streamline and enthusiastic over its ease of maintenance and damage-resistant qualities. They will buy with confidence because they know that here is a floor that will maintain its beauty and wearability indefinitely with a minimum of cost and care.

**E. L. BRUCE CO.**

**Memphis, Tenn.**

THE WORLD'S LARGEST MAKER OF HARDWOOD FLOORS

### BRUCE FOR REFINISHING OLD FLOORS

The same handsome, damage-resistant finish used on Bruce Streamline Flooring will be available for application to old floors. With the complete line of Bruce Finishes and Waxes, home owners will be able to bring new beauty to old faded floors at a lower cost than by any other method. Watch for an announcement on the New Bruce Floor Finish line.



AMERICA'S

MOST BEAUTIFUL FLOORS

# NEW Balsam-Wool DATA ON INSULATION

**I**NCREASINGLY, architects and builders are using these valuable Balsam-Wool data sheets—illustrating unusual applications of Balsam-Wool Sealed Insulation. This service is in line with our policy of providing latest, up-to-date information on insulation progress. Mail the coupon today for your Balsam-Wool application data sheets—they are yours for the asking!

**Balsam-Wool APPLICATION DATA SHEET** SEC. E No. 5

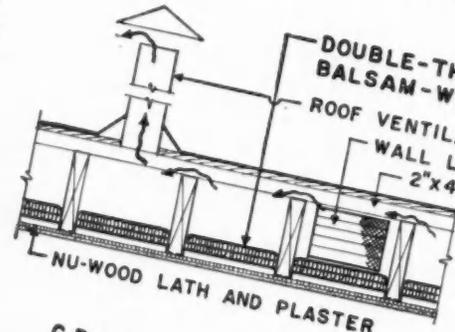
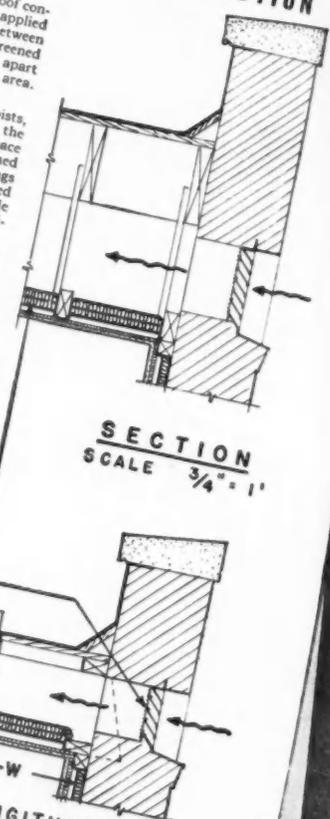
### INSULATING AND VENTILATING FLAT ROOF CONSTRUCTION

**W**HEN ceiling joists are suspended below the flat roof construction, Double-Thick Balsam-Wool should be applied between the joists, as illustrated at right. The space between the insulation and the roof is ventilated by two or more screened wall louvers at each end or side of the building, spaced apart to provide good distribution of air through the entire attic area.

When the interior finish is to be applied directly to the roof joists, Double-Thick Balsam-Wool should be first installed between the joists, as shown in the lower drawing. Ventilation of the space above the insulation will be accomplished by installing screened louvers in the outside wall between the joists. Since wall openings are not made at the ends of each joist space, 2 x 4's are placed 16" o. c. on top of and at right angles to the roof joists to enable air to circulate through and across every joist space, thus ventilating the entire area under the roof.

Metal wall louvers are preferred in each case because of the larger net open area obtained in relation to the size of the wall opening. The total net open area of the louvers at each end of the building area to give adequate ventilation, especially during summer months. In both cases it is desirable to install a ventilator at the center of the roof in combination with the wall louvers, to assure more positive circulation of air through the space above the Balsam-Wool.

Proper ventilation is important regardless of the type of insulation used.

**CROSS SECTION** **SECTION SCALE** 3/4" = 1'

**WOOD CONVERSION COMPANY**  
First National Bank Building  
Saint Paul, Minnesota

BALSAM-WOOL Products of Weyerhaeuser NU-WOOD

- High Thermal Efficiency
- Built for Permanence
- Non-Settling
- Flame-Proof
- Wind-Proof
- Moisture-Proofed



WOOD CONVERSION COMPANY  
Dept. 119-B, First National Bank Bldg.  
St. Paul 1, Minn.

Gentlemen:  
Please send me set of application data sheets.

Name .....

Address .....

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

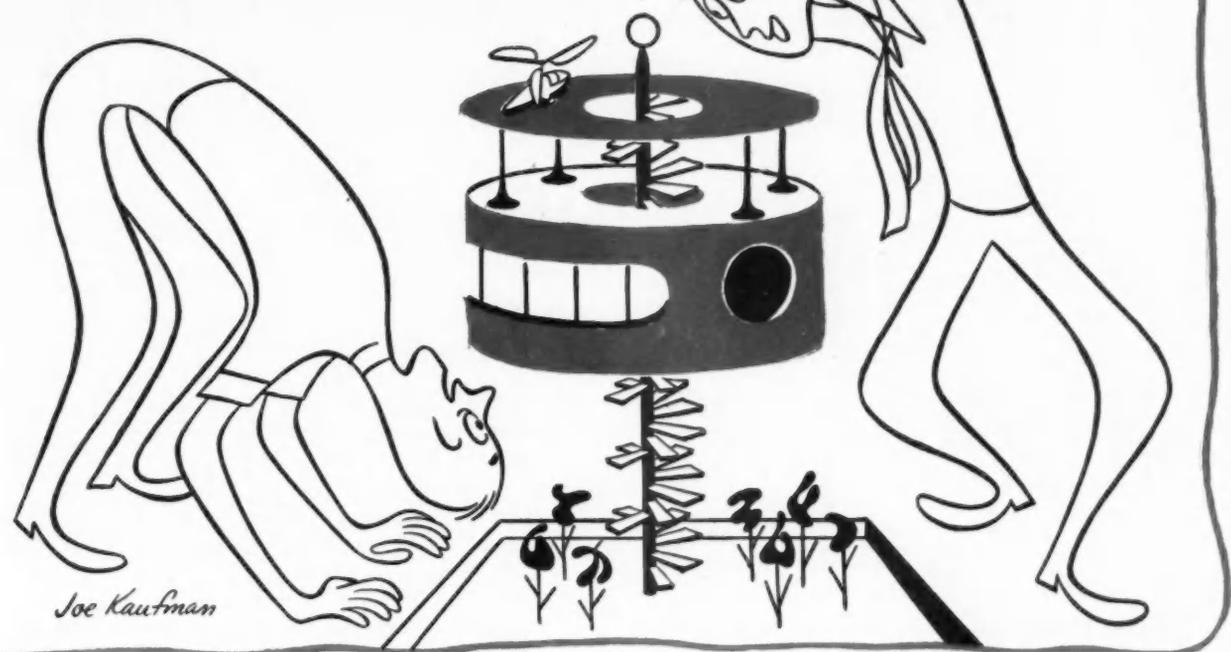
## Balsam-Wool

### SEALED INSULATION

- |                     |                     |
|---------------------|---------------------|
| 1. WINDPROOF        | 4. LASTING          |
| 2. MOISTURE-PROOFED | 5. NON-SETTLING     |
| 3. FIRE RESISTANT   | 6. HIGHLY EFFICIENT |



What's a home without a trefoil trellis and a zoot-proof stairway!



## Are you double-talking... or straight-thinking about that building boom?

**B**UILDING MEN who know the score say: "Builders must stop double-talking and non-thinking about that postwar building boom."

But houses are never built just because they are *needed* — just because they are *hoped for*. Building booms seldom spring from *dreams*.

FOR EXAMPLE, they are worried to find so many builders double-talking as if those 4,700,000 houses Americans hope to build after the war (according to The Architectural Forum) are as good as *built*!

They grow out of plans that can work—out of plans that are sold. To make sure your plans really get across, they must be sold to the kind of people who can afford to start the ball rolling, to the kind of people who have a strong influence over what other people buy. These are the people builders think of when they think of the readers of TIME.

### These are the people builders think of when they think of the readers of TIME



With twice the average U. S. income, TIME's million families can afford to own more homes and better homes, and to live in the best neighborhoods of their towns. And what's more, the readers of TIME are America's most influential families.

● Among the heads of these households are executives and engineers, government officials, mayors, bankers, architects, and 22 other groups of leaders who recently voted TIME "America's most important magazine."

THE GATEWAY TO THE BUILDING MARKET

IF IT'S FRIGIDAIRE—IT'S DEPENDABLE

"Today, more than ever,  
we appreciate  
Frigidaire Dependability"

Frigidaire's reputation for dependable performance has taken on added significance under wartime conditions. Daily, more and more people appreciate what it means to have equipment that can be depended upon.

To continue to make Frigidaire products America's first choice is our goal for the future. The fulfillment of our plans must await Victory. But one thing is certain: *there will be more and better Frigidaire products for more people—and in their making, more jobs for more men!*



LET'S ALL BUY MORE WAR BONDS FOR VICTORY!

**New Wartime Booklet—FREE  
to ALL Refrigerator Users!**



Everyone who owns or uses a refrigerator (regardless of make) should read "101 Refrigerator Helps"—the booklet just published by Frigidaire. It's filled with valuable suggestions on the wartime use and care of refrigerators. It's available, free, and in quantities for distribution to tenants, at your local Frigidaire Dealer, Distributor, or Branch Office. Find name in Classified Telephone Directory, or write Frigidaire, 326 Taylor St., Dayton 1, Ohio. In Canada, address 178 Commercial Rd., Leaside 12, Ont.

Listen to  
**GENERAL MOTORS SYMPHONY OF THE AIR**  
Every Sunday Afternoon, NBC Network

For Excellence  
  
in War Production

**FRIGIDAIRE**  
Division of  
**GENERAL MOTORS**

DAYTON 1, OHIO, AND LEASIDE, ONTARIO

Peacetime Builders of

**ELECTRIC REFRIGERATORS • RANGES • WATER HEATERS**  
**HOME FREEZERS • ICE CREAM CABINETS**  
**COMMERCIAL REFRIGERATION • AIR CONDITIONERS**  
**BEVERAGE, MILK, AND WATER COOLERS**

# ELJER MADE SUGGESTIONS...



# AND RECEIVED OVER 50,000 REQUESTS



In a recent consumer advertising campaign designed to keep modern plumbing ideas constantly in front of the public, ELJER offered a brochure entitled "Women tell us". In less than three months from the start we had received over 50,000 requests for this illustrated mailing piece.

This tremendous response, which continues even now, signifies two important things

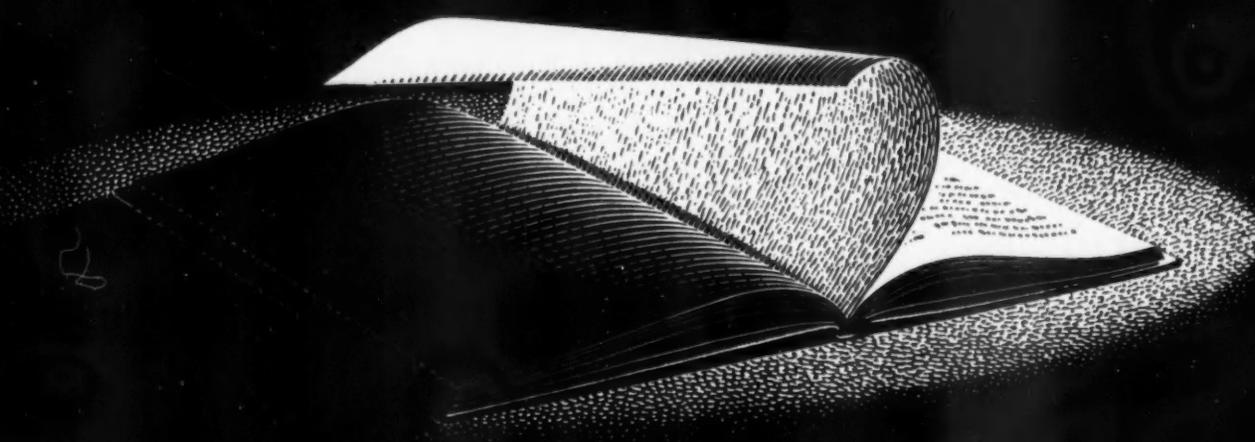
—the architect who specifies ELJER is calling for Quality Plumbing Fixtures which are becoming better known every day, while the builder who offers ELJER equipped structures will find sales easier to make.

For complete information on our entire line, write us and we'll include your copy of ELJER'S book of ideas: "Women tell us".

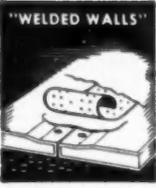
**ELJER CO.**  
FORD CITY, PA.

# Building "Turns Over a New Leaf"

Amer



## SHEETROCK *Fireproof* WALL AND CEILING PANELS



Minds of men are on the march... writing new chapters in building history—basing future plans upon past experience with materials of known value... *as building*

*ing turns over a new leaf.* Sheetrock\* leads the field in this new scheme of things with a complete list of advantages and advancements based upon years of proof in use.

Demand fire protection—Sheetrock replies with a core of gypsum which cannot burn... acts as a fire-armor over structural members to check the

spread of flame. Ask for speed—Sheetrock meets the need with processed wall and ceiling panels that go up fast.

Look for beauty—Sheetrock smooth surfaces take any decoration—or may be had already finished in pastel shades or wood grain effects. Sweeping, unbroken planes are possible with joint-concealing Perf-A-Tape\*... or joints can be accented as a part of the decoration with "Panel-Wall" method.

In short, go as modern as you please. Do it with ease, security and economy. You can sum it all up in one word—"Sheetrock"—the best known name in gypsum wallboard.

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



UNITED STATES GYPSUM

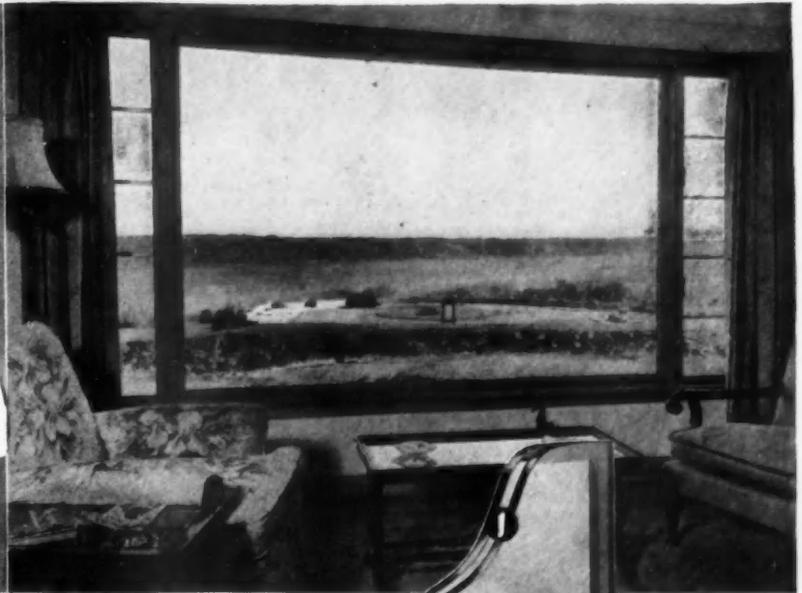
Manufacturers of Building and Industrial Products Since 1901

GYPSUM • LIME • STEEL • INSULATION • ROOFING • PAINT

# NOW! An INSULATED Picture Window

## Thermopane

with the  
**BONDERMETIC  
SEAL**



D. J. C. Parsons, Architect

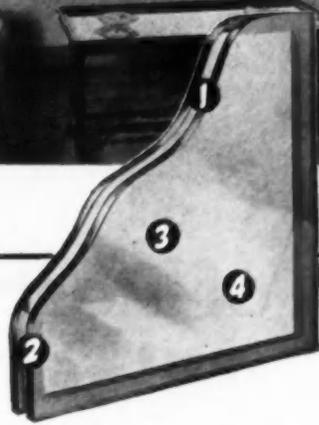
Here's an easy way to put more comfort and more beauty—thus, more salability—in the homes you design, build or finance.

Thermopane—the new windowpane that insulates—enables you to use big picture windows without excessive heat transmission.

Thermopane is an important aid to *Daylight Engineering* because it makes the provision of highly desired large glass areas thoroughly practical whatever the climate. It's a new, efficient feature that home buyers will recognize as a forward step in house construction.

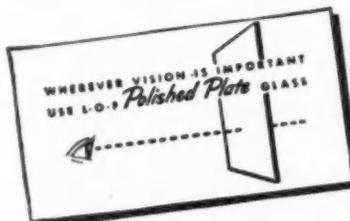
This insulating windowpane fits into a modified single sash, just like an ordinary single pane of glass—except that the rabbeting will be grooved somewhat wider to accommodate Thermopane's slightly greater thickness.

Thermopane's efficiency is explained in the four important features shown at the right. We have prepared a book which gives further facts—such as sizes, thicknesses, types of glass, and other important matters pertaining to the use of Thermopane. Write now for your copy. Libbey-Owens-Ford Glass Company, 1284 Nicholas Building, Toledo 3, Ohio.



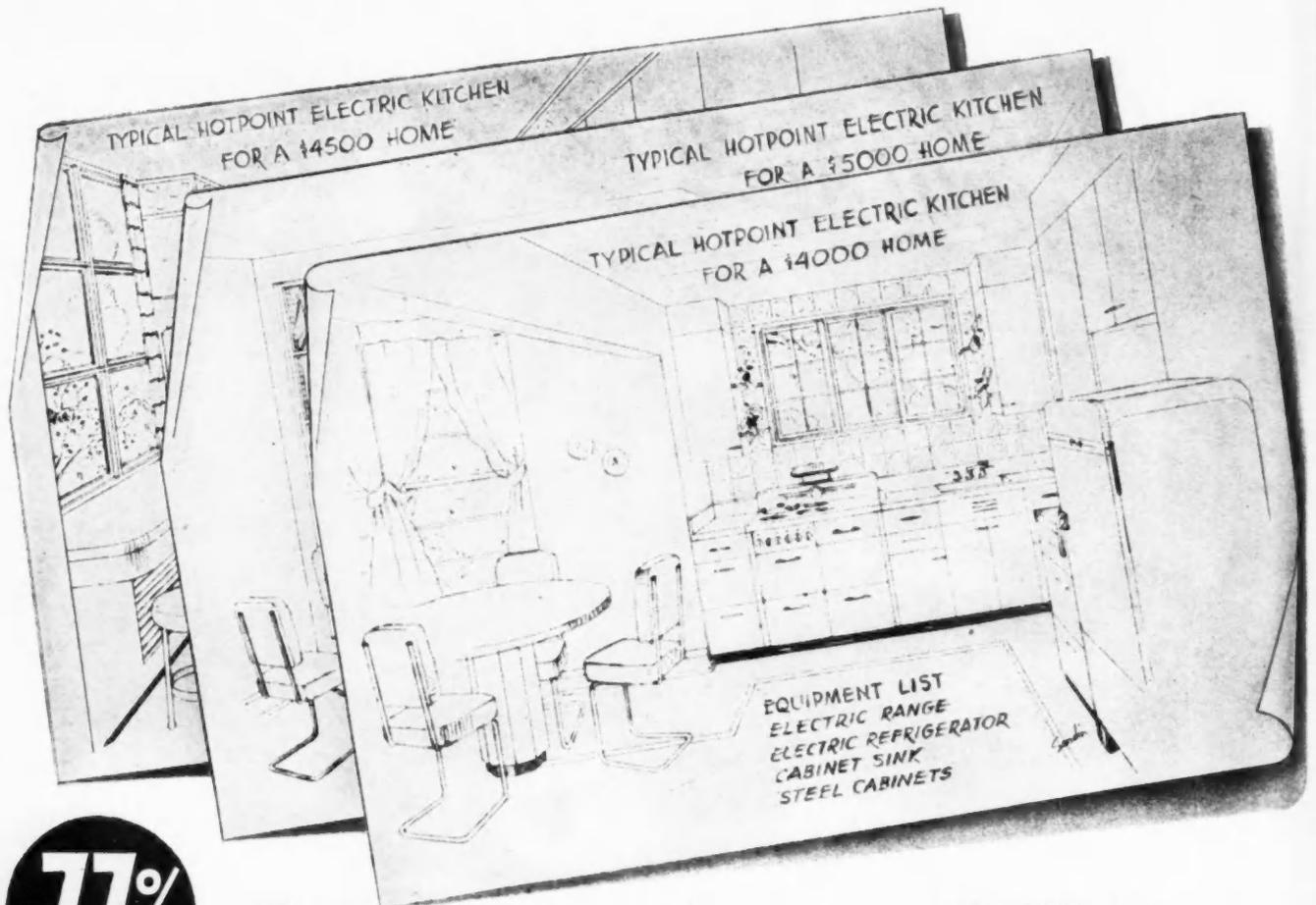
### 4 important features of Thermopane

- 1 **INSULATING AIR SPACE.** The layer of air inside the Thermopane units is scientifically cleaned, dried and hermetically-sealed at the factory. This sealed-in air gives Thermopane its high insulating efficiency.
- 2 **BONDERMETIC SEAL.** This patented, weatherproof, metal-to-glass seal bonds the two panes of glass into one unit to prevent dirt and moisture from entering the air space.
- 3 **CLEAR VISION.** The dry air is sealed in with the patented bond to prevent frost or condensation from forming on the inner surfaces of the panes of glass.
- 4 **ONLY TWO SURFACES TO CLEAN.** The glass surfaces inside a unit are specially cleaned at the factory . . . and stay clean!



**LIBBEY · OWENS · FORD**

*a Great Name in* **GLASS**



# 77%

## of Postwar Homes Will Rate ELECTRIC KITCHENS

The Chamber of Commerce of the United States predicts that "more than seven out of ten postwar homes will cost \$3,000 or over." Homes in that price range can afford electric kitchens.

### Will you make the most of the building boom?

Those buyers not only can afford electric kitchens; they *want* them. Adding to other evidence of this demand are thousands of letters in response to Hotpoint's offer of a home-planning file. They give intimate glimpses of what American women want. Make the most of your opportunity by taking advantage in your plans of this trend to electric kitchens.

### Women have the deciding vote

They don't want old-style bare kitchens, but "planned" kitchens, complete with new, modern equipment. The average old appliances are well beyond replacement stage. Win the women by showing irresistible, complete electric kitchens. Remember that to women, *a home is only as modern as its kitchen.*

### And 3 to 5 times as many will modernize

Estimates vary regarding the number of present home owners

In most states, all Hotpoint Kitchen equipment can be included in F. H. A. loan.

who will modernize. But authorities agree, from surveys made, that the number will be from 3 to 5 times as many as will buy new homes. Building or modernizing, kitchens will come first.

In speculative building, modern electric kitchens will greatly speed turn-over—which in turn reduces financing costs.

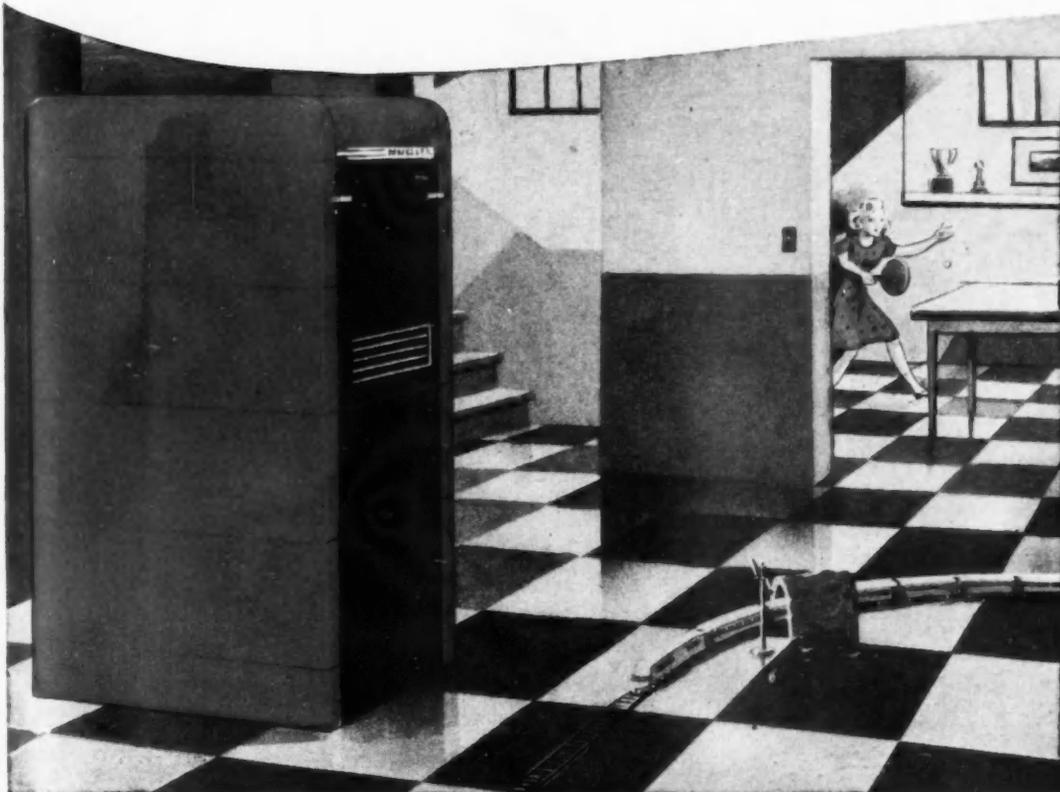
### Cash in on Hotpoint's pre-selling

Throughout the war Hotpoint has been pre-selling your prospects with a hard-hitting advertising campaign, promoting War Bond savings for postwar building and for modern electric kitchens. That advertising is continuing, constantly accelerating the trend to Hotpoint.

You will find your local Hotpoint dealer very cooperative. Also "Hotpoint Kitchen Planning Service" by a staff of experienced kitchen designers. Write today for details of this free consulting service. Edison General Electric Appliance Co., Inc. 5641 West Taylor Street, Chicago 44, Illinois.

# ELECTRIC **Hotpoint** KITCHENS

REFRIGERATORS · RANGES · WATER HEATERS · WASHERS AND IRONERS · CLOTHES DRYERS · AUTOMATIC DISHWASHERS · ELECTRASINK · STEEL CABINETS



# PLANNING *for Indoor Comfort*

is an important factor in your post-war success

*Be assured of providing it in your homes — with an attractive, dependable, modern and economical*



One of the deepest satisfactions of owning a home is true indoor comfort. It is important that you allocate as much of the building budget as necessary in order to give your clients this satisfaction. To make certain that you satisfy this strong desire, specify a Mueller sys-

tem . . . made by a company with an 87-year record of heating progress . . . and selected from a line that assures exactly the right equipment for specific needs. • Mueller offers, from one dependable source, furnaces and winter air conditioners for homes of every size, type, and price range (old or new) . . . specifically designed for the fuel of your choice . . . good-looking, efficient. • To your client, this is an important investment that deserves careful consideration. It pays to keep up to date. Write now for bulletins. . . .

L. J. Mueller Furnace Company, 2001 W. Oklahoma Ave., Milwaukee 7, Wis.

B-13

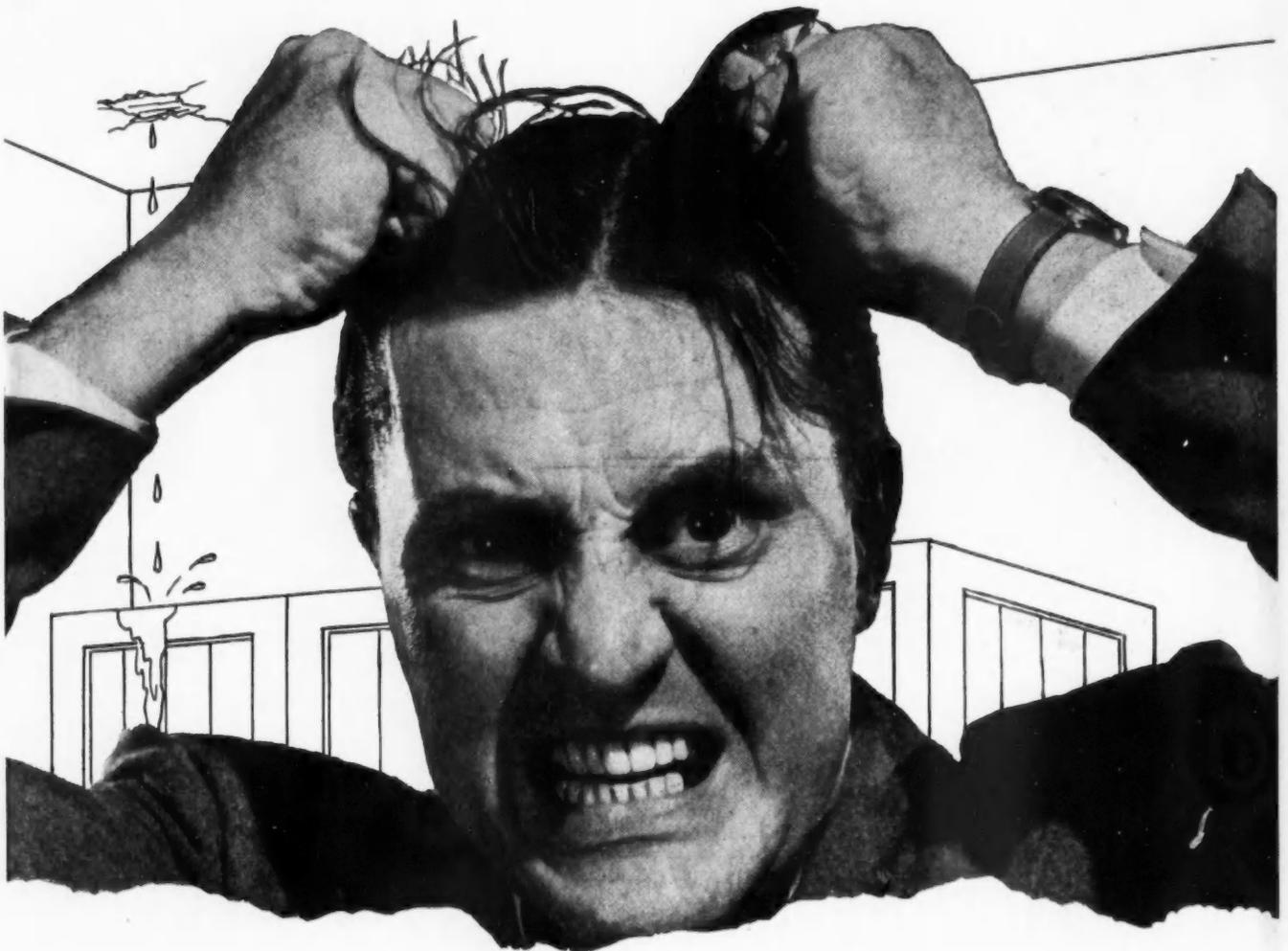


**Gas** Mueller equipment includes gas-fired winter air conditioners, gravity furnaces, and boilers for steam or hot water.

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

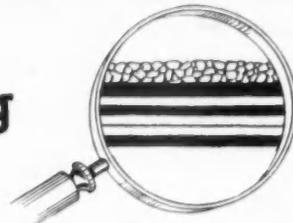
**Coal** Complete selection of coal-fired winter air conditioners and gravity furnaces, including special stoker-fired model.

**MUELLER** *Climatrol*  
HEATING AND WINTER AIR CONDITIONING



Answers the property owners' S.O.S.

## Barrett S.I.S.\* Roll Roofing



MINERALS  
ASPHALT  
FELT  
ASPHALT  
S.I.S. CEMENT  
FELT  
ASPHALT

Time and again, people say, "I didn't know that roofing of this quality would be available in wartime."

Tell them. Spread the good word about Barrett S.I.S.—a roll roofing that provides a *membrane type* of covering.

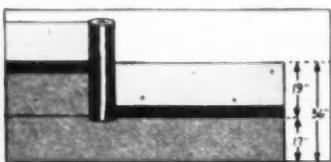
Tell them, too, that this famous Barrett product combines built-up roof features with the simplicity of roll roofing application.

They'll be glad to have you show them how S.I.S. provides *double coverage*—a feature made possible by a 19" selvage which makes this product "laps" ahead of other types of roll roofing—assures double

strength, greater protection, better insulation and longer life. Glad to know, too, about the patented seal strip of bituminous coating on the selvage, that forms a lastingly smooth, sealed edge.

Home-owners, farmers, builders and maintenance managers appreciate the sturdy Barrett construction, the fire-safety and the trim, neat appearance of the finished job.

Take advantage of the ready acceptance for Barrett S.I.S. roofing and make S.I.S. "Supreme in Sales." We'll help you in your campaign. Get in touch with us today.



Note how application of S.I.S. Roofing provides double coverage. The upper portion of each roll constitutes a full lap or selvage. Coated with ready to apply S.I.S. Cement, it fuses with the underside of the succeeding layer applied to it.

### THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION  
40 Rector Street, New York 6, N. Y.

2800 Sacramento Avenue  
Chicago 23, Ill.

Birmingham  
Alabama



\*Reg. U. S. Pat. Off.

# THE IDEA THAT *Revolutionized Cooking*



## Helps You Plan Better Kitchens and Sell Homes Faster

When you plan new homes, specify and install Gas Ranges bearing the CP Seal of Certified Performance. For women will judge your new homes by the equipment they find in the kitchen.

CP Gas Ranges are built by leading manufacturers and tested by the American Gas Association Laboratories to meet the highest uniform performance specifications of engineers and home economists alike. They combine the best features of all cooking appliances in one. Every range meeting the rigid CP standards is labeled with the famous CP Seal to provide a consumer buying guide.

New CP Gas Ranges for your postwar homes will be certified by leading manufacturers and gas utilities to provide cooler, cleaner kitchens, the most advanced automatic controls and big savings in time, food, fuel and money. That's why the CP Seal is the symbol women will look for on the Ranges in your completely equipped homes.

*For complete information about Gas Ranges bearing the CP Seal, ask your dealer or Gas Company or write Association of Gas Appliance and Equipment Manufacturers, 60 East 42 Street, New York 17, N. Y.*

### CP GAS RANGES FOR YOUR NEW HOMES WILL BE MADE BY THESE MANUFACTURERS

- A-B Stoves, Inc.
- American Stove Co.
- Caloric Gas Stove Works
- Cribben & Sexton Co.
- Detroit-Michigan Stove Co.
- The Estate Stove Co.
- Glenwood Range Co.
- James Graham Mfg. Co.
- Grand Home Appliance Co.
- Hardwick Stove Co.
- A. J. Lindemann & Hoverson Co.

- O'Keefe & Merritt Co.
  - Roberts & Mander Stove Co.
  - Geo. D. Roper Corp.
  - Standard Gas Equipm't Corp.
  - The Tappan Stove Co.
  - Western Stove Co., Inc.
- IN CANADA**
- Clare Bros. & Co., Ltd.
  - Gurney Foundry Co., Ltd.
  - Moffats, Ltd.



**THE FLAME THAT WILL  
BRIGHTEN YOUR FUTURE**



## HOT . . . but not bothered

And when we say "hot", we mean 120° in the shade . . . and of course, much hotter inside the gasoline engine of a Homelite Portable Generator. But there's no question of "burning up" . . . for the engine is air-cooled. There's no radiator to boil over or run dry.

A large fan on the flywheel sends a constant blast of air over the cylinder. Shields direct this air across the fins of the aluminum cylinder . . . providing maximum cooling. Complete lubrication is assured . . . for oil is mixed with the gasoline and sprayed under pressure into all moving parts. No sludge . . . no dirty oil . . . for a fresh, clean film of oil enters the crankcase with each revolution.

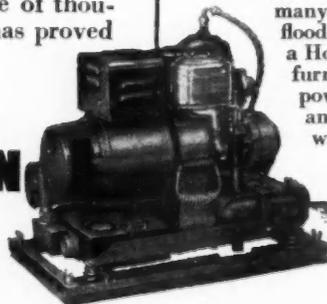
And the most interesting thing is this . . . the means of protecting a Homelite from heat, is also the means of protecting it from cold. There's no radiator to freeze. And lubrication is the same hot or cold . . . for oil mixed with gasoline won't congeal, even at sub-zero temperatures.

From broiling tropical heat down to sub-zero arctic temperatures, a Homelite performs without trouble. The performance of thousands of Homelites with the armed forces everywhere has proved this point *plenty*.



# HOMELITE CORPORATION

PORT CHESTER, NEW YORK

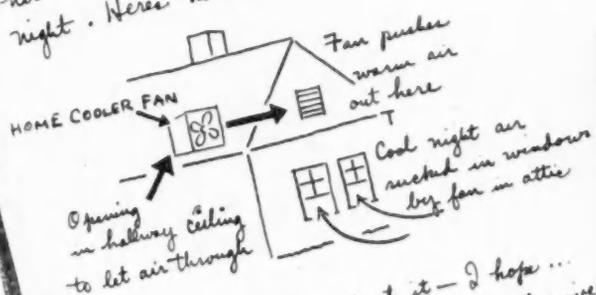


Contractors have to play ball with the weather. They have to work on the coldest day in winter and the hottest day in summer. And the equipment used must work also.

For operating small portable power tools . . . drills, saws, sanders and many others as well as operating floodlights . . . you can depend on a Homelite Portable Generator for furnishing a steady, dependable power supply 24 hours a day . . . any day . . . any kind of weather.

JHS

Dearest John -  
 So glad you agree with my ideas about the arrangement of our "Dream Manor". Writing about it makes it seem so real I can hardly wait. You wanted to know more about the well Emerson-Electric home cooler fan you see in her home - the one that keeps it so cool at night. Here's how it works -



Now you know all about it - I hope... If you don't, the enclosed folder will give the kind of information a technical Sergeant like you would want and

T/Sgt. John  
 Hqs. Tr  
 APC



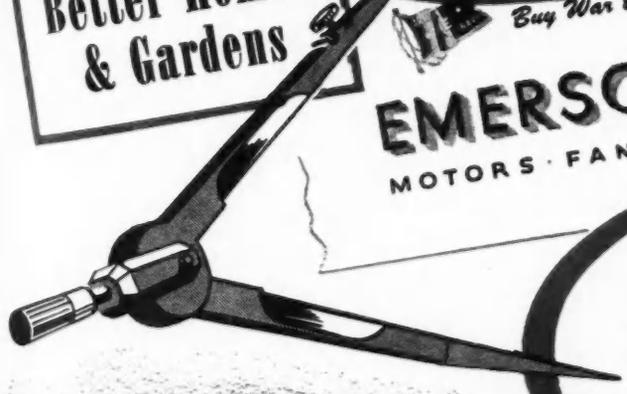
This Full-Page Advertisement  
 Appears in July  
**Better Homes  
 & Gardens**

... the war is won, Emerson-Electric attic ventilators, kitchen ventilators, and portable fans will again be available for making America's homes more comfortable. Today, Emerson-Electric power-operated gun motors and electric motors for aircraft are in active service on all battle fronts of the world.

**EMERSON ELECTRIC**  
 MOTORS · FANS APPLIANCES

Buy War Bonds... and Keep Them!

"For Making America's Homes More Comfortable"... Include Emerson-Electric Home Cooler Fans and Kitchen Ventilators in your plans. Send for Catalog giving full information... The Emerson Electric Mfg. Co., St. Louis 3, Mo.



# FORD-V-NEER\*



**A NEW OVERCOAT  
FOR YOUR HOUSE**

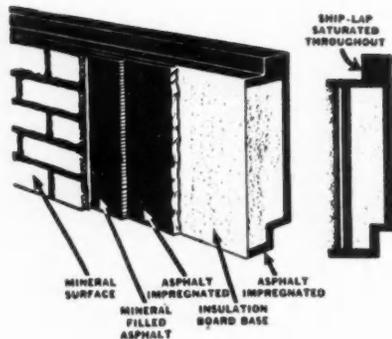
*...keeps out Winter Cold  
and Summer Heat*

Ford-V-Neer is a half inch wall of insulation that can be applied directly over the exterior of any building. The high efficiency of the insulation of Ford-V-Neer makes a substantial reduction in fuel bills. It puts new life in old buildings by dressing up the exterior with an attractive brick or stone finish; an important feature now in view of present civilian building restrictions. Homes, farm buildings, stores and industrial buildings can be made into better, new appearing, more efficient structures; permanently improved with Ford-V-Neer.

**FORD ROOFING PRODUCTS COMPANY**  
Established 1865

111 West Washington Street, Chicago 2, Illinois

ASPHALT ROOFINGS • SHINGLES • SIDINGS  
FORD-V-NEER



Ford dealers can supply Ford-V-Neer without restrictions for the immediate modernization and weatherproofing of buildings.



Ford-V-Neer is made in panels 44" x 14" x 1/2" with ship-lap edges on four sides—can easily be cut to fit around windows and gables. The rigid strength and perfect match built into the Ford-V-Neer panel aids materially in handling by the applicator, and speeds the work on the job.

Recent emphasis on the insulation of buildings by Federal agencies to conserve fuel has created a very heavy demand for Ford-V-Neer. The excellent working qualities of Ford-V-Neer makes it a favorite with all applicators and we have had some difficulty in meeting the enormous demand of our dealers for stocks of this popular siding. We are making every effort to fill orders as promptly as possible, but we urge all our dealers to place orders well in advance of anticipated needs.

## Weatherometer Tested

Ford roofing products are Weatherometer tested. Years of actual weathering reduced to a few days' testing in the Weatherometer guarantees the durability and long life of Ford roofing and siding.



\*An exclusive product made by a company with 75 years' experience in making America's finest roofing products.



**FOR BRIGHTER  
POSTWAR DINING ROOMS**

**WATCH WOODWORK**

**S**PACIOUS windows—built-in cabinets and cupboards—doors that save steps and increase convenience! These are some of the things that America wants in postwar dining rooms for brighter, better living tomorrow!

You can give tomorrow's homeowners enduring value with windows, doors, frames and woodwork of durable, toxic-treated Ponderosa Pine. Pre-fit windows that are truly weather-tight. Doors and frames that enhance home value through the years. Woodwork with last-

ing charm and distinction. And, above all, *economy*—the economy of stock woodwork designed for easy installation and low maintenance. To keep abreast of the modern trend, *watch woodwork!*

**SEND FOR THIS FREE BOOK**

You'll find this postwar idea book, "The New Open House," full of suggestions on planning windows, doors and woodwork for postwar homes. A copy is yours for the asking—mail the coupon!

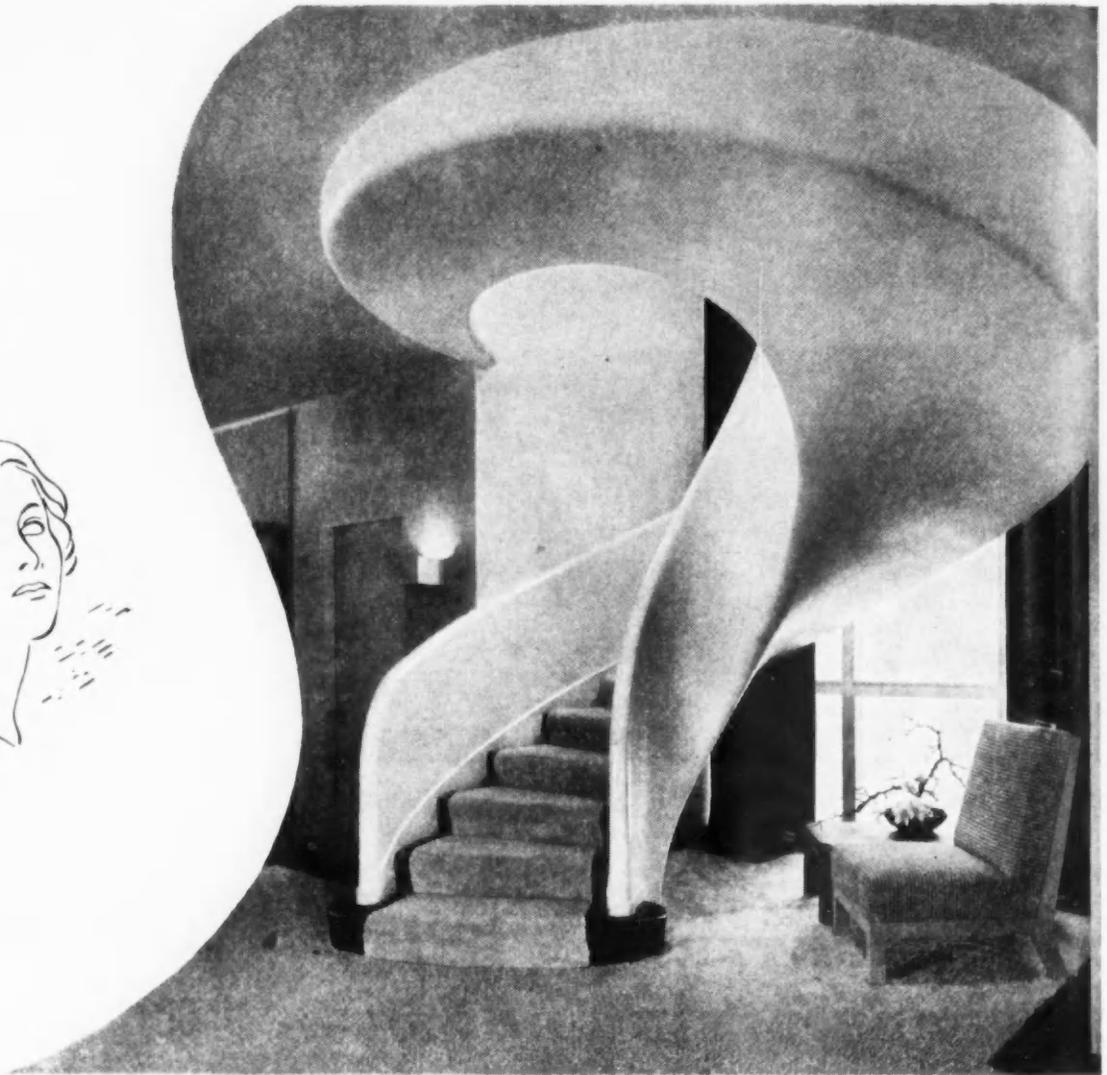


*Ponderosa Pine*  
**WOODWORK**  
THE BEST IS YOURS . . . WITH PINE

PONDEROSA PINE WOODWORK  
Dept. ZAB 8, 111 West Washington Street  
Chicago 2, Illinois

Please send me a free copy of "The New Open House."

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



Samuel Marks, Architect Noel Flint and C. W. Schonne, Associate Architects

# BEAUTY . . . . DEMONSTRATED BY ADAPTABILITY TO MODERN CONCEPTIONS

In the "World of Wonders" ahead, the modern designer seeks materials that allow widest latitude in expressing beauty in its many forms. As far as interiors are concerned, the search is ended—*plaster does it better.*

For plaster has the desired flexibility to follow tomorrow's newest conceptions... Yet it's as tried and true as years of "yesterdays" can make it. Just name the beauty theme—simple, sweeping planes, flowing curves, ornamental relief—*plaster does it better.* Plastered surfaces will take any form of deco-

ration and meet the need for easy-to-maintain walls and ceilings—facts that have been demonstrated through centuries of use. Over all, gypsum plaster acts as a fire-armor which shields the structural members underneath, with a coat of fireproof gypsum—a mineral that cannot burn.

Ask almost what you will—plaster fills the bill, by doing jobs no other material will do as well. In addition, you get fire protection... and by doing its job the best, one brand leads all the rest—*that's Red Top\**.

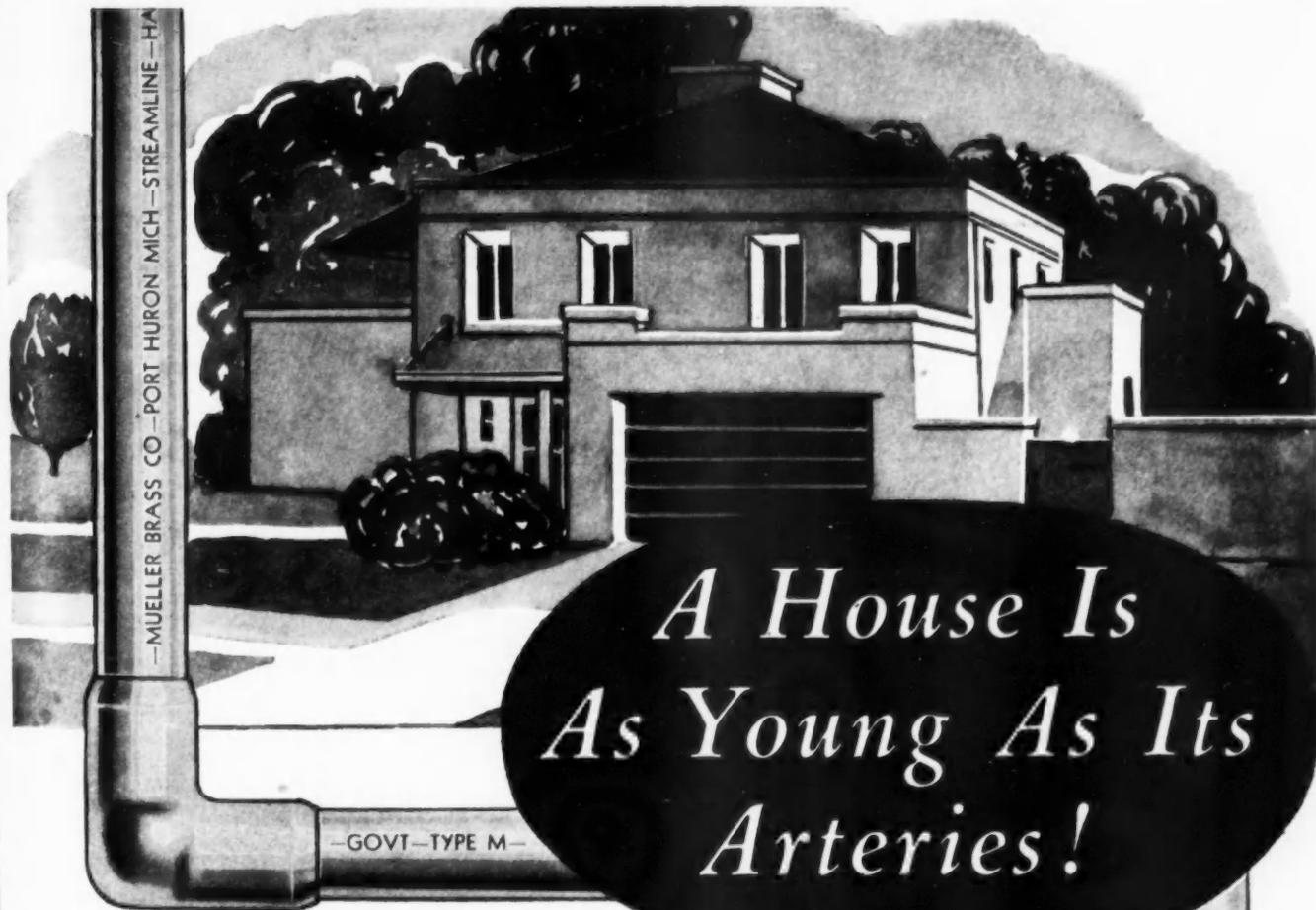
## PLASTER DOES IT BETTER

\*Trademark Reg. U. S. Pat. Off.



UNITED STATES - GYPSUM  
300 WEST ADAMS STREET, CHICAGO 6, ILLINOIS

*This famous trademark identifies products of the United States Gypsum Company—where for 40 years research has developed better, safer building materials*



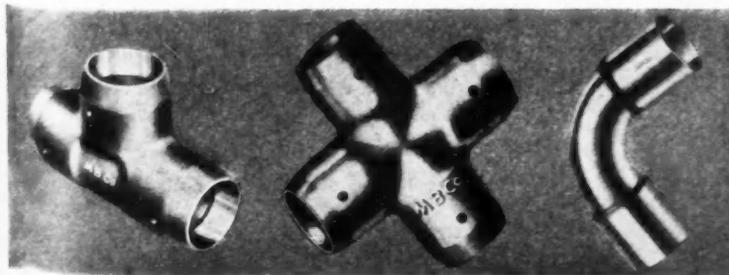
● Two residents may look alike, yet be actually as far apart as the poles in accomplishing the main reason for which they were built. ONE IS A HOME, while the other is "just another house." One contains the essentials for livability—for the promotion of convenience, comfort and continued efficiency, while the other does not. The real home has a reliable plumbing or heating piping system—the other has not. A building may be the last word in modern design with beautiful and modern bathroom and kitchen fixtures, but they are utterly inefficient if the arteries which supply them with hot and cold water are defective and unreliable.

OF ALL THE SERVICE UNITS IN THE HOME NOTHING IS SO VITALLY IMPORTANT AS A RELIABLE PIPING SYSTEM—THESE ARE ITS ARTERIES—yet they are sometimes given the least consideration.

Equip the post-war home with the piping that is as modern as tomorrow—a STREAMLINE copper piping system that will be just as good on all the succeeding tomorrows as long as the building stands.

A STREAMLINE piping system cannot rust; it doesn't leak; it conducts hot water faster and with less heat loss by radiation than iron or steel pipe and—it costs but little more than rustable pipe, even in first cost—and over a period of years it costs a great deal less.

While you build the house, build your own reputation. Standardize on STREAMLINE for your post-war homes. It will pay you big dividends—it will help you move property faster.



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



News, Views  
and Comments

## On and Off the Record

by **STRUCTOR**

**RUMOR OR WISFUL**—There is much talk and rumor about the possibility of the early lifting of the \$200 limit on construction. It is said this will be raised to \$1,000. Such a move is definitely in the offing, but the question is—how soon?

**GI BILL**—Hardly anyone knows exactly what the new GI bill means to the building business, but everyone is agreed it will have a far-reaching effect. Some say it will mean hundreds of thousands of homes to be built by veterans. Others point out the far-reaching effect on construction of filling stations, small restaurants, radio and appliance stores, and numerous other small business buildings as thousands of returning veterans decide to go in business for themselves.

**READY TO GO**—Thomas G. Grace, New York State FHA director, recently announced that \$40,000,000 worth of homes (more than 6,000 dwellings) are planned and ready to start the day permission is granted in the New York City area.

These are houses in unfinished subdivisions which have already been approved—not only the subdivisions, but house plans themselves.

This is one spot where building can get off to a quick start.

**GUINAN ON PLANNERS**—Bill Guinan of Detroit recently published the following memo to postwar planners which I think worth reading: "Absolute elimination of all poverty and sub-standard living is entirely possible in Postwar America. To accomplish, we will merely have to create in Washington, a BUREAUCRATIC DICTATORSHIP. This Creature will then assure enough food, clothing, fuel and housing, by marshalling all of the productive capacity of the Nation. Everyone will have enough. There will even be planned recreation for healthful development. This is entirely feasible. But the price is pretty stiff. Is it worth it?"

**DIZZY DREAMERS**—"We, not the dizzy dreamers, will tell America what the home of tomorrow will be like," declared George F. Nixon at the recent home builders meeting in

Chicago. Some \$6,000 in war bonds will be given as prizes by the Chicago builders as prizes for postwar home designs to be featured in the forthcoming Chicago convention.

**DEMONSTRATION**—The fact that some 1200 people turned out for the annual dinner meeting and installation of officers at the Metropolitan Chicago Home Builders Association last month was a remarkable evidence of builders' strength. Mayor Kelly spoke, and E. J. Kelly, state FHA Administrator, was toastmaster. It happened to be the birthday of both E. J. Kelly and FHA so the audience stood up and sang, "Happy Birthday dear FHA and E. J. Kelly."

**RUSSIAN DEAL**—Amid the talk about postwar deals with victorious Russia an interesting item we have heard is that the U.S. will provide the Russians with quantities of construction machinery and equipment in return for lumber. The Russians will certainly need equipment.

**PREFAB ABROAD**—Most of the talk about sale of American building materials and home equipment to European countries is mostly conversation. Our products simply won't fit into the European pattern.

But on one point there seems some possibility: that is the export of compact, lightweight, prefabricated houses during the early stages of European reconstruction. There will be vast amounts of idle shipping available to transport them. Such sales might give the American prefabricators the "mass market" they have never been able to develop in this country except for a short time under the pressure of war orders.

**POLITICAL NOTES**—The G.O.P. is moving in on *American Builder*. New national headquarters are being established in the same building as our editorial headquarters at 105 West Adams Street, Chicago. We will see that the housing plank is properly interpreted.

Bets are that Hitler will collapse before the November election. It's an open question whether FDR planned it that way or not.

**COMPETITION**—I have known

architects, lumber dealers, real estate men, and numerous others becoming builders. Now comes a \$14,000,000 Savings and Loan Association, of Lansing, Michigan, which boasts it has built 100 houses during the war and says, "We shall have no hesitancy in building for sale or rent" after the war. Wonder what the local builders think about this?

**PLASTIC PAPER**—The latest wrinkle I have heard of is a new paper-like substance made of plastic. It's tough, resilient, and fire resistant and can be made in any kind of color or pattern. It will be bonded to various kinds of plywood at the mill. This will result in a plywood with a plastic surface in any color.

**NEW WOOD PRODUCTS**—Wood is certainly stepping out in this new age of chemistry. A new booklet by the Forest Products Laboratory, at Madison, describes some of the most recent new wood products using such names as "impreg," "compreg," "hydroxylin," "papreg," and "uralloy." The new developments in wood derivatives and modified wood products are startling, indeed, and will have a far reaching effect on construction eventually.

**PREFAB AND PREFAB**—While prefabricated home builders have been strangely quiet recently, other types of prefabricators have been sawing wood figuratively and actually. A big city lumber yard I know is busily building and selling a host of prefabricated small buildings such as small farm and poultry structures, child's play houses, garages, tool sheds, and numerous others. An "expandable" tenant farm house is a good item. Another excellent item is a detachable hothouse window—a very light glazed bay that fits over an ordinary window in place of a storm sash. It projects out 30 inches and provides an interesting place for growing plants in winter.

This Firm is planning many interesting postwar prefabricated structures including a 14 x 20 garage with many unusual storage features and built-in racks and drawers. This will be a big postwar field.

**BIGGEST FACTOR**—I am frequently asked whether postwar building will be done in big projects such as have been developed during the war. My answer is for the most part "No." The decisive difference in war and postwar operations is that houses will *have to be sold*. During the war the government put up the cash for a 1,000-home project and it got built in a hurry. Postwar will be different. You can put down this axiom: *The biggest factor in the success of the speculative builder has always been and will continue to be his ability to appraise and adjust to the current market.*

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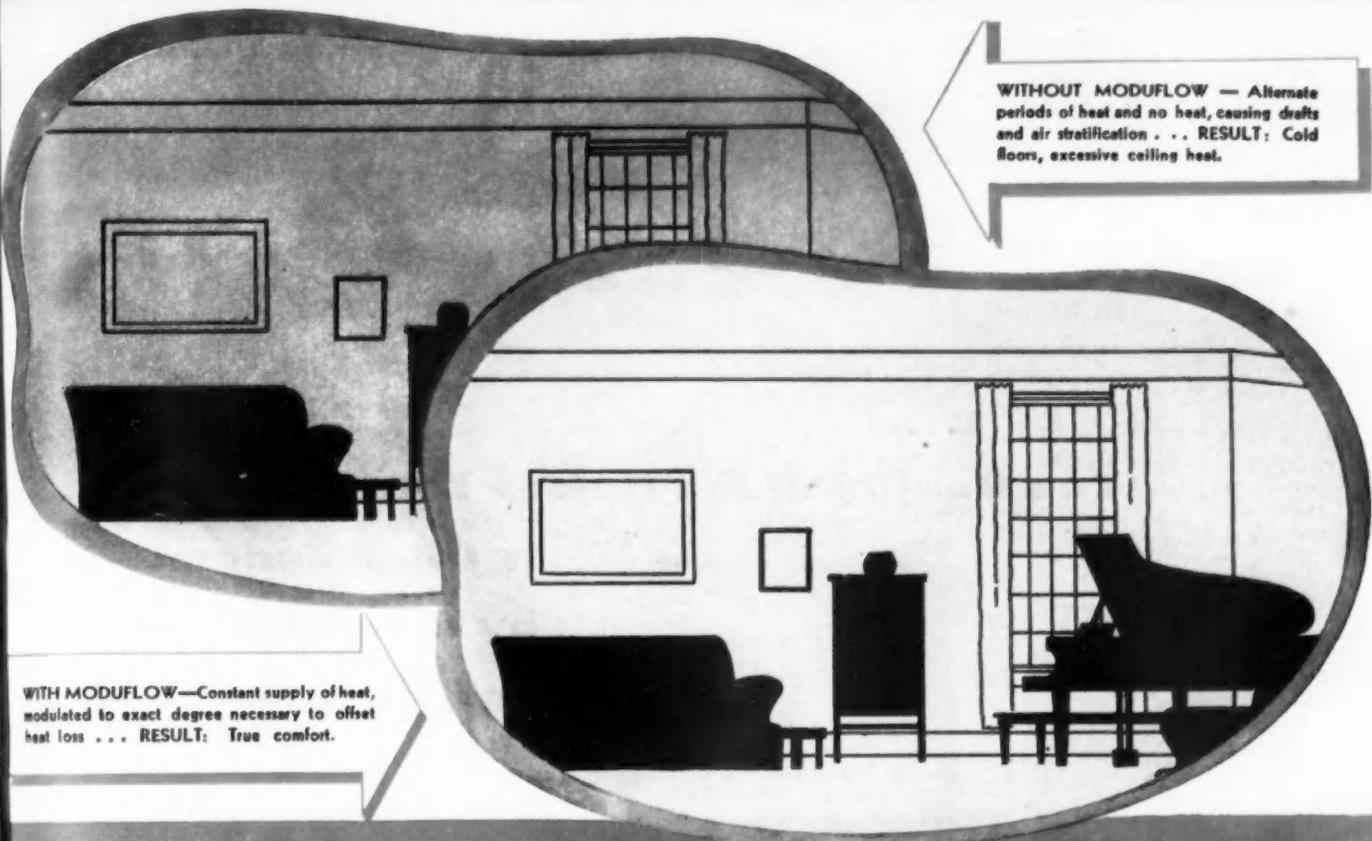
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WITHOUT MODUFLOW — Alternate periods of heat and no heat, causing drafts and air stratification . . . RESULT: Cold floors, excessive ceiling heat.

WITH MODUFLOW—Constant supply of heat, modulated to exact degree necessary to offset heat loss . . . RESULT: True comfort.

# THE EVOLUTION OF HEATING RESULTS IN MODUFLOW CONTROL

The Minneapolis-Honeywell *Moduflow Control System* is the logical step in the evolution of home heating systems.

Instead of alternate periods of heat and no heat, due to intermittent heating and causing drafts and air stratification, which results in cold floors, the Moduflow System of Control delivers a constant supply of heat, modulated to the exact degree necessary to offset loss of heat from the home.

**MODUFLOW**

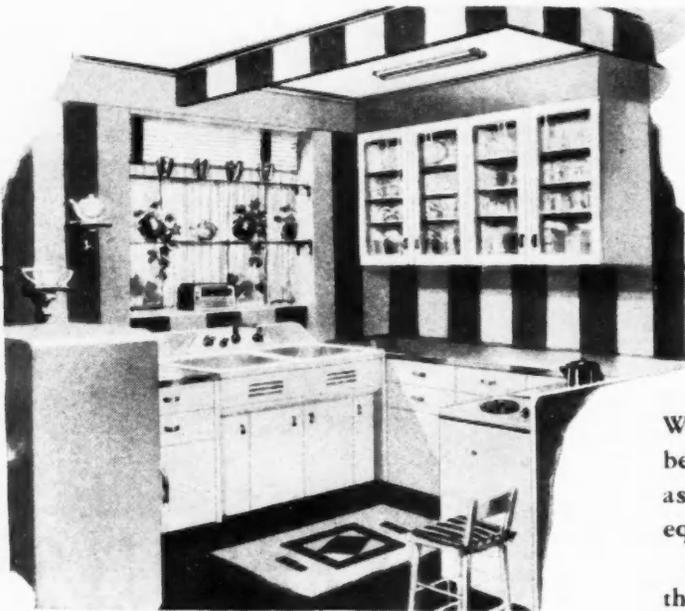
For You, the Moduflow System of control brings a forceful new selling feature. It will be available for any automatic heating plant, and the low cost does not restrict the system to higher priced homes. Your prospects will be quick to appreciate the advantages of Moduflow—sales-points that help you step ahead of competition. Write for information to Minneapolis-Honeywell Regulator Co., 2842 Fourth Ave. S., Minneapolis 8, Minn.



MINNEAPOLIS  
**Honeywell**  
CONTROL SYSTEMS



**The Quality of the Homes You Build  
is Often Judged  
by the Bathroom  
and Kitchen**



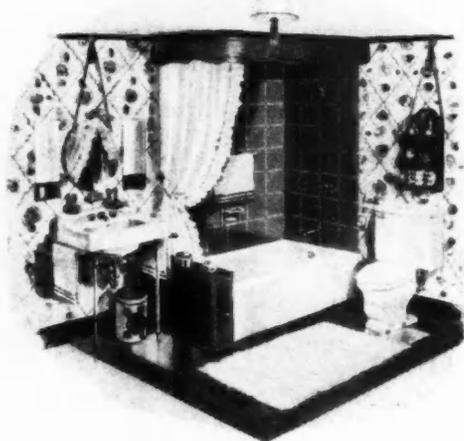
When you show a prospect a new home, he is better able to visualize the bathroom and kitchen as livable rooms because they are completely equipped, with the exception of accessories.

Because of this, many builders wisely center their selling on these two rooms and are able to suggest the quality of house by the quality of the equipment in the bathroom and kitchen.

Repeated tests have proved that your prospects recognize the name Crane as standing for the finest in plumbing. Why not put this recognition to work in the homes you are planning?

The Crane postwar line will include newly styled plumbing fixtures to suit modern tastes—not impractical, queerly designed innovations. Crane equipment of the future will possess the same tested quality and beauty that have led to nation-wide recognition of the name Crane.

When war conditions permit the production of these new fixtures your plumbing contractor or Crane Branch will be in a position to furnish you complete information.



# CRANE

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

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



# BRIXMENT Assures More Economical Brickwork

● Aside from the cost of the brick itself, the most expensive item in masonry construction is the bricklayer's time.

Therefore the most economical mortar you can buy is the one that enables the bricklayer to lay the most brick per day. You cannot afford to give your bricklayer any mortar which causes unnecessary work, such as constant retempering, stooping to the board to replace mortar that failed to stick when he threw up the head-joint, etc. . . . To secure economical brickwork, the mortar must have excellent workability.

The plasticity of Brixment mortar is *ideal*. It approaches that of straight lime putty. It enables the bricklayer to do faster, neater brickwork, with the brick well bedded and the joints well filled.

This is the principal reason why Brixment reduces the cost of brickwork. In addition, less labor and supervision are required in mixing. No soaking or slaking. No mortar wasted. And it makes a neater job that costs less to clean down.



Mix a batch of 1-3 Brixment mortar (above) and a batch of 50-50 cement-lime mortar made with the same proportion of sand (below). Get any competent bricklayer to test them on the board—to spread them on the wall—to lay up a few brick with each of the two mortars. Then ask him which has the best workability!

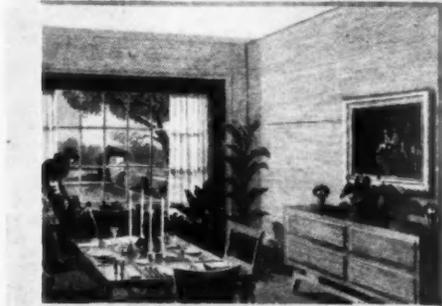
**LOUISVILLE CEMENT COMPANY, Incorporated**  
 General Offices: Louisville 2, Kentucky  
 Cement Manufacturers Since 1830

OFFICES:  
 CHICAGO 5  
 PIPE  
 PUMPS  
 FACTORS

**BUILDING TOMORROW'S  
DEMAND FOR**

# Plywood Paneled Homes!

*Your own dining room, beautifully paneled in Oak... and just the way your individual taste demands! The price, as well as the wide variety of Wood Paneling, can be furnished in virtually any style... for every dining room made from standard in stock. We are glad for the home you plan to build... or remodel over your present walls.*



**Wood Paneled Walls...**  
*promise modern loveliness for post-war living*

Think of it! Genuine hardwood paneled rooms for your own home! And with all the appealing features you've always admired... and dreamed of having for your own!

They'll be yours... in an excitingly beautiful Wood Paneling.

Expensive? Not at all! For while the cost will vary with local and current conditions, and with the wood selected, prices will fit a modest budget.

You'll have your choice among oak, pine, walnut, oak mahogany, knotty pine, gum, and other fine hardwoods, as well as "Weldwood," the simulated panel.

And how precious these beautiful panels are! Permanent and crack proof, they're guaranteed for the life of the house!

For do-it-yourself construction, walls of Wood Paneling bring in no damaging moisture to warp your windows, doors and moldings.

And they're ideal for remodeling the rooms you have!

Weldwood Panels, quickly installed over old walls, can replace damaged walls with warm-hearted charm... at about 1/2 the cost!

For these walls you cannot buy... or paint. Weldwood Utility Panels provide an ideal, crack-proof under surface.

Finished with unadorned hardwood gum, they are permanently smooth to your eye and to your touch. They're hard to dust. And they won't crumble or crack.

Ask your architect or builder about the many advantages of Weldwood Plywood Paneling and Weldwood Utility Panels. Ask your lumber dealer about actual samples.

**WELDWOOD PLYWOOD**

*Manufactured by Weldwood Plywood Corporation, 425 East 9th Street, New York 10, N. Y.*

*Plastics and Wood Welded for Good*

**Weldwood**

*Waterproof Weldwood, so marked, is bonded with phenol formaldehyde synthetic resin. Other types of water-resistant Weldwood are manufactured with extended urea resins and other approved bonding agents. Back of these Weldwood Products are unmatched facilities and experience in Plywood production and fabrication. Available also are the services of qualified engineers, chemists and wood technologists.*



Tomorrow's buyers are being thoroughly pre-sold today on the practical beauty of wood paneled walls.

Weldwood's consumer advertising is telling home owners how easily, quickly, economically these handsome panels can be installed.

For Weldwood Paneling goes right on furring strips attached to the studding.

This plastic-bonded plywood is crack-proof... and provides all the advantages of dri-wall construction.

Weldwood Panels introduce no damaging moisture to crack or warp moldings, doors or windows. No long delays while walls dry out.

*Weldwood Panels are guaranteed for the life of the house.*

And how they beautify a room!

Fine hardwoods... Oak, Walnut, Knotty Pine, Gum, Mahogany... as well as Weldtex, striated Weldwood... come in big, easy-to-handle 4' x 8' x 1/4" panels that can be quickly installed to suit your customer's taste.

Those buyers partial to papered or painted walls are learning about sturdy, inexpensive Weldwood Utility Panels which provide an ideal crack-proof under-surface... free from grain-raise.

Weldwood's hard-hitting advertising campaign is telling... and selling... these facts to an ever-increasing market.

It's steadily driving the name Weldwood into the minds and plans of buyers. Now is the time to arrange to get your share of profits with Weldwood.

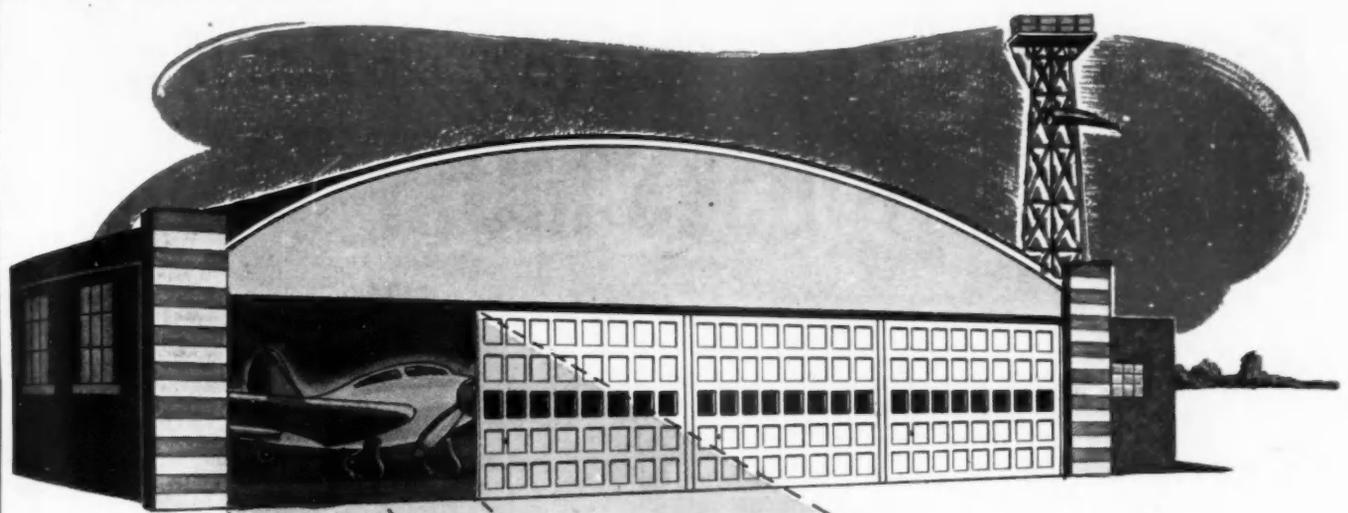
**Mengel Flush Door with "Airluk" Grid Core**  
... trim to the eye, light to the touch, won't warp or crack




## WELDWOOD Plywood

Weldwood Plywood and Plywood Products are manufactured and marketed by  
**UNITED STATES PLYWOOD CORPORATION THE MENGEL COMPANY**

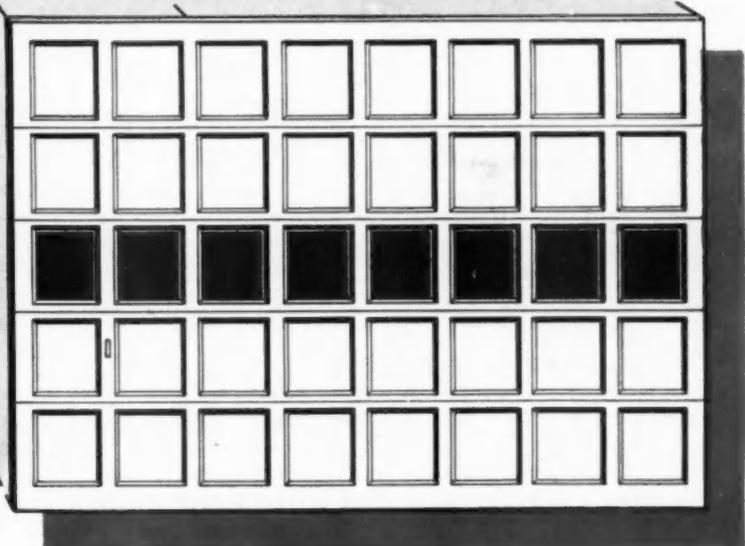
New York, N. Y. Louisville, Ky.  
Distributing Units in Boston, Brooklyn, Chicago, Cincinnati, Cleveland, Detroit, High Point, Los Angeles, Louisville, Newark, New York, Oakland, Philadelphia, Rochester, San Francisco, Seattle... Send inquiries to nearest point.



This hangar opening is neatly and adequately taken care of by four standard Crawford upward-acting doors, individually 10 ft. high by 12 ft. wide, and separated by three easily removable aluminum mullion strips which slip-lock into floor studs. Other glazing patterns may be used. Wire glass if desired.

**HERE'S OUR SLANT**

... on  
hangar door  
economy ...



**B**ETWEEN the lines of the unfolding story of this war it isn't difficult to read the story of aviation coming of age. The postwar world—with thousands trained to handle planes and new hundreds of thousands accustomed to travelling in planes—will indeed be an air world.

Thousands of new hangars, public and private, will dot the land—and, though we have been up to our ears in the battle of production for war, we have been thinking of Crawford Door applications for hangars.

It is not too early for you to be thinking about this ~~some~~ subject. We have some unusual slants on efficiency and economy—quite naturally, too, since we have worked so long with similar problems for residential garage and industrial applications. We understand hangar door requirements, but you won't find our minds closed to special considerations you may present. Can we be of help to you? Just drop us a line—there's no obligation.

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

**Crawford**  
 UPWARD - ACTING  
**DOORS**  
 Residential Garage Doors  
 Commercial & Industrial Doors  
 Hand or Power Operated Doors  
 Crawford Doors

# These Points of Coleman Leadership Can Help Me MAKE MY HOUSES MORE SALABLE!

"I have looked over the heating industry, in making my own 'post-War plans'. I find that Coleman leads that field in seven major ways. All these points are interesting. Four of them are so important to me, in selling, that I am planning to concentrate on Coleman; and in many cases am going to make use of Coleman to help me create better, more salable, more desirable homes. Check them yourself and see if you don't agree with me—"



## 1. COLEMAN LEADS IN "IDEAS."

\*Coleman engineering is so far advanced that they have made themselves the leaders in the warm-air heating field. For instance, their superiority in floor furnace design has made the floor furnace nationally acceptable, instead of a type of equipment virtually limited to California and Texas. The same "ideal leadership" in central heating will give top comfort in the Coleman central plants that go into my houses.

## 2. COLEMAN STOOD FIRST PLACE

in sales of warm-air heating appliances for the entire United States in 1941. They made this record on superior satisfaction.

## 3. COLEMAN LEADS WITH FIELD

engineering help. Their men stand back of the heating equipment firms who supply me, to secure satisfactory installations. This will help my houses' reputations for comfort.

## 4. COLEMAN IS BUILDING

enormous public acceptance, now. They are not "coasting" on past glories. Their strong national ad-

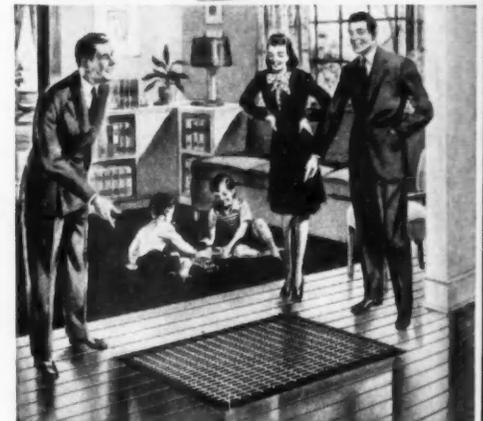
vertising will make the statement: "And it has Coleman heating" a definite selling point for houses.

## 5. THESE THINGS, TOO, ARE IMPORTANT:

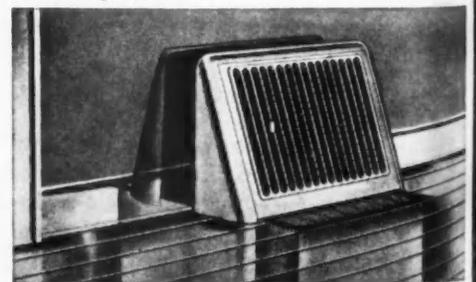
Coleman equipment is profitable for its dealers; it has strong distributor support; and Coleman has ample financial strength. These things are important to a builder, because they mean the heating equipment he puts into his houses will have competent service from good firms—which means continuing homeowner satisfaction.

## THIS BOOK WILL INTEREST

every builder; for it has been written to answer the questions home-owner prospects are asking. Thousands are sending for it. Get your copy, and see what facts about heating are important to your prospects, and how Coleman is answering them. Write Coleman Lamp & Stove Co., 2nd and St. Francis Avenue, Wichita 1, Kansas.



\*THE MOST PRACTICAL FORM OF "ADVANCED" HEATING—The Coleman Floor Furnace, with its "warm-floor" principles, flexibility, economy and ease of installation will make basementless designs easy, with construction economy that permits many "extras"!



\*DUAL WALL-HEAD ADAPTATION is one of several features that will help you get more flexibility in design. Among other things it will permit "area heating" comfort, with low-cost automatic controls, in many low-budget houses. Investigate its possibilities!



## THE "HOT" NAME IN HOME HEATING

# Coleman

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

IF IT'S A  
**WHEELER OSGOOD**

*Tru-sized*  
**DOOR**

IT COMES TO YOU  
-ACCURATELY SIZED  
-READY TO HANG!



**You Save 55 minutes on every door**



**NO SAWING**



**NO FITTING**

**NO PLANING**



TRU-SIZED Doors are designed to save valuable time and to help builders and carpenters do a better job than ever before. Because Tru-sized Doors are precision machined to exact book opening, they fit perfectly any jamb that is plumb and square. Tru-sized Doors, when ordered machined for locks and hinges, can save as much as 70 minutes on every door you install. Builders everywhere praise the advantages of Tru-sized doors!

**BECAUSE EDGES, TOP AND BOTTOM ARE PRECISION-MACHINED AT THE FACTORY!**

**MAIL COUPON TODAY!**

Wheeler Osgood Sales Corp. Dept. 7  
Tacoma 1, Washington

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

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

Be Wise—USE **Tru-Sized** America's Modern Door

ADVANCED  
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ANGELES 54



## CHEMICALS AND GLUES

### will help you please them both with WOOD

She wants beauty in the home they'll build.

He wants a house that will last their lifetime with a minimum of upkeep.

Thanks to wartime advances in glues and wood-treating chemicals you will be able to give them both what they want with wood, most promising of modern building materials.

Modern chemicals and treating methods are increasing vastly the resistance of wood to rot, moisture, insects and fire. Water-resistant and water-proof glues are making possible plywoods and laminated structural members of greater strength with

new and highly interesting architectural possibilities.

In short, wood, long known for its warm, friendly beauty, now competes on equal terms with the most modern materials for durability and economy of upkeep as well.

Two important contributors to this new status of wood as an engineering material have been Monsanto Chemical Company, major producer of chemicals and plastics, and I. F. Laucks, Inc., world's largest manufacturer of water-resistant and water-proof glues. Now that these two leaders in their respective fields have combined their resources, research and experience, you can look for still greater contributions to come.

#### I. F. LAUCKS, Inc.

##### America's Glue Headquarters

CHICAGO (2)—6 N. Michigan Avenue,  
SEATTLE (4)—911 Western Avenue,  
LOS ANGELES (1)—859 E. 60th Street.  
Factories: Seattle, Los Angeles, Portsmouth, Va., Lockport, N. Y. In Canada, address: I. F. Laucks, Ltd., Granville Island, Vancouver, B. C., or Hercules-Laux-Merritt, Ltd., Stanbridge, Quebec.



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

## GRACIOUS LIVING...



## On a Modest Scale



The Navy's Famous Quonset Huts  
Are Built by

# STRAN STEEL

DIVISION OF GREAT LAKES STEEL CORPORATION  
1130 PENOBSCOT BUILDING, DETROIT 26, MICHIGAN

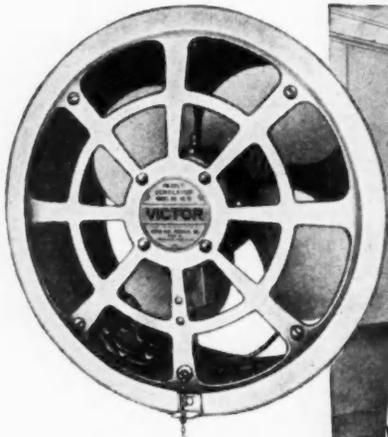
As an interpretation of gracious living, the "home in the country" need not be extravagant in size or price. It can find expression in small houses designed with taste and attractively situated. New forms of transportation, together with the trend toward decentralization of industry, promise interesting developments in the "pocket" estate.

Stran-Steel framing systems provide an excellent building medium to accomplish this concept. They are flexible in application—lend themselves to economies of modern building technique—impart durability and permanence to homes that stand for a way of life.

Equally adaptable to apartments, large scale housing projects, commercial buildings and specialized structures, Stran-Steel is well qualified to serve the new era of building.

UNIT OF NATIONAL STEEL CORPORATION

# Give them what they want!



Many, many pounds of grease and dirt never find their way into the garbage can. They float thru the air finally landing on walls, curtains, everywhere, smudging everything they touch. The Victron In-Bilt Ventilator automatically rids your home of these unwanted, obnoxious elements — whisks them out of doors in a jiffy.



## A Good Housekeeping Essential



**Note:**  
**TO KITCHEN CABINET MANUFACTURERS**  
 In your plans for tomorrow's kitchens, you plan to give the home owner the utmost in utility, beauty, convenience. Don't forget the importance of kitchen cabinets which incorporate Victor Ventilation. Our engineers will be glad to work with you on your post war plans.

Americans the country over are dreaming and planning for tomorrow's home—today...and of the things they want "inside" that home.

One of the things they want and are going to demand is better ventilation. High on their list of pet hates is the linger, longer odor of yesterday's cooking. According to the latest Small Homes Survey of post-war Home Planners, 80% stated that they want a ventilator in their home of tomorrow. A large majority want a Ventilator in the kitchen at least. Others want a ventilator in the bath, rathskeller or bedroom.

Let's give 'em what they want.

Needless to say many remember the good job of removing stale kitchen odors a Victor Ventilator is doing in the homes of friends. They will prefer a new Victron Ventilator in their post-war home.

**VICTOR ELECTRIC PRODUCTS Inc.**  
 DEPT. AB-844, 2950 ROBERTSON AVE., CINCINNATI 9, OHIO

Get the latest news of the developments by Victor in the Ventilator and home appliance fields. Write today and simply say, "Put me on your list".



**THE BONDS YOU BUY TODAY WILL BUY BETTER LIVING TOMORROW**

THE POWER OF THIS  
**SKILSAW DRILL**  
*lifted* **HALF-A-TON!**

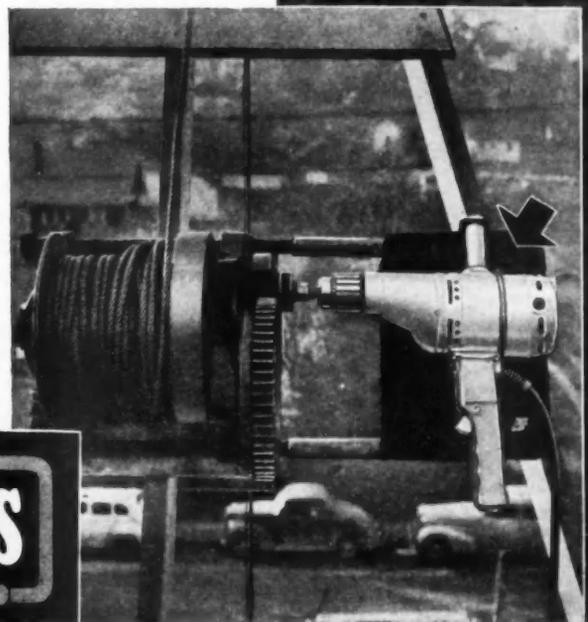


Maybe you've never thought of using a SKILSAW DRILL to operate a Beebe hoist—but the Sound Construction and Engineering Co. of Seattle did—and Model "123" SKILSAW DRILL lifted HALF TON LOADS *steadily!*

This is just another example of the EXTRA power packed inside the compact body of Model "123"—EXTRA power that's typical of all SKILSAW DRILLS from 1/4 inch to 3/4 inch capacity in steel, and up to 2 inches in hard wood.

Find out today how these rugged SKILSAW DRILLS can save time, money and manpower on all your drilling jobs. Ask your distributor for a demonstration now!

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



**SKILSAW**  **TOOLS**  
 PORTABLE ELECTRIC  
 MAKE AMERICA'S HANDS MORE PRODUCTIVE

**ON THOUSANDS OF  
AMERICA'S HOMES**



**An invisible stamp of quality...  
a brand name that millions know**

**F**OLKS everywhere buy the names they know — and trust. Millions of home owners, business and farm building owners have bought Texaco roofing. They know its reputation for quality, endurance and economy. They'll continue to buy it. And millions of others can be sold Texaco because they know this famous brand.

You can make your selling easier and more profitable by offering this popular brand. And—you can cash in on the biggest market right now—re-roofing.

It's good business to go after re-

roofing sales. It's good business to sell asphalt roofing the 2 to 1 favorite over all other types of roofing combined. It's good business to sell Texaco—the name that millions know!

★ ★ ★

*Texaco Asphalt Shingles and Roofing are available through Texaco Roofing Dealers supplied by a large network of Texaco warehouses — east of the Rockies. Drop in, write or 'phone your nearest Texaco Roofing Dealer, or write The Texas Company, 135 East 42nd Street, New York 17, N. Y.*



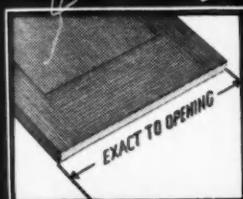
**TEXACO**



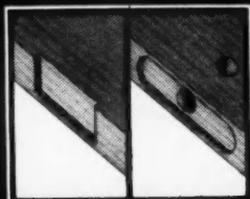
**SHINGLES and ROOFING**

# FACTRI-FIT

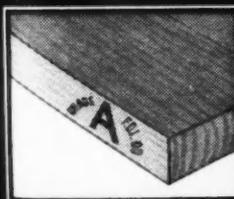
## Precision-Built Douglas Fir Doors



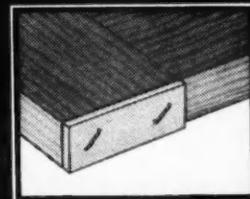
**1** FACTRI-FIT doors are pre-fit at the mill, trimmed to exact size, ready to hang without sawing or fitting.



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



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



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

Write for catalog showing the line of Douglas Fir Interior Doors, and new specialty items.

# Build Faster-Better!

## CHECK these time and labor-saving features of the new Factri-Fit Douglas Fir Doors

Now available only for essential building, Douglas Fir Doors will be ready again when war needs are over.

**A**LWAYS strong, long-lasting and architecturally correct because of the natural durability and beauty of Douglas fir, these fine doors are now improved to help speed post-war building. They reach you precision-built—ready to hang. And the small cost of Factri-Fit features is more than offset by savings on the job.

**Basic 3-Panel Designs Make These the All-Purpose Doors**

Attractive 3-panel designs are included in the stock line of Douglas Fir Interior Doors. These are basic, all-purpose designs—ideally adaptable to all types of building.

# Douglas Fir DOORS

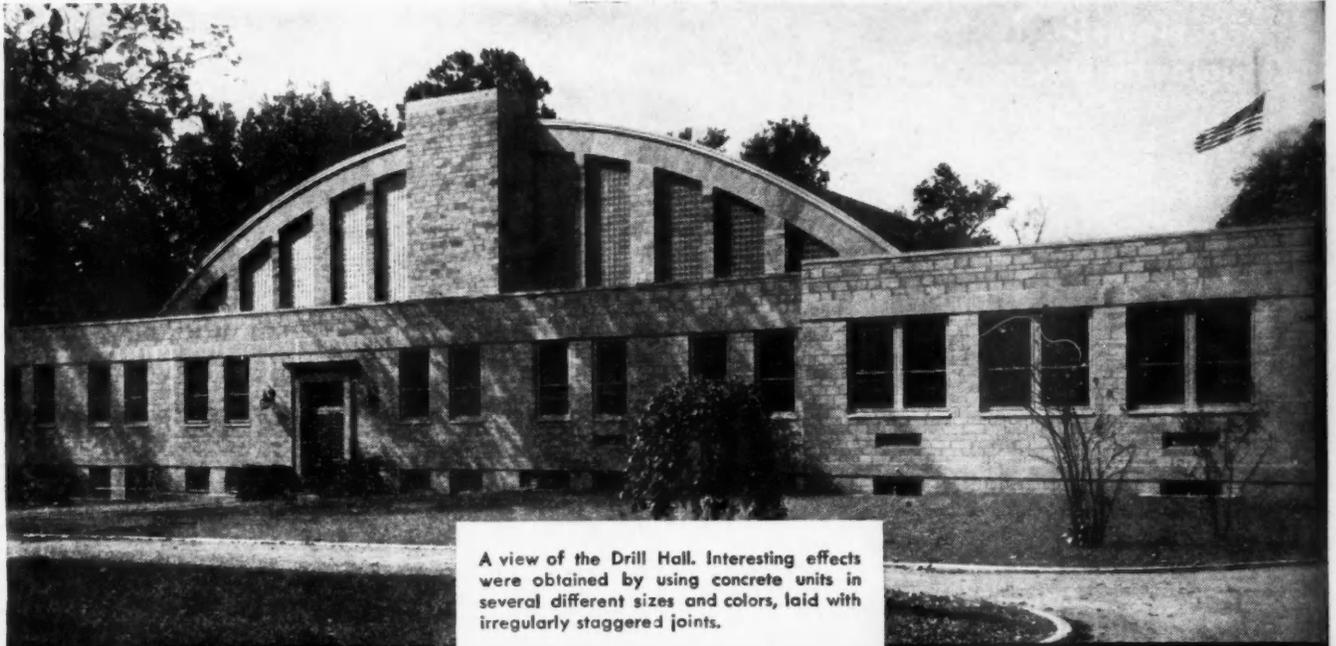
## FIR DOOR INSTITUTE

Tacoma 2, Washington

Remember!  
NATURE MAKES  
DOUGLAS FIR  
Durable!

Durable Douglas Fir Doors are made from all-heartwood, vertical-grain, soft, old-growth Douglas Fir.

# "The Annapolis of the Merchant Marine"



A view of the Drill Hall. Interesting effects were obtained by using concrete units in several different sizes and colors, laid with irregularly staggered joints.

## *the* U. S. MERCHANT MARINE ACADEMY

Beauty, permanence and rapid construction, in spite of wartime shortages of materials, have been achieved in the building of the U. S. Merchant Marine Academy, Kings Point, Long Island.

The buildings—18 in all—were designed by Alfred Hopkins and Associates, Architects and Engineers, and erected under the supervision of the War Shipping Administration. Some old buildings were also remodeled. The Vermilya Brown Company was the contractor. Masonry units were supplied by National Brick Corporation and ready-mix concrete by the Island Transit Mix



A successful combination of concrete units and cast stone trim is seen in this entrance to the Drill Hall. All masonry units were made with Lehigh Early Strength Cement.

Concrete Company.

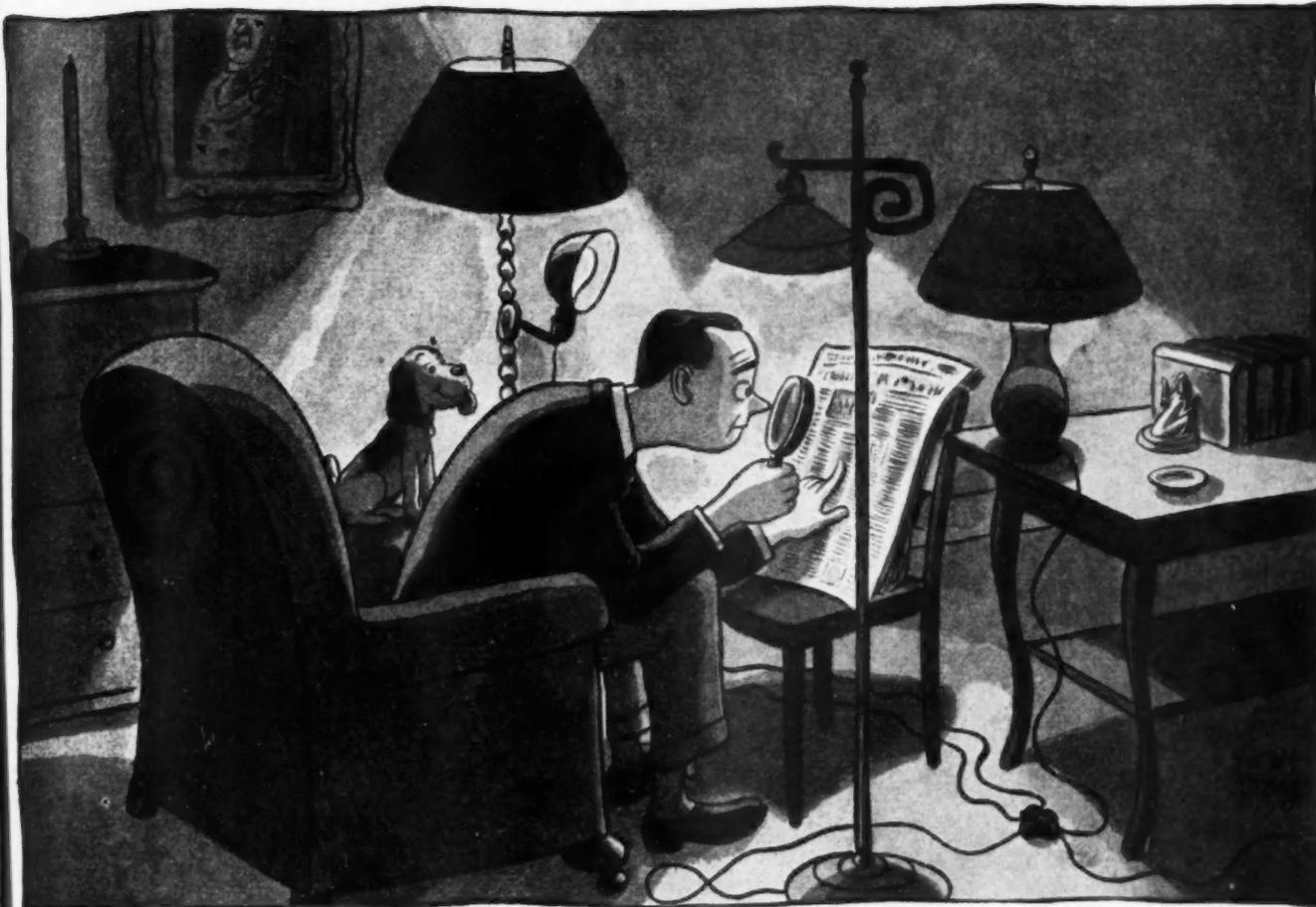
Much of the general construction work was done with Lehigh Normal Cement. Lehigh Early Strength Cement was used in the manufacture of approximately one million cinder concrete blocks and exterior colored concrete masonry units. By using this quick-curing cement in the manufacture of these blocks and units, the National Brick Company found that breakage was held to a minimum and blocks and units could be transferred to the high pressure steam chambers much more quickly, saving time and money.

*For beautiful buildings . . .  
built to last . . . with  
speed and economy . . . use*

**LEHIGH EARLY STRENGTH CEMENT**  
for service strength in a hurry



BETTER WIRING FOR BETTER LIVING



"In the gloaming  when the lights are low"

WHAT'S our old friend, Bill BJones, up to now? Well, for one thing, he's *not enjoying* one of the greatest boons of modern living—*good lighting*.

Poor fellow! His home is *inadequately wired* to carry the electrical loads imposed by modern lighting and electric appliances.

So, with *other loads* on his circuit, he just isn't getting enough current. Adding lamps isn't the answer . . . *better wiring is*.

Anyway, the BJones' home is no exception to the rule that approximately 95% of the homes in America are inadequately

And now's the time to start thinking about *modernizing* the electrical wiring in existing homes—and *properly wiring* the millions of new homes that will be built after Victory!

The Westinghouse Better Homes Department offers you valuable help in this direction, in the form of *free technical* advice on:

- Selection and application of fixed electrical equipment in 194X homes.
- Dimensions and clearances, for proper installation and access for servicing.
- Placing of lighting outlets and controls.
- Location and size of wiring, water supply, and drainage lines.

our electrical problems to the house Better Homes Depart-

Use  
uses Everywhere

mas, Sunday 2:30, EWT, NBC.  
10:15, EWT, Blue Network

ment. Our Advisory Staff will give you authoritative information, promptly.

Here's a new book that will help you explain the urgent need for "better wiring for better living" to prospects for *home modernization* and for *new homes*.



THIS BOOK IS YOURS FOR THE ASKING

"Electrical Living in 194X" answers practically every question your prospects may ask regarding increased electrical loads in future homes—lighting and lighting controls—modern circuit protection—entrance equipment and distribution panels.

Get your free copy of this 64-page book, now, by writing Better Homes Department (AB-84), Westinghouse Electric & Manufacturing Company, Pittsburgh 30, Pa.

# Get set for **FAST ACTION** on store remodeling jobs!

Line up jobs NOW . . . so  
you can start work the minute  
building restrictions are lifted.



These stores in Nashville, Tenn., are a good example of how Pittsburgh Glass can create better-looking, sales-winning stores . . . and profitable modernization work for you. Architects: Warfield & Keeble.

**T**HE early bird catches the worm. Line up the store-remodeling jobs in your territory *now*. Then you'll be all ready to start profitable modernization work the minute building bans go off.

We're helping to smooth the path to such contracts for you. Right now, through extensive advertising, we're urging hundreds of retail merchants

to modernize their stores . . . inside and out. And we're telling them to get modernization plans approved *now* . . . so when construction returns to normal, they'll be among the first to get their stores improved with Pittsburgh Glass and Store Front Metal.

So start lining up remodeling jobs today. And whenever you build, re-

member that your clients prefer Pittsburgh Glass Products . . . due to consistent advertising over the years.

Mail the coupon for our free books of facts, figures and photographs about many store remodeling jobs throughout the country. It shows how effectively Pittsburgh Glass can be used to give stores new sales appeal and new attractiveness.

*"PITTSBURGH" stands for Quality Glass and Paint*

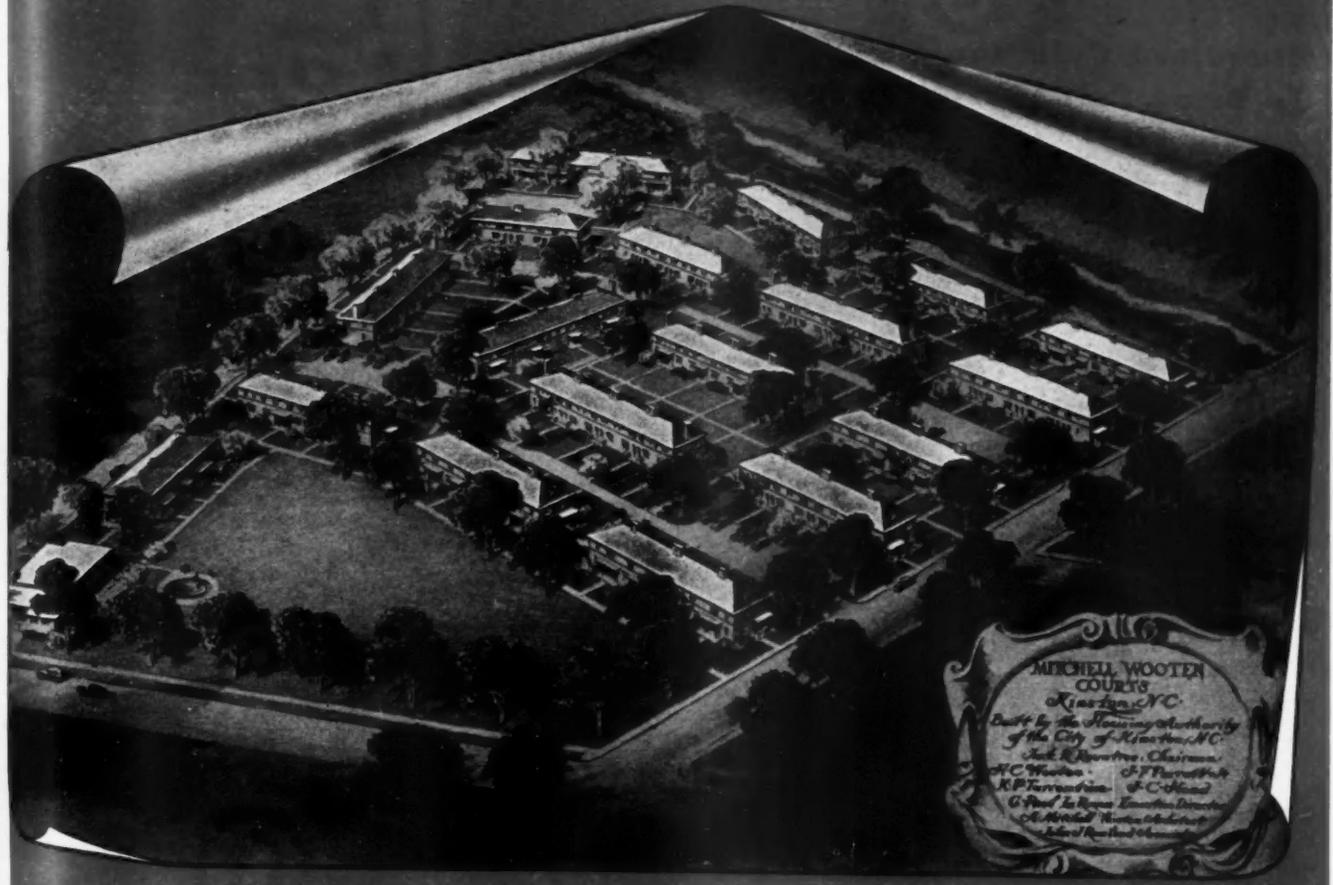
## PITTSBURGH GLASS

### for Store Fronts and Interiors

PITTSBURGH PLATE GLASS COMPANY

# 19 BUILDINGS

COMPRISING 142 UNITS AND 1 COMMUNITY CENTRE



MICHELL WOOTEN  
 COURTS  
 Winston, N.C.  
 Built by the Planning Authority  
 of the City of Winston, N.C.  
 Jack B. Rowntree, Chairman  
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Equipped with 143 Norge Rollator Refrigerators and 143 Norge Gas Ranges

Further proof that successful architects and builders know Norge household appliances help assure their clients' satisfaction. And another reason why you will do well to—

**SEE NORGE BEFORE YOU BUY**



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

# NORGE HOUSEHOLD APPLIANCES

- REFRIGERATORS
- GAS RANGES
- WASHERS
- ELECTRIC RANGES
- HOME HEATERS
- COMMERCIAL REFRIGERATION

# Washington News Summary

## Blandford Calls for a Code of Good Practices To Bring Full Value to the Housing Consumer.

**T**O ATTAIN full stature after the war, the housing industry must achieve a much larger volume of production and much broader markets than it has ever reached before," National Housing Administrator John B. Blandford, Jr., said last month in declaring for a code of practice in postwar home building.

"It must, however, reach this scale of operations on a foundation of good practice if it is to make a lasting contribution to the welfare of the nation as well as to the welfare of those who work directly in housing."

Following is a list of what Blandford says we want:

"We want sound construction and full value for the housing consumer; not jerry building or deceptive sales practices . . .

"Channels of supply for building materials and equipment based on the most efficient methods of distribution at fair profits; not a system based on restricted markets and collusion . . .

"Local building codes and zoning ordinances aimed at true protection of public safety and on true advancement of community housing values; not distortions of these goals merely to advance or protect some special interests . . .

"Sound neighborhood planning which will provide good living environment and stability for home investments; not haphazard developments which threaten community values and hasten blight . . .

"Sound financing for housing which will provide a safe and productive investment outlet for savings at conservative interest rates commensurate with safety of principal; not a speculative mortgage structure which will intensify future depressions by over-appraisal . . .

"A housing industry that will offer steady employment at good wages for workers; not sharp fluctuations in building employment.

"A prosperous building industry deriving fair profits from a large volume of business; not an industry that will seek large speculative profits from brief spurts in production . . .

"A stabilized industry that will contribute consistently to sustained high employment and sustained high production; not an industry which will intensify the maladjustments of both booms and depressions . . .

"A housing supply in our cities and throughout the nation that will bear close relationship to the housing

needs of citizens in all walks of life; not an unbalanced supply that will emphasize the un-American contrast between slums and decent neighborhoods . . .

"In sum total, a housing industry that will contribute on a large scale to a better America after the war."

**Strikes at bad practices**—FHA's Commissioner, Abner H. Ferguson, anticipating an enormous volume of repair, remodeling and modernization work on old homes in the postwar market, has issued revised regulations for property improvement loans to protect the public against overpricing and other unethical practices of "some" contractors and dealers.

He cited a recent survey which indicated that a market of at least three billion dollars in home repair and modernization work waited only the relaxing of wartime restrictions upon materials and credit.

"The most important change in the regulations so far as lenders, dealers and contractors are concerned," the Commissioner said, "are new requirements designed to restrict the operations of a comparatively few unscrupulous dealers, who have been abusing, in one way or another, the privileges extended under Title I. On and after July 1, 1944, lending institutions will be required to investigate all dealers from whom they purchase Title I paper, and to satisfy themselves before accepting such paper that the originating dealer is reliable, financially responsible and qualified to perform satisfactorily the work to be financed and to extend proper service to the customer."

**New lumber order**—L-335 went into effect August 1. It takes the place of all previous lumber orders. See special story, prepared by Frederick W. Turner, Jr., outstanding authority on WPB lumber orders, especially for *American Builder* readers, on Page 63.

**Heat-sealing homes**—While OWI predicts a serious shortage of coal, wood and oil next winter, FHA reports householders are rapidly "heat-sealing" their homes during the summer months to reduce their need for fuel in winter months.

Under the new FHA Title I plan no payment is required until November 1 for insulation, conversion of heating equipment, purchase of storm sash, etc.

Loans up to \$2,500 may be made for this purpose. Of those made to date, the average is for \$400 FHA reports.

**Follin predicts**—Houses from \$6,000 to \$10,000 will reach a volume of 270,000 units per year for the five years following the war, Managing Director James W. Follin, of the Producers' Council said in a recent speech. His findings come from the Council's Market Analysis Committee, which also shows an expected volume of about 580,000 a year in the under-\$6,000 class.

**Urges modular design**—For reducing building costs in postwar construction, Follin also urged, in letters to 10,000 designers, that they notify manufacturers that they want materials and equipment produced with co-ordinated dimensions.

"When materials and equipment are made with regard for the dimensions of other products with which they must be combined, there will be less waste of time by workmen in cutting and fitting. Additional economies will result when manufacturers produce fewer sizes of materials and equipment, permitting a greater degree of mass production," Follin said.

**WPB liberalizes**—The policy of War Production Board is to increase civilian production as materials and labor can be spared from military use without damaging the war effort. This indicates an attitude for rapid reconversion, which promises an early resumption of private home building. Note the following evidence:—

The authorization of 50,000 cast iron bathtubs, a fifth by each of the following companies, is authorized for the third quarter: American Radiator & Standard Sanitary Corporation, Crane Company, Eljer Company, Kohler Company and Richmond Radiator Company.

Also, 37 per cent of production from July, 1940, through June, 1941, of electric water heaters for civilian use has been approved.

For fuel conservation, approval was given to the application of brick veneer to old buildings.

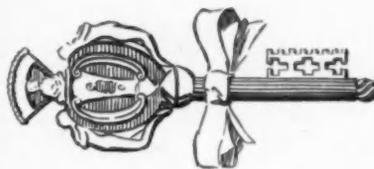
Orders have been revoked limiting the use of aluminum and magnesium for manufacture of civilian goods wherever manpower is available.

Manufacturers will be allowed to purchase machinery, tools, and dyes for civilian production. The object is to encourage an all-out effort to finish the war job, by removing doubts about postwar business and jobs.

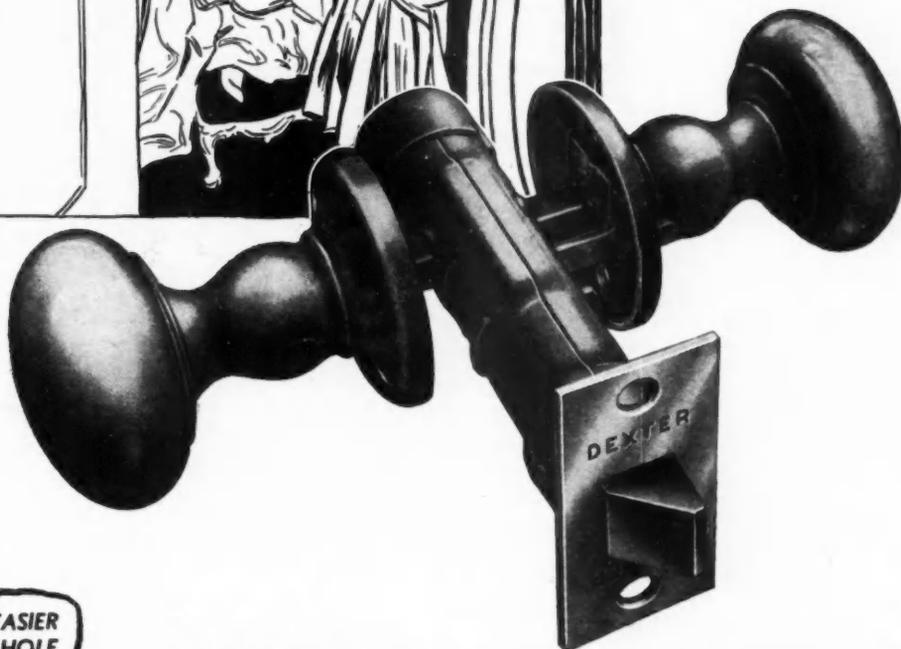
EVEN  
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In the days of Charles the Second of Spain all gentlemen of the king's household carried gilt master keys to every room of the royal palaces. The large handles projecting from their right pocket and secured with ribbons served as badges of distinction and later as the emblem of the Order of the King's Bedchamber.



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



# DEXTER TUBULAR LOCKS and LATCHES

## 1944 War Housing Calls for DEXTER-TUBULARS

Castles in Spain are glamorous only in story books, lack the elementary conveniences available to every American home. Dexter Tubulars are certainly to be numbered among such conveniences. *Convenient*, because they are so easy to install. With the aid of the Dexter bit guide, Dexter Tubulars require only a fraction of the time over old-fashioned, laborious mortise methods. *Convenient*, because their high quality of materials and workmanship (backed by the written Dexter, lifetime warranty) assure you, and those you build for, a lifetime of satisfactory, trouble-free, service.

There is a Dexter Dealer in your community. Ask him for complete information. Write for your copy of the Commander Line Catalog, showing hardware that conforms to WPB revised Order L-236.

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

# A Smile With A Serious Message To The Man Who's "Looking Around"



**This tough baby** is always bumping his head on machine obstructions and breaking his glasses so he can't see what he's cutting. Yet loudly he shouts, "I've used this machine all my life and never been knocked out completely. It may be a nut cracker but I wouldn't think of trying any other . . . s'long as I have accident insurance."



**Says this gadget collector:** "Give me lots of extras, even if the machine won't work. When I cut lumber, I want a power saw that has a whiskbroom to dust the sawdust out of my hair after each stroke."



**He's spending dimes to save nickels** but doesn't know it when he says: "I'm buying from Sockem and Skinem; they're giving me 50% off if I take their machine without the saw. And they pay the freight."



## MONARCH UNI-POINT RADIAL SAW

We hope you'll find a smile or two in these cartoons. Although in lighter vein, they contain a serious message; namely, that in the selection of a power saw we urge you to consider what is really essential. We believe you should install a Monarch UNI-POINT Radial Saw because only with a UNI-POINT can you enjoy all of these five fundamentals.

1. **Faster work**, meaning increased output, saving manpower and money.
2. **Permanent accuracy**, that insures quality performance and long life. All vital parts are of hardened steel.
3. **Safety and Convenience**—No reaching over table to get at adjustment levers. No long arm over table to get in your way.
4. **Versatility**—You can do all bevel, miter and compound miter cross-cutting, straight or bevel ripping, and by means of simple attachments such other wood-working operations as routing, shaping, sanding, scarfing and dapping.
5. **Value**—In no other radial saw can you combine in the one machine so many advantages regardless of price—yet UNI-POINT costs no more than other saws.

Send for Catalog 60



### AMERICAN SAW MILL MACHINERY CO.

60 MAIN ST.

HACKETTSTOWN, N. J.

Established 1903

Radial Saws  
Shapers

Saw Benches  
Sanders

Band Saws  
Mortisers

Jointers  
Swing Saws

Planers  
Lathes  
Saw Mill Machinery

# AMERICAN BUILDER Editorial

## The housing research bill

**A**S CONGRESS adjourned Senators Kilgore and Wagner popped a housing research bill into the hopper which is of much importance to builders.

Known as S-2046, The Housing Research Act has as its purpose "To provide means and facilities to co-ordinate, foster, or undertake technical research and related economic studies which will encourage production of better housing and community development at lower cost."

The object is undoubtedly worthy, but before additional millions of taxpayers' money are put into another Washington bureau, the whole purpose and place of research in housing should be thoroughly discussed.

### Too many altruists

"Housing research" is a fine, alluring term that tends to attract the interest of many reformers and well-meaning altruists, who think that all the problems of the building industry can be solved in a laboratory, if you build one big enough.

The truth is that it is not lack of research, studies and investigations that is at the root of the problems of the building industry. *It is the failure to put such information as we DO have into effective use.*

One reason is that houses are built in hundreds of thousands of scattered sites throughout more than 16,000 communities, 3,000 counties, and vast rural areas of the United States. More than 66 per cent of 1941's 715,000 houses were built in rural areas and in communities of less than 50,000. The most difficult, and at the same time the most important job of those who want to see building progress, is to make practical, useful, technical information easily available to the hundreds of thousands of small firms involved in building operations scattered across the vast and variable areas of this land.

The first requirement for a sound research program should, therefore, be a sound and thoroughly well-grounded knowledge of building conditions and existing operations—the how, where and why of this industry.

Then the sound and correct procedure would be to start in the local communities, from the grass roots up. The tendency in any new Washington bureau, we are sure, will be the exact opposite. The temptation will be to remake the industry from the top down—to develop some theoretically perfect mass-production house that in the opinion of the laboratory technicians will fit every town, hamlet and farm in the country.

Such an approach would not only be a waste of millions of the taxpayers' money, but would actually do the building industry harm.

The proposed bill would place the Office of Housing Research in the National Housing Agency. We see no reason why it should be placed in a temporary war agency of this sort, and strongly recommend that it be made a part of the Federal Housing Administration, which through its field offices has the most intimate contact with the grass roots building activity of this country.

Through FHA's field men it would be possible to learn what local building problems are. They vary from soil conditions in Denver to condensation problems in Minneapolis, and high temperature problems in Texas.

FHA can provide an automatic and efficient means of *getting information to the field where it is needed*. FHA could become an important source of technical information, intelligently adapted to local and regional needs of builders. We repeat, it is more important that a means be provided for getting information *out into the field* and put into use, than to engage in additional research. However, it would be helpful to have both.

### FHA should be information center

Such a research department should avoid becoming involved in specific materials or specific systems—of which there are vast numbers—and confine itself to assembling, co-ordinating and *disseminating* the technical information already available from other government bureaus and from other sources.

In other words, let us have more housing research, but (1) keep it practical, (2) keep it decentralized and local in application, (3) provide funds for educational and demonstrational activities by FHA to put the information to work.

One of the first steps should be the construction of demonstration model or test homes throughout the country by private builders or building groups, using materials that will be immediately available after the war.

### Time For Test Homes

**American Builder proposes that 500 demonstration or model test homes be built this year by private builders or building groups in 500 communities. See next month's issue.**

# Builders Combat "Impractical Miracle Home"

Launch nationwide campaign to offset harmful predictions of "dizzy dreamers." NAHB spearheads drive with industry support

**A**CTING on the belief that the best defense is *attack*, the builders of the nation are at long last embarking on an aggressive campaign to correct false thinking and false propaganda about postwar home building.

For years the active building men of the industry have been smarting under the fantastic statements, articles, pictures, and propaganda of a small group of "well meaning but misguided" persons—so characterized by

Frank W. Cortright, Executive Vice President of the National Association of Home Builders.

Now NAHB is well along on an extensive national campaign to combat these false ideas about postwar home building. Wide backing by other factors in the industry is being received, and the nationally known publicity organization of Steve Hannagan Associates, of New York City, has been retained to conduct a vigorous "missionary" campaign.

NAHB has invited the assistance of all factors of the industry in this campaign. Already hundreds of newspaper articles have appeared, and extensive work is under way among consumer magazines, radio broadcasters, columnists and other sources of public opinion and information.

It is emphasized that the NAHB campaign is a **POSITIVE** one, intended to inform a confused public and bring it down to earth in its thinking. It will emphasize the sound, forward-looking progress to be expected in postwar homes as contrasted with the fantastic dream ideas so often pictured in magazines and newspapers.

Although *American Builder* and other business publications have for several years been pointing out the dangers of ill-conceived predictions about postwar changes in building, the full danger and the full extent of harm resulting from such predictions was not brought home to many in the industry until last month, when a startling survey was released by NAHB.

## Shows Alarming Conditions

This survey, which was briefly reviewed in the July *American Builder*, showed that prospective home buyers have been so confused that they are *expecting the impossible* in postwar homes.

They have been led to dream of houses loaded with miraculous gadgets of comfort, convenience and beauty *without having to pay for them*. They not only expect electronic controls, plastics, marvelous new plumbing fixtures, air conditioning "like in the movies" and a host of other improvements, but they say they will not buy a home until they can get them—even though prices they can afford are far

## "Must Be Tested" Says Ferguson

**FHA WILL NOT insure homes built by untried, untested methods, Abner Ferguson says. "It would be silly to insure a 20 to 25 year mortgage on a house constructed by some method or of some materials about which there is any doubt," he declares. See special statement, page 63.**

## You're Gonna Have to Wait For That "Dream House" !!

NAHB Survey Indicates That the Average Family in the Market for a Postwar Home Has Been Led to Believe It Will Get Miracles

## Home Builders Get Warning by FHA

The Federal Housing Administration will proceed with caution in granting mortgage insurance on "miracles" for new homes. Referring to untried and untested materials, Abner H. Ferguson, FHA Commissioner, said today in a statement released through the National Assn. of Home Builders that it obviously would be unwise to insure a 20- to 25-year mortgage on a home constructed by some method or of some materials about which there is any doubt.

## WARNS AGAINST MIRACLE HOMES AFTER WAR

NEW YORK, June 21.—Abner H. Ferguson, Commissioner of the Federal Housing Administration, today warned against "miracle" homes to be built after the war.

## Current Comment

### Rude Awakening From Dream of Miracle Home.

**BY JAMES TREASHER.**  
Thousands of American families are dreaming of a new postwar home, complete with electronic gadgets of comfort, convenience and beauty. These dreams are shattered in a good many cases by a rude awakening from the dream.

## New Building Processes Will Be Evolutionary Following War

**BY HUDSON PHILLIPS.**  
NEW YORK, June 24.—(AP)—The change to new building processes and products will be evolutionary, instead of revolutionary, says Kenneth K. Stowell, editor of *The Architectural Record*.

## Postwar Dream—With Alterations

Millions of American families are not waiting for the first three of these dream homes.

## Washington Memo

By Charles Van Deventer and William O. Poyer Jr.  
Advertisers Coming Down to Earth—Puncture Postwar Paradise Picture

Washington, May 9. (AP)—The type of big business publicity and advertising which has been depicting a postwar paradise of stream-lined transportation, television, electric servants and air conditioning homes for everyone, won't arrive the day people hope for.



## 'Dream House' Not In Offing

Prospective home builders in the post-war era who believe they will make up in a "dream world" of magical, air-conditioned housing the day victory comes are due for a rude awakening, FHA leaders say.

## Homes to Have More Value in Postwar Period

WASHINGTON, D. C.—Prospective home builders in the post-war era who believe they will make up in a "dream world" of magical, air-conditioned housing the day victory comes are due for a rude awakening, FHA leaders say.

# The Home'' Propaganda

By Joseph B. Mason  
Editor

Will Your Post-War House be a Soap Bubble?



below the class of equipment they describe and apparently expect.

As a result, many prospective home buyers are going to be disillusioned—unless steps are taken NOW to present a more sensible picture of the better homes ahead.

These steps are being taken in the form of the business-like counter-propaganda campaign being led by NAHB. It is expected that many manufacturers, building material dealers, and other building industry

(Continued to page 108)

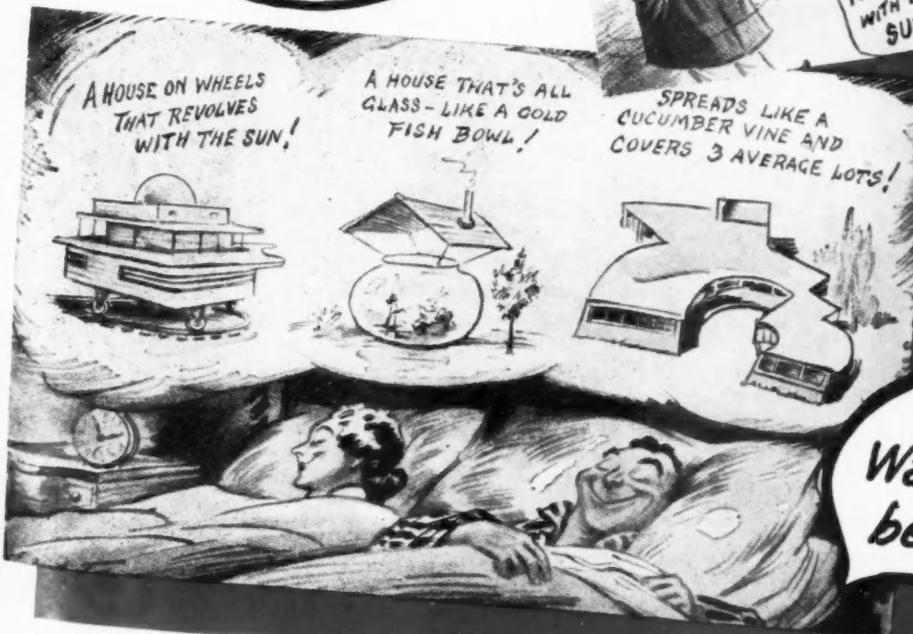
Will Your Post-War House Have HOT and COLD Folding Doors?



A HOUSE ON WHEELS THAT REVOLVES WITH THE SUN!

A HOUSE THAT'S ALL GLASS—LIKE A GOLD FISH BOWL!

SPREADS LIKE A CUCUMBER VINE AND COVERS 3 AVERAGE LOTS!



Will Your Post-War Dream House be a Pipe Dream?

FAMOUS cartoonist Herbert Johnson drew these pictures for National Gypsum Company's extensive advertising campaign against fantastic home ideas. Many other manufacturers are backing the program for down-to-earth thinking about postwar homes.

House' n Offing  
builders in the believe they will dream world of and foreign that are due for a home builders sh-  
to Have Value In war Period  
of Materials to enter Livability  
ON, D. C.—Preser- dets in the year- ry will make up of magical, seven- day victory over the National Am- e Builders, reman- f focus) in the an- ur home respect ad- ted to a home re- chabral, a reader materials and re- stration. Unit has bring evidence e outstanding accom-  
World's largest in- nd, is used as an- ed. "If you want a- a living's a good- ight, arrange the- HAJER. Other lan- in a covered, City  
underway.

# “CHRYSLER VILLAGE”



**WAR WORKER-TENANT**  
Michael Skopick packs away a hearty breakfast with his family before his day's work in a war plant; Mrs. Skopick busies herself with his lunch box. This typical family is fortunate to find good living in one of these Title VI units.

## PLAN BIG FOR POSTWAR AND ASSURE JOBS IN PRIVATE INDUSTRY

Low-cost homes and rental housing will be an important building operation for private enterprise as soon as restrictions are lifted and materials available. Large and small projects all over the country will be needed to take up the slack; here is a pattern from which good ideas can be borrowed.

**P**ROGRESS toward improved living has not been adjourned during these war days. Just as good homes have always made better citizens, we are finding out that good housing makes better war workers. Will we profit by some of the wartime lessons which have proven a remarkably close relationship between industrial efficiency and living conditions of the workers of such plants?

For instance, take Lawler Park, better known as Chrysler Village, in the heart of a factory section of Chicago. Surrounded by 125 separate manufacturing concerns, this Title VI project is showing what can be accomplished with good planning right

in the midst of a tremendous industrial area. Typically, Michael Skopick, shown above, with his family, has not missed a day or been late once in the sixteen months he has been working on propellers at the nearby Studebaker plant.

When Chrysler Village—so called because many of the tenants work at the giant Chicago Dodge factory south of the site—is completed it will house 700 such workers and their families. Without such a community it is certain that the war effort would have suffered by such reduced production as doubling up or a trailer jungle might have meant. But instead, these units built jointly by private build-

ers J. Walsh as well as a model completed and su (see p About Merrior plexes, are 3-h room

A SAFE HOMES INDUSTRY shown in Village." worker co Complete Planned the heart Curved plenty of landscapi by shop other faci entages ing. Bul and Fred

# "CHRYSLER VILLAGE"—Where Good Homes Make Willing Workers

By Robert E. Sangster

Managing Editor



BETTER LIVING for industrial workers is built into these Chicago rental duplexes and four-family units.



BUILDER JOSEPH E. MERRION

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ers J. E. Merrion Co. and Fred J. Walsh Co., both prominent nationally as well as in Chicago, will provide a model community of over 70 acres complete with its own central park and surrounding shopping section (see plot plan).

About 400 of the units are completed or being built by J. E. (Joe) Merrion in the form of singles, duplexes, four-family and rows. Most are 3-bedrooms, and 3-level, 2-bedroom singles have unfinished space

for a large master bedroom. Incidentally, this excellent design is being built as a result of 100 per cent satisfactory buyer acceptance when tried out on a previous job. Plans on page 56 show how it provides adequate basement and future expansion possibilities. These one-family jobs are for sale, while the multi-family units are rental under 603.

The various types are grouped with rows at one end, duplexes and 4-family nearer to the central park, and

singles at the other end. This keeps similar accommodations segregated but not rigidly so. The concentric curved streets toward the center are interestingly planned, with enough variety of units to relieve any harsh appearance of institutional sameness so frequently found in projects as large as this one.

The park area will be the high point in creating this self-contained community. Although the center group of units will be completed last, the city

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A SAFE AND SNUG ISLAND OF HOMES IN A BUSY SEA OF INDUSTRY — Lawler Park, better known in Chicago as "Chrysler Village," is a self-contained war worker community for 700 families. Complete with its own park, it was planned to offer decent living in the heart of an industrial area. Curved streets, no thru-traffic, plenty of light and air, attractive landscaping, service alleys, nearby shopping, transportation and other facilities give this project advantages of advanced land planning. Built by J. E. Merrion & Co. and Fred J. Walsh Co.

55





DOUBLE HOIST serves four single-family units at a time on construction at Chrysler Village, Title VI project in Chicago.

has accepted dedication of this spot for recreation and children's playground. It will always be protected from traffic hazards as there are no thru-streets in this section. Plenty of light and air are also forever assured, since the coverage figures to

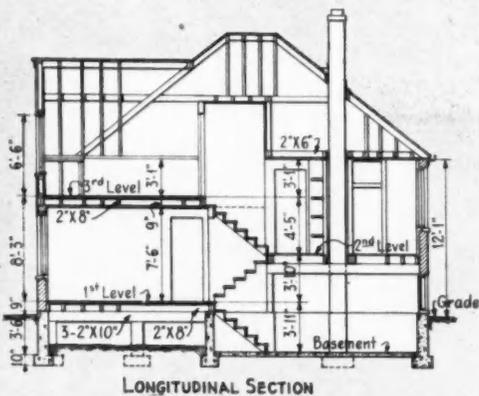
only eight and a fraction families per acre, including the row housing.

What are some of the other factors which will make this type of development popular for years to come? One of the biggest present day appeals is the easy walking dis-

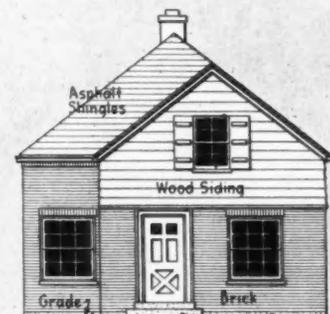
tance to work—some tenants even come home to lunch. Separate yards are another; these busy war workers have even found time to plant Victory Gardens on their own property. Maintenance service charge on rental units has proven here as elsewhere a sound method of keeping the whole property in good condition, without the spottiness that can mark the beginning of community deterioration. Ample shopping area and other facilities not always adequately provided in farther out sections is appreciated by the wives. These are just a few of the attractions and benefits that such a well-planned residential development built in the center of a factory area can offer.

Construction of these Merrion jobs is as sound as the basic planning of the project itself. Several interesting cost-reducing ideas contributed to the quality of building possible here. All the underground work of Chrysler Village was completed to the foundations of the units before construction or street improvements were

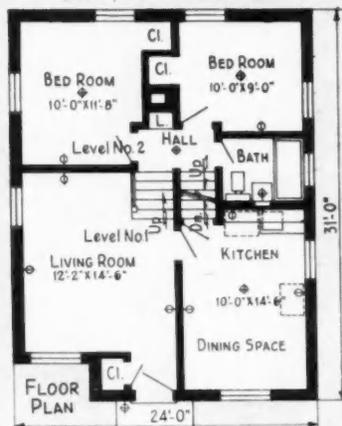
**LARGE FUTURE MASTER BEDROOM** with plenty of room for closets and storage space is an outstanding sales feature of the three-level design being used by J. E. Merrion & Co. In the construction view above, two of these single-family units are shown at the extreme right. They were tested on a previous project for buyer appeal and found 100 per cent acceptable. Notice compactness of the plumbing.



LONGITUDINAL SECTION

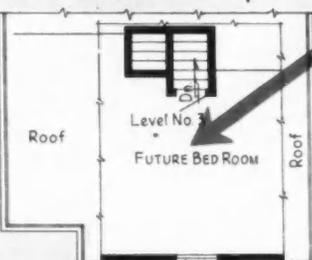
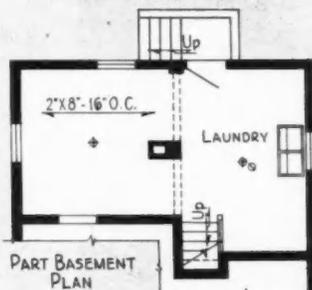


FRONT ELEVATION



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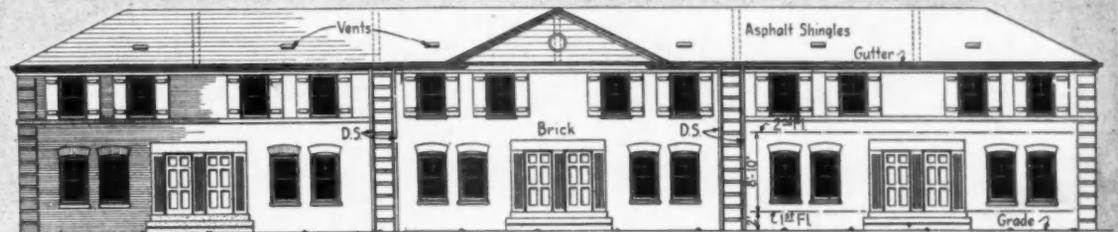
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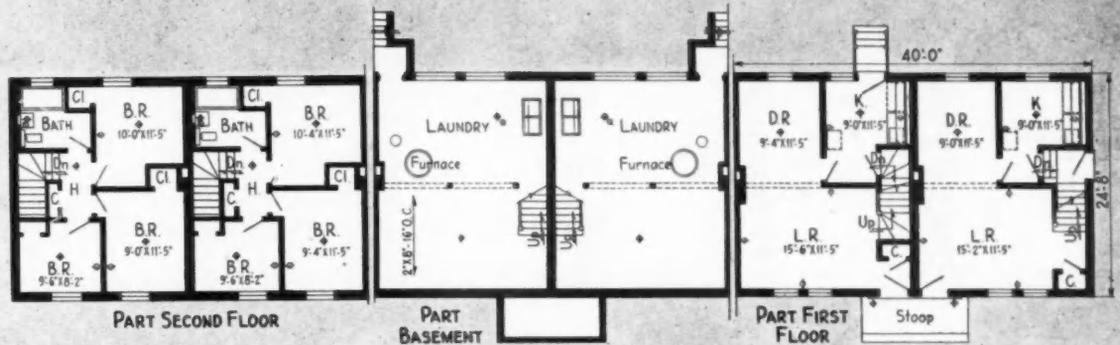
**ON POSTWAR PROJECTS LIKE THIS ONE, JOSEPH E. MERRION SAYS, "industry itself realizes the advantages in stabilizing workers in having at its door front a sound, attractive and well-planned community of houses. It is my opinion that this pattern established out of necessity during the war will be copied many, many times as new industrial communities arise." This is a very constructive approach.**

**WAR WORKER SKOPICK** comes home to his happy family in Chrysler Village; plenty of light and air, play space and all facilities play a vital part in a worker's life.

**TYPICAL FLOOR PLAN** of multi-family structure. From the open area in the basement to the 3-bedroom second floor, these Title VI rentals are packed with extra value.



FRONT ELEVATION



PART SECOND FLOOR

PART BASEMENT

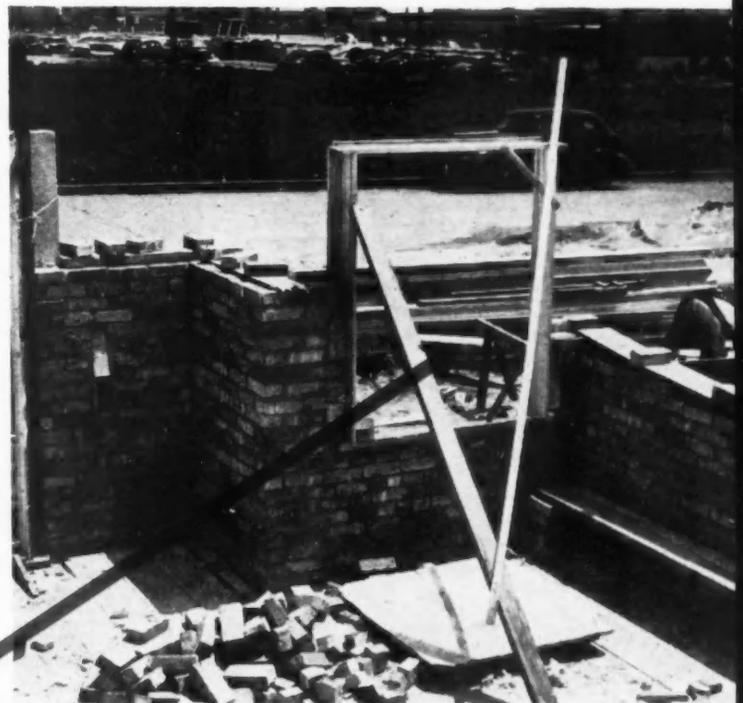
PART FIRST FLOOR

started. This saved tearing up later, thereby reducing efficiency of crews and slowing up deliveries. By working crews as teams doing specific jobs, it is estimated that carpenter labor cost was reduced over 20 per cent, as compared to normal operation. This break-up consisted of groups of cutters, framers, inside finishers and outside finishers.

When building the single-family units a double hoist, as shown here, served four units at a time before being moved; by leaving opposite windows open to the floor line a through platform was possible. Another clever idea was a temporary substitute for bathtubs in a few of the multi-family units, due to the fixture shortage. Here a tile shower base provided a semi-tub, which will be replaced later on; the wall framing was provided for a tub, and it will only be necessary to knock out panel and slip fixture in place.

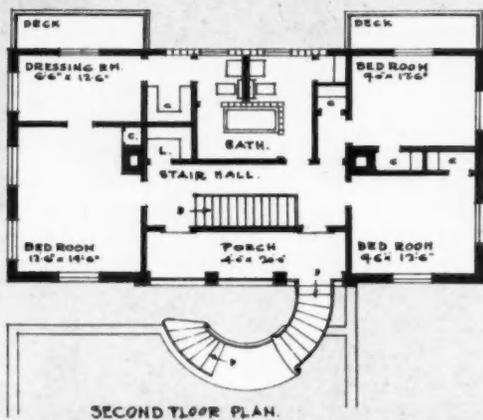
Throughout the 400 Merrion-built units all windows are equipped with Zenger easy operating, foolproof combination weatherstripping and balancing devices built into the frames. Other items of construction are: Bird asphalt shingles, U.S.G. sheet rock and plaster, Bruce pre-finished floors, Paine Rezo doors, 4-in. rock wool insulation, Standard plumbing, Marsh medicine cabinets, Schlage locks, Unitex interior paints, and Star cast concrete garbage units.

**PRECUT JOISTS** and rafters piled for quick use on one of Merrion's single-family units help speed construction and reduce costs.





IMPOSING porch provides entrance to both first and second stories. Basement can be omitted. "Double-use" bath is shown on plan.



## Modern Design For A Sloping Lot

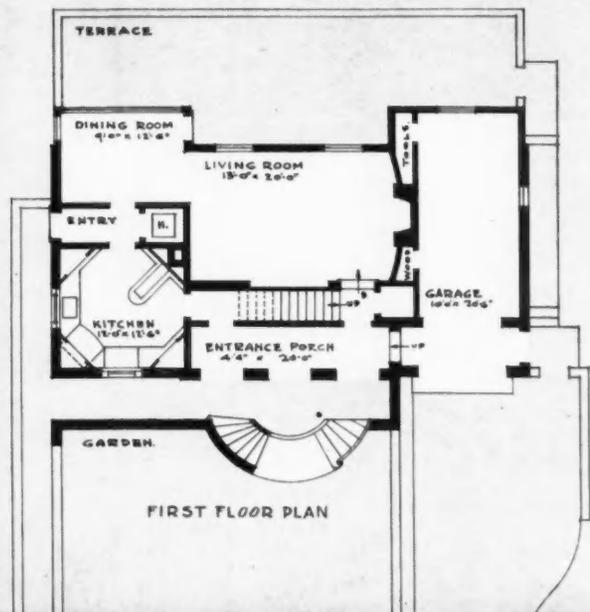
"Motor age" entrance featured in this postwar blueprint house crammed with building ideas.

THIS postwar design, especially prepared for *American Builder* by architects Henry Otis Chapman and Randolph Evans of New York, is full of livable, forward-looking ideas. It is simple and modern in its lines, and has a floor plan "geared to the motor age." With the garage set back as indicated, cars unload in a covered area, with direct entrance to house.

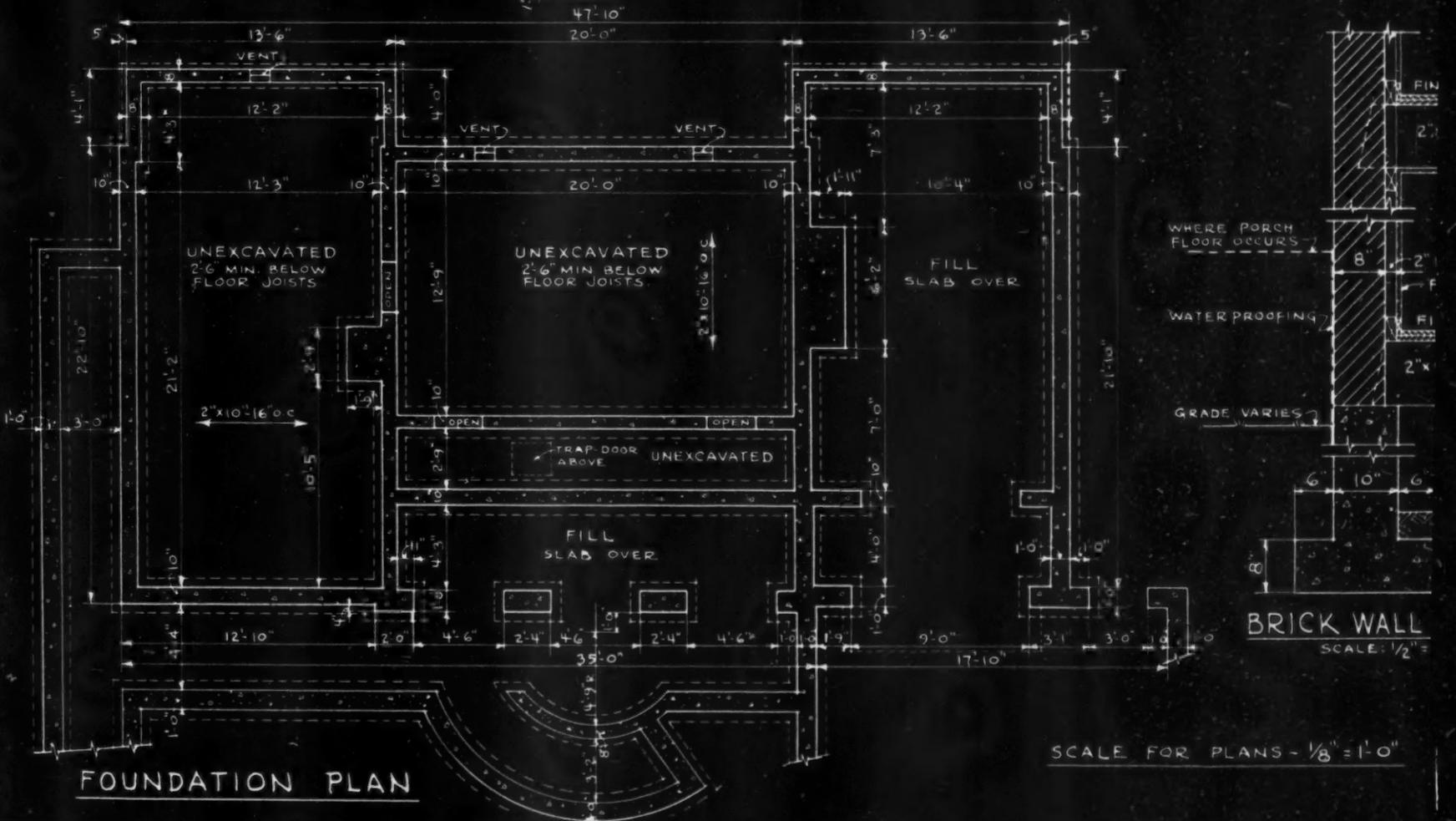
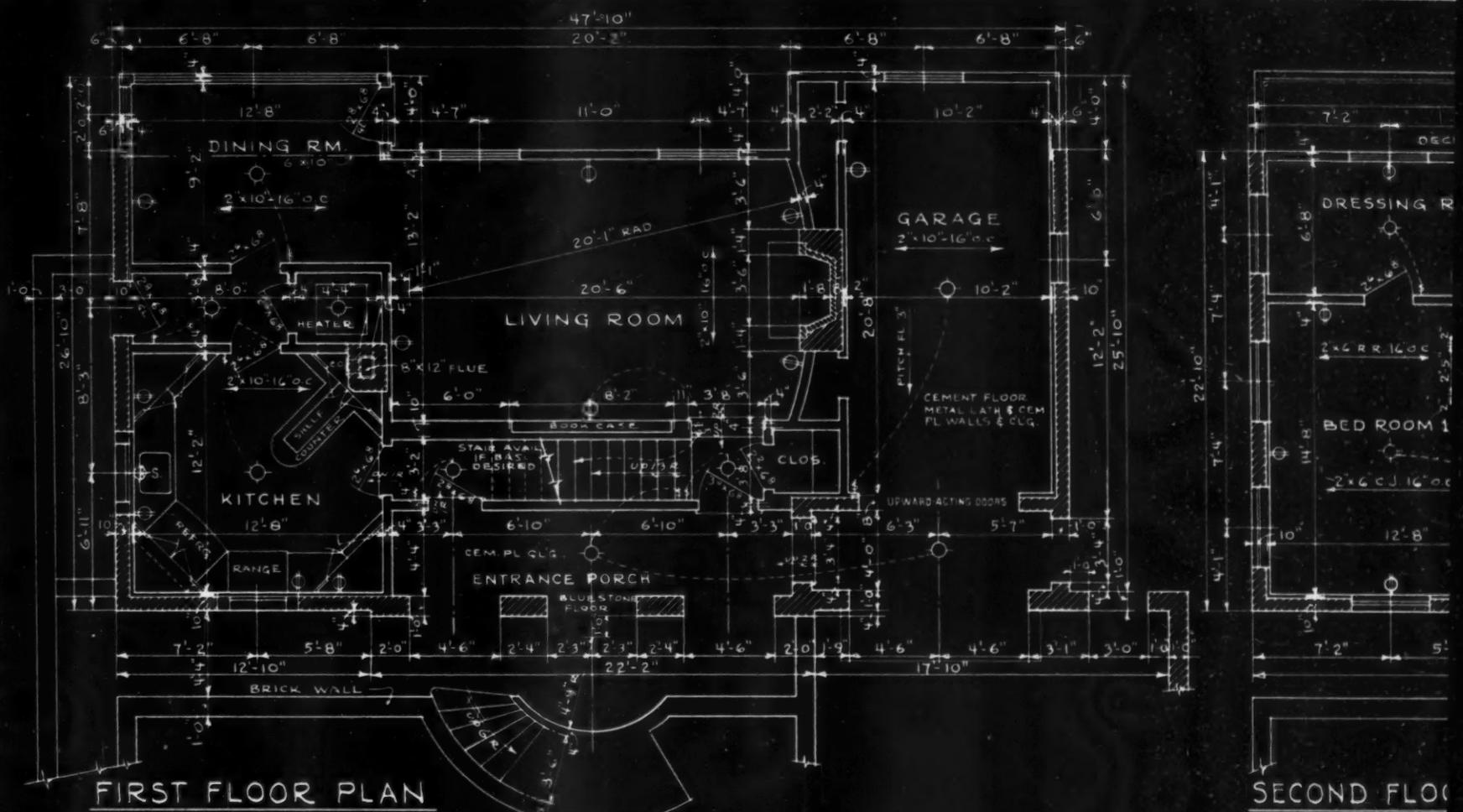
To reduce the cost, basement may be omitted, and heating unit located off the "service-center" kitchen.

The clever porch detail permits entrance on either first or second floor. The spacious living and dining rooms have big windows looking out over a terrace. Upstairs, the "double-use" bath deserves attention.

Few houses are as cleverly designed for a hillside or sloping lot as this one, and the blueprints merit careful study to discover the many innovations and better building ideas proposed.



**No. 8 of Blueprint Series**—American Builder blueprints are presented each month as an educational feature to promote and stimulate sound postwar planning. Previously covered subjects include a rambling Colonial—private garages with architectural charm—postwar home for suburbs—a 6-house postwar community—country club cabins—a "sensible modern" for town or country—roadside stands and restaurants. Plans not for sale.



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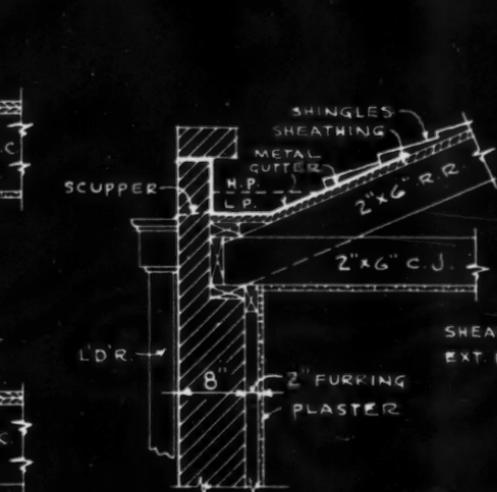
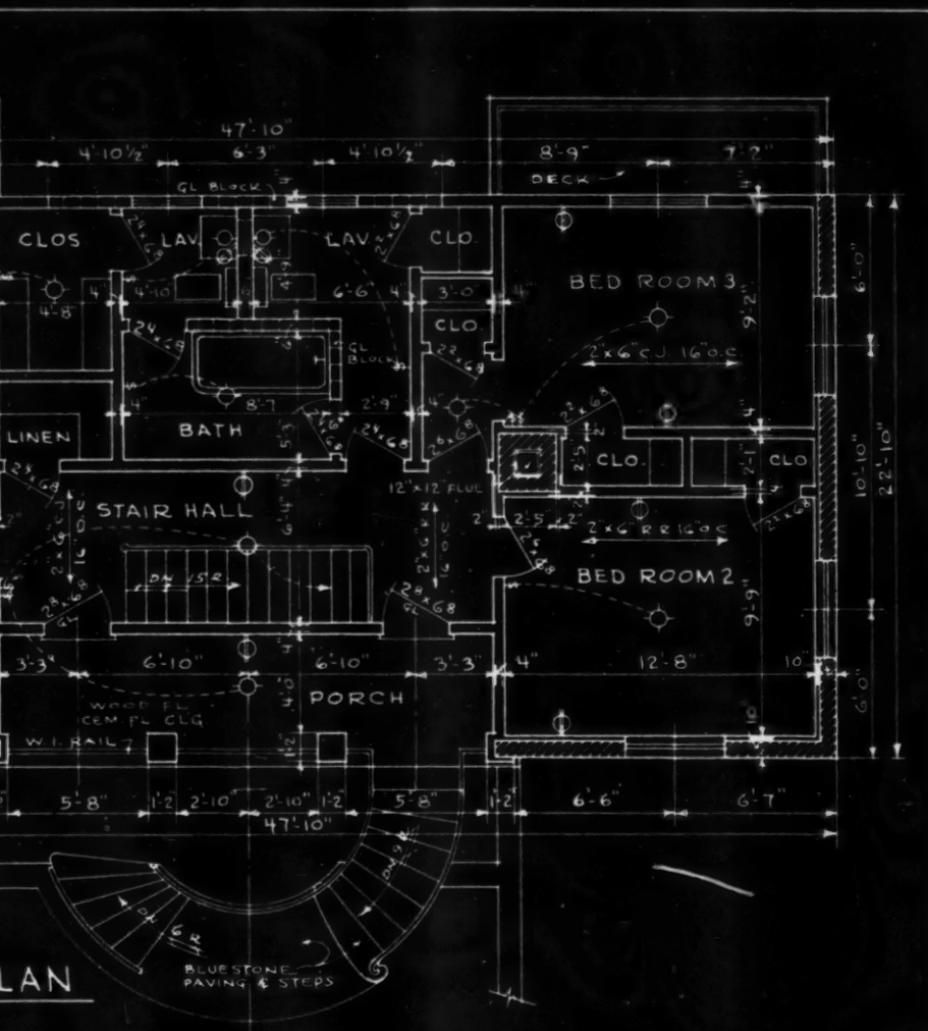
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 PREPARED BY  
 HENRY OTIS CHAPMAN - RANDOLPH EVANS  
 ARCHITECTS NEW YORK, N.Y.  
 Simmons-Boardman Pub. Corp. 105 W. Adams St., Chicago



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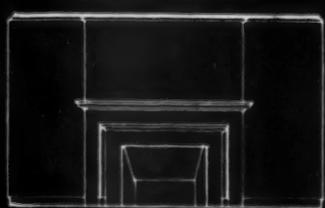
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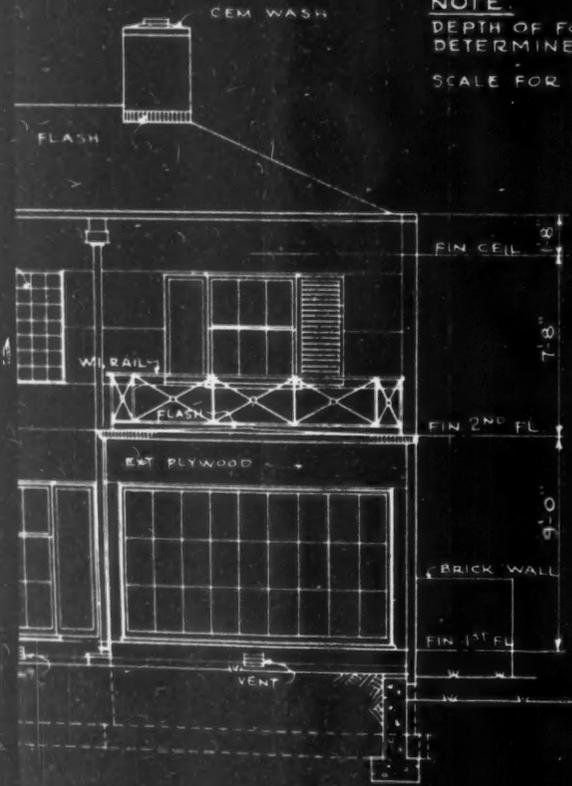
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 S. CHAPMAN - RANDOLPH EVANS  
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 Boardman Pub Corp., 105 W. Adams St., Chicago



FIREPLACE DETAIL  
 SCALE:  $\frac{1}{8}'' = 1'-0''$



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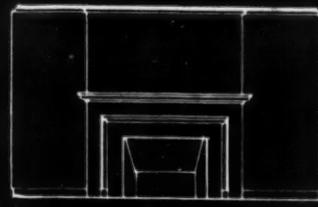


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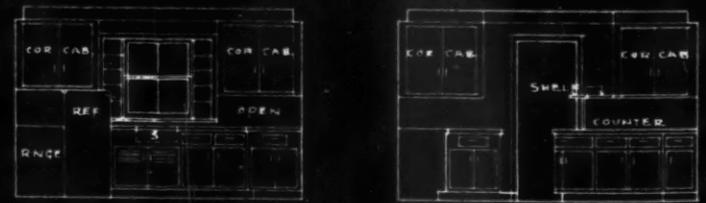


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## Explains New Lumber Order for American Builder Readers

**How lumber will be secured under order L-335, in effect since August 1, is told here by Frederick W. Turner, Jr., legal counsel to the Lumber Trade Association of Cook County, Ill.**



**FREDERICK W. TURNER, JR.**  
Prominent Chicago attorney and counsel to Lumber Trade Association of Cook County, Ill., who is rated as one of the top national authorities on interpreting WPB lumber orders and directions, the author of this article.

**O**RDER L-335 is the most comprehensive lumber control order yet issued by the War Production Board. Its necessity lies in the indisputable shortage in the available lumber supply. Because demand far overreaches supply, it was felt that an over-all control was necessary to stop the leakages of lumber into non-essential uses. Existing controls such as M-361, M-364, L-218, L-290 and M-208 are revoked as of the effective date of the order, August 1, 1944.

The order applies a dual control, first at the producer level, secondly at the distributor level. With minor exceptions, it provides that no producer may accept an order for or ship on anything but certified orders, which may be either rated or unrated, and that no distributor may sell to anyone who cannot furnish a certified order, which again may be either rated or unrated.

Military needs for lumber are as-

sured of satisfaction by the preference given thereto by Directions 1 through 6, which make it incumbent upon the producers of the different species to reserve varying percentages of their output before making the balance available to other orders. Exempted from these directions are the smaller saw mills in each lumber producing area, but even they must give preference to certified orders if the same are offered to them.

So far, the amount of lumber which is made available for the home owner, commercial establishments such as drug stores, grocery stores, hardware stores, restaurants, the service trades, amusement places, small industrial plants without ratings, and farmers lacking War Food Administration certificates, is extremely small. Distributors of lumber by Direction 8 are prohibited from buying more than 8000 board feet per quarter, for sale to this class of consumer. Dealers'

present inventories are of no help to this class, as the order makes those inventories subject to its controls and puts them at the first disposal of the more preferred classes of customers.

All users of lumber are divided into the following four classes:

**Class I Consumers:** Typical examples would be large industrial or manufacturing plants, box manufac-  
*(Continued to page 95)*



## "Long Term Financing Will Prohibit the Building of 'Miracle' Homes!"

By Abner H. Ferguson

COMMISSIONER, FEDERAL HOUSING ADMINISTRATION

**T**HE public should be informed that the house of tomorrow will be the house of yesterday with more features, conveniences and economies. The current trend of discussion of "miracle" or revolutionary homes will not materialize in the early postwar period.

This does not mean that home construction and home equipment will not continue their march of progress through improvement and refinement. But it does mean that drastic and revolutionary predictions of the effects of the latest scientific development will not be visible in every day living immediately that construction becomes the prevailing order of the day.

Certainly there are new techniques, new materials, new designs in the offing. There always have been and always will be. But these must first find wide market acceptance through gradual proof of their utility, durability and lower cost.

Also, until marketability has been established large scale production, which is the most potent force in lowering costs to the consumer, will be necessarily limited. There will have to be a period of trial and error until eventually the new and untried materials and techniques find their own broad channels of effective usefulness.

When they do, but not until then, the FHA will be glad to consider them in connection with its long-term mortgage insurance program. It would be obviously silly to insure a 20 to 25 year mortgage on a house constructed by some method or of some materials about which there is even a degree of doubt that it will last at least as long as the mortgage indebtedness. Likewise it would be foolish to recognize in the valuation of the property equipment of doubtful efficiency and usefulness or costing all out of proportion to the type

of structure in which it is installed.

But even aside from FHA's insurance policies and aside from the fact that people with money to spend will be looking for improved housing conditions in the postwar period, there is such a thing as custom and tradition in this country, and nowhere is this more pronounced than in the houses people live in. These may vary from section to section, but they have been gradually developed in response to the needs of their occupants and I do not believe that they will be drastically changed within a short space of time.

Furthermore, change takes time, and when people need and demand shelter and have the money to pay for it, they are not going to sit back and wait for several years while industry tests and perfects its projected new materials and methods of producing houses and what goes into them.

# Exciting

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Photos by Hedrich-Blessing

### ★★★★★

**SOPHISTICATED** fireplace treatments such as the one shown in the photo above with its curved brick facing and opaque mantel of glass, together with high, built-in bookshelves and doors with moulded panels, will do much to intrigue the prospective buyer of your postwar homes.

### ★★★★★

**CREATING** a suitable background for the furnishing of a boy's room, or a guest's room of smaller proportions, adds a degree of sales appeal. The bunk built in as shown at the right, with drawers underneath it and drawers and cupboards at either end, using knotty pine, makes this inviting appeal.



# Interiors for Postwar Homes

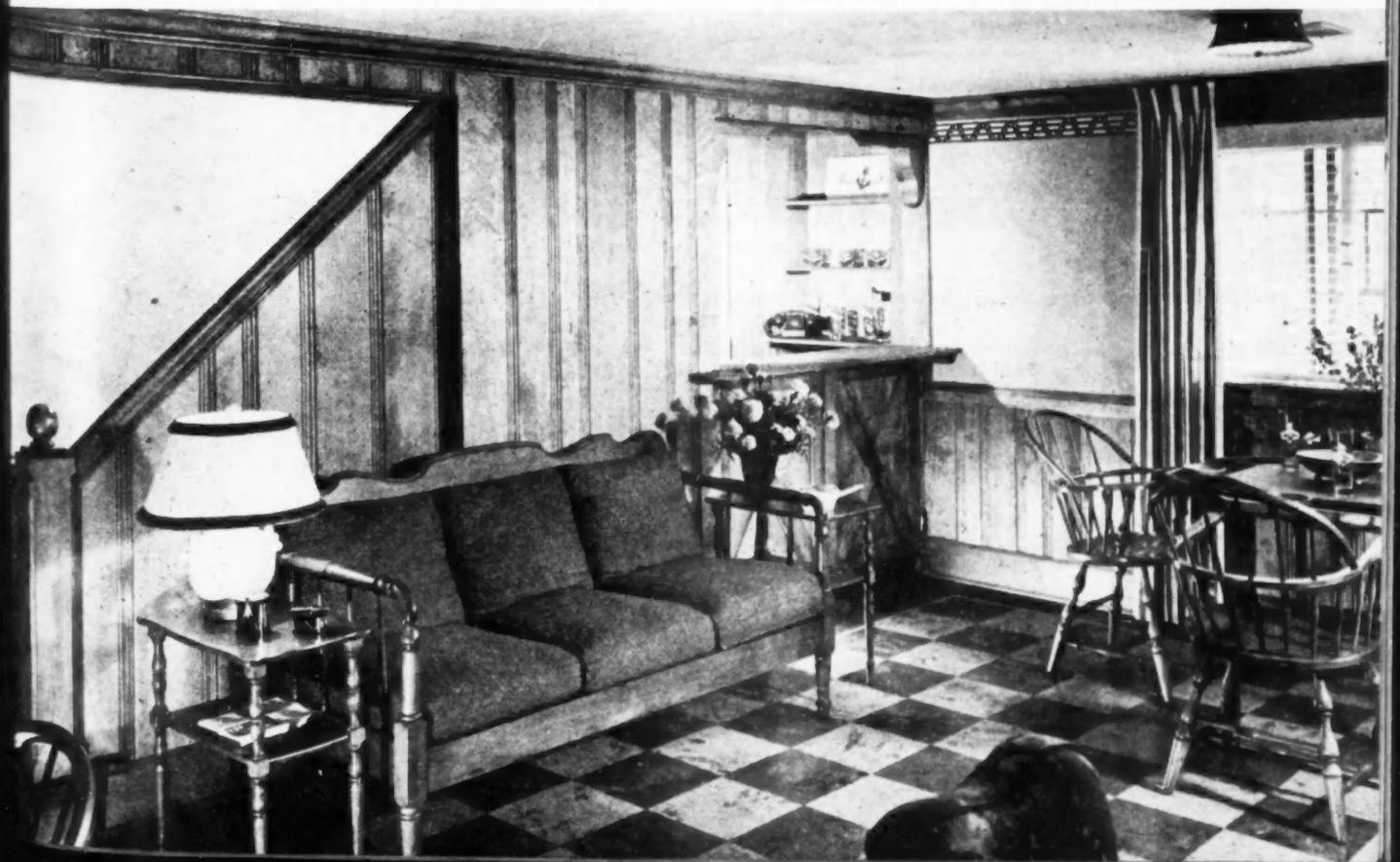
POSTWAR HOMES may not be drastically altered as to exterior architecture, but exciting and new interior details will be the order of the day. Prompt sales will depend upon attractive practical interiors.

★★★★

ROOMS that open up to inviting vistas, or can be attractively closed off by folding doors, create livability which is being sought by postwar home buyers. Here are smart linoleum, fine cabinet work and glass block combined effectively combined.

★★★★

BELOW is a photo of a downstairs recreation room that has everything it takes, including asphalt tile on the floor, acoustical ceiling and a bar built into the space under the stairway, all good home sales points.





**THAT HUGGING-the-ground appearance adds to the architectural charm of a house. Radiant heating permits this by making the basementless house more practical than ever. The owner of this home wanted hardwood floors. Picture at left shows how this was accomplished. The coils rest on a concrete slab, and the hardwood floor is laid on sleepers notched to receive the pipes.**

Photos from A. M. Byers Company

## Radiant Heating Is Checked In for Postwar Homes

*By John E. McNamara*  
Associate Editor

**Another  
"READY TO GO" FEATURE  
For builders of postwar homes**

SHOWING materials and equipment that will be available for home building immediately after the war—that's what this series of "Ready To Go" stories does. It's an exclusive AMERICAN BUILDER feature.

Over a thousand installations in homes and buildings before and during the war, prove its acceptability among home builders, architects and heating engineers.

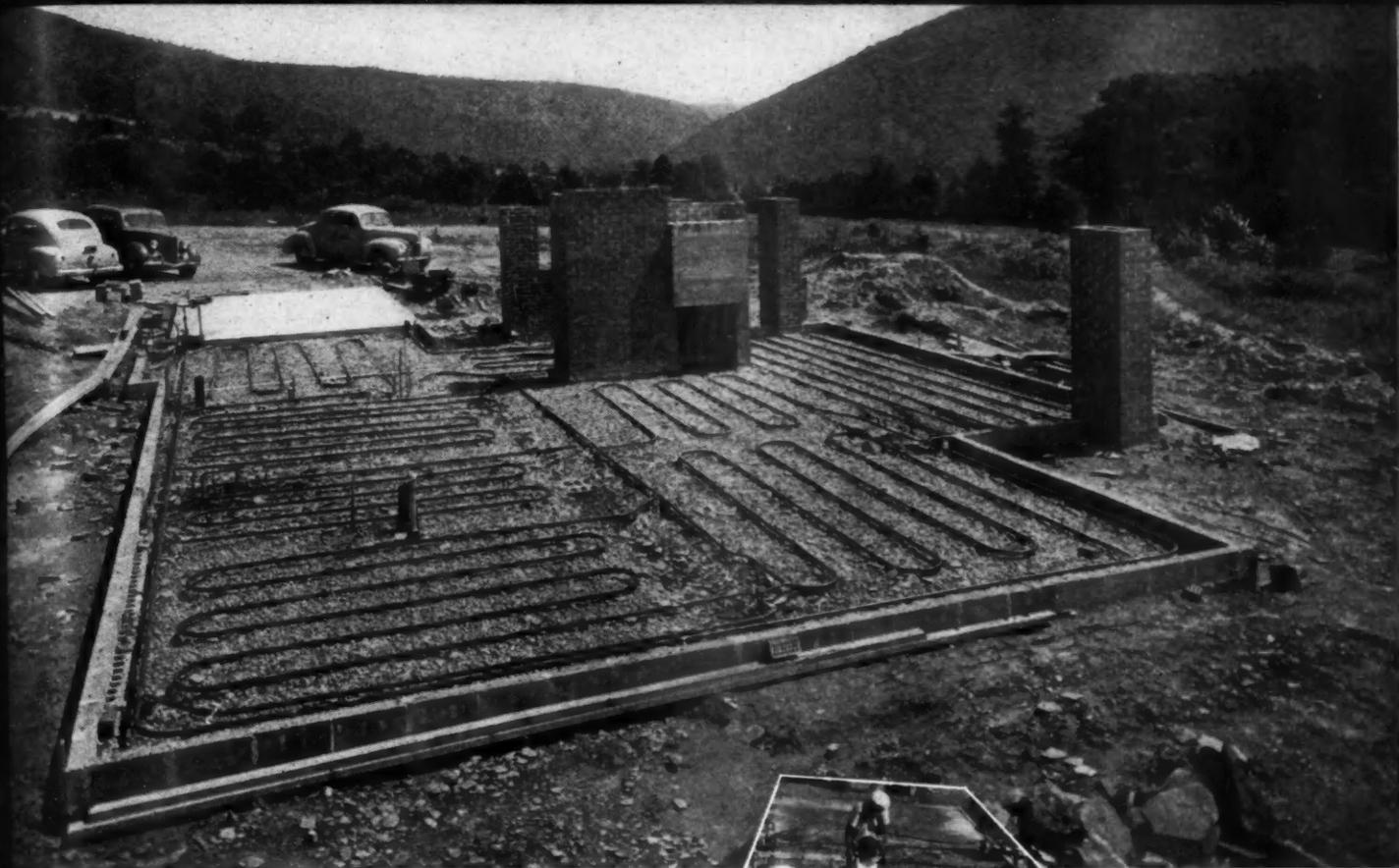
**R**ADIANT heating demonstrates its maximum installation and operating cost-saving possibilities where the going has been toughest—in the building of basementless homes.

Because of this, some architects and builders predict vast popularity for this type of house after the war. They believe that the reported 15 to 25 per cent economy that such construction permits may dominate consumer selection.

Radiant heating does more than solve the main problem of the basementless house, however. The approximate one thousand systems now functioning in this country were designed primarily to improve comfort conditions, and evidence of their success is

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**FABRICATED AT THE SITE.** wrought iron radiant heating coils are shown in position on the crushed stone fill, ready for the floor slab to be poured in typical basementless house design. This is one of five FHA-insured houses in the \$6,000-\$9,000 bracket built at Emporium, Pa. Radiant heating systems, including materials and labor for coils, boiler and controls, averaged between \$500 and \$550 per house, according to Engineer C. A. Hawk, Jr. See cross-section below of this heat-in-slab method.

**POURING THE SLAB** is frequently done in alternate sections. As forms are removed, remaining sections are poured. All welds are tested under pressure for several hours before the piping is covered with concrete. **BELOW** is a cross section of this method. A vapor seal is poured over stone or gravel in damp locations.

**AMERICAN BUILDER** acknowledges the assistance in preparing this story of Engineer C. A. Hawk, Jr., of the A. M. Byers Company, pioneers in radiant heating.

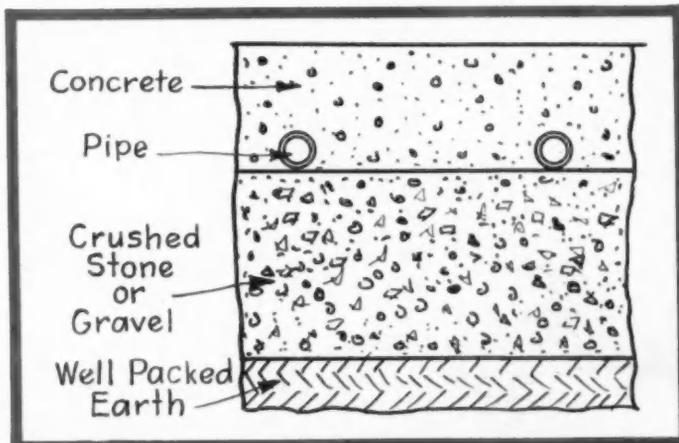
provided by the occupants of these homes after living in them through several complete heating seasons.

These first installations are responsible also for drastically cutting installation costs. Contractors, fearful at first of contingencies that might arise in using concealed wrought iron pipe coils instead of conventional radiators or registers, refused to gamble with their own money. Some of them bid as high as \$6.50 for each pipe bend on their first jobs. The price quickly dropped below a dollar when experience proved that making a bend on a home-made jig actually took about five minutes. Bids on welding the pipe joints took a similar downward spiral as soon as familiarity with the process was achieved.

The result has been that radiant heating installations made in the past year or two by those familiar with the system have cost no more, and in many cases less, than conventional systems.

Case studies reveal that it makes little difference whether radiant heating coils are located in floor or in ceiling from a comfort standpoint. Accompanying photos show only the method of installation in basementless houses. Because the installed cost of floor coils runs from 10 to 20 percent less than ceiling coils,

(Continued to page 94)



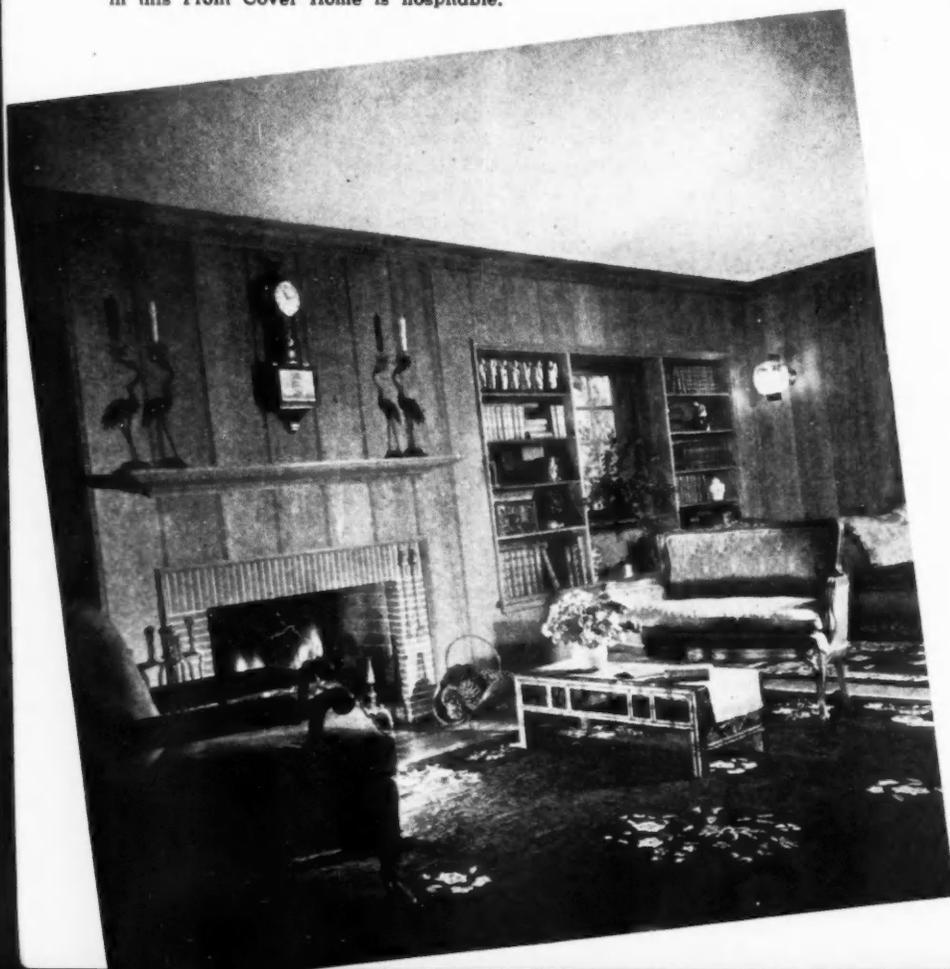


Photographs by Maynard Parker

## "DESIGN Is Key to Lasting Values"

THE wood paneled living room with built-in shelves and fireplace as shown below in this Front Cover Home is hospitable.

**Declares JACK GERNANDT, Successful Los Angeles Home Designer and Home Builder**



**H**OW TO SERVE the great postwar homeseeking public with sound-value construction to go on the hundreds of thousands of choice building sites now being hopefully acquired is an inspiring challenge to the men of the building industry. The skillful designer who is also an experienced builder, and equipped to carry his projects through to completion, is the type of business man these prospective new-home owners should consult and employ, according to Jack Gernandt of Los Angeles, one of whose recent small but highly individualized homes is illustrated herewith.

"My philosophy of design," he explains, "includes one important point. No effort is spared to create a design that captures the effect the client wishes to secure—yet without resorting to costly methods (which are seldom appreciated). This type of building service combines skill of design with the practical methods of a seasoned builder who knows just WHERE it pays to draw the line.

"Another important point is that I produce practically all my details on the job, where assembly and ac-

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LAUNDRY tray is neatly built-in, storage below.



accuracy are simple; therefore, I avoid details too costly to produce. My clients appreciate the fact that they have secured for their investment a very livable and harmonious design which gives the effect of having cost a great deal more than it really did. I have had several instances where, for this reason, clients have taken advantage of opportunities to sell at a substantial profit; and I have then

(Continued on page 112)

THIS small home, full of character, demonstrates the lasting values that competent design can give to ordinary building materials. This kitchen is a pleasing example of that fact.



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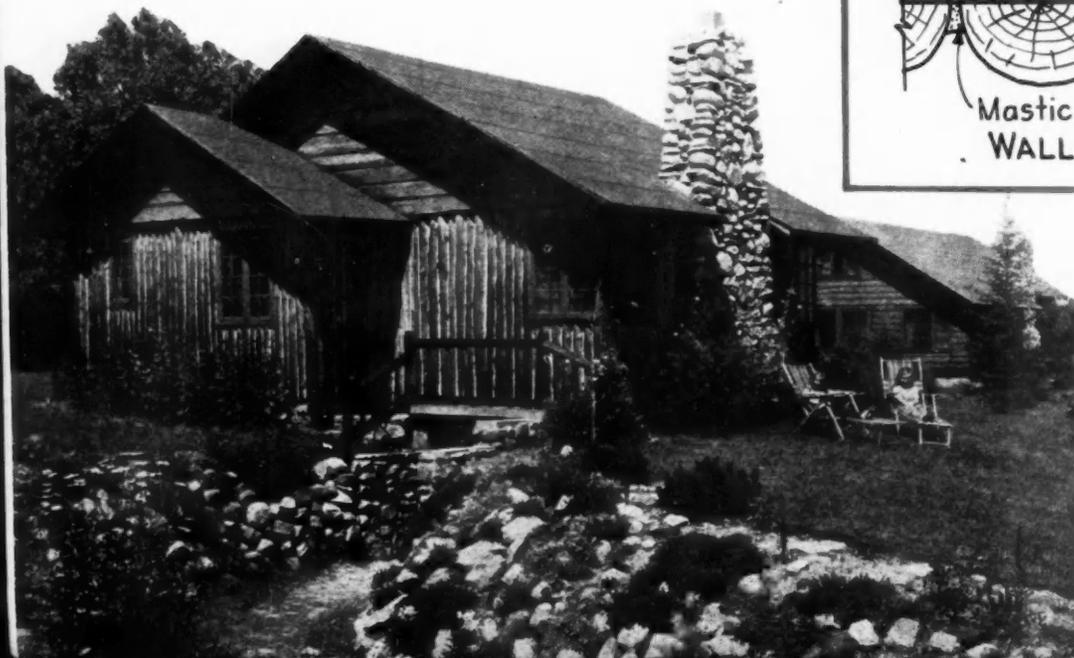
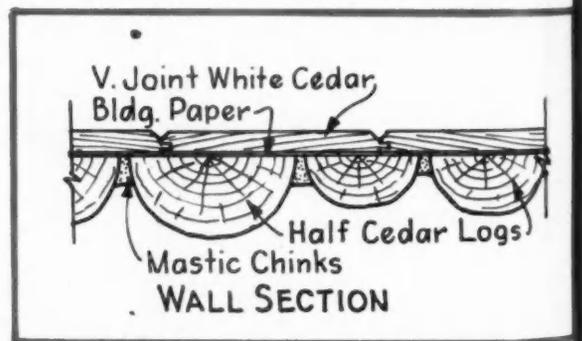
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VERTICAL white cedar boards, native logs, and rustic stairs make this Elk Lake cabin interesting. See drawing opposite.

## Cabin Building Time: Here's How

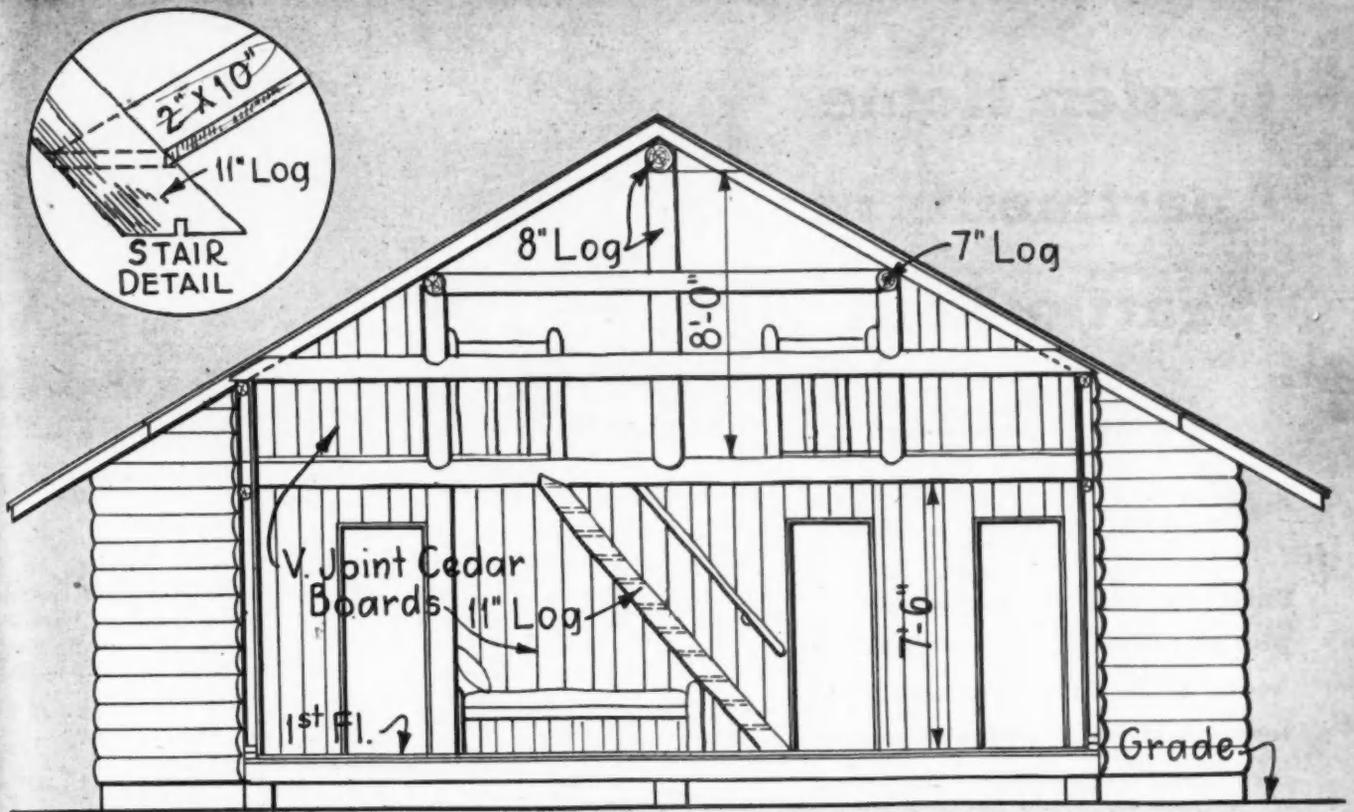
**Skillful use of native logs shown in these details from Northern Michigan.**



RUSTIC charm in this north woods cabin is achieved by use of vertical half-logs lined with V-joint white cedar boards, as detailed above. There is no framing needed, as the wall is self-supporting.

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## CROSS SECTION-LIVING ROOM

CROSS-SECTION, exterior and floor plan of Johnson cottage at Elk Lake, Mich., reveal many interesting details and use of native logs in cabin constructions. Two 11 in. logs, peeled and varnished, make up the stairs. Split log is used on mantel. Living room is spacious.



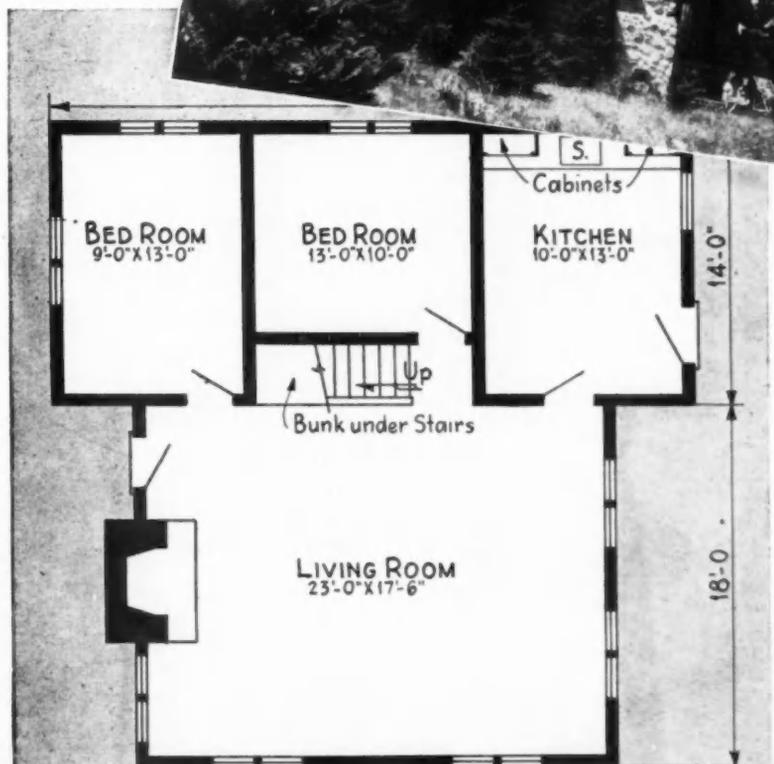
**S**UMMER TIME is cabin building time, and builders are using non-critical local materials to make up for shortages with ingenuity.

An *American Builder* editor photographed the two cottages shown on these pages at Elk Lake in northern Michigan. The ideas and methods suggested can be used either in building or planning new cabins or fixing up old ones.

For example, the rustic stairs detailed above: These were built from two 11 in. logs, peeled, dried and varnished. Ten inch boards were notched into the logs to form this edge.

The use of V-joint white cedar boards gave the interior pictured above a warm, friendly air that was most attractive.

The Scott cottage, shown at lower left, employed an exterior wall construction of unusual nature. Native cedar logs from 4 to 6 inches in size were sawed in two and stood on end to form the exterior wall. Then V-jointed white cedar boards were nailed directly to them to form the interior wall. This is an inexpensive, although not too substantial construction.



FLOOR PLAN

# Garden Home Apartments in Seattle Rent at a Profit

**Built close-in on block-square plot acquired in older neighborhood, S. H. Ericksson sets pattern for private redevelopment for small postwar projects. These units have required minimum of service; have shown good return. Openness of the wide forecourts attracts tenants**



FORECOURT view of one side of 40-unit garden-type project

**I**N THE May issue of *American Builder* an article described the outstanding job done by S. H. Ericksson on a Title VI multi-family group in Seattle. This consisted of ten buildings of rental units covering an entire block. Each contains four apartments. The single-story structures, of which there are six, have been detailed and described; here is shown how the remaining four two-story units were laid out and built.

The development designed by Architects Stuart & Durham is located at a close-in older neighborhood such as can be found in any city. Ericksson's experience has established a way to acquire such property, frequently picked up for less than the same size tract on the outskirts, and successfully improve it with rental units of the garden apartment type shown here. Even under rent ceilings, investment has returned a satisfactory profit. In fact this kind of housing has proven so popular with tenants that Builder Ericksson plans to carry on similar operations after the war. When restrictions are lifted he will be able to enlarge some of the rooms, particularly the living rooms, to provide even greater attractiveness. Openness of grouping and use of adequate landscaping adds much to the appeal, as there is no feeling of crowding. The plot, 256 by 290 feet, leaves plenty of yard area for each of the forty 3- or 3½-room units (see plot plan, page 72, May, showing layout of block).

**LIVING ROOMS** are inviting, well-lighted, ample; kitchens are equipped with 4-foot electric refrigerator, electric range, linoleum drainboard sink and built-in cabinets. Cheerful dinette space is provided opposite.



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24'-6"

pe project

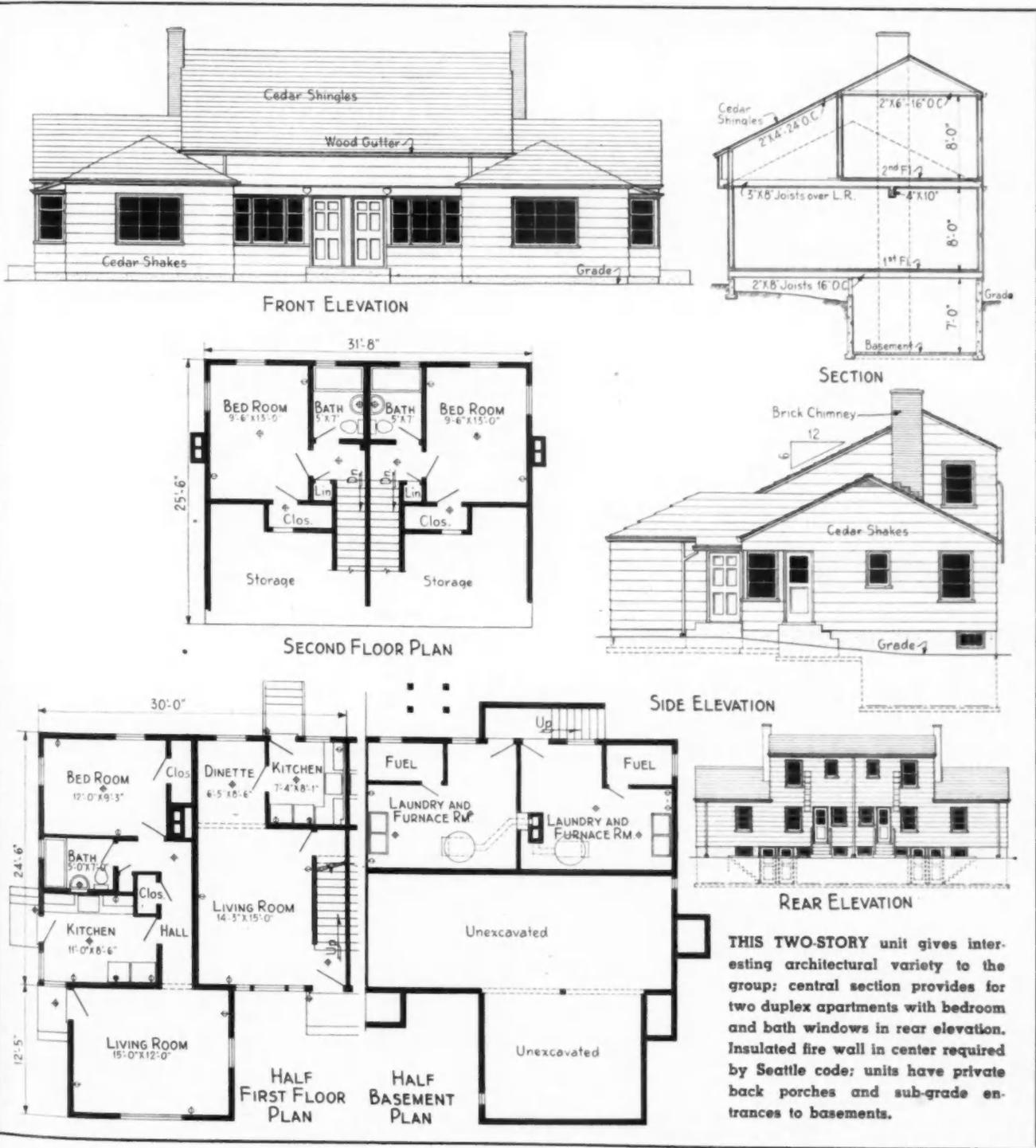
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indicates openness of this arrangement: built in Seattle, by S. H. Erickson, Stuart & Durham, architects.



**THIS TWO-STORY** unit gives interesting architectural variety to the group; central section provides for two duplex apartments with bedroom and bath windows in rear elevation. Insulated fire wall in center required by Seattle code; units have private back porches and sub-grade entrances to basements.

# AMERICAN BUILDER'S

## How-To-Plan-It Series

### Neighborhood Shops, Stores and Offices

MANY DRUG STORE GROUPS LIKE  
THIS WILL BE NEEDED POSTWAR

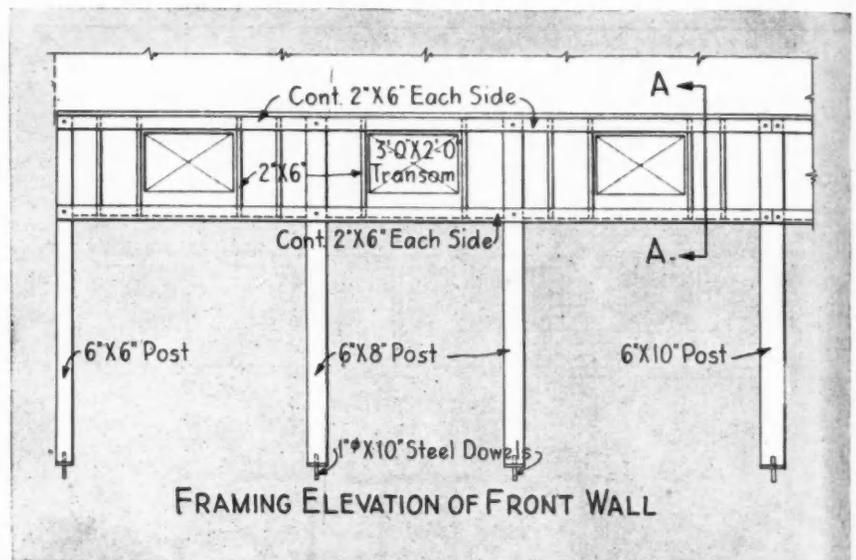
**B**ETTER be saving up good ideas and designs for well-styled small business buildings because a lot of them will be constructed just as soon as wartime restrictions are relaxed. Neighborhood stores and shops usually keep pace with new home building; but this has not been so for the past two years. Many new and thriving communities are very much in need of local shopping spots; and many old-fashioned stores will be remodeled and re-styled to compete in today's and tomorrow's new business era.

So, as the first of a useful series of up-to-date store designs, *American Builder* has selected a 3-unit corner drug store building erected on Ventura Blvd. in North Hollywood by Kersey Kinsey of Los Angeles from plans by John Rex, Architect, and Gordon DeSwarte, Structural Engineer. Plan and drawings on these pages show the details of arrangement and construction.

This is a building of modern feeling—simple, clean-out, functional. The show-windows give maximum visibility without expensive construction or fussiness. Yet, structurally, this all-glass front is strong and rigid (see details). The sign-space, above, is set back  $2\frac{1}{2}$  feet so that projecting display signs can be used without overhanging the property line.

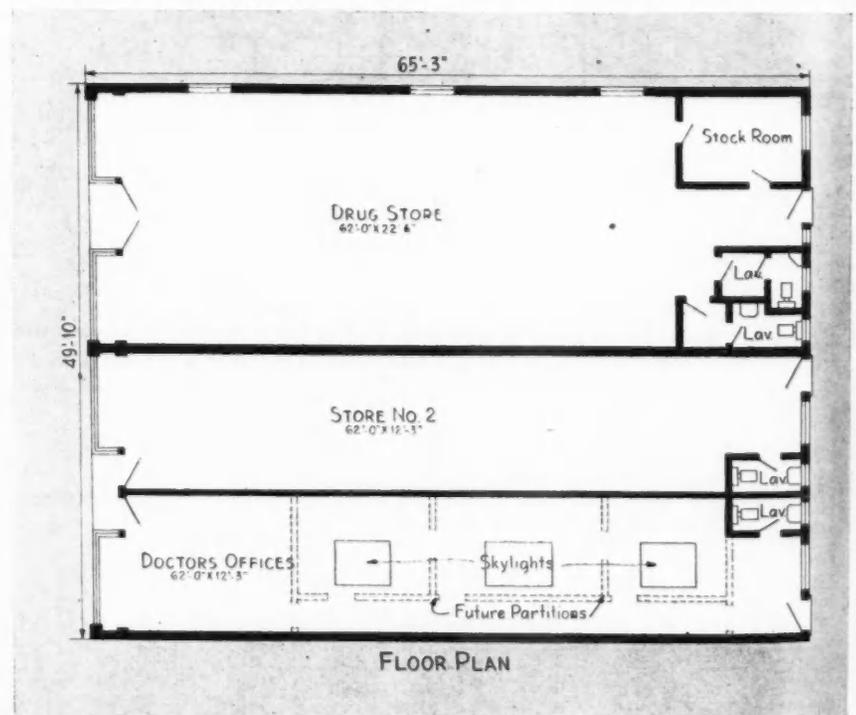
The building is of braced wood-frame construction, with front veneer of narrow brick and upper section and sides of cement stucco.

Neat appearances and the uses of new and modern materials for "dressing up" the fronts of store buildings is an important part of this type of postwar work. Interior dimensions, and side windows or skylights, will vary with the type of business to be carried on in the building. Some kinds of stores are more efficient without windows excepting, of course, for the front show-window.



FRAMING ELEVATION OF FRONT WALL

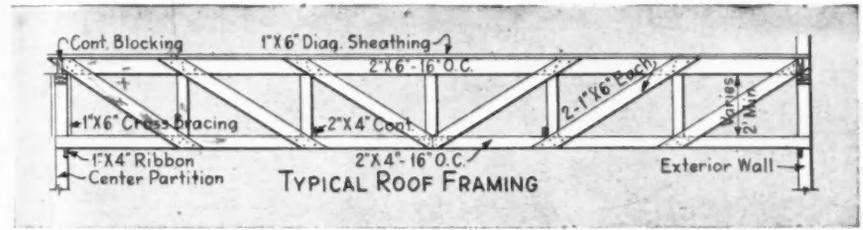
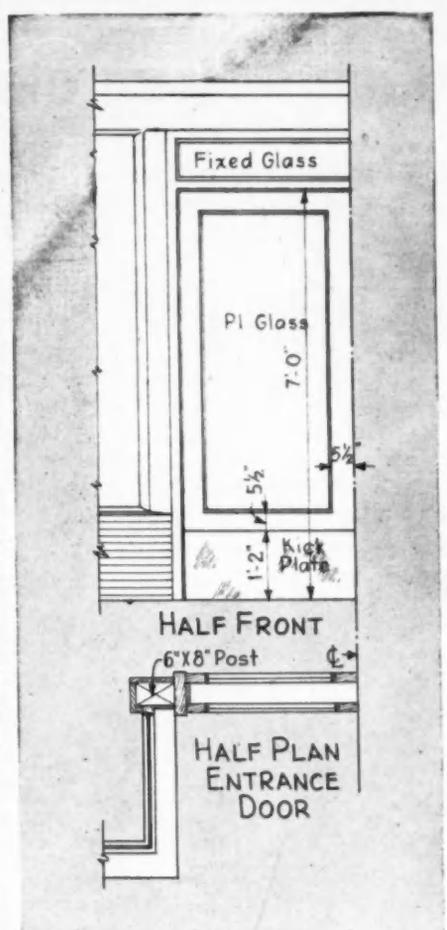
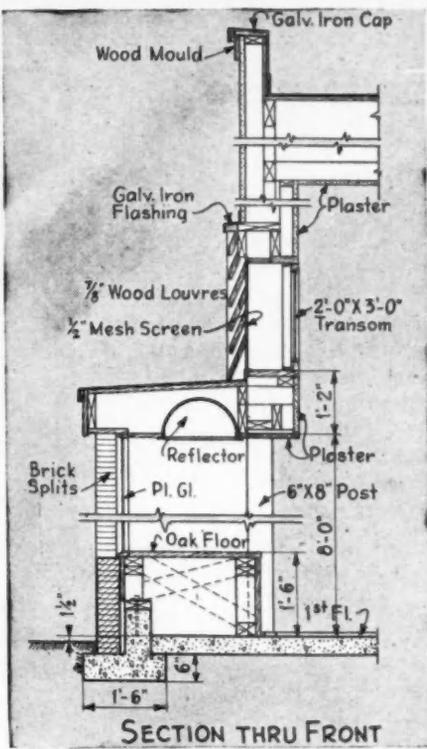
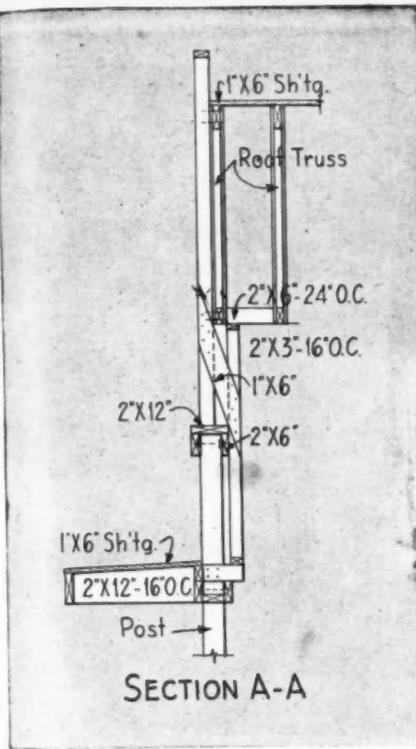
NOTE that the post sizes increase from the outside to the center of the building.



FLOOR PLAN

SHAPES and sizes of floor plans will vary according to types of stores.

**BUILD UP YOUR SALES PORTFOLIO OF POSTWAR DESIGNS**



ATTRACTIVE, modern designs for postwar store-fronts are important to their success.



**BE READY FOR THE COMMERCIAL BUILDING WAVE TO COME**

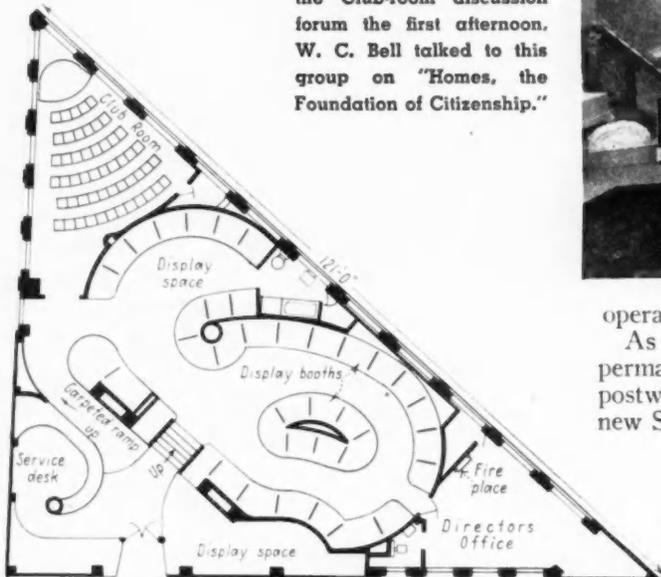
# Builders Hold Open House

**New Permanent Exhibit to Attract Prospects to Seattle's "Building Headquarters"**

LOOKING AHEAD creatively to postwar building, the Seattle Master Builders' Ass'n. has leased the ground floor of a prominently located building near the city's shopping center, and has fitted it out most attractively as the Association's office, a materials and equipment exhibit, and a community meeting room. An "Open House" the entire week of June 26, with prominent speakers leading the forum discussion each afternoon on home improvement subjects of popular interest, inaugurated this new and very attractive "Home Building Headquarters" and, with fine co-



ABOVE, at right: Opening the Club-room discussion forum the first afternoon. W. C. Bell talked to this group on "Homes, the Foundation of Citizenship."



operation from the local newspapers, introduced it to the public. As one of the first of probably a great many home shows and permanent building exhibits to be set up in various cities for the postwar guidance of prospective home buyers and builders, this new Seattle display deserves study. *(Continued to page 114)*

EXHIBIT spaces spiral invitingly and displays tell an interesting story. Irene Jones, the Master Builders' popular secretary, examines a neat cooking job. LEFT: Layout of display spaces, Association office, club room and directors' room in Seattle building.

# Adrian Builders Prefer Two-Story Duplexes as War Housing

The Adrian Construction Company supplied the demand of "white collar" workers for larger homes



THE two-story duplex is an economical way to provide first-class housing. See the floor plans below for arrangements of rooms.

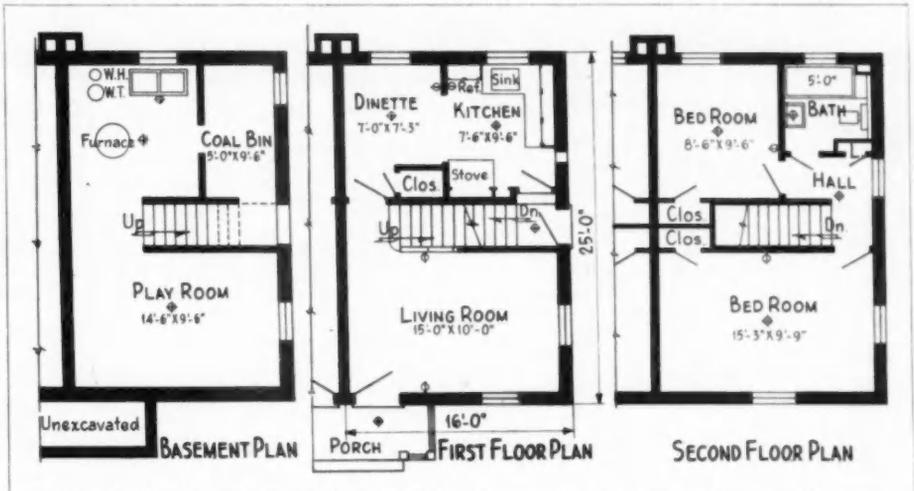
IN ADRIAN, Mich., the Construction Corporation, headed by L. H. Stockford, is made up of a group of local, civic-minded citizens who desired to provide housing units for "white-collar" workers who had been seriously neglected by NHA. After some dozens of delays, they finally got the green light to go ahead. So, after 75 days, the first two-story duplex was completed, and every 7 days thereafter another two-family house was finished and occupied.

For the most part, the dwellings are of solid masonry, although as the architect, J. Leonard Rush, writes, there was plenty of framing lumber in Adrian at the time. Bricks were hauled 60 miles from Toledo.

Like the experience of other builders around the country, bath tubs were impossible to get. So, to provide bathing facilities, the builders built a tile shower compartment, similar to a tub, with the front side up 18 inches from the floor.

Despite the necessary blank party wall common with all duplex houses, the floor plan has satisfactory openness and ventilation. The rear bedroom, although it has only one window, can readily get cross ventilation from the hall window if desired.

Downstairs, the dinette is ample for family dining and can also be used for other purposes as well.



ABOVE, compact plan of Adrian units; BELOW, cost as compared to one-story units shown on page 70, June.

COST BREAKDOWN OF DETROIT AND ADRIAN DUPLEX UNITS					
	Detroit		Adrian		
Survey Photos	\$ 16	\$ 16	Electric Wiring	\$ 65	Adrian \$ 115
Permits	6	10	Electric Fixtures	15	20
Excavation Grading	40	50	Heating	130	225
Masonry & Concrete	950	1,590	Plumbing	410	610
Rough Carpentry Material & Labor	710	415	Liability Insurance	42	55
Finish Carpentry Material & Labor	375	420	Weatherstripping	15	15
Glass & Glazing	18	20	Cleaning	15	15
Lath & Plaster	239	260	Shades	10	18
Painting	185	210	Plans-Blueprints	25	25
Rough Hardware	25	30	FHA Filing Fee, etc.	12	15
Finish Hardware	30	35	Refrigerator	40	120
Linoleum	40	40	Stove	24	24
Tile Work	45	120	Storm Doors	15	15
Sewers, Gas, Water	12	15	Prepaid Items, etc.	75	75
Roofing	60	50	Sodding-Landscape	25	30
Trucking	30	50	Lot	300	300
Floor Sanding	12	15	Profit & Overhead	475	417
Insulation	30	40			
Sheet Metal Work	25	30			
			Totals	\$4,541	\$5,510

# HANDY NOTEBOOK WORK SHEETS

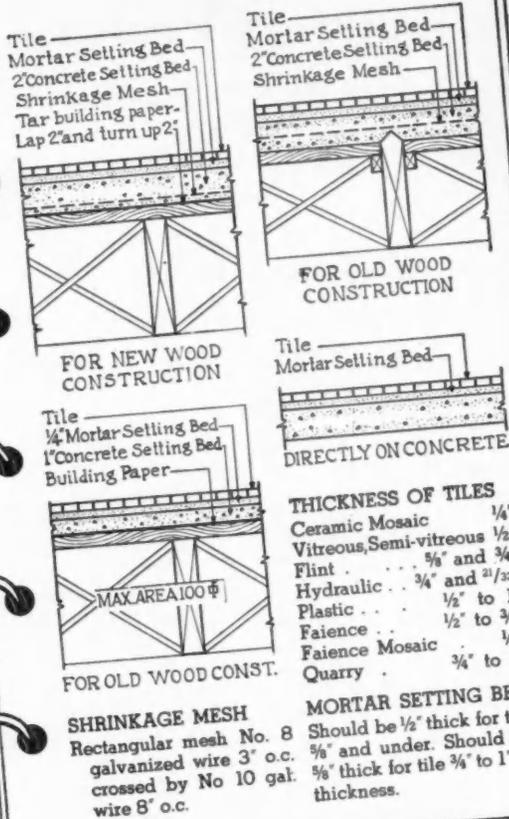
## American Builder JOB HELPS

Prepared by  
**Don Graf**

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

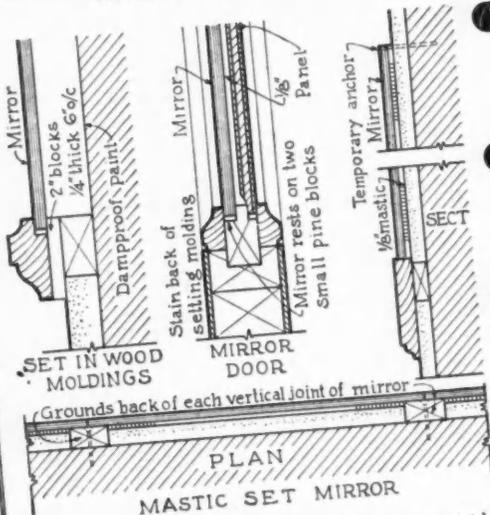
### HOW TO BUILD TILE FLOORS

AMERICAN BUILDER FOR AUGUST 1944



### HOW TO SET MIRRORS

AMERICAN BUILDER FOR AUGUST 1944



**WOOD MOLDINGS**—Mirrors set against outside walls that are likely to sweat should be ventilated behind as shown. Setting moldings should have the rabbet stained (NOT painted) black. Felt should never be used behind mirrors.

**MASTIC**—Only mirror setting mastic should be used with copper-backed mirrors for mastic setting. Some permanent structural support such as the chair-rail shown must be provided. Mirrors may be applied with mastic over dry, firm plaster, or over smooth masonry. A bond coating must be applied to permit the mastic to bond. Mastic is applied in spots about 6" in diameter so that not more than 50% of the back surface is covered.

### HOW TO ESTIMATE OAK FLOORING

AMERICAN BUILDER FOR AUGUST 1944

Net Sq. Ft. of Floor	SQUARE FEET TO ORDER			
	Nominal Size of Flooring			
	$\frac{3}{4}" \times 2"$ $\frac{1}{2}" \times 2"$	$\frac{3}{8}" \times 1\frac{1}{2}"$ $\frac{1}{2}" \times 1\frac{1}{2}"$ $\frac{11}{16}" \times 2\frac{1}{2}"$	$\frac{1}{2}" \times 2"$	$\frac{1}{2}" \times 1\frac{1}{2}"$
1	1.3	1.4	1.5	1.6
2	2.6	2.8	2.9	3.2
3	3.9	4.2	4.4	4.8
4	5.2	5.6	5.8	6.3
5	6.5	7.0	7.3	7.9
6	7.8	8.4	8.7	9.5
7	9.1	9.8	10.2	11.0
8	10.4	11.2	11.6	12.6
9	11.7	12.6	13.0	14.2
10	14	14	15	16
20	27	28	29	32
30	40	42	44	48
40	53	56	58	63
50	66	70	73	79
60	79	84	87	95
70	92	98	102	111
80	105	112	116	126
90	119	126	130	142
100	131	140	145	158
200	262	280	289	315
300	393	420	434	473
400	525	560	578	630
500	656	700	722	788
600	787	840	867	945
700	919	980	1011	1103
800	1050	1120	1156	1260
900	1183	1260	1300	1418
1000	1310	1400	1444	1575

All oak flooring is tallied as 1" thick, so the table figures may be read as board feet or square feet. Five percent has been allowed for waste in cutting and matching. **EXAMPLE:** To cover 473 sq. ft. of floor you need to order  $525 + 92 + 4 = 621$  sq. ft. (or bd. ft.) of  $\frac{1}{2}" \times 2"$  flooring.

# Get Winter Prospects on Summer Jobs

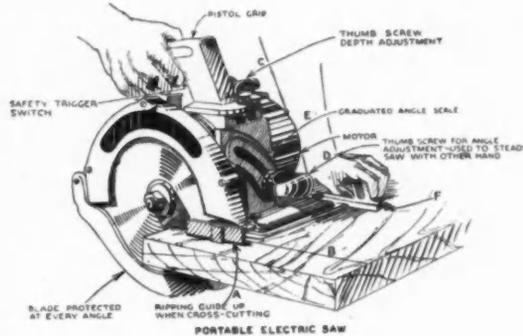
THE situation in the building field is gradually improving as the need for both employment and better housing increases. A wider variety of repair and upkeep work is possible because of the releasing of building materials for both rehabilitation and new construction. Besides the usual necessity for maintaining city dwellings, there is a tremendous farm market for repairing both farm buildings and farm homes.

**As building material restrictions are gradually relaxed, more and more jobs will come to light**



## How to Operate a Portable Electric Hand Saw

THE typical portable saw illustrated is started by pressing a trigger inserted in the handle and stopped by releasing it. The saw may be adjusted for cross-cutting or for ripping. The rip saw guide is shown at A. In the illustration it is turned up out of the way since the saw is being used as a crosscut saw. A guide line for crosscutting may be marked across the board as at B, or the crosscut guide F may be used. When one straight side of this guide is held against the edge of the board, the other side will be at right angles to this edge. The base plate of the saw can then slide along this guide and the saw will produce a square cut. The depth of cut is regulated by thumbscrew C. The adjustment for angle cutting is shown at D. A graduated scale marked in degrees makes for rapid adjustments. The base is tilted in relation to the saw. The saw blades are easily demountable.

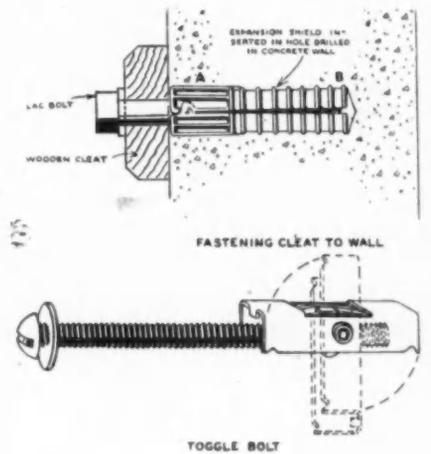


## How to Use Expansion Shields and Toggle Bolts

EXPANSION shields are malleable iron castings threaded within the shield. The shield is inserted in a snug hole drilled in the masonry. When a lag screw is screwed into the shield, the shield expands and provides a good anchor. The shield end (B) spreads out more than end (A) which is fastened together. This provides a tight hold in the masonry.

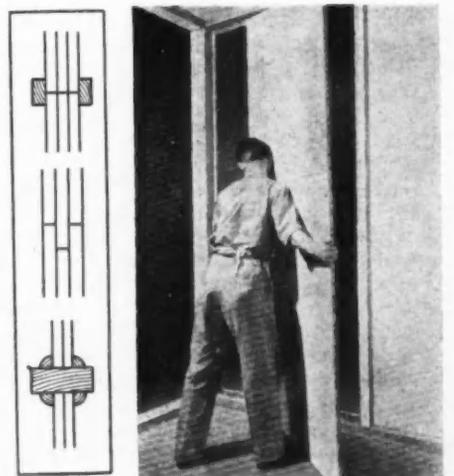
Toggle bolts of the kind illustrated are used to fasten woodwork to hollow tile walls. The nut section of the toggle bolt folds down so it may be inserted in a hole drilled in the tile. After the bolt is inserted, the nut section pivots and spreads out so it cannot be withdrawn. The screw may then be tightened to fasten objects to the wall.

There is a large variety of both expansion shields and toggle bolts available for all sorts of specialized jobs.



## How to Build Partition Walls Without Studding

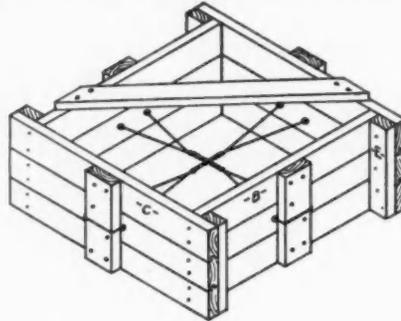
STRONG fire-resistant partitions can be made of 1½ inch White Rock gypsum wallboard in any of the three methods using the joints as sketched at the right, according to Celotex engineers. The upper joint is a simple butt joint, and battens are used to cover the joint. The middle type of joint is a tongue and groove one, which produces a flush joint that will remain rigid. All three methods make use of top and bottom framing strips which are fastened to the floor and ceiling. The gypsum boards are available in 4-foot widths and in lengths ranging from 6 to 12 feet. The joint at the bottom is made with 2 by 4s set at 4-foot intervals, and quarter-round moulding nailed in the four corners. This type of erection makes a stiff partition with 1-inch boards. All three types are salvageable.



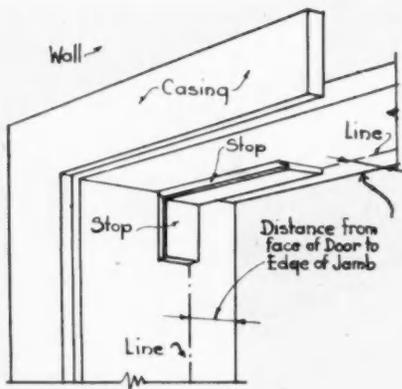
### How to Make an Individual Pier Footing Form

ILLUSTRATED here is a form made of 1-inch stock that is rigid and can be used over and over again. To make sides A and B, cut six pieces to the required width and length to correspond to the thickness and length of the concrete footing. Next to make the sides C and D, cut six pieces the same width as those of sides A and B but 8 inches longer. This extra length is the allowance for the width of the cleats (E), and the thickness of the sheathing of sides A and B.

Nail the cleats on the outside of the form as shown, and square the form. Place a diagonal brace across the top. Bore holes and insert wires in sides C and D first. Twist the wires tight, drawing the sides C and D firmly against the sides A and B. Insert wires in sides A and B and twist them lightly so as not to pull the sides away from cleats E.



### How to Fit and Install Inside Door Stops



SELECT straight door stop material and cut the head stop to fit between the two side jambs. Cut the stops for both side jambs long enough to reach from the head jamb to the bottom of the side jamb. Cope the top ends of the side stops so they fit the contour of the head stop. Mark the thickness of the door on the head and side jambs as shown by the line on the drawing. Nail the head and side stops temporarily along these marks. When the door is closed, the square edge of the stop should be against the face of the door. After the door has been hung and the lock fitted, the stops may be adjusted so the door will close properly and will not rattle. If the stop material is square-edged, coping will not be necessary.

### How to Stain Roof and Sidewall Shingles

WOOD shingles can be stained with a creosote solution, but if at some future time it is desired to paint them, the creosote may bleed through paint and create a botchy job. A safe stain, if painting is desired, is a basic liquid of 1 part gum turpentine to 2 parts of boiled linseed oil. Add coloring materials to obtain different colors. For a good gray, use 12 pounds of paste white lead to 1 gallon of the liquid mixture, plus a little lampblack ground in oil to get just the shade of gray desired. A green shade is obtained by adding  $\frac{3}{4}$  pint of chromium oxide paste thinned with gum turpentine to a gallon of white lead and oil mixture. The illustration at the right shows a good method of staining shingles. The surplus stain runs down the trough into the tub.



## First of a New Series — Small 2-Story House Construction DETAILS

AS THE postwar period of expanding home construction draws near, *American Builder* is glad to present a series of detail building plates similar to the one on the opposite page. Each succeeding full-page plate will cover a definite type of construction so that all the necessary details relating to that particular kind of building will be contained on one page. It is suggested that you study these valuable plates, as the information they contain will come in handy at times, especially as each plate gives all the details pertaining to one kind of construction.

Future plates will cover other subjects, including light commercial buildings and interior details that will be suitable for certain kinds of buildings.

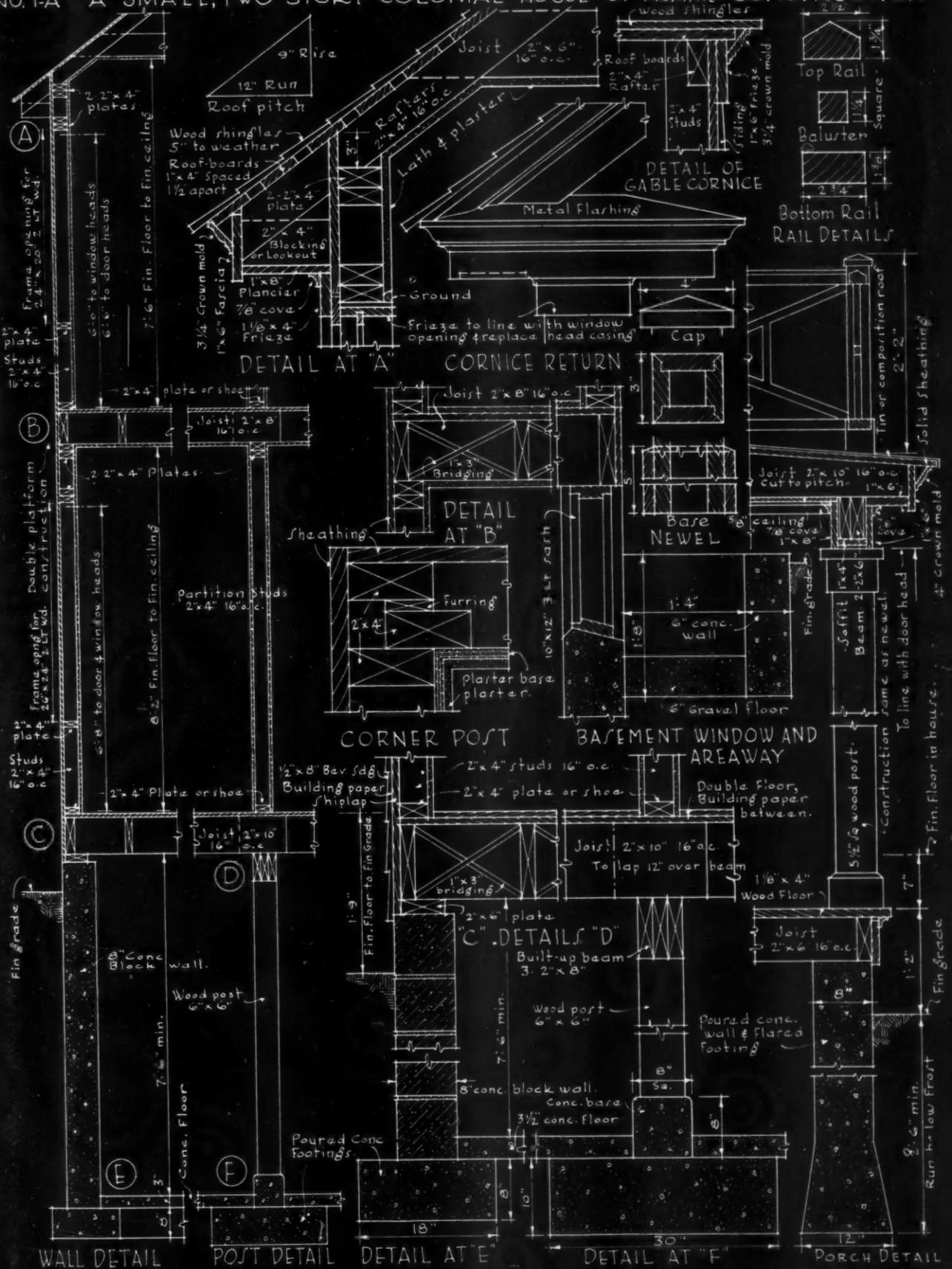
PREPARED FOR  
AMERICAN BUILDER

■ BY ■  
R. J. ALEXANDER

Plate No. 1-A, a small, two-story Colonial house of frame construction, as shown on the opposite page, contains all the construction details for this type of house, from foundation and post footings to how to detail the cornice and build a cornice return.

Not only are the details all-inclusive, but they give correct dimensions for the type of house referred to. Architectural details are also properly selected to conform to the style of house. This will be especially noticed in the porch detail, as you follow it up from the foundation to the top rail of the Colonial railing above.

NO. 1-A A SMALL, TWO STORY COLONIAL HOUSE OF FRAME CONSTRUCTION



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# How to Make Kitchen Cabinet Drawers and Frame Wall Units

**Upkeep, remodeling and conversion work calls for the know-how of making kitchen equipment on the job while millwork may be unavailable**

**T**O LAY OUT and cut the drawer sides, first square up either 25/32 in. solid stock or 5/8 in. 5-ply plywood for the drawer sides. Make these sides 1/8 in. narrower than the height of the drawer opening and 2 in. shorter than the length of this opening. Drawers may be constructed so that the front will fit flush, or they may be lipped. Figure 9 shows these two types. Assume that the drawer is to be made with a lipped front.

Lay out two drawer sides as shown in Fig. 10. Be sure to make one right side and one left side. The groove for the bottom should be about 1/4 in. deep and 1-1/16 in. wider than the thickness of the drawer bottom stock. It should be at least 1/2 in. from the edge. The dado for

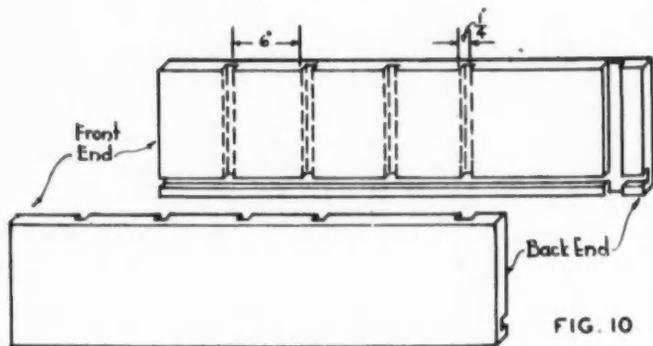


FIG. 10 LAYOUT OF DRAWER SIDES

the drawer back should also be 1/4 in. deep, as wide as the back is thick, and at least 3/4 in. from the back end. Dadoes may be cut for drawer compartments.

Square up the drawer front to the correct size from 25/32 in. or 1-1/16 in. stock. The height of the drawer front is the same as the height of the sides plus 3/4 in. for the two lips. The length of the drawer front is the same as the width of the opening plus 3/4 in. for lips.

Lay out and cut the rabbets around the four sides of the drawer front as shown in Fig. 11. The distance A, Fig. 11, should be the same as the distance from the top of the groove in the drawer side to the top edge of this side. Note that the rabbet along the bottom edge of the drawer front is wider than the one along the top edge. The distance B between the two end rabbets of the drawer front should be such that the finished drawer will be 1/8 in. narrower than the opening. Round the four edges of the drawer front as shown in Fig. 9.

Lay out and cut the drawer back. The height of the drawer back should be the same as the distance A, Fig. 11. The length of the drawer back should be the same as the inside width of the drawer (B, Fig. 11) plus the depth of the dado on each drawer side.

Lay out and cut the drawer bottom from 1/4 in. plywood. This piece should be the same length as the sides and as

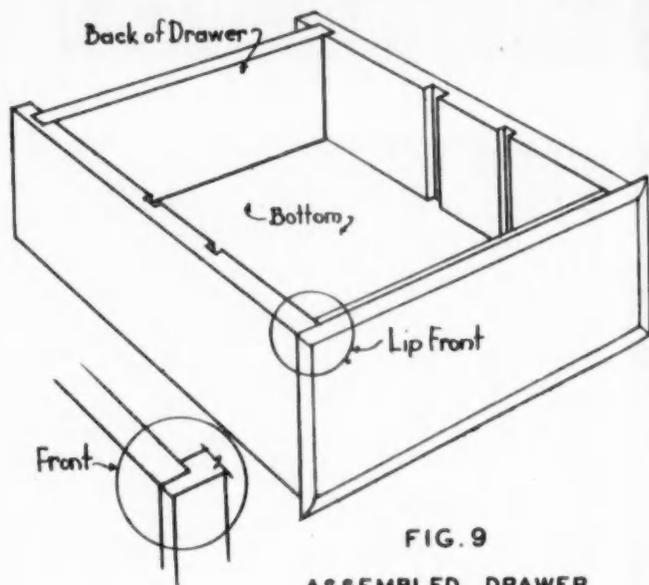


FIG. 9

ASSEMBLED DRAWER

wide as the back piece is long. To assemble the drawer, glue the back into the dadoes in the sides. Keep the top edge of the back flush with the top edges of the sides. Drive 1 1/2 in. brads through the sides part way into the back. See Fig. 9. Glue and nail the sides to the front. Keep the top edges of the sides flush with the top rabbet of the drawer front. Slide the bottom into the side grooves. Do not force it in.

Square the drawer and nail the bottom to the lower edge of the back and to the bottom of the front. Finish driving the nails into the back and front from the sides and sand the rough edges of the drawer. Set the nails. Fit the drawer into the opening and adjust the guides so the drawer will slide easily. Fit and secure blocks at the back of each drawer opening to stop the drawer when fully closed.

To frame a wall cabinet, measure the distance from the edge of the window casing to the end wall. This distance will give the outside length of the right hand cabinet (A, Fig. 13). Measure the distance from the ceiling to within 14 or 16 in. of the counter shelf. This gives the height of the cabinet. See B, Fig. 13.

Cut the two end back stiles 25/32 in. x 2 3/4 in. and as long as the cabinet is high. Cut the five back rails to length A, minus the thickness of the end wall of the cabinet. Locate these rails in the frame at the proposed shelf location to support the back edges of the shelves. Half-lap the joints and glue and screw them together.

Build a front frame in a similar manner, but include only three rails and a middle stile, as shown in Fig. 13. This front frame should be as long as the outside dimensions of the cabinet. Build the end C of the cabinet of 1/2 in. or 3/4 in. plywood or solid 25/32 in. stock. It should be as wide as the depth of the wall cabinet, minus the

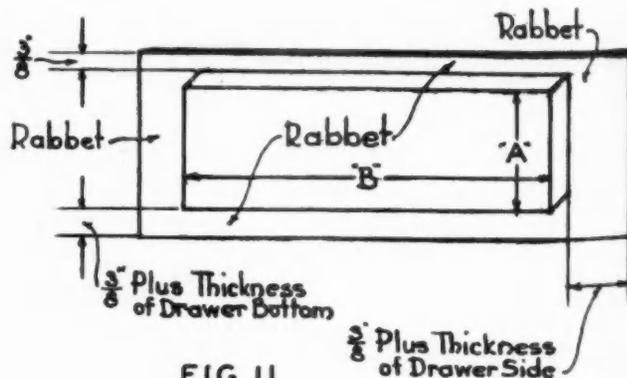
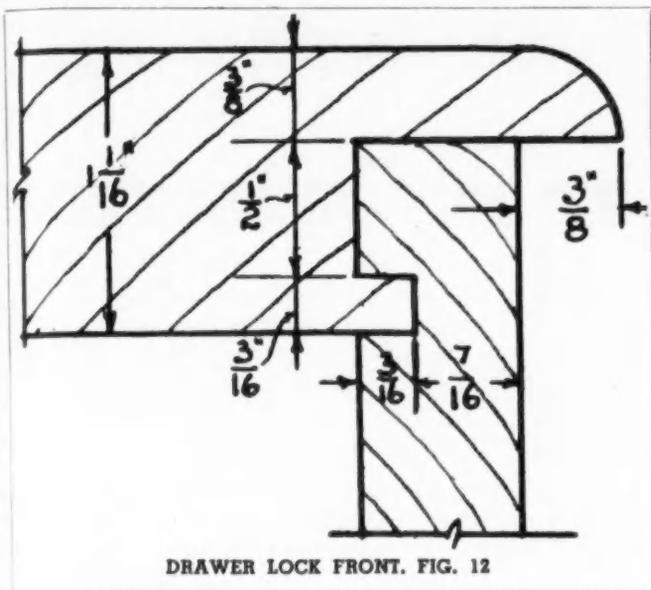


FIG. 11

BACK OF DRAWER FRONT

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DRAWER LOCK FRONT. FIG. 12

thickness of the front frame. The length will be the same as B, Fig. 13.

Lay out and cut the stock for the four shelves. They should be the same width as the end C of the cabinet, and long enough to extend from one end of the cabinet to the other. Notch out the two back corners of each shelf for the two uprights of the back frame. Nail the end C to the end of the back frame, as shown in Fig. 13. Nail the front frame to the edge of the end piece.

Square and cut five 25/32 in. x 2 3/4 in. braces as long as the distance between the front and back frames. Nail the braces at the right hand end of the back frame opposite each back rail. See Fig. 13. Nail through the front stile into the ends of these braces. Keep the braces square with the faces of the back and front frames.

Install the shelves and fasten them to the tops of the rails in the back frame and to the braces at the end of the frames. Screw small blocks under the selves on the middle and left hand stiles of the front frame to support the shelves at these points. See D. Nail or screw the shelves to these blocks.

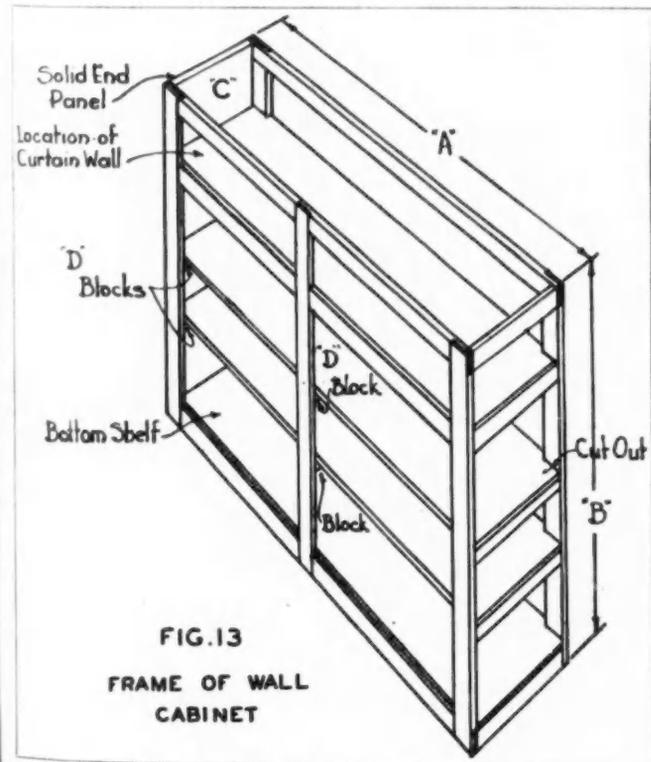


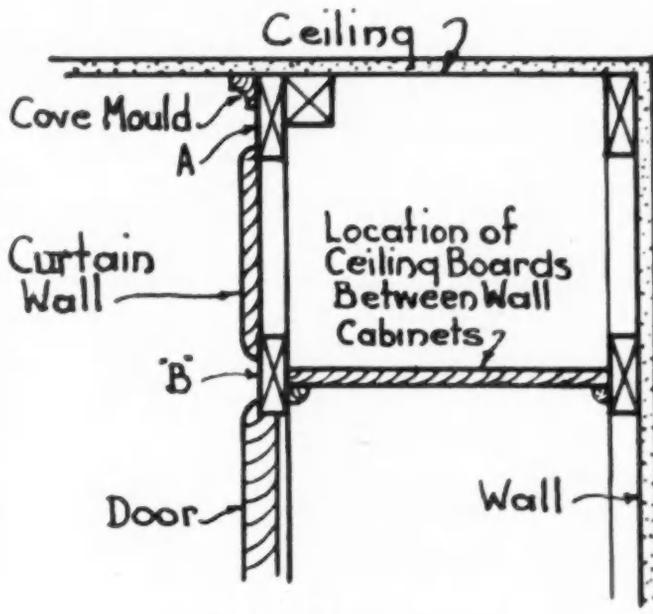
FIG. 13  
FRAME OF WALL  
CABINET

Hang the frame to the ceiling by nailing strips to the inside of the front top rail of the front frame and into the ceiling joists. The strips should be about 1 3/4 in. x 3/4 in. Nail the back frame to studs in the back wall.

Lay out, build and hang the left hand wall cabinet in the same manner. Connect the cabinets with rails 25/32 in. x 2 3/4 in. See A and B, Fig. 14. Measure the length and width of the front curtain wall board. This board should be the same thickness as the lip on the doors. Round the edges and nail the board to the faces of the two erected cabinets and rails A and B as shown in Fig. 14.

Measure, cut and fit the ceiling board between the top ends of the two wall cabinets above the sink as shown in Fig. 14. Install curtain walls in the upper sections of the two wall cabinets in the same manner. Cut and nail mouldings to the ceiling board and at the front curtain wall as shown in Fig. 14.

If the cabinet doors are to be flush with the cabinet front, they should be fitted as follows: Check the door



TOP OF WALL CABINET. FIG. 14

opening for squareness. Measure the height of the door opening and transfer this distance to the door. Plane the edges to these lines. Repeat these operations in fitting the width of the door. Allow 1/16 in. clearance on all edges between the door and the door opening. If the lipped type of door is used, the fit is determined by the rabbet cuts in the edges. These are made in the same way as on the lipped drawer fronts.

To fit and apply the counter shelf, place supporting strips flush with the tops of the front and back frames of the cabinet. Space them about 2 ft. apart. Cut out the material for the counter shelf and fit it to the walls. Allow it to project over the front edge of the cabinet about 3/4 in.

Determine the location and size of the sink. Lay out the proper size hole in the counter shelf and cut out the material. Fasten the counter shelf to the supports by using 1/4 in. x 2 1/2 in. flat head bolts. Countersink the heads into the counter shelf. Place two bolts in each support and tighten them from underside of shelf. If waterproof covering is to be used on the counter shelf, 3/4 in. plywood should be used for the shelf. It might also consist of several boards glued together. The counter shelf is generally covered and completed by other mechanics.

The methods described in this article are based on data prepared by Mr. Leo P. McDonnell for the New York State Educational department, which has published several excellent books on building construction methods and the use of hand and portable power tools.

# CATALOGS and HOW-TO-DO-IT INFORMATION

**49—METAL WINDOWS WILL FIT MANY POSTWAR JOBS**—from small homes to mile-square manufacturing plants. A manufacturer of 63 years of experience, and a pioneer in steel window developments, has made available a comprehensive booklet on many types of metal windows. It is the William Bayley Company of Springfield, Ohio. In the 32-page booklet is a utility chart about windows which tells where each type of window is suitable in what kind of building. Another feature, besides the numerous detail drawings, is the layout of sizes and shapes of windows to fit practically any opening you might run up against. No. 49 is very comprehensive and a good reference book.

**50—WALL, COUNTER AND SINK MOULDINGS**—will keep on getting more and more necessary in building operations because of the many new products that will come to hand for postwar construction. Table edges, sink tops, stair nosing, carpet edging, inside and outside and divider strips for wall board, plywood or other types of sheet coverings for walls, all are necessities on one kind of job or another. The Ford Metal Moulding Company of New York has a descriptive folder illustrating and describing all kinds of mouldings including factory-formed sink rims in one piece, and how to measure for ordering them.

**51—JOISTS HANGERS OR "STIRRUP IRONS"**—save time and money when used in various parts of building framing. Normally they are used for stair well, chimney and similar framing, but they also provide quick and adequate support for hanging joists to girders and brick and concrete walls. Construction steel is gradually coming back into the civilian market, and for this reason the Lane Joist Hanger Company of Baltimore, have made available a piece of literature showing four pictures of joist hanger uses for different kinds of application, as well as a complete list of sizes for the uses indicated. This is good information to have handy, and it may help in using less lumber for a job of framing.

**52—FINAL POSTWAR PLANNING**—is done on the drawing board. Accurate layout of floor plans and elevations, in order that the proposed house will have all it takes to make good with the buying public, calls for good drafting tools. To this end, the David White Co. of Milwaukee, offer a catalog of all sorts of equipment for your drawing and drafting, as well as surveying requirements. It would be a good idea to have this booklet handy for both present and future requirements.

**53—DOING BUILDING FOR FARMERS**—calls for a knowledge of farm building construction, necessary dimensions in some instances, and how to use the materials available and particularly suitable for different kinds of farm buildings. Knowing this fact, and with a desire to be of help to builders in this field, the Ruberoid Co., has recently put out a well-illustrated and colorful book of 34 pages entitled, "Profitable Farm Buildings." The book is full of useful information about buildings and products. There is considerable how-to information that will help you talk the farmer's language when you are discussing buildings with him.

**54—A VERY USEFUL AND DESCRIPTIVE DOOR**—catalog comes out in a new 1944 form which includes rolling steel doors from 28 feet by 24 feet down to whatever you'd

like, not to mention roll-top doors of steel and wood for normal garage use. Thoroughly illustrated and filled with construction and installation information, this 40-page catalog comes from the Kinnear Manufacturing Company of Columbus. For complete dope on doors of this type, including bi-fold doors that fold overhead, here is your source of information.

**55—GET ACQUAINTED WITH YOUR KITCHEN**—is the title of a colorful and nicely illustrated booklet being widely distributed to the future buyers and remodelers of homes by the Youngstown Pressed Steel Division of the Mullins Manufacturing Company of Warren, Ohio. This book is showing your future buyers just what they want, and it is always a good thing to know just what your buyers want from you. Besides this, the booklet shows photos of individual units of all sorts which go into the making of a finished kitchen, giving dimensions of them so that in your planning you can figure your available wall space accurately.

**56—"PICK-UP, SET DOWN, PLUG IN"**—is the startling way the Penn Boiler and Burner Mfg. Corp. of Lancaster, Pa., describe their new Packaged Heat unit. A new bulletin, just out, tells all about how and why this modern heating unit works, and further, there is a choice of boiler burner unit, air conditioner unit, and Hydro-Aire split system to suit any size and type of house you may be planning to put on the market. Better look this bulletin over.

**57—"THE NEW TREND IN HOMES"**—is a fitting title for a fascinating booklet which is packed full of drawings of city, suburban and country homes. The 26-page booklet is offered by Mesker Brothers, of St. Louis, makers of steel casement windows. The booklet contains many practical ideas for postwar home planning and shows how Mesker Steel Casements harmonize with all types of home architecture, from standard Cape Cod to streamlined modern.

**58—KEEPING OUT FLIES WITH PLASTIC**—is a wartime development that holds promise of peacetime convenience and comfort. The Chicopee Mfg. Corp., 40 Worth Street, New York 13, N. Y., makers of the new plastic screen cloth, Lunite, say that this material woven from Saran, resists the effects of heat, cold, acid fumes, salt air; is impervious to rust or corrosion—yet gives more light and lasts longer. It is being tested today on the fighting fronts. Information on it is available.

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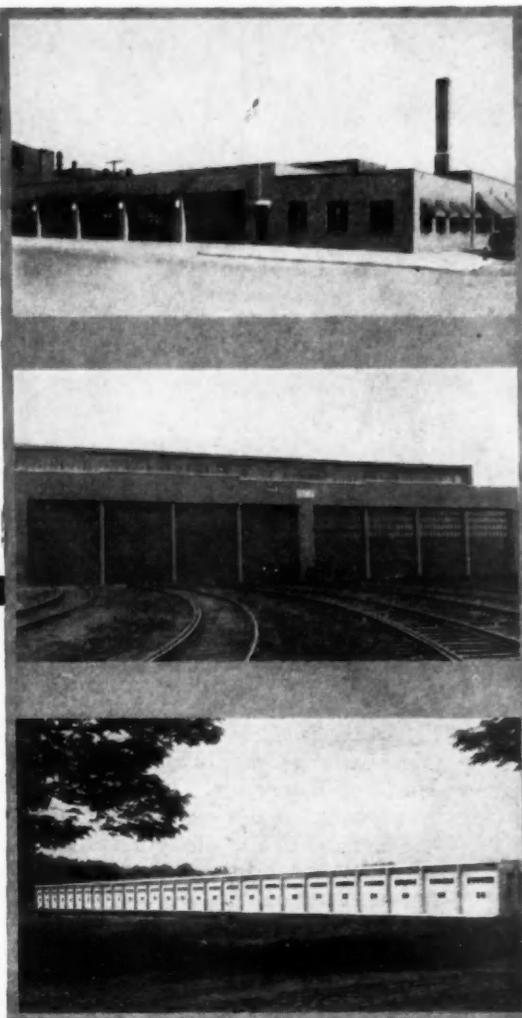
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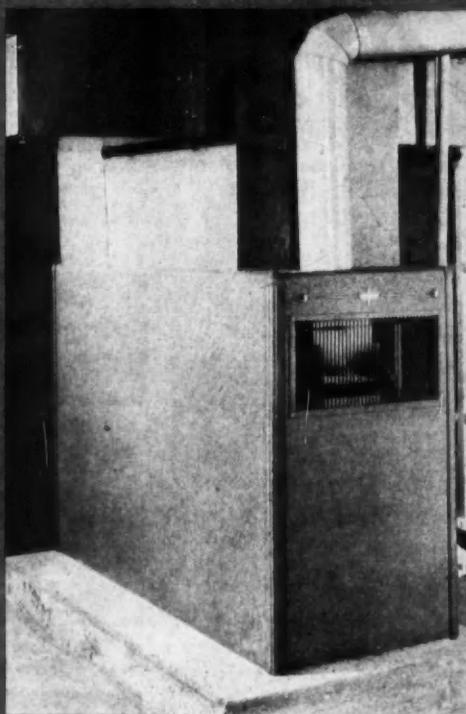
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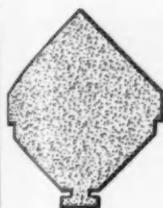
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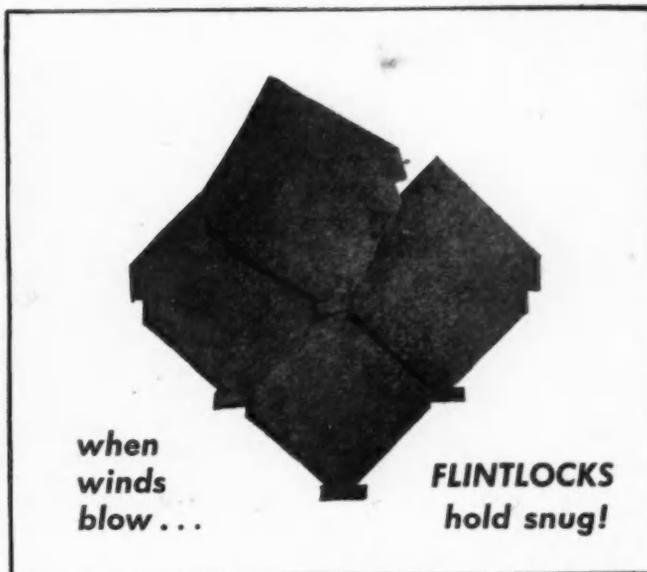


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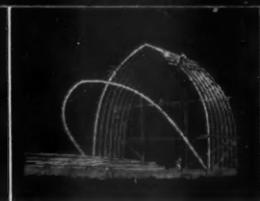
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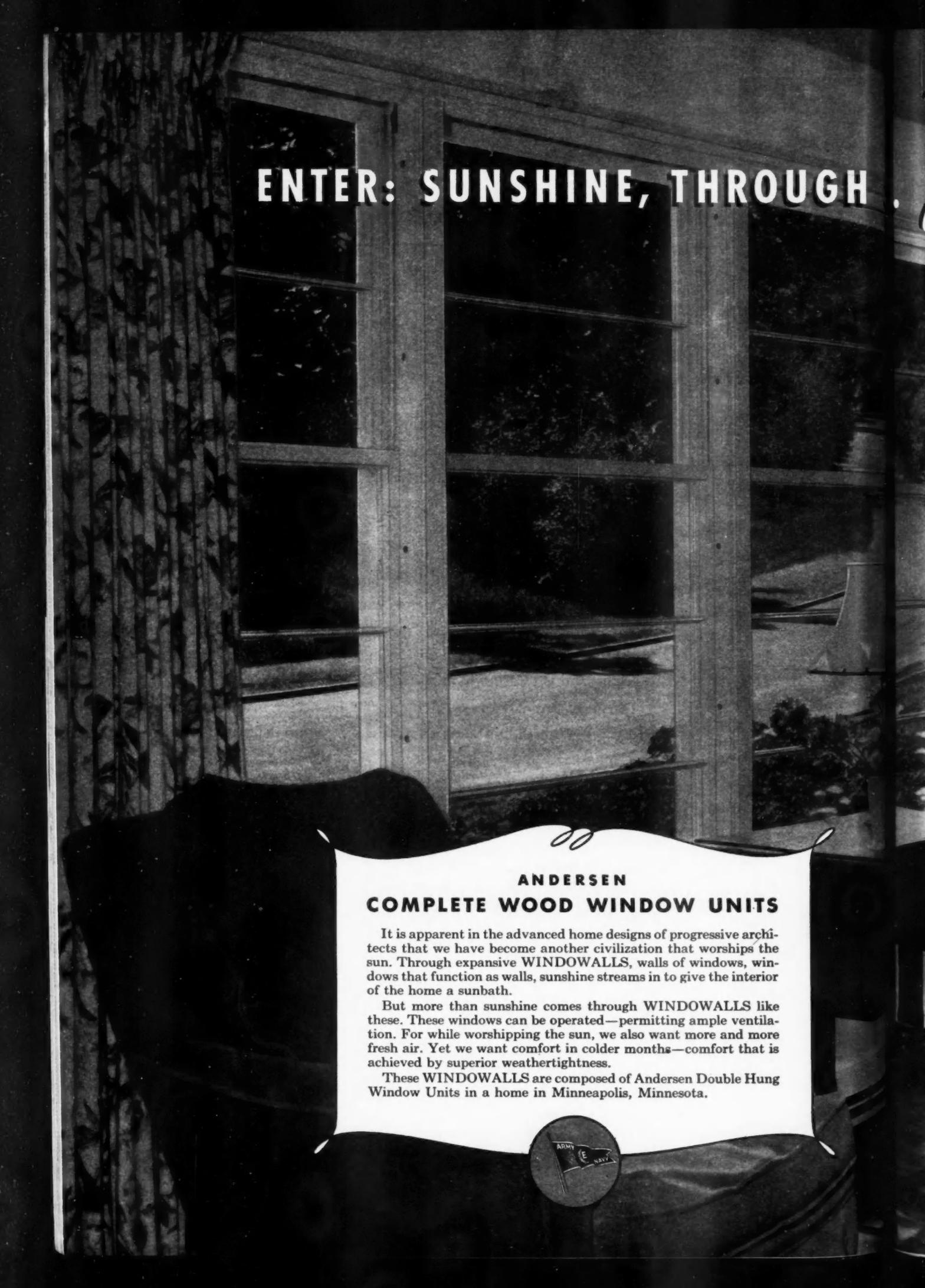
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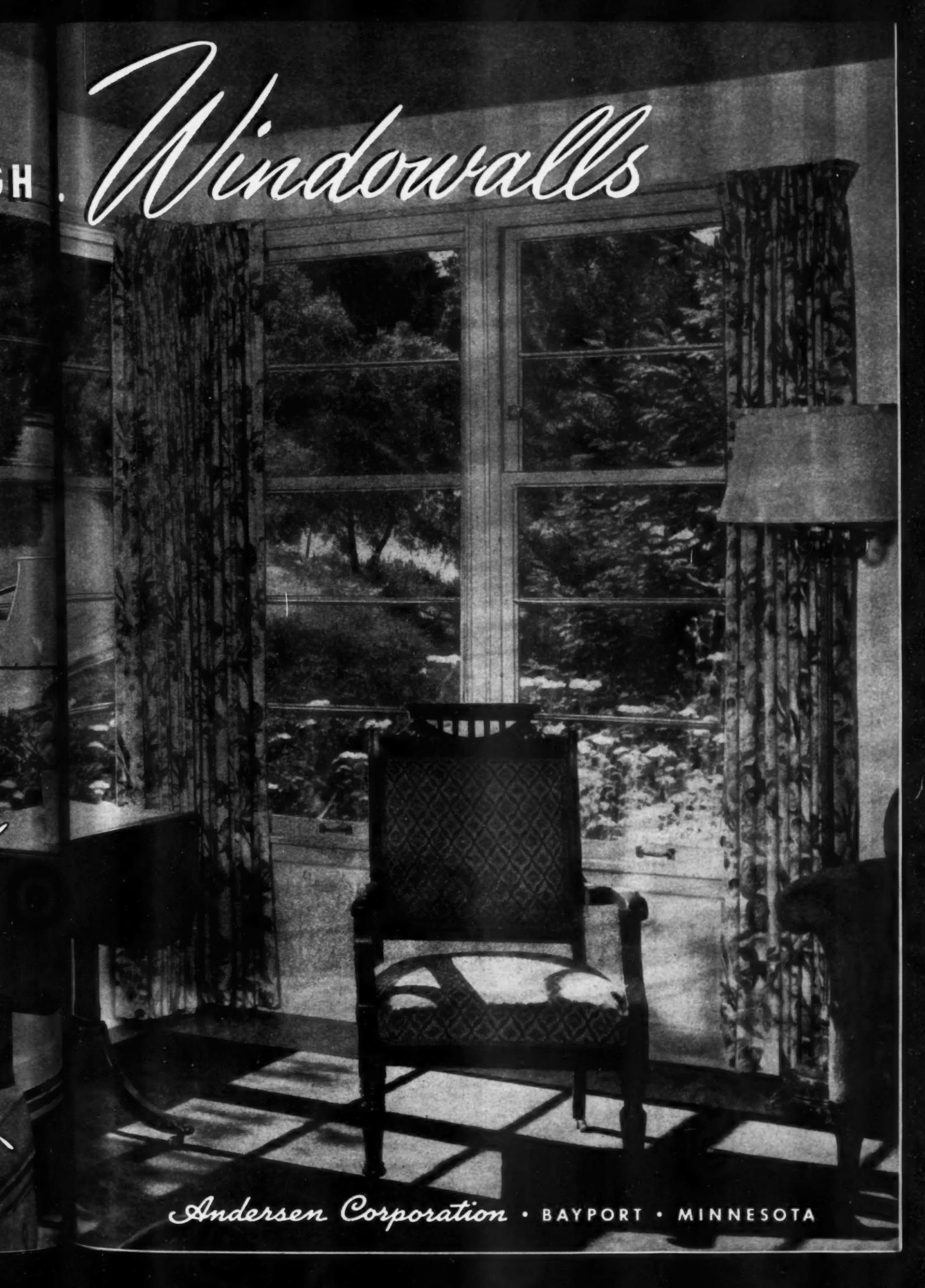
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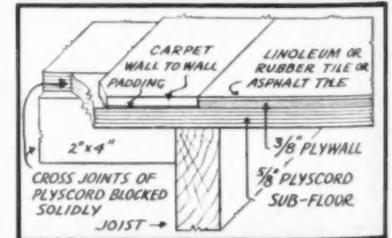
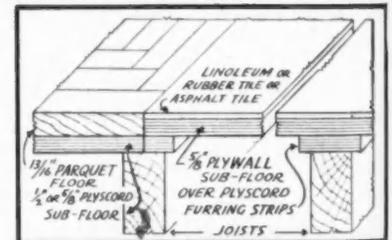
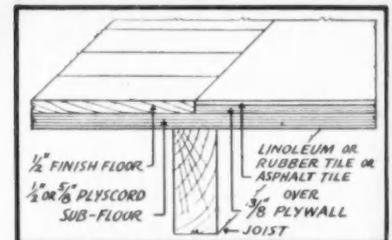
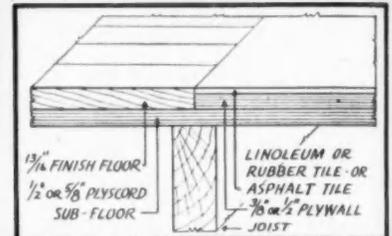
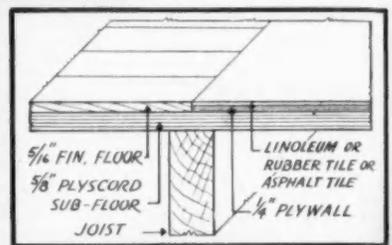


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# Building News Review

By Frank W. Cortright

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



**The heat has been turned on** in Washington during the past month, both as to torrid weather and in developments at WPB and on Capitol Hill. In fact, the War Production Board program has now reached the stage where they, along with virtually all government departments and agencies, are willing to concede that it is vitally necessary to get right down to cases in the matter of reconversion.

**Differences of opinion** exist mainly in the matter of timing. The armed services take the view that it is premature to start shifting back to peacetime production, even on a small scale. They hold that a limited resumption of civilian-goods production may be justifiable as far as the supplies of some previously critical materials are concerned, but they fear this will tend to provoke wholesale shifts of workers from war jobs and may create disturbing controversies between industries.

**How it affects home building**—Wrapped up in the reconversion problem are many matters of vital concern to the building industry. First is the big question of when and under what conditions the resumption of unrestricted building operations will be permitted. Before any answer can be expected it is pertinent to be thinking about possible "interim housing" and plans for production of basic material and equipment items essential to the housing market.

**Truman committee concerned**—For its part, the Truman Investigating Committee of the Senate is seriously disturbed over the delay in the WPB program towards initiating a limited amount of civilian production. A statement just issued by this Committee stresses the necessity for prompt action so that businesses now completing their war contracts and having no other war production orders in sight, can resume civilian production in areas where labor surpluses are showing up. Spokesmen for the Committee have also indicated that they see no reason why residential construction and other types of building work that do not use too much critical material, should not be permitted to get under way in points where sufficient labor and materials are otherwise available.

**A compromise** of conflicting viewpoints upon this extremely important subject of civilian production now seems to have been reached. As a result, it is anticipated that WPB will soon issue a

series of orders permitting manufacturers to begin acquiring machine tools and other equipment needed for their postwar operation, to an extent consistent with present war production requirements. However, WPB has agreed to withhold an order that would have allowed its district offices to make "spot authorizations" for civilian goods production where it appeared feasible without war work interference.

**WPB plans to set up** an official construction advisory committee to guide its policies in the matter of permitting resumption of construction. This new group will be comprised of a broad cross-section, representing the important elements that go to make up our industry. It will be patterned after the unofficial Advisory Committee that has been working with them on the general problem for many months past. In fact, the membership of the new group will be substantially the same as the former Committee except to the extent that WPB organizational structure will make certain changes necessary.

**Still being threshed out** is the vital question as to what kind of housing should be the first to be resumed. NHA is still banking heavily on what it terms H-2 housing—an expansion of the present definition of "hardship" to take in whole communities. Under such a plan, they would program housing in communities where the supply of living accommodations is so scarce that a condition of hardship exists in the whole area.

**Would extend controls Postwar**—It is no longer a secret that several war-born agencies have extensive plans to justify their continued existence long into the postwar period. Under one guise or another, these planners are gathering data and holding conferences for the express purpose of developing convincing evidence to prove that serious economic consequences will result if a check-rein is not maintained over our industry. All of this goes on while they continue giving lip service to the idea of complete relaxation of wartime controls and regulations on residential construction at the earliest possible moment.

**It is not entirely clear** why those groups, whose wartime functions are evaporating, now propose their perpetuation by moving into fields appropriately the work of established agencies. One

line of reasoning advanced is that until housing production in the postwar period has reached the point of satisfying the demands of the market, a continuing inflationary threat will impend. It is clear, however, that the planning elements of such groups are basing their arguments upon the theory that private enterprise will not be able to operate in the postwar era without broad restrictive government regulation and control.

**Disproves public housing costs**

—Continuing the vigorous challenge of rebuttal testimony being submitted to the Burton Sub-Committee in the Washington slum rebuilding controversy—H. Clinton Smith, a widely recognized estimator and appraisal engineer, has currently provided a sensational chapter. After eliminating numerous cost details of the District of Columbia slum clearance project from the comparison, Mr. Smith introduced convincing evidence to prove that a comparable private enterprise project could have been built for 34 per cent less and still have been superior to the public housing development in ten construction details.

**Expanded postwar home ownership**

is headlined in a current statement by Thomas S. Holden, president of The F. W. Dodge Corporation. He points to primary conditions now existing which assure vast home-building demand when government restrictions are removed. Among these are (1) anticipated prosperity, with widespread purchasing power, sizable amounts of which are already earmarked for home purchase or down payment; (2) favorable mortgage market and purchase terms, and (3) probable continuation of population trends toward suburbs and outlying areas. Dodge's latest survey indicates accumulated demand for houses is relatively greatest in the cost class banned by war restrictions, that is for complete homes in the price classes above \$6,000.

**Is FHA legally responsible?**

The question of FHA responsibility for construction standards has been raised in a two-and-a-half-million-dollar damage suit filed by 55 families who purchased homes in a Washington development. The houses involved in the litigation are situated in what is known as Hampshire Knolls, located just outside the District of Columbia in Maryland. Even though they purchased the houses two years ago, the families bringing the suit are trying to obtain an adjustment for work that they contend the builder failed to do. Specifically, they charge that the houses and sites were not completed according to approved drawings and specifications. It is further charged that this malperformance would have been prevented if the FHA inspection system had functioned properly. Since it is a well known fact that FHA inspections do not constitute a guarantee to the buyer, the general belief is that the suit will not get very far. However, FHA is none too happy to have such

(Continued to page 98)

## Radiant Heating—

(Continued from page 67)

they have a definite edge and will continue to have, as long as price is a factor.

Radiant heating possesses popular appeal because it tackles home heating from a fresh angle. Since the human body creates more than enough heat for its own comfort, radiant heating merely controls the temperature of room surfaces so that they do not pull heat from the body faster than the body generates it. To achieve this, radiant heating uses large-area, low-temperature surfaces as the heating medium. Warmth from floor or ceil-

ing, provided by hot water circulating through the pipe coils, radiates to all room surfaces. As these surfaces are held below body temperature, there is no apparent heat source. Such heat rays pass through air without materially changing its temperature. This has led to the common observation that "it is always like spring in a radiant heated house."

In basementless designs the pipe coils are usually placed on a crushed stone or gravel fill. Over the coils is poured a concrete slab, trowled to a smooth finish, which serves as both floor and heating surface. Such installations are economical, and easy and swift to install; they keep the

floor warm and dry and make the basementless design practical for the first time in most parts of this country.

Because it solved the warmth and dampness problems, radiant heating has been used most extensively in concrete floor construction. But there are many installations where conventional wood floors are used. In such construction, the coils are laid on top of or hung from the bottom of the joists.

Floor type radiant heating is also being used extensively in one-story houses with basements, and for the first floor of two-story houses. In either case, established procedure is to cover the bottom of the joists with insulation board, which will serve as buffer against downward heat flow, and as basement ceiling as well.

In some wood floor installations, the pipe coils are anchored to the bottom of the floor joists. The basement ceiling then has to be attached to nailing grounds fastened to the joists. Other installations reverse this process, putting the coils on top of the joists, in which case the finish floor is laid on nailing strips. In either installation, additional insulation may be placed beneath the pipe runs if desired.

If the house has insufficient head room to permit either of the above installations, the pipes then run between the joists and are arched downward at the ends, where they connect on one side with the feed main and on the other with the return line. In this type of construction, the sinuous coil is automatically ruled out by the necessity for using a grid.

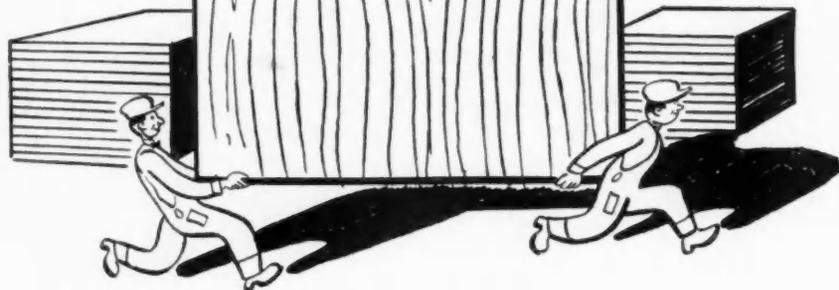
In multi-storied houses, it is frequently the practice to locate coils for the upper floors in the ceilings. The coils are clipped to the joists, metal lath is wired to the pipe runs, and the plaster coats applied as in normal construction.

Wrought iron pipe is used in radiant heating systems because it resists corrosion better than other materials in this application, an essential requirement in an installation that is expected to endure for the life of the property. It is easily welded and fabricated into coils. Moreover, its expansion properties and those of concrete and plaster are virtually identical, which is an added safeguard against cracks developing. Its excellent thermal characteristics, combined with the foregoing make the selection of wrought iron pipe practically unanimous among heating engineers.

Radiant heating's chief appeals to home owners by now are becoming well established. Complete concealment of the system, with all its attendant advantages, outranks operating economy in importance, even among those who testify to fuel savings running as much as 30 per cent in comparison with conventional systems.

Topmost advantage of concealment—to the occupant—is cleanliness. The

**BIG ENOUGH to do a  
HE-MAN JOB!**



## TRU-BILT PLYWOOD COMES IN BIG SIZES FOR BIG JOBS



Think of the advantages of ordering in sizes to fit the job to save time, labor and waste. TRU-BILT comes in sizes up to 72" x 144". TRU-BILT not only comes in big sizes, but it has superior strength in all sizes.

Other qualities include weather resistance, smooth finish, controlled uniform moisture content, waterproof quality for exterior use. Manufactured with pure phenolic resin glue and the superior Hot Press method.

**TRU-BILT**

**WEST COAST PLYWOOD CO.**

ABERDEEN, WASHINGTON

Manufacturers of

HOT PRESSED—DOUGLAS FIR PLYWOOD

system does away with air currents and, consequently, wallpaper, painted surfaces, curtains, draperies and other furnishings stay clean longer. Moreover, there are no cold spots or hot spots; the warmth in each room is uniform and mild. Those who in conventionally heated houses require an air temperature of between 72° and 78° for comfort, find that 65° to 68° is "just right" in a radiant heated home.

Concealment of the heating system also makes possible complete utilization of floor and wall areas. With radiators and registers eliminated, there is no restriction on furniture placement.

Installations in all sections of the country have proved that it is practicable for all climates and for all architectural designs, traditional or modern, for brick, stone or frame construction, for houses with basements or without, and for all types of fuel—gas, oil and coal. Whether radiant heating revolutionizes postwar home building remains to be seen.

It is possibly significant that in a number of areas, particularly those that hold best prospects for residence construction, builders have been taking contracts for any types of radiant heated structures so that they may become familiar with design and installation techniques by the time private building is permitted to resume.

\* \* \*

### New Lumber Order

(Continued from page 63)

turers, farm equipment fabricators, railroads and steel mills, who use 50,000 or more board feet of lumber per quarter. This class may place certified orders, either rated or unrated.

**Class II Consumers:** Typical examples would be machinery and equipment manufacturers, chemical plants, department stores, food manufacturers, small industrial plants, printing establishments, utilities, dealers fabricating wooden products, and construction contractors on WPB authorized projects. Any or all of these could fall into the Class I list if they used 50,000 or more board feet per quarter. The main and indispensable requisite is that they have a rating to extend.

**Farmer Consumer:** Their acquisition of lumber is governed by the regulations of the War Food Administration, which is empowered to issue ratings to farmers covering lumber to be used for on-farm purposes. The substantial amount of lumber allocated to this class indicates its importance to the war program and civilian economy.

**All other Consumers:** As previously referred to, this class is at present the "forgotten man" under the order. Lumber distributors who have been serving this type of consumer will, unless subsequent developments indicate a more adequate supply, be forced to devote their inventories and facilities to supplying the

needs of what are considered to be more essential users.

The certifications made by the three types of consumers who may use them are shown below. Each must be dated and signed by an authorized officer or owner:

**Class I Consumers on rated orders, and all Class II Consumers** use the Q-1 form of certificate which is: "The undersigned consumer certifies to the supplier and to the War Production Board that this lumber, together with all other lumber for which he has requested delivery, does not exceed the amount he has been authorized by the War Production Board to receive under Order L-335, with the provisions of which he is familiar, and that the use

of any rating shown on this order is authorized."

**Class I Consumers on unrated orders** which they place use the Q-2 form as follows: "The undersigned certifies to the supplier and to the War Production Board that he is a Class I consumer and that this lumber, together with all other lumber for which he has requested delivery within the quarter in which delivery of this lumber is requested, does not exceed the amount he has been authorized by the War Production Board to receive under Order L-335, with the provisions of which he is familiar, and that this order is unrated."

(Continued to page 96)



A NATIONAL PLAN SERVICE DESIGN

## BEAUTY THAT IS MORE THAN SKIN-DEEP

**RED CEDAR SHINGLES** are more than a mere covering—they go deep into the protective qualities that are both weather-resistant and insulative.

Three layers deep of protective covering on roof and double-coursing on sidewalls with Red Cedar Shingles provides an exterior of substantial appearance, long life and minimum upkeep.

Yes, your customers will be well pleased with an all-shingle exterior. Let us send you a complete set of working blueprints of Red Cedar Shingle application free. Address—

### RED CEDAR SHINGLE BUREAU

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



**Red Cedar SHINGLES**

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



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

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

Learn how Bathe-Rite Shower Cabinets can help you in designing bathing facilities. Write for bulletins, specifications and prices.

**MILWAUKEE STAMPING COMPANY**

828-S South 72nd Street  
Milwaukee 14, Wisconsin

(Continued from page 94)

**Farmer Consumers use certificates** given them by the War Food Administration.

The "All other Consumers" Class may place only uncertified and unrated orders.

The Lumber Dealer uses the Q-3 certificate when buying lumber from the mill provided he has Q-1, Q-2, or WFA Certificates which he has obtained from his customers. The Q-3 certification reads: "The undersigned certifies that this lumber, together with all other lumber which he has ordered on the extension of his customers' certified orders, does not exceed the amount of unexpected certified orders which he has in his file, and that, to the best of his knowledge and belief, he is authorized to place this order as a "certified order" under Order L-335, and to use any preference rating shown on this order."

The Lumber Dealer may also place certified and unrated orders for inventory replacement purposes by first applying to the WPB on Form 3813, and upon approval thereof, he is authorized to buy up to the amount released. In addition, he may by virtue of Direction 8 purchase up to 8000 board feet per quarter for sale on uncertified and unrated orders (All other Consumers Class). For both of these purposes he uses the following Q-4 certification:

"The undersigned certifies to the supplier and to the War Production Board that he has been authorized..... to receive this lumber. The amount for which he is requesting delivery on this order together with all other orders bearing this form of certificate does not exceed the amount he is authorized to receive by the use of this form of certificate. This order is not rated."

The distributor must insert in the space provided either (i) "on Form WPB-3813"; (ii) "by Direction.....," or (iii) "on Form WPB-3813 and by Direction....."

By way of summary, it is clear that the order endeavors to insure that essential needs for lumber will be met and filled promptly. Each class of consumer, and the various segregations within those classes can feel that they will be able to purchase lumber in accordance with the relative importance of their need to the war effort. It is impossible to differ with the logic that this should be the net result, the desired objective of the order. It is up to every patriotic lumberman, whether producer, distributor or processor, to see to it that this end is achieved.

\* \* \*

**Furnishes House Before Roof's On**



**FRESH AIR** is one thing Mrs. Goldie West, Monterey Park, Calif., has plenty of. The widow, with three sons in the armed services, works the graveyard shift at Douglas Aircraft Plant and is attempting to build her home in her spare time. The only difficulty is that the house has no walls or roof. However, Mrs. West, her dog, "Gyp," and daughter live in the house, which is almost completely furnished and which has the gas and water turned on. Mrs. West was recently evicted when the house in which she had lived for three years was sold. Now with the housing shortage, it's either living here or in the street, and she prefers her "home."

(Acme Photo)

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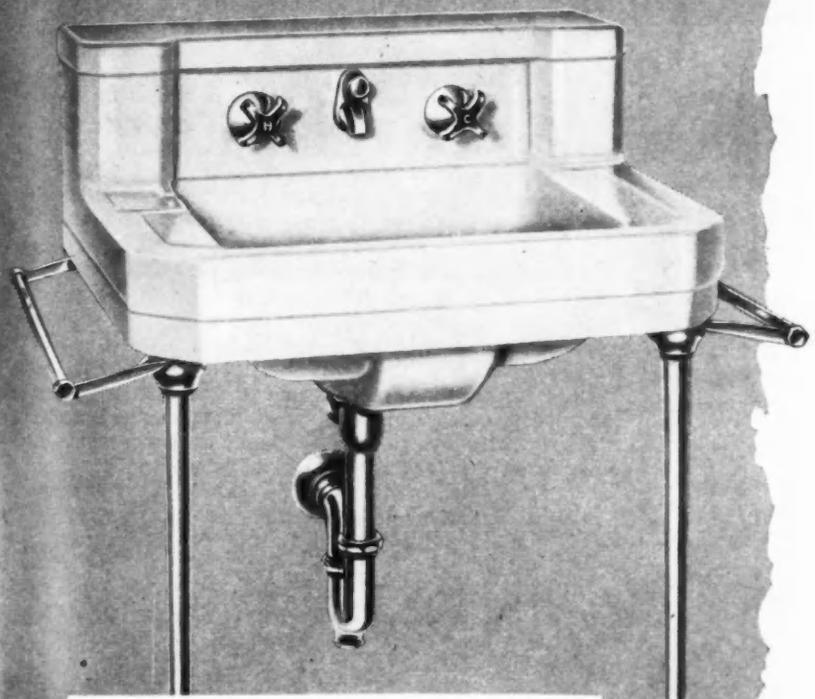


Park, Calif.  
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." Acme Photo)



**RUN ALONG, MR. ASTROLOGER**

# ...we're telling them about postwar bathrooms



## CASE HISTORIES

### IV—"Invasion Pipeline"

- ✓ Hundreds of *miles* of invasion pipeline has been produced at our Norristown Plant to meet the Army Engineers' urgent need of supplying fuel to the fighting troops and newly captured air bases.
- ✓ Fabricated from light weight steel tubing in 4" and 6" diameters, equipped with patented quick-connection couplings, tested to high pressure, and camouflaged—these pipelines can be easily transported, laid down and connected at high speed.
- ✓ They have assured the steady flow of essential fuel to the North African, Sicilian and Italian Fronts.
- ✓ This is another way our plants are helping to get on with the war.

You see, these men are interested in the *practical* aspects of bathrooms—the beauty, comfort and convenience that not only help to safeguard the health and serve the comfort of home-buyers, but actually help to *make home-buyers!*

The Wilmington we show here, with its larger-than-average basin area, concealed front overflow, recessed fittings and optional towel bars, met their desires exactly in 1940. Then the war called us to more urgent tasks. A high point of development then, it is also a clear promise of finer developments to come in Case *twice-fired* vitreous china fixtures.

This is not the time to reveal the details of those coming developments. We're working on them earnestly. The important fact is that they'll be ready when they're needed.

For the present, nearly all Case plumbing fixtures are available for Government-approved new building or remodeling, and for essential maintenance and replacements.

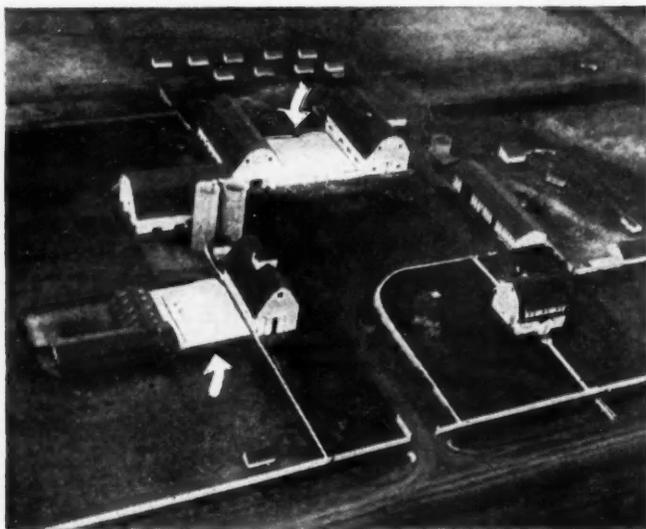
W. A. Case & Son Mfg. Co.  
Buffalo 3, N. Y. Founded 1853.

# Case

LIFETIME PLUMBING FIXTURES



IT'S NOT OVER YET—BUY MORE WAR BONDS!



## CONCRETE HELPS WAR JOB ON THIS FARM

Plenty of concrete materials are available for improvements which save labor, increase food production and provide additional facilities for storing and preserving foods. Farm structures are recognized as war equipment.

Besides feeding floors and paved barnyards, which save both feed and labor, farms need ratproof poultry houses, concrete dairy barn floors, sanitary milk-houses. Timely concrete repairs can increase the firesafety and usefulness of thousands of farm buildings.

Concrete builders should let farmers know that they can help them make necessary improvements now.

Ask us for samples of inexpensive literature and advertising suggestions you may use with farmers.

### PORTLAND CEMENT ASSOCIATION

Dept. 8-3, 33 W. Grand Ave., Chicago 10, Ill.

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

**BUY MORE WAR BONDS**

### Cortright—

(Continued from page 93)

issues arise since it has long stressed in its promotional activities the benefits to be obtained through its inspection system.

**Title VI refinancing amendment**—With the President's signature affixed, the new Title VI measure now becomes effective. Its essential purpose is to increase the volume of insurance that may be handled under this section of the program by \$100,000,000 to enable the FHA to take care of the remaining amount of war housing construction still necessary. The Bill contains another section, however, that should make it particularly interesting to builders. A refinancing amendment was added to facilitate the various improvement work necessary to bring up the market standards of existing Title VI structures built under the program.

**Interpretations make clear** that refinancing loans may not exceed the original amount of the mortgage or be for a longer period than the unexpired term. While this is not over-generous, it must be realized that by the time the material situation improves sufficiently to permit any large amount of reconditioning work, most Title VI loans outstanding will be partially paid off. The builders, or war worker owners, will in effect be able to borrow back practically the entire amount of the amortization provided they can show that the improvement work they propose will enhance the value of the property sufficiently.

**Three types of refinancing loans**—As the FHA has outlined the program, refinancing loans will fall into three main classifications. The first and most important group concerns loans covering the cost of improvement work. Examples given are the installation of bathtubs, additional wiring, improved heating systems, and the addition of a room or garage. The second and third classifications have to do with the sale of Title VI houses in cases where it may be necessary to take out a new mortgage.

**These sales may be made** either by the builder who has been renting his house to a war worker or to the war worker owner who finds after the emergency is over that it will be necessary for him to dispose of his property and move to some other locality. In either case, the new provision will permit FHA to refinance the property and to insure a new mortgage.

**G.I. bill of rights**—As the Veterans Bureau consults with other interested agencies, it becomes increasingly clear that administrative regulations cannot overcome several basic faults in the Title which provides loans for the purchase or construction of homes, farms and business property. Legislation designed to accomplish such an important purpose as providing homes for three to five million veterans, as well as employment so vitally essential to a sound postwar economy, must be clear-cut and adequate.

When the regulations are issued, probably late this month, it can then be determined whether or not Section 500 is so unsatisfactory as to force all equity loans into the Section 505 procedure. In other words, if the 50% guarantee up to \$2,000 merely means that half the loss is insured by the government, then practically all veteran purchasing will be done only under the FHA procedure. Furthermore—

**An amendment extending the term** will be necessary. As now written the bill requires that application must be made "within two years after separation from the military or naval forces, or two years after termination of the war, whichever is the later date, but in no event more than five years after the termination of the war." Of the fifteen million veterans eligible it seems likely that a minimum of three million will wish to secure homes under the provisions of the act.

Excepting for those held in the armed services for an extended period of time, the great bulk of the veteran demand

(Continued to page 100)

# BLUEPRINTS FOR YOUR HOUSE OF TOMORROW



## YOU MIGHT HAVE BOUNCING FLOORS!

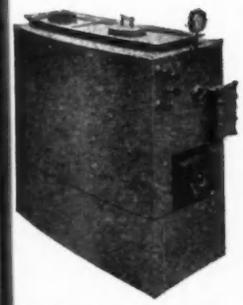
The new synthetic rubber, Buna S, may be used for your floors, to absorb sound in your modern post-war home.

**BUT -**  
*Your Heating Plant will be KOVEN WATERFILM*

As up-to-the-minute as any new invention in your house of tomorrow, the KOVEN WATERFILM BOILER offers today heating comfort that incorporates the latest scientific improvements. Attractively modern in design, KOVEN'S WATERFILM generator's patented construction makes it the fastest steaming boiler on the market.

Quick heat, sustained, even room temperature, domestic hot water at all times, greater economy of operation—all these important advantages are assured you with the high-quality KOVEN WATERFILM BOILER.

KOVEN'S efficient WATERFILM BOILER insures your heating satisfaction today as well as tomorrow.



ONE PIECE MODEL—A.S. M.E. Construction for war plant or apartment house use.

## WATERFILM BOILERS, Inc.

154 OGDEN AVENUE JERSEY CITY, N. J.  
PLANTS: JERSEY CITY, N. J. • DOVER, N. J.

# ORANGEBURG'S P.A.\*

means Sales and Profits Today... and Tomorrow!

\*PIPE APPEAL



Looking for business to replace dwindling sales volume caused by scarcity of lumber and other war casualties? ORANGEBURG PIPE is the answer! Diversify your sales with this fast-selling product which offers an opportunity for profitable business today—as well as a tremendous post-war market.

No other pipe offers so many advantages for all non-pressure uses outside the building. Light weight, long lengths and TAPERWELD couplings make installation easy and economical. Non-metallic—made of cellulose fibre impregnated with coal tar pitch. Non-rigid. Does not chip, crack or break easily—has high crushing strength. Can be sawed to any length. No cement or joining compound needed. Wide range of sizes.

For house-to-sewer connections, conductor pipe, downspouts, and tight-line drainage — ORANGEBURG comes with TAPERWELD joints. These permanent, water-tight joints prevent infiltration and entry of roots.

For septic tank filter beds, farm and muckland drainage, foundation drains—ORANGEBURG comes perforated, fitted with snap couplings.

### BIG DEMAND FROM NATIONAL CONSUMER ADVERTISING

Orangeburg Pipe is being consistently advertised in such leading magazines as The American Home, Better Homes and Gardens, Successful Farming and in many sectional publications including Rural New Yorker, New England Homestead, Prairie Farmer and others. Your customers know and want Orangeburg Pipe. Be prepared to supply their needs. Get the Facts About Orangeburg's P.A.\* Mail Coupon Today!



THE FIBRE CONDUIT COMPANY (AB-8-44)  
ORANGEBURG, N. Y.

O.K., tell me more about Orangeburg's P.A. (Pipe Appeal)

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

(Continued from page 98)



YOU remember Mr. Cohan's song from the first war, don't you? And it still holds good, too. Much as we'd like to get back to our regular, normal business, we've still got a war on. And although it looks as though we were winning it, it's still got to be won.

So—for the time being, we are a little bit A.W.O.L.—at least, from your point of view. But, just as soon as we wind this thing up, F. H. Lawson will be back on the market with the kind of quality products that you know F. H.

Lawson can make.

**THE F. H. LAWSON COMPANY**

Cincinnati, Ohio

★ We really don't like to make wooden bathroom cabinets, because the metal cabinet is so much better—and we're used to making only the best. But, since we have to make wooden cabinets for the duration, we at least have the satisfaction of knowing that our Warwood Cabinets are the best wooden cabinets made.



YOUR PART IN THE GREAT OFFENSIVE IS TO BUY MORE BONDS NOW.

will be forced into the two year period immediately following the termination of the war. In addition to this, an unprecedented civilian need exists supported by an immense backlog of savings with which to buy. Obviously if both these demands simultaneously descend upon an industry slowly gaining momentum during the first several postwar years, a seriously top-heavy market is bound to result.

**Explodes claims of self-liquidation of public housing projects**—A detailed analysis of previous D. C. public housing figures, offered by Charles William Hart, research consultant, in rebuttal to the Burton Sub-Committee, disproves the oft-repeated claim that their projects on the basis of present rents, are self-liquidating. On the contrary, Hart reveals the Washington public housing program to actually be in the red by more than 75% of current income. He predicts that families occupying these public housing units, will require an average subsidy of \$22.30 a month.

**Retiring President Merrion is paid high honor** before an assembly of 1200 home builders and their guests at the Annual Banquet of the Metropolitan Chicago Home Builders Association last month. This affair, probably the largest of its kind, was in honor of the retiring two-term President, Joseph E. Merrion, and the incoming President, John C. Lindop. Merrion was presented with a handsome plaque and Mayor E. J. Kelly of Chicago was also honored by an award for his accomplishments in matters vital to the home building industry in that city.

**Calls production-line housing impractical**—Daniel C. McGuire, General Manager of the Argonaut Realty division of General Motors Corporation, the guest speaker, authoritatively dismissed assembly-line production of housing as an important postwar development. "Production-line homes achieved on the same general plan as automobiles, are not practical for many technical reasons involving the weights of materials and their cost. But 'sub-assemblies' produced for varying geographic locations will be turned out in the postwar era, to cut building costs and to save a great deal of time," he predicted.

**Stressing the desirability** of decreasing man hours on the site, Mr. McGuire suggested that "The greatest strides in the immediate future will be in the perfection of the sub-assemblies which go into a home. The design, comfort, dependability, color harmony, safety and ease of installation will be stressed. Each of these sub-assemblies will be designed and packaged in such a way that it will fit into the job as a whole with the minimum amount of effort and time on the job and can be handled in any latitude or longitude by a few men and can be stored at the job in any kind of weather for a reasonable length of time without deterioration."

**California's postwar housing proposals** are being prepared. Francis L. Newton, Executive Secretary of the Home Builders Association of San Francisco, acting in advisory capacity to the California State Reconstruction and Re-employment Commission, advises us that these three primary problems are being dealt with in their recommendation to Senator Taft's Sub-Committee:

1. Disposition of temporary Federal public housing units, all classes. Procedure, salvage, re-settling of occupants, etc.
2. Disposition of existing housing agencies; consideration as to recommending FHA to be sole agency for handling all Government participation in housing, whether private or Government subsidized.
3. Urban rehabilitation and redevelopment. From municipal standpoint should this be covered by Federal or state legislation? Internal state or county machinery necessary? What limitations of powers should be prescribed, etc.?

That the West Coast is particularly conscious of the seriousness of its postwar adjustment problems is apparent, and their early approach to problems of this sort promises a practical, carefully worked-out solution.

**A proposed federal highway bill** of great importance to urban redevelopment and home building in the post-

(Continued to page 102)

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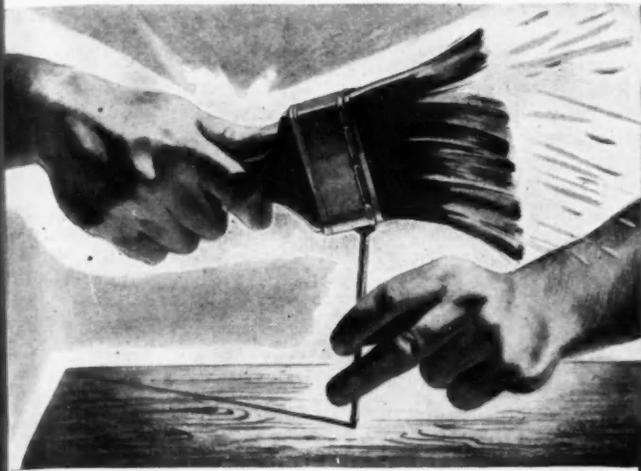
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## You can't drive it in with a paint brush

**DRIVING PRESERVATIVE DOWN** into the fibers of a piece of wood takes more push than a brush can produce. People make buckets, boats and barrels out of wood because it resists penetration by liquids. *Penetration* means the difference between real treated lumber—pressure-treated lumber—and lumber that has only been painted with or dipped in preservative. Decay and termites work through thin films of poison in a short time.

**THAT'S WHY** Wolmanized Lumber\* is given the kind of treatment vital to dependably long service life—vacuum-pressure impregnation in heavy steel cylinders. When the Wolman Salts\* preservative is driven deep into the wood, "fiber-fixation" holds it there, preventing leaching and loss of protection.

**WOLMANIZED LUMBER** has an enviable performance record. Among typical cases reported in the booklet, "Service Records for Wolmanized Lumber", are laundry, bakery, paper and textile mill installations, bridges, railroad and mine structures. For a copy for reference in studying the worth of treated wood for your construction, write American Lumber & Treating Company, 1645 McCormick Building, Chicago 4, Illinois.

\*Registered Trade Marks

WOOD THAT'S

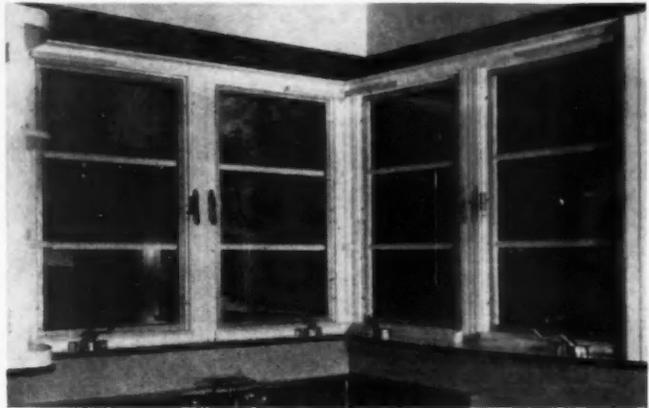


FOR SAFETY AND ENDURANCE

**AMERICAN LUMBER & TREATING COMPANY**

# \*\*\* Quality YOU DEPEND ON

Qualitybilt woodwork offers you all the features that mean customer satisfaction. Consider *quality* in design, *quality* in workmanship and *quality* in materials, and this complete line will be your choice. Ask your Millwork Distributor for Qualitybilt.



## ★ "UNIPAK" WOOD CASEMENTS

Here is the traditional charm of casement windows combined with utmost practicability and satisfaction resulting from modern manufacturing. "Unipak" casements provide full ventilation—maximum insulation—weather stripping—efficient hardware—plus lifetime service. Supplied complete with screens and double glazing.



## ★ DE LUXE KITCHEN UNITS

No matter what type kitchen, "De Luxe" Stock Units made of wood will mean the best in beauty, convenience and economy. The flexibility of these functional units permits a sound solution to every kitchen problem. Our kitchen planning department is at your service.

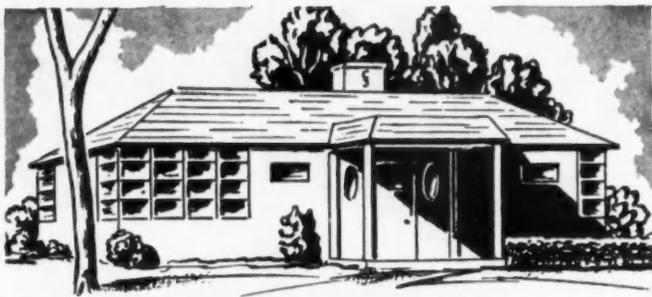
**FARLEY & LOETSCHER MFG. CO.**

SASH • DOORS • BLINDS • FRAMES • CABINET WORK • INTERIOR TRIM

DUBUQUE • IOWA

**Qualitybilt  
WOODWORK**

REGISTERED



**Now that INSULATION is in the SPECS . . . . .**

**... which type will do the BEST job?**

No matter what the construction job—residential, commercial, institutional, industrial—this information will be of real value to architects, contractors, and builders. Lo-"K" insulation is made of fire-proofed cotton . . . cotton which, because of its lower thermal conductivity than any other accepted type of insulation on the market, provides more efficiency than any other accepted type of insulation on the market. A standard thickness of Lo-"K" Cotton Insulation will stop more heat flow through walls and ceilings than greater thicknesses of other well-known insulating materials.

**CHECK THESE Lo-"K" PLUS VALUES**

- ✓ Low in thermal conductivity. The "k" factor for one inch is only 0.24.
- ✓ Light in weight—only .875 lb. per cubic foot.
- ✓ Flame-proof . . . will resist a blowtorch temperature of 1800° F.
- ✓ Easy to handle. The blanket-type rolls fit snugly. Cuts labor costs on installation time.
- ✓ Low in cost and lasts indefinitely. Pays for itself in fuel savings alone.
- ✓ Resistant to moisture, rot, and mildew.
- ✓ Vermin-resistant and sanitary . . . will not cause skin irritation.
- ✓ Clean and white. Walls and ceilings will be free from smudging.
- ✓ Fluffy—creates more air cells after installation. Will not sag or settle.

Lo-"K" is available now

Lo-"K" comes in blanket-type rolls for easy installation. Manufactured in all required thicknesses and widths to suit standard framework construction. Available with a tough, effective water-proofed paper backing—a reliable moisture barrier. Stocked by your lumber or building material dealer.



*Write Today FOR Lo-"K" FACTS . . .*

Lo-"K" Cotton Insulation Division—Dept. AB-8  
Lockport Cotton Bating Co., Lockport, N. Y.

Gentlemen: From the standpoint of a  
 BUILDER  CONTRACTOR  ARCHITECT  
 DEALER

I am interested in full information about Lo-"K" Cotton Insulation.

NAME.....  
 ADDRESS.....  
 CITY.....ZONE.....STATE.

(Continued from page 100)

war period was reported out unanimously by the House Roads Committee and action by the Senate Committee presumably will follow soon after recess. This bill (H.R. 4915) recognizes the coming shifts to urban areas and undertakes to meet that vast problem. It calls for an annual \$500 million appropriation for three years—(matched by states on 60-40 basis first year; 50-50 basis for second and third years). This is a big drop from the request of one billion dollars a year for three years—(matched 75-25 by states) in the bill previously proposed by American Association of State Highway Officials.

**Cities are favored** in apportioning highway funds, as the bill proposes giving greater weight to population on the new ratio of 1/2 population, 1/4 area and 1/4 post-road mileage. The program calls for improved highways through and around population centers; highways that will attract heavy traffic away from residential access streets and provide a framework for future urban development. Thus it promises to make a substantial contribution toward the re-development of cities. It is important that Congress act favorably on this Bill next fall, as state legislatures meet in January and must know the extent of Federal aid available before they can set up their postwar highway programs.

**5,000,000 home conservative**—Calling attention to recent challenges of the various predictions concerning demand for postwar homes, the Director of the Bureau of the Census has pointed out a few facts. He reminds us that there has not been a decade since 1900 in which fewer than five million dwelling units have been built. Even in the depression decade of 1930-40 the number of units built was 5,528,096.

Estimates by the Census Bureau indicate an increase in number of families of approximately five million during the first postwar decade. Thus, a building program of five million homes during that decade would only keep pace with the increase number of families and would not include replacement of obsolete structures, or make any gains against the tremendous backlog of existing demand.

**NAHB continues steady growth**—Each week brings fresh evidence of the determination of the Nation's home builders to find their strength in unity. President Bob Gerholz last month presented a charter to Claude L. Hinman, President of the Lansing Home Builders Association. The capital of another state—Massachusetts—will be represented when the newly formed Home Builders Association of Greater Boston affiliates. The Hoosier state will be represented by two Associations in its capital city when the Marion County Residential Builders are chartered. Younger than the already affiliated Indianapolis Home Builders Association, its sister organization, the MCRB is well established under President Fred L. Palmer.

**Price control**—Liberalized in certain respects, a measure extending the OPA for another year was approved by Congress and sent to the White House. The section dealing with rent control was softened by an amendment providing relief in cases where substantial hardship was shown and by another requiring that administrative policies shall conform to local rental practices insofar as practicable. This last provision apparently will help builders considerably in their efforts to validate security deposits.

**Lanham act installment**—This appropriation passed both Houses before the final gong as part of the second deficiency bill. It makes \$7,500,000 available to the FPHA to carry the federally-financed portion of the war housing program through October.

**WPB places lumber under blanket control system** in a final effort to balance increased consumption against waning production. Broad in scope, the amended Order L-355 will affect all users of lumber, wholesalers and distributors, and all but the very smallest sawmills. It became effective August 1. In WPB's words, "It affects the householders who use lumber for a shelf or bookcase or a new

(Continued to page 104)

# What type heating for postwar homes?



Confused—are you—about the many new heating systems being talked about? . . . Well, remember, you can't afford to experiment. Some of them are bound to be good and when this has been proved, National Radiator will offer them to you . . . In the meantime, and for some time after the war, you will serve your customers best by installing the latest, most dependable systems—the "National" radiant warmth units.



For Outstanding Production Achievement

## The NATIONAL RADIATOR Co.

221 CENTRAL AVENUE • JOHNSTOWN, PA.

50 YEARS OF DEPENDABLE SERVICE

*Now*



Bilt-Well's objective, pursued since 1866, is to serve the great building industry faithfully and well.

*and Then*

When conditions permit us again to manufacture our complete line, we shall continue to serve you with the same fine Bilt-Well woodwork which we have been producing for three-quarters of a century.

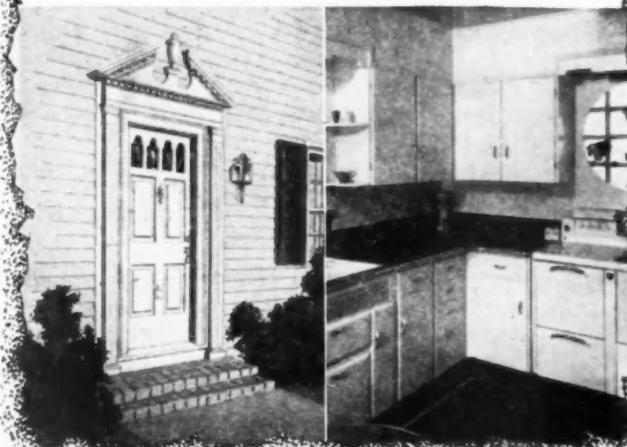
# BILT WELL WOOD WORK

REG. U. S. PAT. OFF.

Bilt-Well woodwork of Ponderosa Pine is another guarantee to you that the name Bilt-Well implies the best procurable in uniform quality of materials, correct design and consistently fine craftsmanship. Throughout the past 78 years, we have produced Bilt-Well woodwork for lasting beauty and trouble-free service. We shall continue to keep pace with progress while keeping faith with you.

**CARR, ADAMS & COLLIER COMPANY**

Dubuque, Iowa



SIX STEPS OF PROTECTION  
IN THE PUBLIC INTEREST... (3rd of a Series)



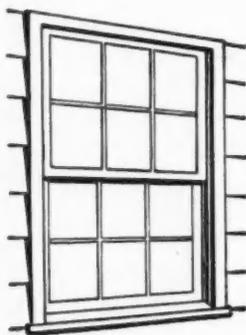
... "That Mark?"

—it means lasting protection, Mrs. Brown!"

Just a small seal of approval—inconspicuously branded on a piece of woodwork. Yet to the architect, builder or homeowner, it spells confidence... confidence that the manufacturer has complied with minimum accepted standards of toxic preservation... confidence that the wood product it marks will have lasting usefulness.

Protection in the public interest is the primary objective of the NDMA seal of approval. For this seal provides outward, visible evidence of sound practice in the toxic preservative treatment of building woodwork, such as windows, doors, screens and frames. Backed by the judgment of responsible research chemists, the NDMA seal assures you that wood will continue to demonstrate its long life in the homes of tomorrow.

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



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

NATIONAL DOOR MANUFACTURERS' ASSOCIATION  
McCORMICK BUILDING • CHICAGO, ILLINOIS



(Continued from page 102)

porch as well as the large industrial consumers who use lumber in the manufacture of countless items for war and civilian use." (See page 63 of this issue for special story explaining this order.)

**Establishment of a housing laboratory as a part of NHA** is proposed in a Bill (S. 2046) sponsored jointly by Senators Kilgore of West Virginia and Wagner of New York. It calls for an Office of Housing Research to be headed by a Director appointed by the President, but who will work under the general direction and supervision of the National Housing Administrator.

The function of the Office would be to initiate and promote all kinds of research and study projects designed to improve building methods, equipment and materials, as well as encouraging more desirable neighborhood and community development. Particular stress is placed on the achievement of these goals at lower costs.

**Debunking the "miracle" home.** Commissioner Abner H. Ferguson of FHA advises prospective postwar home buyers that FHA will proceed with caution in insuring revolutionary and untried materials and techniques in new home construction after the war. His warning, issued through the Association, points up the timeliness and importance of the executive national publicity campaign we are officially sponsoring. (Ferguson's full statement appears on page 63 of this issue.)

**"Miracle" home publicity** from now on will be released via press, radio, magazines and newsreels. This is all being carefully themed to encourage home building as soon as materials are available; to debunk impractical and uneconomic "Miracle" Home illusions, playing up the fact that moderately-priced postwar homes will have more eye-appeal, provide greater livability, and will be "evolutionary but not revolutionary."

**See story—BUILDERS COMBAT "IMPRACTICAL MIRACLE HOME" PROPAGANDA—on pages 52-53.**

The need for this has been proven by extensive recent surveys revealing to an astounding degree the misconception under which the public is laboring. The majority of families interviewed plan to build within two years after the war, and to pay between \$5,000 and \$6,000—not more than \$1,000 down nor more than \$50 a month. For this amount they emphatically expect 6 rooms and basement, with separate dining room and two bathrooms, and the following:—

**All year air conditioning;** electronic controls to make housekeeping simpler; extensive use of plastics in plumbing, bathroom fixtures, wall surfaces and elsewhere. Movable partitions; outside walls that open onto garden or terrace in warm weather; complete-unit rooms that can be added or removed according to family requirements. Still more disturbing is the emphatic statement by a majority of those interviewed that they won't buy or build unless they can have at least the first three of these improvements. These misconceptions are traced chiefly to stories and advertisements most of which are seen to have originated outside the home-building industry. The current vigorous publicity sponsored by NAHB is enjoying wide circulation and will prove very effective in counteracting the negative postwar effect of these widely-held home delusions.

**Tenants defy rent increases**—Langdon Post, regional USHA chief in California, now has the painful experience of seeing some of his own predictions materialize. Having previously stated in his book, "The Challenge of Housing," that "the problem of tenant relations in government housing is a very delicate and highly explosive thing," recently he precipitated just such an "explosion." Thirty-nine hundred strongly organized tenants failed to be convinced by Post's arguments that \$3 to \$5 a month boosts in their rent were justified. In a widely demonstrative meeting they voted almost unanimously to ignore the increase and challenged USHA to throw them out. There were no objections from the small number of tenants whose rents were lowered!

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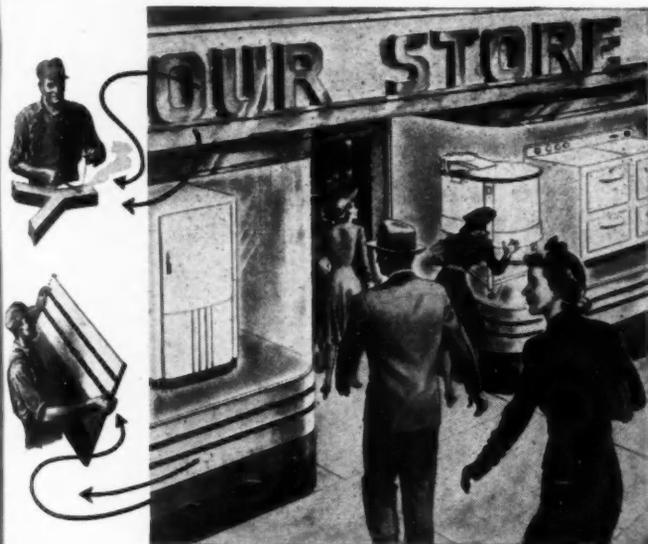
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## Helpful Suggestions on the

### "Storefront of Tomorrow"

Builders have a real opportunity in the bright new storefronts that will be erected after the war.

A good storefront must attract people. One example is illustrated above. Note its clean, fresh, graceful lines — the absence of "gingerbread" and the high advertising value of the *integrated or built-in sign*.

#### MATERIALS IMPORTANT

This storefront uses durable materials that can be kept new-looking with the least time and effort. The panels are glossy, colorful porcelain enamel on ARMCO Enameling Iron. The trim and contrasting ornamental motifs are polished ARMCO Stainless Steel. The sign itself can be ARMCO Galvanized PAINTGRIP, smoothly and durably painted — or it can be porcelain enamel, stainless steel or an interesting combination of both. For instance, you could use letters of stainless steel with porcelain enamel insets and tubing mounted in the channels.

Why not clip out this advertisement for your file of post-war ideas? The American Rolling Mill Company, 2391 Curtis Street, Middletown, Ohio.

Help finish the  
fight — with  
War Bonds



SPECIAL PURPOSE STEELS FOR TOMORROW'S BUILDINGS



## WHEN YOU HAVE TO BE SURE OF RESULTS

... You must use methods and material you can trust! You have a concrete floor. It is dusting. You have a heavy production schedule in the building which cannot be interrupted. You must dustproof and harden floors for heavy duty. You have to be **SURE** of results. That's the time to specify **LAPIDOLITH** Liquid.

You'll get definite, predictable results. **LAPIDOLITH** Liquid requires no special skill in application. Production need not be stopped during treatment. And you can count on a hard wear-resisting surface that won't dust. Send for your copy of "Concrete and Lapidolith Liquid." Write Dept. A-16.

BUILDING PRODUCTS DIVISION

**L. SONNEBORN SONS, Inc.**

88 LEXINGTON AVENUE, NEW YORK 16, N. Y.



Heavy machinery in the plant pictured above proves daily the value of the **LAPIDOLITH** treated floors in wear-resistance and freedom from dusting.

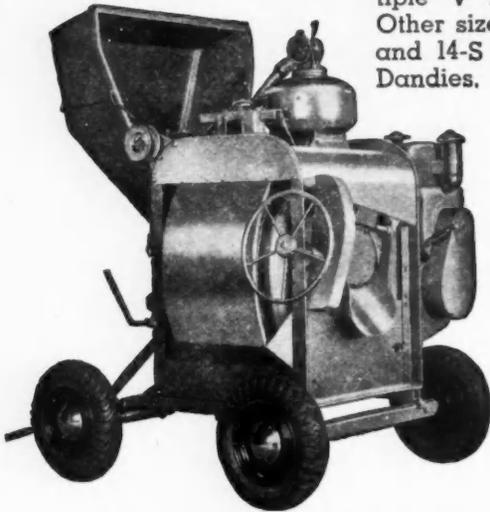
For **SURE** results in hardening and dustproofing concrete floors count on

**SONNEBORN'S**

**LAPIDOLITH LIQUID**

# KWIK-MIX MIXERS

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



**KWIK-MIX 10-S DANDIE**



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

**KWIK-MIX 3 1/2-S END DISCHARGE TILTER**

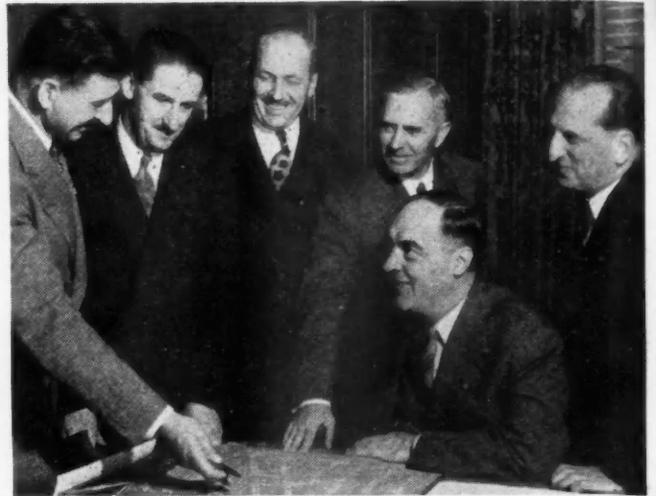
**KWIK-MIX  
PLASTER—  
MORTAR  
MIXERS**



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

**KWIK-MIX CONCRETE MIXER CO.**  
PORT WASHINGTON . . . WISCONSIN

## Largest FHA Project Launched—



PROBABLY THE LARGEST single-operation home project in the history of FHA was brought into being in California recently when David D. Bohannon, the West Coast's Henry Kaiser in home development, announced completion of plans for construction of 1400 single-family dwellings in metropolitan Oakland, all of them to be completed by Christmas. The above shows FHA and bank officials and Bohannon discussing ground development plans for the new project, which is called San Lorenzo Village.

Left to right are David D. Bohannon; Charles Russell, Chief Underwriter of FHA northern California office; D. C. McGinness, Director of the northern California FHA office; K. S. McBride, Assistant Vice President of the Bank of America; C. F. Wentz, Senior Vice President; and F. A. Ferroggiaro, Chairman of the Bank's Finance Committee. The project is being financed jointly by the Bank of America and American Trust Company.

\* \* \*

## Indiana Adopts Modern Building Code With Elasticity for Postwar Construction

Indiana took two steps late in June which will have an important bearing on postwar building and construction when Governor Henry F. Schricker signed a new building code and a new electrical code adopted by the Administrative Building Council, which will replace outmoded and obsolete codes in existence for many years.

### Rules effective after review.

The codes were the last of four to be prepared by the council under a 1943 act of the Indiana General Assembly, a new plumbing code and a new heating and ventilating code having been signed in May by the chief executive.

The new rules and regulations of the Administrative Building Council have the force of law and became effective with the signature of the Governor after they had been reviewed by James A. Emmert, attorney general. Copies also had to be filed with Rue J. Alexander, secretary of state, and Herbert P. Kenney, director of the State Legislative Bureau.

### Cities may adopt for homes.

Under the law, the council's rules and regulations apply to the design, construction, repair or alteration of all buildings occupied by two or more families and all public buildings. They do not apply to farm structures.

However, the law also stipulates that any municipality may enact an ordinance with the rules and regulations of the council as that city's minimum building requirements for single-family dwellings as well as for multiple units and public buildings.

### Obsolete practices are eliminated.

Representing culmination of many years' work, all four of the codes provide for more elasticity than those which have been in effect. Obsolete sections of earlier codes were eliminated and the new rules provide for use of the latest and most scientific developments in materials.

# LST SHIPS



## ARE WELDED CONSTRUCTION

To keep pace with war's stepped-up tempo, International Steel Company technicians and shopmen are daily matching wits with new production problems and schedules. They are pitting their sharpened skills against the need for faster-built, better built ships, for invasion docks, trestles and bridges.

Only when peace comes will the whole story of this tremendous effort be told. It will be told in faster, lower-cost production and in new prefabrication methods. Yes, it will take less time after the war to deliver to you structural steel, bridges, steel trusses, packaged windows, joists and other International Steel products—and they'll be better and lower priced because of our war production experience.

### "PACKAGED" BUILDINGS FOR POST-WAR



*New low cost . . . Rapid field assembly with unskilled labor . . . Simple expansion, alteration or removal with 100% salvage of parts.*

In sizes ranging from 6'x6'x8' to the largest industrial and commercial needs, the new prefabricated steel buildings developed by International engineers have numerous distinct advantages.



*A request on your letterhead will bring you full information about these new buildings and other postwar improvements in International building products. Perhaps we have the answer to some of your postwar problems.*

# International STEEL CO.

- \* STRUCTURAL STEEL
- \* STEEL BUILDINGS
- \* STEEL TRUSSES
- \* BUILDING PRODUCTS

1701 EDGAR STREET  
Evansville 7, Indiana



*memo*  
*To Manufacturers*  
**WINDOW PLANNING BEGINS NOW!**

All great projects were first conceived in the mind of some individual and then translated to paper in terms of mechanical drawings, specifications and engineering data.

The planning of window assemblies on line installation, for prefabricated homes or contractors requirements, can well begin now.

And in such planning the Grand Invisible Sash Balance, due to its many commendable features and war-proved satisfaction and dependability, should be a definite part.



To assist manufacturers of window assemblies with the speedy, economical and dependable installation of window and sash hardware, Grand Rapids Hardware Company offers a trained and competent engineering service to work with them right on the spot — to detour the pitfalls of inexperience and to speed production in busy plants.

These men can be of assistance to all who are beginning their window planning now. Their services are offered without charge or obligation.



Sash pulleys will be available as soon as materials are released.

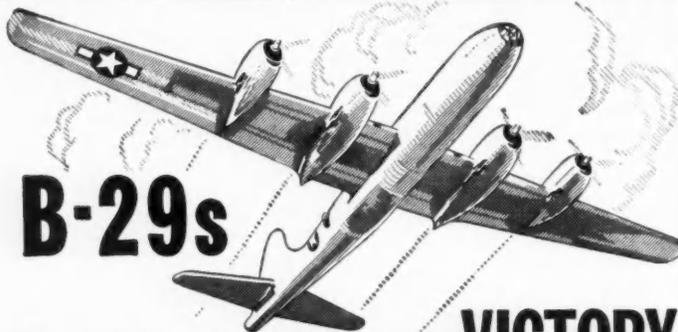
**GRAND RAPIDS HARDWARE COMPANY**  
GRAND RAPIDS • MICHIGAN

# 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.

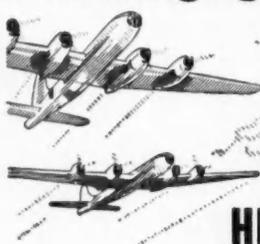
Joseph T. Ryerson & Son, Inc. Plants at Chicago, Milwaukee, St. Louis,  
Cincinnati, Detroit, Cleveland, Buffalo, Boston, Philadelphia, Jersey City.

# RYERSON



**B-29s**

**Bombing Our Way to VICTORY  
and Bringing closer the day when**



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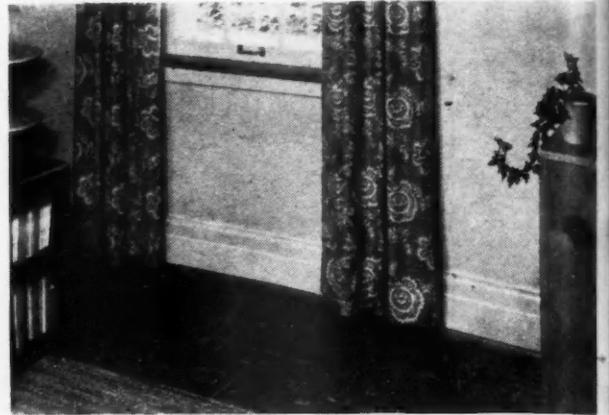
**the Largest  
HEAVY DOOR HARDWARE**

**Plant will again be pro-  
ducing Hardware for Dealers' stocks**

While we're still geared largely to war pro-  
duction, the easing of restrictions is making  
possible considerable production for priority-  
rated repair jobs. Tell us your needs.

**ALLITH-PROUTY, INC., DANVILLE, ILLINOIS**

## S64 Question—Where is the Radiator?



"Baseboard radiation" is the term commonly applied by the Crane designers to this new development, since the heat is introduced through continuous radiant panels that replace the conventional baseboard in the room. This new panel heating system has been under test for several years in actual installations.

It permits complete freedom in use of floor and wall space and in arrangement of furniture. It also makes cleaning as simple as wiping an ordinary baseboard.

\* \* \*

## Combat "Impractical Miracle Home"

(Continued from page 53)

groups will back this attack because they too realize the harm that has already been done by reckless talk about miraculous postwar home developments.

The NAHB-sponsored consumer survey was conducted by Dr. Daniel Starch and Carroll Belknap, New York research specialists, in representative cities among middle income families averaging \$3,000 a year. Sixty-eight per cent of those interviewed expected to build or buy a house within two years after the war's end. The alarming state of these consumers' minds was shown by the fact that they expected to get a six-room house with two baths complete with mechanical wonders for an average of \$52 per month.

They expected the postwar wonder house to be ready within a few months and stated that if they could not get some of the improvements mentioned they would hold off buying.

Prospective buyers were asked "at the price you intend to pay, do you believe that any of the following 'revolutionary' changes will be available?" The answers are shown below.

	Per cent expect- ing it to be avail- able	How soon after war
Complete air-conditioning with cooling in the summer "as in the movies" .....	72%	10 months
Electric controls which will make housekeeping far more simple than today .....	81%	11 months
Extensive use of plastics for plumbing, pipes, bathroom fixtures, wall surfaces, etc. ....	81%	8 months
Movable partitions which permit the making of one room out of two, or vice versa .....	60%	6 months
Outside walls which can be opened up on a garden or terrace in warm weather .....	54%	8 months
Rooms built as complete units which can be added or removed, depending on family requirements .....	56%	8 months

In other words, the overwhelming majority, planning to pay an average of only \$52 per month, expect construction features or products which either did not exist in the pre-war period, or which were available only to a minority of home buyers in the high-income brackets.

The most revealing part of the survey, which should awaken the industry to a realization of the damage already done by overselling the public with predictions of impractical things to come, was contained in replies received to this question:

"Would you build or buy a new home if you could not get any or all of the six typical 'revolutionary' changes in home construction?"

(Continued to next page)

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## THE YOUNGER GENERATION

Natural seeding of forest land follows the logging of Western Pines.\* Nature is bountiful. For example, here 8 pine seedlings have started from one fallen cone. The big job is to prevent fire from running over land where young trees are forming the forest of tomorrow.

In the Western Pine region, young healthy trees are growing on harvested lands and from them will come the lumber for future users of these products just as it has for so many years past.

## WESTERN PINE ASSOCIATION

YEON BUILDING, PORTLAND 4, OREGON

\*THESE ARE THE WESTERN PINES—IDAHO WHITE PINE • PONDEROSA PINE • SUGAR PINE

# MIAMI CABINETS

## *Glorify the American Bathroom*

For the past quarter of a century, MIAMI has pioneered in the design and fabrication of Bathroom Cabinets and Accessories.

Replacing the old-fashioned, hand-made, wood cabinets with metal units developed on a production basis, MIAMI has been able to deliver better and better values—year after year.

### From OLD to NEW...



MIAMI Cabinets, famous for modern beauty and convenience features, are a thrilling departure from unattractive old-time cabinets . . . and advanced as far as that of today's streamlined under-garments over fashions of yesteryear.



We have some "cabinet secrets" awaiting V Day. In the meantime, we are occupied with tasks that are hastening that occasion.

**MIAMI CABINET DIVISION**  
**THE PHILIP CAREY MFG. COMPANY**  
MIDDLETOWN, OHIO

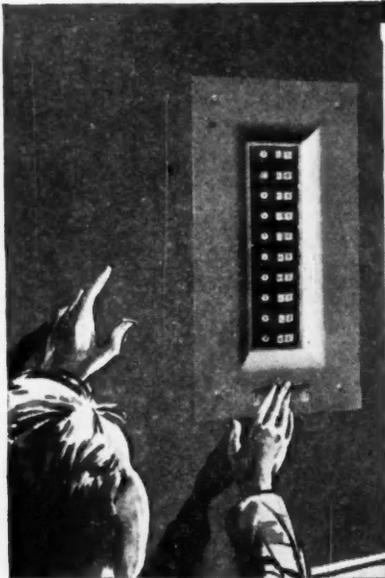


# The COMET Senior

## WHEN PEACE COMES count on Comets

Today's users of Comets, on home front and fighting front, will be Comet owners when Peace comes. As in War so in Peace — they will count on Comets. Write for free literature.

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.  
2029-33 Santa Fe Avenue, Los Angeles 21, California



## Inquisitive hands are safe from shock

Safety is a prime factor  
in the construction of



**TYPE AC THERMAG  
CIRCUIT BREAKER  
LOAD CENTERS and  
SERVICE EQUIPMENT**

Ⓜ Load Center, with 10 S. P. Ⓜ Type AC Thermag Circuit Breakers, for light and appliance branch circuits. (Cat. No. EC-100-3L7F. List price \$19.55)

All current-carrying parts are covered — prying hands can't reach them . . . Needless circuit interruptions are prevented when momentary, harmless overloads occur — but circuit breakers "trip" on short circuit or harmful overload . . . Automatic protection eliminates fuses — operate like an ordinary tumbler switch . . . Approved by Underwriters' Laboratories, Inc. **Write for Bulletin 63** — containing complete information . . . Frank Adam Electric Co., Box 357, St. Louis (3), Mo.



(Continued from preceding page)

Here's what the consumers interviewed had to say:

54% said they would not build or buy if they could not get complete, year-'round air conditioning.

62% said "NO" if they could not get electronic controls which would make housekeeping far more simple than today.

53% said "NO" if they could not get extensive use of plastics for plumbing, pipes, bathroom fixtures, wall surfaces, etc.

37% said "NO" if they could not get outside walls which could be opened up on a garden or terrace.

27% said "NO" if they could not get movable partitions.

28% said "NO" if they could not get rooms built as separate units which could be added or removed.

A further breakdown of the replies disclosed that families willing to pay more than \$60 in monthly installments for their home expected the most for their money; those in the \$40 to \$60 bracket expected only slightly less; but even among families willing to pay less than \$40 per month, from one-fifth to two-fifths said they would stay out of the market unless they could get the six typical "revolutionary" changes they had been led to believe would be available in the immediate postwar years.

Alert to the dire consequences of the alarming implications of the survey, National Association of Home Builders has inaugurated the nation-wide publicity campaign to dispell the illusory "dreamlined" public thinking. In its place will be projected the true picture of the sensible "Home of Tomorrow," that will be up to date in every way and the best that money can buy in any price range.

In his foreword to the study, Carroll Belknap succinctly states its true significance as follows:

"The report has been prepared with every possible precaution to appraise the facts objectively, without bias.

"When peace comes, there will be but ONE industry with any sizable unutilized capacity for employing men returned from the war.

"That industry is the *building industry*.

"The real issue raised by this report is not the volume of business likely to be done by any company.

"It is *JOBS for men come home from war*:"

"If, when peace comes, the postwar predictions so widely made during the recent past result in reducing even a little the number of new homes actually built, that will be bad news for the country."

That states the case tersely.

The question now is: What will the building industry do about it?

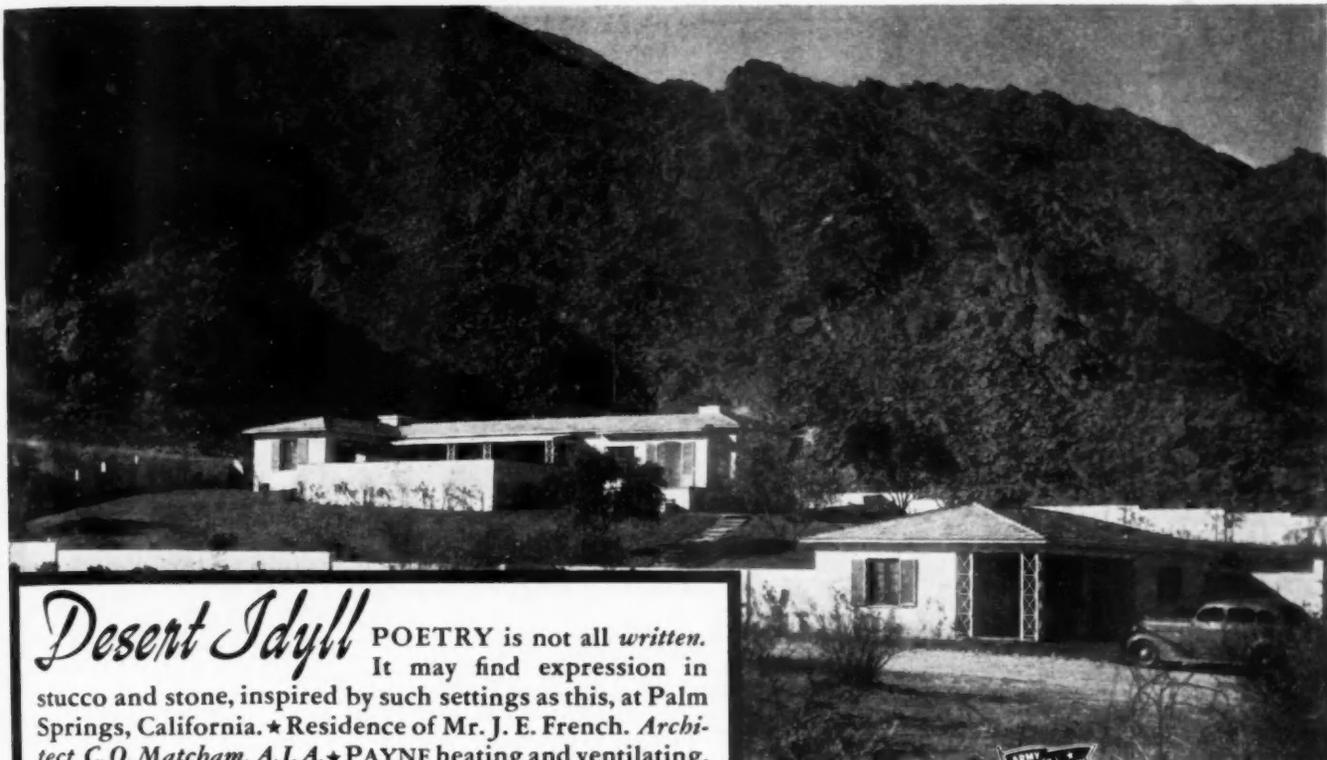
The NAHB campaign is a constructive effort long needed to enlighten a confused public. To be fully effective it deserves and should get the unstinted support of the industry. If given that wholehearted support, the industry and its allied interests will be in the happy position of dealing with eager home buyers, no longer bewildered by illusory promises.

\* \* \*



**OPTIMISM** for early postwar home building smiled all over the speakers' table at recent annual meeting of Metropolitan Chicago Home Builders Association at which new officers were installed. Left to right: Joseph E. Merrion, retiring president; Milton M. Bowen, executive secretary; James Dunlop, secretary; A. O. Aldrich, vice president; Laurance H. Mills, vice president; John Cummings Lindop, president; and A. E. Fossier, treasurer. Photo by The Economist

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*Desert Idyll* POETRY is not all written. It may find expression in stucco and stone, inspired by such settings as this, at Palm Springs, California. ★ Residence of Mr. J. E. French. Architect, C. O. Matcham, A. I. A. ★ PAYNE heating and ventilating.



COMING—Payne Zone-Conditioning Post-war successor to old-fashioned central heating . . . but not available until after victory. Write for preliminary folder, now ready. ★ LET'S ALL BUY MORE WAR BONDS ★

Payne FURNACE & SUPPLY CO., INC., BEVERLY HILLS, CALIFORNIA

ARMY & NAVY  
**PAYNEHEAT**

30 YEARS OF LEADERSHIP

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Economist

## Books About Building

Authoritative information about the designing, construction and financing of buildings can be found in up-to-date books. We will be glad to recommend suitable books on any subject you are interested in.

BOOK SERVICE DEPARTMENT

### American Builder and Building Age

30 Church Street  
NEW YORK, N. Y.

**B&T**  
Metal Trims  
Trademarked  
**CHROMEDGE**  
Trade Mark Reg. U. S. Pat. Off.

The Most Complete Line of Trims for Interior Decoration

The **B&T** Metals Company  
Columbus 16, Ohio

# AQULUX WATER HEATERS

bring *lower* **FUEL BILLS!**

Check up on Aqulux if you're looking for lower water-heating costs. They will give you more hot water per dollar than any heater we know.

Why? Because they utilize 82% of the potential heat in every gallon of fuel oil they burn. That is extraordinary efficiency, as any heating engineer can tell you.

And it's no accident . . . it's the result of 41 years' single-minded research and experience in the building of fine oil burners.

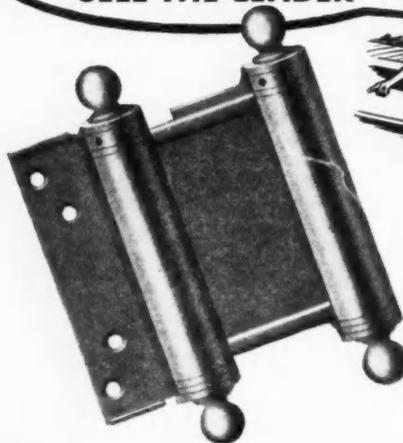
There's an Aqulux for every job . . . from private homes to hotels and hospitals. If you have a hot water problem, perhaps we can help you meet it even now. We will gladly try. S. T. Johnson Co., 940 Arlington Ave., Oakland 8, Calif., and 401 No. Broad St., Philadelphia 8, Pa.



## S. T. JOHNSON CO.

41 years of engineering and building fine Oil Burning Equipment

For steady sales and profits . . . **STOCK . . .**  
**SELL THE LEADER**



"Nu Jamb" Spring Hinge requires no hanging strip

## Milwaukee BUILDERS HARDWARE

"NU Jamb" Spring Hinges • "Matchless" Floor Spring Hinges • Universal Pivot Hinges • Lavatory Latches • Indicators, Bolts • Lavatory Stall and Door Fittings • Adjustable Screen Hinges • "Rite-Way" Closet Garment Fixtures • "Milwaukee" Door Guards.

MILWAUKEE—The Popular Quality Line of Builders Hardware — Assures Customer Satisfaction.

### MILWAUKEE STAMPING CO.

828B South 72nd Street  
Milwaukee 14, Wisconsin

## LETTERS

(Continued from page 7)

floor, wash the dishes or turn the home inside out for summer living was past due.—M. A. BERNS, Universal Atlas Cement Company, New York.

### Plans 3 houses now

To the Editor: Enclosed find your service coupon with booklet numbers, which I will greatly appreciate your obtaining for me, as I am planning to build three homes at the close of the war.

I am much impressed with Blueprint No. 6; would like to see it designed with an additional recreation room attached in the back, with open tile porch.—CHARLES A. BLIZZARD, Salisbury, Maryland.

### Help needed ahead

To the Editor: I will probably need your magazine more in the coming years than I have in the past as there will be more restrictions on building and you seem to give the complete coverage.

I have been taking other magazines, but I find I like yours better. Enclosed find check for \$3 for a three-year subscription.—HENRY BALDWIN, Laurens, S. C.

## Design Is Key—

\*\*\*

(Continued from page 69)

secured repeat contracts from the same source.

"From my years of architectural training I have found that the lasting value of a product is in its design. For instance, the most costly material could be used to make a dress; but if the creation was a failure in design all the value would be lost. If, on the other hand, the dress was a beautiful creation, the value would be many times in excess of the cost of the material. The same holds true when working with cement, stone, lumber, colors, etc.

"From these points you will catch the idea of the way I operate, which is largely based on confidence; my clients remain my friends and become loyal boosters."

This gardened house illustrated was designed and built by Jack Gernandt for Miss Ruth and Helen Baker. The floor plan of this 3-level house shows many details. For instance, "A" on the plan is a china closet between floor levels. "B" is a wood closet between floor levels that is filled from the basement for use in the living room. "C" is a between-floors space for a refrigerator, and "D" is a high bedroom window in the stair loft. The basement is on the side of a hill and the windows look directly outdoors. Note how the laundry trays in the recreation room are inclosed in paneling.

\*\*\*

## Your Postwar Roll-Along House?



AN OLD BOXCAR, decorated with old engine parts, serves as a home for trainmen during layovers on the Great Northern Railway at Noyes, Minn.

How come the postwar dreamers overlooked the planning of houses to travel cross-country on the rails, as this one could do—or could it?

(Acme Photo)

# 3 WAYS TO SPEED CONSTRUCTION



Write for Complete  
Catalog of MALL Portable  
Power Tools.

TOOLS featured above are the MALL 1½ H.P. Gasoline Powered Concrete Vibrator—also available in 3 H.P. with round base or wheelbarrow mounting—as well as 1½ H.P. Universal Electric and 7500 r.p.m. Pneumatic models; Gasoline Engine Chain Saw which can be furnished in 24", 36" and 48" sizes—also pneumatic models, and MALL Electric Circular Saw, 2 models, 8" blade and 2½" cutting capacity, and 12" blade with 4½" capacity.



**MALL TOOL COMPANY**  
7737 South Chicago Ave., Chicago 19, Ill.

## SMITH 3½-S TILTER

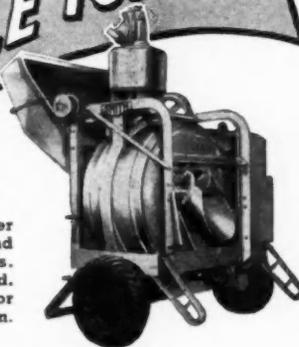
The champion of small mixers with fastest mixing cycle. Big 31 inch wide feed chute. Famous "end-to-center" mixing action. Fast tilt and pour discharge. Also perfect as a mortar mixer. Costs no more than old style tub mixers.



**AVAILABLE TODAY!**

## 7-S TRAIL-SMITH

Compact, sturdy trailer mixer with spring-mounted axle and roller-bearing auto wheels. Tows behind truck at fast speed. Finest automatic skip vibrator and enclosed gear reduction.



Originators of High Discharge  
Truck Mixers—SMITH-MOBILE

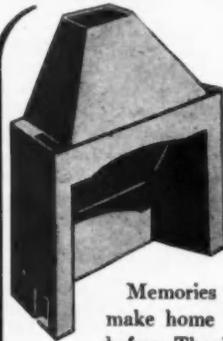
The T. L. SMITH COMPANY  
2849 N. 32nd St., Milwaukee, Wis., U. S. A.



**MIXERS**

*Still Leading the Parade!*

## Plan Your Postwar Homes to Sell on Sight...



## A HEATILATOR FIREPLACE Will Help

Memories of wartime fuel shortages are going to make home buyers want a fireplace more than ever before. They'll go strong for a HEATILATOR FIREPLACE:

1. Because it circulates heat.
2. Because it warms all the rooms and adjoining rooms.
3. Because it cuts fuel bills.
4. Because it will not smoke.

Plan now to have this important selling feature in every house you put up. Remember—it's easier to build, insures a perfectly working fireplace on every job.

HEATILATOR, INC.

815 E. Brighton Ave.

Syracuse 5, N. Y.

**HEATILATOR Fireplace**

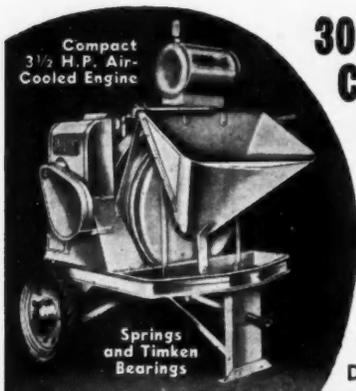
## FIREPLACES should HEAT!

More and more families will demand heating efficiency as well as "cheery appeal" in open fireplaces—fuel-rationing has taught them a lasting lesson! That means bigger demands than ever for . . .

## Majestic Circulator Fireplaces

Production is limited now, but Majestic Circulator Fireplace units will be ready in full force for post-war building. Get full details today on Majestic's "Radiant Blades" that nearly double fireplace heat radiation . . . the insulation-sealing angle irons at front . . . the adjustable frame that fits any mantel design . . . and many other special features. Write! The Majestic Co., 933 Erie Street, Huntington, Ind.

**Majestic**  
Building Necessities



**30% to 40% MORE CONCRETE with this MIXER!**

Load the Measuring Batch Hopper (12" lower) while you mix and discharge — fast as power loader. Criss-Cross "Re"-Mix Drum, Accurate Measuring Tank (siphon type). End discharge design. Get catalog, prices. The Jaeger Machine Co., 521 Dublin Ave., Columbus, Ohio.

Springs and Timken Bearings

**JAEGER 3 1/2 SPEEDLINE**

**"UNIVERSAL" LEVEL TRANSIT**

For Greater Accuracy, Dependability and Precision



Especially designed for running levels and taking vertical angles on all survey and check-up operations... Patented Ball Bearing Race assures perfect adjustment under severest conditions... 25 power telescope... light, easy to operate... features of higher priced models. Write today for full information, prices and FREE booklet, "How to Lay Out Building Lots."

Expert Repairing—All Makes of Instruments

DAVID WHITE CO., 311 W. Court St., Milwaukee 12, Wis.

**CHENEY METAL PRODUCTS CORRUGATED ROOFING**

*The Permanent Successor to the old-fashioned corrugated iron roof*

Now Available DISTRIBUTORS WRITE US!

CHENEY METAL PRODUCTS CO., Trenton 5, New Jersey

For **"CABINET-BUILT" FRAMING!**



For tight-fitting, accurately-cut framing work, at lower cost, investigate the Wallace No. 1 Radial Saw.

With the exclusive Wallace ANGULATOR, it saws rafters without marking and with only ONE handling! Zips thru every kind of sawing cut, plus all milling operations such as dadoing, grooving, ploughing, routing, shaping, fluting, and cutting tile and brick.

Civilian contractors can now qualify for priority to buy this money-making machine. Write today for full information.

J. D. WALLACE & CO. 136 So. California Ave., Chicago, Ill.

**Builders Hold Open House**

(Continued from page 76)

Notice the floor plan and display scheme evolved by Paul Hayden Kirk, Architect. All lines are curving; the exhibit booths, service desk and ramp to club room swing left and right from the street entrance in a graceful sweep that carries the visitor easily along to a complete inspection. It is really a streamlined display. The building is triangular, which added to the difficulties of the layout yet multiplied its effectiveness.

This new service move on the part of this prominent builder organization is in line with its record of some 30 years of building leadership in the Pacific Northwest. Eleven years ago its first permanent exhibit of building materials and home equipment was opened and, in spite of depression and war, has been maintained since.

F. R. McAbee is president for the current year, succeeding H. E. Forsman, W. Thos. Conran and Bernhard Dahl, immediate past-presidents in the order named and all active, large-scale home builders. Miss Irene W. Jones is Executive Secretary and is in charge of the office and the exhibits.

**Builders Feel Postwar Responsibility**

President McAbee expressed the feeling of all members of this organization when he said:

"We take our business seriously; as we believe we have a most important job when we have the responsibility of building homes for our people. We are striving to make the American home ever more practical as well as more beautiful. It has been well said that Paradise was home for Adam; our job is to try to make the homes of our city a paradise for our people."

This new headquarters for home building ideas, inspiration and information—in its prominent downtown location—will certainly play its part in the postwar improvement era in reaching that desirable goal.

**CARPENTRY and JOINERY WORK**

By Nelson L. Burbank

Formerly Instructor, Building Vocational High School Cincinnati, Ohio



The new Fourth Edition has been thoroughly revised.

The manuscript was carefully checked by a former contractor and ex-editor so that this book combines the practical outlook with the author's trade teaching experience. The cardinal principles of modern residential construction are set forth simply and logically with the aid of many photographs and line drawings.

The 1943 Edition contains 90 revised pages with new illustrations and descriptions of new methods and materials.

The program of study as presented in this latest textbook for students of carpentry work involves class discussion, practical job work and related studies. These include Architectural Drawing, Plan Reading, Carpentry Mathematics, Business English, Applied Science, Civics and First Aid.

248 pages, 600 illus., 8 1/2 x 11, Cloth Bound, \$4.00

BOOK DEPARTMENT

**AMERICAN BUILDER AND BUILDING AGE**

30 Church Street

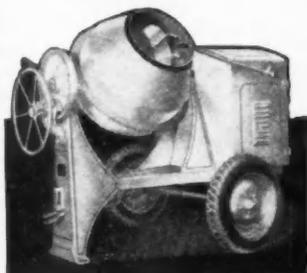
New York 7, N. Y.

They're Man Savers!

WONDER  
SMALL JOB  
MIXERS



2 1/2, 3 and 3 1/2 Cu. Ft.  
Capacities!



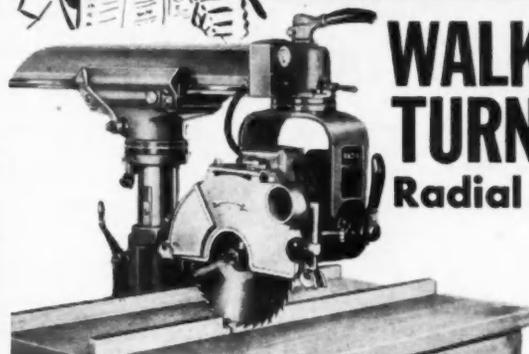
Wonder gives you the best to be had in small job Mixers. The three models shown here are backed by 30 years of "know how" in Mixer building. Write for Wonder Small Mixer catalog.



CONSTRUCTION MACHINERY COMPANY  
WATERLOO, IOWA



New Materials Won't  
STYMIE YOU  
WHEN YOU HAVE THIS



WALKER-  
TURNER  
Radial Saw

New materials—now and in the post-war period—bring new problems of cutting, shaping and working. That's why it's important to have versatile Walker-Turner Radial Saws in your shop. These machines crosscut, rip, dado, shape, route, tenon and miter—on wood, metals, plastics and ceramics—much faster, much more accurately, much more economically than hand labor.

The Walker-Turner Radial Saw rips 38" wide; travels 2 1/2" on a sliding ram to make deep cuts with proportionately smaller blades (a 12" blade cuts 4 3/4" deep). "Slab cutting" method, patented geared motor, effect substantial savings in wheel and blade use. Write for literature. Walker-Turner Co., Inc., Plainfield, N. J.

**walker-turner** MACHINE TOOLS

DRILL PRESSES - HAND AND POWER FEED • RADIAL DRILLS  
METAL CUTTING BAND SAWS • POLISHING LATHES • FLEXIBLE SHAFT MACHINES  
RADIAL CUT-OFF MACHINES • METAL • MOTORS • BELT & DISC SURFACES

### How American Builder's ABC Membership Benefits Readers and Advertisers

**ABC** Audit Bureau of Circulations is an association originally proposed and organized by publishers themselves as a "self-regulating" check on circulation and readership. Today, advertisers and advertising agencies share in supporting this Bureau.

**How the Reader Benefits . . .** Every six months a check is made on American Builder's circulation. If the circulation among one group of readers were to fall off, we would know that we were not giving them the editorial fare they want and need. So we have a constant check on "how we're doin'" and can make sure that all groups of readers find in American Builder the constructive, helpful material that they expect to find in their trade publication.

**How the Advertiser Benefits . . .** Business papers are read for information, not for fun. When readers value the information enough to pay for it, advertisers have a pretty fair assurance of reaching an interested audience. They have an excellent chance of getting action, too, if their messages contain the same kind of practical, helpful ideas that are found in the editorial pages.

Through its audited check on circulation, by occupational groups, American Builder, during its 65 year span, has been able to develop readership among those Building Professionals and Dealers who "belong" in the particular segment of the building industry served by American Builder . . . *the light-load construction industry.* Advertisers, therefore, who fit the specific story of their product to the specific and specialized needs and interests of American Builder's readers can feel sure that their messages will be read as eagerly as the editorial pages.



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### NEW DOOR DATA

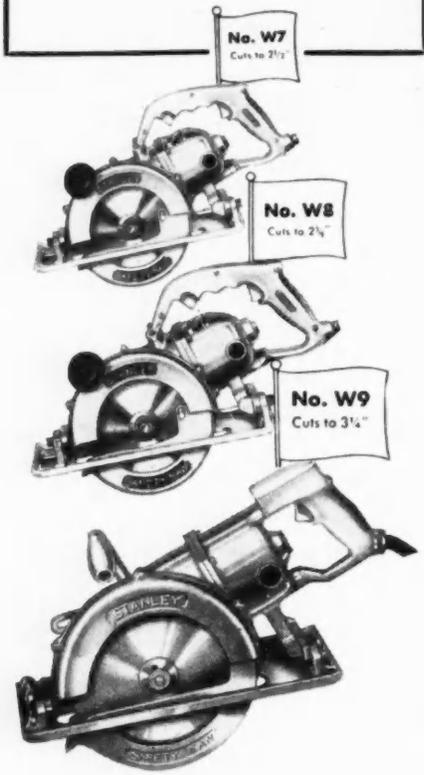
You'll want this 40-page book of up-to-the-minute data on doors for every requirement! It brings you complete details on Kinnear Rolling Doors and the rugged, space-saving, efficient *coiling upward action* — plus all the facts on Kinnear RoL-TOP Doors, Bifold Doors, Rolling Fire Doors, Motor Operators, Steel Rolling Grilles, and other Kinnear Doors and door equipment.

Send for Your  
**FREE Copy**



**The KINNEAR Mfg. Co.**  
3017 Fields Ave., Columbus 16, Ohio

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Stanley Safety Saws speed up building jobs from start to finish. Easy to handle, safe at all times, rugged and practical for close work and long service, they earn profits for you from the moment you put them to work.

Carpenters like their balanced design, their labor-saving speed, their continuous protection against injury. Stanley Safety Saws are available in cutting capacities up to 3 1/4" and may be equipped with all standard wood-cutting blades, as well as those for metal, tile or stone cutting. Write for complete information. Stanley Electric Tool Division, The Stanley Works, New Britain, Conn.



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### For RAPID-FIRE GLAZING

## Red Devil DIAMOND POINTS

Here's a big repeat item of top quality

Diamond Points are packed in a new box which prevents breaking of "sticks." They are made by an exclusive Red Devil process from especially hard metal, treated against corrosion. Come stacked in strong sticks of 100 points each to fit driver.

**Two SIZES**  
 No. 1 Diamond Points 3/8" long for No. 1 Red Devil Diamond Point Driver. 5,000 points (50 sticks) to a box.  
 No. 2 Diamond Points 1/2" long for No. 2 Driver. 4,000 points (40 sticks) to a box.

**LANDON P. SMITH, INC.**  
IRVINGTON, N. J.

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# Pacific Mutual Door Co.



**Home Office:  
Tacoma, Wash.**

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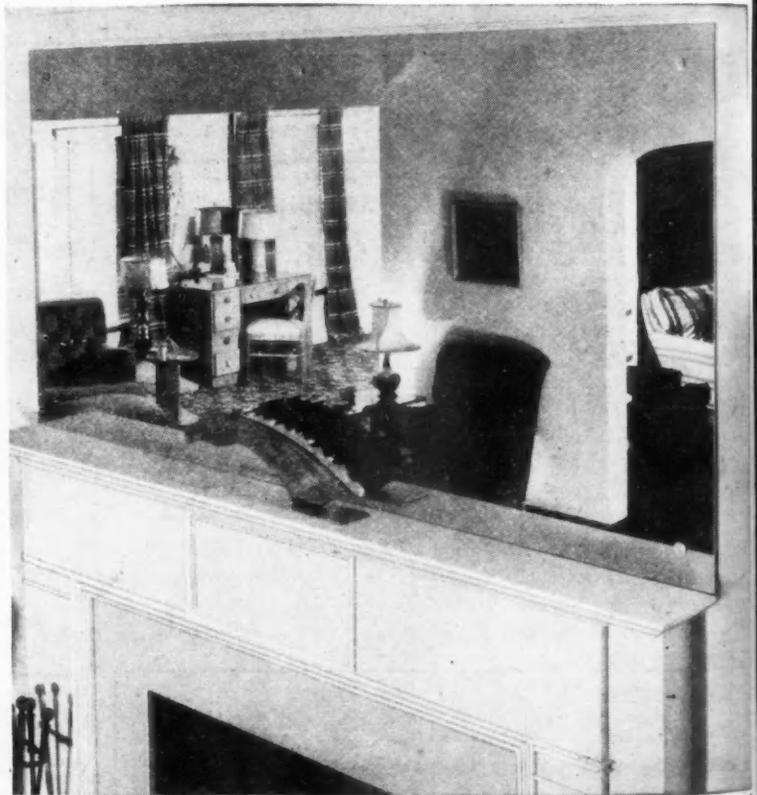
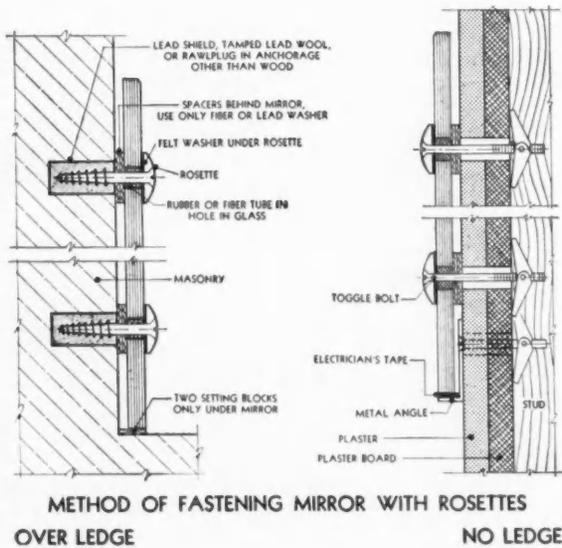
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*little extra glass*  
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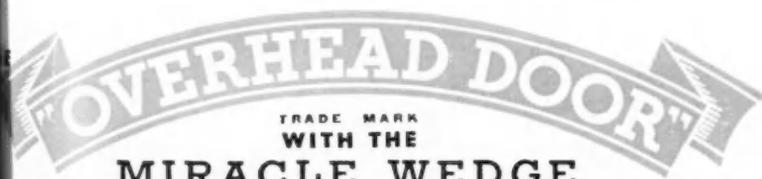
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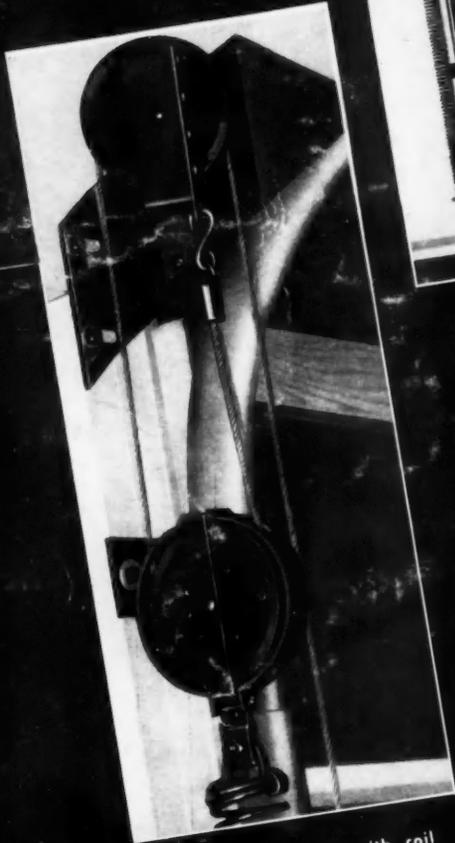


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