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JANUARY, 1946
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**ON DISPLAY AT
THE NAHB SHOW**

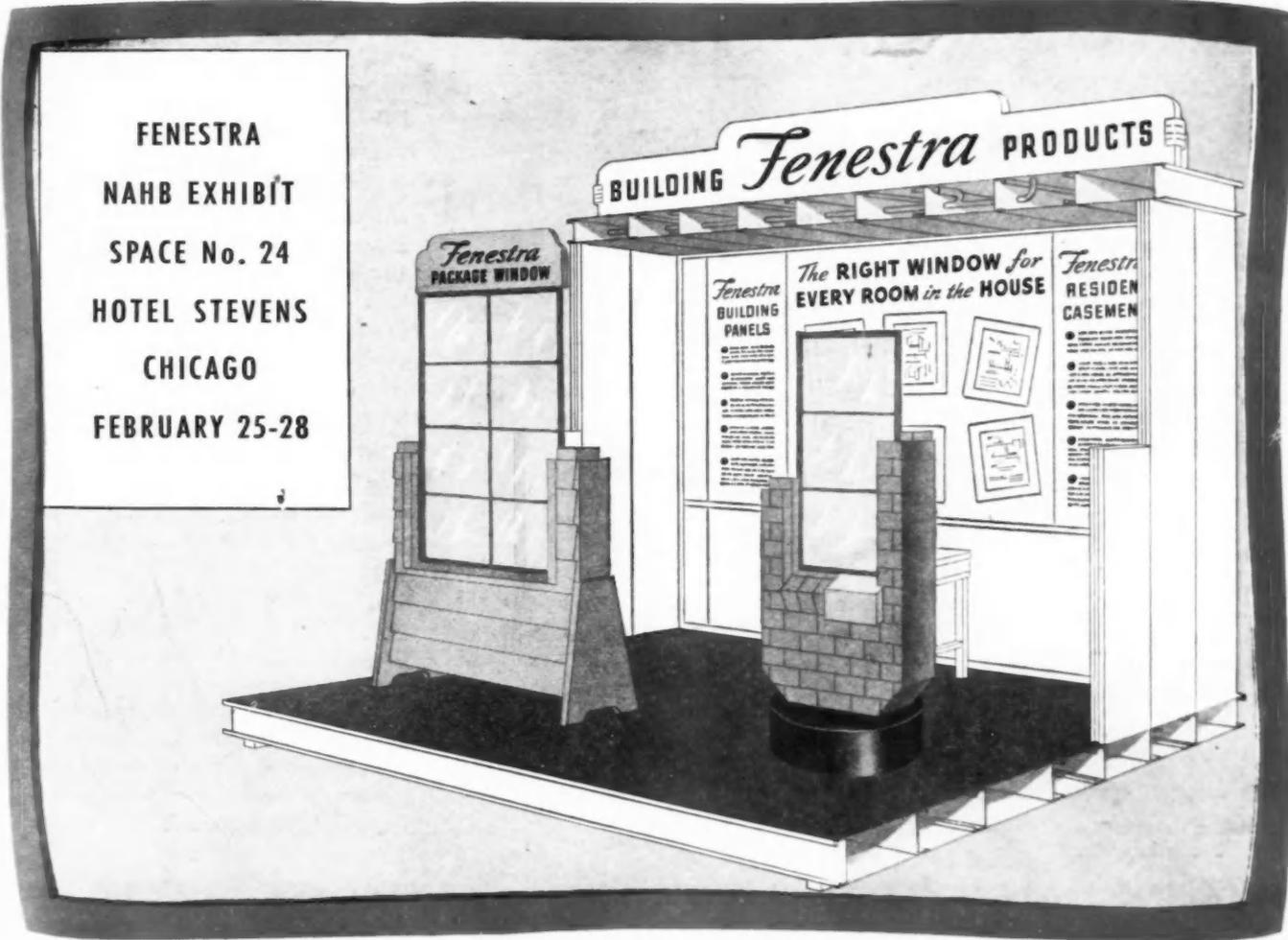
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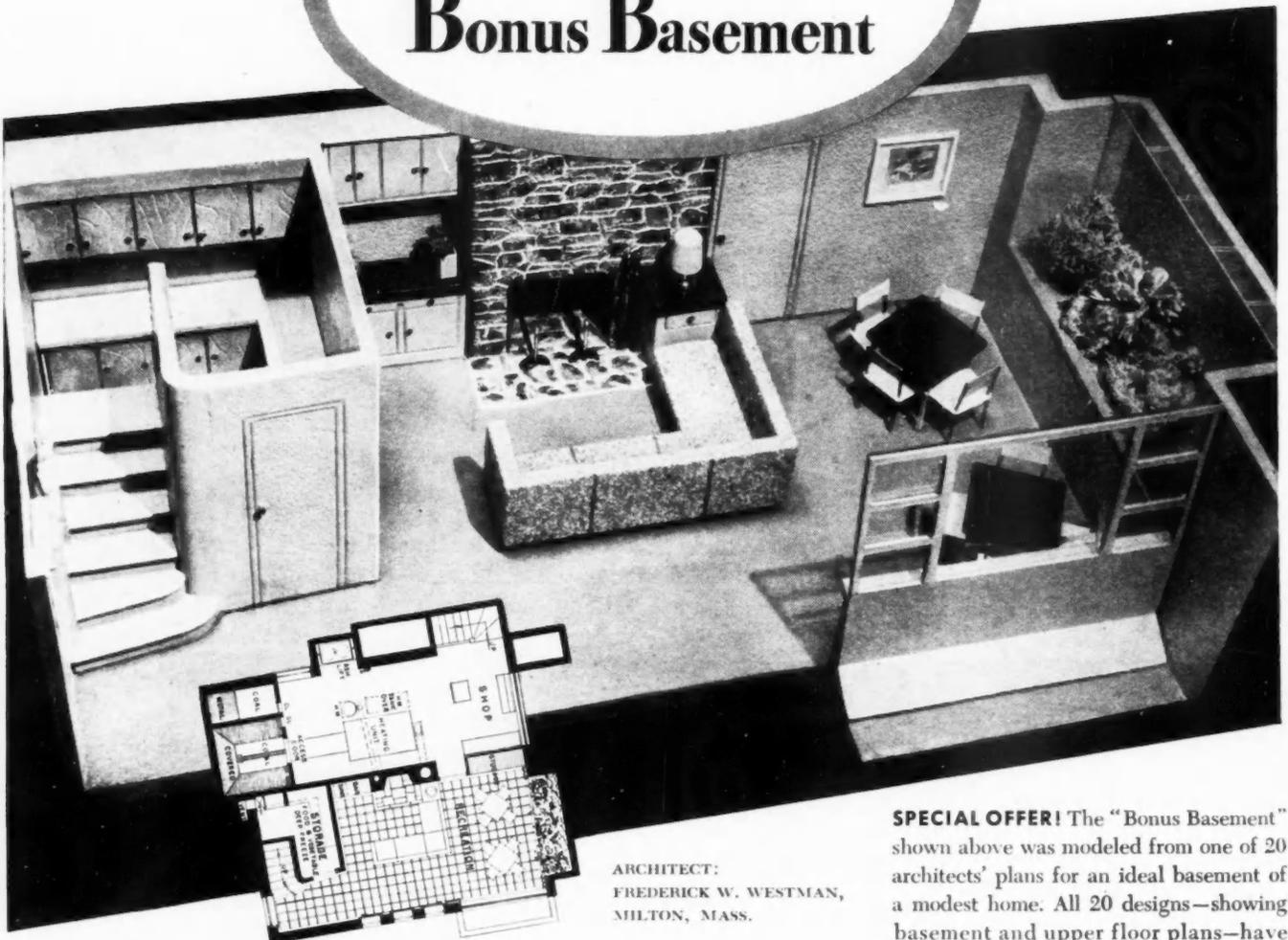
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ARCHITECT:
FREDERICK W. WESTMAN,
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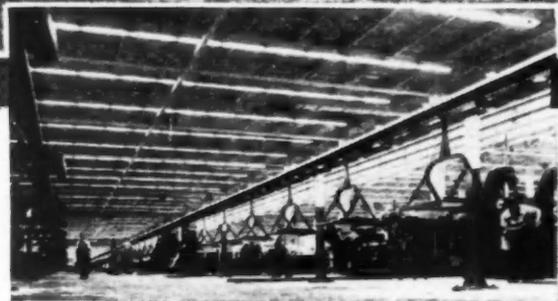
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* During the first six months of 1945, **TIME** carried more advertising of industrial building supplies and equipment than any other magazine



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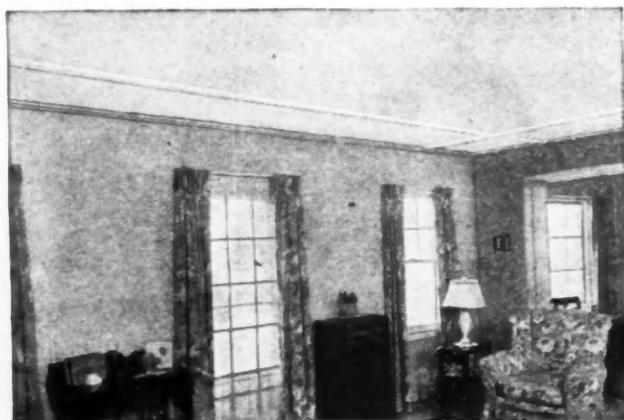
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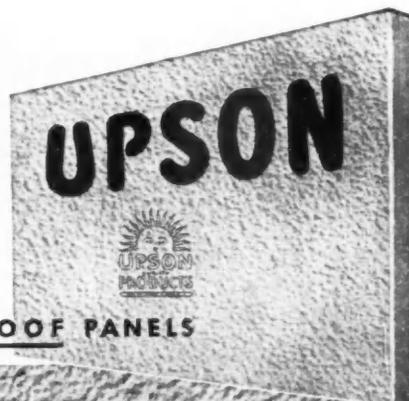
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AMERICAN BUILDER

F O U N D E D — 1 8 7 9

JANUARY

VOL. 68

1946

NO. 1

C O N T E N T S

AMERICAN BUILDER and BUILDING AGE

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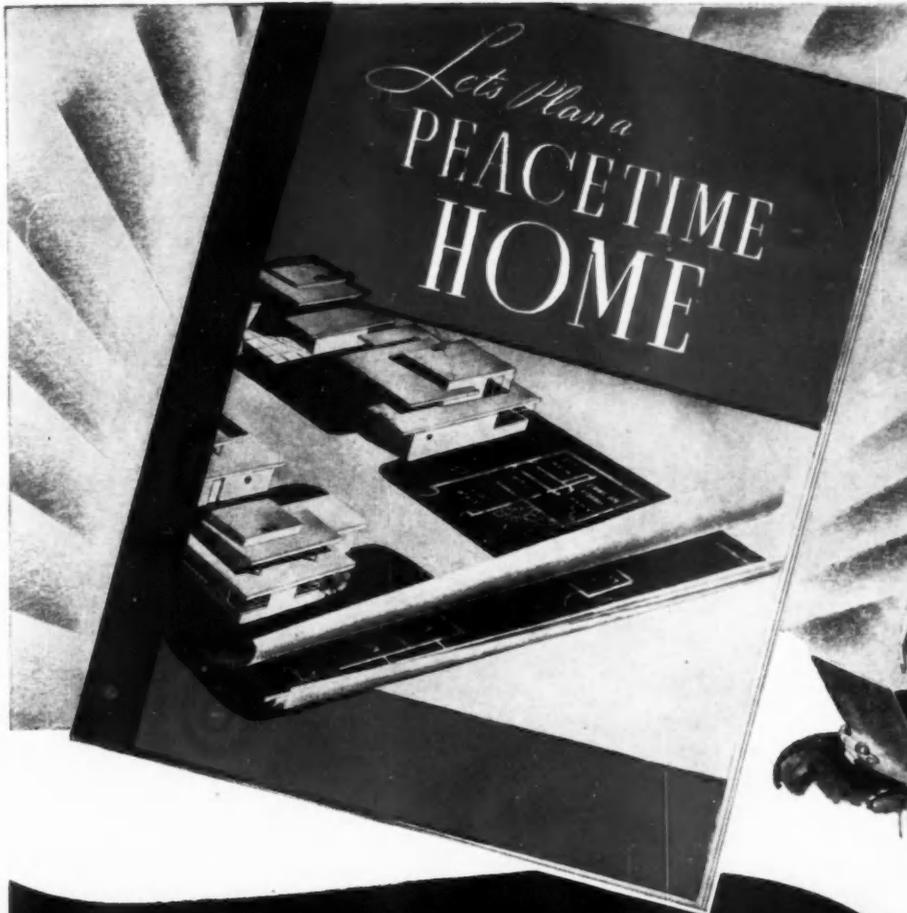
TWO great engines—the rugged 100 H.P. V-8 with a score of important engineering advancements, or the 90 H.P. Six, for jobs that call for economical stop-and-go driving. Truck-type frame. Side-mounted springs. Three-quarter-floating rear axle with straddle-mounted pinion and 4-pinion differential. Four double-action shock absorbers. Note the generous dimensions of the heavy-gage steel Ford Pickup body, shown above—45 cubic feet of load space—wide enough for easy flat-loading of such 4-foot units as plywood or plasterboard (no wheel housings). Floor is heavy-gage steel-surfaced, with formed skid-strips and hardwood under-flooring. Tailgate, strong and rattle-free, swings full-down for loading.

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**WHEN YOUR CLIENTS READ THIS
 Your Job becomes Easier!**

EVERY builder must be an educator. He must educate customers out of impractical notions, guide their thinking toward sound objectives, help them crystallize vague, general desires into specific plans.

So, the more good, practical material home buyers read on remodeling, planning, and building, the *easier* it will make *your* job. "Let's Plan a Peacetime Home" is written by top-notch authorities in the home planning field . . . provides interesting, practical information on the sub-

Promotion of worthwhile material, helpful to the entire building industry is typical of Janitrol's leadership, not only in the research and development of the most modern gas-fired heating equipment, but also in unique merchandising methods.

jects shown above, and many others . . . strongly encourages home ownership . . . points out the need of consulting a reliable builder for intelligent home building. It's literally packed (all 114 pages of it) with the facts that will help your customers come to a quick decision on the kind of practical home they *really* want . . . for life.

We're distributing this book nationally at \$1.00 a copy.

We believe it's the biggest planning book value offered today. Send your check or a dollar bill for your copy now. After reading it, you'll probably want to order additional copies for use with your prospects. Write Dept. AB, Surface Combustion Corporation, Toledo 1, Ohio.

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Water Air Conditioner

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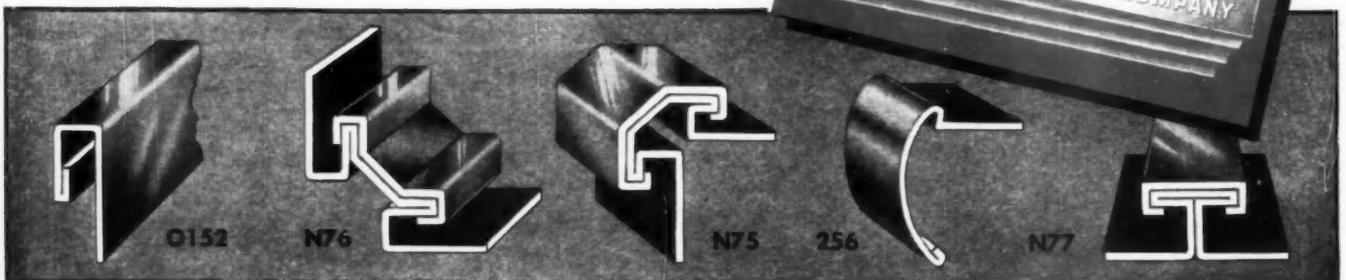
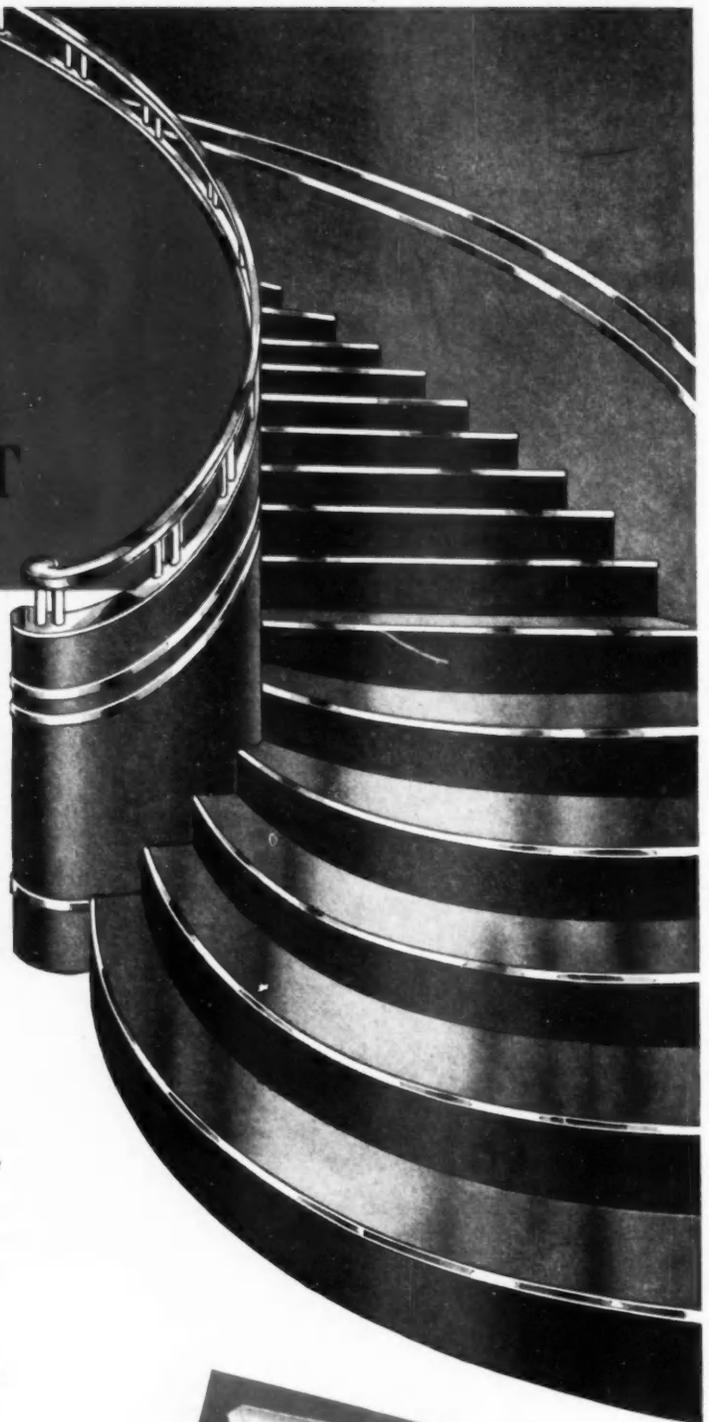
Hot Water

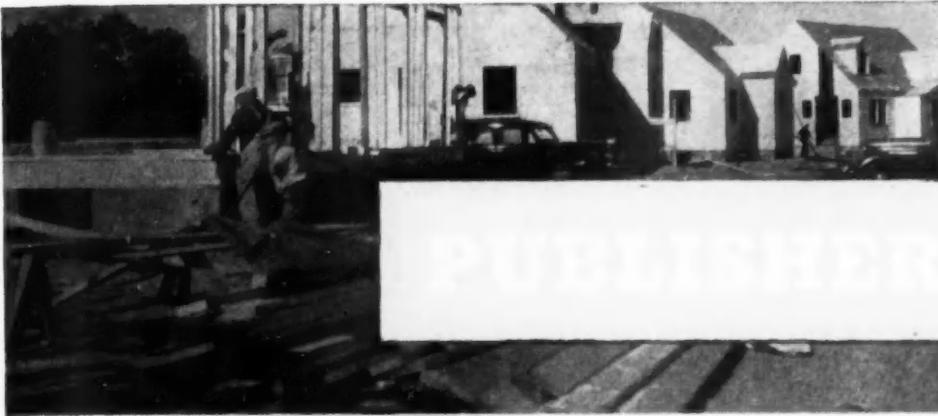
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For all staircase work. Your customers will be delighted with the smart, modern appearance. You'll be delighted too with Ford service, not only for staircases but for all moulding work. Kitchens, bathrooms, recreation rooms—any place where moulding is used—you can find a Ford Metal Moulding properly shaped for easy installation. Over 500 types and sizes of Stainless Steel Snap-On, Stainless Steel and Aluminum nosings, edgings, angles, channels, tee-shapes, and special sections of decorative trim in shining Mirro-Brite or satin finish.

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National Real Estate Foundation

AMERICAN BUILDER repeatedly has emphasized the great need of an organization, national and local, which could and would undertake effectively to defend private enterprise in home ownership and home-building.

Private enterprise in this field is under dangerous attack from numerous directions. There never was a time when there was such imperative need for a vast amount of home building. There never was a time when private enterprise was ready to do so much home-building if given opportunity. But its opportunity is being menaced by government policies, which also threaten confiscation of residential property already in existence.

These policies favor increases in the taxes and labor costs of private enterprise in the ownership and building of housing, while restricting the rentals of housing, and even the prices for which it may be sold. In addition, they contemplate extensive building and ownership of housing by government which, by being rented at less than total costs, would be put into subsidized competition with private ownership and building of housing.

The plain effect would be to restrict by government edict both the profits that could be derived from renting existing housing and the profits that could be derived from building new housing and either selling it or retaining and renting it. But private enterprise will not make the huge investment in new housing needed unless sure of opportunity to derive satisfactory profits from selling or renting it. And the value of all housing already in existence, *whether rented or occupied by its owners*, would be impaired by continuance of present policies of (1) increasing taxes and other costs of home ownership and (2) restricting rentals of privately-owned hous-

ing largely regardless of these increases in taxes and other costs.

All the millions of people who already own residential property as well as those who desire to use their capital, brains and labor in building it, need an organization able effectively to combat government policies tending to destroy the value of real property and prevent the great increase in building by private enterprise which is absolutely essential to supplying the housing needs of the American people.

Those promoting the establishment and endowment of the National Real Estate Foundation are making a great effort to create such an organization as is needed. The outstanding leader in this movement is Arthur W. Binns of Philadelphia, who has been elected president of the Foundation. Mr. Binns is young, a successful business man, a public speaker of unusual ability, and intensely devoted to the cause of private property and private enterprise. Associated with him in the movement are men of similar calibre throughout the country, who ask nothing for themselves excepting the backing of all who desire the preservation of private property in real estate, especially homes, and the destruction of all obstacles to a great increase in home-building by private enterprise.

An article by Mr. Binns regarding the National Real Estate Foundation, its purposes and how it will try to accomplish them, appears in this issue. The *American Builder* believes that every segment of the home-building industry will profit by participating in and supporting, nationally and locally, the great work which the National Real Estate Foundation is being created to undertake.

Samuel O. Drum,



Design by Skidmore, Owings, and Merrill, 100 West Monroe Street, Chicago, for Better Homes & Gardens exhibit, Homes for Today

Better Homes & Gardens believes in living all over the lot

A man pays for his property to the lot-line; we think he ought to live on it right to the lot-line.

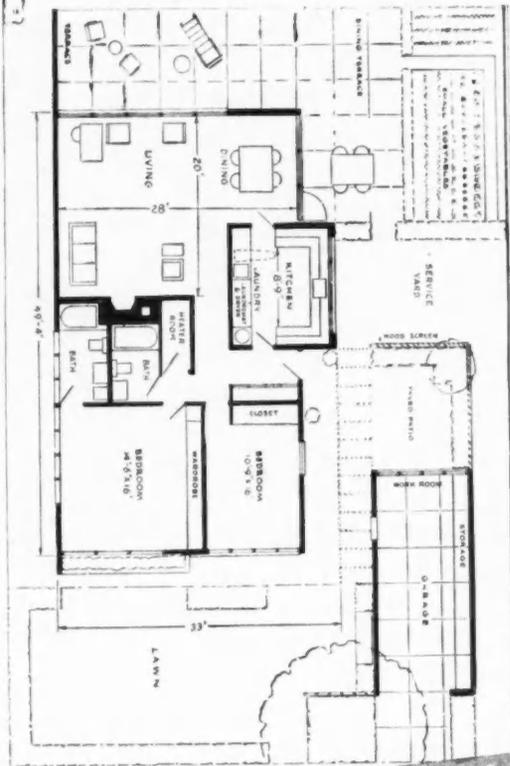
That's one of the ideas for better living that we've been putting across steadily in Better Homes & Gardens magazine. And when the imminence of the building boom made it necessary for us to show actual models of homes in order to crystallize for people all the ideas we'd been giving them, we made it one of the guiding ideas in our exhibit, *Homes for Today*.

The exhibit is being shown in department stores, the best place to reach the millions of people who have been reading our articles. And the stores are giving lists of local builders, contractors, architects, and dealers to their customers, so that you're in on the BH&G picture.

You'll find that every one of these plans makes the most of every inch of space. The outdoors is planned right with the indoors: handy living terraces, dining terraces, play yards near the kitchen windows, entrance gardens like the paved patio in the plan at the left — important all

out of proportion to its small size because it was planned right with the house. You'll find extra-big garages, beautifully planned and generous built-ins, and privacy worked out to a fine point.

Plans of these 5★★★★★ homes will be available as they appear in Better Homes & Gardens.



market

THERE'S NO PLACE LIKE HOME

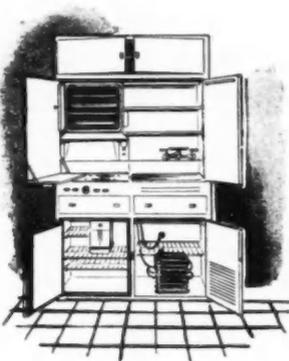
— and no place like the BH&G home because BH&G goes only to families whose big interest is their home. And a U.S. Census Bureau survey (1940) shows that BH&G families have a better-living edge even over their comfortably-fixed immediate neighbors: they pay more for their houses, keep them up better, repair more promptly, paint more often, add more extra bathrooms. No wonder there's no place like BH&G to sell everything that goes into homes.



BETTER HOMES & GARDENS GOES TO 2,500,000 FAMILIES WITH COMFORTABLE INCOMES WHOSE BIG LOVE IS THEIR HOME



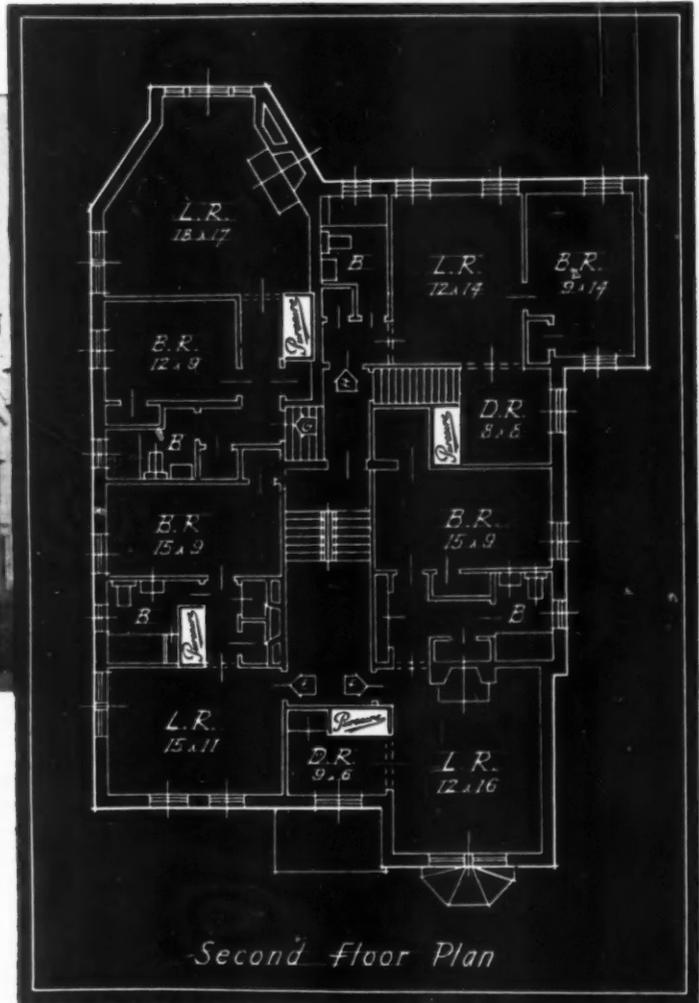
Transform that obsolete big home with Parsons Pureaire Kitchens



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more than an old-style kitchen of acceptable quality units.

The above plan by Talmage C. Hughes of Detroit is a splendid example of remodeling transformation. And eight occupancies instead of one!

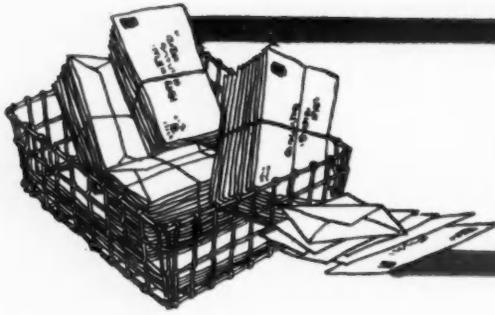
Remodeling will be a huge factor in postwar building. Forward looking architects are preparing for it now.

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

THE PARSONS COMPANY

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Our Readers Say:

Mailing list from ads

To the Editor: For several months I have enjoyed your articles but, for some reason, have never taken advantage of the service coupon.

As the enclosed coupon indicates, I am operating a kitchen planning service which brings me in touch with builders and home owners alike. Because of their demands upon me for other household items I have been contacting manufacturers through their advertisements in the *American Builder*. The response has been very encouraging.—R. G. SCHWANK, District Representative, Art Metal Construction Co., Cleveland, Ohio.

Quick training program needed

To the Editor: It is the opinion of many persons engaged in the building construction industry that the present apprenticeship program falls far short of even beginning to solve the problem of skilled labor shortage. It is true that this is a step in the right direction. However, many are convinced that it is much "too little, too late." A much more intensive and speedier program of training men must be developed and it must be done quickly, if the building construction industry is to avoid irreparable damage.

Coping with our postwar peacetime problems is certainly no less vital than was the solving of our wartime problems. And if this emergency is to be met with emergency measures, conventional and traditional four year training of apprentices will not solve this very serious problem. When the war industries were faced with the problem of training men for war work, they had to do it not only well, but quickly. And so are we today, in the building industry, confronted with the problem of not only training men well but, of even more importance training men quickly. The industry needs mechanics now. And day by day the need for training men becomes more urgent. The industry cannot possibly wait four years for additional trained mechanics. Therefore, it has been recommended that the building contractors, jointly with the

building trades' unions, evolve, adopt and put into action, as soon as possible, a program of intensive full-time training similar to that operated by the war plants during the war, thereby enabling a candidate for the building trades to attend training school eight hours daily with sufficient compensation, while attending school, to induce returning veterans and others to take up these building trades.

With the Federal Government offering \$50 per month to the single veteran and \$75 per month to the veteran with dependents, it should by no means be impossible to work out a plan to enable these men to receive such intensive full time training.

The trade unions and workers most certainly must realize that the present dearth of mechanics is the direct result of "laissez-fairism" on both the part of labor and contractors. We can no longer afford to follow the line of least resistance. Conventional methods are inadequate. We repeat, an emergency is at hand. Let's meet it with emergency measures.

We cannot permit the industry to become virtually stymied because of a lack of trained men, while at the same time thousands upon thousands of returning veterans and others need jobs. These veterans want action and here is a concrete program of action which can bring immediate results. Let us not lose sight of the fact that these men who lost three to four years of their youth while serving their country cannot afford to serve an additional four years learning a trade. A great many of them are old enough to be married and have families. Many of them already have.

We hear and read so much about rehabilitating the veteran. Here is an opportunity for the building trades to do their share in rehabilitating the veteran. It is no longer a matter of making jobs. It is now a matter of fitting the men for the jobs. An intensive training program (with pay while learning) will go a long way to help the rehabilitation of the veteran.

It is inconceivable to expect that we can alleviate the housing shortage without a constructive program of

training building trades mechanics quickly. The nation looks to the building construction industry to do its part in solving the housing problem. We cannot do our part of this job and at the same time permit the present shortage of mechanics. It is high time that we as an industry (both labor and contractors) realize that the extreme urgency of this problem will not permit of further procrastination. The undersigned invites and welcomes any and all constructive criticism and comment.—JULIEN L. MAHIEU, President Mahieu Construction Co., Inc., Paterson, N.J.

Comparison unfair

To the Editor: In the November issue of the *American Builder* on page 105 you have an article by Stanley C. Brandenburg entitled "Public Versus Private Housing by Denver Association." I want to call your attention to two very gross misrepresentations.

You compare the cost of public and private housing, stating that private housing costs from \$2,650 to \$3,300 and that public housing costs \$4,363 per unit. I think in fairness to public housing you should have pointed out that this cost includes the slum dwellings which had to be removed before public housing could be built.

You compare the rental charge of \$27 for private housing and more than \$28 for public housing. It seems to me that fairness demands that you should have stated that the \$28 rental in public housing includes heat, light and gas. The average shelter rent in all of Denver's public housing last year was \$19.35.

I have the rather extraordinary position of operating a private building company and holding the position of executive director of the Denver Housing Authority. I am sure that the private builders have sufficient argument in their favor without distorting facts. In other words, when these tactics are used we are only kidding ourselves and hurting our own cause.—WALTER A. GAIL, Executive Director, The Housing Authority of the City and County of Denver, Denver, Colo.

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because of the light weight of aluminum windows, and their unit construction. Erection goes fast, appreciably cutting your construction costs.



SIMPLY LINE THEM UP



anchor in place, and they're ready for calking and glazing. Aluminum windows work smoothly, and they're easy to keep that way.

WINDOWS OF ALCOA ALUMINUM

are neat and attractive. Their narrow metal sections make most efficient use of window openings, giving maximum glass areas. They are suited to any type of architecture.



Windows of Alcoa Aluminum will be made by leading window manufacturers. Consider them for your future new buildings and for replacements. Aluminum Company of America, 1914 Gulf Building, Pittsburgh 19, Pennsylvania.

Windows of **ALCOA ALUMINUM**

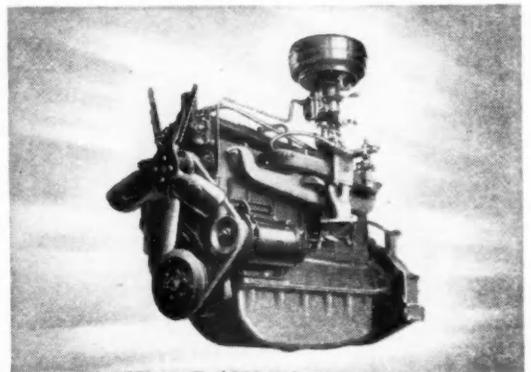




Ask G.I. Joe about GMC Pulling Power

On every battle front G.I. Joe saw proof of GMC's pulling power. In the South Pacific, in temperatures as high as 130 degrees, GMC "six-by-sixes" hauled huge loads through hub-deep mud and sand. In Europe, GMCs played the leading role on the famous Red Ball Express. In Alaska's ice and snow, Burma's jungles and Italy's mountain trails... wherever heavy loads were pulled through heavy going... GMCs did the job.

G.I. Joe knows about GMC pulling power... and what he can tell you is mightily important to truck buyers. For GMC commercial models, 1/2 to 20 tons, have engines of the same basic design as their military brothers. They offer the civilian counterpart of the power, performance and stamina demonstrated by nearly 600,000 GMC "Army Workhorses."



The famous "270" engine, power plant of the "Army's Workhorse," also powers GMC models in the 3-ton range. All other GMC gasoline engines are of the same basic, war-proved design.

THE TRUCK OF VALUE

GMC
TRUCKS

GASOLINE • DIESEL

GMC TRUCK & COACH DIVISION • GENERAL MOTORS CORPORATION



Eye-tractive
is the word for these new packages



CAREY RESEARCH is making old products better . . . continually developing new ones.



STEADY PROMOTION makes Carey products highly acceptable to your customers.

Carey packages, cartons and wrappings are being restyled. Their protective qualities are being supplemented by new eye-appeal.

What can a building product gain through attractive packaging? The simple truth is that more prospects see it . . . remember it . . . buy it.

That's a very real advantage because it means that Carey packages are getting the eye of customers in the store and on jobs. And, always, they are keeping builders and dealers identified with Carey quality, promotion and advertising.

Make the most of your business-building opportunities with —



PRODUCT GOODNESS means freedom from complaints and costly servicing.



CAREY "SHOW-HOW" simplifies proper product application.

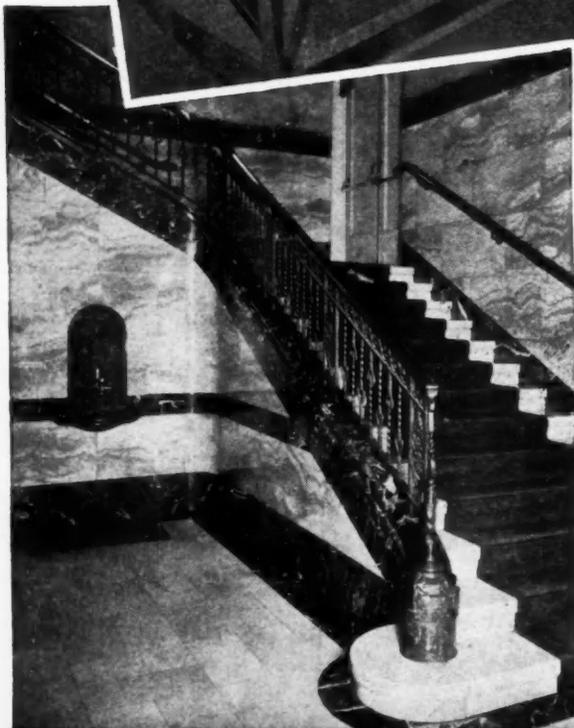
the **Carey** line

- Careystone Asbestos Shingles
- Careystone Asbestos Siding
- Asphalt Shingles
- Asphalt Siding
- Asphalt Brick Siding
- Asphalt Roll Roofing
- Rock Wool Insulation
- Careyclad Roof Coating
- Prime-Kote
- Careycel Tank Jackets
- Coverall Board
- Miami-Carey Bathroom Cabinets and Accessories

The Philip Carey Manufacturing Co., Lockland, Cincinnati 15, Ohio In Canada: The Philip Carey Co., Ltd., Office and Factory: Lennoxville, P.Q.



'FIRE SAFE'
METAL STAIRS
combine beauty with utility



When you design new structures, either commercial or residential, be sure you include steel stairs — stairs that offer important fire protection to any building. Steel stairs, like all other forms of architectural metal work, can be fabricated to fit any design or style of building.

As you design interiors as well as exteriors, you can also use architectural metals for balustrades, doors, windows, grilles, and all types of decorations. Use them, too, for structural building devices such as fire escapes and other service equipment items.

The manufacturers and fabricators of steel stairs and architectural metal work of all kinds are anxious to work closely with you as you plan your new buildings. For a Directory of Leading Fabricators, write today to Dept. B-1.

**NATIONAL ASSOCIATION OF
 ORNAMENTAL METAL MANUFACTURERS**

209 CEDAR AVENUE

TAKOMA PARK

WASHINGTON 12, D.C.

Trouble-Free Kelvinators



COST LESS TO OWN!

Whether it's for homes or apartments, you'll find it profitable to install Kelvinator refrigerators. For thirty years' experience in producing fine refrigeration equipment has given Kelvinator craftsmen and engineers unusual know-how in the design and construction of lastingly dependable refrigerators.

Powered by the famed Polarsphere unit—sealed in steel and lubricated for life—Kelvinator refrigerators have an unmatched record of trouble-free performance!

That's why Kelvinator refrigerators *cost less to own!* For trouble-free performance means greater user satisfaction... fewer replacements, less maintenance, longer life!

For complete information and details on availability, consult your Kelvinator dealer. Find his name and telephone number in the classified section of the phone book. Or write Kelvinator, Detroit 32, Mich.

WHAT PROPERTY MANAGERS SAY

... in letters now in Kelvinator's files:

NEW HAMPSHIRE—"Practically no tenant complaints have been received regarding the efficiency of ... our 800 Kelvinator electric refrigerators."

NEW JERSEY—"We have 51 Kelvinators and they have been in constant use for two and one-half years, and during that time we have had only one complaint and that was of minor nature... I would gladly recommend Kelvinator to any prospective buyers to be a good and sound investment."

Kelvinator



DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT  REFRIGERATORS • ELECTRIC RANGES • HOME FREEZERS • HOT WATER HEATERS



The New Kitchen for the New World

Ushering in a new era of progressive design, this new AMERICAN KITCHEN out-dates all previous kitchens!

New!

In this *new* AMERICAN KITCHEN your customers see all the breathtaking beauty ever promised the postwar world.

New!

In this *new* AMERICAN KITCHEN your customers experience the energy-saving conveniences recommended by experts and approved by homemakers.

New!

And in this *new* AMERICAN KITCHEN you profit from up-to-the-minute sales points, understood by housewives without your explanation or "selling."



Those unable to attend Chicago's Housewares Show, January 4, or the Merchandise Mart are invited to write us for the photos, facts and the full profit story contained in the new full-color folder.

NEW! *American*
KITCHENS

CABINETS • SINKS • DISHWASHERS • DISPOSALS
AMERICAN CENTRAL MANUFACTURING CORPORATION, CONNERSVILLE, INDIANA



DOUGLAS FIR DOORS

PRECISION-MADE

... to assure trim, attractive installations... save time and labor on the job!

PRE-FIT Douglas Fir Doors are cut to exact net book sizes listed in U. S. Commercial Standard 73-43 . . . are scuff-stripped for protection . . . grade-marked for easy identification and correct specification. They reach you trimmed and ready to hang.

★ **FACTRI-FIT** Douglas Fir Doors—now available—are not only prefit, scuff-stripped and grade-marked—but gained for hinges and bored for locks as well. All machining is done at the mill by high-speed, clean-cutting precision tools that assure a correct job every time.

PRE-PRIMING of Douglas Fir Doors—now available—adds still another advantage to the precision steps outlined above. Pre-priming saves on-the-job finishing time, reduces moisture absorption and improves dimensional stability.

Send for Catalog showing complete line of Douglas Fir Interior Doors, Tru-Fit Entrance Doors, and new specialty items. Sent free to any point within the United States.

Douglas Fir DOORS

FIR DOOR INSTITUTE

Tacoma 2, Washington

*Remember!
NATURE MAKES
DOUGLAS FIR
Durable!*

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

FACTRI-FIT SPECIFICATIONS ★

FACTRI-FIT GAINING



7" from top, 11" from bottom. Standard butt on 1³/₈" doors, 3¹/₂"x3¹/₂"; on 1³/₄" doors, 4"x4". Square corners. Center gaining for heavy construction is equi-distant between.

FACTRI-FIT SIZES

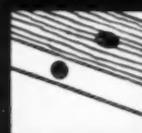
Doors prefit to exact net book sizes listed in U. S. Commercial Standard 73-43. Doors scuff-stripped for protection.

FACTRI-FIT GRADES

Doors are grade-marked for easy identification and specification.



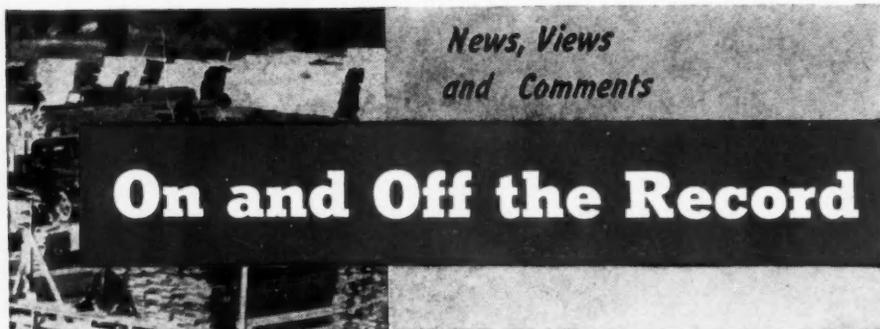
FACTRI-FIT LOCK BORE



All boring to center knob 36" from bottom of door. Diameter of bore-in, 1⁵/₁₆"; length of bore-in, 3³/₄"

from edge; face plate, 1" x 2¹/₄" x 1¹/₁₆", square shape, cross-bore, ⁵/₈" diameter on 2³/₈" center. These standard specifications fit virtually all nationally-distributed hardware. Other machining on special order.

THE NATIONAL ASSOCIATION OF FIR DOOR MANUFACTURERS



PLANNED PARALYSIS—Just as *American Builder* predicted months ago, OPA has now seized wartime powers vacated by WPB when it liquidated itself, and has gone back to priorities on building materials. It succeeded also in making reality out of another ambition—the placing of price controls on new construction. Having already price-controlled the production of lumber and many building materials into a state nearing paralysis, OPA can now gloat over threatened paralysis of what home building activity there is.

PERFECT TEAMWORK — OPA-NHA teamwork would be magnificent if it were not deadly. First, FPFA (NHA subsidiary) creates a postwar housing shortage, then OPA (with both blaming the condition on private builders) says there must be more price control. One agency makes a charge which gives the other a chance to make another charge, which gives the first agency a new avenue for charges, ad infinitum. Now, with OPA the czar of prices and materials for houses and building, listen for the crescendo castigation of private home builders by NHA, and observe how perfectly the whole scheme was timed—just under the wire for NHA to support the W-E-T bill on the charge that private builders are unable to meet the housing shortage.

LESSON FROM HISTORY—Government control of industry and society is not a new idea. It is as old as time, and the ultimate and inevitable result is serfdom. History is full of examples, and it is not necessary to go further back than the recent tragedy of France to find one.

SIMPLE BOOKKEEPING — A business heavily in debt, and with decreasing income, could not survive by planning heavier expenditures. Why should a government so plan?

REMINDER—This is to remind you that the Wagner-Ellender-Taft bill gives a six billion dollar blank check

to the Washington housing hierarchy, NHA and FPFA, which only a few months ago apparently did not have the foresight to anticipate the present critical housing shortage here. If they claim that they did maybe they can explain why they approved the use of American materials, including an estimated 90 million square feet of insulation board, and labor that went into the original program of 50 million dollars giving 30,000 houses to Great Britain under the Lend-Lease program. *American Builder* protested the project at the time, and does not now hesitate to tell homeless veterans that that plus more of the same kind of masterminding by NHA and FPFA, plus OPA's power-mindedness, are the reasons why there are no homes for veterans and for thousands of civilians.

POLITICAL CONUNDRUM—Senator Robert A. Taft of Ohio makes himself a hard man to understand. Recently he vociferously denounced the bureaucrats of Chester Bowles' OPA, and bitterly attacked President Truman's health program of "socialized medicine," but he puts his name and a lot of steam behind the W-E-T bill for socialized housing. Doesn't the Senator know that the housing bill creates a bureaucracy second to none, and with powers that make the OPA crowd look like advocates of individual liberty? And, doesn't he know that socialized housing and socialized medicine differ only in that one is housing and the other is medicine? If he does, maybe he also knows that public housing can be dramatized and made popular, particularly with the backing of the war-entrenched NHA and FPFA, while public medicine, without a bureau, may be as hard to sell the public as swank funerals are at a county fair.

BUILDING MECHANICS—There is a vast new pool of potential skilled building mechanics beginning to appear. All of them wear the now familiar discharge emblem. Those who come back without specialized

skills or without previous experience that qualifies them to earn enough to support families acquired while in the service, start by looking for some of the big money they have read about aboard ship or on the land fronts. Few of them find it, but it is encouraging to note that, after a few tries, they do not demand that the government "do something about it." From the number that turn up in the *American Builder* office every week to inquire about the home building business, it begins to appear that in a few months thousands of them will want to learn to be carpenters, masons, plumbers, or electricians, with a view to learning home building from the roots, then waiting for the break to go in the business for themselves, if they have the ability for that. The building trades had better get ready for them. They are on the way in ever-increasing numbers. The spirit of the fox hole easily can be the answer to the labor problem for building.

GOOD SENSE—Not much more than just good horse sense is required by a G.I. looking for a house or an apartment, to discover that the shortage of housing facilities offers a great opportunity to a man who is not afraid to work and study—that is, work with a hammer, a trowel or a wrench by day, and study by night. Too bad there isn't as much good common horse sense in government as the G.I.'s are bringing back with them from the field of battle. Then, again, maybe it isn't expecting too much to believe that the G.I.'s, as soon as they get the pitch, will run the reactionary new worlders out of government and put some of their own battle-seasoned realists in the seats of the mighty in Washington.

FIGHTING FOR JOBS—When a fair, mine-run attorney, an amiable local barber or just a convincing platform orator wins an elective seat in Congress, and stays there for twelve or more years on the coattails of a popular ticket leader, he has probably lost his business or his clientele back home. His only chance for a living is to stay in Washington. That seems to explain a lot about what is behind much of the legislation currently being proposed. When men put their jobs ahead of the future of the nation, however, it is time for a change.

GREETINGS OF THE SEASON—It was a Merry Christmas for most Americans. There can be a Merry Christmas and a Happy New Year twelve months hence if business makes 1946 a Fighting New Year.

WHAT PEOPLE
REALLY WANT IS

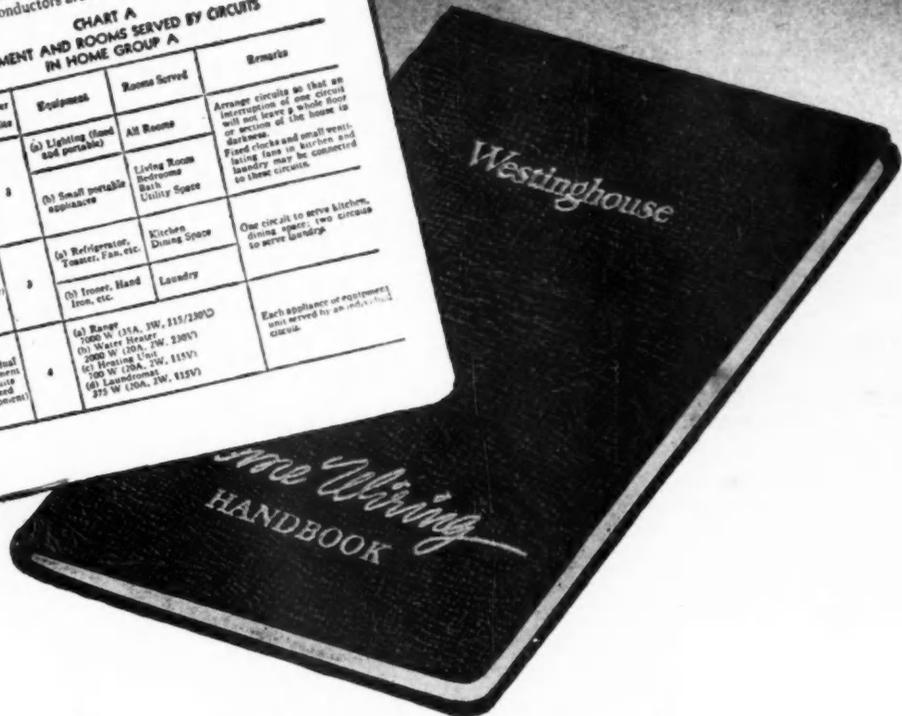
Electrical Living

Individual pieces of equipment should have a minimum size of conductors that can be used for any circuit. The minimum size of conductors equal to the rating or setting of the over-current device protecting the circuit. If conductors of a larger size are used in order to reduce the voltage drop, the change in size of the conductor does not change the classification of the circuit. For example, if the rating of the over-current device is 20 amperes, the circuit is a 20-ampere circuit, regardless of whether the conductors are Nos. 12, 10 or larger.

CHART A
EQUIPMENT AND ROOMS SERVED BY CIRCUITS
IN HOME GROUP A

Type of Circuit	Number of Circuits	Equipment	Rooms Served	Remarks
General Purpose (15-Ampere) Circuits	2	(a) Lighting (fixed and portable)	All Rooms	Arrange circuits so that an interruption of one circuit will not leave a whole floor or section of the house to be darkened. Fixed clocks and small ventilating fans in kitchen and laundry may be connected to these circuits.
		(b) Small portable appliances	Living Room Bedrooms Bath Utility Space	
Appliance (20-Ampere) Circuits	2	(a) Refrigerator, Toaster, Fan, etc.	Kitchen Dining Space	One circuit to serve kitchen, dining space; two circuits to serve laundry.
		(b) Ironer, Hand Iron, etc.	Laundry	
Individual Equipment Circuits (Fixed Equipment)	4	(a) Range 2000 W. 110A, 2W, 115/230V (b) Water Heater 2000 W. 120A, 2W, 230V (c) Heating Unit 200 W. 20A, 2W, 115V (d) Washdown 275 W. 10A, 2W, 115V		Each appliance or equipment unit served by an individual circuit.

LOOK TO THIS NEW BOOK
FOR THE RIGHT NUMBER OF
CIRCUITS TO MAKE PEOPLE
REALLY WANT YOUR HOUSES



Tomorrow's homeowners will expect their homes to be wired so they can enjoy the full convenience of Electrical Living.

That means enough circuits and outlets, wire of ample size, modern circuit protection, and quality wiring devices and workmanship.

In the new Home Wiring Handbook, charts clearly show and explain the right number of circuits to

include in each of four groups of homes in the popular price class. A typical page is shown above.

The same comprehensive assembly of pertinent technical information on all other phases of electrical needs is included in this 120-page reference book. Use this valuable timesaver to guide you in designing and planning homes. Costs one dollar. Send coupon below.

J-91530



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PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

BETTER HOMES DEPARTMENT

as part of its consulting service to the building profession, offers the following FREE BOOKS: Electrical Living in 194X (Professional Edition); Manual of Better Home Wiring.

ORDER YOUR COPY NOW

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Extension Training—Industrial Relations Department
306 Fourth Avenue, Pittsburgh 30, Pa.

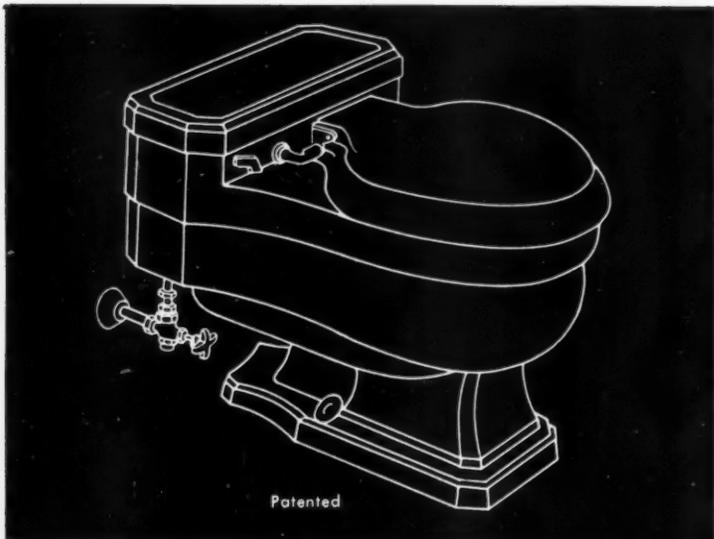
Gentlemen:

I enclose \$1.00 for a copy of your "Home Wiring Handbook".

Name.....

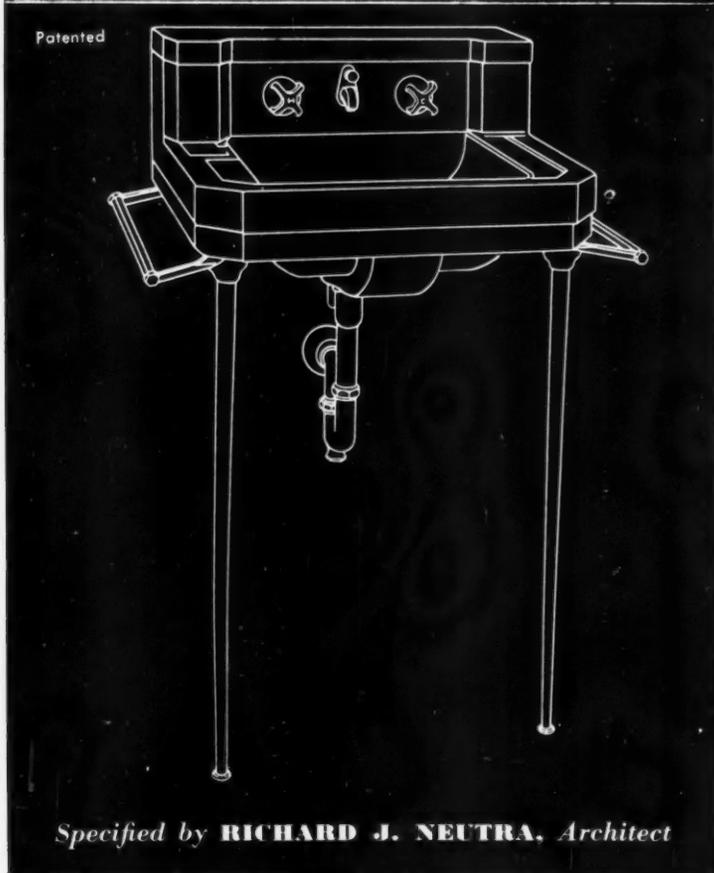
Street.....

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



THIS IS
C S I #6
 ase tudy louse

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Specified by **RICHARD J. NEUTRA, Architect**

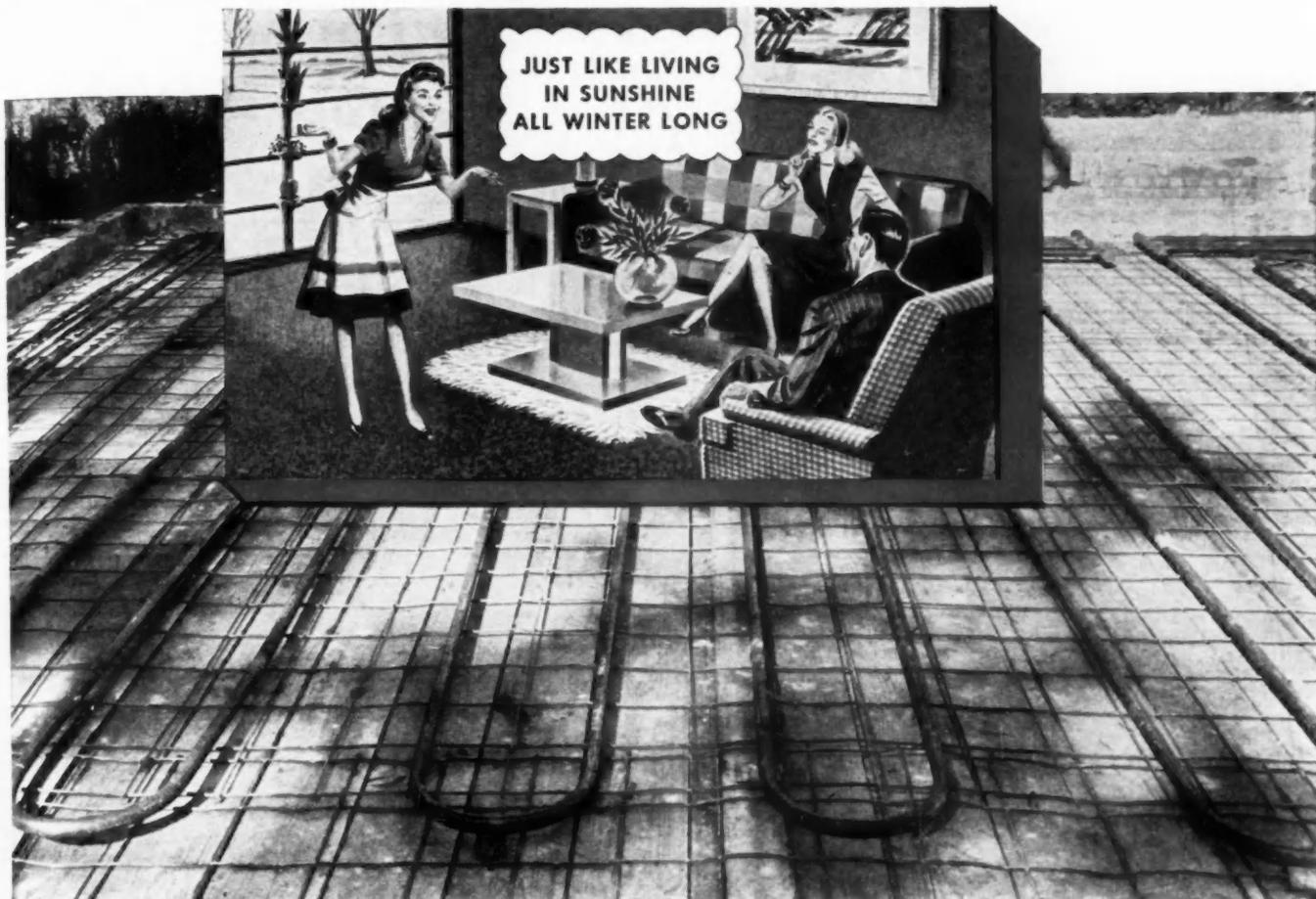
WITH
Case
 PLUMBING FIXTURES

Architect Richard J. Neutra had ample justification for selecting the Case plumbing fixtures that are going into this interesting building. Their clean design and their proven ability to give long, trouble-free service recommend them to all who are concerned with lasting value. They combine *vitreous china* and fine mechanical construction—primary assurance of cleanliness and health protection in bathroom fixtures. This is the third in the series of "Study Houses" to be Case-equipped. W. A. Case & Son Mfg. Co., Buffalo 3, New York. Founded 1853.

• • •

TOP—Most popular of all water closets is the *Case T/N*. Modern in design, quiet in operation, non-overflow and non-siphoning. A precision-built free-standing fixture.

BOTTOM—Concealed front overflow, anti-splash rim, chrome finish accessories and convenient shelf are popular features of the *Wilmington* lavatory. Available also wall hung.



DO YOU KNOW THESE AMAZING FACTS ABOUT Radiant Panel Heating

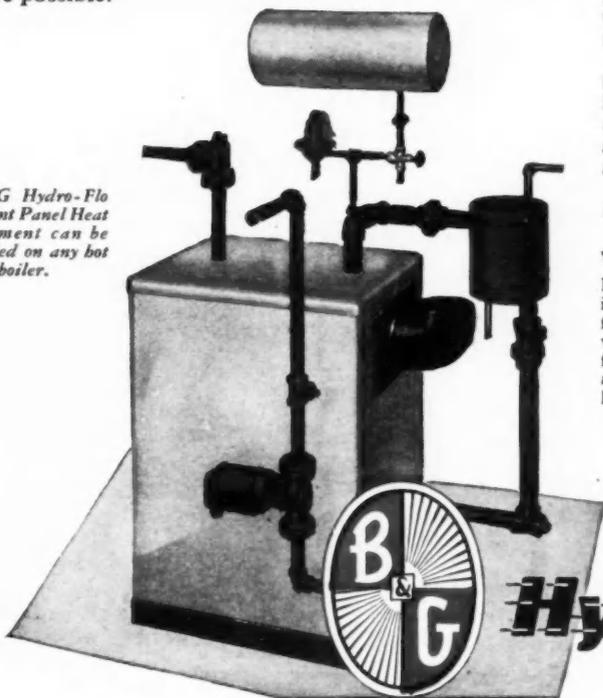
Here's an opportunity to build into your homes a new sales feature with tremendous appeal. B & G *Hydro-Flo* Radiant Panel Heat offers an utterly superior kind of comfort . . . unbelievable cleanliness . . . and decorative freedom never before possible!

This *radiant panel* heating system is *completely concealed*—with neither grilles nor radiators to break up wall spaces and make room arrangement difficult. Instead, pipe coils in the floor or ceiling spread an over-all warmth as mild and stimulating as spring sunshine. The entire house is heated uniformly—floors always warm—and the air fresher and more invigorating.

It actually costs the owner *less* to have the luxurious comfort of B & G *Hydro-Flo* Heat. In the first place, radiant panel heating is noted for fuel economy. Secondly, radiant panels do not create strong air currents to stir up and deposit dust and dirt—hence cleaning and decorating bills are kept at a minimum.

The complete story of B & G *Hydro-Flo* Radiant Panel Heat is told in a new illustrated booklet—send for your copy.

B & G Hydro-Flo Radiant Panel Heat equipment can be installed on any hot water boiler.



Year 'round hot water—a plus feature

Plenty of hot water is a positive necessity in the modern home—now especially needed for the new labor-saving clothes and dish washers. A B & G *Hydro-Flo* Heat System furnishes it in ample quantities—all around the clock and every month of the year—at so low a cost it can be used unsparingly.



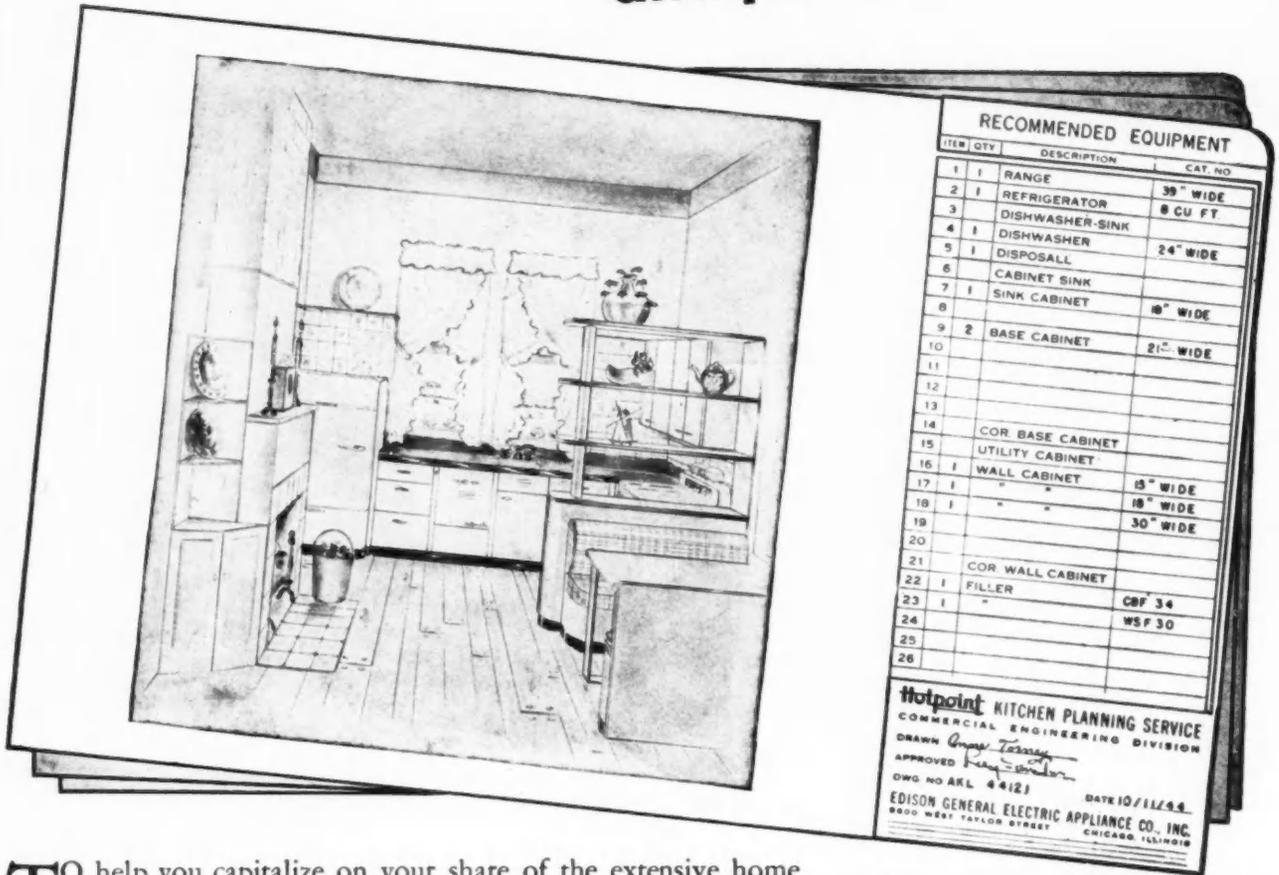
BELL & GOSSETT CO.
Dept. J-11, MORTON GROVE, ILLINOIS



Hydro-Flo HEAT

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

Everybody wants a modern kitchen... and preferably **ELECTRIC!**



TO help you capitalize on your share of the extensive home building and modernization that is planned, Hotpoint has prepared a *Portfolio of Personalized Kitchen Plans*. In it you'll find plans for all types and size kitchens, including the bungalow, mansion and farm home, as well as the compact kitchenette. For detailed plans and additional information mail coupon below.

Plan kitchens for the 77%

"More than seven out of ten modern homes will cost \$3,000 or over," predicts the United States Chamber of Commerce. That price range means 7 out of 10 builders can afford, and will probably demand, an all-electric kitchen.

Long-term Promotions Have Created Trend to Functional, Electric Kitchens

1. Over a million and a half dollars were spent by Hotpoint in national advertising during the war to promote the trend to all-electric kitchens.
2. Scores of articles in leading magazines and newspapers have focused attention on the modern kitchen as the No. 1 room in the postwar home.
3. Over two million booklets, "Your Next Kitchen" by Hotpoint, have been distributed.
4. Leading utility companies and dealers have promoted all-electric kitchens in their communities.

© 1946, Edison General Electric Appliance Co., Inc.

Hotpoint Institute
5641 West Taylor Street, Chicago 44, Illinois

Without obligation, please send me your *Portfolio of Hotpoint Personalized Kitchen Plans*. This offer available in United States, Territory of Hawaii and Alaska.

Name _____
Firm Name _____
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DEPENDABILITY ASSURED BY 40 YEARS EXPERIENCE!

HOTPOINT REGIONAL SALES OFFICES
EASTERN: 570 Lexington Ave., New York City 22, Plaza 3-9333. **SOUTHERN:** 304 Red Rock Bldg., Atlanta 3, Walnut 2959. **CENTRAL:** 1456 Merchandise Mart, Chicago 54, Superior 1174. **WESTERN:** Western Merchandise Mart, 1355 Market St., San Francisco 3, Underhill 2727.

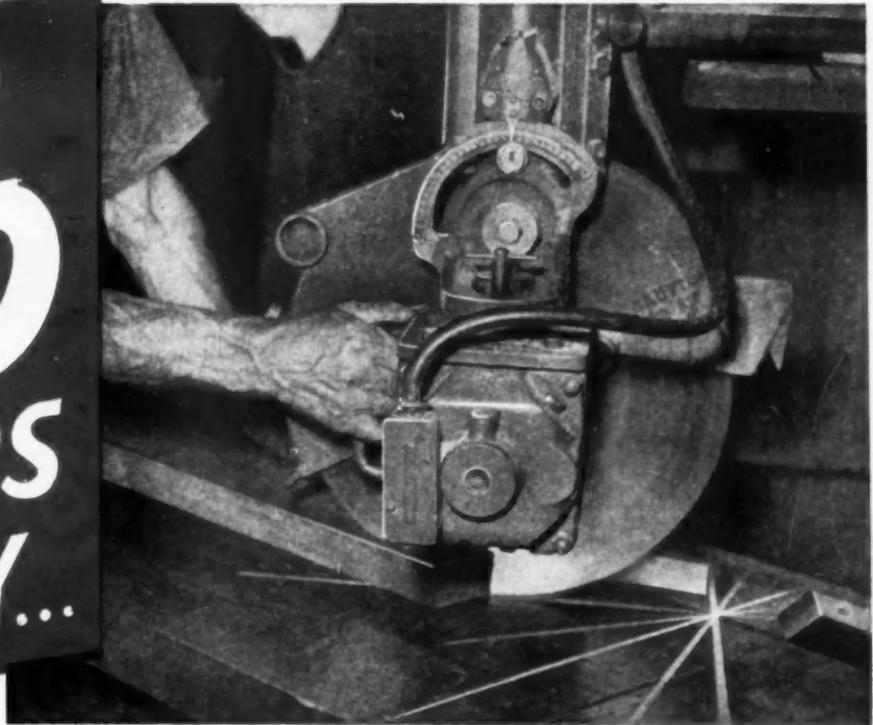
Hotpoint

ELECTRIC KITCHENS

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

IN MOST STATES. ALL HOTPOINT KITCHEN EQUIPMENT CAN BE INCLUDED IN F. H. A. INSURED MORTGAGES

OVER
400
RAFTERS
PER DAY...



... with a **MONARCH* UNI-POINT** radial saw

... Each rafter had *two angle cuts on one end and one angle cut on the other end!*

This is a typical example of big production obtained by one Monarch Uni-Point operator with one helper.

Monarch Uni-Point breaks all previous records because it is different. It eliminates time losses unavoidable with old-type radial saws. It enables you to *slash at least one fourth* from your saw time . . . to cut production costs and make extra profits.

Monarch Uni-Point is the only radial saw which operates with the "One-Point Cutting" principle. You do not have to find a new cutting point for the blade each time you change the angle for a crosscut. This is so whether it is a bevel, miter or a compound miter cut. There's no fumbling for the right spot and no wasteful false starts. There are no time-squandering waits for the blade to stop before changing angles. You wipe out the costly motions of raising or lowering the blade and changing stops for each different cut.

And Monarch Uni-Point's rugged construction assures years of thrifty operation. Every kind of production cut . . . cross cut, rip, dado, rout, plough, shape, and all the rest . . . can be done easily and quickly. You'll find, too, that its built-in dependable accuracy makes quality work easier. With a Monarch Uni-Point Radial Saw you will be better equipped for the busy, competitively-tough years ahead. Get complete information in the new Monarch Uni-Point catalog. Write today.

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



COMING SOON!
GREAT RADIAL SAW NEWS

Watch for announcements of the new **PORTABLE** Monarch Uni-Point radial saw. Look for the **MONARCH UNI-POINT** display at the Home Builder's Show, February 25 through 28, Chicago.



AMERICAN SAW MILL MACHINERY CO.

Manufacturers of Saw Mill and Woodworking Machinery

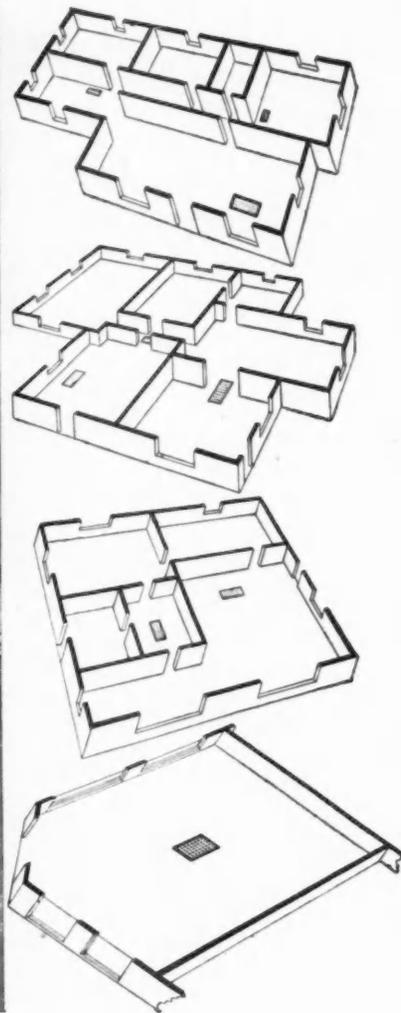
60 MAIN STREET

HACKETTSTOWN, N. J.

Established 1903



**For Automatic, Trouble-free
HEAT at LOW COST
you can't beat the new
TEMCO Gas Floor Furnaces**



ALTHOUGH it isn't much larger than a two-drawer filing cabinet, a TEMCO Gas FLOOR FURNACE does a "big home" heating job. It's the perfect answer to automatic heat for homes, offices and stores—either with or without basement—and, in multiple installation, TEMCO FLOOR FURNACES supply perfectly satisfactory heat in larger structures.

No basement or excavation is needed, for TEMCO Floor Furnaces are installed just under the floor, with only an ornamental grill visible in the room. In buildings without

basements, the saving in construction cost—plus the low initial and operating cost of a TEMCO Floor Furnace—add up to substantial economies for the owner.

**SEND FOR COMPLETE DESCRIPTION, SPECIFICATIONS
AND TESTED FLOOR PLANS**

For architects and builders we have prepared complete technical information about TEMCO Floor Furnaces . . . including a set of perspective drawings showing the most effective location of TEMCO Floor Furnaces in a number of typical layouts. Write for your copy today!

**QUICK FACTS ABOUT THE NEW
TEMCO GAS FLOOR FURNACE**

- ✓ **COMPLETELY AUTOMATIC** —thermostatic controls turn heat on and off automatically.
- ✓ **100% SAFE** —built-in safety devices provide absolute protection in case of interference with gas service.
- ✓ **RE-ENGINEERED** —to include new features developed in wartime experimentation.
- ✓ **A. G. A. APPROVED** —TEMCO Floor Furnaces were among the first to gain approval by the Engineering Laboratory of the American Gas Association under their new and stricter standards of safety and efficiency.
- ✓ **QUIET OPERATION** —TEMCO is the only FLOOR FURNACE equipped with the new "Whisper-Quiet Burner"—insuring truly silent operation.

FOUR  AWARDS

TENNESSEE ENAMEL MANUFACTURING CO.
Nashville, Tenn.

TEMCO
FLOOR FURNACES
"The Biggest Little Thing in Home Heating"

Think in terms of

STRAN STEEL

Designed for gracious living... built around a framework of steel

Whether you are planning along ultra-modern or traditional lines, Stran-Steel framing will give you the permanence of steel construction, with new efficiency... flexibility of ideas.

Stran-Steel, with its nailable studs and joists, brings an entirely new perspective to postwar building... assures permanence, fire-safety, freedom from warp, sag and rot. These qualities — to the home builder, home buyer or investor — are as salable as grace and beauty of design.

Investigate the possibilities of Stran-Steel... shape your building plans around this uniform precision material. Build with Stran-Steel for beauty of design... comfort and convenience... lasting strength.



GREAT LAKES STEEL CORPORATION

Manufacturer of the famous Quonset Hut for the U. S. Navy

STRAN-STEEL DIVISION • 37th FLOOR PENOBSCOT BUILDING • DETROIT 26, MICHIGAN

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ASBESTOS IN ACTION



A typical APAC underlayment application

1. Preparing floor, a simple operation.
2. APAC is quickly and easily laid.
3. Result, a floor as even as a desk top.

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Distributor: L. Beck & Sons, Inc.
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ANOTHER USE

... for this widely used construction material



APAC

is a superior
floor underlayment



IN ADDITION to APAC'S many other uses, this versatile Asbestos-Cement Sheet Material has special features that make it ideal for flooring underlayment work. It provides a smooth plane surface for linoleum or resilient tile where subflooring is rough and uneven and must be leveled beforehand.

- Incombustible... because it is composed of fire-resistant asbestos fibre and portland cement.
- Permanently quiet... no squeaks. Is non-resinous.
- Firm underfoot... moving furniture or hand trucks are less likely to cause grooves in the flooring.
- Rot, rodent and vermin proof... made of material that resists vermin and termites.
- Will not delaminate... because of the process by which it is made.

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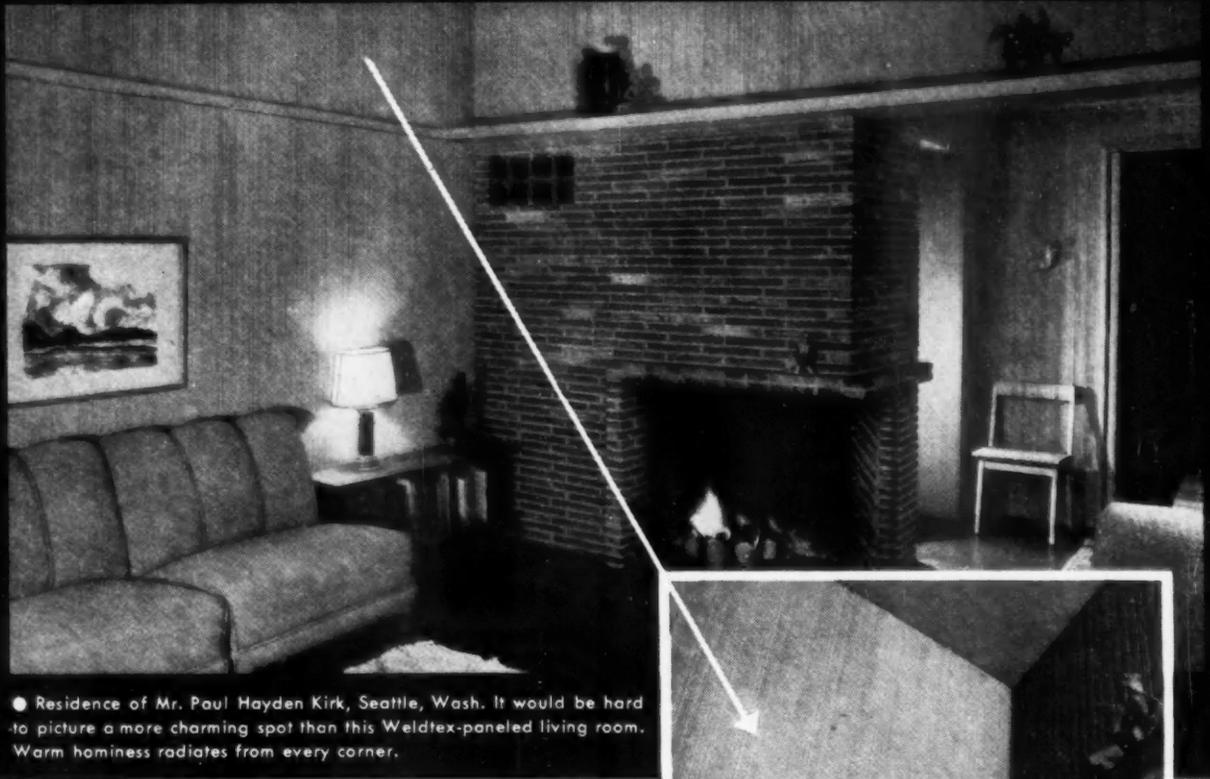
Savings, Building and Loan Associations and Co-operative Banks —are managed by local businessmen who have a personal interest in the success of local business, and the welfare of the community. They have a friendly interest in promoting home ownership.

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● This close-up shows how the unique, grooved surface of Weldtex creates continuous changes of shading, as light hits the walls from different angles.

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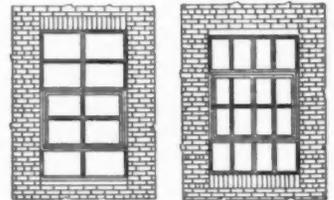
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MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

Los Angeles Ready to Build 100,000 Units

Fred W. Marlow, regional vice president of NAHB, speaking before a joint directorate meeting of the Building Contractors Association of California and the local chapter of NAHB, declared that he could name twenty-five contractors capable of building at least ten houses per day who could spearhead the construction of 100,000 homes in six months, provided labor and materials are made available and the full co-operation of city, county and federal agencies is secured.

Marlow touched off the meeting with strong resentment at a recent statement by Langdon Post, regional director of the FPHA, that "for private industry to meet this shortage would be manifestly impossible." Marlow pointed out that the government, or any agency thereof, has no capacity to produce additional housing, because all government housing is contracted to private building firms and has to look to the same limited supply of lumber, material and labor as private industry. He pointed out further that there are approximately 40,000 "live jobs"—that is, jobs under construction, including commercial and manufacturing building and remodeling operations, in Los Angeles, by private industry. To divert the present supplies of labor and materials from housing which is already under construction and from thousands upon thousands of additional houses which are now going through the preliminary stages of planning, financing, preparation of site, etc., would destroy the start which has already been made on a gigantic scale by the building industry of Los Angeles. Any endeavor to switch to public housing at this time would only create a chaotic condition.

Help Needed from OPA

Answering the question of help that is needed by Los Angeles builders, he said, "We need help from the OPA. The OPA must raise its rental ceilings on new construction and also speed up and simplify its present tedious paper work. We need an answer within a week as to what rentals will be approved, and such answer should be provided upon submission of a reasonable presentation of the project instead of requiring complete plans, specifications, etc."

"We also need a few adjustments on OPA price ceilings to encourage production of critical items. We need legislation permitting us to develop inexpensive home sites. Today's regulations require the highest possible standards for improvement of cheap lots." He pointed out that the builders are not interested in increasing profits through reduction in improvement costs, but are willing to pass such savings on to the home buyer.

Ohio Home Builders Sponsor Nixon-Taft Debate On Wagner-Ellender-Taft Bill



GEORGE F. NIXON (left) and Senator Robert A. Taft relaxing before debate.

Members of the Ohio Home Builders Association, attending their Second Annual Conference Banquet, held in the Hotel Hollenden, Cleveland, Dec. 14, heard George F. Nixon, well-known Chicago builder, in a debate with Senator Robert A. Taft, of Ohio, denounce Senate Bill 1592, co-sponsored by the Senator and recently introduced into Congress, as "leading directly to complete socialization of the house-building industry of the nation."

The dinner meeting, presided over by George J. Goudreau, Cleveland, retiring president of the Ohio state association, was attended by more than 400 home builders and other building industry representatives. Thomas McIlvain, of Cincinnati, OHBA area vice president and close personal friend of both speakers, acted as toastmaster and moderator.

In his opening remarks for the affirmative of the question, "Is the Wagner-Ellender-Taft bill essential to meet the housing needs of the American people?" the Senator told his constituents that he appreciated the opportunity the debate afforded him "to leave Washington in its confused state," and paid high tribute to the American free enterprise system which, he said, rightly claims the credit for the tremendous improvement and standards of living in this country. "Undoubtedly," he continued, "those standards on the average are the highest of any country in the world. Probably without government action it could go on improving those standards and keep this country well ahead of the rest of the world."

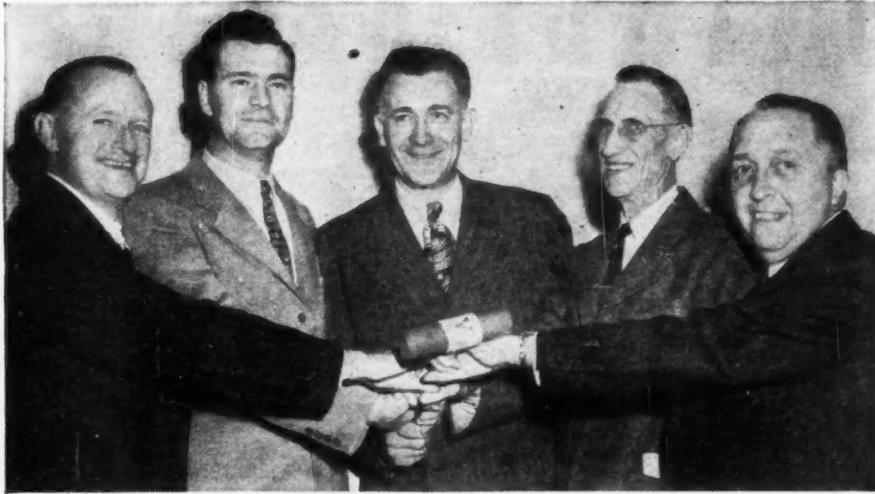
Then, apparently to justify his support of the "socialized housing" measure which carries his name, he declared, "But the system has certain definite faults. We have not learned to eliminate the ups and downs, booms and depressions—and so there is unemployment at times and hardship. It must be based on incentive and a reward for ability and hard work. Those who have not the capacity fall behind. The system will not pay more for the production of labor than that product is worth in comparison to other products to which mass production methods can be applied. So, the work done by many does not bring them sufficient to maintain a decent standard. In short, while the average is high, the necessary inequality of the system leaves millions poor."

At another point in referring to his proposed legislation, Senator Taft said, "Some provisions of the bill are frankly experimental. There are various provisions of the bill which I believe myself should be changed but I am convinced that the underlying philosophy is sound and that action is necessary."

"The bill authorizes 125,000 units a year for subsidized low rent housing for the next four years. This is 10 per cent of the need as we see it. The problem that has bothered me as well as yourselves is the fact that this does not meet the need as I have described it and may lead to a greatly expanded program."

In speaking on the negative side of the question whether or not the Wagner-Ellender-Taft legislation is essential to

(Continued to page 38)



MARION COUNTY (Ind.) builders strike united-we-stand pose following dinner meeting.

Morris Returns to San Francisco Association

The Associated Home Builders of San Francisco have announced the return of Lt. Milton W. Morris from the Army Air Forces to take up his former duties as executive secretary of the association.

Lt. Morris, who directed affairs of the home builders for five years prior to the war, enlisted in the Air Forces following Pearl Harbor and has been on active duty in the Caribbean for a large part of the war.

Francis L. Newton, wartime executive secretary of the Associated Home Builders, will divide his time between private affairs and the work of the Northern California Council of Home Builders Associations, representing the four chapters of the San Francisco Bay area.

Haverstick Addresses Marion County Residential Builders

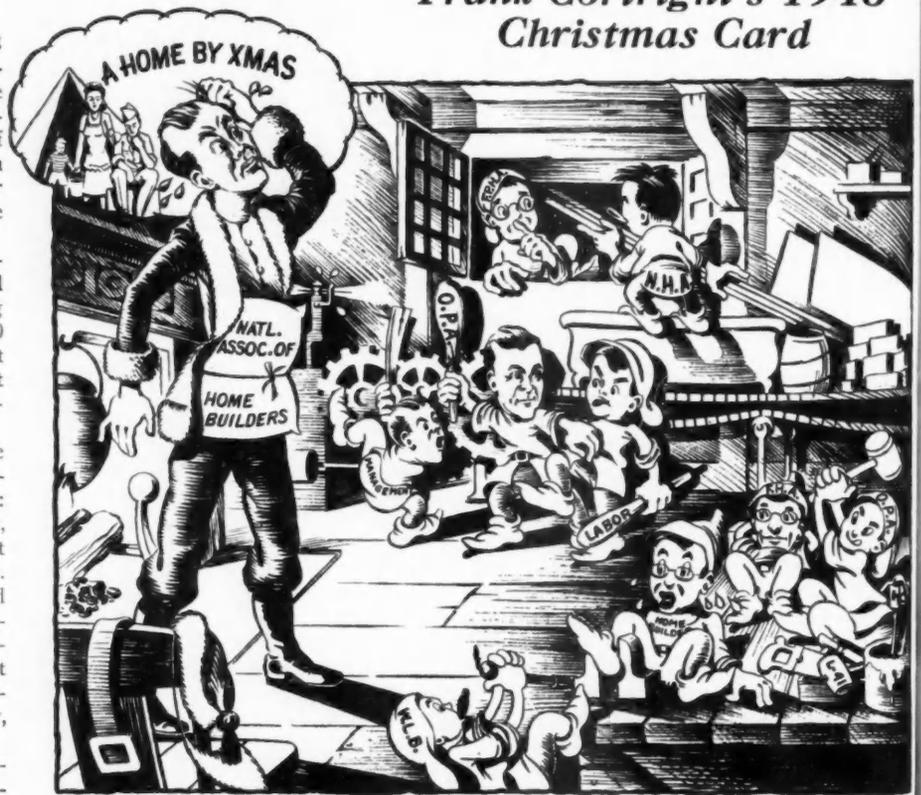
Joseph B. Haverstick, Dayton, NAHB regional vice president, in an address before the annual dinner meeting of the Marion County (Ind.) Residential Builders recently said, "The home builders of the nation are determined to build an abundance of low-cost housing as answer to the hue and cry for more and more public housing."

During the meeting a poll of the builders present showed that 27 of them had plans made to erect 796 new homes during the next year at costs ranging from \$5,600 and rentals from \$45. It was pointed out that those answering the poll were but a "minor fraction" of the nearly 500 builders in Marion County.

At a business meeting following the dinner program the following were elected officers of the association for 1946: A. H. M. Graves, re-elected president, Harry Dillehay, vice president, Delbert B. Meyer, secretary, and Charles O. Grinslade, treasurer. Directors elected for a two-year term were: Hugh G. Bremerman, Harry Dillehay, Charles O. Grinslade, H. A. Lindeman, Jr., and Delbert B. Meyer. Holdover directors are: Walter Barrett, Leroy Carson, Fred Palmer, Robert Mason, and Mr. Graves.

Pictured above after the dinner meeting are (l. to r.) Robert L. Mason, retiring treasurer, Haverstick, Fred Mutz, associate member of the Association, Fred B. Palmer and A. H. M. Graves.

Frank Cortright's 1945 Christmas Card



A Bureau-ful Washington Christmas... Frank Cortright

Exposition Officials And Exhibitors Look Over Floor Plans Of NAHB Exhibition Hall



Shown at the left is a group of exhibitors gathered for informal inspection of the Exhibition Hall which will house the National Association of Home Builders Exposition, Feb. 25-29, at the Stevens Hotel, Chicago. From left to right: W. J. O'Connor, C. F. Church Mfg. Co.; F. H. Herndon, Link-Belt Co.; H. A. Grothus, American Radiator & Standard Sanitary Corp.; C. H. Schuettenberg, Link-Belt Co.; Henry A. Guthrie, NAHB; Gates Ferguson, Celotex Corp.; Roland Doane, Ingersoll Steel & Disc Div., Borg-Warner Corp.; Paul S. Van Auken, NAHB; and Tom Kennedy, Ingersoll Steel & Disc Div., Borg-Warner Corp.

Executive Vice President of Alameda County Builders

Well-known to most members of the National Association of Home Builders, George H. Sharp, executive vice president of the Associated Home Builders of Alameda County (California) Inc., has been closely identified with building in-



GEORGE H. SHARP

dustry organizations of Northern California for the past ten years.

Prior to his affiliation with the building industry, Sharp was actively engaged in branch bank development work for two of the largest banks in California, later becoming new business manager for one of the banks in Oakland.

In looking back over the past ten years, Sharp states, "The builders are finally recognizing the mutual benefits of industry organizations and are profiting greatly through their active memberships in local and national associations."

New NAHB Field Secretary

Lawrence "Larry" G. Holmes, of Chicago, has been appointed to fill the recently created position of field secre-



LAWRENCE G. HOLMES

tary in the NAHB Washington office. He will devote the major part of his time working with NAHB affiliated local associations on public relations problems.

Following ten years in the newspaper and public relations field, Mr. Holmes served as executive secretary of the Indianapolis Real Estate Board from 1929 to 1934. Since then he has been with the National Association of Real Estate Boards.

Cortright's Column

By Frank Cortright



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

Lumber sufficient to construct nearly 100,000 homes being shipped abroad. OPA premiums permitted manufacturers of lumber for export will be responsible for the shipment of an estimated 750,000,000 board feet next year unless policy is changed. Dealers and builders in various parts of the country have recently awakened to the fact that part of the lumber they expected to receive is being shipped for export. Although there is a percentage limitation, it is estimated that the same quantity shipped in 1945 will again be lost for housing in this country unless OWMR acts promptly in stopping allocations for exports. Although under normal conditions "it is important to maintain export relations" it would appear that our own relations (100,000 veterans requiring housing) should be taken care of first!

Public housing construction and government jobs draining building materials. In view of the extreme essentiality of private home building, it is most disturbing to learn that public housing is being given preferential treatment in some areas. For example, the survey recently undertaken by the Home Builders Association of Metropolitan Washington disclosed the fact that nearly 80 per cent of the available building materials in the district are going to the National Capital Housing Authority and other government projects. Private builders have been forced to stop construction in jobs under way because brick and plaster materials were being channeled in great quantities directly to the housing authority project.

Six billion twenty-two million five hundred thousand dollars initial cost under Wagner-Ellender-Taft Bill. By careful phrasing, the authors have succeeded in so dispersing and concealing appropriation authorizations and other expensive parts of this program, that it is a time consuming job to discover all of them. Some of these costs are: \$88,000,000 for 45 years for public housing subsidies, a total of \$3,960,000,000; \$25,000,000 for 45 years for rural public housing subsidies, a total of \$1,125,000,000; \$20,000,000 for 45 years as slum clearance subsidies, \$900,000,000; \$12,500,000 in the next five years as NHA research funds; and \$25,000,000 for five years to be given away by NHA on a 50-50 matching basis to communities to finance local planning. Of course the total of all this, an amount equal to our federal debt several decades ago, is only the beginning. Minor items which may be added are the administrative expenses of NHA, those of the Department of Agriculture and the RFC, immense local tax subsidies, and so on ad infinitum. All in all it seems as though the taxpayer is being taken for a handsome ride in paying for the subsidization of slum clearance and public housing in large cities, villages and farms.

W-E-T Bill introduced in House by Representative Patterson.

On the Senate side this controlled economy housing bill was introduced after months of the most elaborate flag waving, trumpet blowing and advance publicity. Starting as an outright public housing bill, it developed during the Taft Committee hearings and finally emerged full blown as one of the most cumbersome pieces of legislation in history. In contrast to the Senate procedure the bill was slipped into the House by the sub-basement rear door. Lacking bipartisan support and even the name of a member of the House Banking and Currency Committee to which it has been referred, the Bill was put in by a freshman Representative from Los Angeles. Since the results of the rapid fire hearings on the Senate side are a foregone conclusion, this strategy on the House side is provocative to say the least. One can presume that Representative Brent Spence, chairman of the House Banking and Currency Committee, refused to sponsor the Bill and other prominent members followed his lead. However, since the logistics for this legislation are determined by the shrewdest brains in Washington, it is a safe bet that there is reason behind this method.

Ohio Home Builders Hold Second Annual Cleveland Conference



Almost 400 members of the Ohio Home Builders Association met in the Hotel Hollenden, Cleveland, Dec. 13-14, for their Second Annual Conference. Builders, mortgage lending representatives, brokers, realtors, manufacturers and distributors of building materials and equipment, government officials and other factors in the residential building field attended to participate in the interesting and fact-packed two-day session.

The meeting was sponsored by the Ohio state association in cooperation with its affiliated local associations: the Home Builders Association of Greater Cincinnati, Home Builders Association of Greater Cleveland, Toledo Building Contractors Association, Inc., Home Builders Association of Mahoning Valley, Home Builders Association of Akron, Lorain Builders Exchange, Inc., and the Columbus Home Builders Association.

The program was largely devoted to panel discussions on current problems confronting the home building industry featuring prominent local and national authorities. Panel subjects included: Current Construction Problems, Financing Housing of Tomorrow, Construction Trades Apprentice Training, Veterans' Housing and New Materials. The opening session of the conference was addressed by Thomas H. Burke, Mayor of Cleveland, who spoke on "The Housing Responsibility of Local Government and Home Builders," and Louis B. Seltzer, editor of the Cleveland Press, who told the builders that "Housing Comes First."

The final business session of the conference was given over to the election of officers for 1946. They are: President, Joseph B. Haverstick of Dayton; Vice President, A. J. Alexander of Akron; Treasurer, Alex Treuhart of Cleveland; Secretary, Earl Bailey of Youngstown. The following were named area vice presidents: Walter Shapter, Columbus; A. A. Knock, Canton; A. R. Burbeck, Akron; Geo. Hartman, Youngstown; and Geo. Hafley, Lorain. New directors are: Thomas McIlvain, Cincinnati; Paul Brunner, Dayton; Hugh Selby, Cleveland; and D. J. Spitznagle, Toledo.

Chicago Builders Give Christmas Party

The second annual Christmas party of the Chicago Metropolitan Home Builders Association was held at the Palmer House, Friday evening, Dec. 14. More than 400 members and guests assembled during the cocktail hour, and were served a banquet which was followed by a professional floor show and one-act, two-scene satirical farce written, produced, directed and acted by members of the association. The farce, which poked fun at the manner in which local FHA offices operate, was enjoyed as much by Ed Kelly, head of the Chicago FHA office, as by the enthusiastic audience. At the conclusion of the production, Kelly expressed his appreciation of "ham in any form," even when it is acting satirizing him and his staff.

The entertainment committee was headed by Frank Rakanska, chairman.

Membership chairman Kenneth Schumham, assisted by President Art Fossier, awarded tokens of recognition to the members who brought in the largest numbers of new members during the drive which closed earlier in the month. The party was declared to be a great success, and opinion was unanimous that it should be repeated next year.

Two New Associations Apply for NAHB Charters

The following associations have been organized and have applied for charter at the next meeting of the NAHB board of directors: Home Builders Association of Spokane, 508 Mohawk Building, Spokane 8, Wash., and the South Bend-Mishawaka Home Builders Association, South Bend, Ind.

The officers of the Spokane association are: Frank J. Snider, president, and Harwood J. Tibbetts, secretary. Granville W. Keller of South Bend is one of the leaders of the South Bend-Mishawaka group that is active in organizing the association.

Nixon-Taft . . . (Continued from page 35)

meet the housing needs of the American people, Nixon declared. "What we need to alleviate the critical housing shortage of the nation is not more financing in the form of a \$6,000,000,000 blank check to Washington bureaucrats to build hundreds of thousands of socialized housing institutions, but more materials and labor to build homes—be they ever so humble. This bill won't produce either. Instead it places the federal government in direct competition with the private building industry at the expense of the veteran and the taxpayer."

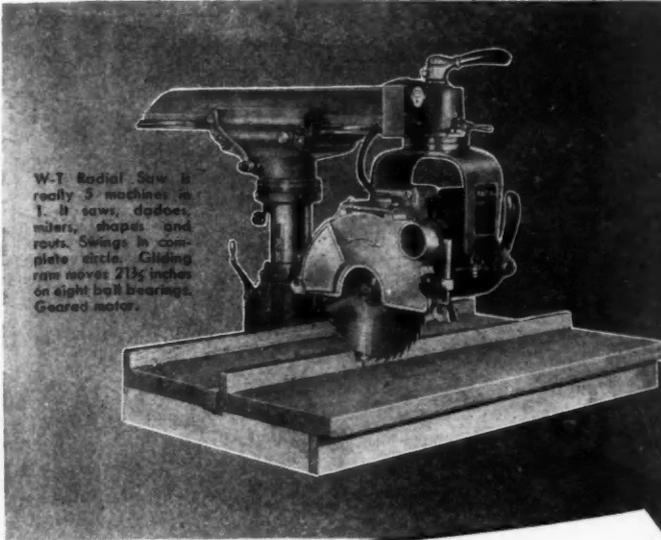
After telling about the pressure that is being built up to secure rapid Congressional passage of the bill, he asked, "Why the hysteria in passing this complicated, obscure and mysterious piece of legislation without giving all an opportunity to scrutinize it? Is this to be the counterpart of the great sneak play of World War I—the Volstead Act?"

Among the groups reported to be urging early action on the bill are the CIO, AF of L, National Association of Housing Officials, National Public Housing Conference, National Federation of Women's Clubs, National League of Women Voters, the Mayors Conference, the Municipal League, the National Parent-Teachers Assn. and the Farmers Union.

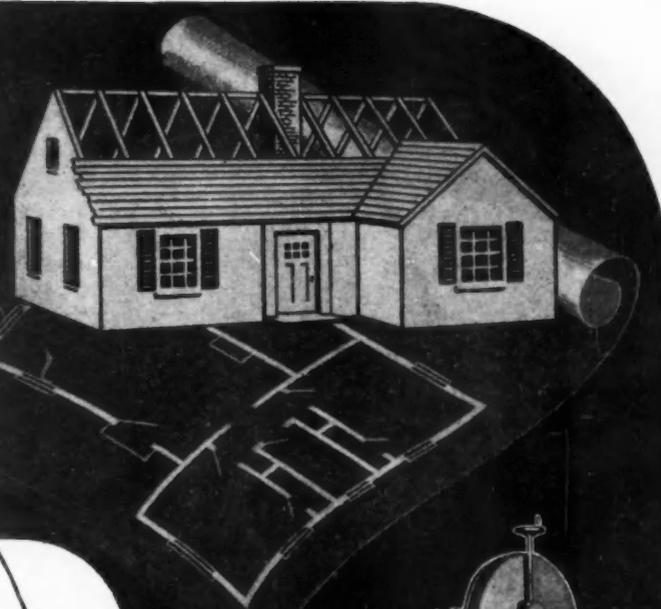
Nixon said that the United States Savings and Loan League, made up of 3,700 small building and loan associations scattered throughout every state in the Union, with a total membership of five million who have on deposit in excess of six and one-half billion dollars for the purpose of acquiring a home of their own, have submitted the following as their reaction to the Wagner-Ellender-Taft bill:

"In the Bible we have a reference to 'The Hands of Esau and the Voice of Jacob.' In this bill we have the language of private home ownership, but in substance a comprehensive program for public housing and federal control of private home finance."

"I submit that this is a conservative indictment of this bill, and one in which we join," Nixon concluded.



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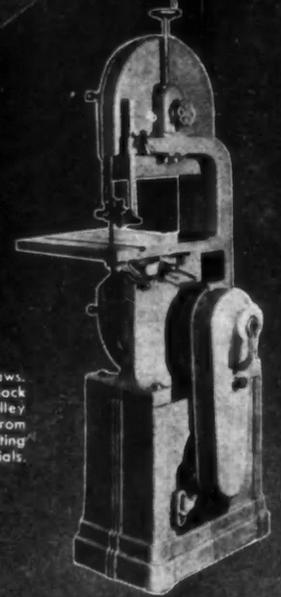


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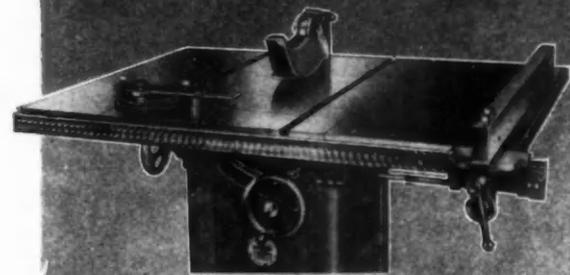
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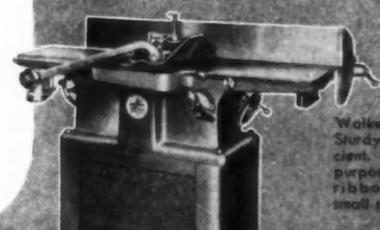
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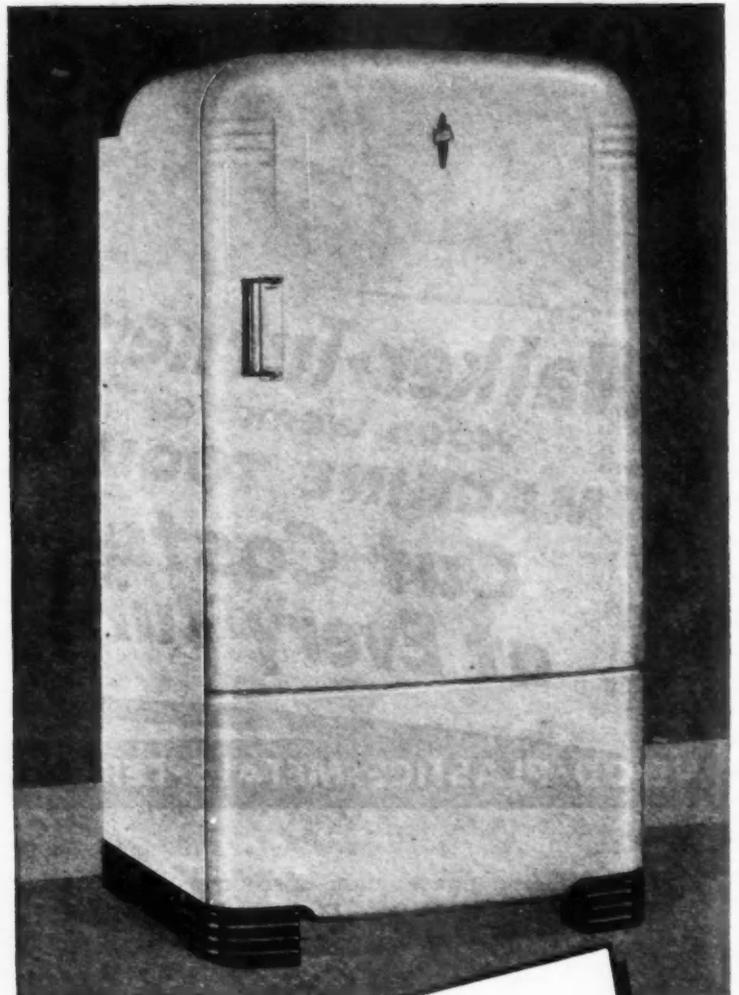
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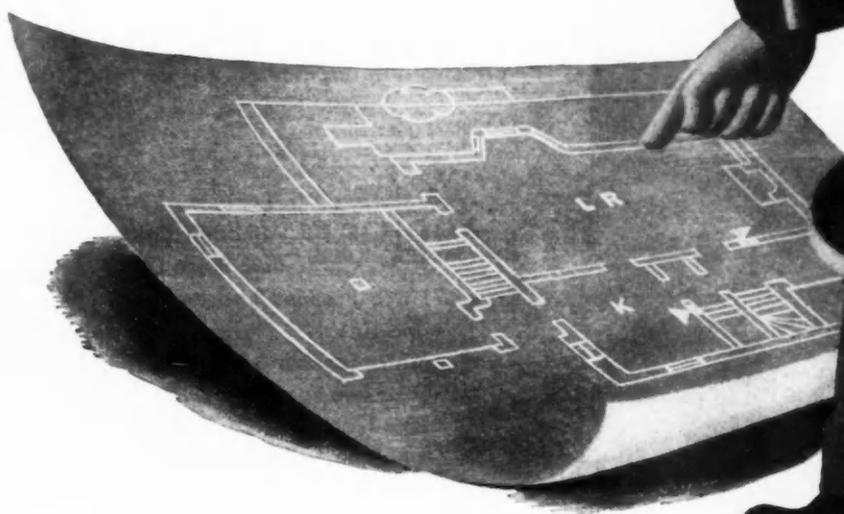
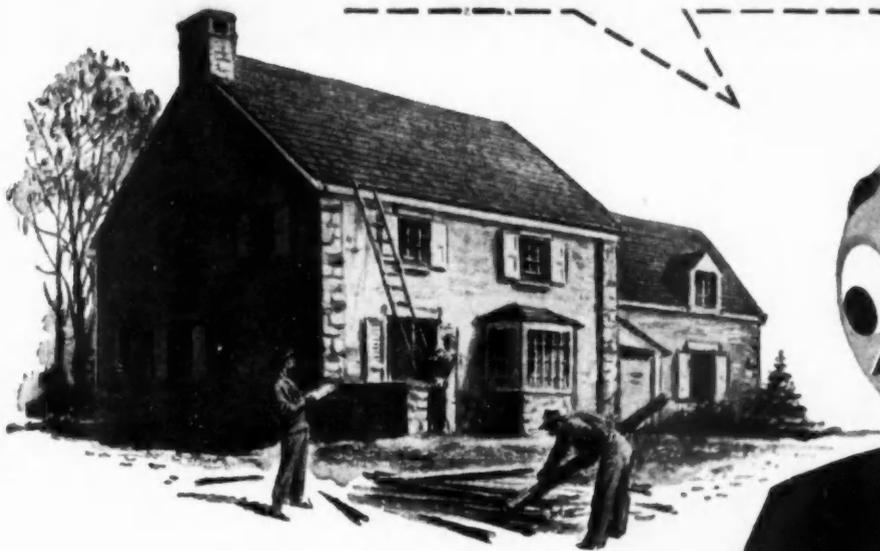
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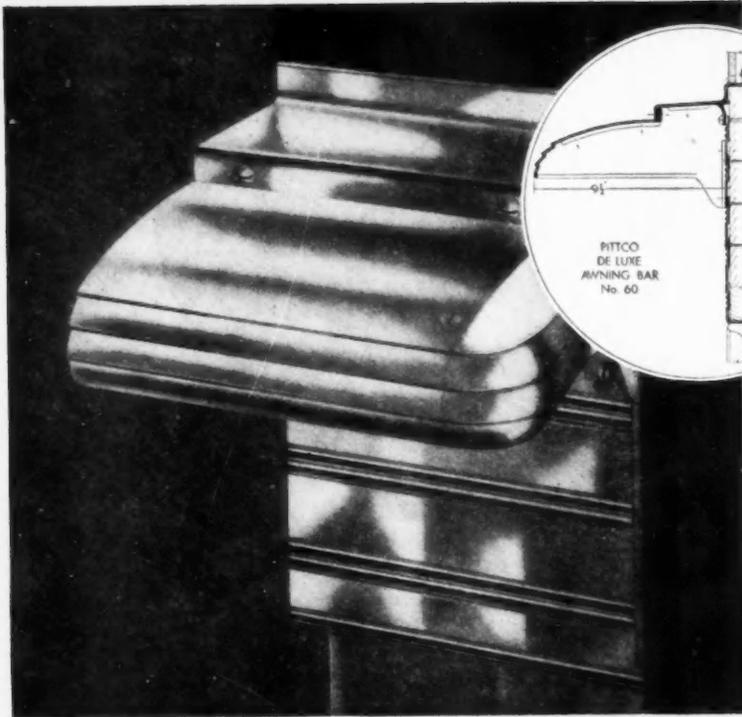
They avoid exposed wiring; make it easy for the home owner to have telephones wherever he'll need them—living room, bedroom, hall, kitchen or other convenient locations. Every modern home should have built-in telephone facilities. Your telephone company will be glad to help you plan a good telephone layout for any residence.

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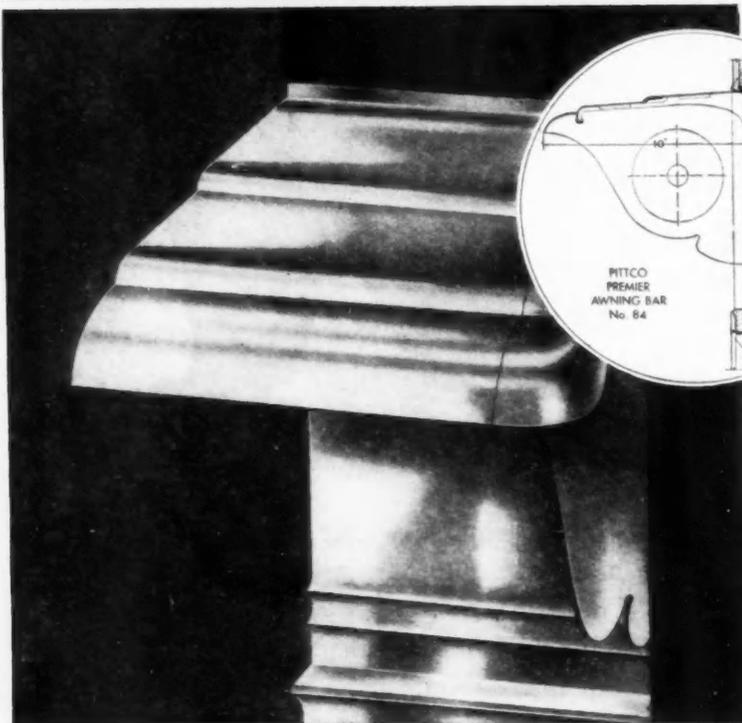


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PITTCO STORE FRONT METAL
PITTSBURGH PLATE GLASS COMPANY

"PITTSBURGH" stands for Quality Glass and Paint

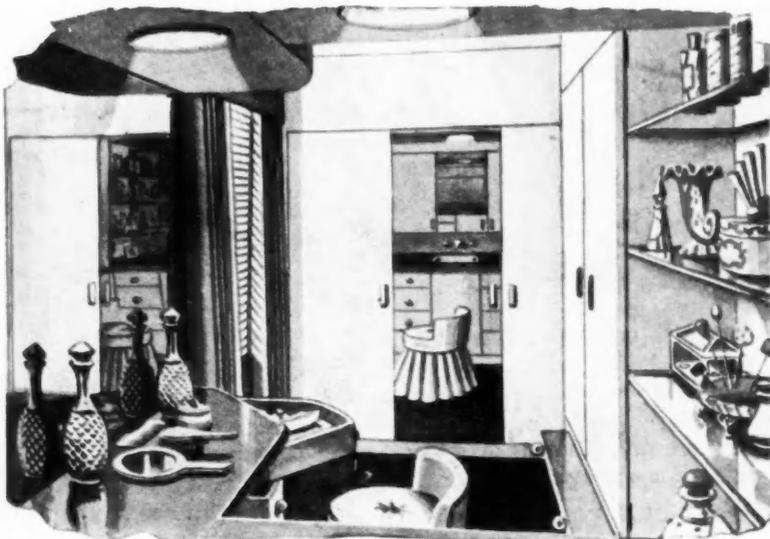
*New baby's room
today—*



• You can turn up two remodeling jobs in one room with this space-conserving idea—and a literally unlimited number of clients.

• It's simple, and based on the fact that a special room for that new baby means less work for his mother. The end of a bedroom—or part of an adjoining room or hall will do it. Build the extra wall with smooth, strong, easy-to-clean Masonite* Presdwoods. And the same material makes special work-saving furniture—built-in or movable. Presdwoods are handsome, long-lasting, moisture-resistant . . . they'll save inches all around . . . and take any kind of decorative treatment.

*parents' room
tomorrow!*



• When Baby grows into a full-size room, remodeling makes an efficient dressing room for his parents. Presdwoods again can make handsome, efficient cabinets, drawers, dressing table and closets. These splinterless hardboards (made from exploded wood) are recommended for many remodeling jobs . . . new bedroom, game room, or a re-do for a tired kitchen or bath.

• Write for data on the Masonite building materials to Masonite Corporation, Dept. AB-1, 111 W. Washington St., Chicago 2, Illinois.

Architect: EARLE W. BOLTON, Jr.

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

MASONITE



BRAND PRODUCTS

PRODUCTS OF THE STATE OF MISSISSIPPI



Look what's

With four years of war experience behind us . . . with new products . . . with added improvements on old ones . . . Ceco again brings you the finest in construction products . . . precision engineered.

War provided a laboratory for Ceco. Emergency uses brought the necessity for extra precision in manufacturing. As a result of such experience, now more than ever before, *engineering* makes the big difference in Ceco construction products.

There is a new tempo in building today. Manpower is being released, materials are more plentiful and as fast as products are available Ceco is rushing to answer your needs.



SEND FOR THESE *Free* CATALOGS

- 1—Build a Beautiful Home With Beautiful Windows
- 2—Ceco Windows and Doors (Sweet's Catalog Preprint)
- 3—Ceco Steel Joists
- 4—Meyer Steelforms
- 5—Handbook of Ceco Products for Reinforced Concrete Construction
- 6—Steel Building Products for Structures
- 7—Screens in Steel, Bronze and Aluminum
- 8—Handbook of Ceco Road Building Materials
- 9—Ceco Metal Lath and Accessories
- 10—Ceco Metal Weatherstrips



All products illustrated are fully described in catalogs of corresponding number listed at left. These illustrated products represent only a small portion of Ceco's wide range of manufacture.

CECO STEEL PRODUCTS CORPORATION

MANUFACTURING DIVISION
5643 WEST 26TH STREET, CHICAGO 50, ILLINOIS

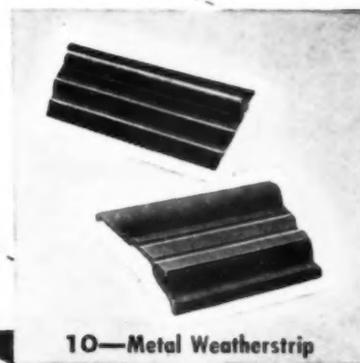
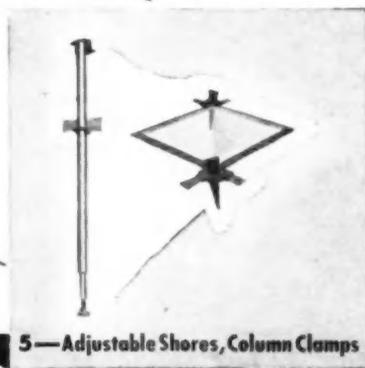
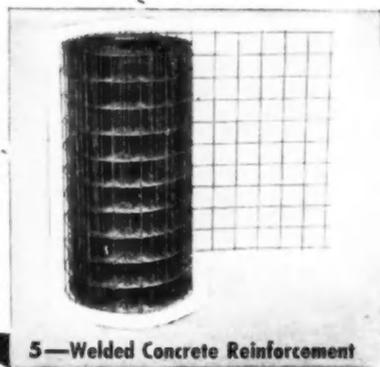
Concrete Engineering Division,
Merchant Trade Division, Highway Products Division
Offices, Warehouses and Fabricating Plants in Principal Cities

ENGINEERING

MAKES THE BIG DIFFERENCE IN

CECO

Here again!



For complete information on any of the products illustrated, just fill out the coupon and mail to Ceco. Check the catalog number you want, corresponding to the number of the product illustrated.

CECO STEEL PRODUCTS CORPORATION

543 West 26th Street, Chicago 50, Illinois

Please mail me postpaid the free catalogs I have checked below:

- 1
 2
 3
 4
 5
 6
 7
 8
 9
 10

Name..... Position.....

Address.....

City.....

State.....

CONSTRUCTION PRODUCTS

New Frigidaire Kitchen Cabinets

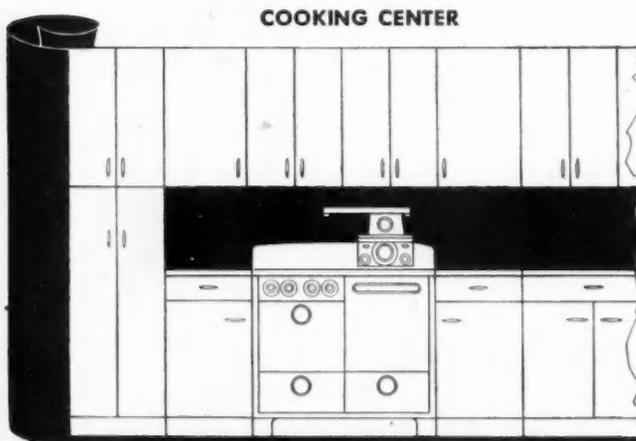
Combine them with famous Frigidaire appliances
to form flexible, practical kitchen work centers

Here is an outstanding line of fine Kitchen Cabinets to supplement Frigidaire's world-famous line of home appliances! Kitchen Cabinets that are complete packages in themselves . . . that are quickly and easily installed . . . that are specially designed for assembly into practical and convenient work centers. They are finished in gleaming, long-lasting, white Dulux—on steel surfaces bonderized to resist rust and corrosion.

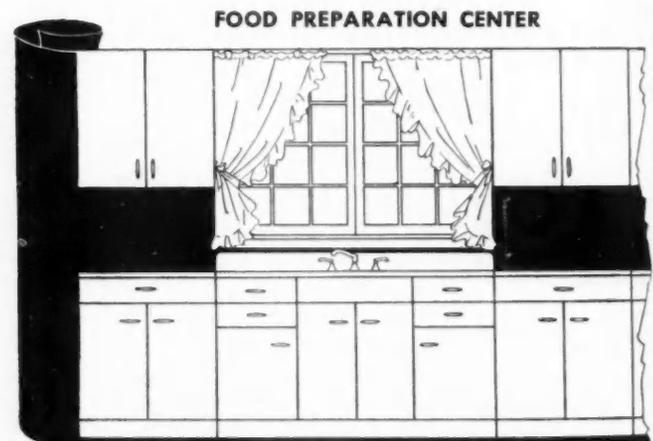
Frigidaire Kitchen Cabinets are made in standard sizes and models—and may be assembled into combinations to fit any kitchen, any work method.



Combine one or more Kitchen Cabinets with a Frigidaire Refrigerator to form an integrated "food storage center," with convenient work and cabinet space.



Plan a "cooking center" with a Frigidaire Electric Range and Frigidaire Cabinets which will provide handy storage for cooking utensils, along with ample work space.



Use a Frigidaire Sink and Cabinets for an efficient "food preparation and dish washing center"; Frigidaire Kitchen Cabinets for all other work and storage needs.

.....

WRITE TODAY FOR FULL INFORMATION.

Send in your name and we will mail as soon as possible, descriptive literature on Frigidaire Kitchen Cabinets; Frigidaire Refrigerators, Electric Ranges, Electric Water Heaters, Home Freezers. Frigidaire Division, General Motors Corporation, 851 Amelia St., Dayton 1, Ohio. In Canada, 578 Commercial Rd., Leaside 12, Ontario.

.....

FRIGIDAIRE
made only by
GENERAL MOTORS

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

ets



WE ARE PROUD OF THE
QUALITY OF OUR HOUSES
LOOK AT THIS CRANE KITCHEN



IT'S WONDERFUL THAT WE CAN HAVE
CRANE PLUMBING
IN THIS MODEST PRICED HOUSE



If you have ever seen a prospect's eyes light up when you show him a Crane kitchen or bathroom, you know how effective the name Crane can be in helping you sell homes.

Numerous surveys have proved that your prospects recognize Crane plumbing as being high in quality. Such quality equipment not only adds sales appeal to the homes you plan to build, but it is a simple testimonial to the quality construction used throughout the homes you design.

Crane factories are now busy producing plumbing and heating equipment in every price level to meet all needs of builders. This equipment possesses the high quality you expect from the name Crane, but it includes new styling plus many advanced engineering features that will appeal to your prospects. It will naturally be some time before everyone can be supplied with everything he wants, so we suggest you discuss your building plans with your Plumbing Contractor or Crane Branch. They will give you information on the Crane line as rapidly as possible, and may be able to help you secure the equipment you want when you want it.

CRANE

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

PLUMBING • HEATING • PUMPS
VALVES • FITTINGS • PIPE

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



Take a Peek

AT THE NEW STANLEY CABINET HARDWARE!

The new Stanley Cabinet Hardware is in production, but not quite ready for preview. We can give you this tip-off though: The entire line was created by two of America's leading product designers. Even a peek shows it's a honey.

It embodies many, new, style and operating features no other cabinet hardware offers. It is complete — with patterns to suit every taste at prices to fit every budget. *And* it will be nationally advertised in leading homemaker magazines.

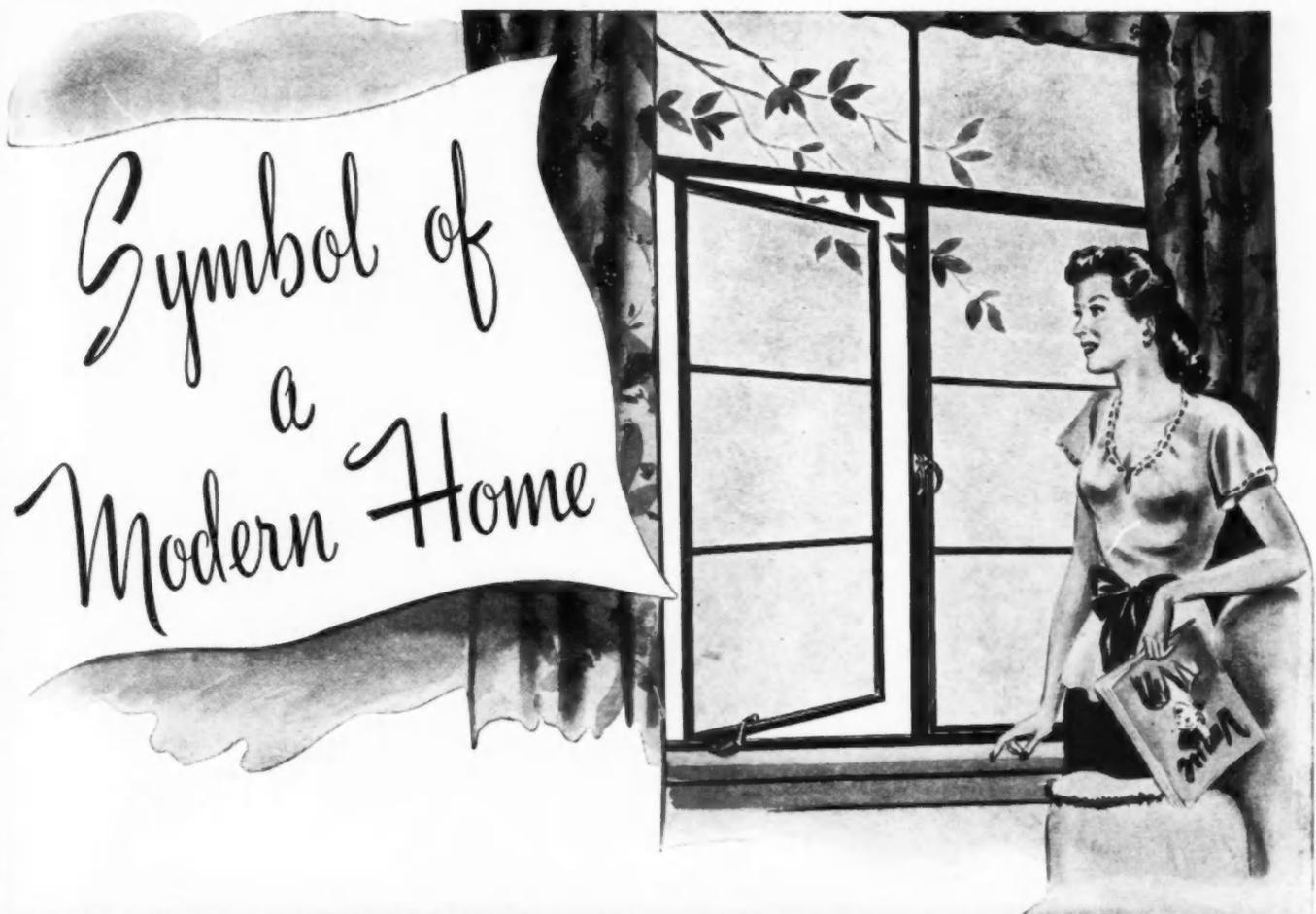
Just as the smart, new styling will help you sell a house to a woman, the Stanley trade mark will help sell it to a man. And you'll put more "oomph" in your sales talk, knowing that your customers are sure to understand that the name Stanley is found only on dependable products.

Watch for the complete announcement, proof of Stanley leadership in cabinet hardware, in beauty, operating design, and quality. The Stanley Works, Cabinet Hardware Division, New Britain, Conn.

STANLEY

Trade Mark

Cabinet Hardware



MESKER "American Home" METAL WINDOWS

Mesker windows are the distinctive stamp of a modern home. And now, with the new Mesker "American Home" Metal Window, you can brand every house you build with this new-day feature. For here, at last, is the metal window designed and manufactured especially for the new type post-war home construction. With all the features that have made Mesker Windows famous since 1879, it has plus values that appeal to every home owner. And it comes to the job complete in one carton . . . ready to install.

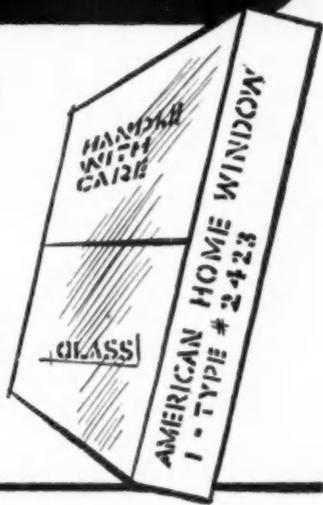
JIFFY INSTALLATION



Installation of the Mesker "American Home" Metal Window is a time-saving, five minute job with hammer and nails. Just three easy steps . . . plumb, wedge and nail. It is adaptable for frame construction, for brick or for brick-veneer. And

it gives you three choices of inside trimming . . . plaster right up to the steel frame; plaster jams and head and finish with a small quarter-round moulding, or apply standard wood trim all around. The convenient carton packaging solves your storage problem, too, and protects the window right up to the minute of installation. See the new "American Home" Window at your building supply dealer's, or send coupon for complete information.

• This one carton contains a factory-glazed American Home window, factory-fitted with wood surround and neat outside trim and inside-attached screens.



MESKER BROS., Dept. AB16
430 S. Seventh St., St. Louis 2, Mo.

Send me your folder giving complete information on the new "American Home" Metal Window (Ready in February)

Name _____
Address _____
City _____ State _____

MESKER BROTHERS • WINDOW SPECIALISTS SINCE 1879

Will your new homes



Tried . . . Proved . . . SUCCESSFUL
From Boston to San Diego . . .
. . . From Bismarck to Miami

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

This prize-winning design in the National Association of Home Builders' Design Competition was sponsored by Charles A. Nixon, Chicago. Architect, Carl A. Kastrup, A. I. A.—Associate Architect, Warren Shultz, Forest Park, Ill. (Scale model created by Diorama Corp. of America.)

es still be modern in ten years?

**You can tell customers "Yes" when you install
Servel All-Year Gas Air Conditioning**



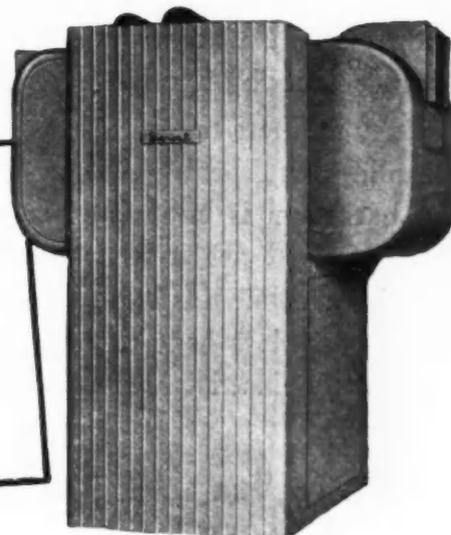
WHEN YOU equip your new homes with Servel *All-Year* Gas Air Conditioning, you not only provide your customers with a "new quality of living," but you protect their investment as well. Leading mortgage loan officers agree that homes with the Servel unit will stay modern longer, maintain a higher resale value over a longer period of time.

Mr. F. A. Ferroggiaro, Executive Vice President of the Bank of America, says, for example: "In addition to providing comfort every day of the year, it will reduce the obsolescence rate of homes and add appreciably to their value."

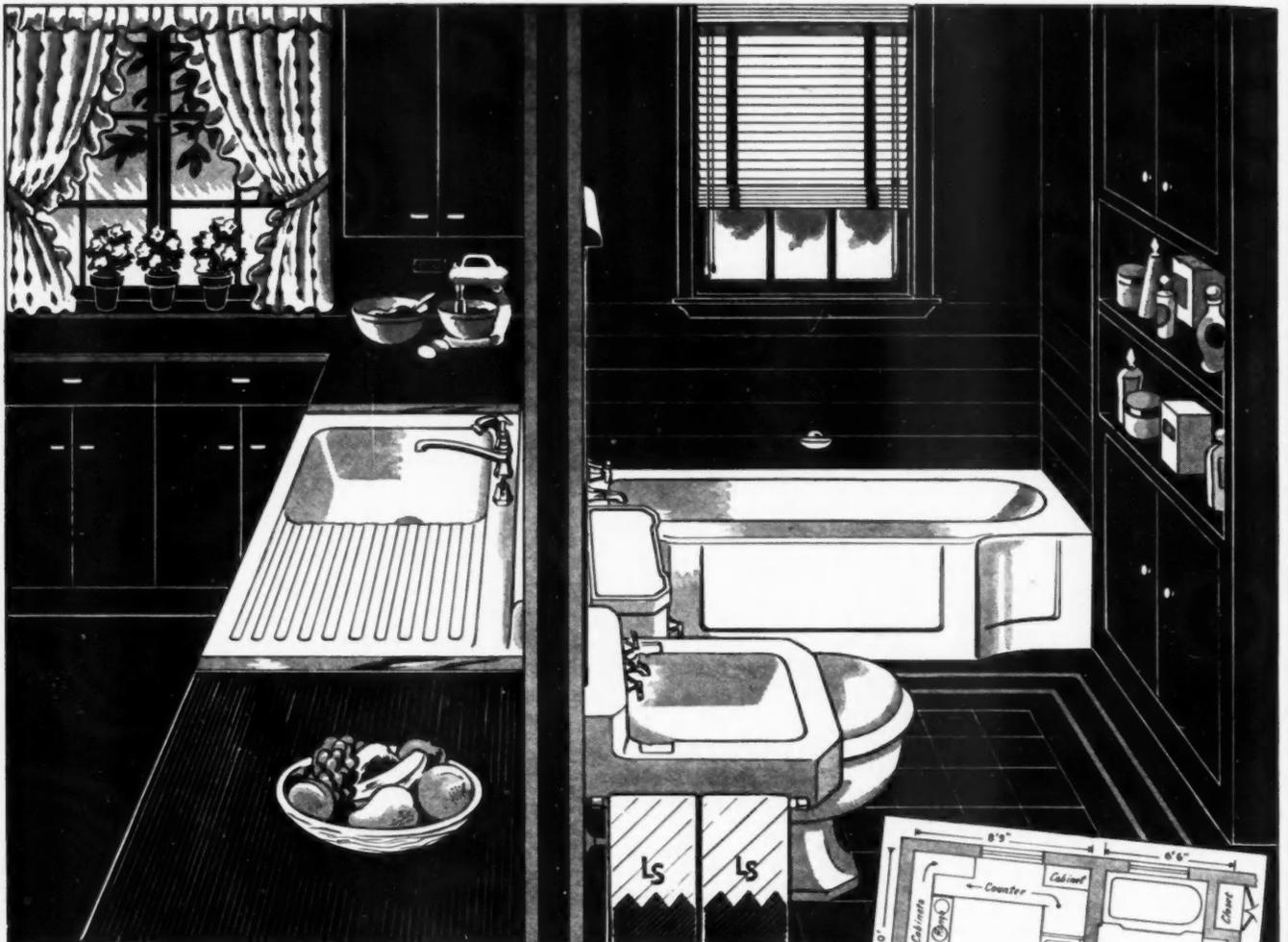
Note that he says, "every day of the year." Many features now accepted as necessities for the modern home—extra bathroom, laundry, guest room—are used only intermittently. The Servel *All-Year* Gas Air Conditioner, on the other hand, provides extra comfort through every season.

In winter it supplies clean, properly humidified, draft-free heat. In summer it circulates cooled, invigorating air, freed from dust, bugs and pollen. One simple unit does all the work. The year round, the homeowner can select the climate he wants indoors by simply touching the central "Selectrol" control.

Plan now to add the sales advantages of Servel *All-Year* Gas Air Conditioning to your new homes. For full information, get in touch with your local Gas Company, or write direct to Servel Inc., 1601 Merton Avenue, Evansville 20, Indiana.



Servel
All-Year GAS AIR CONDITIONER



Combining convenience with economy in low-cost homes

THIS practical, Kohler-equipped, "back-to-back" arrangement of kitchen and bathroom has advantages that will appeal to many who plan to build low-cost, one-story homes—and to many who wish to improve existing arrangements by remodeling.

Busy mothers can more easily supervise the cleanliness and health habits of children when the bathroom is but a step or two from the scene of most of their other duties. In keeping with limited budgets is the economy in piping made possible when kitchen and bathroom fixtures are placed against the same wall. Fore-

thought in such practical matters leads to greater ease in selling or renting a home, too.

Home-owners will appreciate Kohler quality in their plumbing, with its assurance of reliable working parts and fixtures that are beautiful, durable, and easy to keep clean. The 73-year tradition of Kohler quality is safeguarded by the fact that Kohler products are made in one plant, under unity of supervision. Kohler Co., Dept. 1-AB, Kohler, Wisconsin.

Illustrated in Kitchen: Cymbria Sink.

Illustrated in Bathroom: Cosmopolitan Bench Bath, Hampton Lavatory, Wellworth Closet.

KOHLER OF KOHLER

PLUMBING FIXTURES AND FITTINGS • HEATING EQUIPMENT • ELECTRIC PLANTS



Visit our Exhibit

ANNOUNCING



"DORSET" packaged hardware



YOU can now buy America's finest hardware in convenient packages . . . Corbin Hardware in "Dorset" packages. Each package contains a matched set for a door . . . handle, knob, lock, knocker, letterbox slot, hinges . . . every piece Corbin high quality . . . every design authentic. "Dorset" front and back door packages are available. The name "Corbin" is your assurance of style, durability, correctness and security, and the "Dorset" package makes the purchase of hardware the simple matter it should be for you and your dealer. The booklet gives details.

NEW! the Corbin Unit Lock for Residences
The Unit Lock is stylish, strong and amazingly easy to install. Because the lock is a complete unit, assembled at the factory, you make two saw-cuts, slip the lock set into place, and insert screws. Parts are never detached so the Unit Lock always works properly, smoothly.



Corbin Unit Lock

The "Dorset" packaged line will contain Unit Lock matched sets in two designs . . . making it easier for home-owners and -builders to select and purchase and install fine Corbin Hardware. Complete details in the booklet free for the asking.



Corbinlok

NEW! CORBINLOK
This attractive, strong lock is cheap insurance because it offers pin tumbler security at a modest price. Examine the CORBINLOK at your dealers. You'll find this general utility lock just what you've wanted for that kitchen, cellar, tool house or apartment door.

SEND FOR FREE BOOKLET

"Corbin Residence Hardware" shows authentic hardware for various types of homes; "Dorset" packaged sets are illustrated; and the Unit Lock is fully detailed and explained. The book is a handy, permanent reference for anyone thinking of building or remodeling. Write for your copy today.



P. & F. Corbin
NEW BRITAIN, CONN. • SINCE 1849
Division of the American Hardware Corporation

"Good Buildings Deserve Good Hardware"



This ad appears in February issues of American Home and Better Homes & Gardens; reaching nearly 5,000,000 subscribers and readers, their families and friends.

Merchants tieing-in with the Corbin Builders Hardware Merchandising Program will be the most successful hardware outlets in their communities.



P. & F. Corbin

Division American Hardware Corporation
New Britain, Conn.

Good Buildings Deserve Good Hardware



ads to
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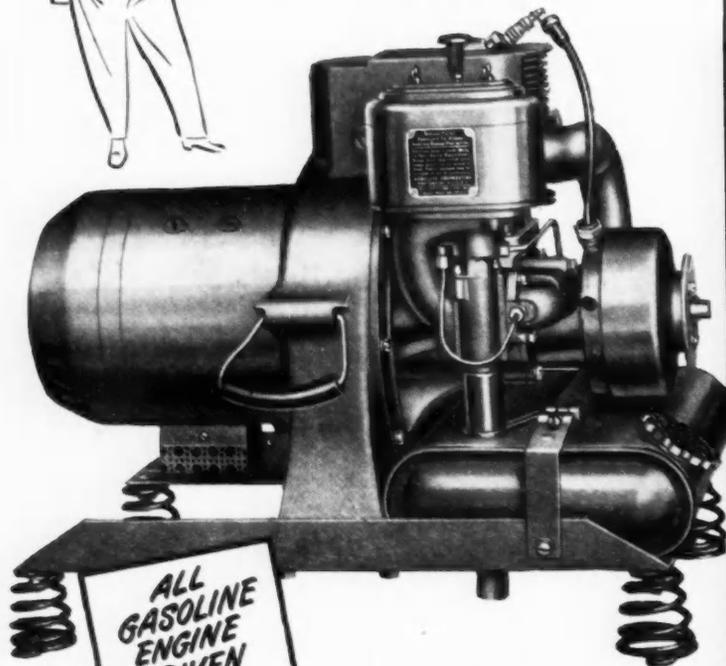
our Exhibit

The Largest Line of HOMELITE GENERATORS Ever Offered...

ALL
NEW...



ALL
PORTABLE



ALL
GASOLINE
ENGINE
DRIVEN



SEE WHAT THEY CAN DO FOR YOU
Send for Bulletin L-406 or better yet, arrange for a demonstration. The Homelite representative in your territory will gladly show you how Homelite Generators can be used for operating floodlights, power tools, or any electrical equipment, or for standby service to maintain lighting, communications, or similar services. Write today. No obligation.

HOMELITE
CORPORATION

Portable PUMPS • GENERATORS • BLOWERS
PORT CHESTER, NEW YORK

STANDARD MODELS NOW AVAILABLE
(Special units built to meet your requirements)

GENERATOR MODELS	VOLTS	AMPS.	WATTS	UNITY PF
DC Compound Wound				
22D120	120	6.2	750	
23D120	120	12.5	1500	
21D120	120	16.7	2000	
24D120	120	20.8	2500	
25D120	120	33.4	4000	
AC MODELS				
60 Cycle Single Phase				
22A115	115	4.3	500	
23A115-11	115	8.7	1000	
23A115-1	115	13	1500	
21A115	115	15.6	1800	
24A115	115	21.7	2500	
25A115	115	34.8	4000	
24A115 230	115 230	10.9	2500	
25A115 230	115 230	17.4	4000	
DC MODELS —Shunt Wound				
23D30	22-30	50	1500	
24D30	22-30	83.3	2500	
22D60	42-60	12.5	750	
23D60	42-60	25	1500	
21D60	42-60	33.3	2000	
24D60	42-60	41.7	2500	
25D60	42-60	66.7	4000	
22D160	130-160	4.7	750	
23D160	130-160	9.4	1500	
21D160	130-160	12.5	2000	
24D160	130-160	15.6	2500	
25D160	130-160	25	4000	
AC — 60 Cycle 3 Phase				
24A230	230	6.3	2500	
25A230	230	10.0	4000	
AC — 180 Cycle 3 Phase				
24AH230	230	6.3	2500	
25AH230	230	10.0	4000	

Glamour WINS SALES

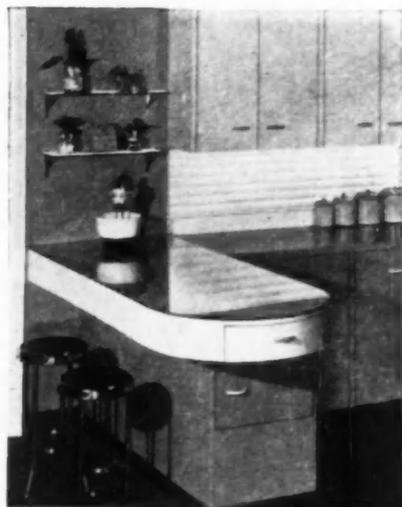
... GET IT ... WITH Glass!



A house with distinct charm and personality invites quicker sales... a house with a Picture Window like this, for instance. The large window frames the outdoor view, making the ever-changing beauty of nature an aid to your selling. Offer extra comfort and heat-savings with *Thermopane**—the L·O·F multiple-pane insulating unit. Glass, in many uses throughout the house, adds finishing touches that create an individual, up-to-date appearance. Libbey·Owens·Ford Glass Company, 1316 Nicholas Building, Toledo 3, Ohio.

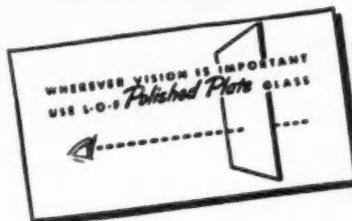


←
CATCH THE EYE of women prospects with full-length mirrors. Put one in the downstairs hall or the living room... and of course, in the bedrooms. For truer reflections, specify mirrors made with Libbey·Owens·Ford Plate Glass.



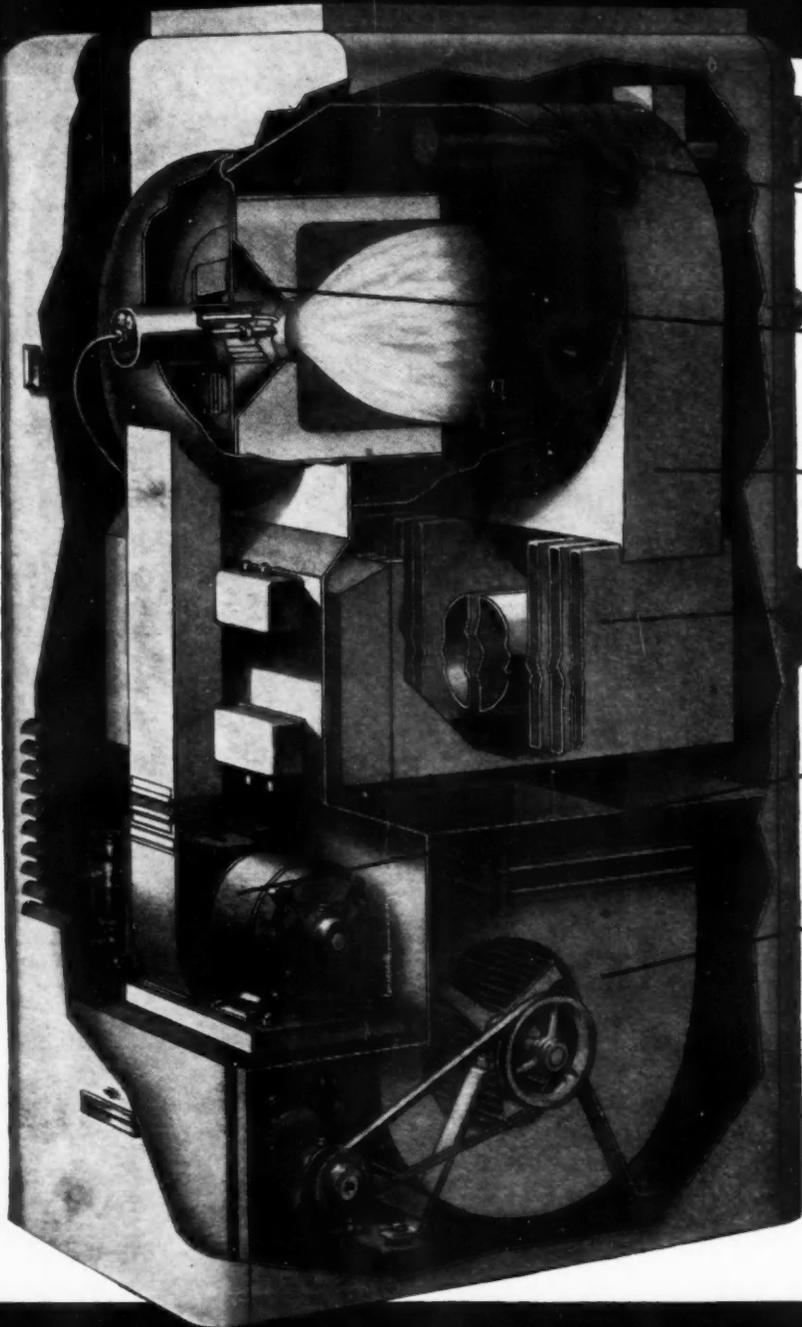
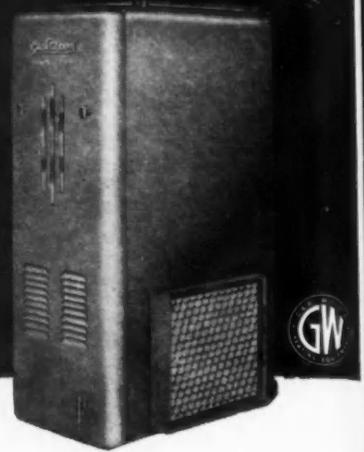
→
PRACTICAL AND BEAUTIFUL... this breakfast bar surface of gleaming *Vitrolite**. Women will admire its sparkling color. And they'll appreciate your providing kitchen surfaces of sanitary, easy-to-clean *Vitrolite*.

*Reg. U. S. Pat. Off.



LIBBEY·OWENS·FORD
a Great Name in GLASS

LOOK TO THE NEW OIL-FIRED
Gar Wood **TEMPERED-AIRE**
 for the Outstanding Sales Features



The quick-acting FLASH HUMIDIFIER is designed to supply adequate humidity under present day short firing cycle conditions.

The FIRING ASSEMBLY is integrally built and provides air and oil properly intermingled and rotated for perfect combustion.

The FIREBOX is tear-drop shaped to remove the peak from the high temperature zone. This, plus sturdy construction, gives long life.

The ECONOMIZER uses the counterflow principle by passing the combustion gases through long, thin tubes between which the cold air must pass.

The rubber mounted POWER UNIT supplies air under pressure to the burner windbox and also maintains a controlled oil pressure in the burner fuel nozzle.

The silent AIR BLOWER is designed to deliver a generous quantity of air against the friction of the duct system, with the motor drawing a minimum of wattage.

This advertisement describes postwar equipment which is not now available. It does not constitute an offer to sell or deliver and no suggestion is made that orders be solicited. This notice will cease to apply when ceiling prices have been established by the Q.P.A.

GAR WOOD INDUSTRIES, INC.
 HEATING DIVISION • DETROIT 11, MICHIGAN

Canadian Distributors: Engineering Industries, Ltd.,
 282 Dupont St., Toronto, Ont.

HOISTS and BODIES . . . WINCHES and CRANES . . . TANKS . . . ROAD MACHINERY . . . MOTOR BOATS

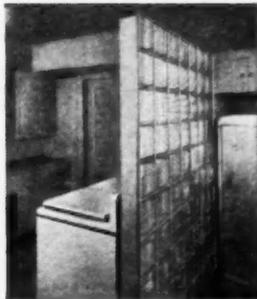
TO BE ANNOUNCED SOON:
 Gar Wood GAS-FIRED
 Tempered-Aire featuring
 the new CAST IRON,
 high efficiency heat ex-
 changer.



**HOW ONE
GOOD JOB LEADS
TO ANOTHER**



Insulux partitions transmit natural light from office to office and provide privacy along with light.



An Insulux partition is often installed in a kitchen to separate the cooking section from the refrigerating section.



It is easy to change the size of any room with an Insulux partition. Furthermore—the edges of the wood strips may be painted so that the panel harmonizes with the decorative scheme.

RIGHT NOW—builders are busy installing Insulux Glass Block *Set-In-Wood* Interior Partitions. In offices, stores, homes, apartments and commercial buildings where mortar is not required for maximum privacy and permanence.

Why not get your share of this new business?

These demountable glass block partitions are so attractive that new installations usually lead to others.

Insulux *Set-In-Wood* Interior Partitions are easy to install. You need

only the glass block, some pre-cut wood strips and wedges, and a few nails. No mortar is used.

One craftsman can build the partition in a few hours.

Insulux *Set-In-Wood* Interior Partitions are tops with building managers. And no wonder! The partitions transmit daylight from office to office and provide privacy along with light. Furthermore—they are easy to clean and keep clean.

Write today for simple erection details. Mail coupon below.

OWENS - ILLINOIS

INSULUX

GLASS BLOCK

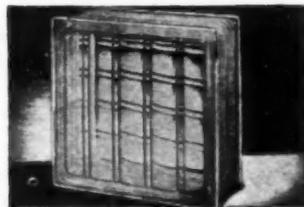
MAIL THE COUPON FOR FREE BOOKLET

OWENS-ILLINOIS GLASS COMPANY
Insulux Products Division, Dept. C-69, Toledo 1, Ohio.
Gentlemen: Please send me, without obligation, your booklet entitled, "Insulux Glass Block Set-In-Wood Interior Partitions."

Name _____
Address _____
City _____ State _____



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



SPECIAL NOTE TO BUILDERS

WHO USE GYPSUM SHEATHING

IF you are one of the thousands of builders who had already switched to gypsum sheathing before the war, here's good news:

Gold Bond Gypsum Sheathing panels are now being waterproofed on surfaces and edges with a moisture-resistant coating that eliminates the need for building paper except under stucco! And every panel is marked "Water-Repellent." (In some sections, local building codes require building paper or felt under all exterior finishes.)

Of course, you're already familiar with the other advantages of Gold Bond Gypsum Sheathing . . . the big

fireproof panels 2 feet wide that cut application time . . . the uniform sizes that fit standard stud spacings and eliminate waste . . . the T and G edges that fit snugly together for windtight walls with greater structural strength. And as you know, the cost of this easy-to-install gypsum sheathing is even lower than old-style inflammable sheathing.

Gold Bond Gypsum Sheathing is only one of 152 guaranteed Gold Bond Building Products manufactured by the National Gypsum Company. See your Gold Bond dealer for complete information. National Gypsum Company, Buffalo 2, New York.

GOLD BOND GYPSUM SHEATHING CAN BE USED WITH ALL EXTERIOR FINISHES

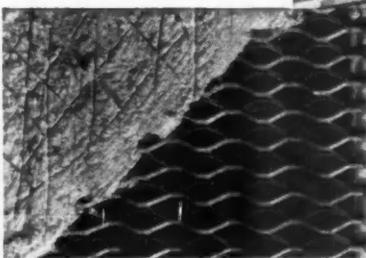


WOOD SIDING—Apply directly over gypsum sheathing; the nails to go through the sheathing and well into the wood framing. All siding joints shall butt over wood framing members.

SHINGLES—Apply 1" x 2" wood furring strips over sheathing at right angles to studding, to take shingle weathering specified. Furring strips to be nailed through sheathing to wood framing.



BRICK—Wall ties for masonry veneer shall be nailed securely through the sheathing to the wood framing. Air space of 1" shall be left between sheathing and back of veneer.



STUCCO—Apply building paper or felt over the gypsum sheathing. Use 3.4 Gold Bond Corrugated Diamond Mesh Lath, nailed through sheathing to wood framing. Apply stucco.

**BUILD BETTER WITH
GOLD BOND**



LATH • PLASTER • LIME • METAL PRODUCTS • WALL PAINT • INSULATION • SOUND CONTROL • WALLBOARD

AMERICAN BUILDER

L D I T O R I A L

End the War in 1946!

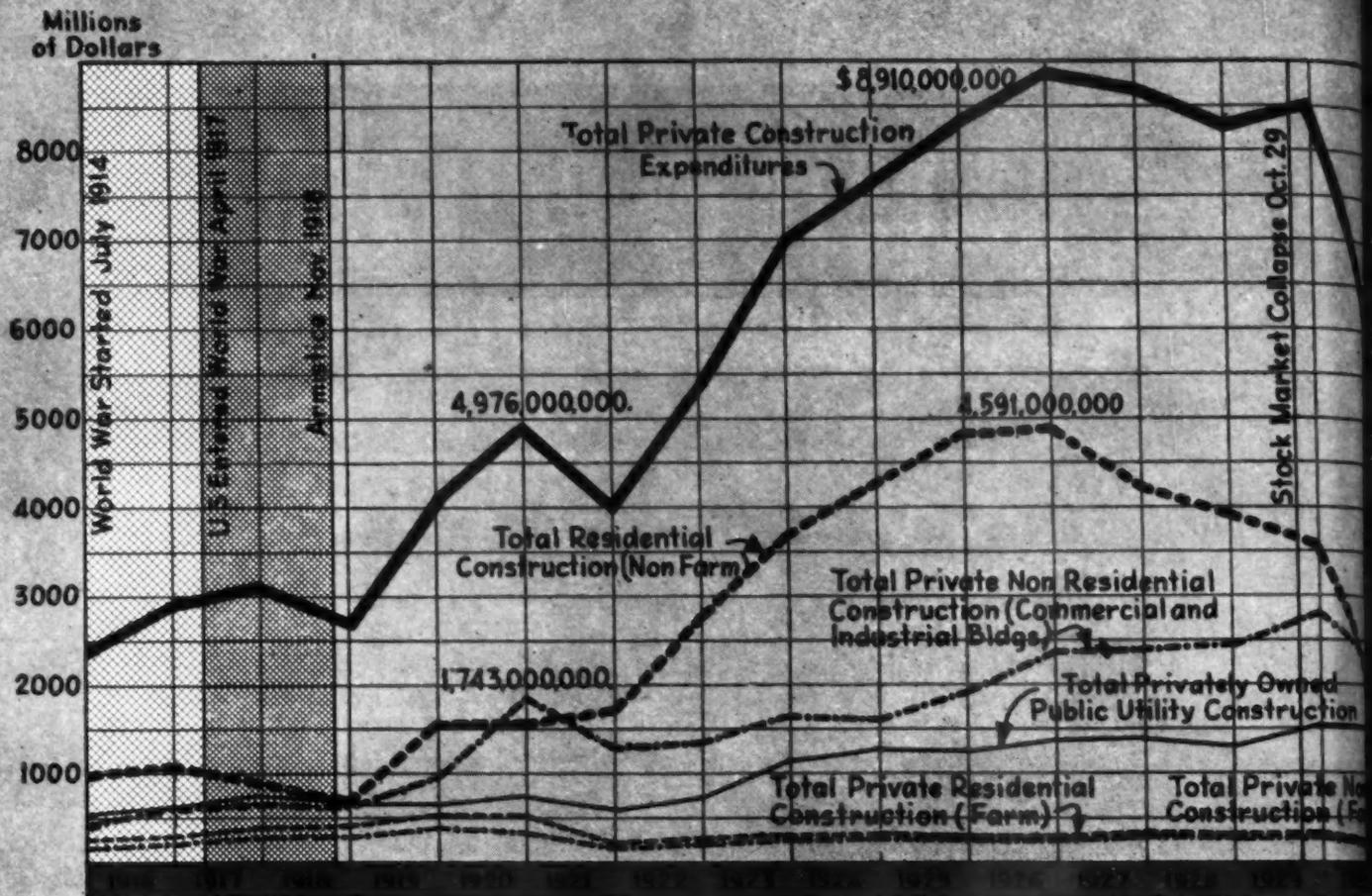
MANY Americans have known since early 1942 that four enemies would have to be vanquished before real victory would be won. Three of these —Italy, Germany and Japan—were military foes who had to be fought with military forces.

The fourth consists of the left-wing social planners, organized both in and out of government. Called together in 1933 to plan a way out of the depression, they established themselves in government bureaus, and sought to expand their planning and to perpetuate themselves in growing power. They were not without opposition until the Japs struck at Pearl Harbor, after which few Americans were inclined to question the need for wartime government controls over production, distribution and consumption, or to question the exercise of those controls by the federal government. So, the planners were given another four-year lease, and increased powers which were accepted as necessary wartime measures.

Now, with the military phase of the war concluded successfully, the planners not only refuse to relinquish control over American business and industry, but have prepared and are pushing legislation which, if passed, will expand and perpetuate control. This is no surprise to those who have been able to observe what has been going on in Washington for the past several years. While industry has been immersed to the exclusion of all other interests in producing the tools of war, and the men of the military forces have been equally immersed in fighting the war, the left-wingers in Washington bureaus and government offices, aided and abetted by strong, well organized and capably led pressure groups outside of government, found time, resources and manpower to organize and plot a campaign to substitute for free private enterprise and personal liberty a form of socialistic paternalism.

With the capitulation of Japan, which could and should have been the end of the war, the left-wingers lost little time in launching their all-out attack on the institutions which have given Americans the highest economic and social standards ever achieved by any people, and alone made military victory possible. That attack must be met, not with the defensive measures which industry has been forced to use while switching from one enemy to the other, but with counter-attack in the halls of Congress by the united forces of all those segments of capital, labor and agriculture who believe that the institutions that make it possible for every man to develop his social and economic standards to the highest potential limits of his natural and acquired talents are worth a fight to the finish. This battle for the progressive American way of living against the left-wingers' reactionary plan of socialistic paternalism under an all-powerful central government must be won or the military victories will ring hollow, and the sacrifice in life and limb will have been for naught.

Thus, the dawn of 1946 does not see the end of the war. It sees the real beginning of the second phase of the war. The home building industry enters the fight with leaders who are beginning to emerge, and with the nucleus of a united front in the National Real Estate Foundation. Let the cry be, "Victory in 1946."



The Building Outlook—1946 a Crucial Year— A Review and a Forecast

**Vast Building Program Means Millions of Jobs
and a High Level of General Business Activity**

AS 1946 begins, the residential building industry of the nation is at once confronted with its greatest opportunity and its greatest responsibility. Never has a major industry faced a more vast or challenging peacetime task.

Catapulted into headline prominence by the sudden termination of World War II, the full significance of housing as a primary economic factor and potent social force has been quickly brought into sharp focus. The public consciousness has been impressed with the acuteness of its housing problem—immediate and long range—and the industry has come to full realization of the magnitude of the job before it—both deriving from the largest backlog of accumulated housing needs in our national history.

To meet these needs, which have mounted to emergency proportions in most communities throughout the country, will require the marshalling of the same productive and inventive capacity that was so vital in winning the war. And, in meeting the challenge, the home building industry is destined to become one of the greatest industries of the nation and serve as a balance wheel to keep our economic system functioning smoothly.

There are few authorities who will deny that the housing industry can supply the stimulus to hasten transition

and account for a sustained high level of employment in the decade ahead.

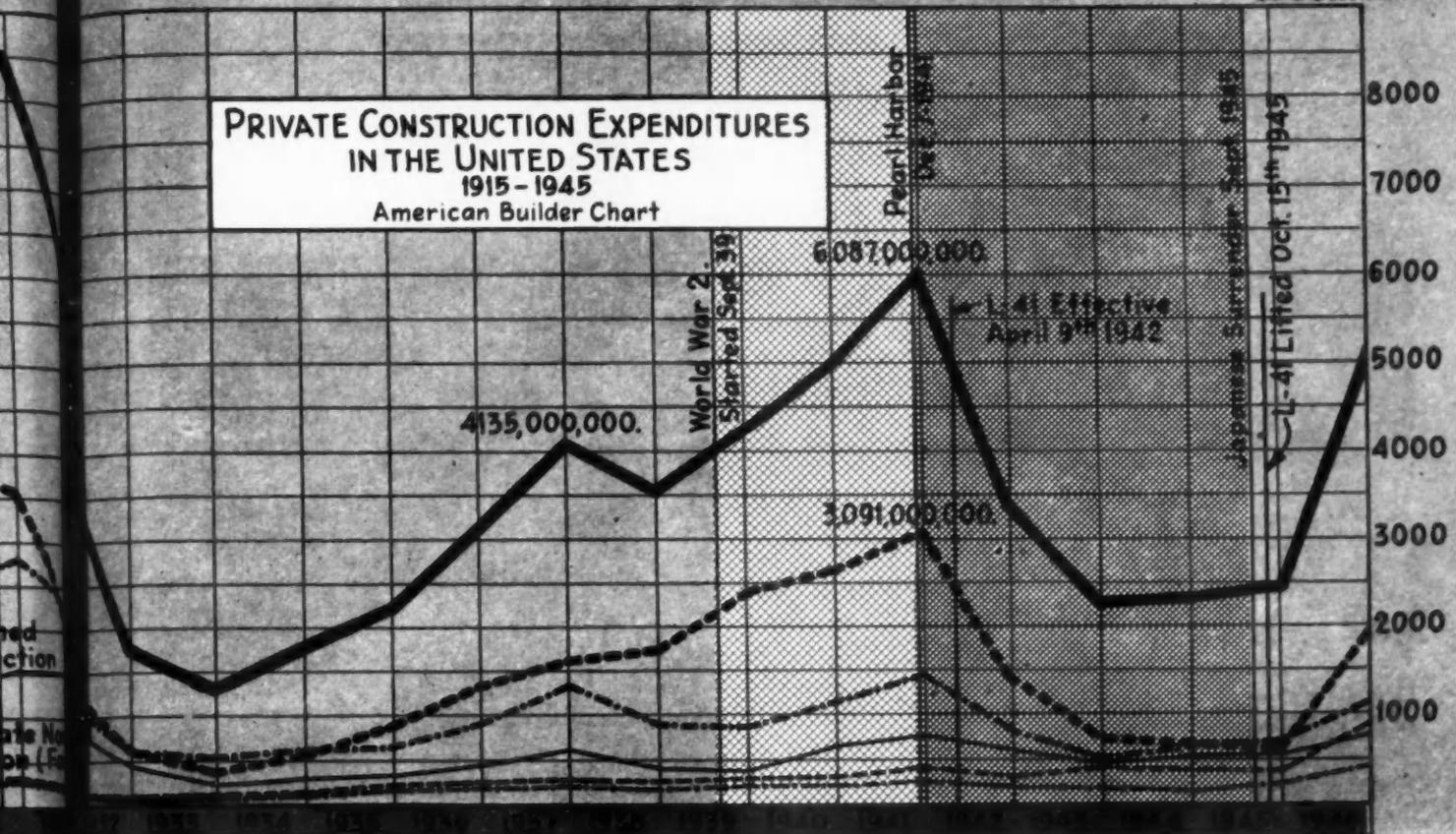
For those who voice alarm over the confusion and uncertainty that now seems to be rampant there is an interesting parallel to be found in the situation that existed shortly after the close of World War I. Then the sudden end of hostilities found the country unprepared for the huge task of converting a war economy to peacetime pursuits. The removal of controls, demobilization of soldiers, and dismantlement of the war machine proceeded with great rapidity. However, no positive program had been developed by business or government for absorbing the displaced workers in war industries or the men discharged from the armed services, and unemployment rapidly increased.

Also significant is the fact that with the end of World War I there was no immediate burst of peacetime business. The armistice had caught us unprepared. Wartime controls had been lifted rapidly, but it took four to six months to recover from the shock of peace even though the period and demands of the war effort were far less than that of World War II.

Other parallels were the shortages of building materials and skilled labor in the year after World War I, a decline in the efficiency of labor, and difficulties in the ad-

**PRIVATE CONSTRUCTION EXPENDITURES
IN THE UNITED STATES
1915 - 1945**
American Builder Chart

Millions
of Dollars



adjustment to peacetime construction operations which are the more notable as then the building industry had been kept in fairly high gear because of military construction. When peace came, late in 1918, there was a going industry and a fairly substantial pool of building labor. In contrast, the bulk of the construction program in World War II was largely completed early in 1944. Since then the construction industry has been operating at low levels.

Private Building Volume

"The attainment of a satisfactory level of housing construction implies the existence of favorable conditions in both the construction industry and the economy as a whole." This statement written into the final report of the much publicized Taft committee (Senate Subcommittee on Housing and Urban Redevelopment) last August probably referred to the fact that before the war and the accompanying military, naval, and industrial expansion that it necessitated, no other type of construction accounted, year by year, for so large a share of the building dollar as housing.

Always acutely responsive to economic conditions, private construction expenditures reached a peak of almost \$9,000,000,000 in 1926, when 849,000 nonfarm

dwelling units were built—more than six times the expenditure in 1933 when they were at their lowest level in the last three decades and only 93,000 units were produced. The dollar volume of private work had increased every year between 1918 and 1926 and, beginning with 1925 and extending through 1929, more than \$8,000,000,000 worth of private construction was placed each year.

Volume fell off rapidly after 1929 and has never again approached the level of the late twenties. An upward trend beginning in 1934 was reversed in 1942 when, under the wartime pressure of manpower and material shortages, all nonessential construction activity was halted by WPB order L-41, effective on Apr. 9 of that year.

Nonfarm residential building usually accounts for approximately half of all private construction activity, the only exception since 1915 being during and immediately following World War I and in the early thirties when this type of work accounted for less than 40 per cent of the total. Average annual expenditures for the 30-year period were over \$2,100,000,000 and represented 45 per cent of all private expenditures. Peak activity occurred in 1925 and 1926 when over \$4,500,000,000 were spent annually for private nonfarm housing, or eleven times the low point of 1933, when only slightly over \$400,000,000 was expended.

Over one-quarter of the expenditures between 1915 and 1945 for privately financed construction went for non-residential structures in nonfarm areas. This class of construction is comprised chiefly of commercial and industrial buildings, but also includes religious, private educational, and social buildings as well as privately owned utility buildings. Expenditures for this type of work reached their peak of \$2,800,000,000 in 1929, somewhat later than they did for residential construction. Expenditures for commercial buildings in 1929 were close to the 1927 peak of over \$1,250,000,000 while construction of industrial buildings in 1929 amounted to almost \$800,000,000, more than in any year since 1920.

Regimentation of the home building industry is threatened and a vast program of socialized housing is provided by the Wagner-Elender-Taft public housing measure, Senate Bill 1592, now before the Congress. See pages 90-92. Communicate with your Congressman at once in protest against this proposed legislation.



Housing in the Municipal Economy—The importance of housing in the economy of a typical American city is graphically shown by the chart at the left. It reveals that housing constitutes 40% of Developed Urban Land Area; 50% of Assessed Valuation of all Urban Property Subject to Local Property Taxation; 60% of Total Urban Property Valuation; and provides 45% of Local Tax Revenues and 35% of Total Local Revenues.

Fluctuation in the annual expenditures for nonresidential building has been less extreme than for residential building. The smallest annual total, \$408,000,000 in 1943 was about a seventh of the peak, as compared to one-eleventh for residential building.

Construction by privately owned public utilities, except for buildings, constituted the third largest class of construction expenditures, accounting for 18 per cent of the private total between 1915 and 1945. These expenditures reached their peak of \$1,600,000,000 in 1929, the same year as for nonresidential building, and then remained close to the peak through 1930 when all other classes of construction were falling sharply. By 1933, however, expenditures were at a low of \$245,000,000 and have not since exceeded \$800,000,000.

Expenditures for farm construction, least important of the four classes of private construction in point of dollar volume, were greatest during the war and postwar period of 1917-20, when farm construction averaged \$814,000,000 annually. Only once since that time, in 1941, has the annual volume exceeded \$700,000,000. On the other hand, the annual volume fell below \$400,000,000 only during the early thirties and since 1942.

Employment in Private Building

In normal years construction fills more pay envelopes with more dollars than any other American industry. Employment on the site and off the site of new privately financed nonfarm housing projects alone, over the past three and one-half decades, has ranged all the way from more than 2½ million workers in 1925, or about 10 per cent of total nonagricultural employment, to a low of about two hundred thousand under the artificial restraints of wartime conservation. Between 1936 and 1940 house building required on-site and off-site nearly 3 per cent, or approximately one million, nonagricultural workers, considerably more than stone, clay, glass and lumber and timber industry groups or the automobile industry, though not as much as iron and steel and textiles.

On-site and off-site employment together, however, still do not measure fully the total amount of employment that flows from residential building. Such building affects directly the market for a wide variety of producers and consumers goods. For example, new homes fre-

quently mean the purchase of completely or almost entirely new interiors from carpeting and furniture to kitchen utensils. With every new house built and sold there is a demand also for new garden tools, storm windows, galvanized pails, fencing, porch chairs and numerous other articles that are a part or parcel of owning a house. Few occupants of a new residential unit or new house refrain from buying some new furnishings—perhaps curtains, a rug, a chair, bedspreads. The effect of this area of consumption on employment in the durable and nondurable goods industry and on the trade and service industries as well cannot be measured directly, but the U.S. Bureau of Labor Statistics' study of consumer purchases made in 1941 shows that in that year, the average amount of expenditures made by new home owners for house furnishings and equipment were more than twice as much as those made by all the other families in the survey.

Active residential building commonly means use of outlying land, with resultant need for schools, stores, and churches, and for streets, sidewalks, and facilities for water, sewer, gas, electric, and telephone service.

Finally, residential construction is one of the prime movers in the economy. While purchase of clothing and semi-durable and nondurable goods is largely a function of current consumer income, the purchase of a new residence—a costly consumer durable goods—calls for credit expansion and utilization of savings. For these reasons residential construction is a generator of increased consumer expenditures and calls for a rising level of general business activity.

Outlook for Residential Building

Conditions revealed by the 1940 Census and accentuated by war-spawned influences have produced a huge potential demand for residential construction in the years ahead. Since 1940, housing shortages, military service by family heads and economic pressures have caused families to "double up" or share living quarters. Furthermore, according to the Census Bureau, the number of families have increased rapidly since 1940. This trend is expected to continue, reaching almost 7,300,000 by 1955. Many of the recently formed families have never set up as households or have temporarily abandoned that

status. The National Housing Agency predicts that 1,400,000,000 servicemen's households will be created or revived during the coming year.

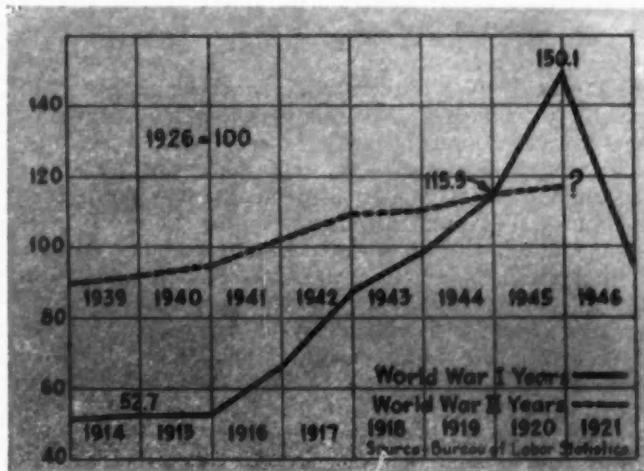
Accounting on the average for about one-half of the anticipated total for all types of private construction, nonfarm residential building is expected to climb steadily during the first five postwar years to an annual volume of \$4,450,000,000, computed at 1940 prices, according to recent estimates of the Bureau of Labor Statistics. This would place expenditures for this purpose during the fifth postwar year at the highest level since the late twenties. The average annual outlay over the five-year period, \$3,950,000,000, would be greater than any amount spent by private sources in any year since 1929. In relation to more recent activity, such average expenditures would be about 30 per cent more than the 1941 peak of \$3,091,000,000.

There is every evidence that privately "built-for-sale" houses will constitute the bulk of 1946 activity while private rental units will likely form a considerably smaller part of residential building than in the past. Rental quarters again will probably be concentrated in apartment buildings, although the volume of construction will lag considerably behind the pre-war peak.

American Builder has previously estimated that an average of about 750,000 nonfarm dwelling units would be started each year for the five years following the end of the war. This presumes that in 1946 approximately 350,000 residential units will be started, increasing thereafter to reach an estimated total of 1,150,000 during the fourth peacetime year. Stated in terms of 1945 construction costs, the average cost of privately built dwellings is expected to be highest—\$5,600—during the coming year. It seems probable that the annual average will range downward to level off in the third or fourth year. This assumes that anticipated goals will be achieved and that manufacturers, dealers, builders, management and labor will all work together to keep costs within reason.

Rental Housing

In the early postwar years it does not appear likely that private apartment construction will much exceed 100,000 units a year, below both the prewar peak of 257,000 and their anticipated future importance. Current trends seem toward smaller apartments, averaging three rooms or less, to house families without children or temporary households of employed men or women. On the whole, apartment construction is foreseen as motivated



Building materials wholesale price index, World Wars I and II—1926 = 100.

primarily by investment considerations. Projects are therefore apt to be larger than formerly to protect investments through development of areas large enough to assure stable neighborhood characteristics. Bigger projects would also permit reduced management and maintenance costs.

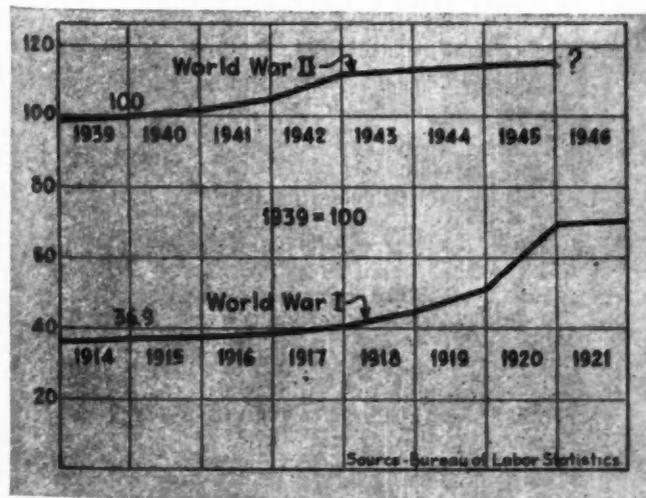
Apartments for average-income workers, close to places of employment, are mentioned by the Bureau of Labor Statistics study as a relatively untouched field for development. Several difficult problems must be solved before this type of building would be practicable on a large scale. It is closely related to the problem of salvaging blighted urban areas. The cost and complexity of rehabilitating such regions, however, precludes their use for housing developments in the near future on any extensive scale.

Numerous "village" types of projects are expected to be erected in outlying suburbs of larger cities. Like those in similar categories today, such units would be designed mainly for families with incomes of average and above, families without children, and temporary housekeeping groups. Prior to the war, there were some outstanding examples of direct investment by insurance companies in apartment projects. Plans are already well advanced for a number of similar projects to be built in the early postwar period. Though permissive legislation will be necessary in a number of states to allow such use of fiduciary funds, it seems possible that housing will eventually become an accepted major field for institutional investment.

Repairs and Alterations

The accumulated backlog of maintenance and minor repairs—decorating, exterior painting and other protective treatment, non-emergency repairs postponed from the war period, and emergency repairs—needed by privately owned living quarters is expected to average about \$1,400,000,000 annually during the ensuing five-year period. Deferred because of the war, this type of work will quickly accelerate as needed materials and manpower permit and may reach an estimated volume in excess of \$1,000,000,000 during 1946. Although a drop is anticipated by the third postwar year, the high annual rate is expected to continue at least through the fifth year.

A different pattern is predicted for annual expenditures covering additions, alterations, modernization and major repairs to nonfarm residential structures. In the first postwar year, the amount to be spent for these purposes is estimated at \$550,000,000, rising to \$850,000,000 during the third year and dropping back to \$750,000,000 during the fifth year.



Union wage rates in building trades, World Wars I and II—1939 = 100

Composition of Building Activity

Wartime experience will affect operations in the home building field. While there will always be a place in the industry for builders of one or two houses at a time, the average size of housing projects will probably be larger than that in the prewar era. An increasing volume of construction is forecast in projects ranging from 25 to 100 houses. The most promising major sphere for early expansion seems to lie in the medium price class—houses ranging from \$7,500 to \$10,000. Competition for this market is likely to be based primarily on design, finish and equipment rather than price. However, this field has its limits and will not sustain its expanded volume for more than a few years. On the other hand, although operations at lower sales prices require more careful planning because of a lower gross profit per unit, they offer a larger long-range opportunity to the home building industry.

As in the recent past, it seems probable that larger housing projects will be built in outlying sections of the community where large tracts of land are available at attractive prices. If utilities must be installed on raw land, however, it may prove cheaper to buy lots in partially built urban subdivisions and demolish existing structures if necessary so that new houses can be interspersed on scattered vacant sites.

Summary

An average volume of about \$7,900,000 per year at 1940 cost levels is expected for private construction started during the next five years, and a maximum volume of \$8,600,000,000 for such work started during the fifth year. Half of the total will be nonfarm residential building, about 30 per cent nonfarm nonresidential building, about a seventh will be utility construction, and the remainder construction on farms. All major conditions are conducive to active sale of "built-for-sale" houses, but apartment construction will be much below former peaks. The average for private nonfarm residential construction will be 750,000 dwelling units started per year. Commercial building of \$1,200,000,000 will consist of a substantial volume of new work, but an even greater volume of additions, alterations and modernization. Industrial construction will be somewhat over half of commercial in volume, but will consist more largely of new structures and less of additions and alterations.

The expansion of nonfarm residential building in the period ahead will be facilitated by experience gained in the war housing program, in which both builders and a few general contractors built projects of several hundred units. With few exceptions, these projects were marked by more thorough planning of operations, more careful timing, and control of materials, and greater use of power-operated tools than were general in pre-war operative building. Several larger contractors accustomed to management procedures were introduced to the field of residential work, and many residential builders learned the possibilities present in large-scale operations. On some of the largest projects, materials were bought directly from manufacturers. In these respects, and others, the house-building industry matured substantially.

Severe industrial conflict or "turbulent economic conditions" more serious than followed the last war might change these estimates substantially, but it is believed that such conditions are unlikely to prevail for a prolonged period of time. It is also recognized that the figures presented here would have to be revised considerably should postwar public policy provide for extensive construction primarily to stimulate employment or expand the public housing program. Such a course of action would obviously be reflected in the volume of private construction, particularly nonfarm residential building.

COMMENTS By

Problems of 1946 Will Be Solved

**WILLIAM GREEN, President,
American Federation of Labor:**

"A large-scale construction revival is imminent along the entire range of building activity. No one will dispute that in the new year all phases of the construction industry can and will expand. A case study of the situation makes it clear that adequate labor will be available to take care of all the actual construction requirements which may be anticipated in 1946.

It is expected that in all types of construction there will be an average employment of about 1,250,000 workers in the course of this year. A maximum of about 1,700,000 is likely to be reached in September. In the field of residential construction, average employment of nearly 350,000 is expected to be maintained, reaching a peak of about 475,000 in September and early October."



★ ★ ★

**JOHN B. BLANDFORD, JR., Administrator,
National Housing Agency**

"The volume of new home construction which can be produced in the critical year 1946 will, of course, depend largely on the amount of materials which builders can secure and the availability of the necessary skilled labor. The President has acted to assure that home construction gets a 'break' through offering priorities to builders to produce housing for \$10,000 a unit and less, with preference for veterans. It has been estimated that this will channel about 50 per cent of all available materials into home construction and I believe will add considerably to the amount of housing that can be produced during the year. It is true that there is a serious housing shortage. However, we should not get panicky about it but get down to work and solve our problems. As we move up on the temporary job, we want comprehensive housing legislation which will help to double the volume of home construction ever achieved over any extended period before; to help get private enterprise farther down into the great 'middle market'; to help cities on urban redevelopment plans and to take people out of temporary housing, blighted areas and slums."



★ ★ ★

**L. C. HART, President,
Producers' Council, Inc.:**

"By the time home building really gets going next spring, supplies of most products required for residential construction should be plentiful enough adequately to supply home builders with their immediate needs for materials. While materials will not be flowing at a rate which will permit large-scale re-stocking of inventory by dealers and distributors, there will be sufficient quantities in the pipelines to keep building organizations supplied for nearly all the construction they can undertake."



Leaders in the Building Industry

HENRY P. IRR, President.
U. S. Savings and Loan League:

"Money for home building is more abundant, it costs less, it is available for repayment over a longer period of time; i.e., in smaller payments, it will be lent to cover a larger portion of the property than ever before in memory or history. The savings and loan associations and cooperative banks will easily have \$4 billion to \$5 billion to lend during the next two years for the building of small homes. With these funds available in the specialized home financing institutions and other billions in the lending institutions such as banks and insurance companies which finance some residential building, the very plenitude of the money makes it available on easier and easier terms."



★ ★ ★

JOSEPH E. MERRION, President.
National Assn. of Home Builders:

"The nation's home builders move into 1946 confident that with the arrival of the spring months building prospects will be much brighter. Obviously, there has been too little time since V-J Day to make the necessary adjustments to effect the transition from war to a peacetime economy. The recent appointment of a housing expeditor and the reestablishment of the priority system may be of aid in the early months of the year if, as promised, tedious processing and rigid controls are avoided. However, the moment materials, equipment and labor reach 1940 levels government should get out of the way and let industry do the job."



★ ★ ★

J. ERNEST FENDER, President.
Structural Clay Products Institute:

"As a result of an estimated 35 per cent increase in their production during the last quarter of 1945, brick manufacturers will be able to meet home building requirements in most localities during the next few months. And if their output continues to rise at the same rate as in the last three months, manufacturers should meet all essential needs by spring."



★ ★ ★

L. M. CASSIDY, President.
Insulation Board Institute:

"On the basis of plans established by the insulation board industry a new high record of output should be established in the year of 1946. We are confident that the building industry will be able to overcome its present problems relating to labor and material supply and prices, so that construction will be able to get under way in reasonable volume in 1946."



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

"The paint, varnish and lacquer industry is fully cognizant of the Herculean task with which the building industry of America is faced. As one of the important parts of the industry it is all set to go. There is no problem of re-conversion. There is no re-tooling necessary. In 1946, subject to a sufficient supply of raw materials and ample labor being available, we will take care of the tremendous demand which will face us."



★ ★ ★

W. E. DIFFORD, Managing Director.
Douglas Fir Plywood Assn.:

"Here is the answer to the question of what is the outlook for fir plywood in the months immediately ahead. The supply will remain 'tight' for several months—perhaps until the middle of the year, or possibly later. And though that is not precisely the answer that builders, lumber dealers and home owners would like—nor is it the answer plywood manufacturers would prefer to give—it is a forthright one and I believe the most accurate that can be written at this moment. It is based directly on the ratio of estimated demand for the panels as against probable production of the 31 factories located in the Pacific northwest."



★ ★ ★

RAYMOND P. FOLEY, Commissioner.
Federal Housing Administration:

"The backlog of housing need and demand has never been greater. With the cooperation of all elements—manufacture, financial, construction and labor—the industry may look forward to creating for itself the most prosperous period in its history. I hesitate to predict exact figures of the number of dwelling units to be constructed in this new year, but given the will to do it, there is no reason why the industry should not, within a reasonable period of time, attain the goal of a million houses a year after present postwar obstacles have been cleared away."



★ ★ ★

BYRON V. KANALEY, President.
Mortgage Bankers Assn. of America:

"In few periods in our national life has this country been faced with a domestic problem as serious as the present acute shortage of housing. Aside from the war and the depression of the thirties, almost no other economic development in our lifetime has carried with it the explosive potentialities, social and economic, as the possibility that somehow we may fail to meet the demand for housing that exists now—and, what is more important, meet it quickly."



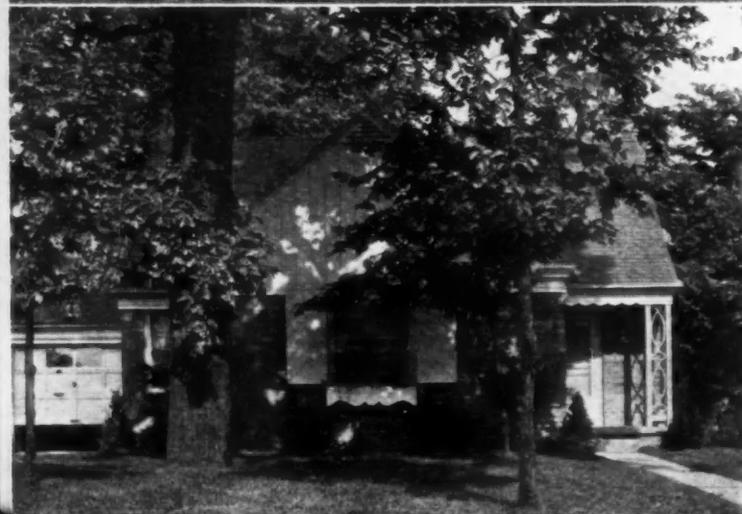


KESSLERWOOD

PART TWO

SOFT, flowing lines mold house to its site.

High character of development is successfully maintained in transition from boulevard to side street



IN the planning of Kesslerwood there has been a clear concept in the minds of Kenneth P. Fry and Maurice E. Thornton, the developer-builder and the architect, as to the over-all picture that is to be obtained when the entire development has been completed.

Recognizing that existing buildings in adjoining areas would tend to have an influence on certain portions of the project, it was then decided to pattern the development accordingly.

The houses built on Kessler Boulevard which were shown in last month's issue of *American Builder* were large and commodious, complete in every detail.

Those built on Evanston Avenue which are shown on these pages were patterned to conform somewhat to the character of houses already built on the opposite side. This was done not through any lowering of standards or by reducing the quality of materials used, but rather through a concentration of the various elements into a compact and efficient one and one-half story dwellings. The houses here shown have been developed around two basic plans, each with three different exterior treatments. Those closest to Kessler Boulevard are treated with a combination of stone, brick, and wood siding; further on, these combinations change to wood siding in various patterns, and shingles,

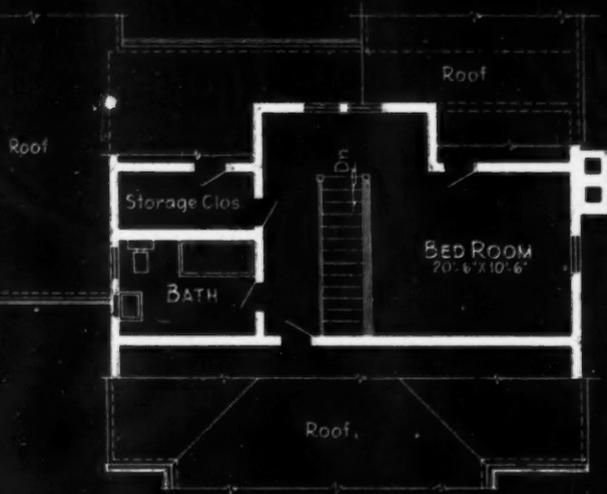
ADROIT application of a combination of materials with slight changes in roof lines produces three distinctly different designs from the same floor plan. Floor plans at right indicate ease of circulation throughout rooms. Bedroom and bathroom are secluded.



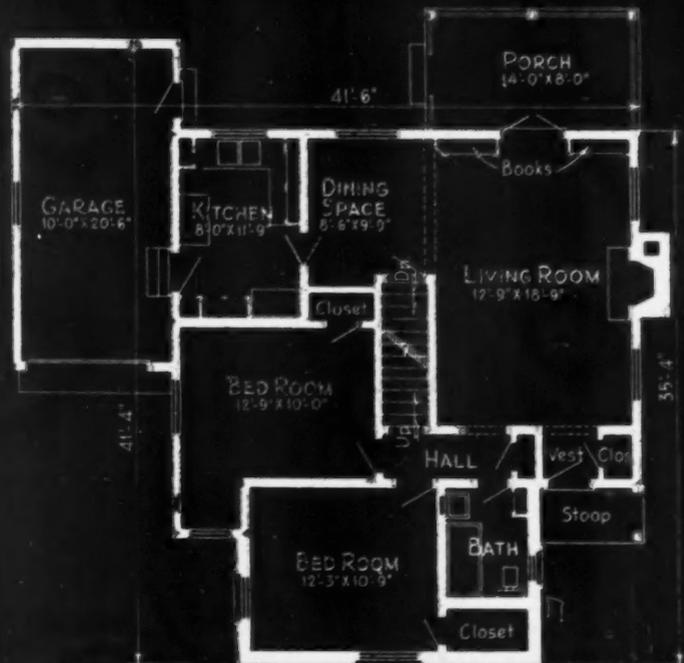
VIEW in living room showing bookcases in end wall.



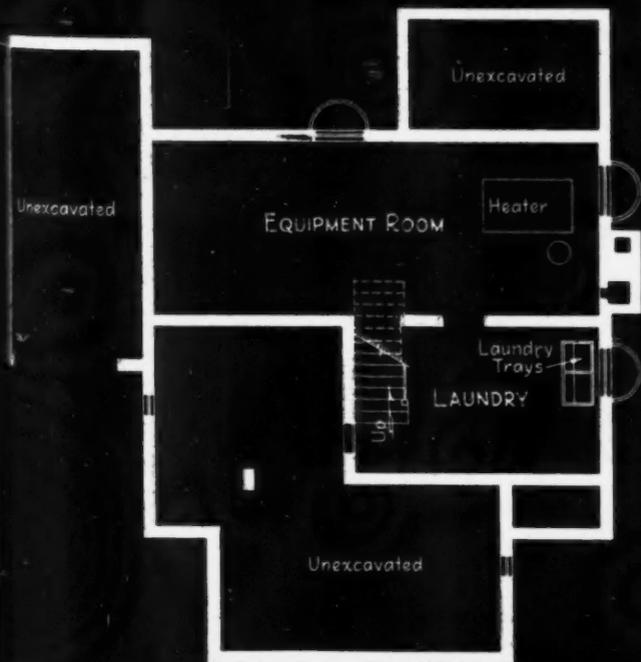
SIDE WALL of living room with fireplace flanked on each side by large windows.



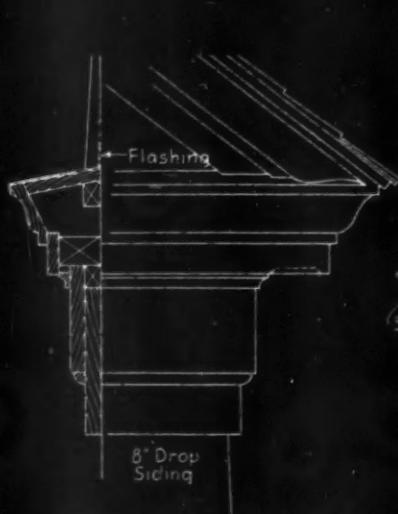
SECOND FLOOR PLAN



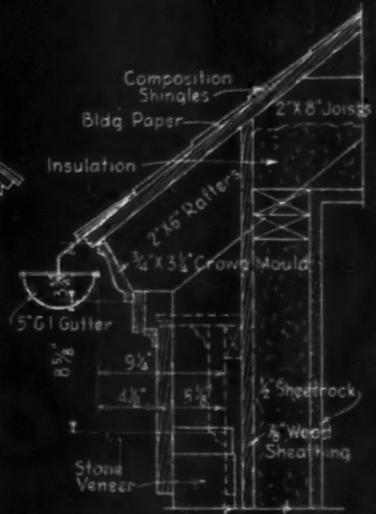
FIRST FLOOR PLAN



BASEMENT PLAN



DETAIL OF CORNICE RETURN



SECTION THRU CORNICE



SCALLOPED skirting over front window takes house out of the commonplace.



PAINTED brick and wood siding create a distinct Colonial atmosphere.

which produce some striking effects.

Being located just outside the city limits in virgin territory, lots could be made larger, streets could wind a little and houses could be located on the proper spot on each lot regardless of geometrical setbacks or man-made building lines.

Thus the customary and monotonous row house idea has been entirely eliminated. The plans are designed to provide privacy for the living portions, proper orientation with respect to exposures and views, and convenient circulation between rooms.

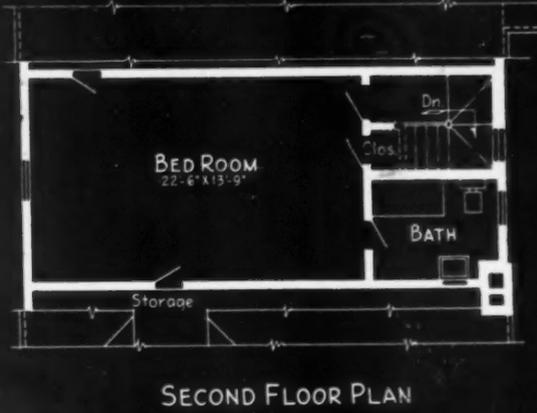
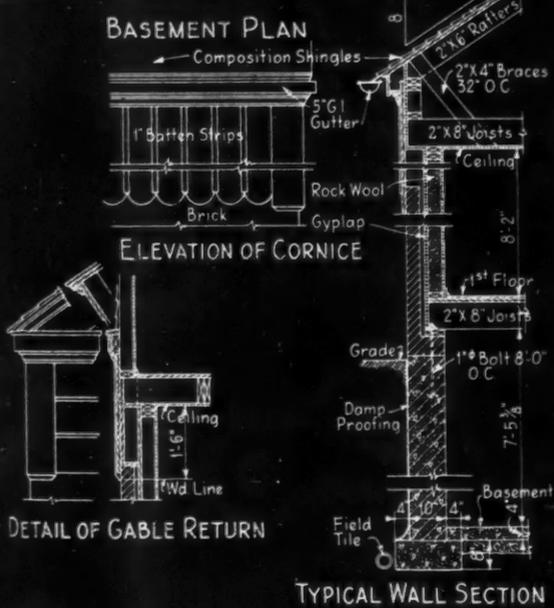
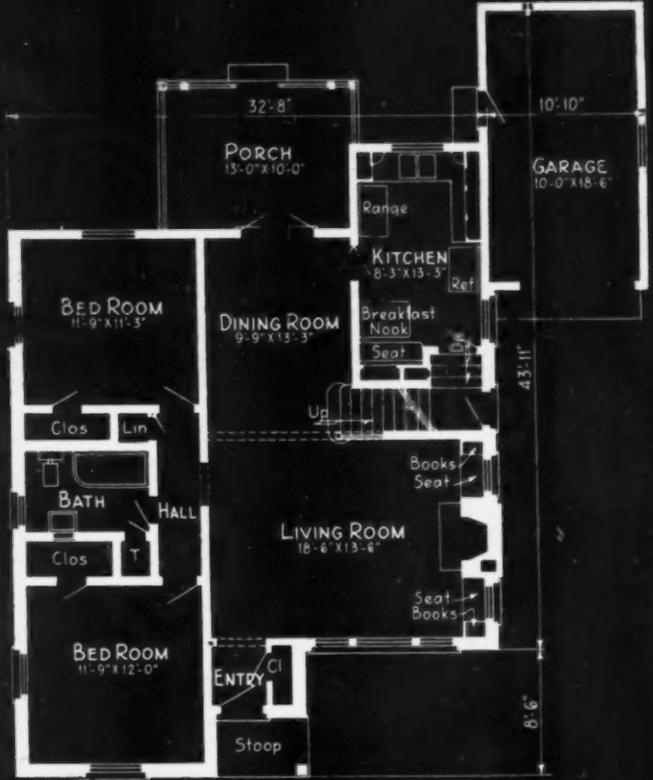
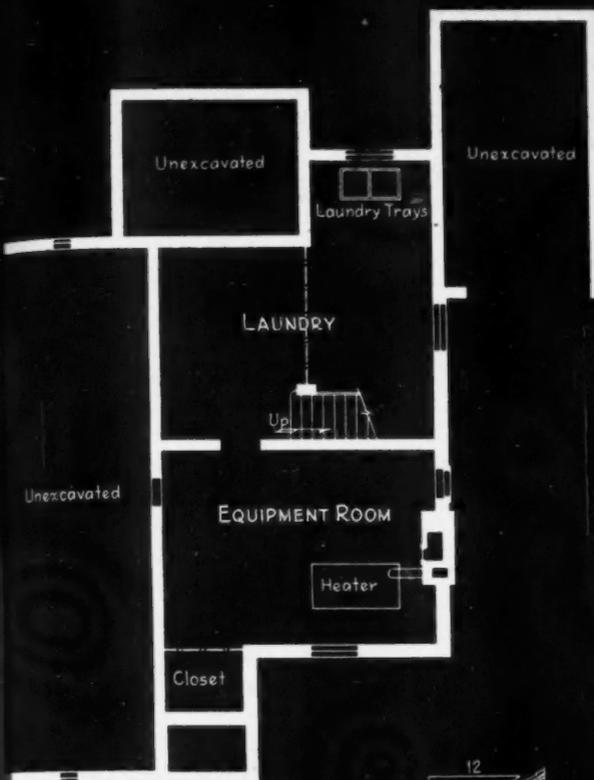
The reviewing stand type of open porches has been abandoned in favor of private screened living porches, located off the living or dining rooms.

Some of the outstanding construction features are dampproofed basement walls, laundry, drying rooms



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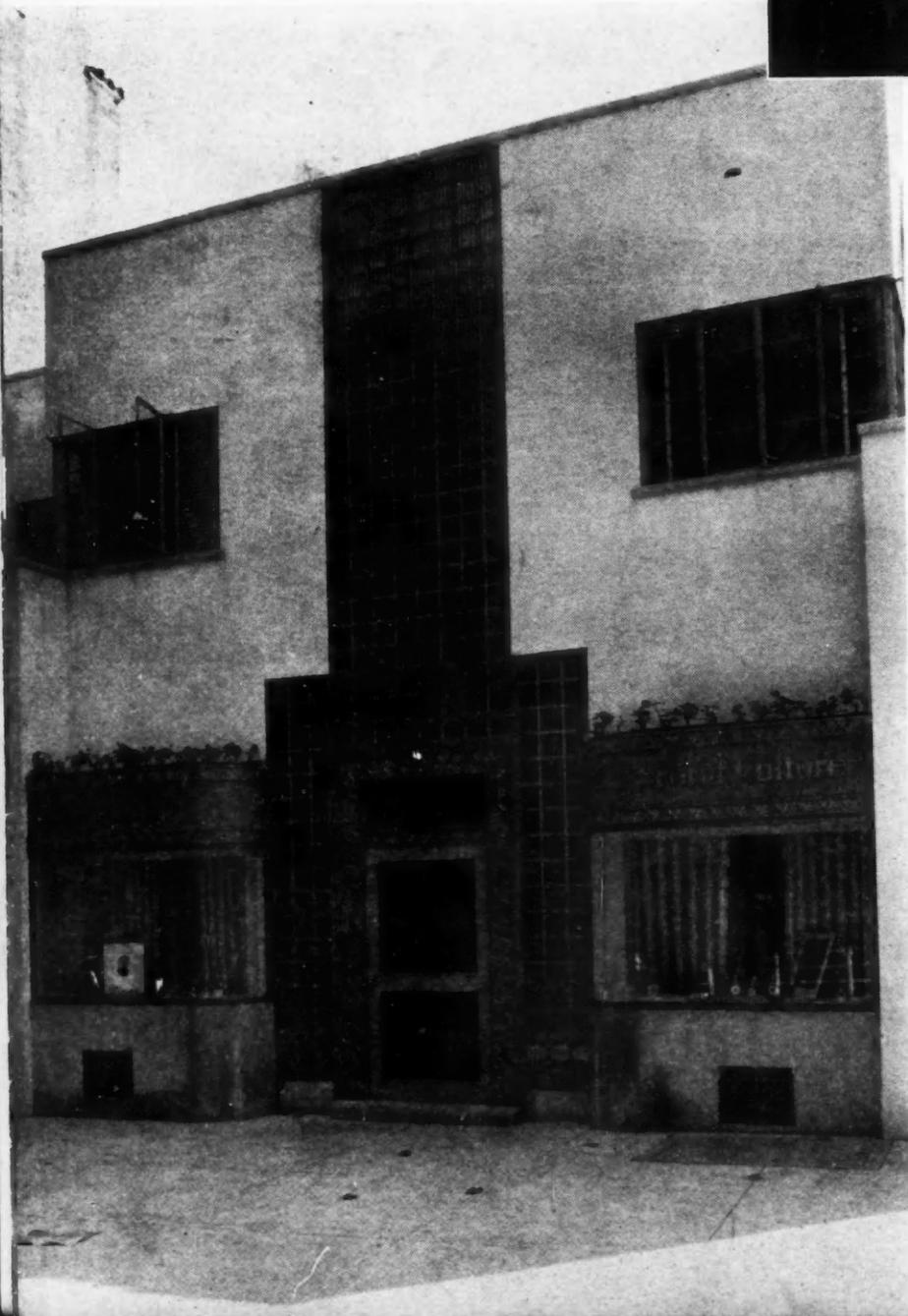
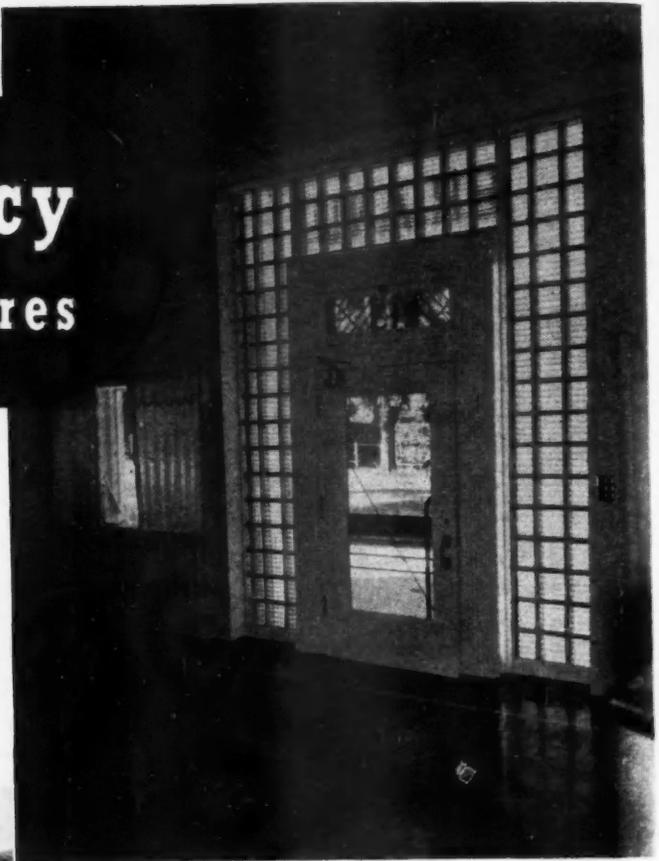
and complete automatic heating equipment in basement.
 Construction of walls is of frame with brick, stone and siding veneer. Floors are of oak with linoleum or tile in kitchens and baths.
 Houses have been decorated completely throughout, shades or blinds provided for all windows. Color has been used with knowledge and intelligence, producing an unusually interesting and charming result, with the whole effect in perfect harmony.
 A whole-hearted effort has been made to create a park-like atmosphere of Kesslerwood.



RIGHT: View of end wall of kitchen. Note open portion of cabinet for display purposes.

Light with Privacy for Commercial Structures

Glass block, skillfully combined with other structural materials, adds light, gives a modern appearance, and assures permanent economy



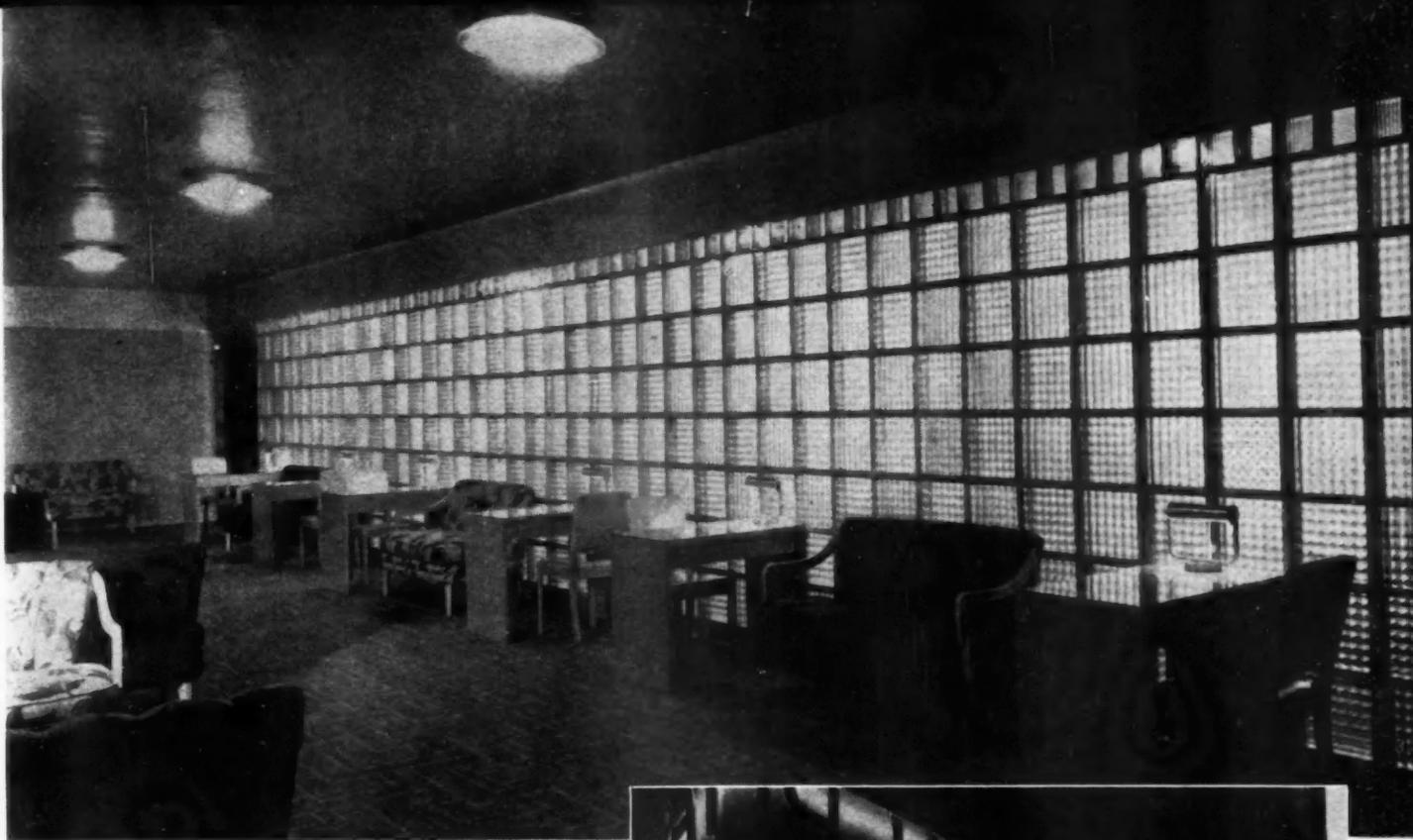
HOW to achieve a modern, clean-cut effect in a commercial building, how to gain increased daylight inside yet with plenty of privacy, and how to offer an attractive, business-getting exterior at night—these problems may all be solved through the use of glass block.

This material is being increasingly used by designers and builders of commercial buildings. For exteriors, it is designed into walls to make an interesting pattern as well as to offer attractive lighting effects. It gives a modern, efficient appearance to a building, and night lighting attracts trade by its soft glow flooding through the panels.

The use of glass block need not be confined only to new building. For remodeling, its use is a sure way to give a modern, up-to-date appearance both inside and out, and to afford additional daylight to an interior that was formerly dark, dingy and unattractive.

Thousands of builders are profiting by the use of this versatile material in both new and remodeling jobs.

AT TOP and to left are interior and exterior views of a beauty shop. Glass block is set in as a frame around the main entrance doorway, and as a vertical panel above—to give additional light to the second floor and stair well.



ABOVE is shown an entire wall of glass block in a hotel lobby—where it may give both light and privacy for hotel guests. To right is an exterior view of the same hotel, looking toward the tavern and coffee shop. Glass block is used with stone facing, and the illumination at night is particularly effective in attracting customers.



ABOVE and to right are views of a large market in which a horizontal panel of glass block is used over a transom to give good daylight to the interior; this particular use of glass block has the advantages of low maintenance cost and ease of cleaning.

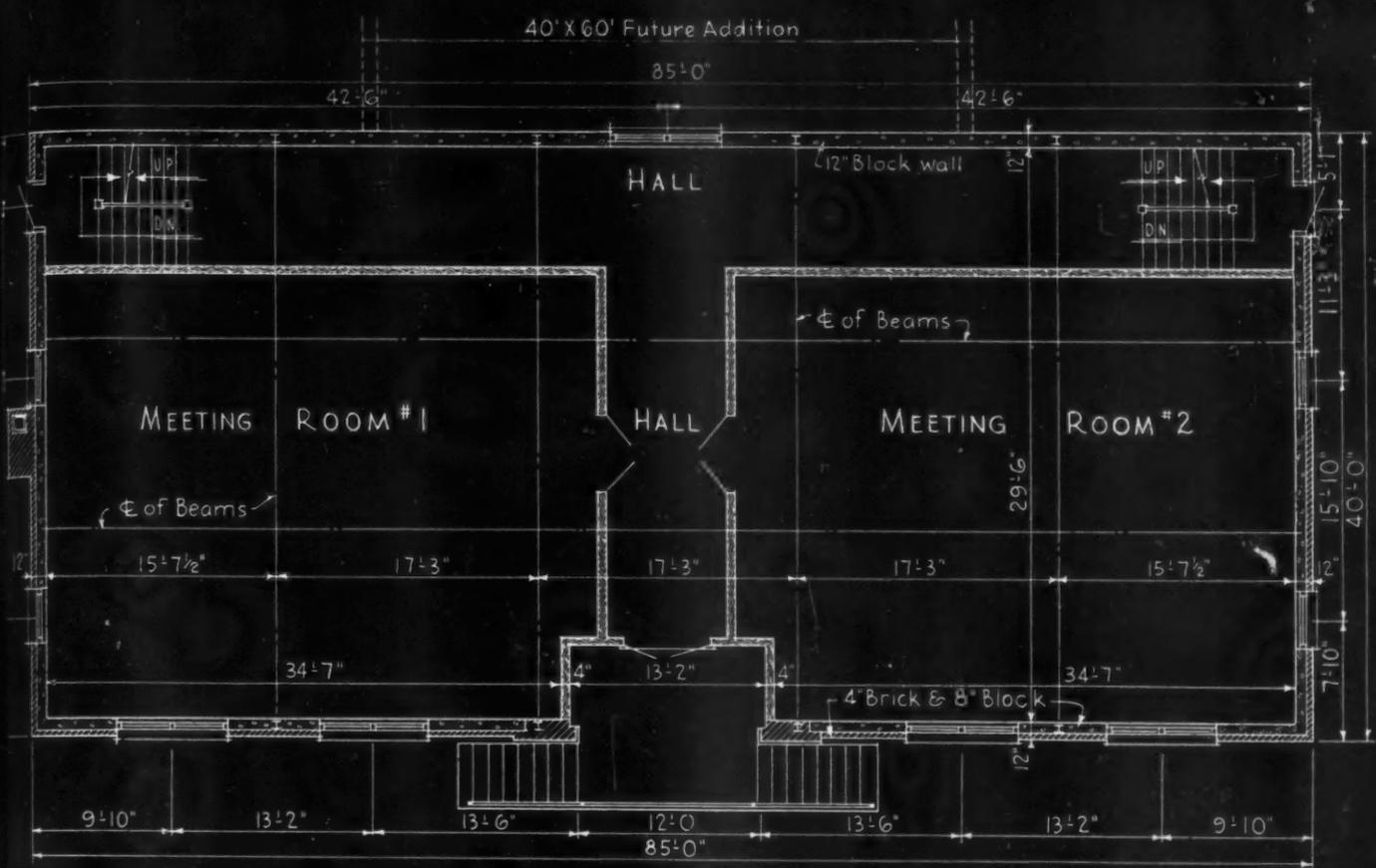


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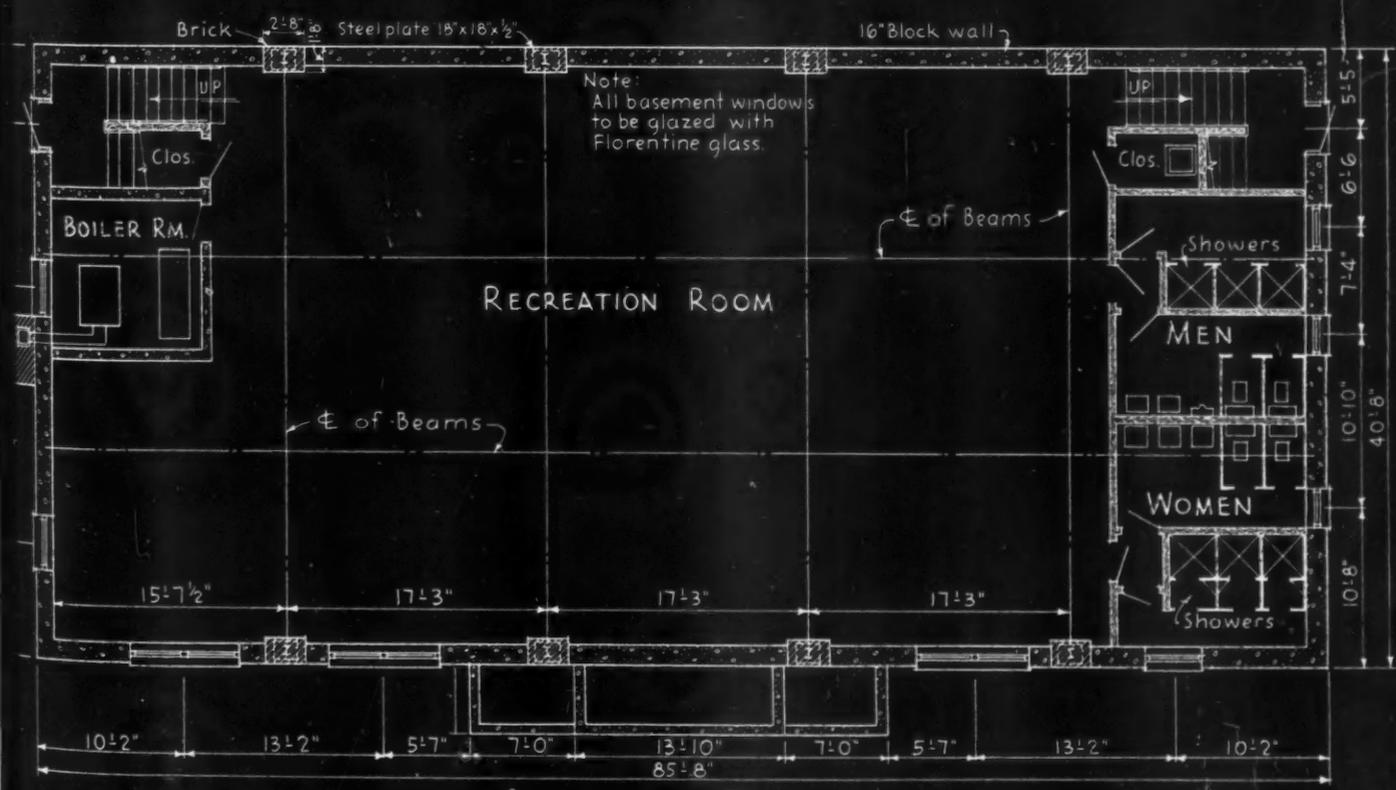
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FIRST FLOOR PLAN



BASEMENT PLAN



SPARKLING white of exterior is in distinct contrast to background of foliage and tall trees.

Stability of Design Assures Years of Value

The inherent worth of this "House of the Month" is established through careful planning and sound construction.

THE house illustrated above and the plans for it that are shown on the following four pages are a good example of complete co-operation between the architect and builder in developing a modern American home, pleasing in design, convenient in plan and sound in construction.

Maurice E. Thornton, architect of Indianapolis, has used a combination of common brick painted, with several different types of wood siding to produce a modified Colonial house of excellent proportions. Restraint has been exercised in the use of mouldings and projecting members throughout the house, producing a severity of outline which is tempered by a well-balanced garage, and front entrance porch with delicately-designed wrought iron rail and posts.

Another feature which merits more than passing interest is the use of projecting brick quoins on either side of the front living room window, which have been painted in a contrasting color. At the rear of house is located an open porch which is delightful in pleasant weather and affords the occupants seclusion and privacy.

The plan is not unusual in its concept, being straightforward in its design, with living and dining room and rear porch forming one large unit on one side and the service portion on opposite side. The second floor con-

tains three bedrooms radiating from a small, compact hall, each with fine large closets, plenty of light and cross ventilation, with bath conveniently located off hall.

Ease of circulation is one of the dominant features of both first and second floors, particularly in connection with kitchen where contact to side or front entrance can be obtained without passing through living or dining rooms. First floor powder room is located within easy reach of all rooms. Kitchen has cross ventilation with breakfast table and bench adjoining large windows which look out onto rear porch and landscaped yard.

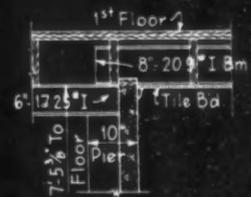
Basement contains large rumpus room with wood burning fireplace at one end, laundry, drying room and equipment room containing complete automatic heating units.

The house is of frame construction with brick and wood siding veneer which is placed on a 10-inch-thick concrete block foundation. Supporting beams and columns in basement are of steel with concrete block dividing wall between rumpus and equipment room.

Dry wall construction has been used throughout interior partitions and for all ceilings. Three and one-half inch finished baseboard has been applied directly to wood studs and sheet rock placed on top with half-round mouldings to cover joint. All exterior walls and second floor ceilings are completely insulated.



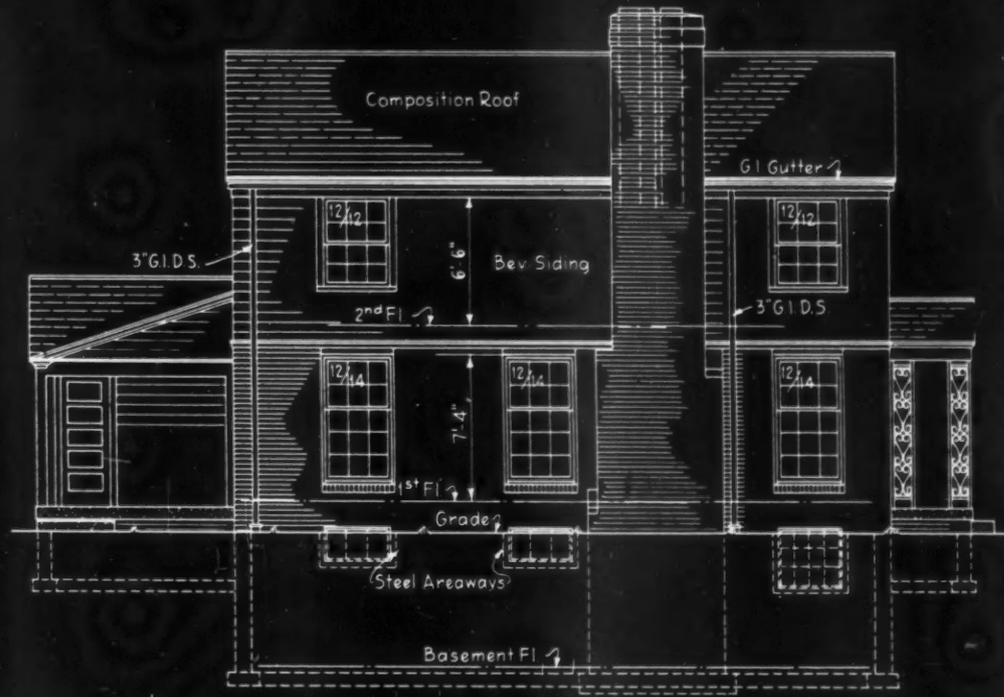
FRONT ELEVATION



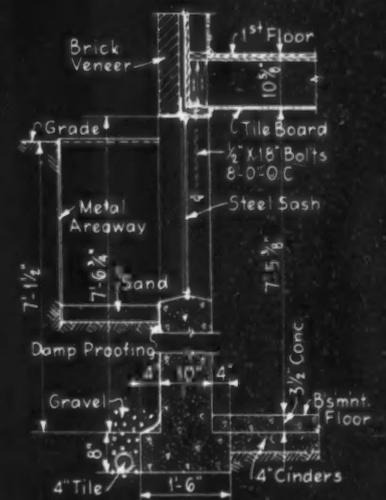
SECTION AT PIER SHOWING I-BEAM CONNECTIONS



DETAIL OF BASEMENT FIREPLACE

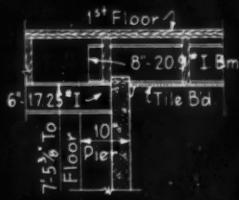


LEFT SIDE ELEVATION

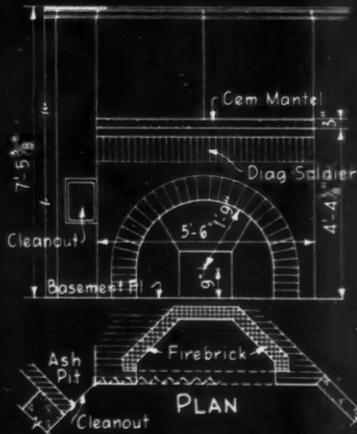


BASEMENT WALL SECTION

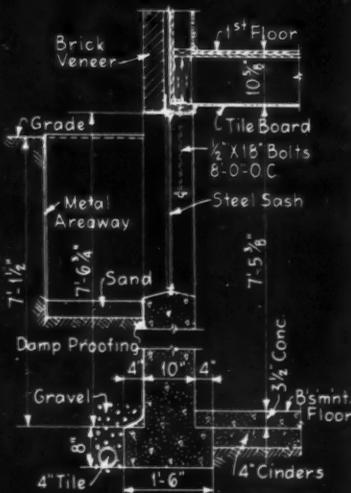
DESIGN No. AB100
 AMERICAN BUILDER BLUEPRINT SERIES
 Designed By
 MAURICE E. THORNTON, ARCHITECT.
 604 Ft. Wayne Ave. Indianapolis, Ind.
 Simons-Boardman Pub. Corp. - 105 W. Adams St. Chicago, Illinois.



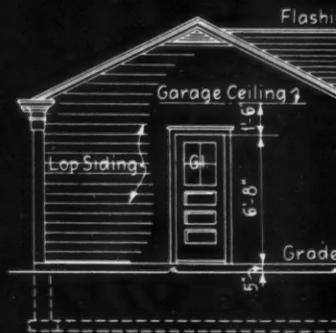
SECTION AT PIER
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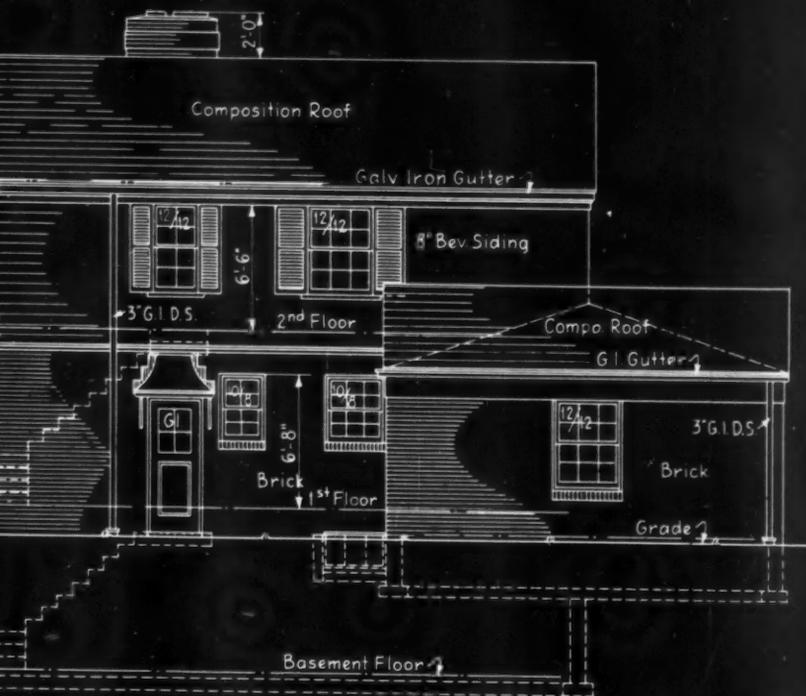


DETAIL OF BASEMENT FIREPLACE

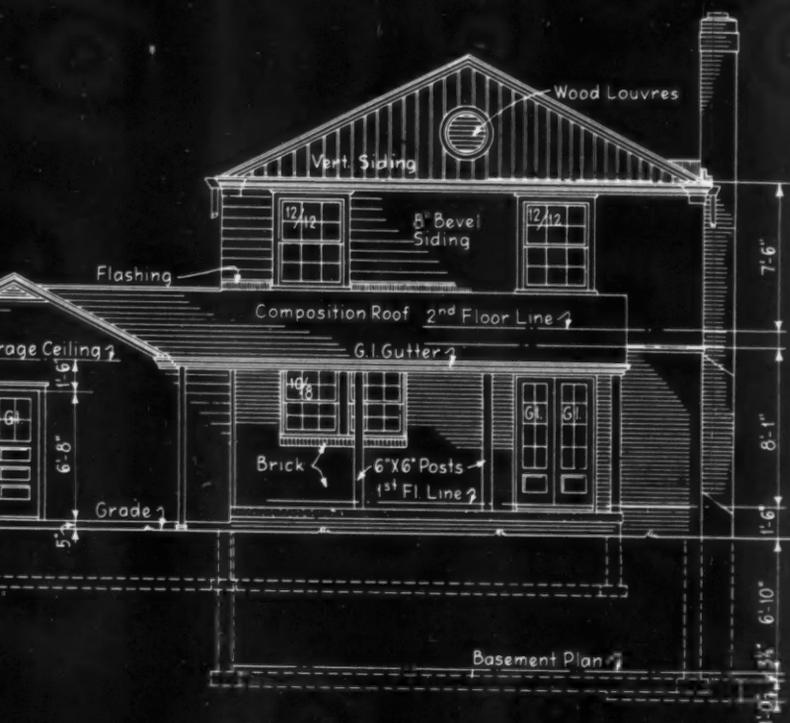


BASEMENT WALL SECTION

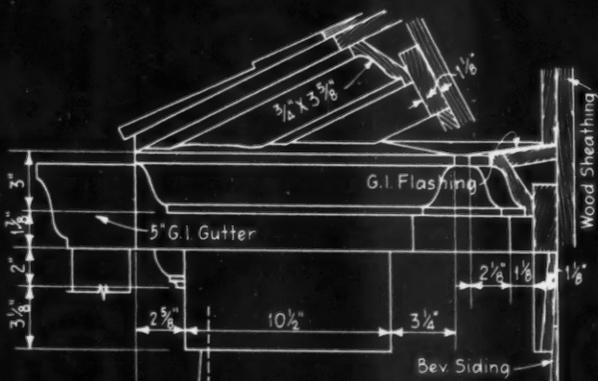
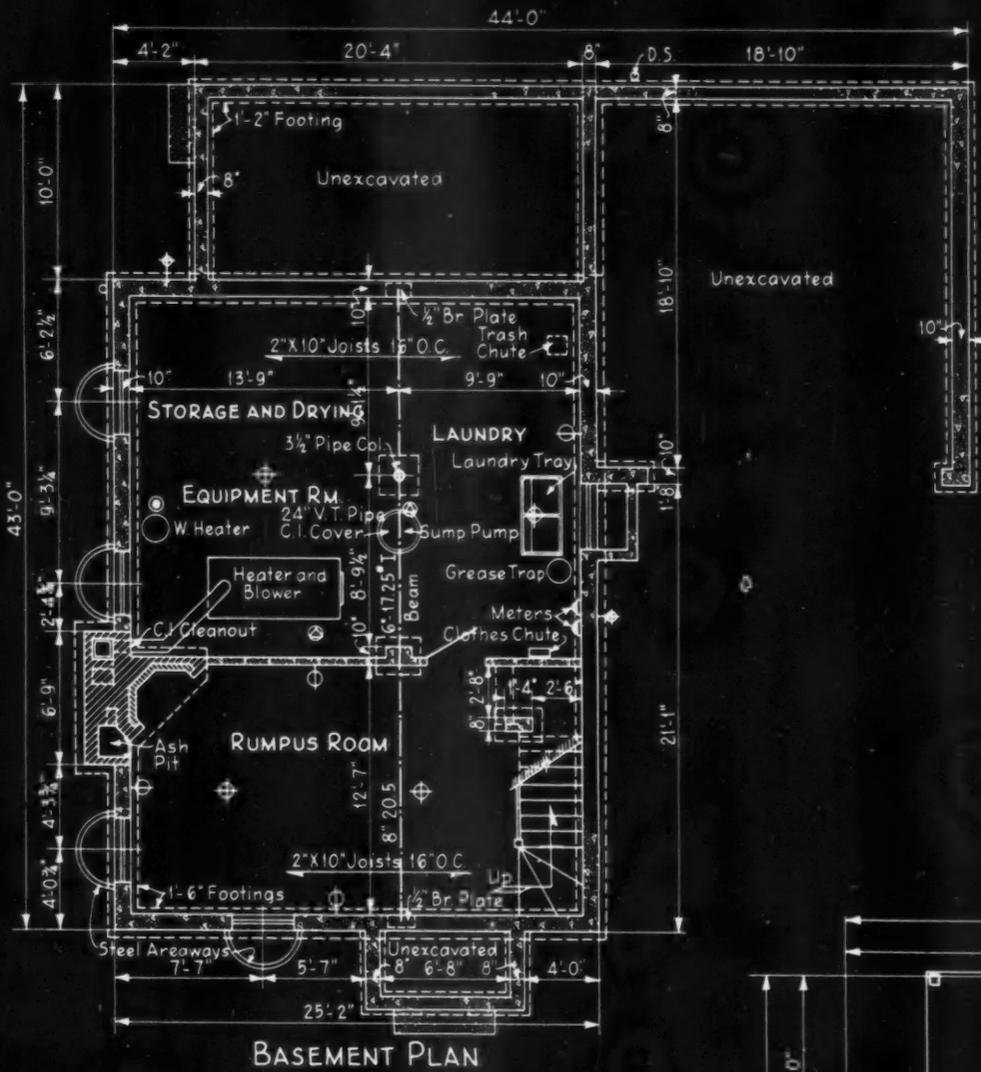




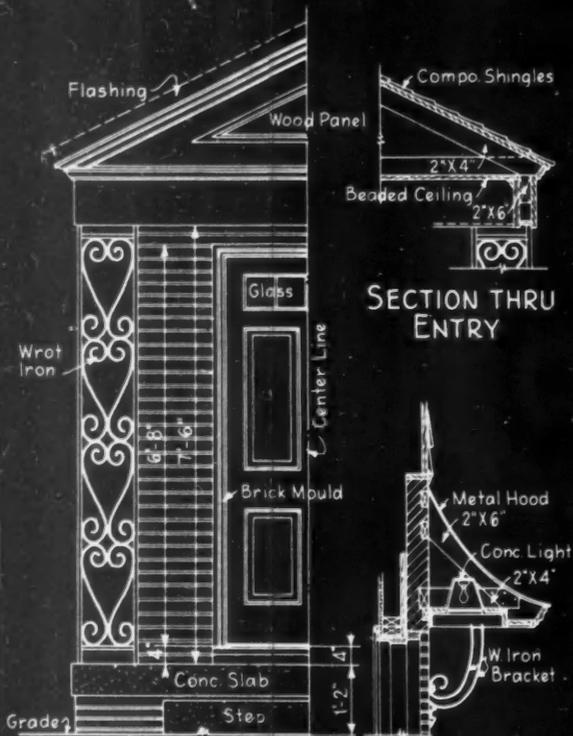
RIGHT SIDE ELEVATION



REAR ELEVATION



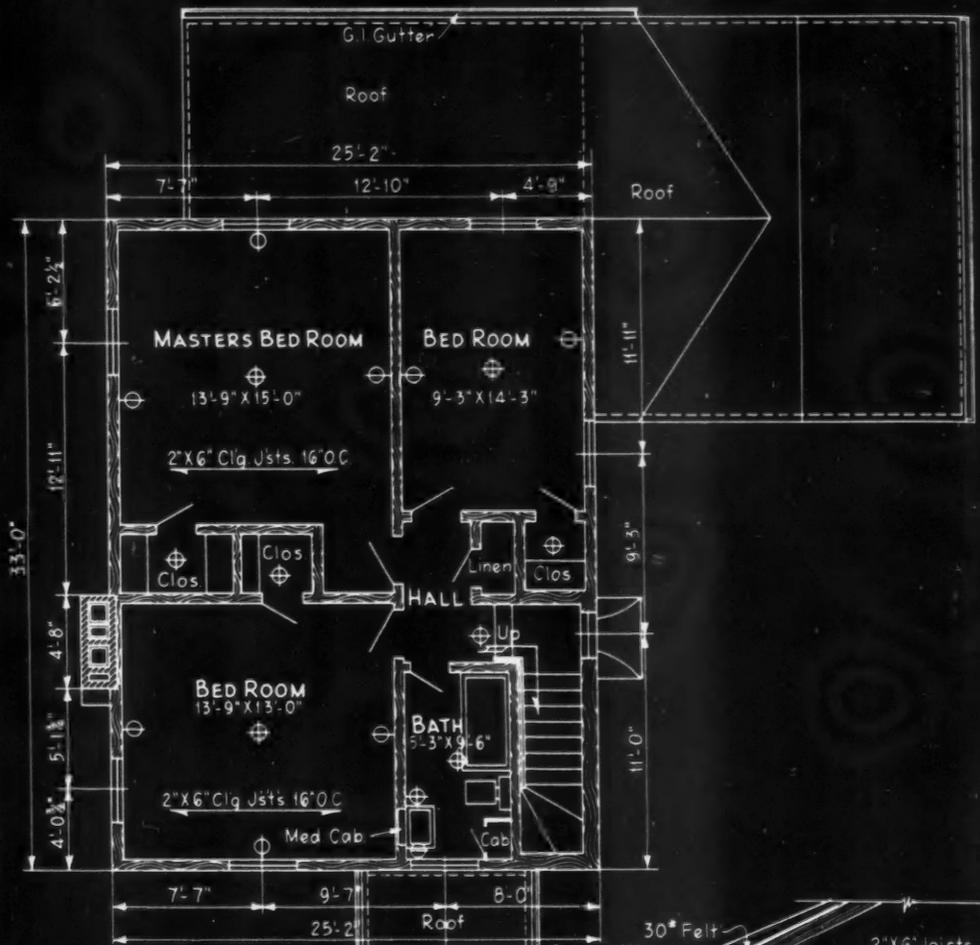
FIRST



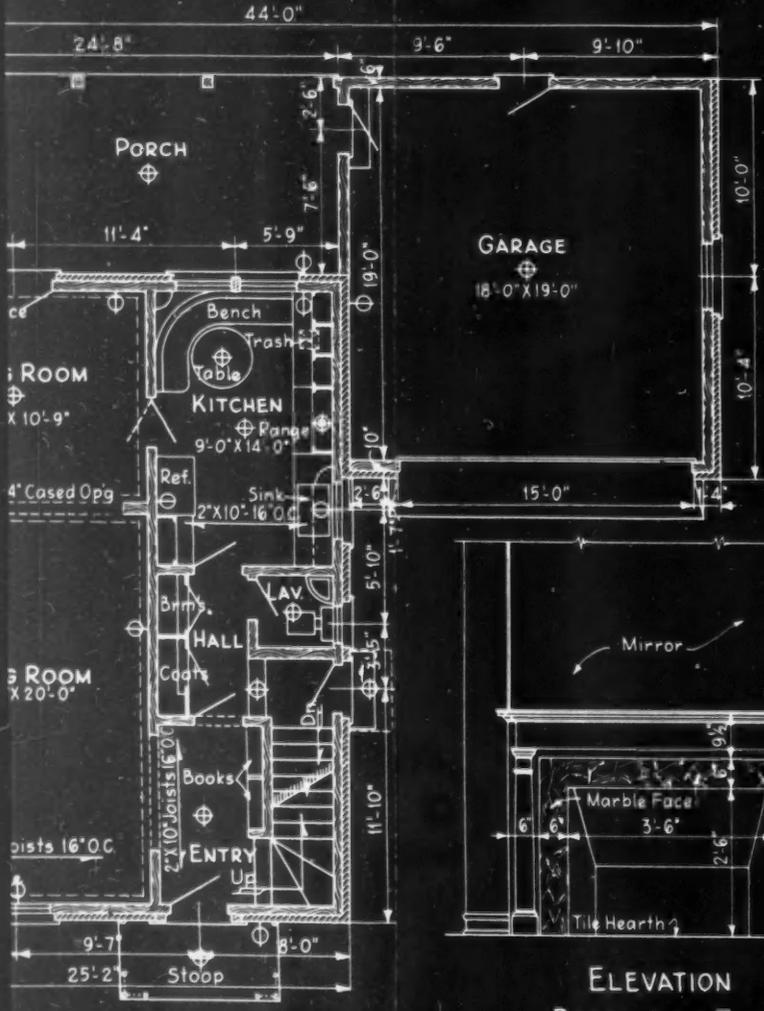
HALF ELEVATION OF ENTRANCE

SECTION THRU ENTRY

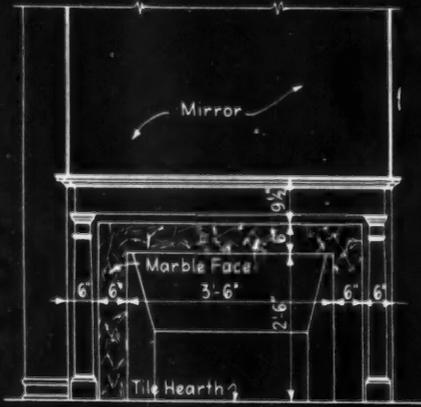
DETAIL OF METAL HOOD



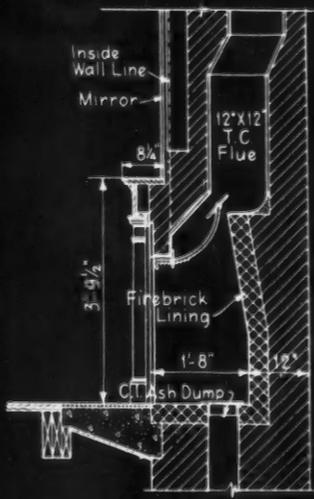
SECOND FLOOR PLAN



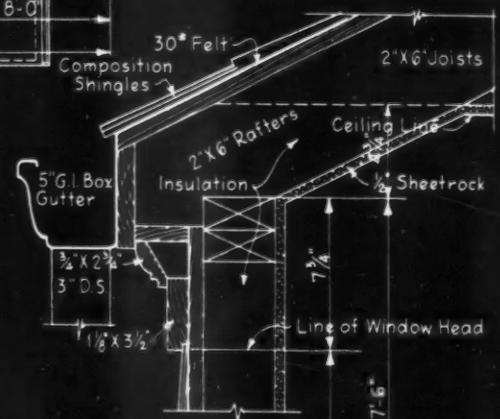
FIRST FLOOR PLAN



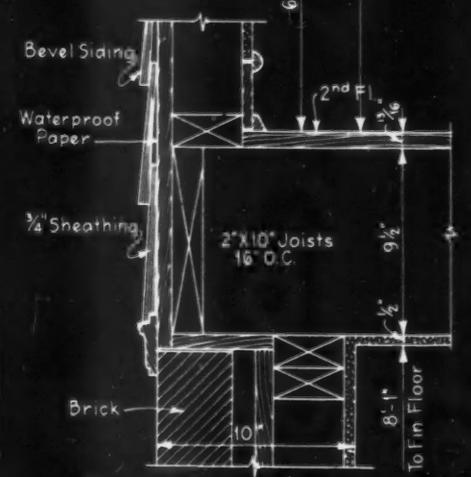
ELEVATION DETAILS OF FIREPLACE



SECTION



EAVE SECTION



SECTION AT 2ND FLOOR LINE

DESIGN No. AB 100
 AMERICAN BUILDER BLUEPRINT SERIES
 Designed By
MAURICE E. THORNTON, ARCHITECT.
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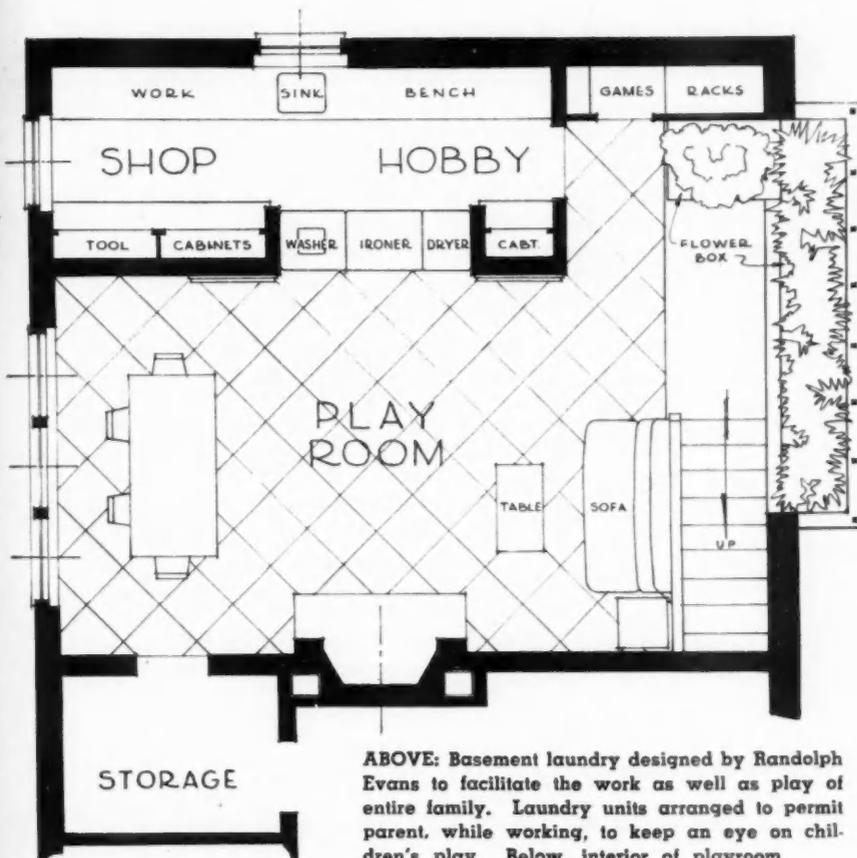
5

Modern Home Laundries

Designed by

Architects Randolph Evans, Royal Barry Wills,
Wurster & Bernardi, George Fred Keck, and Gardner A. Dailey

ADDED SELLING FEATURES FOR YOUR MODEL HOMES



ABOVE: Basement laundry designed by Randolph Evans to facilitate the work as well as play of entire family. Laundry units arranged to permit parent, while working, to keep an eye on children's play. Below, interior of playroom.

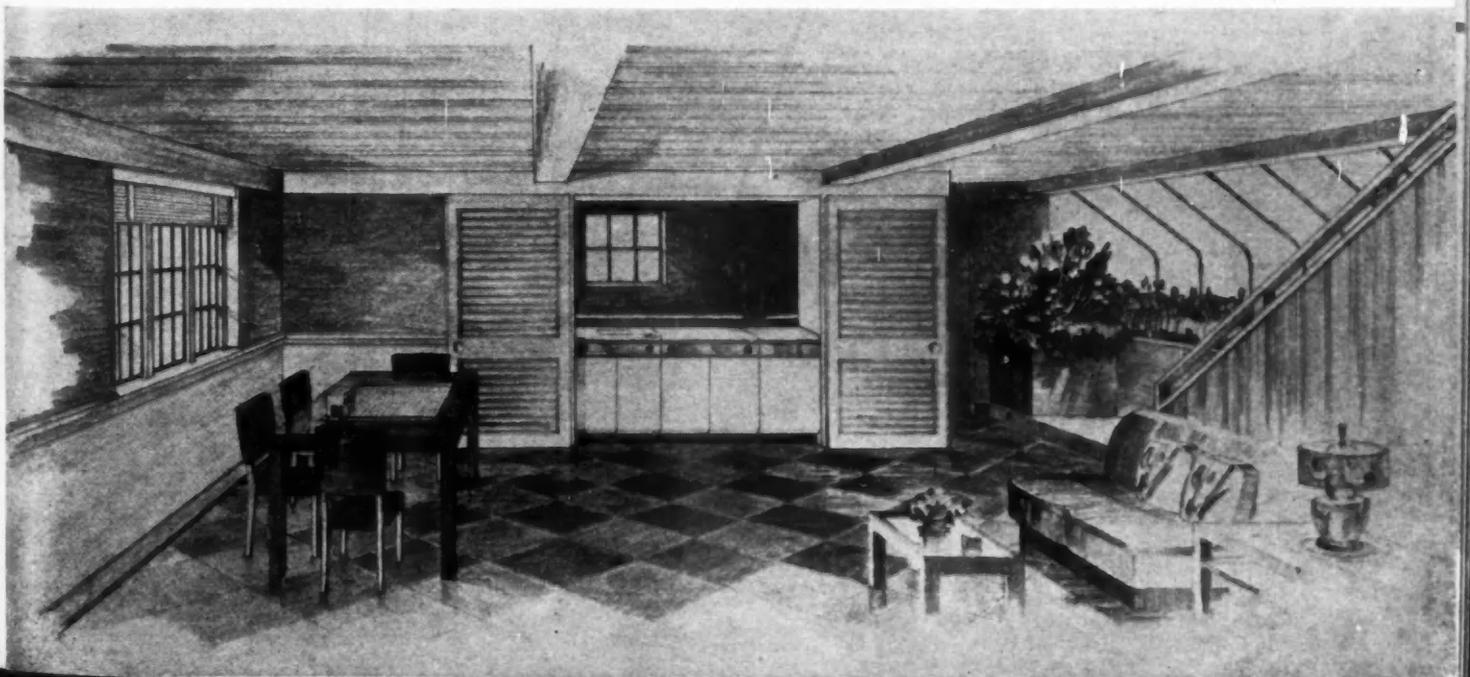
Suggested arrangement for combination basement laundry, hobby and playroom

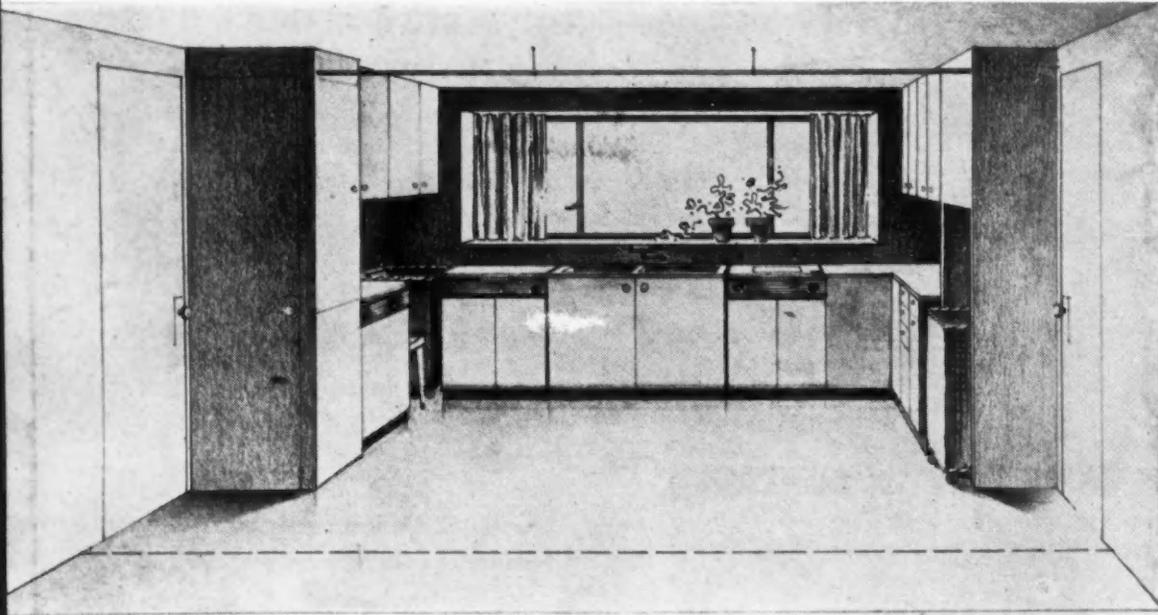
FIVE architects of national recognition were chosen to design five modern home laundries, each of them being assigned a specific problem.

All were given specifications and full information regarding the Blackstone Combination Laundry. With nothing more than location in the home specified, each was asked to design his concept of a practical laundry layout for a modern, medium-priced home.

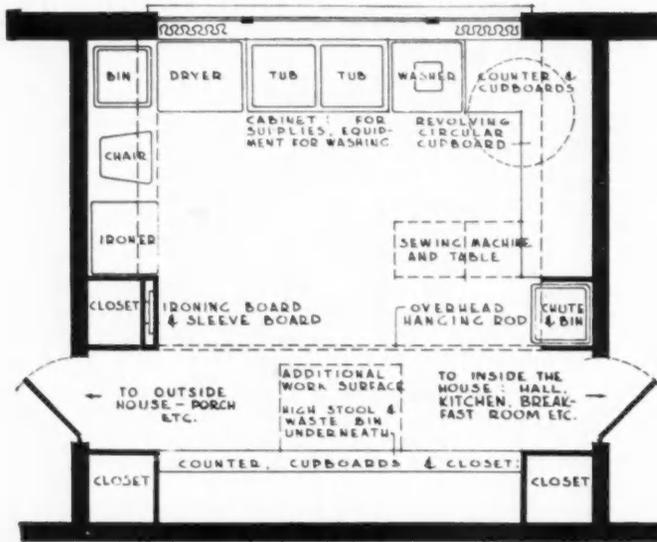
Their designs take into consideration the functional scope of this combination laundry and its new method of operation which requires roughing-in installation for water supply and drain in the same manner as sink or lavatory.

The laundry and playroom combined, as designed by Randolph Evans, is for the use of the entire





LEFT: Interior view of laundry-utility room in a basementless house, as designed by Royal Barry Wills. It also combines several other necessary homework functions which will be noticed upon examining the plan.

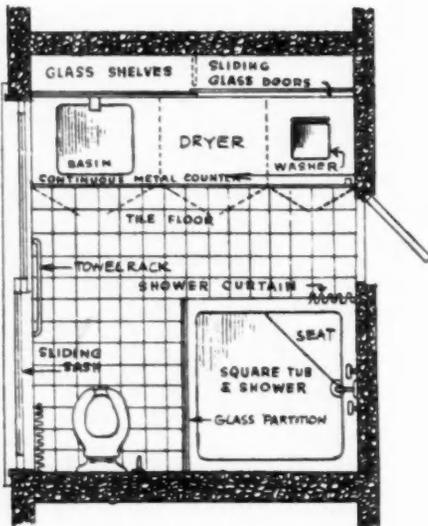


LEFT: Plan showing laundry equipment arranged according to working sequence.

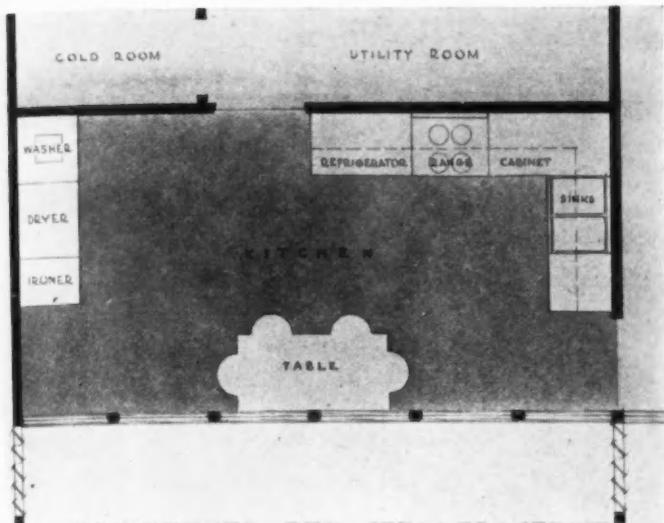
family. In addition to providing for complete laundry operations there is a small home workshop, hobby room for photography and indoor games and sports. A movie screen is located over the open fireplace. The greenhouse adjoining stair is quite small, yet ample.

Royal Barry Wills' first floor laundry and utility room is primarily for a basementless home. It also combines several other necessary home work functions which will be noticed upon examining the plan. The equipment counters, cabinets, bins, etc., are all arranged to facilitate the complete job of washing, folding and stacking of clothes. An interesting feature is the provision for a sewing machine which pulls out from under counter. The entire fourth wall is devoted to counter and cabinets because many utility and hobby functions such as work shop, flower arranging, mailing and wrapping have these two requirements in common.

Utility is served in the first floor laundry and in the small apartment bathroom



ABOVE: Interior view shows how Wurster and Bernardi have solved the apartment building laundry problem. Left, plan showing equipment and fixtures.



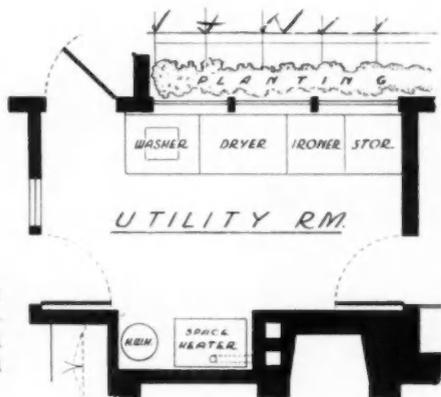
ABOVE: Plan showing arrangement of units.

Practical layouts for complete kitchen and laundry combination and for utility room

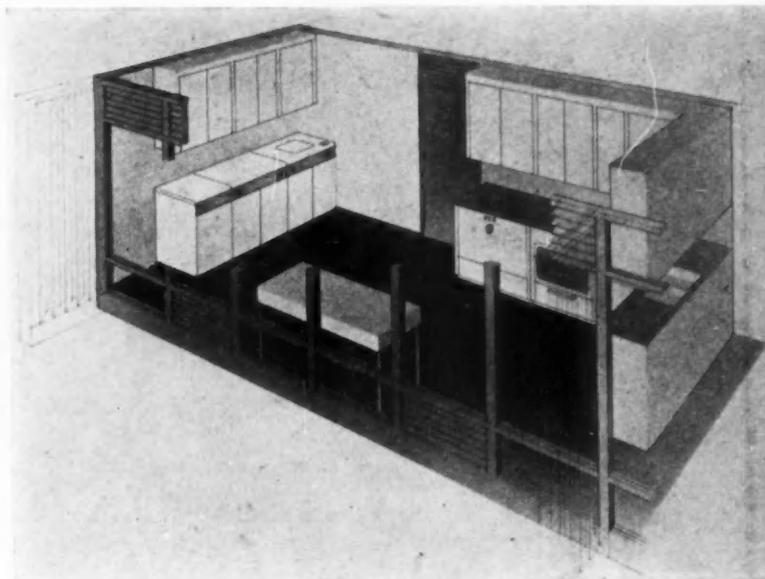
Laundering in an apartment building usually presents problems not encountered in the average home. In the bathroom laundry designed by Wurster and Bernardi, facilities have been devised to provide maximum efficiency and freedom of movement in minimum floor area. For compactness and to simplify plumbing, washer and dryer have been placed in line with lavatory. Above these units, a deep cabinet runs the entire width of bathroom, taking the place of the usually inadequate medicine cabinet. Here on glass shelves are stored clean linen and laundry supplies, in addition to the customary medicines. Sliding mirrored glass doors enclose the front of this cabinet. To offer a maximum of light and ventilation sliding windows are provided full length on the adjoining wall. Lighting is supplied through a continuous fluorescent tube recessed in the ceiling above equipment.

George Fred Keck suggests a practical combination kitchen and laundry plan. There the architect presupposes a basementless home where normal basement equipment and functions are assigned to either the kitchen or utility room. Laundry equipment is placed on end wall with sorting or work table in front of window wall. Otherwise it doubles as a breakfast and snack table.

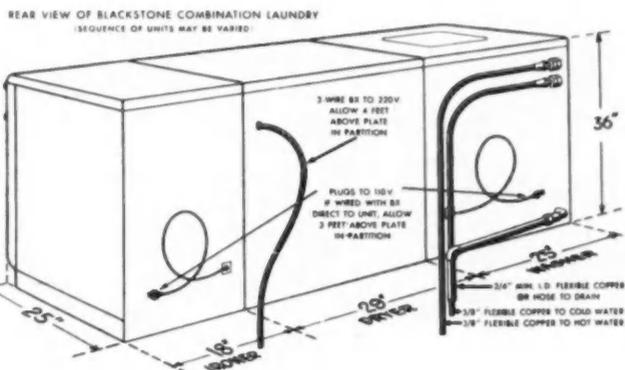
In the modern utility room designed by Gardner A. Dailey, there is an ideal location for laundry equipment. The glass door which separates the utility room from the kitchen provides additional light and gives a greater feeling of spaciousness.



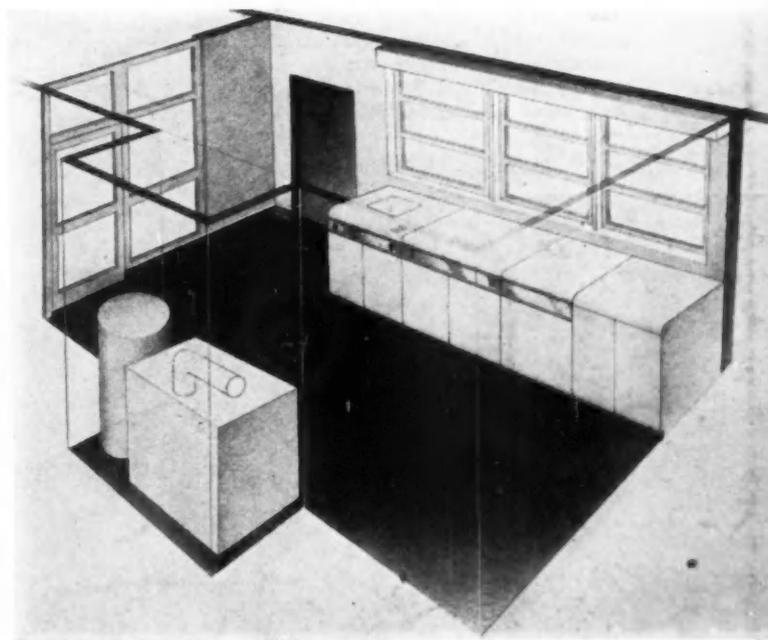
PLAN at right permits the laundering operations to be combined with the normal household activities.



IN this cutaway view George Fred Keck suggests a practical kitchen laundry for the housewife who wants everything at her elbow.

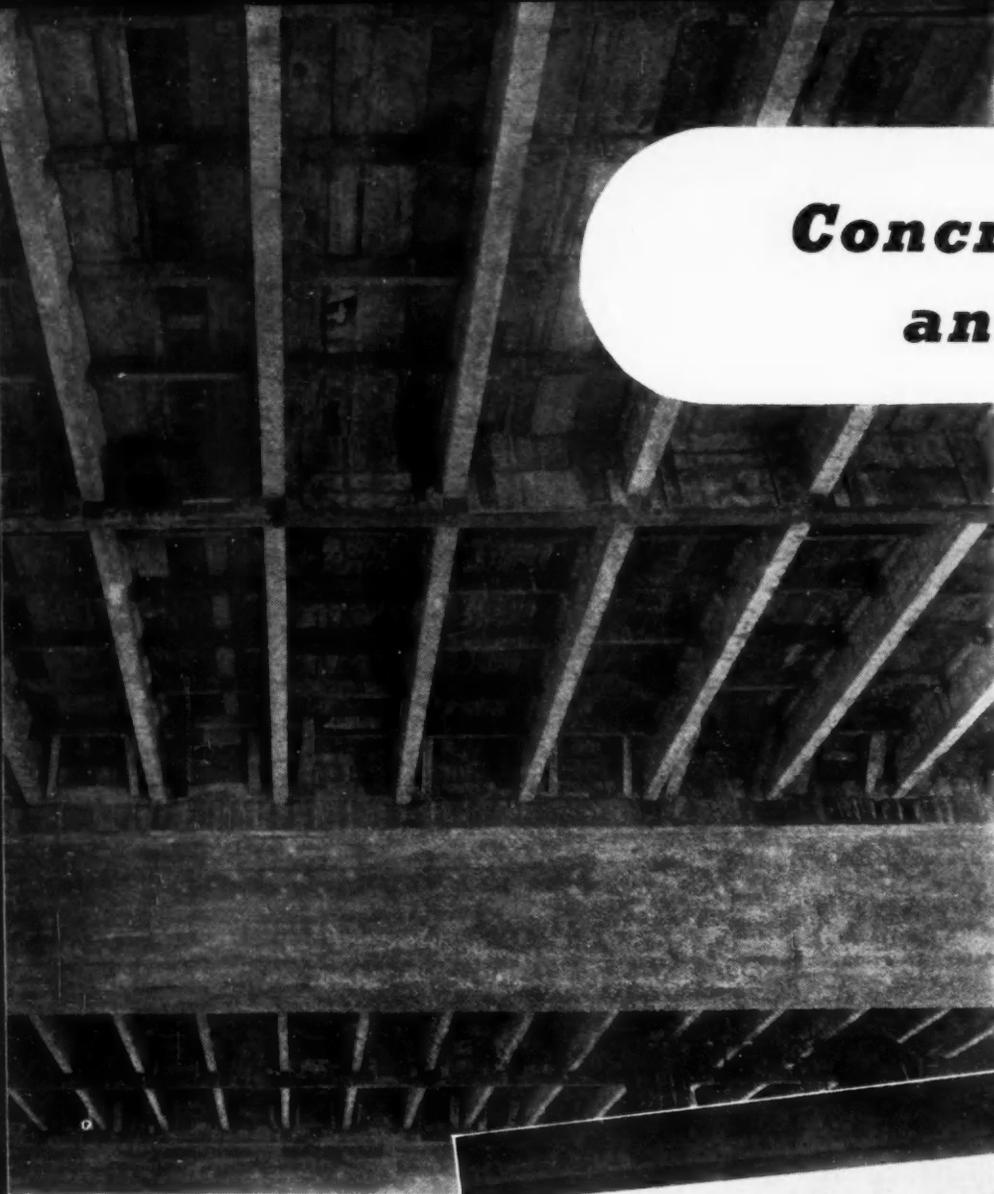


ABOVE: Rear view of laundry units showing permanent connections to fixtures. Phantom view below shows a modern utility room adjoining kitchen as designed by Gardner A. Dailey—an ideal arrangement when space and layout permit.



Concrete Joists for Commercial and Residential Construction

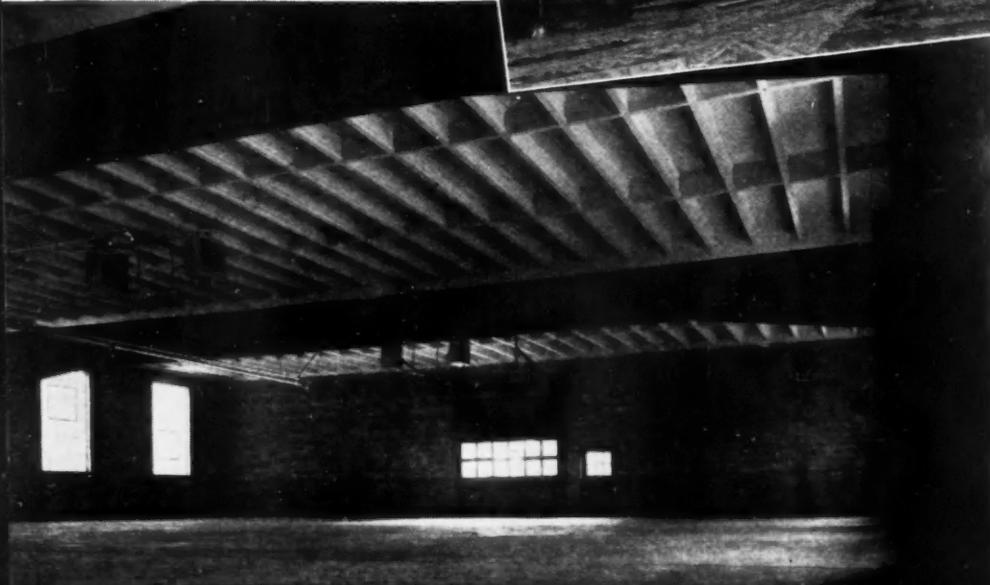
Increased interest and popularity of fireproof construction have brought forth many new developments in this method of building. Concrete joists will play a leading role



VIEW of modern storage and service garage, looking directly up into the ceiling during construction. This clearly illustrates the method of forming used, and emphasizes the absence of the usual forest of shoring that is employed in ordinary methods of fireproof construction. This garage was built by the Gravel Products Corporation of Buffalo, N.Y.



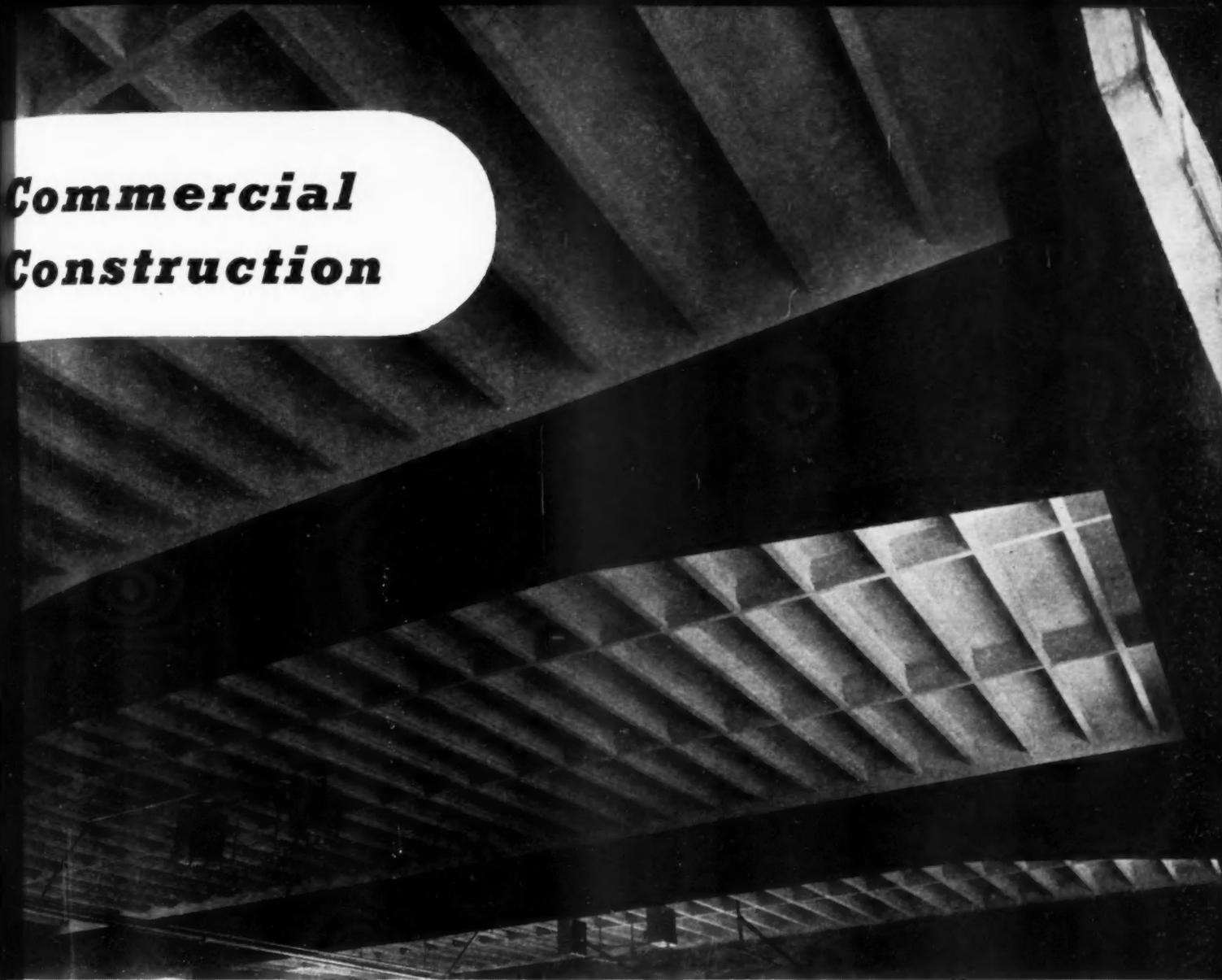
ABOVE: Another construction view before joists were placed on the concrete beams.



LEFT: An interior view showing the clear span provided by the 80-foot concrete beams. Heating units are suspended from the ceiling.

Commercial Construction

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FINISHED ceiling, above, clearly shows the 3-inch concrete slab poured on the Lith-I-Bar joist which forms the entire roof of the structure. A mopped-on built-up roof was applied over this 3-inch slab.

FIRE safety in floor and roof construction is provided by the use of light-weight concrete joist.

One of the outstanding lightweight joists, named Lith-I-Bar, is made by a number of manufacturing plants centrally located best to serve the major markets. These manufacturers produce a joist with a patented reinforcing unit consisting of an electrically welded truss type reinforcing structure. By the use of this type of reinforcing unit these plants are delivering joists up to thirty-six feet in length, therefore greatly broadening the adaptability of light-weight concrete joists to all types of construction.

These manufacturers furnish a complete engineering service. Each job is analyzed and engineered, then produced to the engineering specifications. The reinforcing assembly is manufactured and then is enclosed in light-weight concrete which is compressed in the rolling machine at a pressure of 2,000 lbs. per square inch, producing a uniform dense concrete

perfectly bonded to reinforcing unit.

Therefore, the entire joist is produced under factory controlled conditions eliminating the hazards of field work which normally limits the strength of the design owing to the uncertainty of steel location and the uncertainty of the quality of concrete.

Each joist is delivered identified as to its proper location, as shown in the engineered joist layout furnished by the manufacturer.

Many simplified cost-cutting methods of forming for the floor or roof slab have been developed and are well illustrated and described in a catalog

EXTERIOR of completed storage and service garage of Gravel Products Corp., Buffalo, N.Y. It was designed by Arthur Skaer, engineer.



before
beams.

the clear
beams
ceiling.

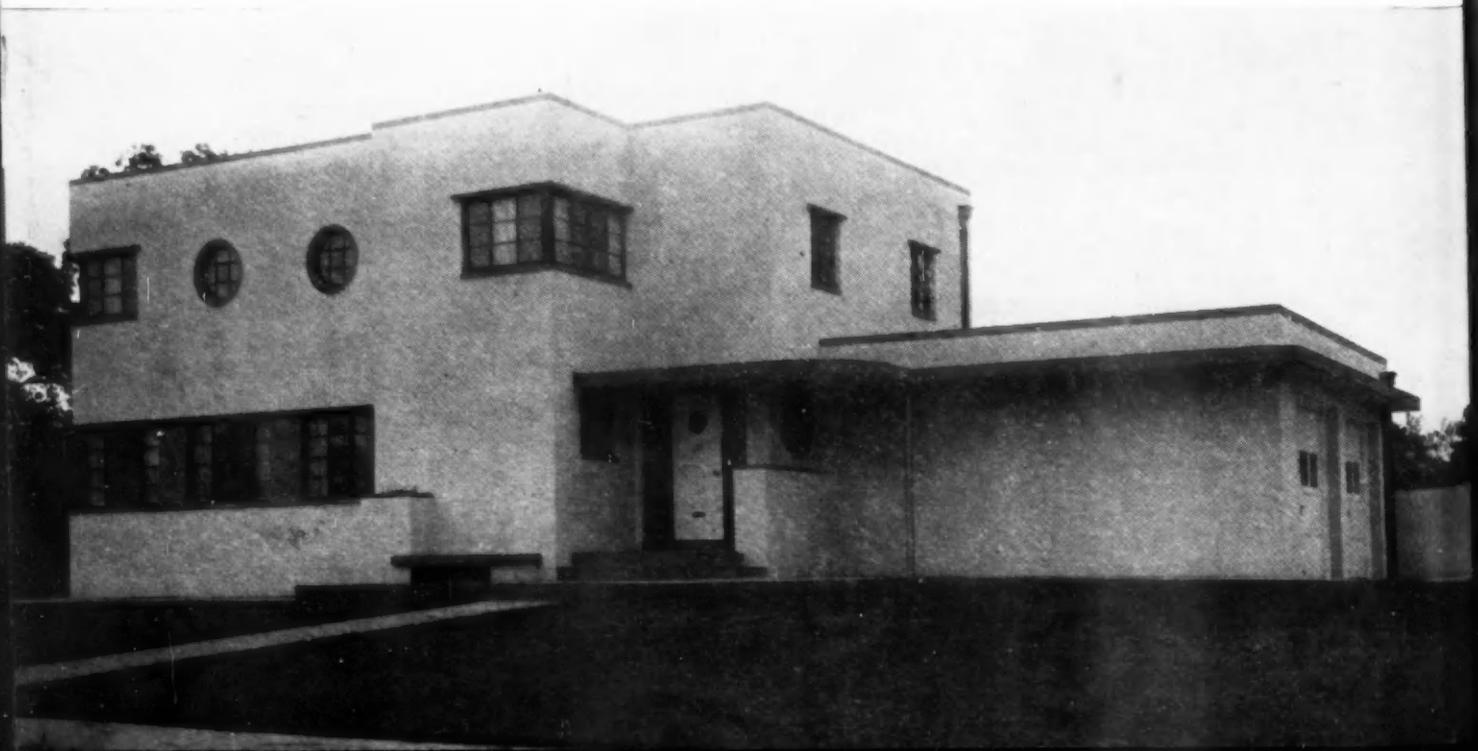


LIVING ROOM of Haddonfield, N.J., home showing exposed Lith-I-Bar joist ceiling, eliminating the cost of ceilings and providing an excellent acoustical effect. All first floor level floors have 1 inch of terrazzo finish on a 2½-inch concrete slab poured on Lith-I-Bar joist, providing an attractive, permanent type of floor.

AT RIGHT is recreation room in the basement of Haddonfield, N.J., house. Exposed Lith-I-Bar joists provide a low first cost and assure the lowest possible maintenance.

84

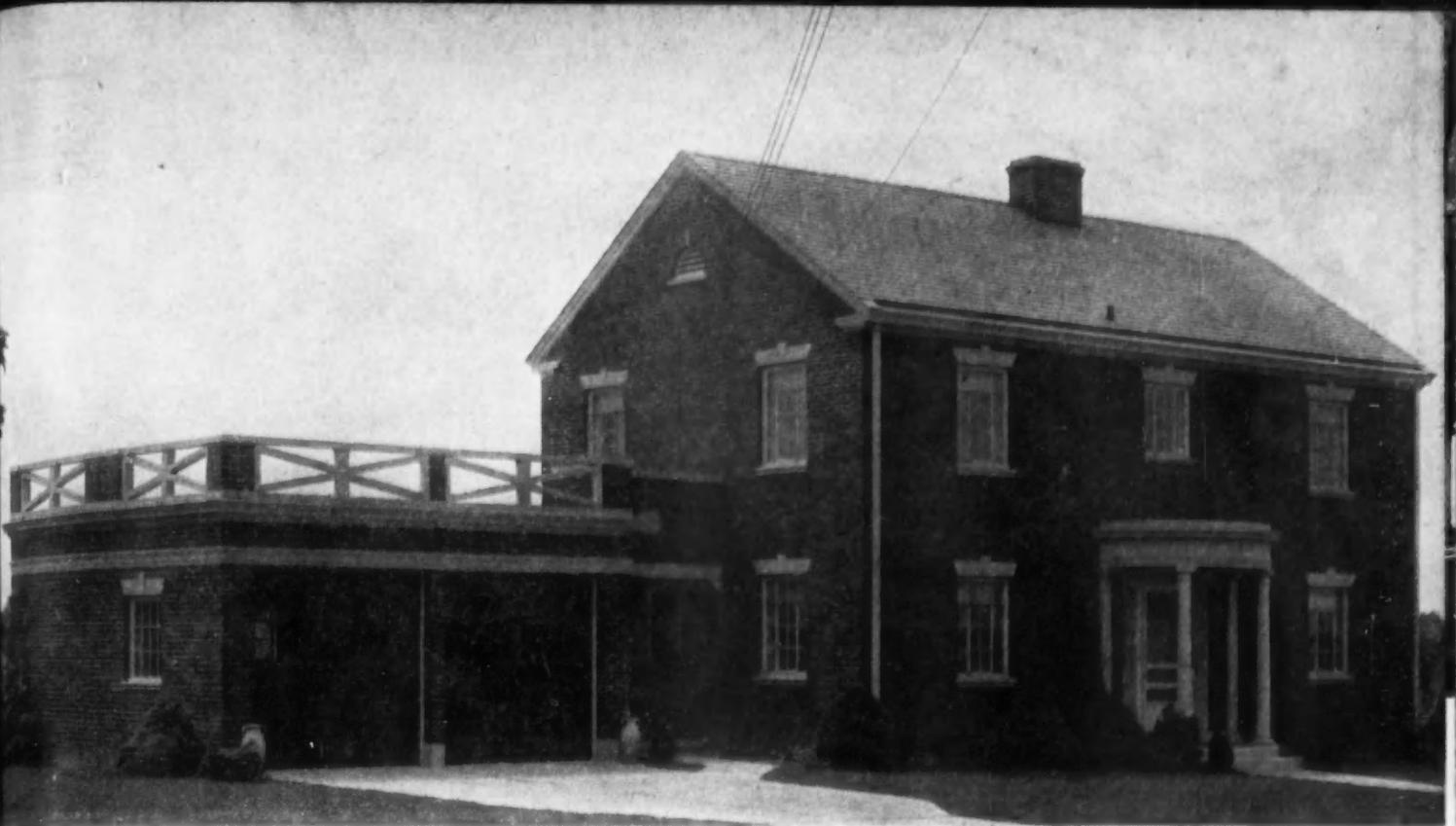
MODERN home at Haddonfield, N.J., designed by Harry Sternfelt, architect. It is an all-fireproof building, with walls of cinder block faced with brick and painted. All floors and roofs are of concrete construction using 2½-inch poured slab on Lith-I-Bar joists for first and second floors. Roofs consist of Lith-I-Bar joists and channel type roof tile.



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COLONIAL type residence at Berlin, N.J., was built by Charles Duffin, contractor. First and second floors are carried on 8-inch Lith-I-Bar joists. A 2-inch slab was used throughout.

published by the Lith-I-Bar Co. of Holland, Mich., which equipped and licensed the local manufacturers.

The range of sizes, varying from six-inch to fourteen-inch depth, and lengths up to thirty-six feet, offers the architect, engineer and builder a means of light-weight, fireproof construction averaging from thirty-three to forty pounds per square foot of floor space, thereby reducing column, beam and footing sizes. In multiple story work, such as schools, hospitals, office buildings, etc., the saving can be quite substantial. A further time and cost saving is the fact that the form work for the slab is carried by the joist, doing away with the usual forest of jacks or supports needed with other systems of comparable fireproof ratings. This also enables considerable speed-up as the floor is left clean for other trades.

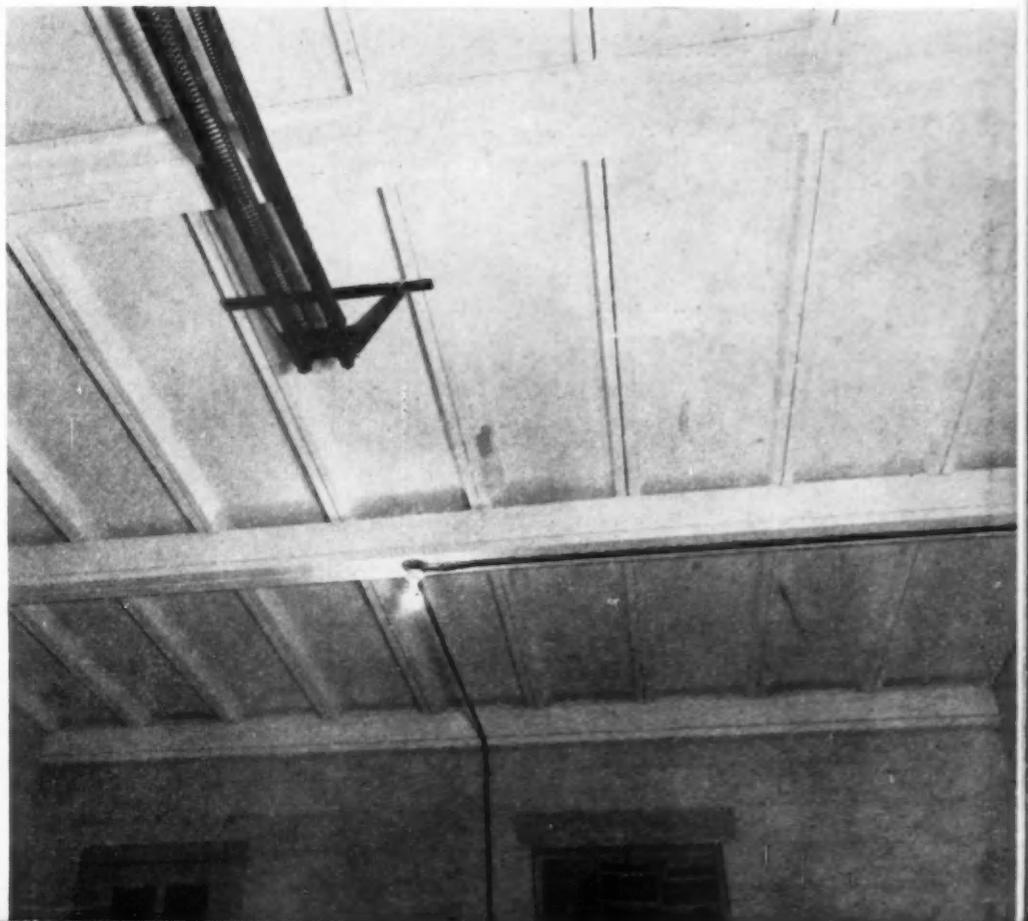
In residential construction where floor loads and spans are virtually uniform, the cost of forming becomes practically negligible as the same material can be used over many times. This, of course, also applies to the previously discussed multiple story work where normally this forming can be moved from one floor to the next, thereby minimizing the amount of skilled labor necessary.

In recent years a great variety of

construction has proved the adaptability of this system. Housing jobs with as much as seventy-two miles of joist in one project have been built, and also numerous industrial plants, airplane hangars, hospitals, schools, churches and commercial buildings.

The method of machine production enables the manufacturer to service the largest kind of a project. The re-

sulting uniformity and accuracy in appearance permits the use of these joists exposed. The manufacturer states that "attractive ceilings resulting in a cost considerably below that of ordinary methods of construction and the beamed effect produce a very marked improvement in the acoustics in a room as compared with a flat ceiling."



RIGHT: Looking up at ceiling of attached fireproof garage shown at top of page. The garage roof construction was made simple by the use of precast concrete tile laid on Lith-I-Bar joists. An ordinary built-up roof was used over these precast tile.



USE of glass block in curved wall adds note of interest to kitchen and living room, as well as increased light.

Yes, These Are Du

ON the north side of Indianapolis, Ind., Alden Meranda, architect, and Arthur Boynham, contractor, collaborated to produce for the Northview Realty Co. a group of duplex homes that are located on a triangular plot of ground just west of Meridian Street and the canal.

Outstanding among this group are the one-story duplexes illustrated on these two pages. Each of these buildings has a distinctively different exterior treatment as will be noted, and has been molded around a typical floor plan. The only variation to the plan is the arrangement of windows

ABOVE: Exterior view shows a modified Colonial treatment. To the right is a modern concept of the same building. Plan of both buildings is identical except for window fenestration on front which varies with design.



Impression given by these well designed buildings is that each is individually occupied



ABOVE: Vertical wall battens and full length blinds produce pleasing results. At the left is a view of the rear. Sloping terrain permits the use of garages in the basement by raising the floors in bedrooms and bathrooms.

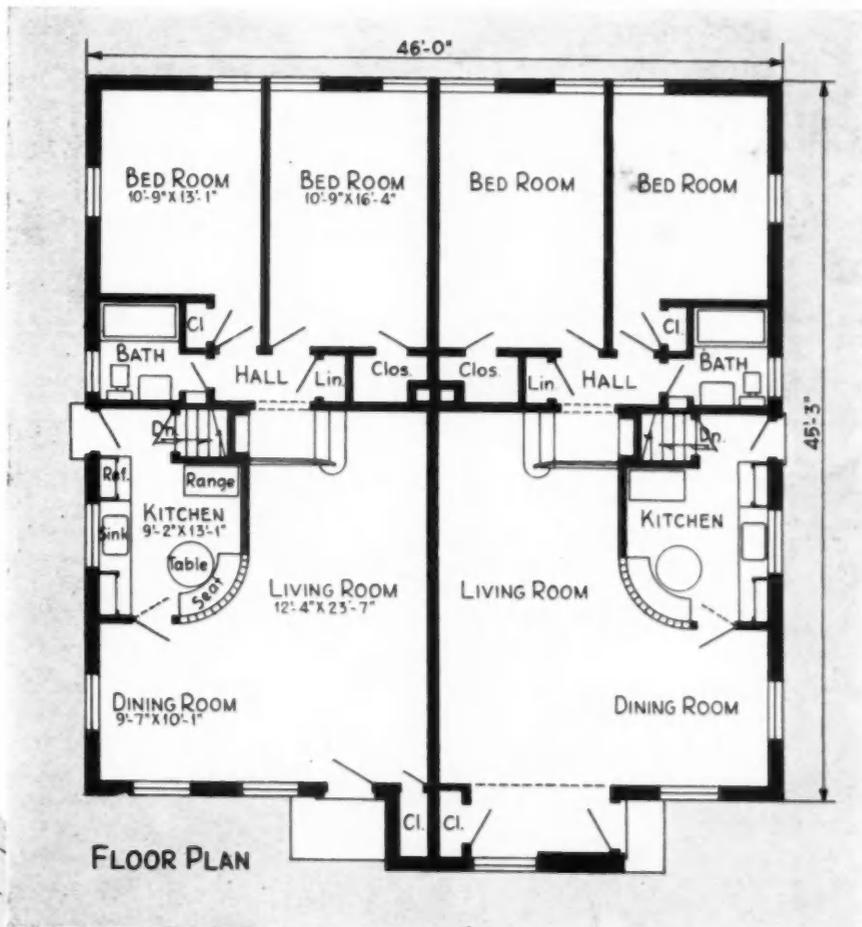
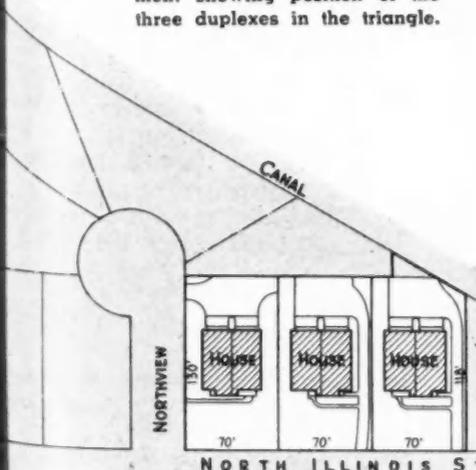
Duplex Homes — Three Exteriors, One Plan

on the front wall to conform to the changes in the exterior design.

In the design of these structures, the thought of the architect was to create a building that would eliminate all the earmarks of a standard and stereotyped duplex arrangement. How successful he was in this venture can be seen by the plan and exteriors.

Each individual dwelling unit is provided with a garage in basement with upward-acting doors, complete laundry equipment and automatic gas-fired heating unit. There is linoleum floor in kitchen and bath with structural glass wainscot in bathroom.

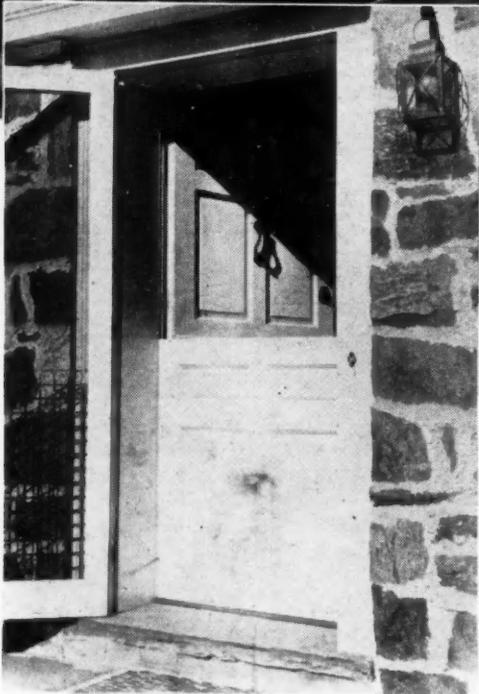
BELOW: Portion of plot plan of Northview Realty Co. development showing position of the three duplexes in the triangle.



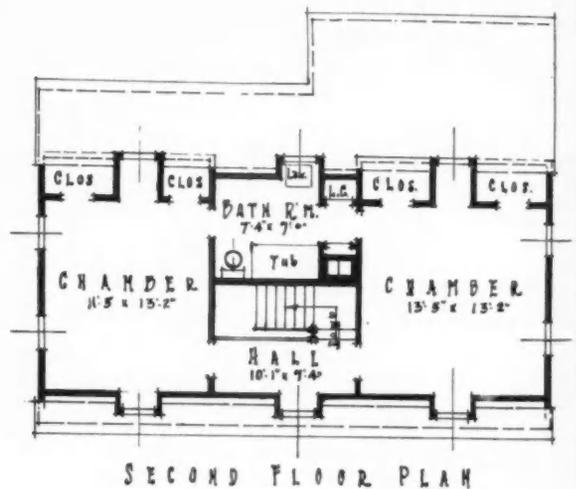
ABOVE: The floor plan applies to home shown at top of opposite page. The other buildings are alike except for fenestration.

Conservative Dutch Colonial Homes Are in Demand

**Carl E. Segerberg, archi-
tect of Middletown, Conn.,
designed these two hous-
es in a traditional style**



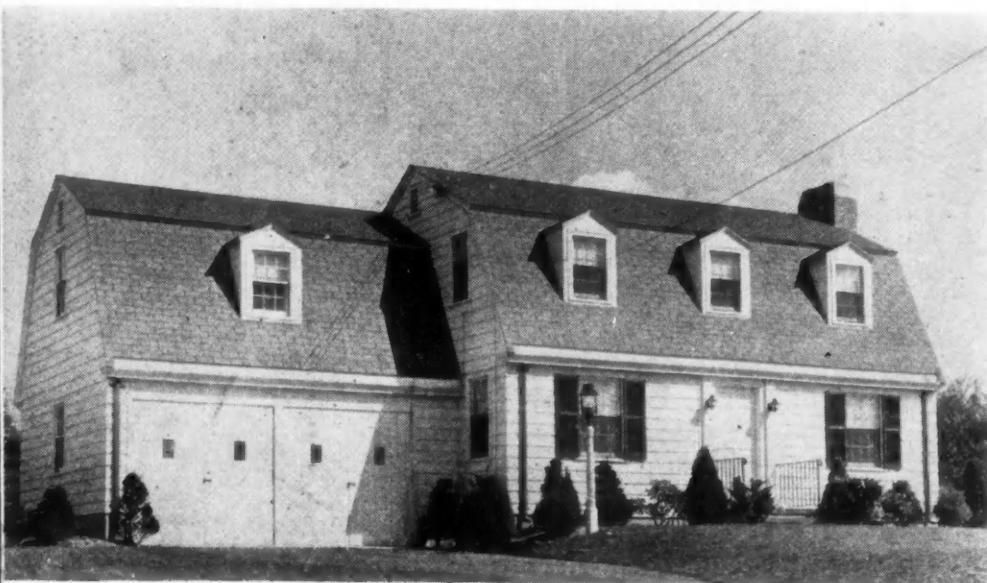
ABOVE: Built-in bookshelves, with cupboards below, give character to living room. To left: Dutch door is in keeping with exterior design of the house and makes an inviting entrance.



Planning for an Expanding Family

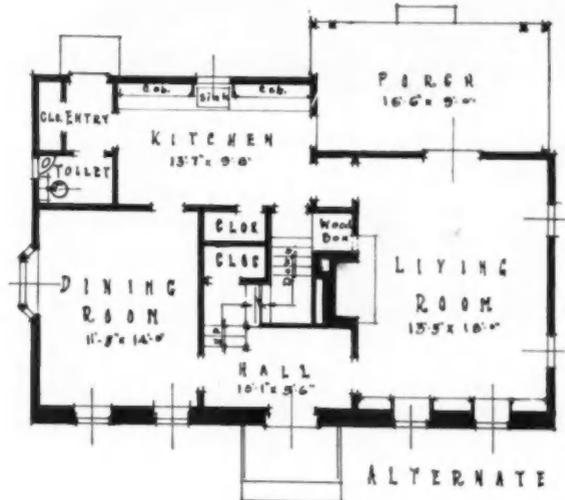
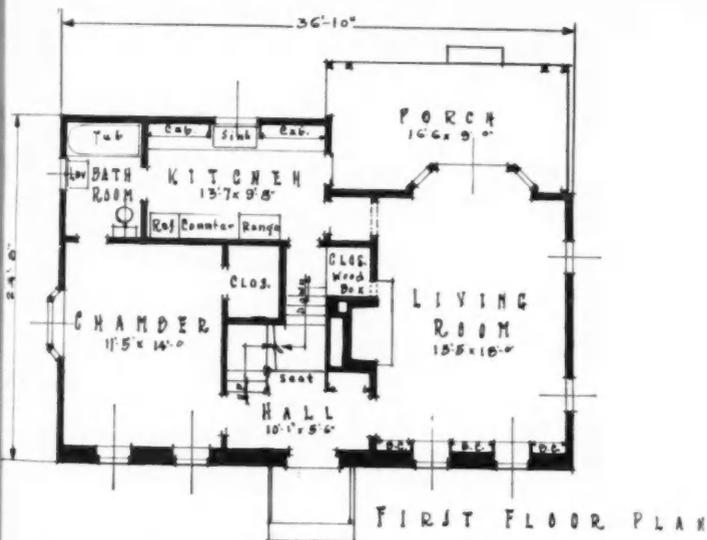
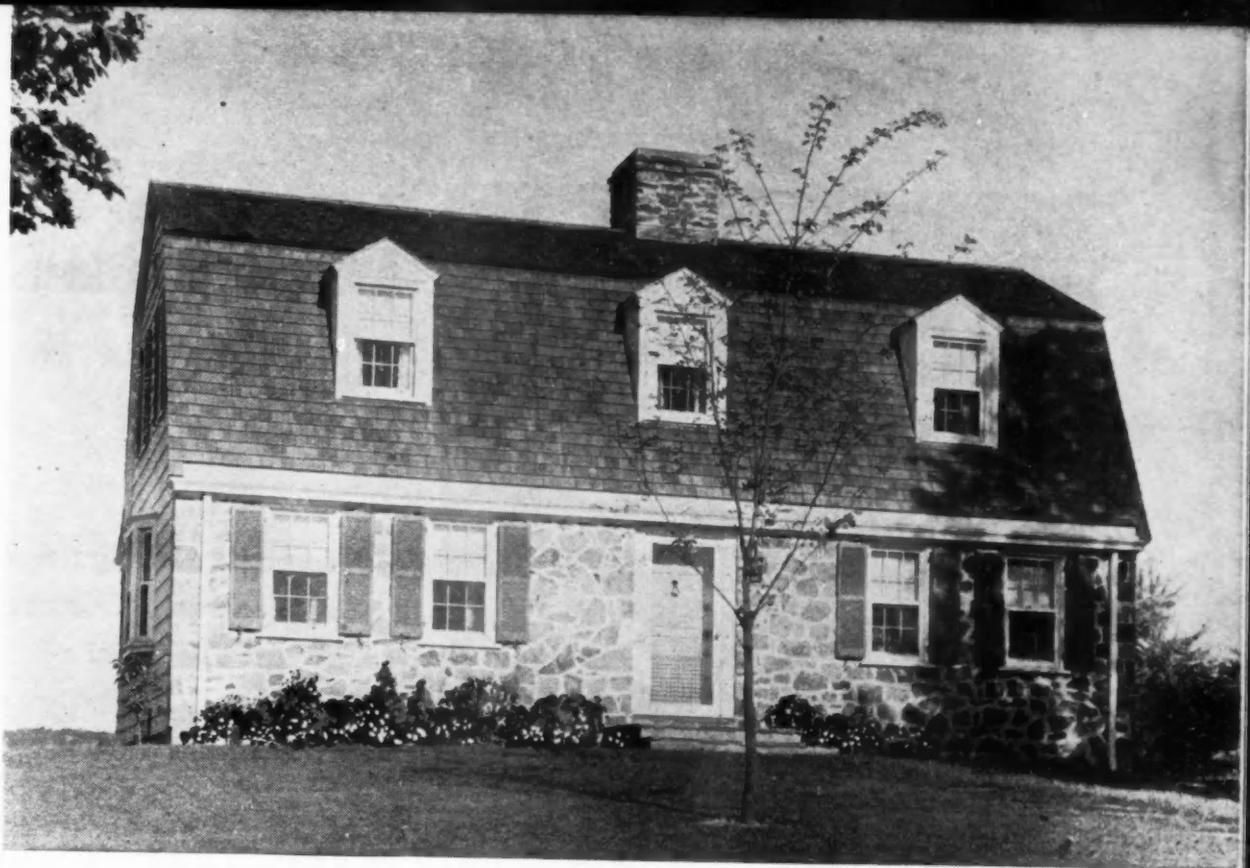
THE Dutch Colonial house to left, with plans opposite, is small in appearance but large in living area. It allows ample space, in its five rooms, for a small family. It will grow with the family, however, since provision has been made for an extra bedroom, with four closets, to be added over the garage when needed.

A FEATURE of this small house is its first floor center hall. All rooms open off this hall, and it is possible to reach the front door from the kitchen without passing through the dining room.



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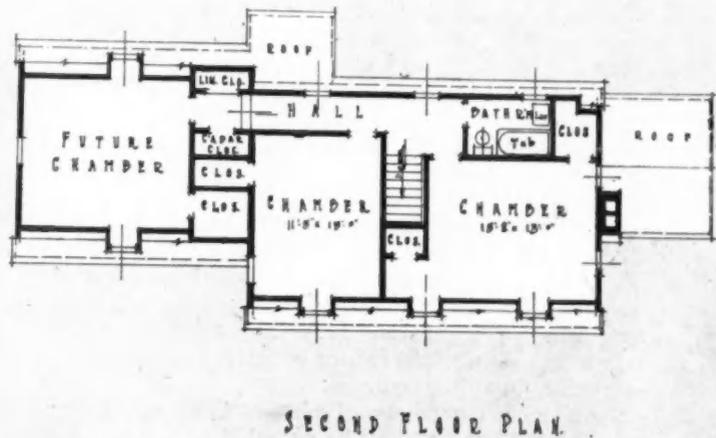
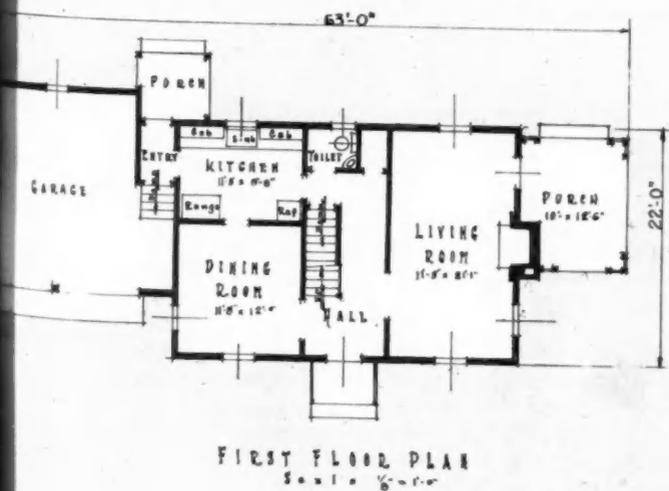
THIS Dutch Colonial of stone and siding, built in Connecticut, was designed for an owner who wished a first floor bedroom. The alternate plan at right shows how easily that bedroom might be converted into a dining room, with bathroom and closet space rearranged—all for more living space for an average-sized family.



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THE Wagner-Ellender-Taft Bill (Senate 1592) introduced on November 14, is the original Wagner-Ellender Bill (see *American Builder*, September and October, 1945), with added bait designed to lure the unwary to support a vast program of socialized housing which it proposes. The original bill (Senate 1342) was greeted with such storms of protest from builders, mortgagees, material dealers, manufacturers and other segments of the home building industry that the backers of the bill apparently thought it best to retreat and reinforce. The retreat over, they bring up their original forces, and some very substantial reinforcement in the form of Senator Taft of Ohio, whose political bed-fellows in this instance are strange.

It is interesting to note at this time that the long hearings held by Senator Taft's committee (a sub-committee on housing of the George Committee, set up to deal with the whole problem of postwar employment) generally were known to those on the inside to be merely show; since Senator Wagner, a member of that sub-committee, and chairman of the powerful Senate Committee on Banking and Currency, made it quite clear early in the Taft hearings that any legislation to be introduced would be proposed by himself. The public housing advocates, therefore, in government and out, had been most active in pressing their points before Wagner and others on the Banking and Currency Committee who were known to think as he did. They did, however, make the necessary devoirs to Senator Taft and his group—a practice that seems to have paid off now in the Ohio Senator's joining up with them. So much for the legislative jockeying that may so seriously affect America's future economy in housing, and eventually, in other spheres.

The new bill consists of eleven titles covering 110 pages, and if enacted will be called the "General Housing Act of 1945." Its aim is declared to be "... a decent home and a suitable living environment for

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A Review and Study of the

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Careful Analysis of Proposed Legislation Uncovers Many Concealed Measures That Could Lead to Chaotic Conditions in the Home Building Industry

every American family." The new bill, like the old one, implies in some places and states specifically in others that the building industry is incapable of meeting America's housing needs, and must be supplemented by federal subsidy and other forms of assistance. This in spite of the fact that even by the peculiar standards of the federal housing crowd, 72 per cent of the families in this country enjoy shelter that is not sub-standard.

Casting aside the hundreds of millions of dollars spent every year for research by industry, as unimportant, the bill provides for research by the federal government for the stated purpose of reducing housing costs. The fact that private research by individuals and companies has already produced the highest housing standards to be found anywhere in the world by stimulating intense competition within the industry itself is just disregarded. It takes the dismal and unwarranted view that the individual incomes of a very substantial portion of American families always will be so low as to preclude their hoping to enjoy the benefits of home ownership, and that houses must be brought down to the people instead of bringing income up to the houses. Like its predecessor, the new bill assumes as fact the falsity that the slums make the people instead of the people making the slums. One of the elements of the bill that makes it simply political balderdash is that it proposes to cure a complex social problem merely by supplying new home at less than cost. Finally, it relegates individual initiative and ambition to the scrap heap by implying that the mere fact of a man's existence entitles him, if not at his own expense, then at the expense of the government, to up-to-the-minute shelter.

Following is a digest of the eleven titles.

TITLE I—National Housing Agency

This appears as Title VIII in the original bill. It sets up the National Housing Agency as an all-powerful arm of the government, carefully designed to preserve its political and economic destiny and to influence, and if necessary, control all housing. Provision is made for large forces in Washington and in the field for research, market analysis and local planning, for cooperation with state and local authorities, including

mortgagor cannot make payments because of unemployment, economic conditions, or misfortune.

Provision is made for the refunding of the unearned portion of a current year's premium of a Title II or Title VI loan.

Provision is made for the extension of loans to veterans or dependents of veterans for the period they were in service.

No mortgage shall be eligible for insurance unless the principal contractor shall provide a warranty for the mortgagor and subsequent owners against structural and other defects for a period of one year.

A provision of the National Housing Act which had expired is restored, and requires the Federal Housing Administrator to participate in foreclosure costs up to 2 per cent of the unpaid principal of the mortgage, but not to exceed seventy-five dollars.

Section 211 of the National Housing Act is re-enacted in effect by provision for insurance of loans on rental properties up to \$250,000 without corporate ownership or regulation.

Section 207 of the National Housing Act is amended by increasing the limit of a mortgage eligible for insurance under the section from five million to 50 million dollars if the mortgagor is a state or federal instrumentality, a municipal corporation or a limited dividend group under state or federal housing laws. The section is substantially liberalized, and broadens the basis of appraisal of Section 207 mortgages. It adopts the method used in Title VI, although the present provision of Section 207 in regard to appraisals was written into the Act at the insistence of Congress. The United States Savings and Loan League seriously doubts the soundness of the new provision.

TITLE IV—Privately Financed Housing for Families of Low Income

This is a new title, and appears to be another definite bid for support by the building and banking fraternity that expressed strong disapproval of the original bill. It permits insurance of 95 per cent mortgages for amounts up to five thousand dollars, increases the term to 32 years, and fixes maximum interest rate at four per cent. It also provides for firm commitments to builders for 85 per cent. In case of foreclosure of one of these 95 per cent mortgages the mortgagee gets everything due him under the mortgage, including all foreclosure and other expenses less one-half of one per cent. Thus, the lending institution cannot lose more than one-half of one per cent of the amount due, plus foreclosure.

Stating that "there is a need for new dwellings for families of lower income at rentals comparable to the rentals proposed to be charged for the dwellings in such project which without the insurance provided hereby cannot adequately be met by privately financed new dwellings," provision is made for apartment house and rental project insurance up to 90 per cent of the value. This masterpiece of ambiguity is the basis on which the government is to determine whether it will guarantee 80 per cent or 90 per cent loans. It provides also for insurance up to 95 per cent of apartment house or project mortgages of "non-profit mutual ownership housing corporations." These projects, which may include commercial and community facilities, can be made for 40 years at interest rates not to exceed 3½ per cent per annum.

The title also authorizes the Federal National Mortgage Association to make the above mentioned mutual ownership and rental housing project mortgages. While the title refers to privately financed housing it makes no provision for it except under tight government regu-

lation, and provides a new type of four per cent apartment house mortgage, and a new type of 3½ per cent mutual ownership project mortgage. It also expressly provides for the government to furnish the money when necessary through the Federal National Mortgage Association, which is to be controlled by the National Housing Agency.

TITLE V—Direct Private Investment in Housing for Families of Moderate Income

This appears as Title IV in the old bill, and is the so-called yield insurance premium. There is little difference in the two, except that in the new bill the insurance does not expire until the investment is reduced to 10 per cent, whereas in the old bill insurance expired when the investment was reduced to 15 per cent. This just gives away a little more. Another give-away provision provides that the insurance premium shall be waived in any year in which the premium is not earned.

Provision is made for an amendment to the National Housing Act in the form of a new Title VII authorizing FHA to insure yield upon direct investment in housing. The guaranteed return is 2¾ per cent, but the premium is one-half of one per cent, making the guaranteed net yield 2¼ per cent. One billion dollars of such insurance is authorized. It is difficult to understand how private institutions could make such an investment and assume management responsibility for a guaranteed return of 2¼ per cent when government bonds yielding 2½ per cent can be bought.

TITLE VI—Land Assembly for Participation by Private Enterprise in Development or Redevelopment Programs

This is Title III of the old bill. This is another lure at which, apparently, it is hoped the private building industry will bite. While purporting to be an aid to private enterprise in the matter of land development and slum clearance, it ties anyone who wants to avail himself of the alleged aid into a knot of government control. Actually, it is a complex scheme to be administered by the National Housing Administrator to clear slums and make land available for redevelopment. The Administrator is authorized to issue government guaranteed debentures not to exceed \$500,000,000, and to make temporary loans up to the full cost of the project, and 45-year loans to local public housing agencies for redevelopment of such projects.

It also authorizes contribution of four million dollars per annum, which may be increased to a like amount the second, third, fourth and fifth years, making a commitment up to \$900,000,000, none of which is ever repaid. The scheme is very carefully designed to make the cleared land available for public housing. In order for private enterprise to participate, local determination of need is called for in the way of approval of the redevelopment plan; the plan must conform to the local plan of redevelopment as a whole; building must be begun "within a reasonable time"; preference must be given displaced families in the project area; a feasible method must be provided for temporary relocation of families ousted by reason of the redevelopment project; and permanent quarters must be found for such families as are ousted and cannot be re-housed in the development project.

This section of the act is the only one that refers to labor, and requires that on such projects as are authorized, the prevailing wage rate in the locality must be paid.

TITLE VII—Aid to Localities for Low Rent Housing

This is Title V of the old bill. It is an elaborate amendment of the United States Housing Act of 1937, giving

(Continued to page 136)



ARTHUR W. BINNS

Property Owners' Organization Invites Membership

The National Real Estate Foundation is organized to maintain the right of citizens to contribute to their own economic security by investing their savings in property and to see that these investments are secure

THE National Real Estate Foundation, recently organized, and now in process of full development, is an educational institution designed to foster, maintain and protect the private ownership of homes, farms and other real property. To accomplish this purpose, the Foundation is undertaking to assist in the investigation of real estate taxation, trends toward socialization of real estate ownership, and all of the financial and other problems that have to do with the security of property ownership.

Realizing that the fundamental of all physical wealth is land, that man has struggled for centuries for the right to own property, and that the basic factor in national economic strength is the right of the individual to acquire, own and use property, the founders believe that without an organization of the property owners themselves to plead their own case, no program of education can be completely successful.

The Foundation will have 300 trustees, selected from the nation as a whole, and by democratic methods. The active control of its affairs will be in the hands of a small executive committee of seven members, selected by the trustees, and consisting of men and women devoted to the ideals of home and farm ownership.

Arthur W. Binns, Philadelphia, Pa., is president of the Foundation, and acted as temporary chairman of the organization committee.

In a statement recently issued, Mr. Binns said, "We believe there is no such thing as taking a man's property without also taking all his rights. The great battle against the socialization of real property is just beginning. Great public housing programs, increasing controls over rents and uses of property by federal government, more rigid controls over farms and farm production, and regulation of the income of commercial property are now in being, are embodied in proposals before the Congress. Various powerful groups and blocs are being created in advocacy of such measures.

"There are twenty-five million owners of homes, farms and small properties in the United States, and the National Real Estate Foundation expects to attract at least one million, and hopes to get nearer five million of these owners gathered to its standards.

"In studying the possibilities of obtaining at least one million members immediately, we find that there are two approaches open for quick results:

"1. There are in existence now, organized at local but not national levels, property owners and tax-paying groups totaling well over one million members, who have said that they are ready and willing to come in as individual members at one dollar a year.

"2. The real estate boards, home builder groups, mortgage bankers, building and loan people, and building supply organizations have stated their willingness to work and to obtain members out of their individual groups and associations.

"It is one of the primary objectives of the Foundation to supply the machinery through which a nationwide small property owners' association can be set up, so that these owners will have a medium through which they can consult and take common action. The first step, however, is to assist with fact finding, research and organization facilities the small property owners' organizations covering the nation.

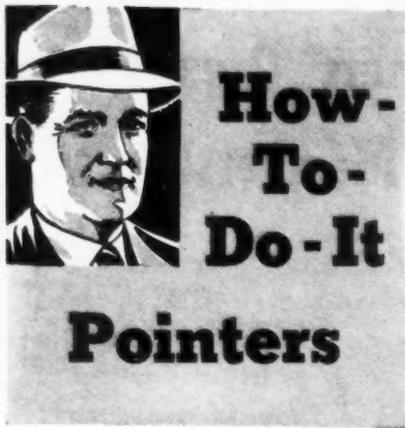
"To do this, a capital fund of two million dollars is to be raised at once. The fund is pro-rated among the various states, and the trustees will be organized vertically by states, with a state chairman, a state finance committee, and a state speakers committee. These vertical organizations by states will be crossed by the professional staff, who will service the Foundation, set it up, and maintain it thereafter. The products of economic research, in the form of clear and simple literature, prepared by professionals, will be released monthly or semi-monthly to every member of the Foundation.

"The Foundation is incorporated under the laws of the District of Columbia, and it welcomes the support of those who believe in the ideal of home and farm ownership, and the right to own property."

Among the objectives of the Foundation are:

To conduct, endow and assist the investigation of real estate taxation; improved methods for real estate financing; methods and practices in the control and regulation of real property ownership and management; trends toward socialization of real estate ownership; the periodic, cyclical and other factors involved in the appreciation and depreciation of real estate values.

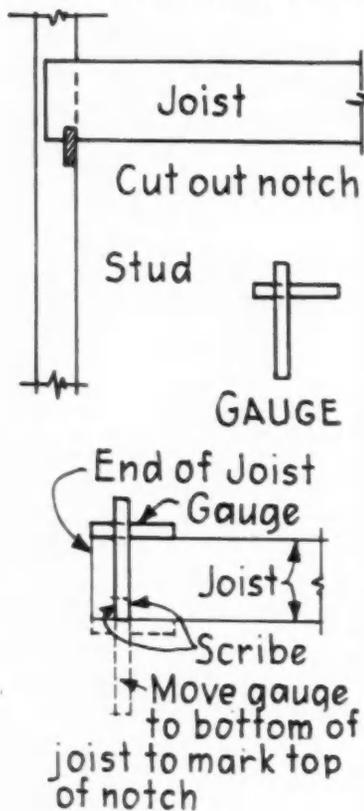
To sponsor, encourage and finance increased ownership of homes, farms and other real property, and to cooperate with local governments in the solution of fiscal and other problems to make individual property ownership more attractive.



How to Scribe Joist With Handy Tool

W. E. Huggett of Columbia, Mo., offers this time saver:

He makes a simple cross from straight pieces of soft wood material. This cross is placed against the side of the joist with bottom of cross arm resting on top of joist, end of cross arm to be placed flush with end of joist.

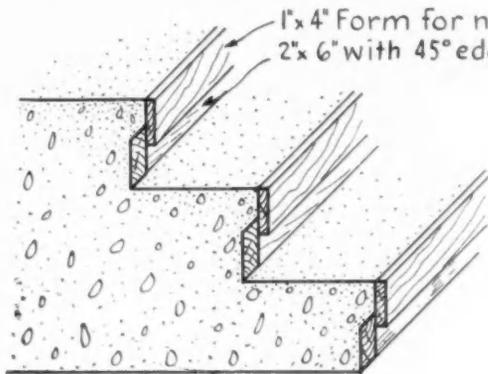


Position of vertical arm in relation to cross arm, plus the thickness of vertical arm, determine the points on joist to be scribed for ribbon. To determine the third scribing point which will be the depth of notch, place top face of cross arm against bottom face of joist, and where top of vertical arm contacts face of joist make mark for scribing.

How to Make Nosing on Concrete Steps

Bernard Dussia of Trenton, Mich., takes exception to the detail of concrete steps and platform set forth under the How-To-Do-It Pointers of the November issue and says that job has not been finished because nosing has not been provided.

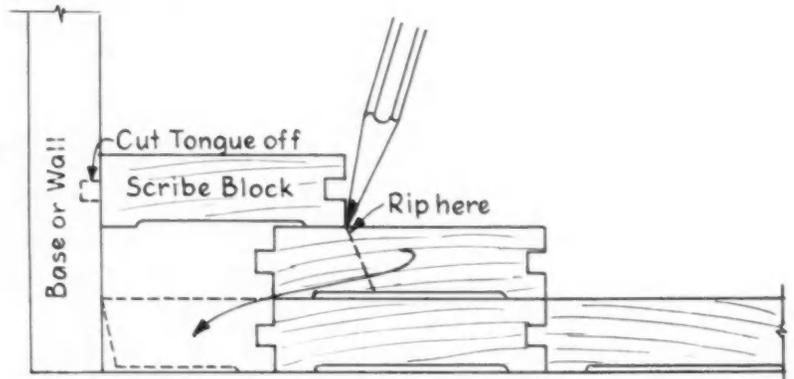
The drawing to the left embodies his ideas on how to correct this defect. Use a 2 x 6" and a 1 x 4" piece for the riser. Nail 1 x 4 to the 2 x 6 at the desired height. Rip 2 x 6 at 45 degree angle to form nosing. Bottom edge of 2 x 6 should be cut at 45 degrees to properly finish edge of tread.



How to Scribe Flooring

Ira Vanderzee of Hawthorne, N. J., in presenting this idea says: "This is a simple method of scribing the last piece of flooring against wall."

"Tack the last piece on top of preceding course, cut the tongue from a piece of scrap flooring, and scribe the top piece its entire length in manner shown in drawing."

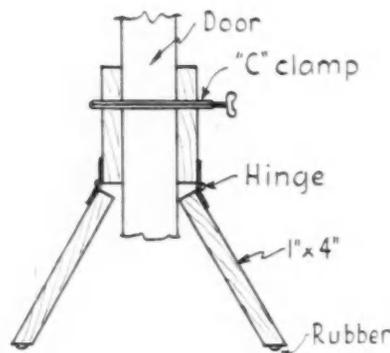


How to Make a Jack to Hold Door

M. K. Fitzsimmons of LaPorte, Ind., submits a suggestion for a jack to hold door while mortising for the lock and boring for the knob shanks.

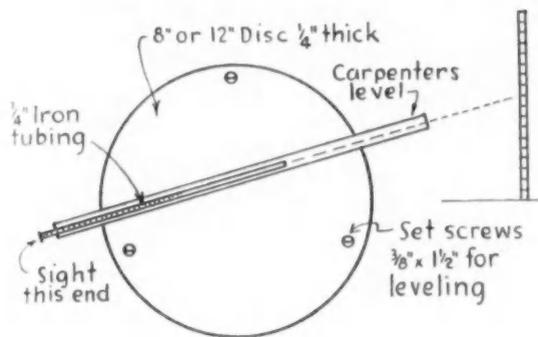
The jack is made of 1 x 4 inch material about 3 feet long. Hinge each piece about 4 inches from one end as shown in the sketch. The opposite or bottom end is cut on a 45 degree angle and has a rubber closet bumper nailed to bottom to keep it from slipping.

Clamp the two jacks to the edge of the door with a 4 inch C clamp and tighten the legs of jack by drawing them towards the door.



How to Make a Substitute Level Transit

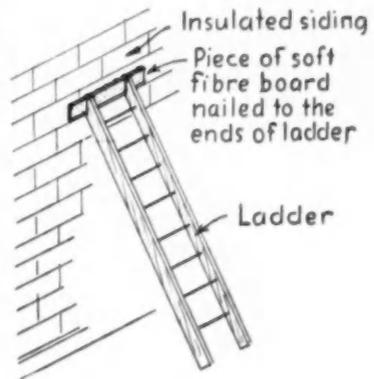
William Bell of Franklinville, N. J., offers the following suggestion and comment. The substitute level transit is a very simple arrangement but very accurate. It is made from a flat disc with three holes tapped for $\frac{3}{8}$ inch screws $1\frac{1}{2}$ inches long. Disc can be placed on a box or something similar and leveled in all directions with screws.



Place a carpenter's level with a length of $\frac{1}{4}$ in. diameter iron tubing taped to level in order to sight through. The level can then be swung to any angle desired to cover all corners of foundations or footings.

How to Protect Siding While Working

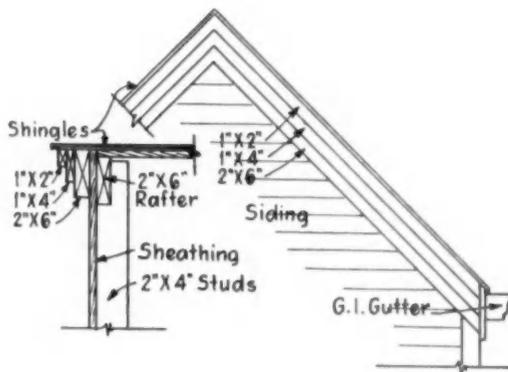
E. I. Sanford of Kennerdell, Pa., in submitting this idea makes the following comment: "I have noticed that the sidewalls of many buildings that have been resur-



facd with various types of composition siding have their surfaces marred by ladder marks. This can be avoided by applying a small piece of the siding or a piece of soft fibre board to top of ladder as shown in drawing."

How to Make Simple Gable End

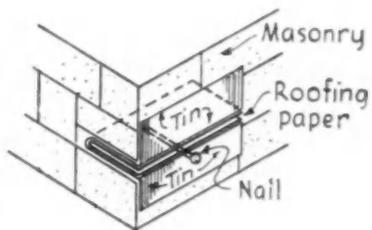
Ben R. Burke of Antioch, Ill., simplifies the finishing of the gable end by providing flat boards of varying thicknesses, as indicated in the drawings, in place of the normal crown mould.



This method can be used in new as well as remodeling and repair work.

How to Make Plug For Nailing Door Jambs

M. K. Fitzsimmons of LaPorte, Ind., in submitting this suggestion, states as follows: "I have been using a nailing plug made of composition roofing placed between a

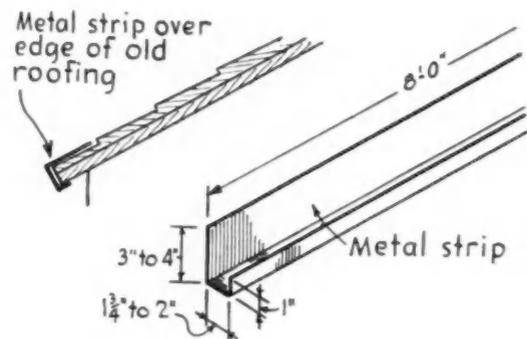


piece of scrap tin that is doubled over.

"This plug is laid in the mortar between the masonry units that make up the wall. It is easy to make and does not work loose like the usual 2 x 4 nailing blocks do. It will also hold the nails rigid so they cannot work loose."

How to Apply Facing Strip When Covering Wood Shingles

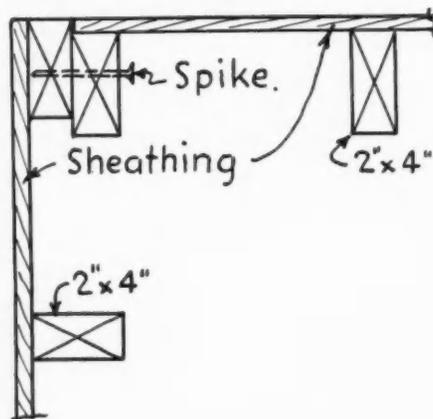
Thomas I. Dymnt of Toronto, Canada, who submits this idea, quotes as follows: "When preparing an old worn out wood shingle roof for the



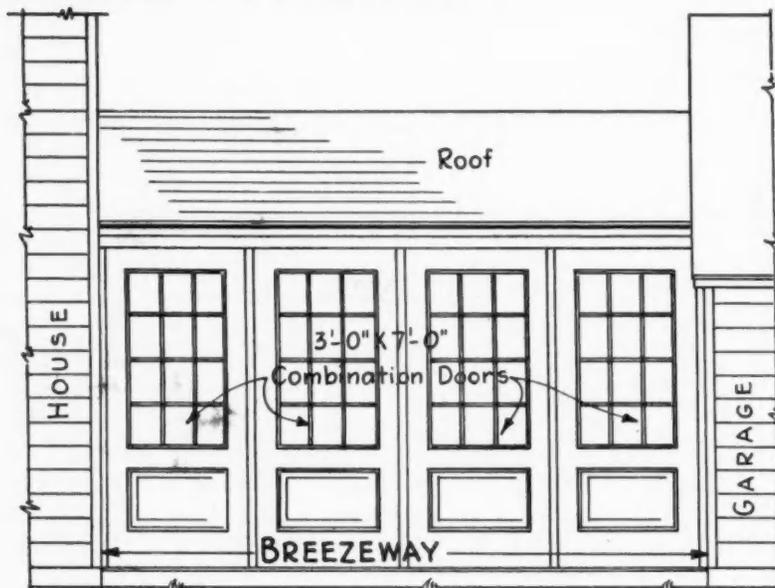
preparation of asphalt strip or roll roofing, it has been found advantageous to apply a metal strip, shaped as indicated in the drawing to the left, along the eaves and gable ends. This will prevent old wood shingles from working loose and will also improve the appearance of the roof."

How to Make Corner for Concrete Forms

From M. K. Fitzsimmons of LaPorte, Ind., comes the following suggestion for making a corner for concrete forms easily removed. A 2 x 4 is spiked to the outside of sheathing. The sheathing is butted on one side to the 2 x 4 and brought out flush on the other side by removing spikes which have been left part way out. One section of the form can be removed, leaving the other free.



How to Build Breezeway Enclosure



Sam E. Blume of Peoria, Ill., shows how to design a new porch or breezeway with the thought in mind of providing economical enclosures for both summer and winter.

Build porch so that minimum of 7 feet is maintained from floor to under side of boxed-in cornice. Use square columns if necessary. Length and width of porch or breezeway should be in multiples of 2 feet 8 inches or 3 feet or a combination of these multiples.

Standard combination storm doors can then be placed in these openings and hooked together. It is a very simple job to change from summer to winter enclosure or vice versa by removing the inserts.

With a little care in the use of standard ready-made materials it is possible to have both summer and winter enclosures at the cost of one custom-built arrangement.

\$5 for an Idea

HAVE you a job pointer, a short cut or a method of solving some building problem? We are sure you have some time- and labor-saving kink you would like to pass along to the fellow members of your craft. Send us a rough draft of your idea. For any idea submitted which is found suitable for publication, *American Builder* will pay \$5. Address material to Managing Editor, *American Builder*, 105 W. Adams St., Chicago 3, Ill.

AMERICAN

Attic Provides for Needs of Growing Family

By R. J. Alexander

THE problem facing many families today is the need of providing space for that teen age youngster who is incessantly clamoring for a room of his own. This need can be met for many who have attic spaces devoted primarily to miscellaneous storage.

The details set forth on the opposite page indicate how this can be done.

It will be noted that all walls of the room are covered with knotty pine which extends up the sloping portion of wall to within 12" of ceiling line. Balance of slope and ceiling are then covered with an insulating board tile laid up in a manner to form an attractive pattern.

The built-in features such as bed, desk, bookshelves, drawers and cupboards would cause any boy to thrill with anticipation.

The bed, or bunk as it is usually called in a room of this type, can be secured permanently in the position indicated and faced on all exposed sides with the same finish as walls. It can also be made movable by providing corner posts with casters at floor line and supporting members above.

The built-in desk has ample knee space under counter with drawers on either side. Top of desk is covered with linoleum and finished with stainless steel edging around outside face.

The scroll cut-out of knotty pine around windows, in addition to forming a terminus for bookshelves, provides a very interesting feature for end wall treatment. There is space for a radiator under one window, the area under the adjoining window being used for storage. This area is made possible by extending window stool above, as shown on detail, where potted plants or other knickknacks may be placed.

Batten type doors are provided for all openings. These doors are built up of the same material as adjoining walls and are placed flush with walls. Finish hardware is of the type that will be as inconspicuous as possible.

A choice has been left in the matter of flooring, three different kinds being indicated on the floor plans. Any of them will be satisfactory; however, linoleum is to be preferred due to the ease of cleaning and also because of its contrasting color possibilities.

Rehabilitation of Will Help R



THIS was the condition of house at 2617 Vermont before the Detroit Real Estate Board launched its interesting home remodeling experiment.



AFTER the painters, carpenters and others went through the house, it looked like this.

Residence gets a face lifting. Judicious planning keeps costs down to a minimum

REHABILITATION of outmoded and dilapidated residential properties still structurally sound is a practical answer to the problem of providing decent housing, and re-establishing property values in older sections of the city without recourse to public subsidy.

Upon this premise Kenneth Draper, chairman of the Property Management Division of the Detroit Real Estate Board, undertook an experiment the results of which are evidenced in the remodeled house shown above. It selected the most rundown property it could find which had the structural soundness to warrant the contemplated improvements. Being vacant the past two years during the wartime housing stringency, and be-

ing subject to vandalism, the property, including the land, had been reduced to the point where it had a market value of only \$1,000.

The property was purchased for the above amount. Under the supervision of Smith Bisschop & Co., Detroit realtor firm, the rehabilitation was accomplished at an expenditure of \$2,500. The refurbished property is now estimated to have a market value of \$4,000.

The objectives of the realtors were to show how economically homes, structurally good but obsolescent or even uninhabitable, may be modernized and given a new life of from 20 to 30 years, and present a financial profit to the owner in so doing. Collateral advantages in living comfort and neighborhood improvement also are indicated.

This fifty-year-old frame dwelling, located at 2617 Vermont, Detroit, Mich., lacked modern conveniences and was in a state of bad repair. In fact, it had been condemned by the city because of lack of toilet facilities.

It was lighted by gas only and heated by stove, windows were broken, plaster hanging in shreds, and exterior siding and trim were in wretched condition.

The house contains a good sized living room, kitchen with dining facilities, two bedrooms with closets, and bath. The attic lends itself to a future studio or auxiliary bedroom. There is no basement.

Painted white after replacement of all rotted and defective siding and trim, with the foundation painted in a contrasting color, and with lot graded and shrubbery planted, it compels attention.

There are new porches and roof. All so-called gingerbread has been removed from the exterior. Carpets and linoleum cover the worn pine floors. Walls have been replastered and attractively decorated throughout, and all windows are provided with Venetian blinds. A modern bathroom with the latest postwar model fixtures has been installed. A floor model type of automatic gas heater is installed

Renovation of Old Homes in Blighted Areas Help Relieve Housing Shortages



ABOVE: Before remodeling. Right, same room after renovating.

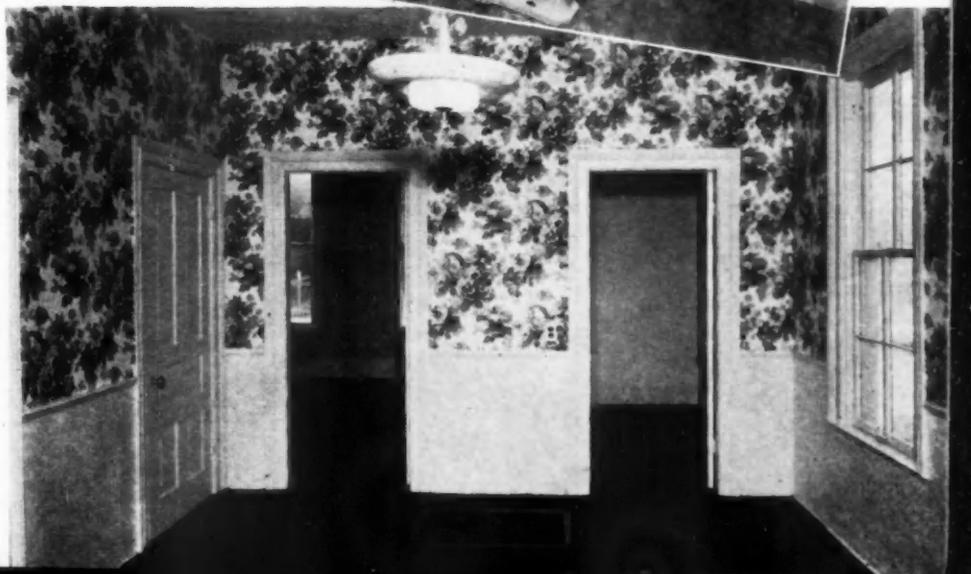
below floor of living room. Electric lighting fixtures are modern and include the fluorescent type in the kitchen. The kitchen has an up-to-date gas stove, electric refrigerator, cabinet sink and adequate cupboards. Outside toilet was razed, rear storage shed was repaired and painted, rear fence was rebuilt and painted and rear yard re-seeded.

RIGHT: Sparkling, spotless appearance with modern fixtures is the order of the day in bathroom.



The fact that the house was condemned by the city because of lack of toilet facilities made it necessary to dig trenches and make pipe connections from house to sewer in alley. This is an expense that would not necessarily occur in the average dwelling where an attempt of this kind is contemplated. Not absolutely necessary but done to show the advantages was the installation of carpets, linoleum and Venetian blinds.

RIGHT: Paint, new wallpaper, fixtures and carpet did the trick. In making living room over completely, old dado mould was retained, old wainscot removed, entire wainscot repaired and painted contrasting color.





ARCHITECT Whitney R. Smith's office as viewed from Patio at night through floor-to-ceiling windows.

Maynard L. Parker

Pasadena Architect Cultivates Theatre Crowds

Photographs below by Lloyd of Pasadena



Office of Whitney R. Smith, A.I.A., fronts on Playhouse Patio, and displays current examples of his modern work

TAKING architectural service to the public and at the same time dramatizing his specialty, the very modern in architecture, Whitney R. Smith, a leader among the younger school of Southern California architects, has broken with conservative tradition and is inviting contact with all who are house-planning minded. He believes in the open-door policy for architects and their service to the home building public.

Mr. Smith's prominently located display-window office in Pasadena has proved to be an object lesson in the pulling power of vigorous modern design to attract the attention of those interested in homes or commercial buildings.



ABOVE, left, is view of Architect Smith's office, looking toward the patio, and, to right, Mr. Smith at his desk. To left is seen the interior of his office, showing how the furniture and office equipment carry out the strictly modern effect created by vertical and horizontal lines.

President Names Wilson Wyatt Housing Expediter

**Snyder report on nation's
No. 1 problem gets action**



JOHN W. SNYDER



WILSON WYATT

AMERICAN BUILDER believes that its readers will be interested in the Report on Housing made to the President on Dec. 8 by John W. Snyder, director of War Mobilization and Reconversion. Four days later President Truman appointed Wilson Wyatt, former Mayor of Louisville, as Housing Expediter. Mr. Snyder's memorandum follows:

"The housing shortage we have today has been building up over a period of years. The country entered the war with a housing deficit. During the war, because we needed all available materials and manpower to supply our fighting men, we were able to build only for workers who migrated to war plants. At the same time, marriages increased at far more than the normal rate. With the return of millions of veterans, and the additional marriages which will follow, we are now feeling the full force of this shortage.

"Nothing less than several years of peak production will really solve the housing problem. It will take some time to get the construction industry into full operation and we will do well if more than 500 thousand housing units are built in 1946. The government is applying its powers to the stimulation of housing production and to meeting the emergency situations of the months ahead. But the Federal government cannot solve the problem alone. States and local communities must also stimulate production and help the returning veterans find homes for their families or, if necessary, find emergency shelter.

"The best efforts of the construction industry also are needed and it is the definite responsibility of the industry—management and labor—to cooperate in every way possible to increase the production of reasonably priced homes.

"The administration is using all its powers to stimulate production of materials and housing. The Office of War Mobilization and Reconversion has taken energetic action under its six-point program. The six objectives of that program are:

- (1) To increase the supply of building materials;
- (2) To strengthen inventory controls to prevent hoarding;
- (3) To strengthen price controls over building materials;
- (4) To discourage unsound lending practice and speculation;
- (5) To enlist industry support in increasing production and fighting inflation;
- (6) To provide information and advisory service on home values to the public.

"The first of a series of meetings with industry and community groups under the six-point program of the OWMR will be held in Washington Dec. 17 and 18. Representatives of labor and management organizations have been invited to the first meeting, and will discuss with the Administration methods of stimulating home construction at reasonable prices. Further meetings of representatives of home-financing institutions, and of public interest and consumer groups, are also on the list.

"In addition to the foregoing program which was laid down three months ago, the following three additional steps are being undertaken or recommended at this time.

1. The first step is a program for speeding up release of surplus housing units and building materials, held

by the government. It is ready to operate.

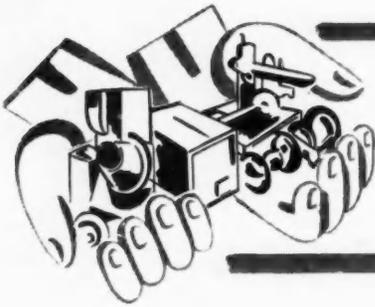
2. The second step is a regulation which is now being prepared and which should be released before the middle of the month, establishing priorities on building materials.

3. The third step relates to ceiling prices on old and new housing. Sharp increases in the price of housing already have occurred. The threat of inflation in this field is the most menacing in our economy, and we are using all the powers granted the administration to combat it.

"The foregoing program is not an easy one. It involves many industries, many agencies of the government and countless communities; and it must be modified from time to time to meet changed conditions. I strongly urge that a housing expediter be appointed who shall have responsibility for coordinating and expediting the housing program, and for recommending new steps that may be needed to meet new problems.

"All the steps I have outlined are designed to cope with the current emergency. Solution of the long-range problem of providing the people with an adequate supply of moderately priced housing is being studied by the Congress and I am looking forward to action through legislation.

"We are making progress in our efforts to cope with the housing problem, but it is a difficult one requiring full cooperation of communities, local and Federal governments and of all sections of the industry. As I said earlier nothing less than several years of peak production will really solve the housing problem."

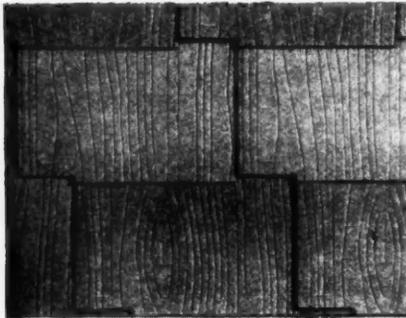


NEW PRODUCTS

Offered by Manufacturers

NEW SHINGLE ANNOUNCED AB1601

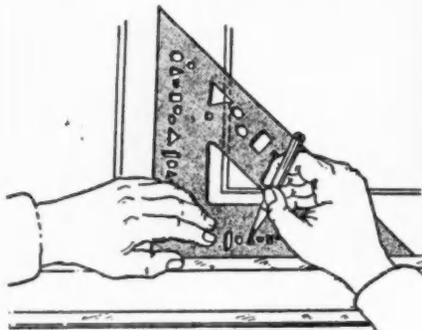
The Ford Roofing Products Co. has recently introduced a new version of its popular Colonial Thatch Shingle. This new shingle, known as Textured Colonial Thatch, is distinctive



because of the wood grain embossed surface which adds to the natural beauty of the shadow lines of the Colonial thatch type of shingle.

LETTERING DEVICE AB1606

This ingenious little device enables anyone to do good lettering on blueprints, designs, etc. The manufacturer, Letterite Co., claims it will prove the most useful article in the drafting kit next to the scale and the



horizontal straightedge. It consists of five graduated sets of 7 apertures cut into a standard 8-inch, 45-degree drafting triangle producing a wide variety of upper and lower case letters and numbers, with punctuation marks and symbols.

SEWER PIPES EASILY CLEANED AB1607

New improvement by J. A. Zurn Mfg. Co. provides ready access to drainage lines because the cover never freezes to the body. The cover is screwed into position and then lead calk is poured around it.

MASONRY WATERPROOF PAINT AB1608

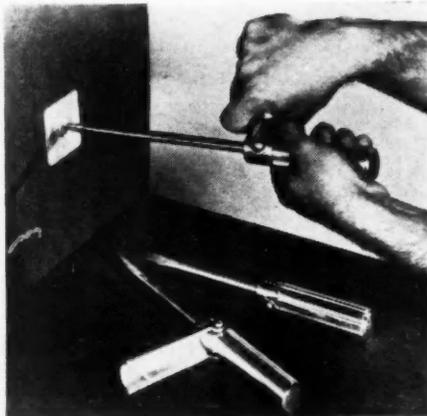
Guaranteed to permanently waterproof cement cellars, cinder and concrete walls and floors, brick, tile, stucco, every type of masonry, this new product, manufactured by Kay-Tite Co., is applied as easily as paint. It is intended to be used on masonry surfaces only, inside or outside, below or above grade.

LIGHTWEIGHT GENERATORS AB1604

Production of two new gasoline engine-driven generators has been announced by the Homelite Corp. Designed as a portable power source for electric tools, floodlights, radio, amplifying or motion picture equipment, these units can be moved quickly to any location or job.

TRIPLE PURPOSE SCREWDRIVER AB1605

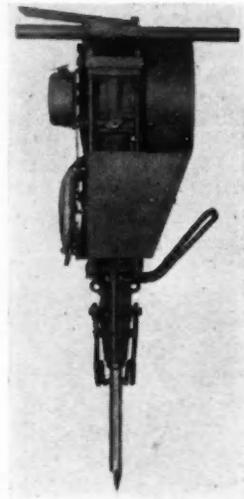
A handy new tool has been announced by Swallow Airplane Co. This is a new triple-purpose screwdriver tool with a power-arm arrangement that gives extra power which unlocks



rusted screws an ordinary screwdriver cannot budge. In reverse, it makes possible the last quarter-turn pressure needed to tighten screws and make them stay put.

NEW GAS HAMMERS AB1603

The Syntron Co. has announced a new style, completely self-contained, gasoline hammer paving breaker type of demolition tool. This hammer is comparable in power to the larger-sized compressed air paving breakers,



weighs 96 pounds, is arranged for easy operation by one man and usesmoil points, narrow chisels, gads, wide chisels, frost wedges, clay spades, backfill tamping tools, asphalt cutters, sheathing drivers or ground rod driving tools, all with 1 1/8" x 6" shanks.

HACK SAW BLADE HOLDER AB1602

Designed to cut down the discard of broken lengths of hack saw blades, the super blade holder distributed by A. D. McBurney also accommodates



thin flat file sections. It is a single unit tool composed of a tubular handle with an extended positive grip nose for securing the working point of the blade or file.

CHECK NUMBERS AND MAIL COUPON FOR INFORMATION

American Builder, 105 W. Adams St., Chicago 3, Ill.

NAME..... ADDRESS.....

CITY..... STATE.....

AB1601
AB1605

AB1602
AB1606

AB1603
AB1607

AB1604
AB1608

IT'S A Ro-Way *all the way!*

If you were to visit our Galesburg Plant, you would see how these finer Ro-Way Overhead Type Doors grow like magic out of great piles of high grade lumber and stocks of selected steels. You would see here a modern plant equipped with special machines developed for the exclusive purpose of building Ro-Way Doors better at lower cost.

You would see woodworking machinery that accomplishes miracles in mill production.



You would see machines that roll and bend 2" and 3" track as easily as you bend a finger, and one of the most interesting sights you would see is those exclusive Ro-Way Spring Makers . . . the machines on which every Ro-Way Spring is produced so perfectly that it is Power-Metered to give just the right lift to the particular weight of each Ro-Way Door.

Just remember that Ro-Way Overhead Type Doors are *not* assembled from various sources. They get all of their exclusive features right here in our plant where everything from hinges and brackets to the finished door is "Ro-Way all the way."

We are now producing Ro-Way Overhead Type Doors for Industrial, Commercial, Residential, Agricultural and Government uses.

ALL OVER AMERICA

—you will find dependable sales and installation service available on Ro-Way Overhead Type Doors.

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

ROWE MANUFACTURING CO. 797 Holton Street, Galesburg, Ill., U.S.A.

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

**SIX STEPS OF PROTECTION
IN THE PUBLIC INTEREST**

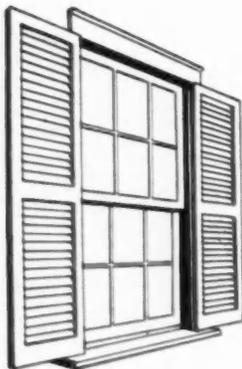
... (6th of a Series)



**Knowledge is
protection**

Because architects and builders take pride in quality construction . . . because homeowners want long-lasting value . . . the NDMA seal of approval on toxic preservative treated wood products has won widespread acceptance. Knowledge of that seal—and of the principles for which it stands—has resulted in an increased measure of public protection . . . in an increased understanding of wood's ability to keep pace with modern service requirements in such building products as windows, doors, screens and frames.

It is for this reason that the sixth step in the NDMA program consists of educational effort in the public interest . . . consistent effort which spreads knowledge of the scientific research, the careful testing symbolized by the NDMA seal of approval.



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



**Catalogs and
HOW-TO-DO-IT INFORMATION**

197—TRANSPARENT WATERPROOFING—for brick, stone and stucco walls is introduced in a new folder by Ranetite Mfg. Co. According to the manufacturer, this new formula makes it easier and more economical to seal your walls against driving rains and penetrating dampness. This material is for use over virgin surfaces only and not for application over paint or oil coatings.

198—METAL TRIMS—of all sizes and shapes are featured in a new catalog issued by B & T Metals Co. This colorful booklet illustrates all the trims manufactured by these people, including nosings, edgings, bindings, and wall-board trims. Also covered in the catalog are sink frames, stair treads and all accessories.

199—FLOOR FINISHING—system of The Reid-Way Corp. is explained in a folder showing the two machines used—the floor sander and finishing machine. The specifications of both machines are given as well as an explanation of the one moving part principle of sander construction.

200—ARCHITECTURAL METAL WORK—by Newman Bros., Inc., is shown in a new catalog, "Bronze by Newman," just issued. Photographs show honor rolls, memorial tablets, tributes and trophies, bronze emblems, and numerous other items. It also illustrates some of the ornamental metal work produced.

201—PRODUCTION MACHINE TOOLS—manufactured by The Delta Mfg. Co. are covered in a new catalog. All the tools manufactured are listed with specifications and accessories. Some of the items included are drill presses, motors, cut-off machines, grinders, band saws, jointers, shapers, lathes and others.

202—FIREBOX BOILERS—are illustrated in color and described in Kewanee Boiler Corp. catalog. Fully detailed tabulations and cut-away cuts are given for the high pressure boilers. The front cover portrays two-pass fire-box type boiler on loading platform. Descriptive copy concisely pertinent to the characteristics of Kewanee firebox types for high pressure appears on feature pages.

203—A COMPLETE WOODWORKING SHOP—in itself is the statement made by The Master Woodworker Mfg. Co. about the "Master." It is not just a saw rig, but the combination of twelve machines in one, performing practically every wood-working operation with speed and accuracy. This machine is thoroughly described with illustrations and specifications given in a new brochure recently issued. The machine is made in five sizes, electrically driven. All sizes are also adapted for gasoline-engine drive.

204—HEATING COMFORT—is offered in either oil-fired or gas-fired winter air conditioner by Kaustine Co. Inc. Catalog just released gives full information about this furnace.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department, (January, 1946)
American Builder,
105 W. Adams St., Chicago 3, Ill.

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

Numbers

Name

Street

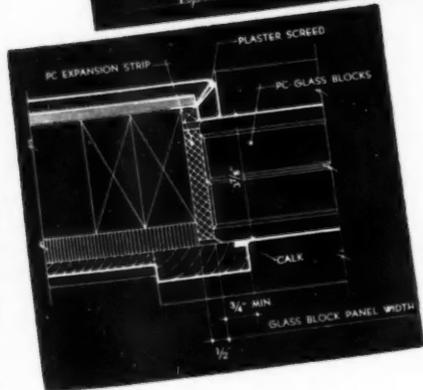
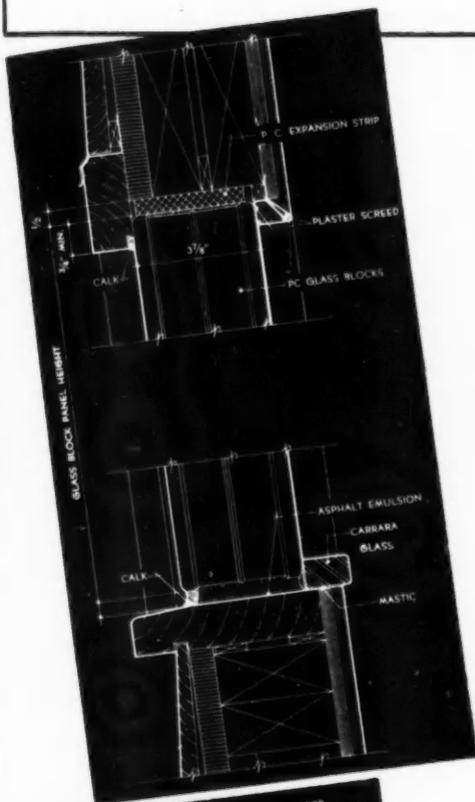
City..... State

OCCUPATION*

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

A little extra glass makes any house easier to sell!

A STAIRWELL OPENING glazed with PC Glass Blocks brings in lots of light for the stairs, preserves privacy, shuts off an unwanted view, perhaps, and adds to the beauty of the house. See details below for installation instructions.



ADDED SALES APPEAL at low cost—that's the practical effect of installing a little extra glass. Glass dresses up a house, makes it look both luxurious and serviceable. Every nickel you spend for glass shows. A little extra glass means a lot of extra charm.

There are many places in which you can use glass effectively, even in the lowest-cost homes. A full-length door mirror, built-in mantel or wall mirrors, a few glass blocks around the front door, or a panel of Carrara Structural

Glass behind the stove in the kitchen — each of these installations adds beauty and serviceability to a house. That means added charm and greater desirability in the eye of a prospective purchaser.

Send the coupon today for our free booklet which shows the many ways in which glass can be used inexpensively to make houses easier to sell. It contains many details like those illustrated here which show you exactly how each installation is made.

Pittsburgh Plate Glass Company
2051-6 Grant Building, Pittsburgh 19, Pa.

Please send me, without obligation, your new book on the use of glass in the home.

Name.....

Address.....

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



"PITTSBURGH" stands for Quality Glass and Paint

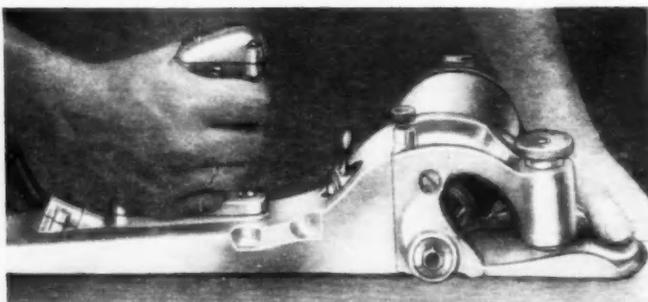
PITTSBURGH PLATE GLASS COMPANY



BETTER AND FASTER WORK with the STANLEY-CARTER POWER PLANE

See the chips fly from that piece of lumber. The one-piece spiral cutter, turning at 18,000 R.P.M., removes material fast, from tough woods, with or against the grain. The workman furnishes the skill—the powerful 1 H.P. motor of the Carter J5 does the drudge work, getting heavy work done better, faster, cheaper.

Try one of these work-saving planes on a job. It planes surfaces up to 2½" wide, without waves or cutter marks on paper-thin cuts. It can save its full cost on one job requiring a lot of hogging cuts. Write for information about the J5 or other Stanley-Carter Power Planes. Stanley Electric Tools, Stanley-Carter Sales Division, New Britain, Connecticut.



CARTER J5 PLANE — 1 H.P., 18,000 R.P.M., Universal type motor operates on either DC or AC, 60 cycles or less. Length 18½", weight 16 lbs.

CARTER STANLEY **TOOLS**

FROM THE PAGES OF AMERICAN BUILDER 50 YEARS AGO

★ The bound volumes of American Builder contain such
★ a wealth of interesting items covering all phases of
★ the industry that we wish to pass them on to you.

★ **50 YEARS AGO** — Manufacturers of bathtubs of
★ all kinds report an increased sale of these goods. The
★ showrooms in New York exhibit more of the expensive
★ imported earthenware tubs than have probably
★ ever been seen in the past, and are disposing of a
★ sufficient number of them to consider their trade
★ satisfactory. Porcelain lined cast iron tubs of various
★ shapes and styles are being used in plumbing contracts
★ largely, not only in the cities, but in smaller towns
★ where hitherto they have been looked upon as some-
★ thing of a luxury. It is remarked by one who makes
★ frequent trips among both the manufacturing and
★ consuming trade that the public seem to consider the
★ bathtub a greater necessity than in days gone by.

★ * * *
★ **40 YEARS AGO** — That these are days of build-
★ ings of magnificent proportions is evidenced by the
★ structure that is being put up at the Union Stock Yards,
★ Chicago, for use on the occasion of the International
★ Stock Show. It is 600 x 310 feet in size, has an audi-
★ torium 310 x 200 feet, an arena 250 x 100 feet, a floor
★ space of 243,600 square feet, and will seat 10,000 people.

★ The mission of the veneer machine is to make thin
★ lumber. This is short and sounds simple, but it really
★ covers a wide field and is becoming a very prominent
★ branch of the woodworking industry. In the earliest
★ days of the veneer machine its mission was almost
★ exclusively to make very thin lumber from rare and
★ valuable woods.

★ The greatest mission of the veneer machine at present
★ and in view of the prospects in the future is in the
★ manufacture of thin lumber, ranging in thickness from
★ 1/16 inch to 3/8 inch.

★ * * *
★ **25 YEARS AGO** — Happy New Year! We are
★ starting a new year, one that promises to be important
★ for its achievements and progress. It is particularly
★ vital because of the period of post-war readjustment
★ from which we are emerging. The inevitable reaction
★ following a war has been successfully survived and
★ we stand, as it were, in the dawn of a new era. The
★ business forces of the country are now ready for a
★ new and big year. Especially is this the case of the
★ building industry which has been held up for several
★ years. The acute shortage of housing cannot longer
★ be put off, and with the readjustment of costs of build-
★ ing material, everything is set for the greatest build-
★ ing program in our history. Thousands of families
★ are waiting anxiously for the time when they can get
★ their new home started—we believe the new year will
★ find their hopes realized. With all hands on deck and
★ shoulders to the wheel, the year 1921 should be a
★ 19-plenty-one.

★ Truscon Steel Company, Youngstown, Ohio, has a
★ book showing many illustrations of standard building
★ built with standard stock units. Descriptive text con-
★ tains some interesting data on the various types of
★ Truscon standard steel buildings.

IN THE GREAT **FOREST** OF ADVERTISING
 IN NATIONAL MAGAZINES
WESTERN PINES ADVERTISEMENTS

Stand Out



THESE WESTERN PINES ARE MAKING FRIENDS "DOWN EAST"

With deep respect for the traditions of early New England the Western Pines* grace the living-room of a lovely Massachusetts home.

Here, too, these distinguished woods offer a splendid example of their ingrained versatility. For the wall surrounding the fireplace, Western Pine paneling has been painted white and the knots have been bled so they "just show through." For the typical New Eng-

land floor, wide boards of Western Pines have been polished and waxed to a rich and lasting luster.

Ideas like these are plentiful in "Western Pine Camera Views," a picture book that should belong to every one who intends to build or remodel "some day." Your copy is FREE for the asking. Just address: Western Pine Association, Dept. 193-K, Yeon Building, Portland, Oregon.

- *Idaho White Pine
- *Ponderosa Pine
- *Sugar Pine

THESE ARE THE WESTERN PINES



Toddlers' Territory

With small children around, the nursery becomes a very special center of attraction. It can be simple and serviceable and in thoroughly good taste when the walls are of Western Pines.*

These rich, deep-toned woods project a pleasing personality. Remarkably versatile, they make themselves "at home" all through the house, from stately living or dining room to rumpus

room in attic or basement. And yet, their cost is low.

Most prospective home builders and remodelers welcome suggestions and the picture book, "Western Pine Camera Views," is packed with ideas for you to tuck away until needed. Send for a FREE copy. Western Pine Association, Dept. 193-K, Yeon Building, Portland 4, Oregon.

these are the WESTERN PINES

- *IDAHO WHITE PINE
- *PONDEROSA PINE
- *SUGAR PINE

Stand out!... Western Pines advertisements surely do. Their record for 1945 shows that they were not only seen and read... but drew over 100,000 requests for "Western Pine Camera Views."

For twenty-one years advertising for Western Pines has consistently appeared in national magazines such as American Home, Better Homes and Gardens, House and Garden, House Beautiful, Parents', and Sunset. Today, throughout the nation, people who are planning to build

or remodel know of the versatility and lasting beauty of Western Pines.

By creating a real consumer interest in Western Pines, the program above outlined has definitely resulted in a substantial benefit to Retail Lumber Dealers and Builders. We are glad to co-operate in this manner and hope that conditions at the mills will soon improve sufficiently to permit shipments of these famous Western Pines to retail yards in a normal manner.

WESTERN PINE ASSOCIATION

Yeon Building, Portland 4, Oregon

* IDAHO WHITE PINE * PONDEROSA PINE * SUGAR PINE—These are the Western Pines *

CERTIGRADE
TRADE MARK
Red Cedar
SHINGLES

ON ALL GRADES

A LABEL SIMILAR TO THIS, DESIGNATING GRADE AS NO. 1, NO. 2 OR NO. 3, IS ATTACHED TO ALL CERTIGRADE SHINGLES

Inspected... Certified

RED CEDAR SHINGLE BUREAU
1916

**Inspected
 for Your
 Protection**



THE CERTIGRADE LABEL under the band-stick of a bundle of Red Cedar Shingles means that the mill in which it was manufactured is visited regularly by inspectors of the Red Cedar Shingle Bureau, who see to it that the quality is maintained in accordance with official grade specifications. You just can't go wrong with Certigrades!

Hand in hand with good shingles goes proper application. Send for our free construction blueprints.

RED CEDAR SHINGLE BUREAU
 5508 WHITE BUILDING, SEATTLE 1, WASHINGTON, U. S. A.
 METROPOLITAN BUILDING, VANCOUVER, B. C., CANADA



Red Cedar
SHINGLES

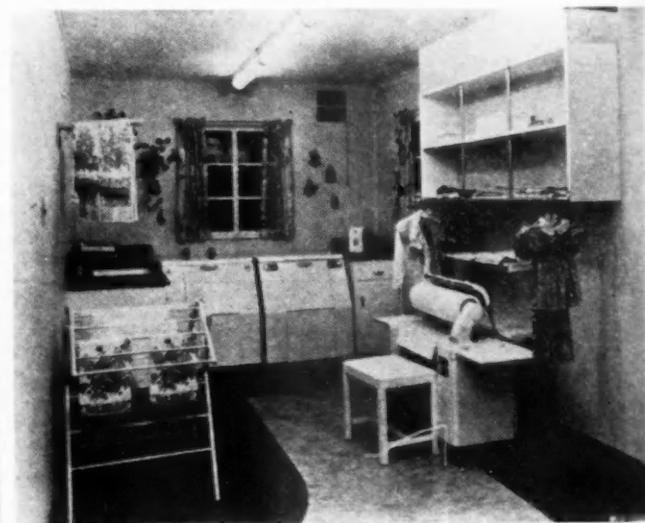
Planned Lighting Adds Decorative Quality to the Homes You Build

THE modern style of decoration, and of lighting, is a development of the present period. It is based upon the sound underlying principles of simplicity of line, fitness for purpose, freedom from dust gathering ornament, and purity of color.

Prevailing style in architecture influences the home, both exterior and interior. Since the lighting is so closely allied to the decoration of a home it naturally follows that lighting takes on this trend as well.



IN THE KITCHEN a recessed ceiling fixture is supplemented by local lighting over the work areas.



FUNCTIONAL LIGHTING for the laundry includes a centrally located fluorescent ceiling fixture.

In the past, lighting fixtures were designed largely for candles, and with the coming of electricity the same candle form was carried over into the designs of electric lighting fixtures. Modern lighting, however, strikes a new note by giving truer expression to the modern illuminant, electricity.

In modern decoration the lighting plays a major part and it is often built into the architectural features of a room. Another modern expression is found in some modern ceiling fixtures and wall brackets which are shaded, combining glass and metal. They

FORD

the high-wind shingle...

Cyclone

Roofs blow off, but Ford Cyclone shingles stay on



This roof was carried 40 feet, with no damage to the Cyclone shingles except that caused by the 2 x 4 studs pushed through the roof.

These pictures tell the story—the amazing holding power of Ford Cyclone shingles is being demonstrated constantly on roofs where real wind storms are encountered. Users have developed a confidence in this shingle that makes it one of the most popular shingles in localities where wind damage is common. The simple locking notch anchors each shingle securely to make a truly “locked-to-the-roof” unit of strength.

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

FORD ROOFING PRODUCTS COMPANY
111 WEST WASHINGTON STREET • CHICAGO 2, ILLINOIS



Roof deck blown completely off, but with practically every Cyclone shingle intact.



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



Now is the time to Emphasize Advantages of CONCRETE

Concrete products men and contractors have a vital responsibility in helping to get the nation's needed building program into full swing.

Every effort should be made to inform prospective home builders, business men, public officials and farmers that the use of concrete for walls, floors, partitions and roofs will help conserve other building materials which are in limited supply and thus permit a much larger volume of urgently needed construction to get under way at an early date.

And let your customers know that in addition to fire-safety, long life and low maintenance expense, concrete construction saves them money because it assures *low annual cost*, the true measure of building economy.

Literature containing helpful suggestions on advantages of concrete for industrial, home and farm improvements and new construction is available on request. Free in United States and Canada.

PORTLAND CEMENT ASSOCIATION

Dept. 1-3, 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 VICTORY BONDS



THIS GLIMPSE of a modern living room illustrates lighting styled to complement the decorative motif.

are marked by the pleasing simplicity of line and design and by the softly diffused illumination produced.

Lamps have changed as well as lighting fixtures. They are obviously designed with the thought of their purpose and the way in which they will control light. The fluorescent lamp gives excellent illumination.

With care, modern lighting may be combined with other period styles. Knowledge of illumination principles has brought about an effort to create not only beauty in lighting fixtures, but also good illumination. Briefly, its aims are to provide the proper type of lighting for comfort and efficiency, all harmoniously blended into a system that fits into the architectural needs and atmosphere in which it is to be used.



CLEVERLY CONCEALED fluorescent tubes achieve a "sunlight" quality in this modern entrance hall.

DEPENDABLE



Still

**COST LESS
THAN SERVICE!**

SINCE the inception of automatic heating, Minneapolis-Honeywell has been developing controls that permit these systems to function at their best. These developments have meant important sales advantages for contractors and builders. The most recent example is the Honeywell Moduflow System of Control, which delivers an uninterrupted, even flow of heat in direct proportion to the heat loss, rather than alternate periods of heat and no heat.

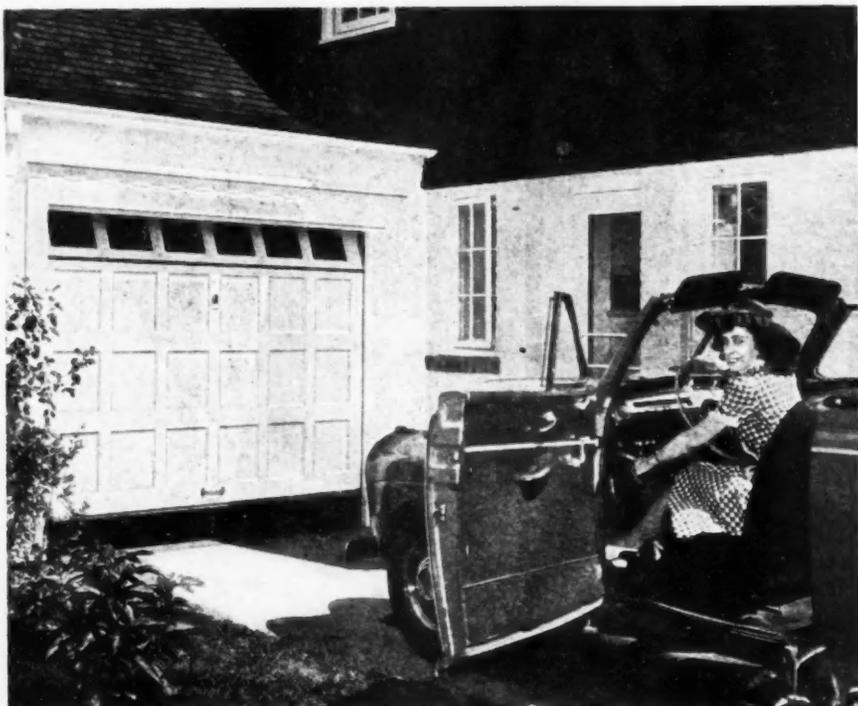
You can look forward to other startling developments and achievements made possible by Honeywell's vast engineering and research facilities — developments that will continue to give you a competitive advantage, easier sales, and at greater profit. And remember, "Dependable Controls Still Cost Less than Service," — and further they mean complete satisfaction on the part of the home owner. Minneapolis-Honeywell Regulator Co., 2655 Fourth Ave. South, Minneapolis 8, Minn.

IT'S THE PRODUCT BEHIND
THE NAME THAT COUNTS

MINNEAPOLIS
Honeywell

CONTROL SYSTEMS

With **RADIO CONTROL** you simply push a button on the instrument board of your car to open or close garage doors!



Use the time-proved, dependable
Barber-Colman RADIO CONTROL
for garage doors . . .

We designed, built, and installed Radio Control for garage doors in 1926 — nearly 20 years ago! Between then and 1936 we redesigned the units several times, simplifying the equipment and improving its dependability of operation. For the last 9 years (except for the war period) we have been offering a successful system which has proved its reliability in hundreds of satisfactory installations. With indications of a growing demand for this outstanding convenience in post-war homes, we urge you to investigate the distinctive features of the BARBER-COLMAN Radio Control. Your Barber-Colman representative has complete information or, if you prefer, we will be glad to send you our descriptive literature. Be ready to specify BARBER-COLMAN time-proved, dependable RADIO CONTROL for garage doors!



FACTORY-TRAINED SALES REPRESENTATIVES IN PRINCIPAL CITIES

BARBER-COLMAN COMPANY

104 MILL ST.

• ROCKFORD, ILL.

**New Officers for
United States Savings
and Loan League**

HENRY P. IRR, president of the Baltimore Federal Savings and Loan Association, was elected president of the United States Savings and Loan League at a meeting in November.

He succeeds W. M. Brock, Dayton, Ohio, who retired as presiding officer at an installation dinner for Mr. Irr.

The new second vice president of the 53-year old League is Walter W. McAllister of San Antonio, Texas.

* * *

O'Leary Appointment

E. J. O'LEARY, for the past five years district manager at Mobile, Ala., of The Ruberoid Co., has been appointed sales manager of the company's entire southern division, it has been announced from New York by Louis Herscovitz, vice-president and general sales manager. In his new position, O'Leary will have his headquarters at the southern division offices at Baltimore, Md.



E. J. O'LEARY

Mr. O'Leary was first employed by Ruberoid as a special sales representative, later becoming, successively, sales manager and district manager at Mobile. He has been associated with the company for fifteen years.

* * *

**New York OPA Sets
Advance Ceiling Rentals
on New Construction**

IN A step described as the first action of its kind in the New York area, Regional OPA Administrator Leo F. Gentner has approved in advance ceiling rentals on a 114-apartment project to be erected in White Plains, N.Y.

Comprised of 19 two-story buildings, the project is devoted entirely to four-and-a-half room apartments, and ceiling rentals, issued after OPA review of the builder's plans, average \$21 a room, with a \$6 a month top placed on garages.

Mr. Gentner pointed out that "liberal allowances" were made for increased cost of construction, and that the OPA will continue this course.

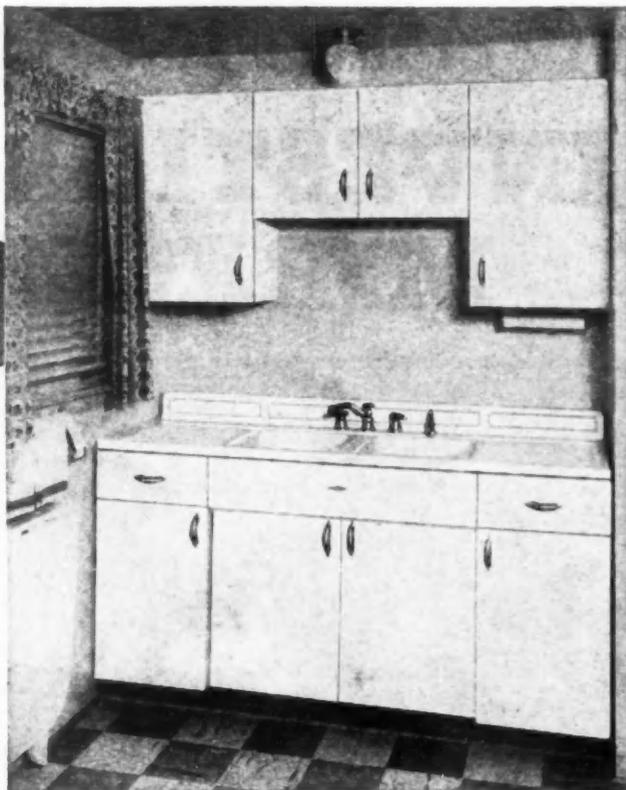
(Continued to page 118)

WHY PROMINENT BUILDERS USE YOUNGSTOWN KITCHENS

WALTER S. JOHNSON, President of Walter S. Johnson Building Company, Inc., Niagara Falls, New York, and a well-known member of the National Association of Home Builders, knows the advantages of Youngstown Kitchens.



Many fine small homes such as this have been built by Mr. Johnson's organization. The compact and convenient Youngstown Kitchen for this home is shown above.



"Substantial saving in time and labor... Very attractive to buyers"

—WALTER S. JOHNSON, Pres., Walter S. Johnson Building Co., Inc., Niagara Falls, N. Y.

"WE HAVE been very well satisfied with Youngstown Kitchen equipment," Mr. Johnson writes. "We have found it easy to install and the finished kitchen is very attractive. There is a definite saving in time and labor, as your equipment is completely finished including enameling and hardware. There is no doubt Youngstown Kitchens help sell our homes.

"Your equipment helps us cooperate with the National Association of Home Builders in its efforts to raise the standards of home building. Without question there is a great opportunity for us all today to demonstrate that private industry can provide the right kind of housing, and *all* the housing, that this country needs."

We agree with Mr. Johnson that providing the best possible houses for all America is a job for private enter-

prise. We try to provide the kind of equipment that will keep progressive builders in that important task.

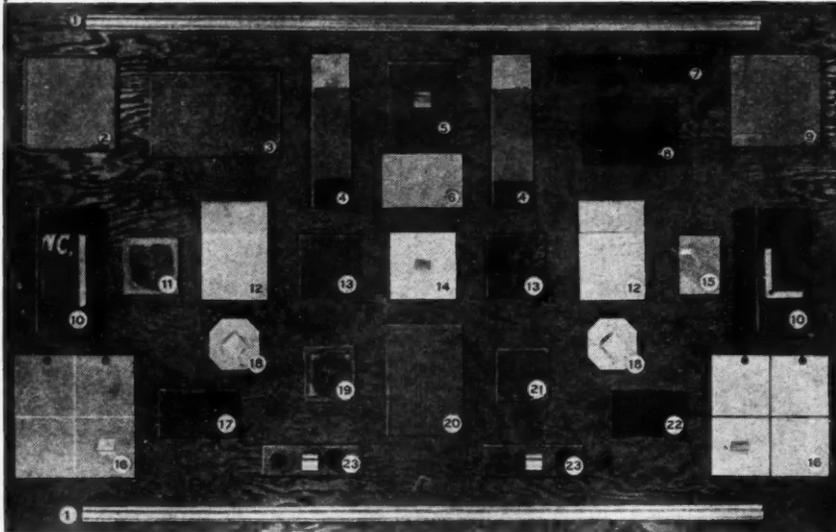
If you are not familiar with the Youngstown line, send for "The Builder's Kitchen," a booklet describing Youngstown Kitchen units, and giving detailed experiences of many builders with this modern equipment.

MULLINS MANUFACTURING CORPORATION, Warren, Ohio
Porcelain Enamelled Products—Design Engineering Service—Large Pressed Metal Parts

DON'T MISS IT!
National Association of Home Builders
ANNUAL CONVENTION—EXPOSITION
FEBRUARY 25-28, 1946—Stevens Hotel, Chicago

 *Youngstown Kitchens*
BY MULLINS

If you use any
of these materials...
**INVESTIGATE
MIRACLE**



Miracle Adhesive Demonstration Panel (see list below)

A demonstration—yes...but it shows some of the common building and finishing materials which *have* successfully and economically been bonded with Miracle Adhesive on building, modernizing and maintenance jobs. Miracle helps builders and contractors speed installations, reduce costs, save time, cut down weight and eliminate mechanical fasteners. Quick-setting, waterproof, tough and resilient and anticorrosive Miracle will bond uneven surfaces and develop great strength without heat or pressure. Once you've used this remarkable war-developed plastic adhesive, you'll realize why its outstanding advantages and economies are recognized by contractors and builders all over the country.

USES OF MIRACLE ADHESIVE—Illustrated above

1. Metal moulding, 2. Insulating ceiling tile, 3. Wood-grained gypsum board, 4. Plastic finished wood panel, 5. Linoleum with metal bonded to surface, 6. Insulating board, 7. Composition moulding, 8. Decorative composition panel, 9. Tile-scored interior finish, 10. Brick with metal sign bonded to surface, 11. Wood block with glass bonded to surface, 12. Wall tile and cap, 13. Composition floor tile, 14. Glazed tile with metal bonded to surface, 15. Foil-coated gypsum board, 16. Tile-scored composition board with metal moulding bonded to surface, 17. Glass with rubber bonded to surface, 18. Glazed tile with tile bonded to surface, 19. Metal with glass bonded to surface, 20. Metal demonstration panel, 21. Metal with rubber bonded to surface, 22. Decorative interior finish and 23. Glass with metal bonded to surface.

For full information, write to

MIRACLE ADHESIVE CORPORATION, 852 CLINTON AVENUE, NEWARK 8, N. J.



**Miracle
ADHESIVES**

Smiley to Philip Carey

THE appointment of J. J. Smiley, Jr., as assistant advertising manager of the Philip Carey Mfg. Co., Lockland, Cincinnati, Ohio, was recently announced by Harold D. Bates, advertising manager.

Smiley joined the Carey organization August 1 this year when he returned to inactive service in the Reserves.

Before entering the Army, Smiley was actively engaged in the building materials field, first as a sales representative and later as the owner of his own building material and coal company in Frankfort, Mich.

* * *

Walker-Turner Appointment

PAULA S. HODDESON has been appointed manager of advertising and sales promotion of Walker-Turner Co., Plainfield, N.J.



PAULA S. HODDESON

For two years Mrs. Hoddeson has been sales promotion manager of the company and prior to that was with the public relations department of Halsey-Stuart Company and sales and advertising manager of Continental Sugars, Inc.

* * *

Los Angeles Plans Permanent Building Exhibit

CONSTRUCTION will start next March on the first buildings of what will be a 10-acre building mart, according to the plans of Building Arts Center, Inc., Los Angeles.

It is planned to concentrate in this space exhibits, offices and salesrooms representing every factor and service the building industry has to offer the consumer. Displays of all important building materials, home appliances, furnishings, etc., will be represented so that the prospective home builder may make a "one stop" investigation of materials for his new home. Architects, contractors, material men, savings and loan representatives will be available to serve the consumer.

Officers of the organization are Emmett Jones, president—president of Interstate Petroleum Corp.; Harry Coffman, vice president—local dealer for Nash and Willys; A. L. Bergere, general manager and part owner of Falcon Engineering Co.; Guthrie Cole will assist Mr. Bergere.

TREND

...toward more wood and glue in the better homes America is about to build

Where Laucks Construction Glues will improve the modern home

AFFIXING OF SHEATHING TO STUDDING

AFFIXING SUBFLOOR TO JOISTS

LAMINATING OF FIR AND HARDWOOD PLYWOOD

HOUSING OF TREADS AND RISERS

ASSEMBLY OF COMPOSITION BOARD HEAT DUCTS

AFFIXING OF PUSH PLATES AND KICK PLATES

ASSEMBLY OF MILLWORK

AFFIXING DECORATIVE PANELING TO WALLS

AFFIXING PARQUET FLOOR TO SUBFLOOR

ASSEMBLY OF CABINETS

ASSEMBLY OF NARROW WIDTHS OF BOARDING FOR COUNTER TOPS AND SHELVING

ASSEMBLY OF SASH AND DOORS

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Exhibit

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rp.; Harry
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L. Bergere,
yner of Fal-
ie Cole will

Stronger and better construction is assured in homes utilizing in full the proved techniques of construction with wood and modern Laucks glues.

Most important application is in plywood, bonded with modern synthetic resin glues, waterproof, boilproof and fungus proof . . . for use in a hundred places, inside and out, where sounder construction, better insulation, better appearance are desired.

For stressed-cover and dry-built construction, for laminated arches or beams, for built-up members or prefabricated units, for sash, doors and cabinet work there are Laucks Construction Glues, proved stronger than the wood itself, stronger than nails for assembly.

For detailed information on these important uses and others, address your inquiries to "America's Glue Headquarters" where more than a quarter century of experience with plywood and other industrial glues has given us the "know how" from which you can profit.

Consult

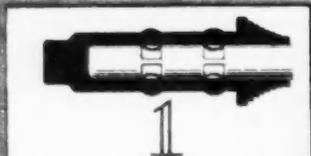
I. F. LAUCKS, INC.

A Subsidiary of
Monsanto Chemical
Company

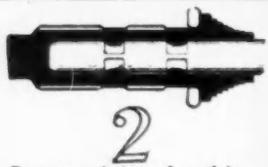
AMERICA'S GLUE HEADQUARTERS

<p>In the West Seattle 4, Washington Los Angeles 1, California</p>	<p>In the East Lockport, New York Portsmouth, Virginia</p>
<p>In Canada Laucks Ltd.: Vancouver, B. C.; Stanbridge, Que.</p>	

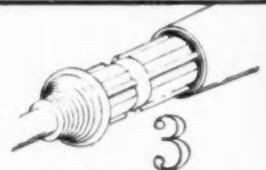
*A Good Turn
For Everybody!*



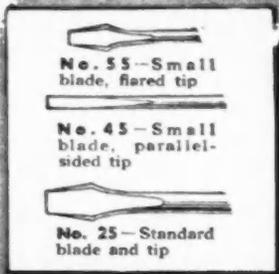
1
Blade tempered entire length. Recesses forged on end of blade which is driven into steel bolster.



2
Bosses on bolster forced into blade recesses. Blade is now locked into bolster and can never be separated.



3
Bolster and blade are driven into handle securely by hydraulic press. Four wings lock into hardwood handle so blade cannot twist.



Stanley Screw Driver No. 25

This fine tool is a favorite with builders. It is designed for top performance - built for enduring service. Blade is alloy steel, hardened and tempered its entire length. This and the patented bolster construction provide a Driver of exceptional strength. Blade tip is accurately crossground, flat and true to size, for non-slip fit in screw slots. You couldn't ask for a better, more satisfying teammate for screw driving jobs than the famous No. 25 - a real representative of the entire line of good Stanley Tools.

STANLEY TOOLS, NEW BRITAIN, CONNECTICUT

STANLEY

Trade Mark

THE TOOL BOX OF THE WORLD

Dela Court New President of Tracy

T. E. DELA COURT, identified for many years with the manufacture and merchandising of household furnishings, is the new president of Tracy Manufacturing Co., Pittsburgh, producers of stainless steel sinks and cabinet tops and of linoleum-on-steel cabinet sink tops.



T. E. DELA COURT

Mr. Dela Court announced that the company has started an extensive remodeling and expansion program to increase production of sinks and tops. He stated that the special processes of the Tracy Company for fabricating and finishing stainless steel will be utilized on a production line basis.

Youngstown Kitchen Changes

C. D. ALDERMAN has been named assistant manager of sales for the Youngstown Kitchens division of Mullins Manufacturing Corp., Warren, Ohio, it has been announced by Charles A. Morrow, vice-president in charge of



C. D. ALDERMAN

sales. Mr. Alderman has been with Youngstown since 1938. His position is a new one in the Youngstown Kitchens organization.

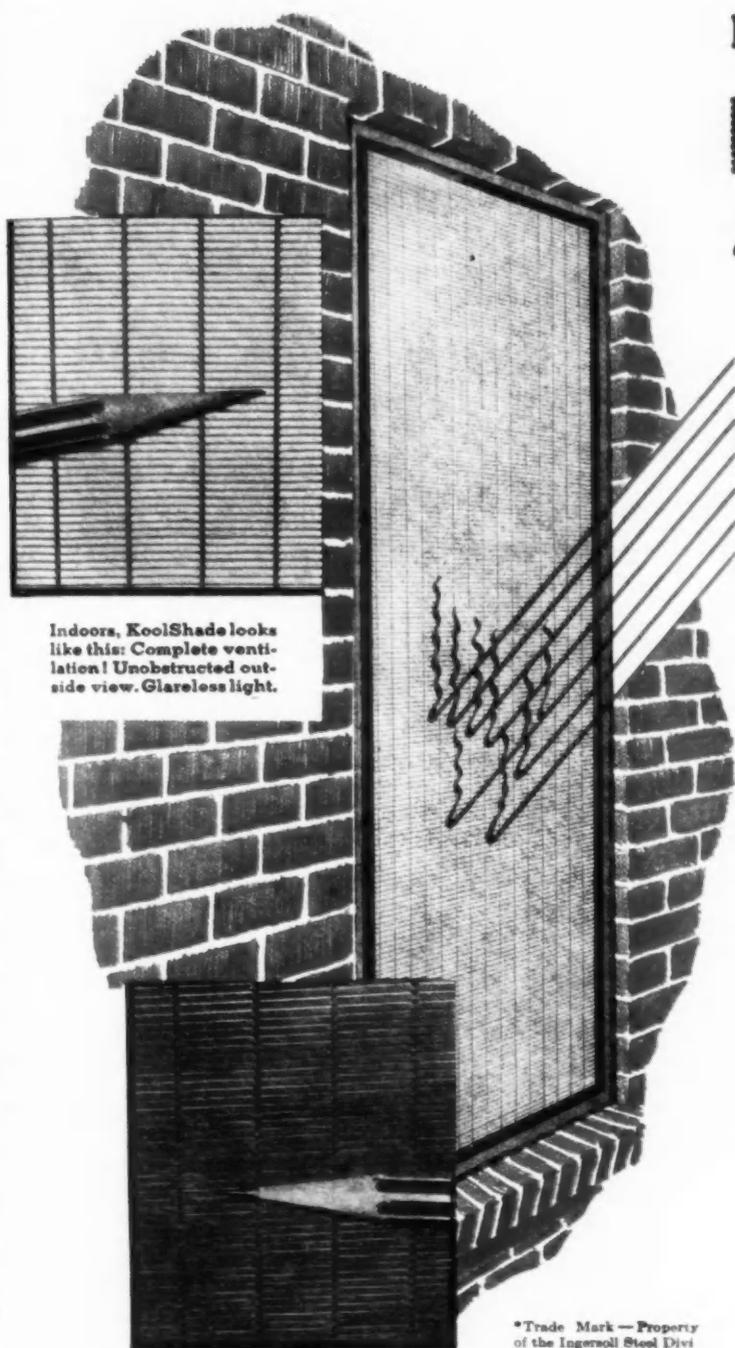
Mr. Morrow also announced that G. A. McGarry has been appointed manager of Youngstown's experimental merchandising territory. Mr. McGarry will be in charge of testing sales and promotional methods, and analyzing dealer experiences and consumer reactions.

When It's Hot Enough to "Fry Eggs"...

ROOMS PROTECTED BY

KOOLSHADE[®]

are many degrees cooler!



Indoors, KoolShade looks like this: Complete ventilation! Unobstructed outside view. Glareless light.

Outdoors, the sun "sees" KoolShade like this.

*Trade Mark — Property of the Ingersoll Steel Division, Borg-Warner Corp.

KOOLSHADE Sun Screen is — in effect — a bronze outside miniature venetian blind with the louvres permanently slanted outward and downward at a 17 degree angle, to block, reflect, absorb and radiate as much as 90% of the sun's heat rays — outside the window!

51% of the sun's energy is heat rays. That's why unshaded windows make rooms blazing hot in the summer months.

KOOLSHADE Sun Screen stops these heat rays cold *before* they reach the window pane. As a result, KOOLSHADE protected rooms are as much as 15 degrees cooler!

KOOLSHADE is the *only form of "window" insulation* that controls sun heat and still provides ample light, ventilation and vision. Where air conditioning is used, KOOLSHADE saves money on original equipment and operating costs.

KOOLSHADE means money to you. And it's exclusive. No other window shading device stops as much sun heat. No other is so simply installed. It is completely automatic, will not rust, rot, or rattle — and you get no complaints or service call-backs. Quickly installed like ordinary window screen. It's fly-tight, too. Specify KOOLSHADE on all sun-exposed windows. It's a high mark-up item. Send in coupon below.

Ingersoll

KOOLSHADE[®] Sun Screen

"It's Cooler in the Shade"

INGERSOLL STEEL DIVISION — BORG-WARNER CORPORATION

Ingersoll Steel Division
Borg-Warner Corp., Dept. B1
310 South Michigan Ave., Chicago 4, Ill.

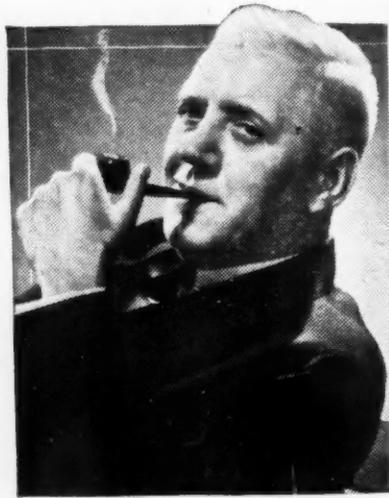
Send literature and samples of KOOLSHADE.

Name

Company

Address

City State



"I have learned that the good 'short-cuts' of yesterday are the common highways of today—

Take modern design in the building trade for instance. As designers, we demand efficiency in operation time as well as proven quality in results.

That's why I specify Abesto Cold Process roofs—using Abesto adhesives with any standard brand plain roll roofing. It's the quickest way to a roof of unquestioned quality."



Abesto roof specification sheets are available free of charge upon request.

ABESTO
Manufacturing Corporation
 Dept. 35 Michigan City, Indiana

(Continued from page 112)

"The new policy," he declared, "is designed to assure ceiling rentals on new housing units that are fair to both tenants and builders. It provides allowances to builders that will cover wartime cost increases and permit builders to write off quickly the portion of the higher building cost that is in excess of stabilized building expense. This is vital to avert a building lag that otherwise would result from builders awaiting expected cuts in building costs."

The Regional OPA office has invited builders to present their plans and specifications, along with estimates of construction operating costs, as well as rent schedules, to the local OPA area rent offices who are starting construction. "OPA," he declared, "will check the proposed rents with those of comparable units fixed at maximum rent date rates, and add an appropriate allowance for increased costs."

* * *

Brick and Tile Delivery Preference to G.I. Builders

IN ORDER to assist in providing the maximum number of new homes for veterans during the acute housing shortage, manufacturers of brick and tile have agreed to give preference in the distribution of their product to home builders and contractors who are constructing dwelling units specifically sold to or earmarked for former servicemen, J. Ernest Fender, president of the Structural Clay Products Institute, has announced.

"Because of the serious shortage in many communities, it is obvious that thousands of veterans will be unable to obtain homes of any kind unless special provision is made in their behalf," Fender said.

"This may mean a temporary delay in certain other types of construction, such as the building of stores, factories, warehouses, churches, and other structures in which masonry construction usually is specified. However, it is generally agreed that the housing shortage, particularly as it affects veterans, deserves preferential treatment," he said.

BETTER VALUE for Tomorrow's Homeowners

You can give tomorrow's homeowners enduring quality with stock-design doors, windows, frames and woodwork of Ponderosa Pine—and Ponderosa Pine helps to maintain home values through the years while adding charm and distinction.

For full information, write Ponderosa Pine Woodwork, Dept. MAB-1, 111 West Washington Street, Chicago 2, Illinois.

Feather Foam
QUILTED SHOOTING COAT

Gunner MODEL

WILDFOWL GUNNERS:
 You'll find your scores are best when you are warm. Feather Foam Garments are windproof, stormproof, comfortable from mild to 40° minus. Their magic warmth retaining insulation has revolutionized former standards of cold weather clothing. You'll experience the maximum in comfort, light weight and freedom of action when you snuggle into this fine shooting coat.
 AT YOUR DEALERS — OR WRITE US FOR INFORMATION

Arctic MANUFACTURED BY
FEATHER & DOWN CO.
 83 COLUMBIA ST., SEATTLE 4, WASH.

AMERICAN FLURESIT
MASONRY WATERPROOFING PRODUCTS
 Nationally Advertised in The Saturday Evening Post

FOR WATERPROOFING
 REPAIRING & DECORATING
 BRICK MASONRY

CONCRETE CEMENT BLOCK BRICK and STUCCO WALLS
Inside or Outside
 Apply with Brush or Trowel

Send your problems and measurements to our Engineering Department for estimate. Write today for complete descriptive booklet on American Fluresit Products and their uses.

The **AMERICAN FLURESIT CO., Inc.**
 635 ROCKDALE AVE., CINCINNATI 29, O.

You can BID LOWER
And Still Make MORE MONEY

with TIME-SAVING

SKILSAW!

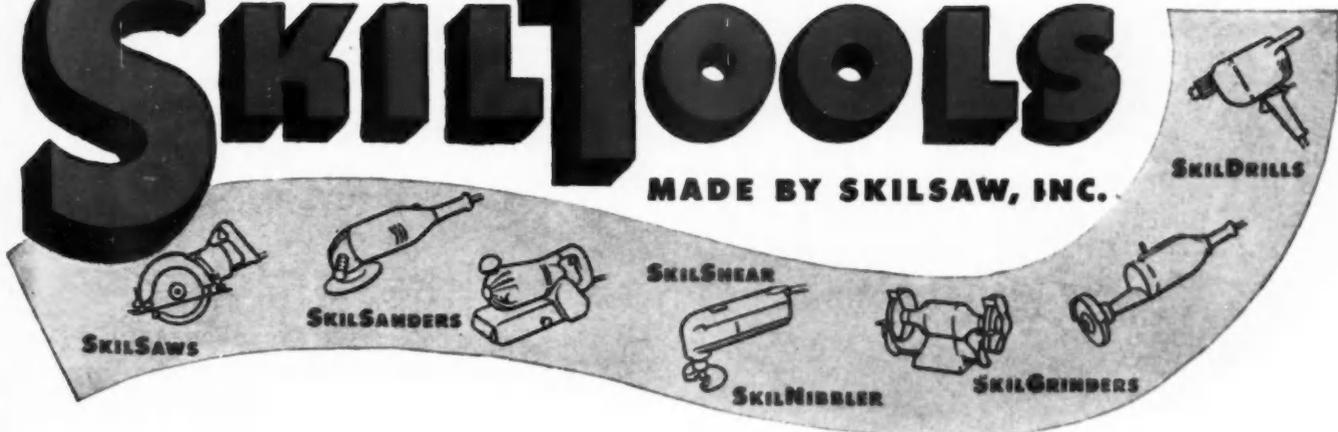


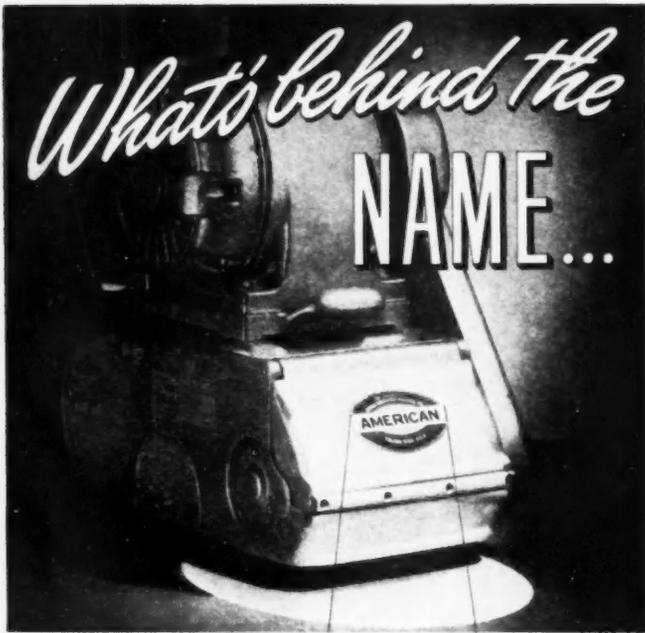
With SKILSAW as your helper you can bid every job lower... handle more jobs faster... cut costs on every cut in wood, metal, stone and compositions... make more profit on every job. Remember that one SKILSAW does the work of 10 handsaws... quickly pays for itself, then goes on making money for you for years. Ask your distributor today for a demonstration on your own work.

SKILSAW, INC. 5033-43 State Ave., Chicago 26, Ill.
Factory Branches in All Principal Cities

PORTABLE ELECTRIC
SKILTOOLS

MADE BY SKILSAW, INC.





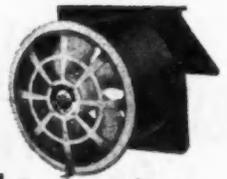
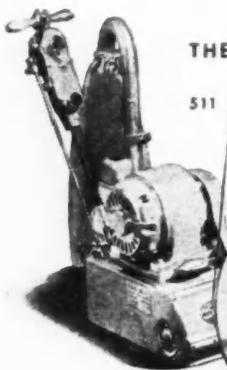
Besides a **SANDER?**

When you buy floor surfacing equipment, look for the name and what's back of it besides a sander! Look at the company behind the product and into the source and supply of parts or service. Occasional overhauling and servicing is necessary on any mechanical equipment and time lost through lack of repair facilities will be costly.

For approximately twenty-five years American distributors have steadily operated, even through depression and war, to serve machine owners. These distributors located in thirty principal cities have complete stocks of parts and factory-trained mechanics. They are thus able to render prompt service on American machines in all sections of the United States. Remember, no American machine has ever become an "orphan" nor long been out of service.

For location of nearest American factory-trained distributor write—

THE AMERICAN FLOOR SURFACING MACHINE COMPANY
511 SO. ST. CLAIR STREET • TOLEDO 4, OHIO



There are **3** big markets for fresh air!

For the new home  for modernization  and a sensational new model for the renter. **NO VACANCY**

Victron Ventilators  promote health and comfort, every season of the year. 

Handsome profits, too.

Victron National advertising is pre-selling the public,  convincing them that "smog" and "smells"  have no place in any room of the modern home. 

Get the facts  and you'll agree, there are "**3** big markets"  for fresh air!

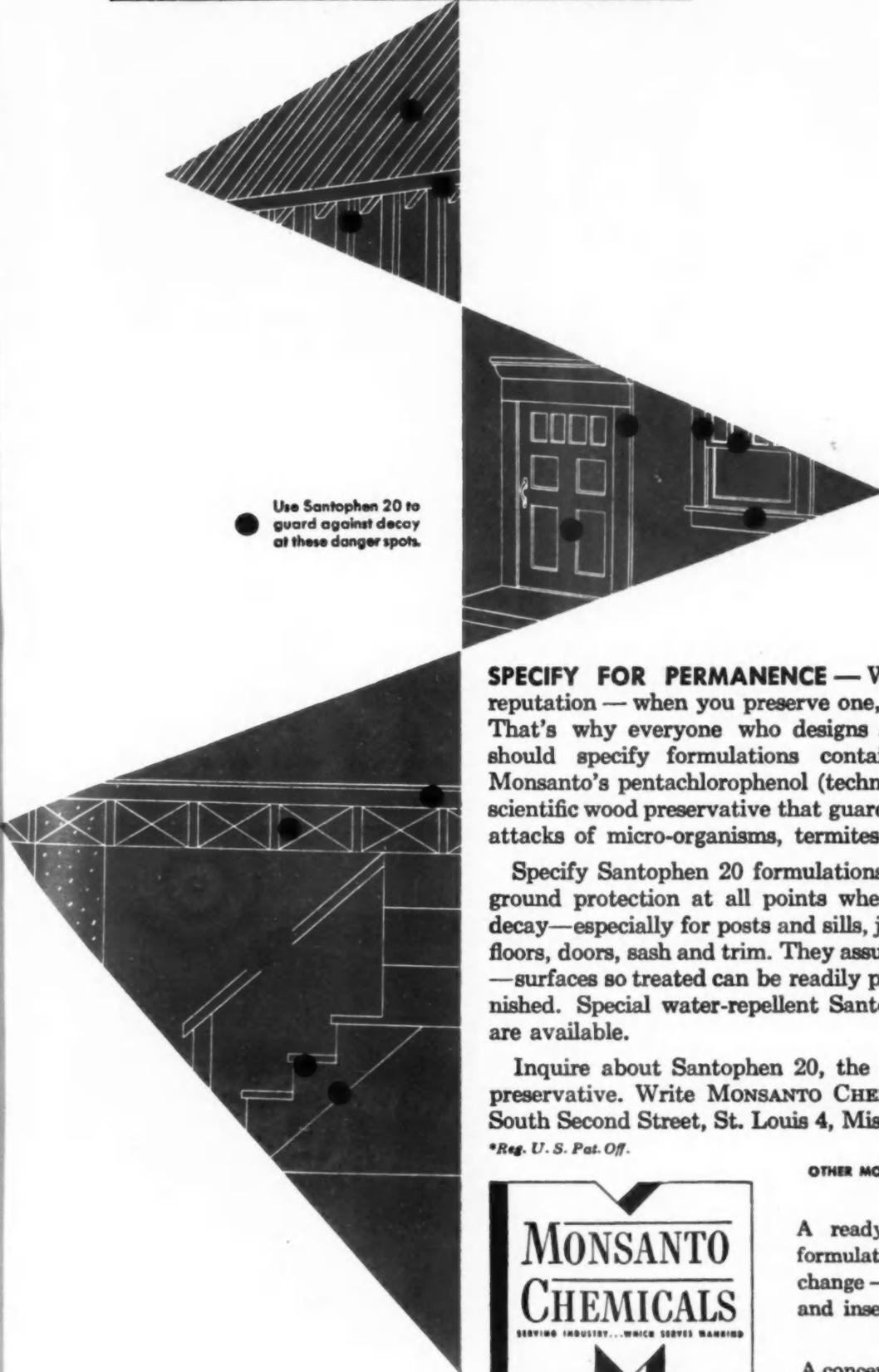
Write today. 

MANUFACTURERS OF VICTRON DEER AND RESISTAL FANS—VICTRON VENTILATORS—VICTRON
VICTOR ELECTRIC
PRODUCTS INCORPORATED

2950 Robertson Ave., Cincinnati 9, Ohio

durable horizons...built of wood

SANTOPHEN 20



● Use Santophen 20 to guard against decay at these danger spots.

SPECIFY FOR PERMANENCE — Wood is part of your reputation — when you preserve one, you protect the other. That's why everyone who designs and builds with wood should specify formulations containing Santophen* 20, Monsanto's pentachlorophenol (technical). It's the modern, scientific wood preservative that guards against the ravaging attacks of micro-organisms, termites and beetles.

Specify Santophen 20 formulations for above and below ground protection at all points where wood is subject to decay—especially for posts and sills, joists, plates and studs, floors, doors, sash and trim. They assure a "clean treatment" — surfaces so treated can be readily painted, puttied or varnished. Special water-repellent Santophen 20 formulations are available.

Inquire about Santophen 20, the modern, proved wood preservative. Write MONSANTO CHEMICAL COMPANY, 1700 South Second Street, St. Louis 4, Missouri.

*Reg. U. S. Pat. Off.



OTHER MONSANTO WOOD PRESERVATIVES

PERMASAN 116

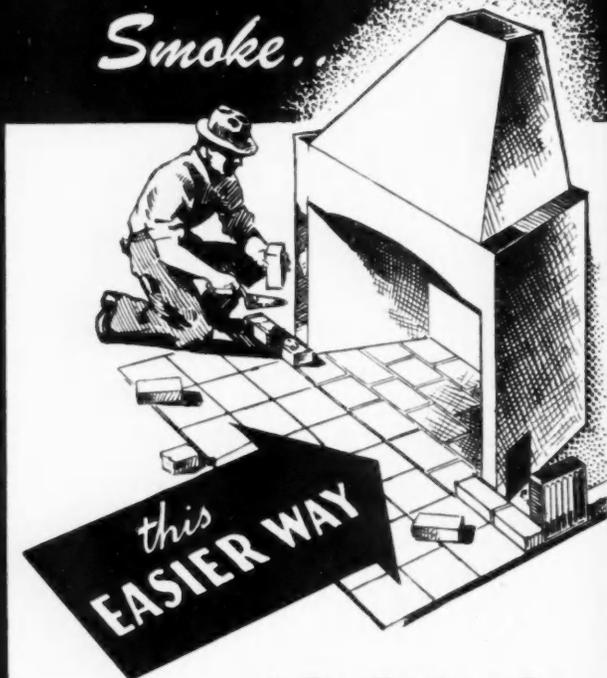
A ready-to-use, water-repellent formulation—retards dimensional change — guards against decay and insect damage.

PERMASAN 223

A concentrate of Permasan 116.

Build FIREPLACES

that will not
Smoke...



● The Heatilator Fire-
place is a steel form that insures proper
construction of any style fireplace, elimin-
ating faults that commonly cause smoking.

Firebox, damper, smoke dome and down-
draft shelf are built-in parts of the Heatilator,
greatly simplifying fireplace construction and
saving materials. Even with semi-skilled
labor, Heatilator Fireplaces go up faster,
with less trouble, and with complete assur-
ance of a perfectly operating fireplace.

The Heatilator Fireplace circulates heat,
adds sales value to the house.

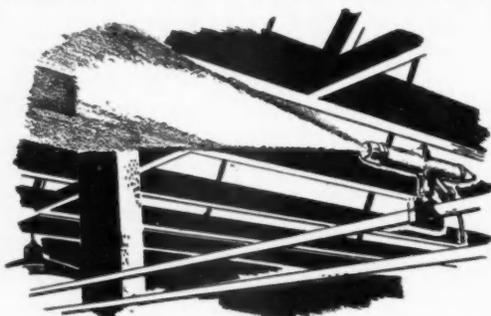
Write for information and installation data.

HEATILATOR, INC.

172 E. Brighton Ave., Syracuse 5, N. Y.

HEATILATOR Fireplace

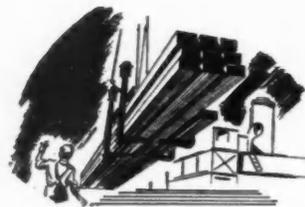
Mist FOR GOOD AND EVIL



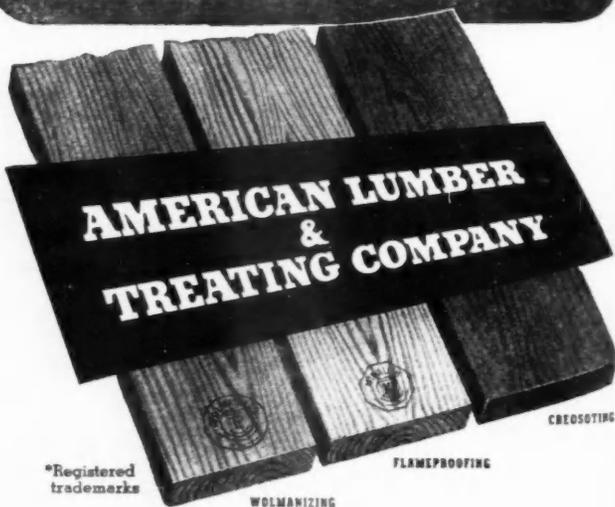
Mist, sprayed in process plants requiring high humidity, is vital to the quality of many products. But, it raises havoc with the wood structures. And steam and chemical-laden vapors in wet process plants cause ordinary lumber to go to pieces in a hurry.

Wolmanized Lumber*, wood that's im-
pregnated with Wolman Salts* preserva-
tive, is highly resistant to the decay that
inevitably develops in these humid atmos-
pheres. Fibre-fixation prevents its wash-
ing out or leaching, assures added years
of service life.

The Advantages of Building with Wood



Building with wood means ease and
speed of erection, light weight, resilience,
high insulating value, paintability, low
first cost and . . . when Wolmanized . . .
long life.



*Registered
trademarks

FLAMEPROOFING

WOLMANIZING

CREOSOTING

1645 McCORMICK BUILDING, CHICAGO 4, ILLINOIS

This famous, all-purpose, low-cost

DE WALT

will help
build America's
new homes
*faster
at lower cost!*



Make this DeWalt Builder's Saw the No. 1 tool on your power equipment list . . . and it will help you build your customers homes faster--better--and for lower costs than ever before!

The new model GE DeWalt, illustrated above, is available in 3 and 5 HP single-phase, capacitor motors--motors that have no brushes, no armature, no commutator to look after. Motor is totally enclosed, wound with Formex-Fiberglas insulation, and provided with grease-sealed-for-life ball bearings.

This DeWalt is a precision-built tool for builders. And you can buy it today at 1938 prices! Write for catalog now. Address: DeWalt Products Corporation, 11 Fountain Ave., Lancaster, Pa.

DE WALT

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

... it's a pre-cutting plant on the job!

This insulating lath offers 3 EXTRA ADVANTAGES



MANY CUSTOMERS prefer insulating lath because it does two jobs—serves as a base for plaster and insulates against heat, cold, and sound. Temlok Insulating Lath does even more. It gives you three extra selling points:

1. It is highly moisture resistant. Temlok Insulating Lath absorbs little moisture. As a result, plaster dries quicker.
2. Strong initial bond. Every inch of the surface of Temlok Insulating Lath grips plaster quickly and firmly.
3. Greater strength at joints. The scoop bevel on all edges of Temlok Insulating Lath forms an extra ridge of plaster at the joints.



Not only Temlok Lath, but Temlok Insulating Board, Temseal Sheathing, and Temlok DeLuxe Panels and Planks provide advantages that make them easier to sell, because they offer your customers more for their money. For free samples, literature, and complete information, write today to Armstrong Cork Company, Building Materials Div., 1601 Ross St., Lancaster, Pa.

**ARMSTRONG'S TEMLOK
INSULATION**

SHEATHING • LATH • BOARD  DELUXE INTERIOR FINISH

*Certified**
**INSL-COTTON
INSULATION**

*Gains
Efficiency
with Age!*

Time, heat or vibration won't make Insl-Cotton insulation settle or pack—rather, it *increases* in fluffiness and effectiveness! That is because Insl-Cotton is made from live, springy cotton with exceptionally resilient fibers. And those same cotton fibers make Insl-Cotton from 4% to 36% more efficient than any other available type of building insulation material on the market today. It's *cotton* too, that makes Insl-Cotton exceptionally light-weight, easy to handle and install—makes it safe and pleasant to apply with no abrasives—nothing to harm skin or clothing. Flame-proof (it is tested with an 1800° F. blow torch flame to prove it is non-flammable), fire, moisture and vermin resistant, Insl-Cotton is Government inspected—Government endorsed.

EXCEEDS TECHNICAL REQUIREMENTS. Insl-Cotton exceeds technical requirements for approved insulation in FHA, FPHA and HH-1-528 specifications

***CERTIFIED**—No other insulation except flameproof cotton insulation made under Federal supervision can make this claim. The Government tests and certifies all Insl-Cotton insulation. This protects you.

**MAIL COUPON FOR FULL INFORMATION
ON INSL-COTTON INSULATION**

DEALERS . . .
DISTRIBUTORS

Some franchises open for competitively priced Insl-Cotton insulation.

TAYLOR BEDDING MFG. CO.,
Department 0, Taylor, Texas.

Gentlemen: Please send specifications and full information on INSL-COTTON.

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Am interested in . . .

Distributorship Architect Contractor

TAYLOR Bedding Mfg. Co.
The Originators of Flame-Proof,
Fire-Retarding Cotton Insulation

TAYLOR **INSL-COTTON** TEXAS

FOR **TOP VALUE USE**
Southern States
**ALUMINUM
 ROOFING**



- **LASTS A LIFETIME**
- **NEVER REQUIRES PAINTING**
- **LIGHT AND STRONG**
- **LOW IN COST**
- **NEW . . . MODERN**
- **GROWS IN BEAUTY WITH EACH YEAR OF SERVICE**
- **HELPS INSULATE . . . REFLECTS HEAT AWAY FROM ROOF**

SALES-VALUE . . . as well as protection . . . starts with the roof. So give your buildings roofs of SOUTHERN STATES Aluminum . . . the lifetime roofing that combines the best protection *and* sales-value!

Now, for the first time, because of economies effected in wartime production, aluminum roofing is available for home, farm, and industrial buildings. Time-tested and proved by over 40 years of service on world-famous churches, schools, and other buildings, aluminum roofing will not only add distinctive beauty, but will give long-lasting protection that counts.

Manufactured from a special alloy developed by "Alcoa" for roofing-purposes, SOUTHERN STATES Alumi-

num Roofing is light in weight, and exceptionally strong. Easily handled . . . this superb roofing goes on quickly . . . fits together with weather-tight precision!

Properly applied, SOUTHERN STATES Aluminum Roofing will give a *lifetime* of trouble-free service . . . a roofing that does away with expensive roof-replacements. Remember, too, aluminum roofing reflects heat *away* from the roof, helps keep your building cool during hot, Summer days!

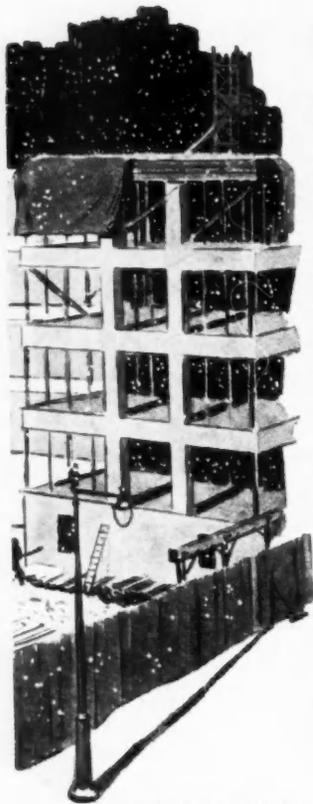
Dealers: Get the full story of what SOUTHERN STATES Aluminum Roofing means to you in new, increased sales. Address inquiries to:

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Stop WINTER LAG* IN CONCRETE



WINTER LAG* is the progressively slower action of concrete in acquiring strength as the thermometer goes down.

Much of this Winter Lag* in concrete can be overcome by using calcium chloride in-the-mix. For instance, concrete containing 2% calcium chloride, exposed to 40° temperature, will acquire safe strength in practically the same time that plain concrete does at 70°. Used with other normal protection, concrete can be placed on favorable schedules all the year 'round. This is the least expensive as well as the most effective means of speeding up cold weather concrete schedules.

Besides the high early strength induced by calcium chloride you get built-in curing—automatic curing at no extra cost and you get higher strength *at all ages*.

Ask for our Bulletin 28, "Early Strength Concrete."

CALCIUM CHLORIDE ASSOCIATION
4145 Penobscot Building • Detroit 26, Michigan



CALCIUM CHLORIDE

SPEEDS WINTER CONCRETE CONSTRUCTION

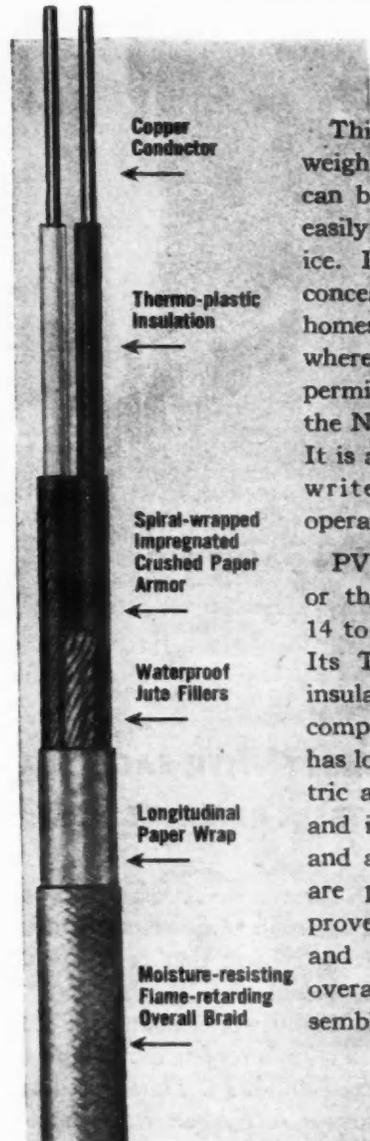
A NEW CABLE YOU'LL LIKE

PVX

REGISTERED TRADE MARK

NON-METALLIC SHEATHED CABLE

(WITH THERMO-PLASTIC INSULATED CONDUCTORS)



This new high quality, light weight, small diameter cable can be installed quickly and easily and will give long service. It is recommended for concealed and open work in homes and other buildings where non-metallic cable is permitted by local codes and the National Electrical Code. It is approved by the Underwriters' for 60 degree C operation.

PVX is available with two or three conductors in sizes 14 to 4 without ground wire. Its Type T conductors are insulated with thermo-plastic compound. This insulation has long life, is high in dielectric and mechanical strength and is resistant to oil, acids and alkalis. The conductors are protected with an improved crushed paper armor and covered with a tough overall braid. The whole assembly can be freely stripped.

For further information see the nearest G-E Merchandise Distributor or write to Section W1613-80, Appliance and Merchandise Dept., General Electric Company, Bridgeport, Conn.

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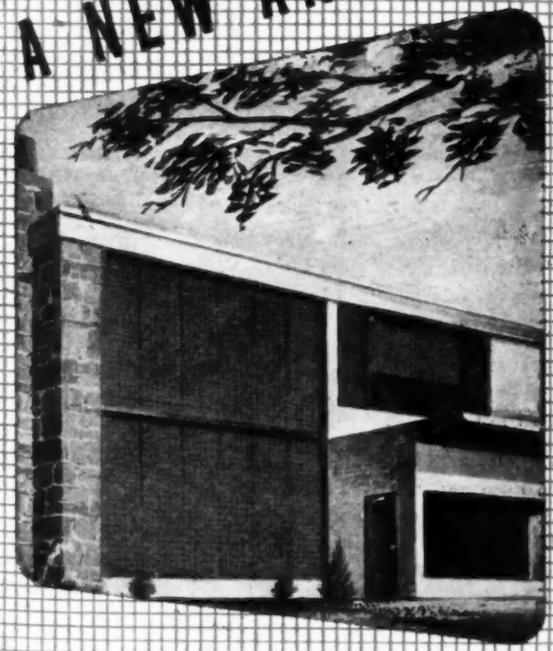
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RIC



A NEW AND LASTING SCREEN BEAUTY!



• *Velon*, Firestone's wonder material brings you tinted screens that actually add beauty to the home. They blend so perfectly with the exterior and interior of the house, as to virtually disappear through color harmony.

And your clients can forget about wear and replacements. For *Velon screening* can't rust or corrode, can't advertise itself by causing ugly stains down the front of the house. They've been proved in steaming jungles, exposed to sun, rain and salt spray throughout long years of war.

They've been proved in twenty thousand home installations made before the war. Tests show that *Velon screening* is capable of resisting up to six times more impact without denting or bulging, yet only one-fifth the weight of metal types of the same gauge.

Velon screencloth is available in standard widths and gauges, in rolls or made-up screens. Specify it—write Firestone, Akron, for your copy of the descriptive leaflet, today.



Listen to the Voice of Firestone, Monday Evenings Over NBC

*Velon** tinted screening by Firestone

TRADE MARK



Cunard White Star Line Building, Boylston Street, Boston
 Architect: Kilham, Hopkins & Greeley - Contractor: E. A. Abbott

Modernized 11 years ago, this interesting combination of SEAPORCEL* in various colors, is as modern today as it was on the day of installation, retaining all its newness, sparkle and cleanliness. It has proved color fast and durable regardless of weather conditions.

The SEAPORCEL process of fusing ceramic coating into its metal base at 1550°F., combined with selection of the finest available materials, results in a facing material of enduring satisfaction.

Available in practically any shape, color, shade or type of finish, SEAPORCEL gives the architect or designer almost unlimited latitude in creating building surfaces, sign-faces, signs, letters. Ease of cleansing keeps maintenance cost to a negligible item.



Write for information today—No obligation

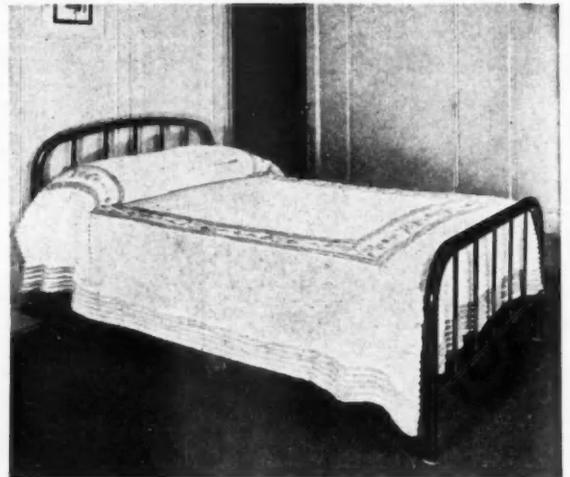
Illustration above shows an interesting combination of Seaporcel in various colors. Gray Enamel facia relieved with stenciled spandrels depicting the Queen Mary in four colors. Vertical joints covered with white metal moulding.

*Reg. U. S. Pat. Off.

SEAPORCEL PORCELAIN METALS, INC.
 Formerly Porcelain Metals, Inc.
 28-00 BORDEN AVENUE, LONG ISLAND CITY 1, N. Y.



Murphy Beds are back!



EASY ROLLER (above)

Ideal for remodeling; no construction involved. May be stored in closet and rolled anywhere and lowered to make comfortable, full-sized bed. Base carriage opens and closes automatically as bed is lowered and raised. Will first be produced in full-size, dark-brown finish with ends as shown.



Fits in a 26"-wide closet.



"B" TYPE RECESS

Requires closet 60" x 19". Easy to raise and lower. Full slumber comfort by night, out of the way by day. Will first be produced in full-size, dark brown finish with end as shown.

WRITE FOR CATALOG

MURPHY DOOR BED COMPANY

19 West 44th Street 30 North La Salle St. 2970 Second Blvd.
 New York City 18 Chicago 2 Detroit 1

SYLVANIA NEWS

HOME CONSTRUCTION EDITION

JANUARY Published by SYLVANIA ELECTRIC PRODUCTS INC., Salem, Mass. 1946

TWO NEW RESIDENTIAL FIXTURES, ANNOUNCED BY SYLVANIA, STRESS QUALITY AND SIMPLICITY

Home Fixtures Designed to Fill Big Demand Shown in Survey

The most recent additions to the long line of Sylvania Electric fluorescent fixtures are two new residential units—stressing quality, simplicity and low cost.

More and more home buyers will be looking for these latest fluorescent fixtures in their homes. According to a recent, impartial survey of residential lighting made for Sylvania by one of the country's largest market research organizations, 11,931,000 families are planning to install fluorescent lighting in their homes. These new fixtures, designed by Sylvania especially for home use, will do much towards making home fluorescent lighting even more popular than indicated in the survey.

Here is an opportunity for builders to add something to their homes that will make them truly modern. They will find the new Sylvania Electric residential fixtures adaptable to almost every home application. And, like Sylvania commercial and industrial fixtures, these new units carry a name already famous for "fluorescent at its finest."

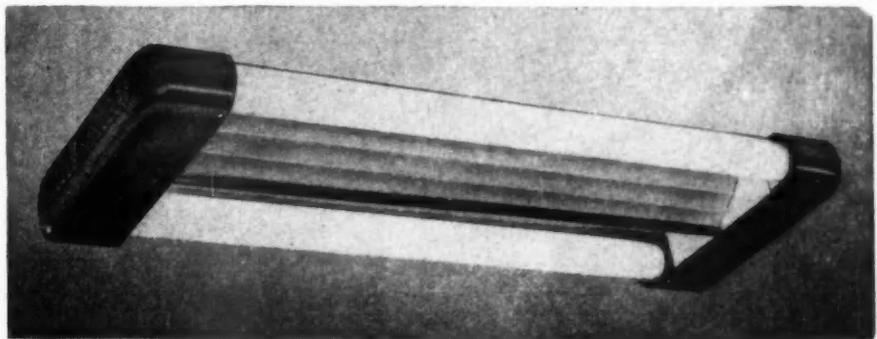
FACTS FROM THE RESIDENTIAL LIGHTING SURVEY

Of those who have fluorescent lighting:

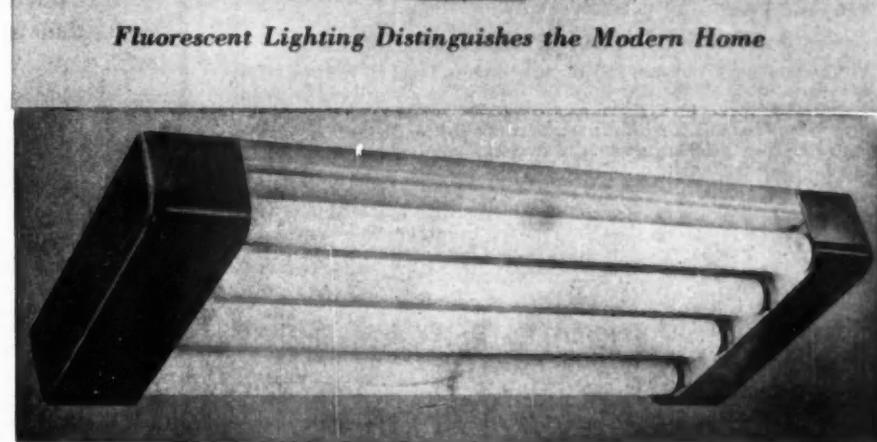
- 30.4% plan kitchen installations
- 24.6% will install in the bathroom
- 15.2% will install in the living room
- 8.0% in the bedroom

Among those who have no fluorescent lighting at the present time:

- 64.4% plan kitchen installations
- 14.2% living room
- 9.1% bathroom
- 1.9% bedroom



Fluorescent Lighting Distinguishes the Modern Home



SYLVANIA ELECTRIC

MAKERS OF FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS; RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES

**Amazing Speed
of Construction
WITH 100% FIREPROOF
ZONOLITE
INSULATION**



**Giant Cold Storage Plant
Zonolite Insulated
Throughout!**

16,000

**cubic feet of Zonolite Installed by
10 MEN IN 20 HOURS**

Again—this time at Retherford & Way Cold Storage Plant, Exeter, Calif.—Zonolite insulation has demonstrated its sensational ease of application in new building when used 100% in the construction . . . Zonolite Granular Fill in walls and ceilings . . . Zonolite Insulating Concrete for floors. No wonder contractors are enthusiastic about the profit opportunities from using Zonolite. Plan now to investigate Zonolite Granular Fill—Zonolite Insulating Plaster—Zonolite Insulating Concrete for ALL your work—commercial and residential.

3 TYPES ZONOLITE MEET ALL NEEDS

Pour Zonolite Granular Fill in attic or loft, level to desired thickness and pour between studs in sidewalls. Zonolite Insulating Concrete makes warm, dry floors. Ideal for radiant heating. Makes fireproof, insulating roof decks. Use Zonolite Plaster Aggregate instead of sand for a lightweight plaster that insulates against heat,

cold and sound. Remember, too—Zonolite is 100% firePROOF—not merely fire-resistant!

**Mail Coupon TODAY
for Details**

**UNIVERSAL ZONOLITE
INSULATION COMPANY**
Dept. AB-16, 135 S. La Salle St.,
Chicago 3, Illinois



UNIVERSAL ZONOLITE INSULATION COMPANY
Dept. AB-16, 135 S. La Salle St., Chicago 3, Ill.

Please RUSH complete details about all 3 forms of Zonolite.

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

SEE YOUR LOCAL LUMBER AND BUILDING MATERIAL DEALER

**Easy One-Hand
SAWING**



Speedmatic

means

More Production

with LOWER COSTS and LESS FATIGUE

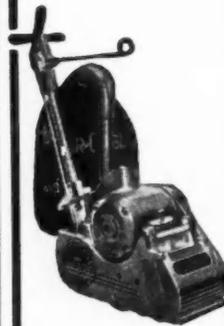
You'll get a bigger day's work with Speedmatic! You'll save on labor and material, too—for Speedmatic allows you to pre-cut lengths on location. Its smooth-running, powerful blade will bite its way easily across multiple

cuts. Now one man cuts several boards faster and easier than he can cut one with an old-fashioned handsaw!

- ★ Perfect Balance
- ★ No strain — no fatigue
- ★ Broad Shoe — steady rest, no swerving, no cramping
- Blade enters cut at 7,000 rpm. — practically feeds itself!
- ★ Easily adjusted for angle or depth cutting

Speedmatic Floor Sander

"Feel of the floor adjustment"



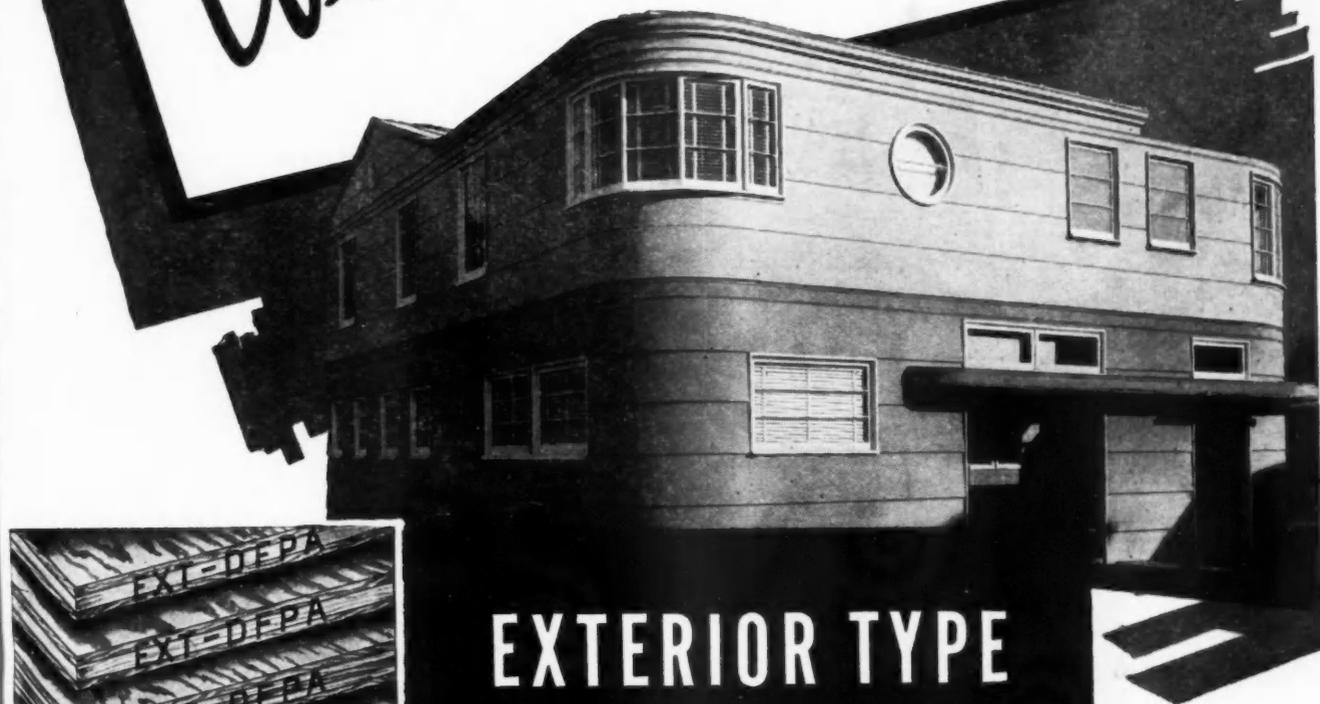
You needn't be experienced to be able to deliver a big day's work with this newest Speedmatic. It's light—easy to maneuver! More power than you'll ever need lets it take big, smooth bites at the meanest floors you encounter!

**Ask for BULLETIN on either of these
MECHANIZED modern tools!**

PORTER-CABLE MACHINE CO.

1721-1 N. Salina St., Syracuse 8, N.Y.

For Attractive, Modern Weatherproof Exteriors



EXTERIOR TYPE Douglas Fir Plywood

- Exterior type Douglas fir plywood is made with completely waterproof synthetic resin binder especially for permanent outdoor use.
- Exterior type plywood carries the letters EXT-DFPA on the edge of every panel. It is accepted by FHA for house siding and other permanent exposures and is approved in the Uniform Building Code of the Pacific Coast.
- Exterior type plywood has been used for years in boat-building, for homes and commercial buildings, for outdoor signs, for boxcars and refrigerator cars. It is a thoroughly proven product and should be specified, furnished and used for all exterior jobs or for interior uses under conditions of extreme humidity or moisture such as might occur in bathrooms or kitchens.

- Exterior type Douglas fir plywood—EXT-DFPA—is the durable, rugged, weatherproof plywood used in hard-hitting PT boats—the type which lends both strength and beauty to the exteriors of homes, stores, farm structures and many types of commercial and industrial buildings.
- Used as flat panels, Exterior plywood provides a smooth, stream-lined, modern effect. Battens, grooves, flush joints and mouldings make possible

a wide range of siding treatments.

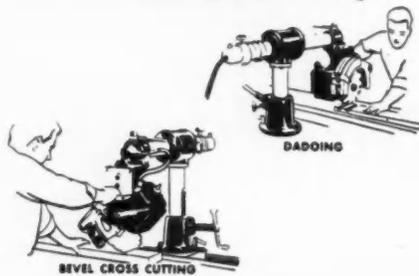
- Exterior type fir plywood is made in a variety of thicknesses and sizes and in several appearance grades. For additional information, write:

**Douglas Fir Plywood
Association**
Tacoma 2, Washington

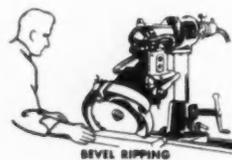
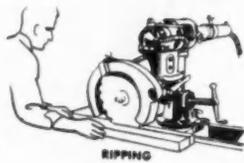


• For prices or delivery information, see any lumber dealer in the United States. All dealers will soon have plywood in stock.

COMET *Radial Power* **SAWS**



**VERSATILE COMETS
MAKE ALL CUTS**



All cuts required of radial power saws are made with exceptional speed and unmatched accuracy by Comet Saws. The superiority of Comet cuts explains the heavy demand for these fine saws. Builders and contractors everywhere are putting more Comets on their jobs simply because they get more out of Comets. See your dealer or write direct for free information.

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.
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to mail this Coupon**

The SISALKRAFT Co., Dept. AB-146
205 W. Wacker Drive, Chicago 6, Illinois

Please send me samples, together with complete information on SISALATION.

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If you have not sent in the above coupon —do it now—get the facts on



The new **LOW COST** Reflective Insulation
with Many Added Advantages

- ✓ Low in Cost
- ✓ Assures Winter Warmth
- ✓ Provides Summer Comfort
- ✓ Acts as Effective Moisture-Vapor Barrier
- ✓ Stops Wind and Weather
- ✓ Seals Out Dirt
- ✓ Is Tough and Strong
- ✓ Protects Year-in and Year-out.

Announced last month, SISALATION has already been enthusiastically received. SISALATION, in addition to providing effective insulation, offers other important benefits for little more than the cost of good building paper!

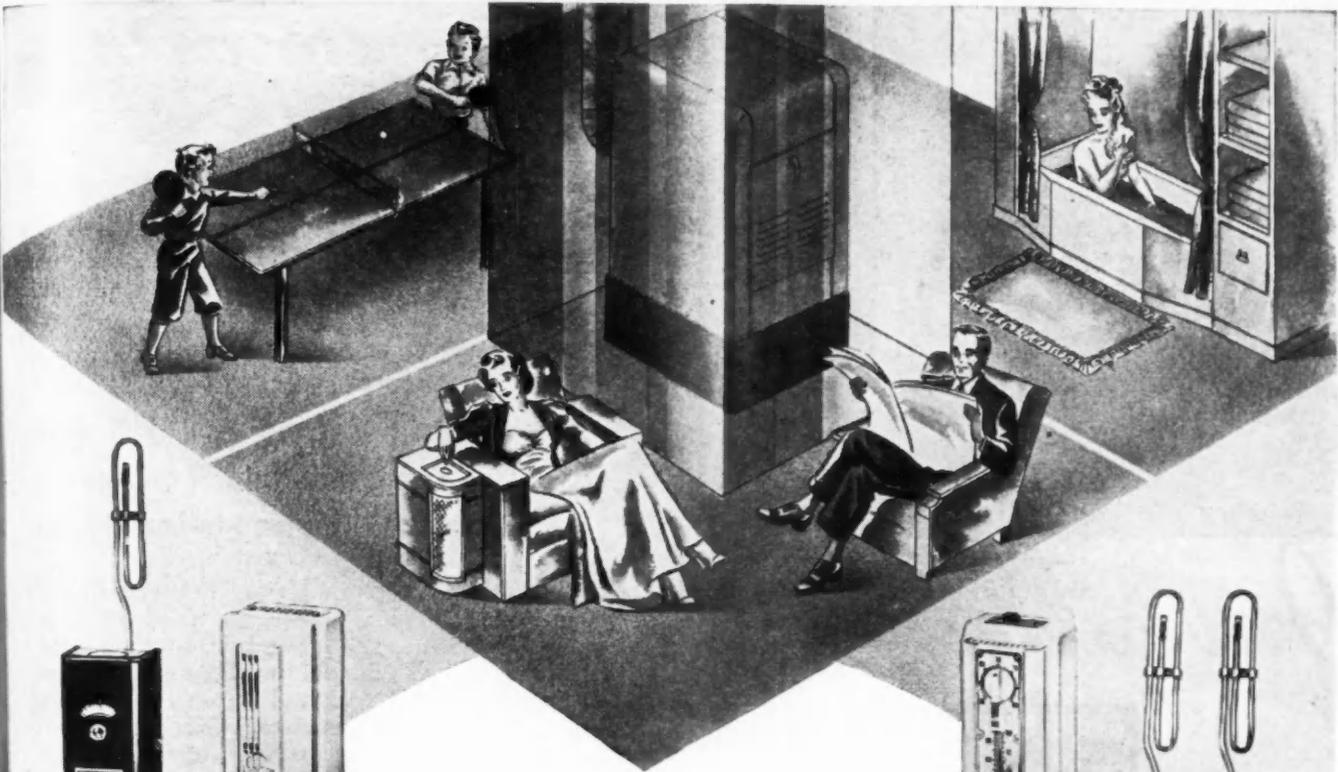
At its extremely low cost, all homes should have the protection of SISALATION. It stops the passage of heat as effectively as much thicker materials—provides the home with a moisture-vapor barrier and an extra weather-stop against dust, dirt, and wind.

Your customers who are planning new homes will want the added benefits of SISALATION. And if you build for the market, "cash in" on SISALATION as a selling help—add value to your homes—give your customers extra comfort and fuel savings!

Send coupon for Samples and Complete Information TODAY!

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In Canada Write to Alexander Murray & Co. Limited, at
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Manufacturers of
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WHITE-RODGERS Controls Insure COMFORT in your buildings

Heating and air-conditioning in the houses you build mean just one thing to the users...HEALTH and COMFORT. White-Rodgers controls with their high degree of accuracy and dependability can insure these vital factors with the equipment you install. It will pay you to specify them in your building plans. Write for catalog and installation data.

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**JUST LIKE A
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The Grand Rapids Invisible Sash Balance checks with the strictest standards, and the saving and satisfaction realized on these installations has been fully endorsed in thousands of instances by scores of leading contractors.

It is actually invisible — no exposed tapes or cables or tubes. The entire sash balance moves with the sash.

No odd sizes — same balance for upper and lower, completely interchangeable. Ten sizes meet 95% of all residential requirements.

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No. 175
Drive type saw
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Easy
to Install
Simple
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Sash Balance
CATALOG

This catalog contains complete information on sash balance sizes, directions for installing, etc. — all fully illustrated.

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The preparation of this information took many years and cost thousands of dollars. Every page is packed with useful and hard-to-locate facts. Any one of the 779 pages in this book may save you more than the cost of the entire work in time and annoyance—yet it is yours for about 2/3c per page!

A wealth of material including valuable information on manufactured products is included within the covers of this single book, together with hundreds of sheets originally appearing in Pencil Points. Elusive facts, hard-to-remember facts, buried facts, appear on these subjects:

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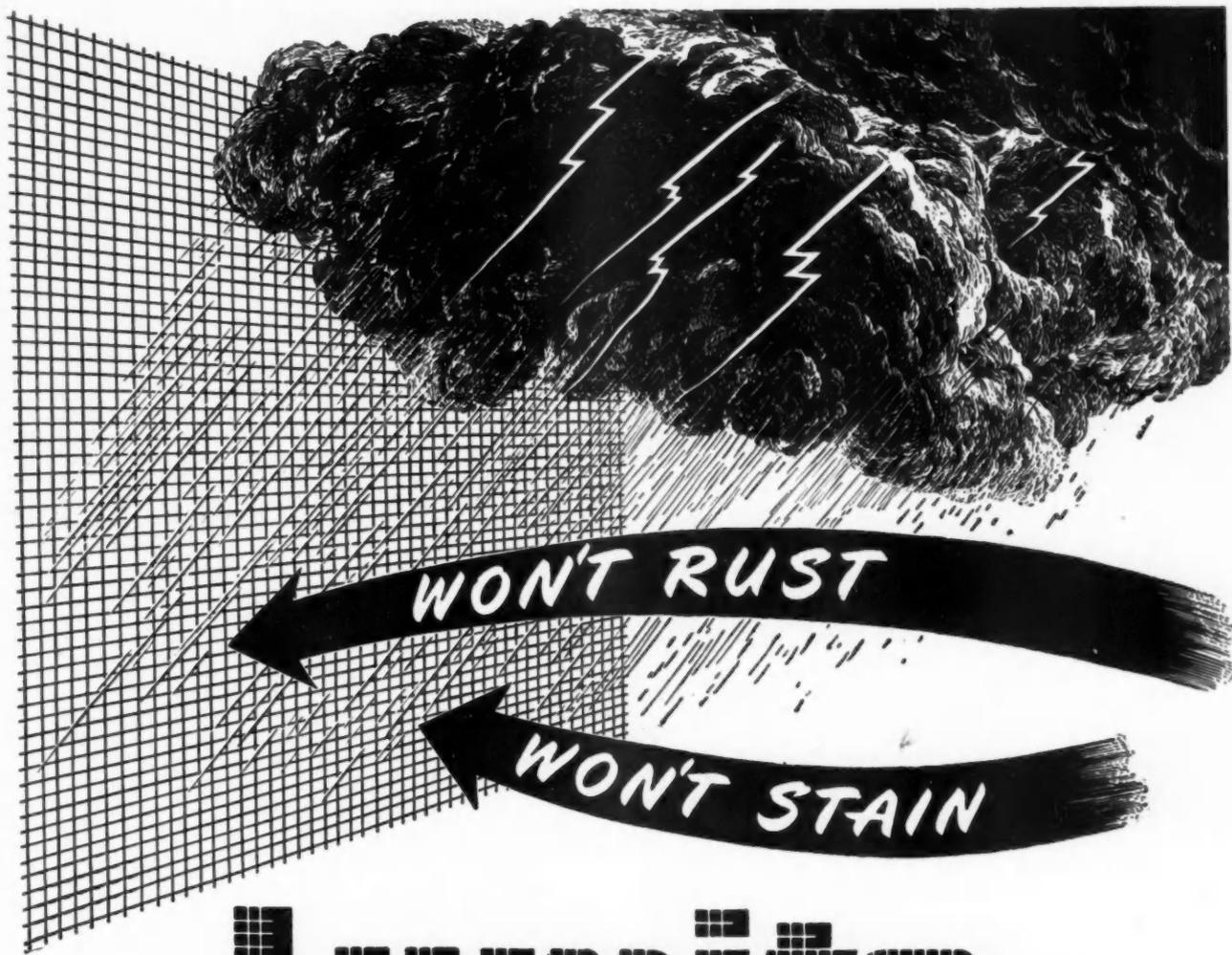
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- the screen that lasts!

• Metal screens may rust or corrode . . . but *not* LUMITE!

Neither rain, snow, smoke nor even salt spray has any effect on LUMITE! It won't stain sidewalls or sills and never needs painting. A damp cloth cleans LUMITE in a jiffy.

And, where ordinary screens bulge or dent, LUMITE* (modern plastic insect screen cloth) snaps right back to its normal flatness! Its toughness lies in unusual tensile strength and amazing resilience.

Tested daily for years, under

(* Woven of Saran, Product of Dow Chemical Co.)

the severest battle conditions, LUMITE outlives average screens because natural causes can never affect it. No postwar building plan can be considered complete unless specifications call for LUMITE!

**LUMITE NOW RELEASED!
FREE SAMPLES ON REQUEST**

With cancellation of some Army and Navy contracts, Chicopee is now making LUMITE for civilian uses in a rich dark green color. Write to us today for further information.

Tested in War—Available Now

Many millions of feet of LUMITE screening have been used successfully to protect the Armed Forces against disease-bearing insects. Men who saw LUMITE "under fire" are your customers today . . . and they're sold on LUMITE already!

- ★ Cannot stain sills or sidewalls.
- ★ Never needs painting . . . non-inflammable.
- ★ Easy to clean with a damp cloth.
- ★ 100% Rustproof under any conditions.
- ★ Strong, resilient . . . can't dent or bulge.
- ★ Competitively priced with better grades of wire screen cloth.



CHICOPEE MANUFACTURING CORPORATION—LUMITE DIVISION
47 WORTH STREET, NEW YORK 13, N.Y.

World's largest makers of Plastic Screen Cloth

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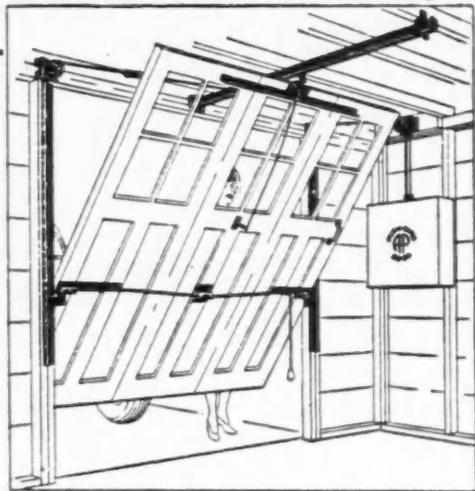
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Allith "50-50 PUSH-OVER"
Door Equipment . . . serving
dependably in thousands of garages



Neatness of installation, no springs to break—"Old Man Gravity" does all the hard part of the work. These are the features that are now proving themselves a wise "buy"—to every Allith "50-50 Push-Over" door owner. Fits all openings up to 8'-11" wide by 8' high—and it takes only 5 1/2" head room. (Also larger sets up to 16' x 8').

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The Wagner-Ellender-Taft Bill

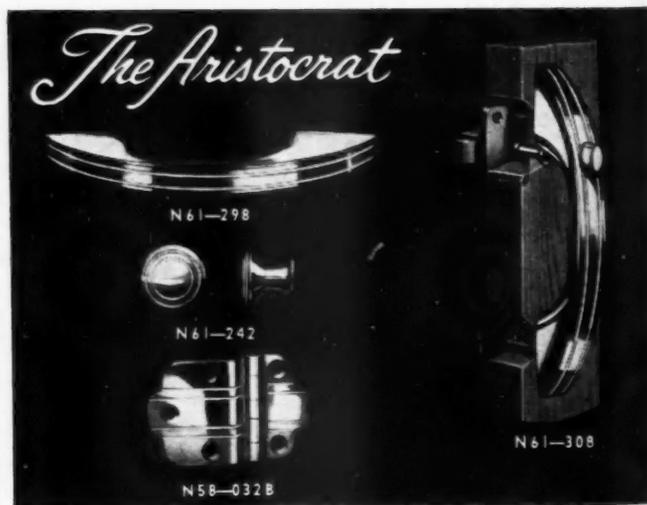
(Continued from page 92)

the Administrator great powers to promote public housing. It authorizes the Administrator to make annual grants of twenty-two million dollars for four years. This annual grant authority allows commitments to be paid over the next 45 years from the Treasury in the amount of \$3,960,000,000, none of which is to be repaid. It also amends the National Banking Act, authorizing national banks to buy all public housing securities. The provision for annual contributions over a period of 45 years appears to be designed to make the bonds of public housing authorities more attractive.

There is little difference in the language of this section in both bills, except that the requirement of the old bill that no contributions shall be made in connection with the project unless an equal number of units is eliminated, is changed to the ambiguous statement, "unless subsequent to the initiation of the project and within a period specified by the authority there has been or will be elimination." The new bill also provides that there must be a gap of 20 per cent between the upper rent limits for admission to the proposed low rent housing and the lowest rate at which private enterprise is providing a substantial supply of decent, safe and sanitary housing through new construction and existing structures. The language of the old bill provides that the gap shall be between the upper limits and the lowest rate at which private enterprise can reasonably be expected to provide an adequate supply at such rentals.

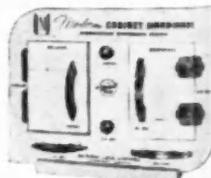
TITLE VIII—Housing on Farms and in Rural Areas

This is Title VI of the old bill, and the two appear to be about the same. It authorizes the Secretary of Agriculture to make loans for 40 years at 3 per cent to farmers who cannot get such financing elsewhere, and authorizes FHA insurance on farm homes. The general provisions of the public housing act are extended to rural housing.



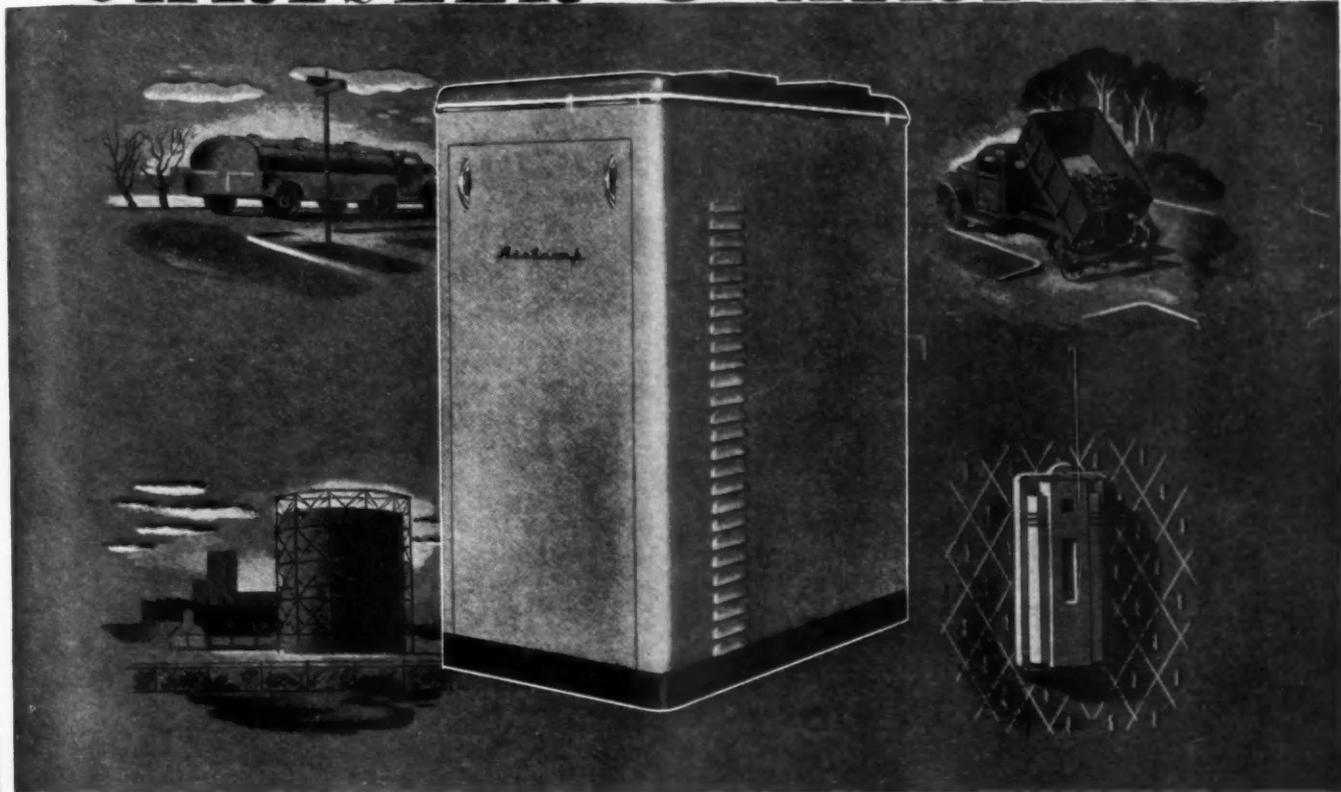
MODERN CABINET HARDWARE *Styled to Sell*

National Lock offers to the building trade four NEW CABINET HARDWARE designs (one of which is shown above). Here is styling that is ahead of the times. Designs that sell on sight—profit-packed in all price ranges. Four different modern display boards with hardware designs of your choice — only fast selling items included. Write for new colorful descriptive folder.



NATIONAL LOCK COMPANY
BUILDERS HARDWARE DIVISION ROCKFORD, ILLINOIS

CHRYSLER AIRTEMP



Automatic Heat With Any Type Fuel for America's New Homes

Oil, gas or coal—no matter what the fuel—there's a Chrysler Airtemp automatically-controlled central heating plant to satisfy new home buyers in every builder's market. A wide range of equipment provides for forced warm air, steam or hot water systems.

And—Chrysler Airtemp engineering skill and mass production methods bring prices within reach of even modest incomes.

Home buyers this year are definitely heating conscious, no matter what size homes they buy . . . and, no matter what size homes you build, Chrysler Airtemp central heating makes your houses more desirable.

Engineering advances, compact "packaged" design, ease of installation, proved performance and new fuel economy make Chrysler Airtemp systems the most modern. Still another big home-selling feature is that summer cooling can be added at any time to Chrysler Airtemp forced warm air models. The "Packaged" Air Conditioner pioneered by Chrysler Airtemp is easily installed as illustrated at the right.

When you specify central heating for your new homes, it will pay you to name Chrysler Airtemp. A factory-trained dealer organization will assist you in selecting the right equipment and assure its proper installation.



Chrysler Airtemp Combination Home Heating and Cooling System. The ducts, filters and blower of the heating system circulate cooled, cleaned, dried air on hot, muggy days.

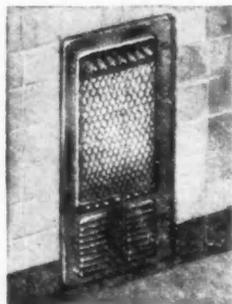
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TITLE IX—Disposition of War Housing and Other Federally Owned Housing with Preference to Servicemen and Veterans

This is Title VII of the old bill. Under the Lanham Act all war housing is to be sold promptly after the war, and none of it may be transferred to public housing agencies. This title proposes to change all of that, and transfer all war housing to public housing agencies. There is approximately \$1,800,000,000 of such housing, the cost of which is now public debt.

The new bill permits sale by the National Housing Agency of permanent war housing to local public housing agencies. The local agency needs to pay only the income from the property.

TITLE X—Periodic Inventory of Housing Needs and Programs

This requires the National Housing Administrator to make an annual report to Congress, and include the most current estimate of all housing needs for all income groups and all parts of the country; the rate of employment and investment in housing and related community development, compared with rates required for the construction industry's part in full production and full employment; nationwide progress in meeting these needs and requirements; and recommendations of additional programs needed to carry out the national policy in housing and related community development. It provides the National Housing Agency with great propa-



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ganda powers, and seems to base the need for the bill on employment rather than supplying houses. It nationalizes the whole housing industry.

TITLE XI—Miscellaneous Provisions

This provides that the Act shall take precedence over any other law.

It is still the same old socialized housing bill, with the inexplicable endorsement of Senator Taft added, and with more tentacles to make certain that it will be the octopus that can control all housing. It is a step, and only a short step away from full federal control of housing.

* * *

Building Officials Discuss Housing Shortage

ONE of the highlights of the Building Officials Conference of America, held in Rock Island, Ill., in November was the discussion of the housing shortage as it applied to returning veterans. This discussion had particular significance to builders in that one of the general recommendations by several building inspectors in the territory from Kansas to New Jersey was that the quickest way to provide additional quarters was through the splitting up of large residences into apartments.

It was pointed out that in many instances zoning and fire ordinances made this impossible without emergency changes. Some building inspectors have already arranged with their boards of appeals and city councils to protect themselves by putting a "violation" on the job, but still through the emergency, the technical violation of the law would be countenanced.

One building official pointed out that one thing he would not let go by was two exits from third stories. Many building ordinances require fire resistant partitions around exit stairs, and it was suggested that one way to get a one-hour fire rating is through the installation of mineral wool between the studs.

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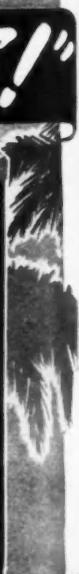
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By Charles F. Dingman

Architectural Engineer

Third Edition, 401 pages, 4 x 6 3/4, 27 illustrations, \$3.00

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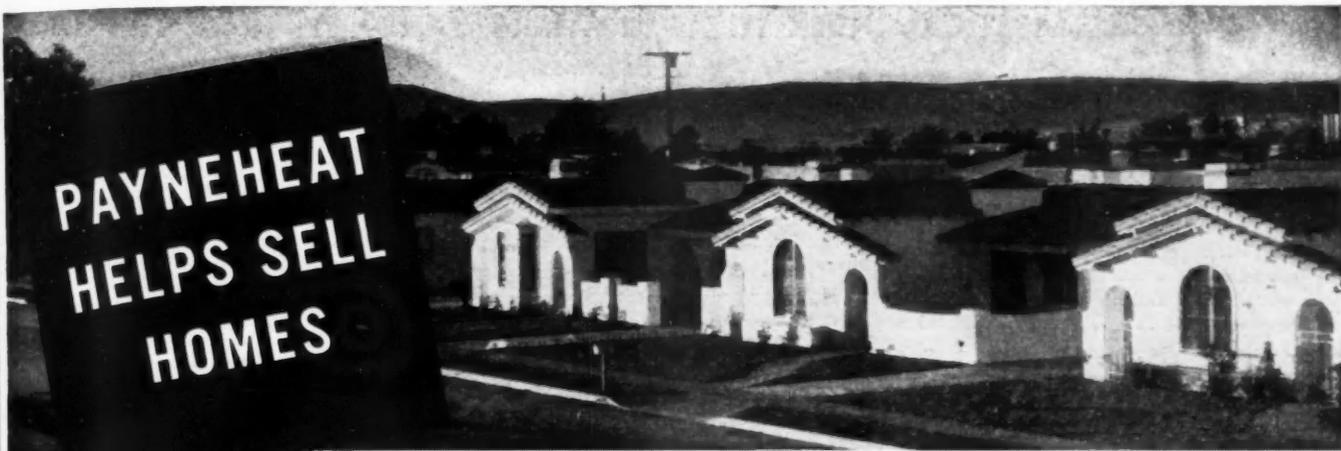
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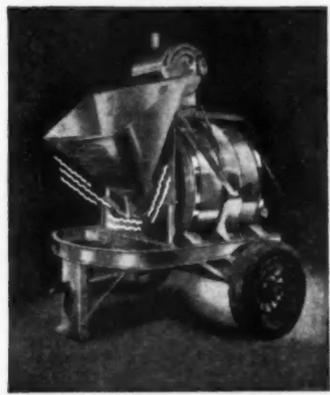
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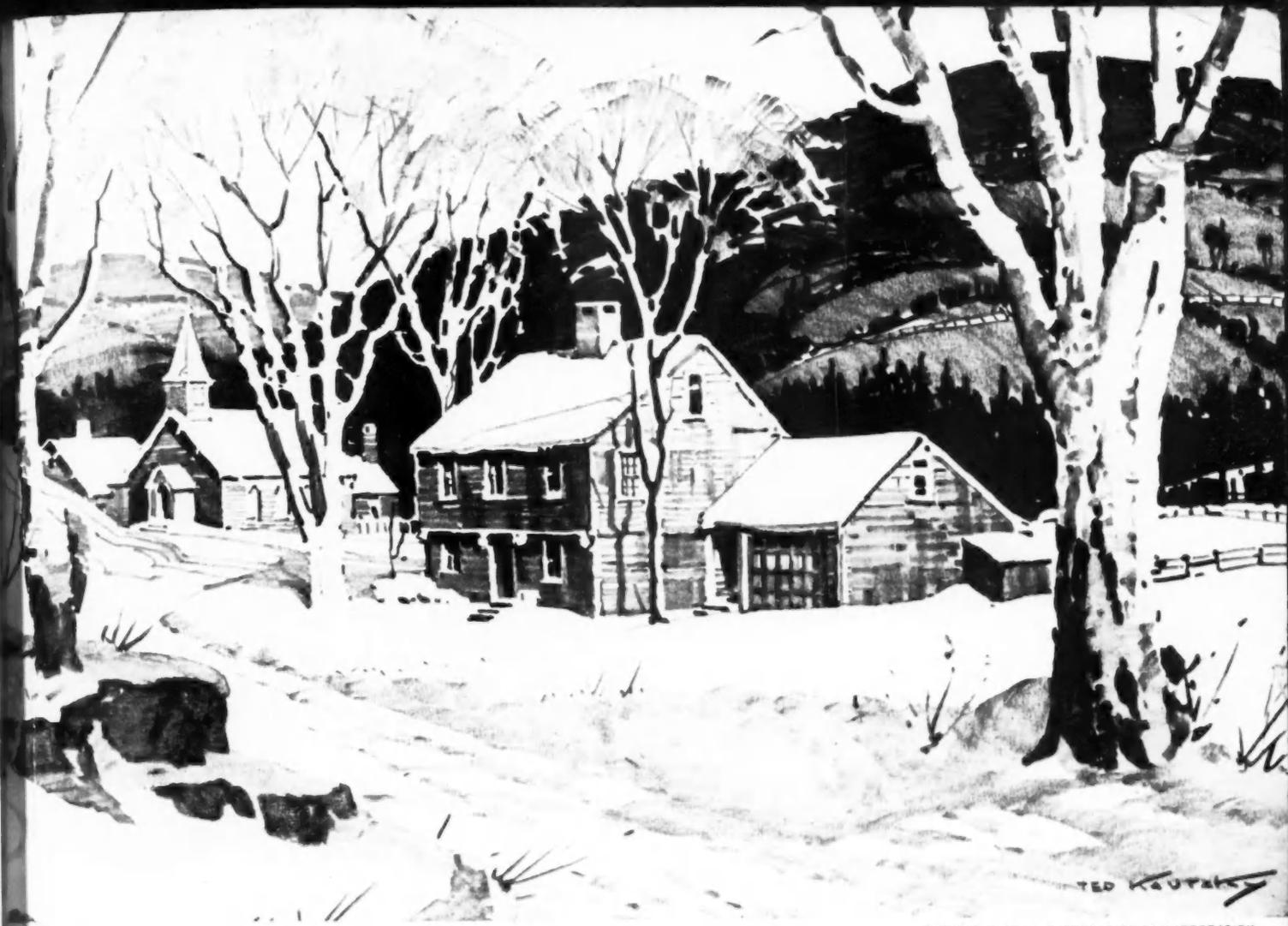


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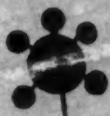


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