

NOLOGY DEPT.

# AMERICAN BUILDER

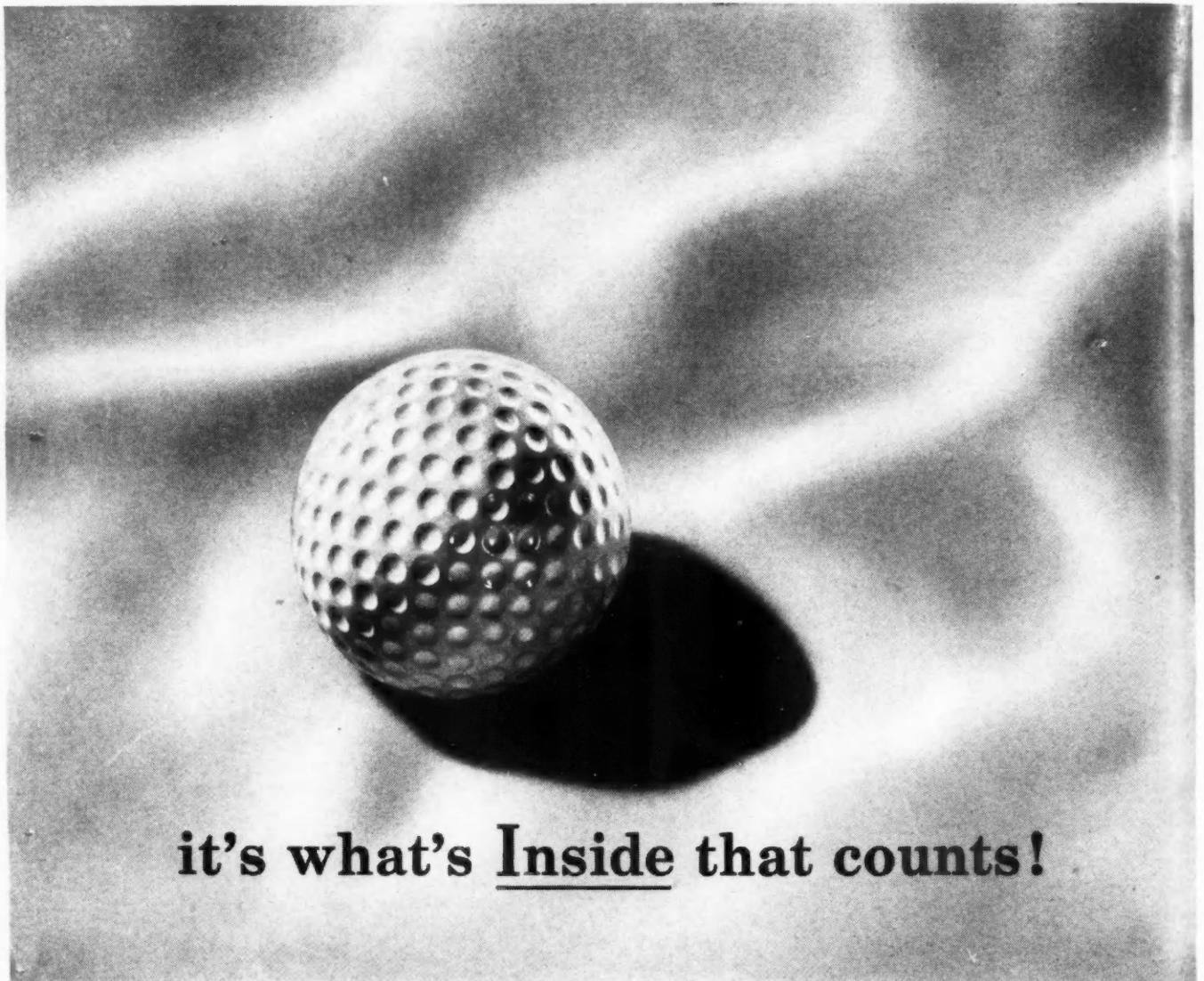
WORLD'S GREATEST  
BUILDING PAPER

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

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Designed for a Mountain View—Page 56



it's what's Inside that counts!

**Y**ES, what goes *into* a golf ball can make as much as 50 yards difference in the distance of a drive. Quality *counts*.

What's inside counts with building materials even more. For the inside quality can make a difference of years and dollars in long-lasting service and trouble-free maintenance.

That's why building-wise people *insist* on Celotex Building and Insulating Products.

They know the raw materials that go into Celotex are the best that nature can grow and money can buy.

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These, plus more than a quarter of a century of

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

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Building Board    Celotex Sheathing and Wallboard  
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**BUILDING PRODUCTS**

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# WINDOW IDEA

*that makes light of the  
dormer problem*

**H**ERE'S a smart combination of beauty and utility.

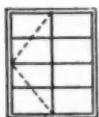
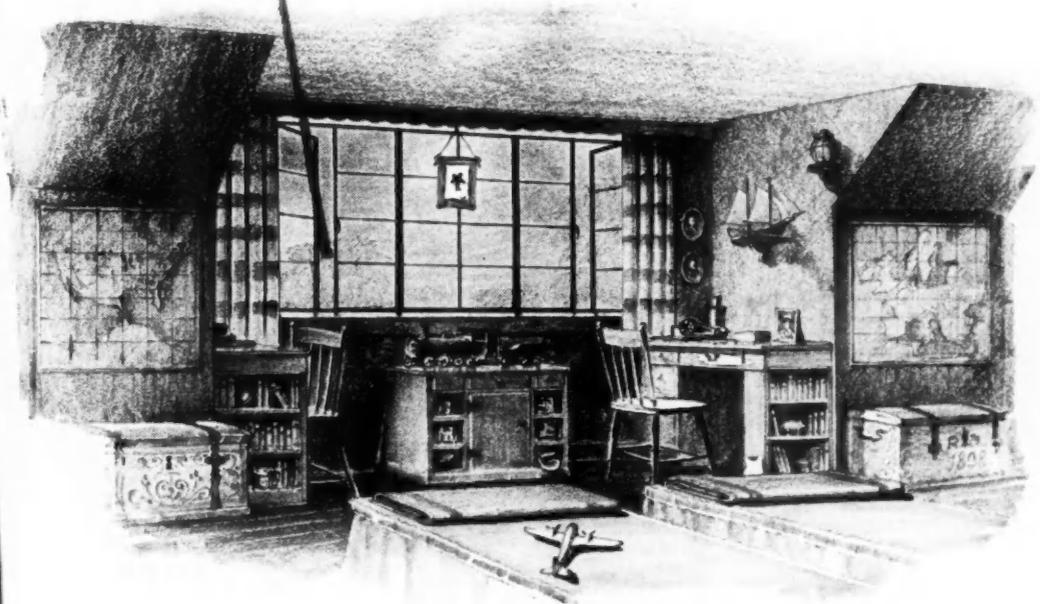
This dormer window, composed of standard Fenestra Casement units, points up the attractiveness of this large dormer . . . floods the room with sunshine. And notice how the casement leaves swing out to catch the breeze and "bounce" it into the room.

This is just one example of the good-looking, practical window you can make by combining various units of the Fenestra line. This practice, economical and time-saving, enables you to achieve "tailor-made" effects with standard stock units.

The new line of Fenestra Steel Casements provides a *right* window for every room in the house. And the modern engineering of these better windows results in many advantages that will please home buyers—benefits that will mean years of satisfaction to them.

Fenestra Casements always open easily, with finger-tip control of a smoothly-operating roto-adjuster. They close to a firm, weather-tight fit. In most units, both sides can be washed from inside the room. Screens fit neatly on the inside. You can use Fenestra Windows with confidence in the best of houses—at costs in line with small house limitations.

For full information on types and sizes, write to Detroit Steel Products Company, Dept. AB-8, 2260 East Grand Boulevard, Detroit 11, Michigan.



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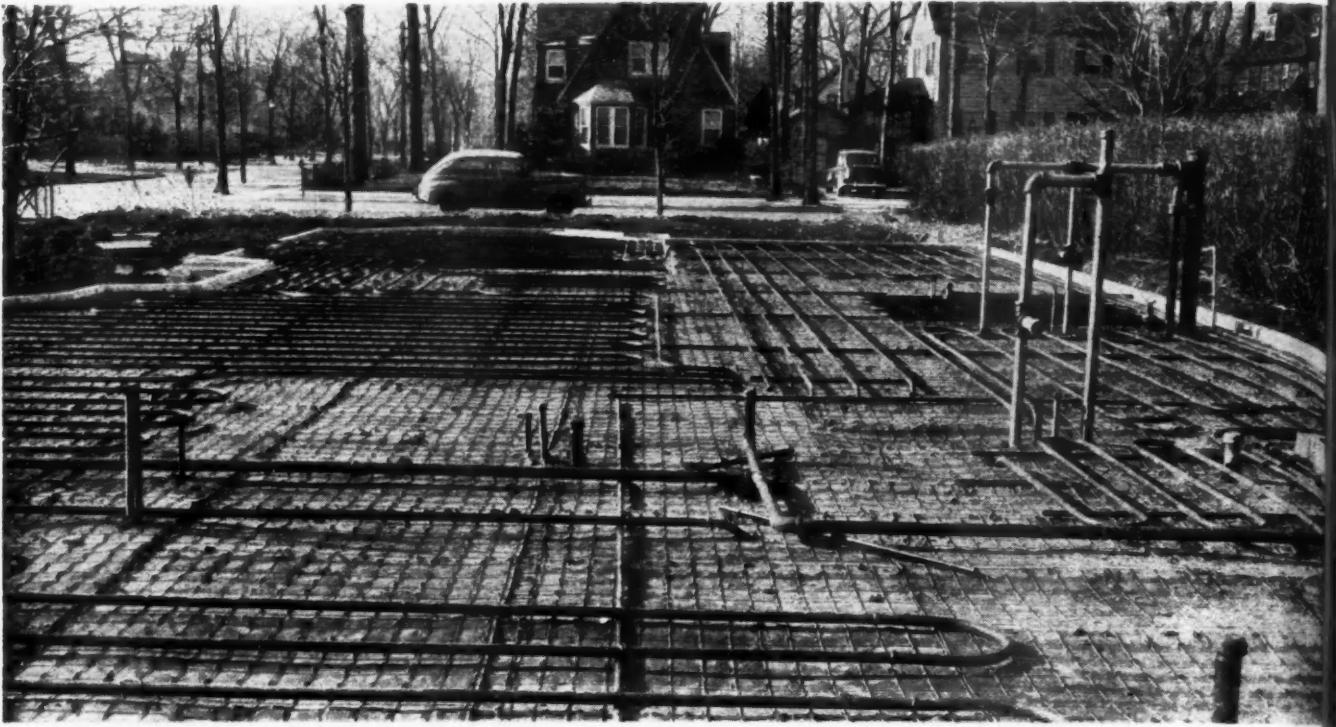
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*Fenestra* 

**RESIDENCE STEEL CASEMENTS**

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## Hydro-Flo Radiant Panel Heating

... TODAY'S NO. 1 INTEREST  
AMONG HOME BUYERS

Do you wonder that today's home planner is intrigued with B & G Hydro-Flo Radiant Panel Heating? Think of the sensational advantages it has to offer—

First of all, it is *completely concealed*—not a radiator or grille anywhere. Every room is bathed in mild, stimulating warmth, radiating gently from pipe coils in the floor or ceiling . . . floors are always warm . . . no chilling drafts. The air itself feels fresher, never dry and stuffy.

B & G Hydro-Flo Radiant Panel Heat is *cleaner* heat—there are no strong air currents to pick up dirt and smudge it over walls, ceiling and furnishings. It's *economical* heat, because the heat supply is closely controlled to provide just enough warmth for perfect comfort in any weather.

Here's the heating system with every feature that appeals to both men and women . . . complete freedom in room decoration and arrangement—supreme comfort—cleanliness—convenience—economy. It's the system that adds tremendous sales value without exceeding the usual cost limit for the heating plant.



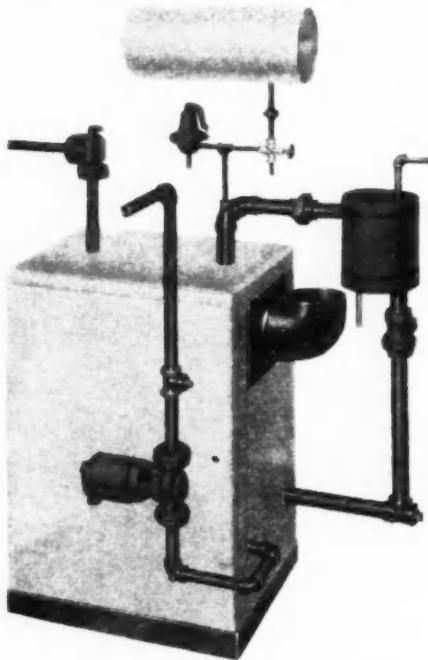
For luxurious winter comfort and more healthful living conditions, there's nothing like the warm floors assured by B & G Hydro-Flo Heat.



What woman wouldn't be enthusiastic over a heating system which makes housework easier . . . keeps cleaning and decorating bills at rock bottom.



And what man wouldn't be delighted with the amazingly low operating cost of B & G Hydro-Flo Heat?



B & G Hydro-Flo Heat is a forced hot water system. The basic operating units are a B & G Booster Pump, B & G Flo-Control Valve, B & G Water Heater and the necessary electrical controls. All are simple, dependable units which can be installed on any hot water heating boiler.



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With B & G Hydro-Flo Heat installed, the same boiler that heats the house also heats water for kitchen, laundry and bath . . . in virtually limitless quantities . . . at low cost . . . winter and summer . . . and every hour of the day and night.

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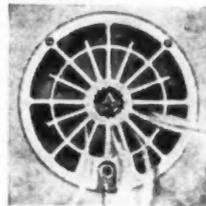


36", 42" or 48" fan for wall mounting in sealed attic or plenum chamber installation in unsealed attic.

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#### *Emerson-Electric* KITCHEN VENTILATING FAN

Specify an Emerson-Electric Kitchen Ventilating fan to whisk out kitchen heat, cooking odors and greasy vapors.



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 Photographed by Anton Bruehl • Panelled by Upson!*

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PACEMAKER IN CRACKPROOF PANELS

# AMERICAN BUILDER

F O U N D E D — 1 8 7 9

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**VOL. 68**

**1946**

**NO. 8**

## C O N T E N T S

### AMERICAN BUILDER and BUILDING AGE

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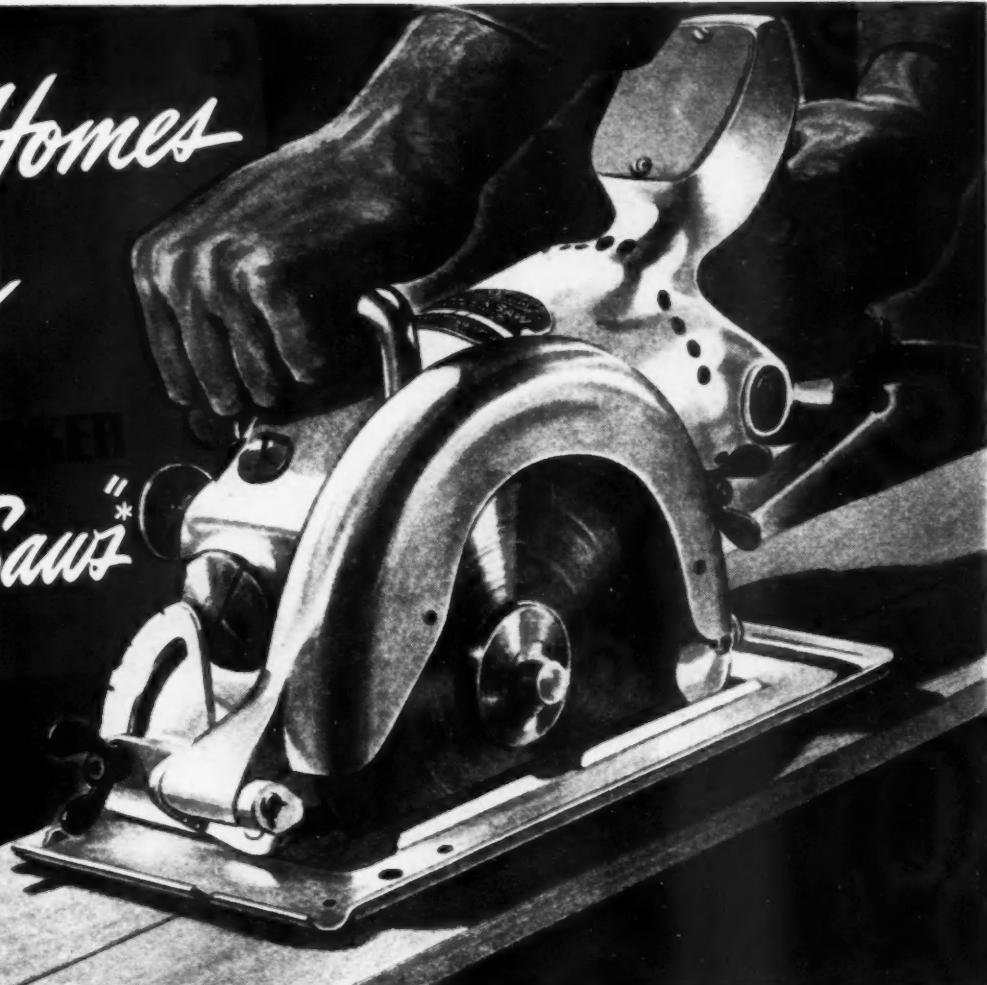
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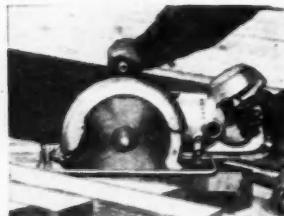
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**CUTTING STAIR STRINGERS** with a B & D Electric Quick-Saw finishes the job in a fraction of the time required by hand.



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Quick-Saws can be equipped with cross-cut, combination, planer and grooving blades to speed up every step from roughing out to final trim. They are adjusted quickly, easily for angle or depth of cut. They cut cleanly and accurately. They're streamlined and weight-saving, give top performance whether

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**PORTC-SHEARS . . .** put new zip into sheer metal work; make clean, smoother, more accurate cuts, with less muscle.

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PORTABLE ELECTRIC TOOLS

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**BRADLEY** *Pre-Finished* STRAIGHT-LINE

**Hardwood  
Flooring**

**ANSWER...**

We don't know. Existing handicaps to production prevent supplying even our long-established distributors beyond a mere pro rata trickle. Indications are that this situation will continue for the balance of 1946 and beyond.

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in  
OAK • BEECH • PECAN

Meantime, our research and product improvement continue as a pledge to future users, that Bradley Pre-Finished Straight-Line Hardwood Flooring shall maintain its

**9-POINT LEADERSHIP  
AS THE  
STANDARD OF COMPARISON**

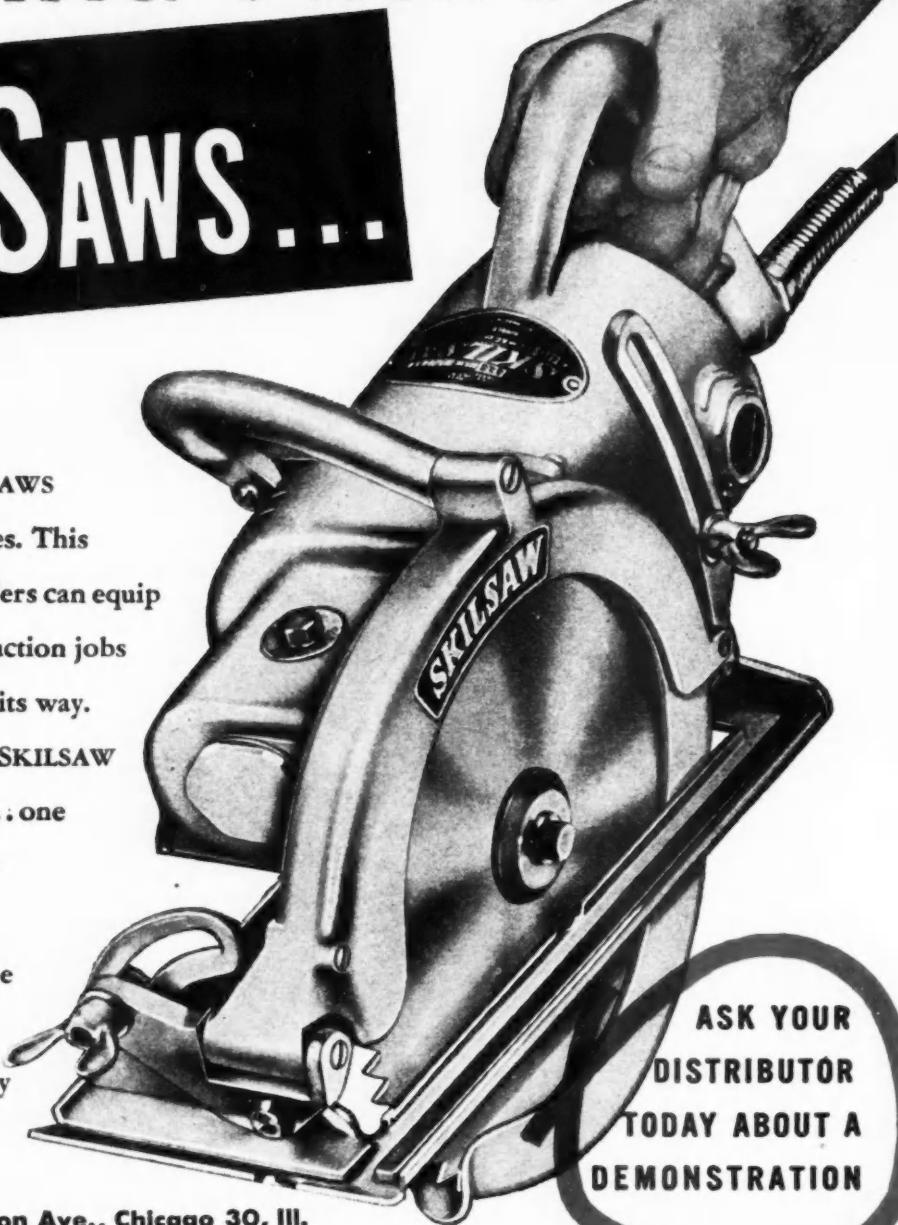
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WARREN, ARKANSAS



# INCREASING PRODUCTION of SKILSAWS...

• More and more SKILSAWS are rolling off the assembly lines. This means that more and more builders can equip now for more profitable construction jobs in the building boom that's on its way. Remember . . . one man with a SKILSAW equals 10 men with hand saws . . . one man using a SKILSAW releases 9 other men for other work. You can bid lower and still make more money when you use fast-working SKILSAW on every cut in construction.



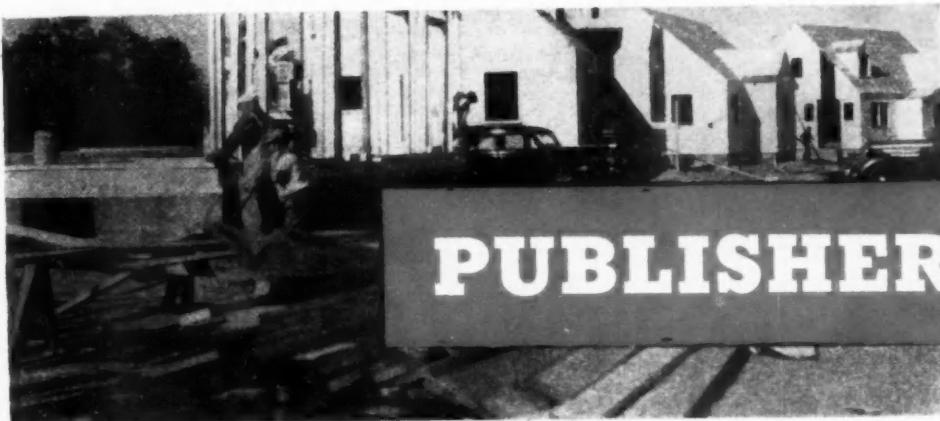
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## PUBLISHER'S PAGE

### **What to Do About Inflation**

**P**ERHAPS when this issue of *American Builder* appears, OPA will have been re-established with some reduction of its powers. If so, its power to control rents of housing will have been reduced too little, if at all.

The ostensible purpose of OPA has been to "prevent inflation." It has not done so. We actually have inflation. What we need is policies to reduce inflation; and you cannot cure a patient by employing those who have given him dope that has made him sick to give him more of the same dope.

If inflation is to be arrested, the people, especially property-owners, must be so educated regarding its causes that they will compel abolition of its causes. This will be a difficult and gigantic task. But it is a task that should be intelligently and boldly undertaken by such organizations as the National Home and Property Owners Foundation. For it is a historically demonstrable fact that uncontrollable inflation has led to more destruction of property and revolutions than any other single cause.

The causes of inflation were initiated in this country in 1933, when the New Deal administration undertook what it called "reflation." The means adopted were reduction of the gold content of the dollar, compulsory advances in wages and prices by NRA and AAA, and large government deficit spending on "public works." Its declared purpose was *increase* in prices to the level of 1926.

These means failed to cause "reflation," because until the war they prevented the increases in business profits and in business buying of durable goods necessary to a revival of production and employment. But they were all highly inflationary in their tendency. Then between December, 1939, and December, 1945, (principally because of the extent

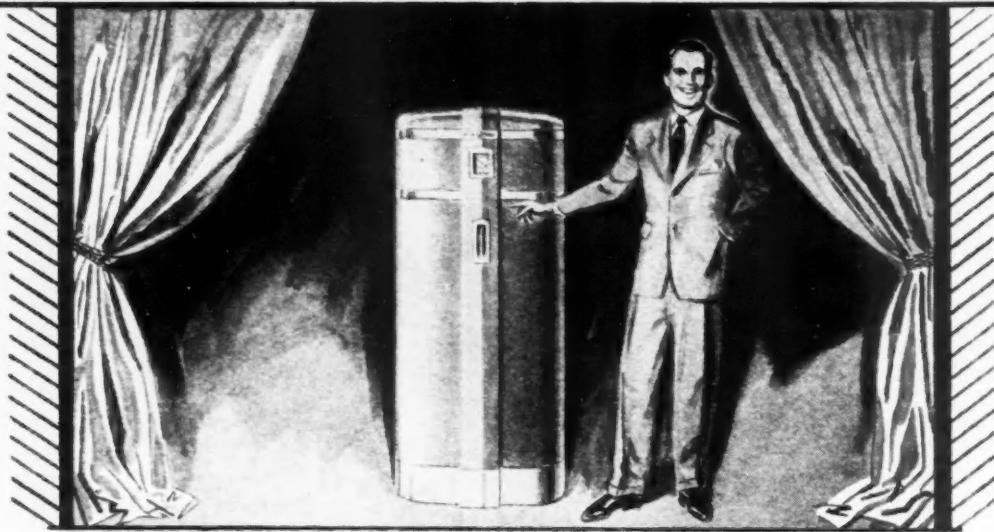
to which the war was financed by deficit spending) currency outstanding and bank demand deposits increased from \$27 billion to \$87 billion and time deposits from \$26 billion to \$48 billion. This was equivalent to increasing within six years the nation's supply of money from \$53 billion to \$135 billion.

So we now *have* inflation. For inflation is the much greater increase in the supply of money than in the supply of purchasable goods that has been occurring in this country for thirteen years. Such a disproportionate increase in the *supply* of money necessarily in the long run causes depreciation in the *value* of money. Most people call this depreciation of money an "increase in prices," and call the increase of prices "inflation." At any rate, a great increase of prices is the ultimate *inevitable* result; and it can never be stopped excepting by (1) reducing the supply of money by reducing government spending and the government debt, and (2) stimulating the production and supply of goods.

But the present administration is still *increasing* the supply of money, and evidently intends to continue increasing it, by continuing deficit spending. And it has been *hindering* increase in the production and supply of goods by the way its OPA has been administering controls of prices and rentals. Thus it has been promoting inflation in the most effective ways possible, while condemning others for not helping it combat inflation.

The only way to prevent inflation is to reverse the policies causing it. And apparently the only way to secure reversal of these policies is to turn out of office those responsible for them.

*Samuel O. Drumm,*



## Set the stage for **SALES** in the Cellar!

It has been proved that the heating unit by itself can practically sell a house . . . when that unit is G. E.

*Charles F. Schilling of Philadelphia proved it.*

He equipped all 156 houses of his Mayfair development with G-E Oil-Fired Boilers and made them the main feature of his sales promotion.

Result: 78 houses sold in the first four weeks!

And the balance soon after.

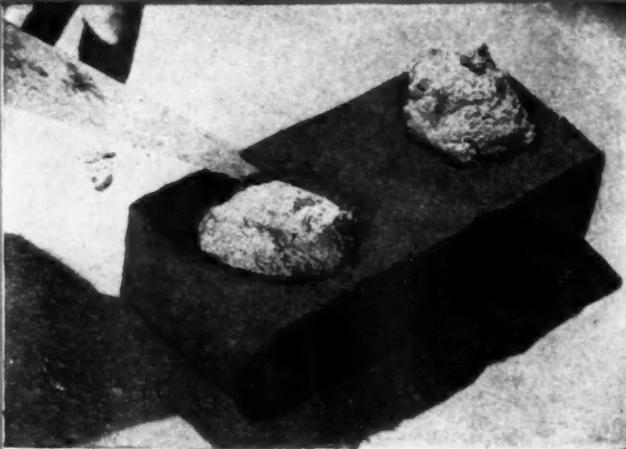
Whether you install a G-E gas or oil furnace . . . for steam, hot water or conditioned warm air system . . . hammer home to your prospects G-E comfort, G-E reliability, G-E economy. Then watch how it helps your sales.

*General Electric Company, Air Conditioning Department, Section 6118, Bloomfield, New Jersey.*

**GENERAL  ELECTRIC**  
**Automatic Heating Equipment**

# BRIXMENT MORTAR

## *Has Better Water-Retention*



Here's the way to test for high water-retention. Slap a small dab of any two mortars onto a brick. Wait a minute, then feel each dab. The



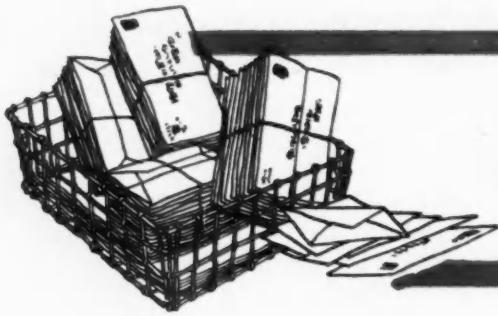
one that stays plastic longest will be the one having the highest water-retention. Try this with Brixment mortar!

### —AND HIGH WATER-RETENTION IS ESSENTIAL TO WELL-BONDED, WATERTIGHT MASONRY

Water-retaining capacity is the ability of a mortar to retain its moisture, and hence its plasticity, when spread out on porous brick. ● High water-retaining capacity is of *extreme importance* in mortar. If the mortar does not have high water-retaining capacity, it is *too* quickly sucked dry by the brick; the mortar stiffens too soon, the brick cannot be properly bedded, and a good bond cannot be obtained.

Brixment mortar has extremely high water-retaining capacity. It strongly resists the sucking action of the brick. Brixment mortar therefore stays smooth and plastic longer, when spread out on the wall. *This permits a more thorough bedding of the brick, and a more complete contact between the brick and the mortar.* The result is a better bond, and hence a stronger and more *water-tight wall.*

**LOUISVILLE CEMENT CO., Incorporated, LOUISVILLE 2, KENTUCKY**  
**CEMENT MANUFACTURERS SINCE 1830**



## Our Readers Say:

### Like prefab article

*To the Editor:* I would appreciate it if you could send us one or two tear sheets of the article on prefabricated homes which appeared in the June issue of *American Builder*.

While we subscribed to *American Builder* some time ago, we still are on the waiting list, due to the paper shortage. Hence, we have not received a copy of this issue.

However, I saw a copy and personally feel the story is probably the best, right-to-the-point article that has appeared yet in any of the magazines that I have seen.—HARRY H. CUTLER, Prefabricated Home Manufacturers' Institute, Washington, D. C.

*To the Editor:* I wish to congratulate you on the article about prefabrication that appeared in the current issue of your magazine. I was glad to note that the usual fantastic-superman approach was omitted.—R. C. BAUGHMAN, Executive Vice President, Admiral Homes, Inc., West Newton, Pa.

### Correct panel sizes

*To the Editor:* I have read your article entitled "Prefabrication Today!" and hasten to congratulate you on so interesting and authoritative an article on this timely subject.

I assume that, in your statistical matter, you know the reference to our plywood panels contains a typographical error. Our wall panels are roughly 4' x 8' (the width module is actually 47 11/16"), and the floor, ceiling, and roof panels are 12 feet long—with the same prevailing width.—PAUL O. NAFE, Director of Public Relations, Gunnison Homes, Inc., New Albany, Ind.

### CPA program

*To the Editor:* I enjoy reading your articles covering the so-called activities of Mr. Wyatt and his Civilian Production Administration.

While in Los Angeles the early part of last month, the local CPA granted permission for a steel plant to cost \$8,000,000 needed "to make nails for veterans' homes." So they could nail together the lumber which is not available for that purpose?

Also, in Kansas City, permission has been given Loew's Midland Theater to construct a \$3,000,000 movie house and the ground is to be broken next week. Do you believe that the management will erect cots in the theater so that

"veterans" can have a place to sleep?

The whole CPA program is becoming more ridiculous every day and would be good for many a laugh if it were not for the fact that it is definitely interfering with construction of all kinds, excepting for those persons who have the influence to obtain concessions from the Administration.

Keep on pounding away at this CPA thing and it may end up where it properly belongs, under the title of "Things That Were."—GEO. M. PETERSEN, Drive In Theaters, Cleveland 2, Ohio.

### Wants NAHB chapter

*To the Editor:* In your May issue we were very much interested in the Monthly Review news of the National Association of Home Builders and we believe that there is a fine field for a branch of that organization here.

Anniston has a population of 40,000 people and much construction has been started here. We have a number of real estate men, builders and contractors who would join an organization of this kind, and we will appreciate it if you will have an officer of that organization contact us, giving us information as to how to organize.

We enjoy reading your magazine and there are others here who would take it if they were solicited.—M. P. HOLLINGSWORTH, Agent for O. H. Parker & Co., Anniston, Ala.

### Weller tells how

*To the Editor:* I appreciate very much the interest you have shown in the National Association of Home Builders and am indeed grateful for the letter you sent to Mr. M. P. Hollingsworth of Anniston, Alabama, in answer to his request for information concerning the National Association.

Mr. Hollingsworth has been sent complete information regarding the establishment of a local association of home builders and I certainly believe that your letter will do much toward assisting in this endeavor.—SCOTT E. WELLER, Assistant Executive Officer, National Association of Home Builders of the United States, Washington, D. C.

### Battle industry socialization!

*To the Editor:* I am forced by my American birth to let you know how much your article, "Join the Fight against Socialization" is appreciated by me and must be appreciated by millions of others who will see it and remain silent. It can be truthfully said that the

knave was removed by death but the fool remains. Please keep up this very essential work.

Mr. Edward G. Gavin's article should be of timely interest to all builders and allied trades. Such men as Wyatt and Bowles have no place in this America developed by people desirous of throwing off the yoke of European ideologies.—R. C. KRATZ, Philadelphia, Pa.

### Criticizes plans

*To the Editor:* For several years there has been a growing tendency on the part of architects, builders and development promoters to neglect what, to me, is very essential for the comfort of the occupant of the small home.

My firm conviction is that every basement should have direct access to the yard areas. It has become a common practice to place laundry trays in the basement and then to let the occupant worry as to how he may best get the wet wash out on the line to dry.

In your January issue were illustrations of what I am trying to show. This issue is not selected as an exception but almost as a rule.

The number of years that I have subscribed for your publication best speaks for my interest in its welfare.—L. W. LEWIS, Tarrytown, N. Y.

### Haymaker for OPA

*To the Editor:* We have followed with interest the haymakers you have launched at OPA in the *American Builder*, and we are hoping that by the first of July we will see some relief in the construction material situation.

You may recall Mr. Ruggles' and my visit to your office last November at which time we discussed the progress being made on prefabrication for the residential market.

We wish to call your attention to a factor that we feel is as insidious and dangerous to the operative builders as the material situation caused by OPA price restrictions. This is the refusal of the CPA offices to issue sales ceilings that reflect actual cost of construction plus a reasonable profit. We have actually finished jobs and tried to re-negotiate our sales ceilings and have been refused a sales figure that would return actual out-of-pocket investment. This refusal is by the Milwaukee FHA-CPA office.

Would you kindly inform me where and by what method we can seek relief.—JOHN C. MCKENNA, JR., Madison Home Builders, Inc., Madison, Wis.

long, pleasing horizontal lines  
for smart, distinctive modern design

# TRUSCON *Residential* DOUBLE-HUNG WINDOWS



For absolute harmony in the most streamlined modern design, or for adding new zest to the most conventional structures, utilize the bright, sparkling, newness of Truscon Double-Hung Steel Windows. Their smooth, sweeping lines permit single or group arrangements that achieve exterior distinction and interior smartness. This window is also furnished in colonial motif designs.

Truscon Residential Double-Hung Windows offer many features not found in other windows of similar type or function. Of major importance is the fact that the sash members are of trussier construction. This adds greatly to the strength, insulating value, durability and finished appearance of the window. Weights and pulleys are absent. Operation is controlled by spring balances located on the head and equipped with tapes of Enduro stainless steel. Quiet, positive action and long trouble-free life are assured. Write for detailed information on Truscon Residential Double-Hung Windows today.

**TRUSCON STEEL COMPANY**

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

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

# Abnormal Is Normal Today!

The building industry, as we all know, is in a very abnormal state today ...

In our case, we just can't turn out all the Wheeler Osgood Tru-Sized Doors and Laminex Plastic Faced Plywood you and all the other fellows in the building field want and need.

### Production Channeled

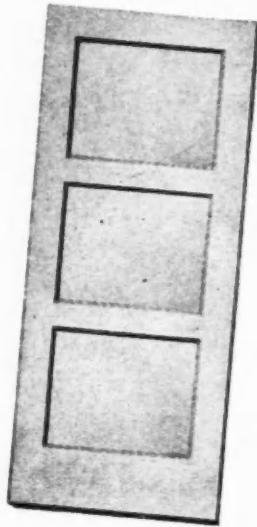
Most of our production is being channeled into the emergency housing program through our jobbers.

We're working just as hard as we can to fill all orders as rapidly and as equitably as possible.

### Quality Since 1888

Wheeler Osgood has been making America's finest doors and plywood products since 1888 ... and we're proud of our record! Two of today's stars of our production line are *Wheeler Osgood Tru-Sized Doors* and *Laminex Plastic Faced Plywood* ... and Wheeler Osgood research is continuing to develop new Wheeler Osgood products all the time.

**WHEELER OSGOOD**  
*FACTRI FIT*  
**Tru-Sized**  
Reg. U.S. Pat. Off.  
**DOORS**



- \* Tru-Sized to Exact Book Opening.
- \* Resin Prime Coated.
- \* Bored for Standard Tubular Lock.
- \* Machined for Standard Hinges.
- \* Cuts Installation Time by 70 Minutes.
- \* Fire Resistant.



**WHEELER OSGOOD**  
*Laminex*  
**PLASTIC**  
*Faced*  
**PLYWOOD**

- \* Abrasion Resistant.
- \* Waterproof Under Extreme Conditions.
- \* High Strength-Weight Ratio.
- \* Stain-proof and Impervious to Alcohol.
- \* Available now in limited quantities in black, brown and olive drab color.

## THE WHEELER, OSGOOD COMPANY

*Plants and General Office: Tacoma 1, Washington*

NEW YORK OFFICE . . . . .	1326 Empire State Building, New York 1, New York	Phone: Penn. 6-2954
CHICAGO OFFICE . . . . .	134 So. LaSalle Street, Chicago 3, Illinois	Phone: State 5335-6-7
SAN FRANCISCO OFFICE . . . . .	3045 19th Street, San Francisco, California	Phone: Valencia 2241
LOS ANGELES OFFICE . . . . .	922 So. Flower Street, Los Angeles 15, California	Phone: Vandike 6326
TACOMA OFFICE . . . . .	1216 St. Paul Avenue, Tacoma 1, Washington	Phone: Main 8101




**Firestone**  
*Velon*\*  
**TINTED  
 SCREENING**  
 the ideal mate  
 for the "ideal home"

**Takes more abuse.** Resists up to six times more impact than metal screen-cloth of equal gauge without denting or bulging. Filament has tensile strength of 50,000 pounds per square inch.

**Blends with the home.** Tinted to harmonize subtly with interior and exterior color scheme. Fits so delightfully into the room décor, screens virtually disappear through color blending.

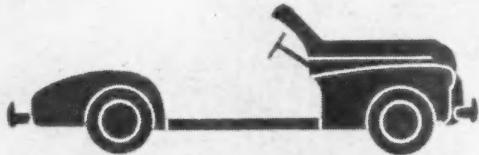
**Defies the elements.** *Velon* screening never corrodes or rusts. *Unaffected by sun, rain, snow or salt spray.* No ugly "screen bleed" stains, down the house.

**Place orders now.** *Velon* screening is ready in standard widths and gauges. Write Firestone, Akron, for samples and free full-color *Velon* booklet.

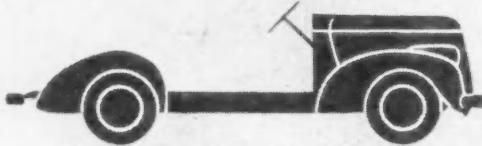
TRADE MARK

Listen to the Voice of Firestone Monday Evenings over NBC





116-inch Wheelbase—One Model



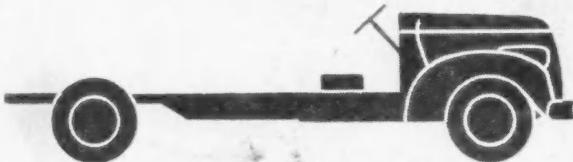
115-inch Wheelbase—Ten Models



125 1/4-inch Wheelbase—Nine Models



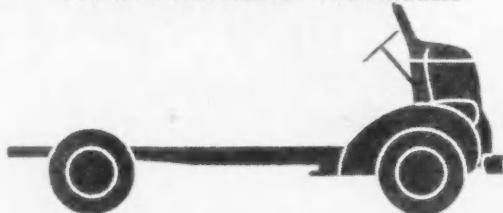
134 1/2-inch Wheelbase—Thirty-four Models



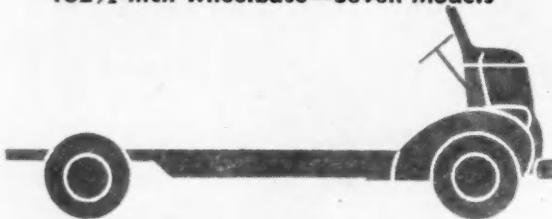
160-inch Wheelbase—Thirty-one Models



109-inch Wheelbase—Four Models



132 1/2-inch Wheelbase—Seven Models



158-inch Wheelbase—Two Models



195-inch Wheelbase—One Model (School Bus)

**WHATEVER  
YOUR BUSINESS  
THERE'S A  
CHEVROLET  
TRUCK  
TO FIT YOUR  
HAULING  
NEEDS**

**99 MODELS**

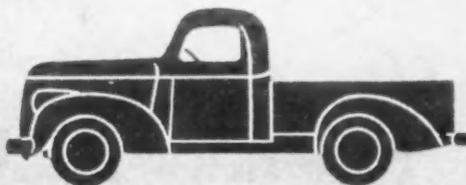
**9 WHEELBASES**



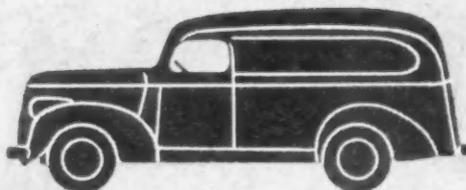
The only business that can't profitably use a Chevrolet truck is a business that needs no truck at all—for Chevrolet's expanded line, which now comprises 99 models on nine wheelbases, ranges from the beautifully styled Sedan Delivery to ruggedly massive models in the heavy-duty class. Newly added to the truck line are heavy-duty models of increased load capacity. . . . Among Chevrolet's 99 models on nine wheelbases—some with the standard Thrift-Master engine, some with the high-torque Load-Master engine—there is a truck to fit your requirements. . . . Whether you use a standard type of body, a special-purpose body, or specialized mechanical equipment, there is a Chevrolet to serve your needs and save you money.

CHEVROLET MOTOR DIVISION  
General Motors Corporation  
DETROIT 2, MICHIGAN

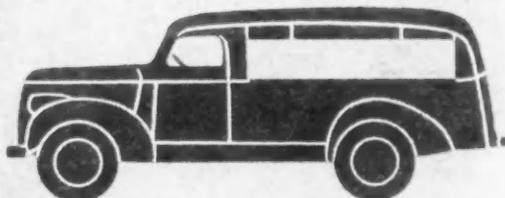
**SEE YOUR CHEVROLET DEALER  
HE CAN SUPPLY SPECIAL BODIES AND  
EQUIPMENT FOR ANY HAULING JOB**



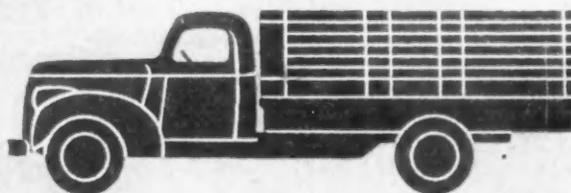
**Pick-up—Four Models on Three Wheelbases**



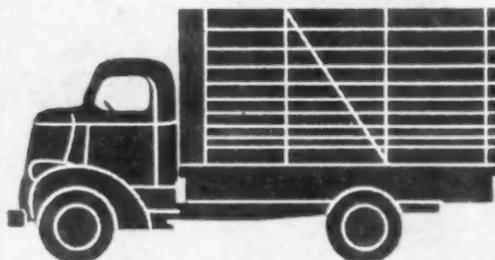
**Panel—Five Models on Four Wheelbases**



**Canopy Express—Three Models on Two Wheelbases**



**Stake—Fourteen Models on Five Wheelbases**



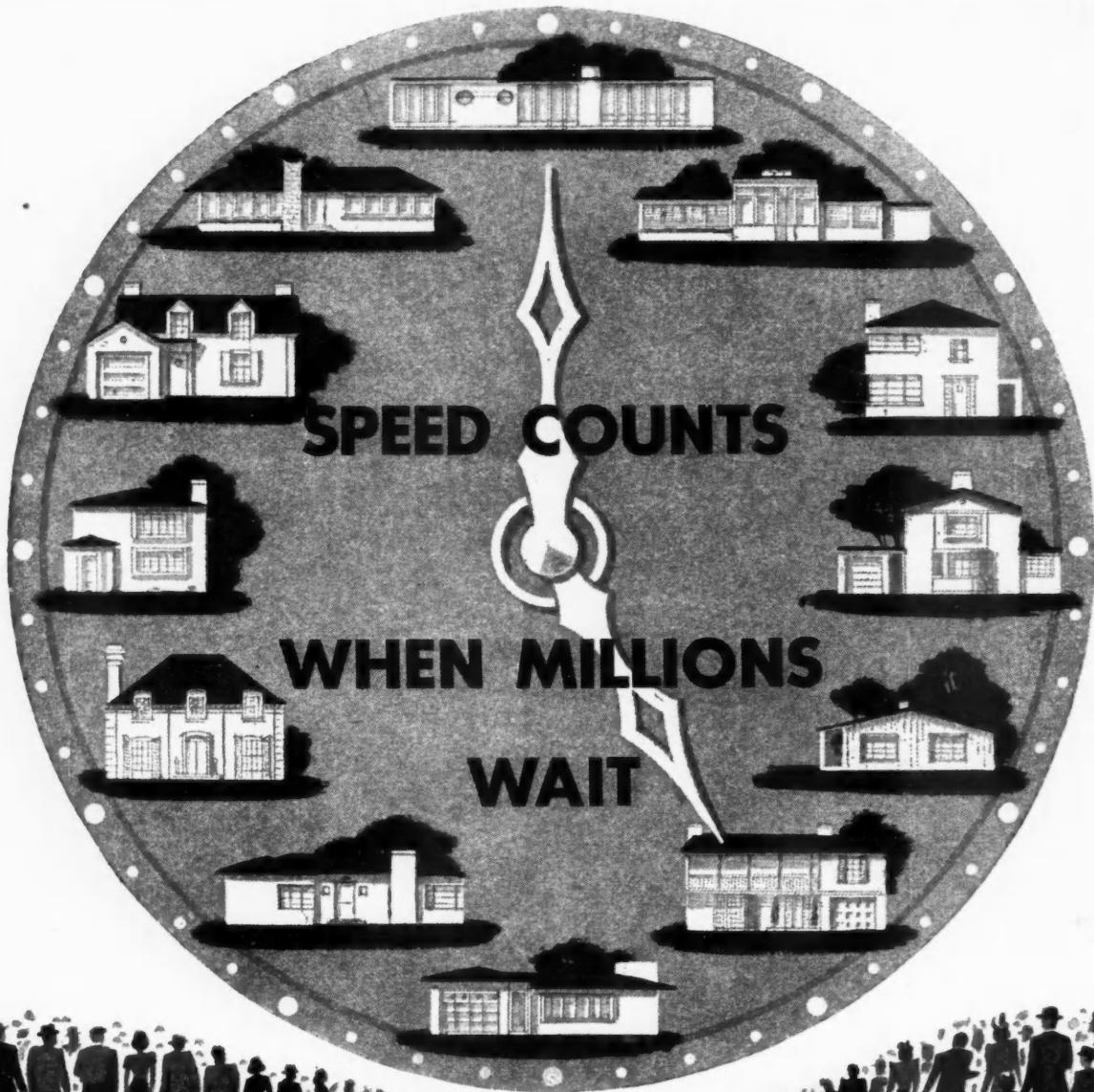
**High Rack—Four Models on Two Wheelbases**

# CHEVROLET TRUCKS



PICK-UPS      PANELS      STAKES      CAB-OVER-ENGINE      TRACTOR-TRUCKS AND CHASSIS FOR SPECIAL EQUIPMENT

**99 MODELS • 9 WHEELBASES • THE RIGHT TRUCKS FOR ALL TRADES**



# SHEETROCK *Fireproof WALL and CEILING PANELS*

4,000,000 families desperately need housing. That means more new homes than ever before must be built, that more existing buildings must be remodeled into additional dwelling units. It means every saved second counts. That's why more and more architects and builders are using Sheetrock\*. These panels finish up to 48 sq. ft. at a time, are quickly cut and fitted. Then the Perf-A-Tape\* system "welds" them into smooth, trouble-free walls



and ceilings. Or, for fastest remodeling, use Bevelled Edge Sheetrock. Plus that, Sheetrock is made of fireproof gypsum. Because of this versatility, the demand for Sheetrock is so great we cannot now supply everyone who wants it. But we are producing more and more every month . . . we expect soon to break all previous production records. Write today for your free Sheetrock book to 300 W. Adams Street, Chicago 6, Illinois.

\*Perf-A-Tape and Sheetrock are Reg. T. M.



## United States Gypsum

**For Building • For Industry**

Gypsum • Lime • Steel • Insulation • Roofing • Paint

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**FI**



*This* IS WHERE I GET  
**MY BUILDING IDEAS!**

More than 600,000 readers of American Home magazine are even now planning new homes . . . and 250,000 of them have already bought the real estate.

These readers buy The American Home magazine because they want ideas on how to build their homes. And they want ideas on what to put into those homes.

They are deciding now—while the pages of American Home magazine are open—just how and with what they'll build. The American Home magazine is their textbook on the home. It is also their order book on building materials and equipment. Evidence: the consistently high returns for coupon ads—averaging over 3,000 per ad for all ads in the last issue checked.

**FIRST IN THE BUILDING FIELD**

Now—while these families are planning to build—is the time to sell them your product. Put your page in their order book—The American Home magazine.

**IMPORTANT!** Be sure to read "I Wouldn't Build Now For Love, Money or Congress," in the July issue of American Home magazine, in which a GI tells the building industry what he thinks of it . . . and American Home gives five experts a chance to talk back.



Take  
the word  
of these  
magazine  
surveys \*



WOMEN WANT  
*Electric*  
RANGES

There's no guesswork about it! Magazines are constantly testing their readers' preferences—and survey after survey shows that the swing is to ELECTRIC Ranges! Look at prewar sales figures and they further emphasize this trend: Between 1933 and 1941, sales of Electric Ranges increased over 900%!

That leaves no doubt about it. Women *do* prefer the convenience, cleanliness, dependability and economy of modern electric cooking. And you can cash in on this preference by wiring your homes for Electric Ranges. Built-in, the cost of such wiring is negligible. But the selling power is tremendous!

- \* WOMAN'S HOME COMPANION survey shows that *more* women plan to buy an Electric Range than *any other type!*
- \* McCALL'S MAGAZINE readers made the Electric Range their 2-to-1 "must have" choice in a recent contest.
- \* SUCCESSFUL FARMING survey shows that nearly twice as many REA customers will own an Electric Range after *first two* postwar years as "now have" one.
- \* HOUSEHOLD MAGAZINE survey indicates that 3 times as many women want Electric Ranges as "now have" them.
- \* COUNTRY GENTLEMAN survey shows that among the upper two-thirds of white farmers, the Electric Range is the 2-to-1 choice!

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

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

FOR EASIER SALES

*Wire your houses*  
FOR ELECTRIC RANGES



News, Views  
and Comments

On and Off the Record

**SHORT REPORT**—Last month, Miss Elizabeth Wood, executive secretary of the Chicago Housing Authority (at \$9,900 per year) and nationally known socialized houser, presented her budget for the year beginning July 1 to members of a city council subcommittee, expecting routine approval. The budget—a single page of typewritten matter stating the CHA income was estimated at \$2,915,815; operating expenses at \$2,526,477; set aside for damages to persons and property \$899; net income "available for amortization," \$388,469. Aldermen questioning Miss Wood for details of the budget were informed that they had no concern over such trivia—theirs was merely the function of "rubber stamping" the budget of the authority. Moral: Public Housing—\$3 million dollar business—1 page financial report, with no details given and no questions to be asked.

**TOMORROW AND AFTER**—Before he resigned his government job the prophetic Mr. Bowles produced a book, "Tomorrow Without Fear." He is reported to have been writing a sequel to be entitled, "Tomorrow Without Homes, Meat, Butter, White Shirts, Toilet Paper—Without Everything." The rumor generally is regarded as groundless. In case Mr. Bowles is unsuccessful with the electorate in Connecticut this fall, however, it is a pleasure to suggest that he write a book to be called, "Day After Tomorrow Without Bowles."

**IT'S ABOUT TIME**—A usually reliable Washington source reports that Housing Expediter Wilson Wyatt is about ready to concede that he lacks the magic formula with which to get houses built on a big scale and in a hurry. The informant says that Wyatt went to Washington all steamed up with ideas—literally Bowled-over about what he could accomplish, but he now thinks in somewhat smaller terms.

**DOCTORED FIGURES**—In Chicago, to give the impression that the so-called Wyatt program is getting somewhere, a report showed that building permits for new non-federal housing taken out during a recent month totaled \$4,908,550. Upon examination of the records at the City Hall it was found that one project alone accounted for nearly half of this total. This project, Wentworth Gardens, consisting of 38 buildings that will cost

\$2,342,000, is a Chicago Housing Authority venture and, although paid for with federal funds, is classed as a "non-federal project." Moreover, these were not buildings on which work was about to start, but buildings nearly ready for occupancy. Work on them was begun in June, 1945. Ten months later, for the purpose of padding the figures, a permit was taken out by the government.

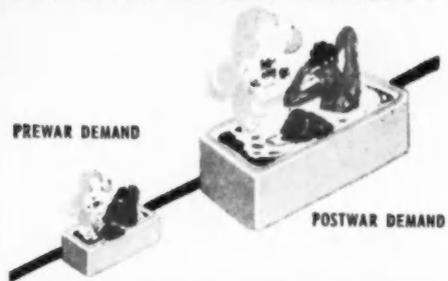
**FANTASTIC FIGURES**—It is just such dishonest maneuvering as this that produced the fantastic housing shortage figures which Bowles used to dupe Wyatt. When government stoops to such practices for the purpose of perpetuating useless tax-eating agencies and their thousands of employees, it is time for a thorough housecleaning.

**GREEDY PROFITEERS**—Bowles warned everybody right along what to expect from the profit-hungry manufacturers of lumber and building materials if they were left to their own devices, unrestrained by OPA. Now, look what has happened. The desk of *American Builder's* editor is piled high with copies of instructions from dozens of manufacturers, ordering their sales forces to hold the price line. Bowles' prophecies are just about as reliable as his statistics.

**F. K. WEYERHAEUSER**—As president of the Weyerhaeuser Sales Co., he wired all his sales offices as follows on July 1: "You will continue for the present to sell on the basis of your June 30 price lists, which were at or under OPA ceilings. You will also continue to distribute our products to regular customers, paying no attention to price offers over published lists." He also said that the company will make no advances in prices, unless circumstances beyond the control of the company, such as increased costs, make revisions necessary. That is typical of scores of other sets of instructions from company heads and sales managers. If there is any inflation in building material costs the fault will not lie with the manufacturers.

**PORTER CONFESSES**—Or maybe, with the kind of thinking he does, he was bragging. At a Congressional hearing on the OPA extension act he said, "I would say that we are in the business of keeping the law of supply and demand from working. There is no question about that."

More and More  
Women Want  
Electric Water Heaters



The Trend is to  
**Electric WATER HEATERS**

In the 6 prewar years, sales of Electric Water Heaters almost tripled. And a 1944 survey made for NEMA\* shows that three times as many women want Electric Water Heaters as now have them! They're "what women want," because they're:

- SAFE**—Flameless, fumeless
- CLEAN**—Smokeless, sootless
- ADAPTABLE**—Permit short hot water lines—Require no flue or vent
- TROUBLE-FREE** as electric light
- ECONOMICAL**—The cost is low for plenty of hot water all the time.

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

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

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

*Electric*  
**WATER HEATER!**

# Savings & Loan Home Financing

# 1<sup>ST</sup> IN QUICK SERVICE

For quick service on home loans, builders and realtors rank Savings Building and Loan Associations and Co-operative Banks first.

Here are their reasons: Quick, friendly service is possible because these institutions are managed by local businessmen who know local conditions. These men know local people. They know local values. They can appraise property quickly and accurately. They control their own business; do not wait for approvals by third parties.

*What does quick service mean to you?* It saves time for both you and your customer. It helps you close more sales. It eliminates "shopping around". It helps build your reputation for efficient handling of sales.

These advantages—and more—are yours when you depend on these institutions to finance your homes and small apartments.

*For home loans, go FIRST to your Savings, Building and Loan Association or Co-operative Bank.*



LEADERS IN HOME FINANCING FROM COAST TO COAST

YOUR SAVINGS & LOAN ASSOCIATION OR CO-OPERATIVE BANK

MEMBER OF THE UNITED STATES SAVINGS AND LOAN LEAGUE



**Climatrol stands for  
"Climate Control"**

*... and for happy clients*

"Climate Control For Comfortable Living" is a recommendation you can rely on, as a source of genuine satisfaction which remains uppermost in the owner's mind long after he has forgotten many other details of planning and building his home.

You can be assured of that favorable reaction, when you select Mueller Climatrol equipment. You know you are providing True Indoor Comfort . . . not only up to today's higher standards, but also with the possibility of adding future developments to the original Climatrol installation. This is true because

the Climatrol system is basically designed to treat and handle *air* — and indoor comfort depends upon the condition of the air in the home.

Climatrol is a product of a reliable manufacturer — a specialist for 89 years in heating equipment exclusively. Each Climatrol unit is specially designed for efficiency with a specific fuel — gas, oil, or coal, whichever is preferred. There is a Climatrol unit to suit every home, in the complete Climatrol line. Specify Climatrol, for results that protect your reputation.

*Write for bulletins.*

**L. J. MUELLER FURNACE CO., 2016 W. Oklahoma Ave., Milwaukee 7, Wis.**

**MUELLER**  
*Climatrol*

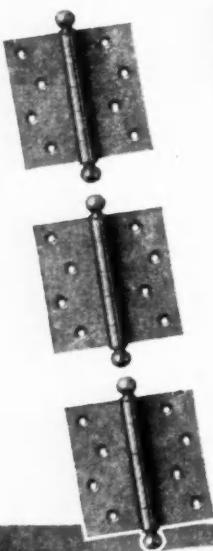
Reg. U. S. Pat. Off.

B-30

Savings  
use these  
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They can  
their own  
you and  
shopping  
of sales.  
on these  
COAST  
BANK  
LEAGUE



"I find it's good business to use  
**THREE HINGES ON EVERY DOOR...**  
 saves time and money later on."



Builders know that even one trip to fix a warped door can easily cost more than the "hinge pennies" needed to be sure all doors *stay* free swinging, with latches and locks engaging perfectly.

Today, more than ever before, it's smart to triple-hinge *every* door.

And then, quite aside from the simple arithmetic of the matter, think how prospective customers will appreciate this visible proof of good construction . . . proof that even down to the little things you are offering a house built to last, well worth its price.

Build all your homes with *three* hinges to a door. Capitalize on this visible evidence of the kind of construction that adds decades to the life of a structure. The Stanley Works, New Britain, Connecticut.

**STANLEY**

Trade Mark

HARDWARE · HAND TOOLS · ELECTRIC TOOLS

REMEMBER . . . . .

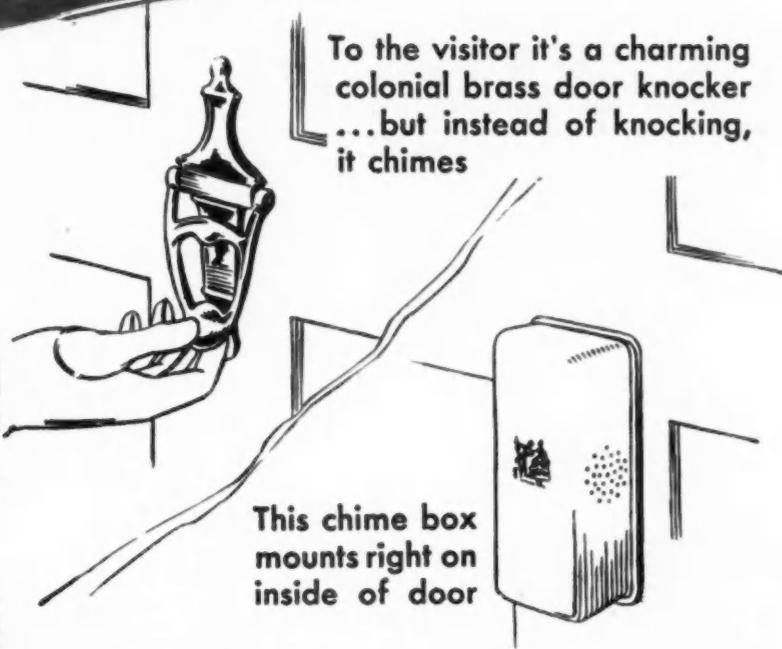
THREE HINGES TO A DOOR

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 34

# A NEW NOTE and what a reception!

## AuthOtone SUBURBAN THE MUSICAL KNOCKER



### NATIONAL

Solid brass push button on front of door, with bar chime on back of door. Popular at \$3.95 list.

### MAYFAIR

Polished brass colonial knocker outside door, and two-tone cathedral chime inside. 'Tops' at \$9.95 list.

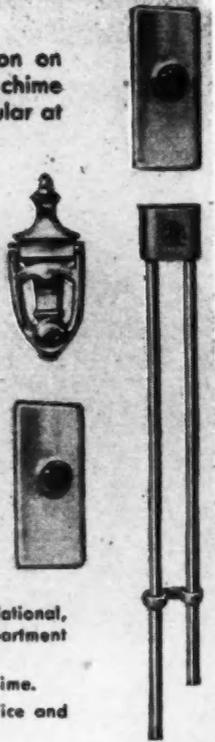
### COLUMBIA

Solid brass push button on front of door, with brass tube cathedral chime inside. At \$8.50 list.

**PARKCHESTER.** Similar to National, but has transviewer for apartment doors.

**SERVIS** portable signal chime.

**SENTINAL** for doctors' office and store doors.



### AUTHOTONE MECHANICALLY OPERATED

# Door Chimes

Here's a new, popular door chime idea that's going over big! With no transformers, wires, or other accessories required, the new, patented AuthOtone chimes combine simplicity with beauty and quality.

Popular leader of the line is the AuthOtone Suburban—a beautiful solid brass knocker that sounds melodious chimes instead of a jarring bang. Any man can install them. A hand drill and screw driver does it. Once on the door, they're tamperproof and will last a lifetime. The Suburban retails for \$5.50. See the other AuthOtone chimes at left.

Builders now can provide beautiful, quality door chimes without extra expense of wiring and accessories. Use the Suburban, Mayfair or Columbia for front doors, National for rear doors. Use the Parkchester for apartment doors.

7-A

## AUTH ELECTRIC COMPANY, INC.

34-20 45th STREET



LONG ISLAND CITY 1, N. Y.

Offices in

Principal Cities

SINCE 1892

AUTH ELECTRIC COMPANY, INC.:  
Please rush a copy of Bulletin 110 to:

Name \_\_\_\_\_

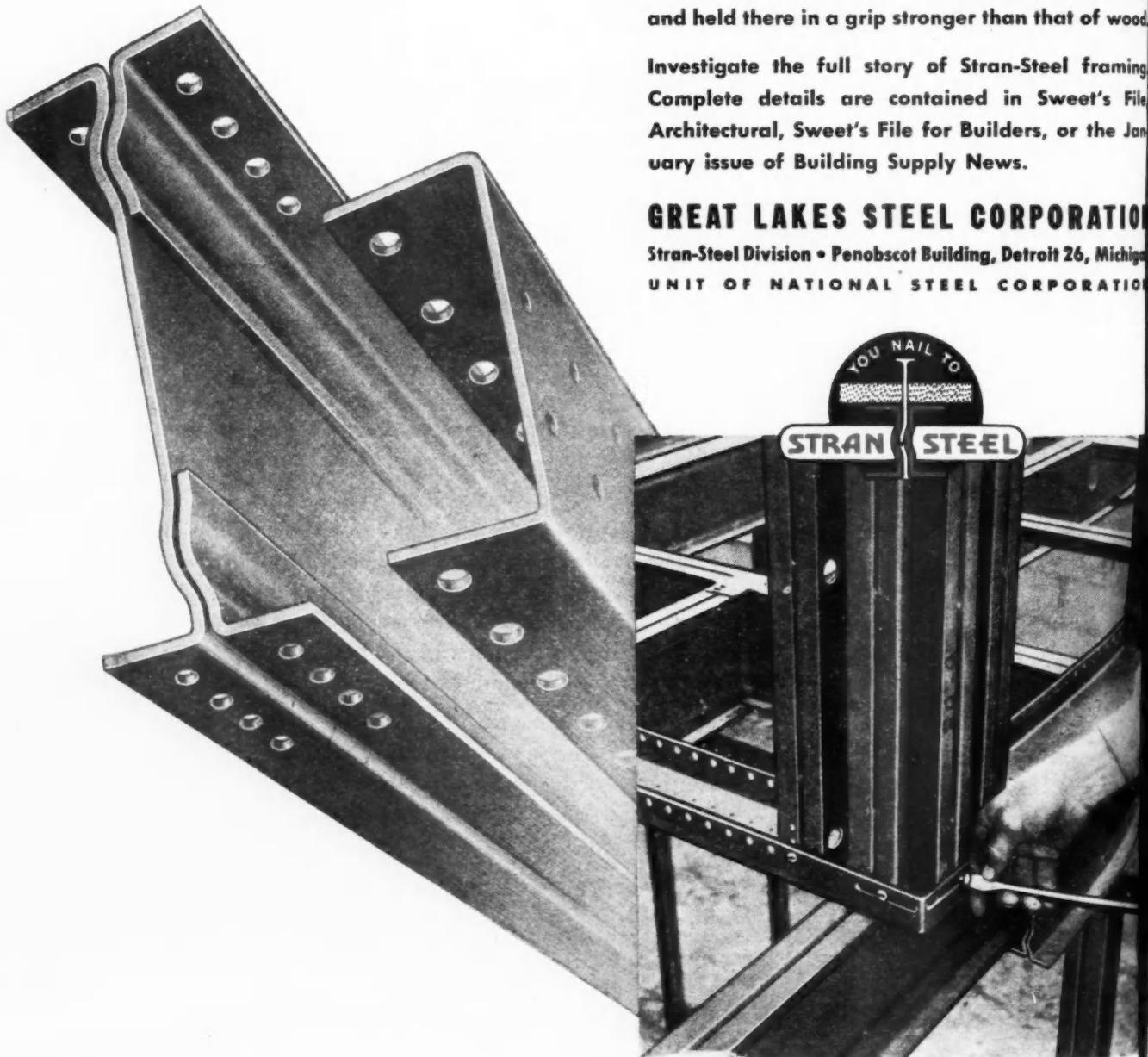
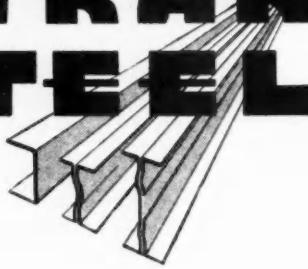
Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

## A BETTER BEGINNING FOR A HOME, APARTMENT OR LIGHT INDUSTRIAL BUILDING

BUILD WITH  
**STRAN  
STEEL**



Any structure that begins with Stran-Steel has a long, money-saving future ahead of it. Built around a fire-safe, all-steel frame that cannot rot, warp or sag, it will spare the owner the expense and inconvenience of cracked walls and sagging floors.

The Stran-Steel method makes lightweight steel framing extremely practical and economical for light-load buildings, and permits full play to the architect's skill. Joists, studs and channel plates are pre-cut to desired lengths for quick, easy erection on the site, without the use of special tools or equipment. By means of the patented *nailing groove*, collateral materials are nailed directly to the frame and held there in a grip stronger than that of wood.

Investigate the full story of Stran-Steel framing. Complete details are contained in Sweet's File Architectural, Sweet's File for Builders, or the January issue of Building Supply News.

**GREAT LAKES STEEL CORPORATION**  
Stran-Steel Division • Penobscot Building, Detroit 26, Michigan  
UNIT OF NATIONAL STEEL CORPORATION

# Reconversion Housing

## Must Get First Call

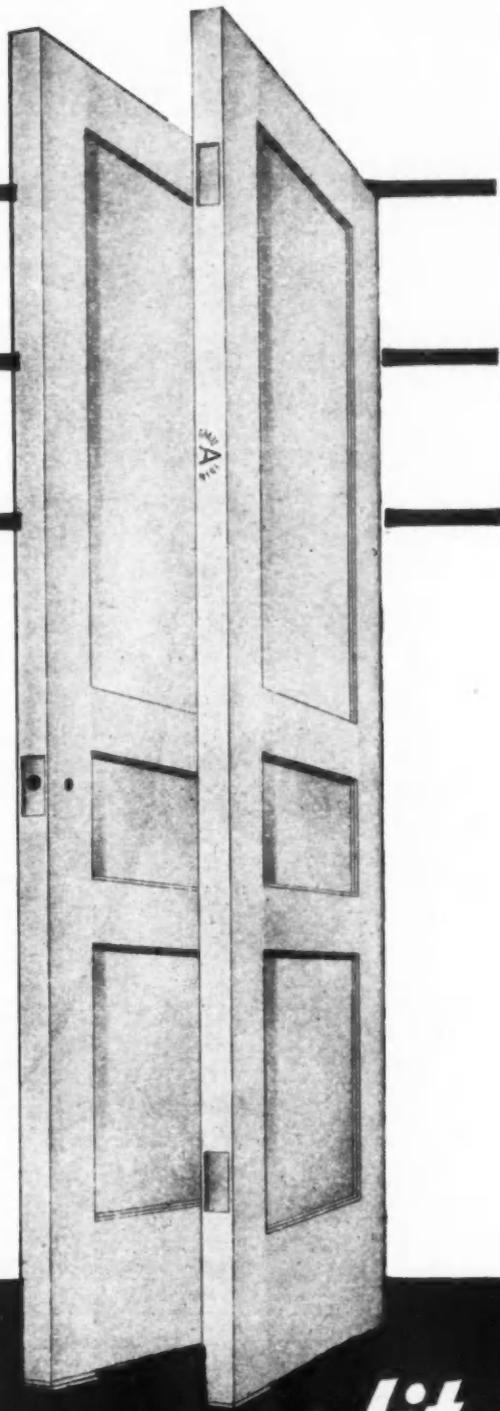
## on Douglas Fir Doors

HOUSING is desperately needed. Necessary materials—including Douglas Fir Doors—**must** be channeled to meet this need.

As a result—even though Pre-fit and Factri-Fit Douglas fir doors are being produced in increasing quantities—there may be further delays in filling orders for non-housing uses or for housing that does not come under the Reconversion Housing Program.

Distributors and dealers will be delayed in building up inventories. It may be difficult, at times, to buy the exact design or type of door you want.

As production steps up, however, there will be plenty of these fine, precision-made doors to meet the huge demand. We suggest that you keep in touch with your regular source of supply.



When Douglas fir stock doors are again readily available for general needs, you can be assured that they will be the finest doors which can be produced by modern precision methods. These sturdy, attractive, durable doors—made of all-heartwood Douglas fir—feature refinements which save time and labor on the job and assure better installations every time.

### Pre-fit

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

### Factri-fit

Douglas fir doors will be available completely machined on order—pre-fit, gained for hinges and mortised or bored for locks.

### Pre-sealed

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

Doors will be grade-marked, of course—for ease in specification and ordering. Scuff-strips will protect the precision-cut corners during handling and shipping. They will be better doors in every way!

The National Association

**Douglas Fir DOORS**  
 FIR DOOR INSTITUTE  
 Tacoma 2, Wash.

*Remember! NATURAL GRADES DOUGLAS FIR Durable!*

Double check the door's grade before you order. All doors are made from all-heartwood Douglas Fir.

of Fir Door Manufacturers

Kawneer presents

new

CUSTOM STYLING  
IN STOCK SHAPES

Designed by  
Morris Ketchum, Jr.,  
of Ketchum, Cina and  
Sharp, Architects,  
New York City



**COMPLETE AWNING BOX UNIT**—Your choice of recessed or concealed bars in five smart, modern faces. Assembled mechanisms are entirely enclosed in aluminum boxes.



**FULL-VISION DOOR**—A close-fitting door allowing unobstructed view into interior.



**NEW DOUBLE-FACE SASH**—Present clean appearance from both sides. Includes decorative moulding for heads, jambs, and sashes.

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# new

**FLEXIBILITY PLUS  
INTERCHANGEABLE UNITS**

# new

**FEATURES IN  
CONSTRUCTION**

## with the New K-47 Line of Store Front Metals

More than a new line of store front mouldings and trim . . . the new K-47 Line creates a new opportunity for more profitable store front work.

Styled to complement contemporary design and engineered to meet modern structural needs, this new Line is the result of research among foremost architects and builders, and it takes full advantage of Kawneer's 40 years of specialized experience.

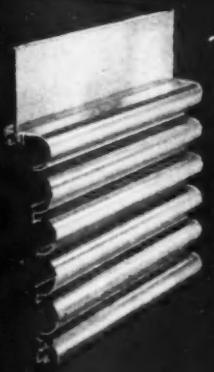
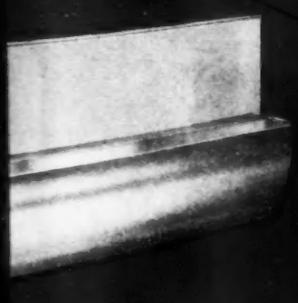
Smooth-flowing lines and graceful profiles characterize K-47 members which have been carefully designed for interchangeability and for flexibility of use. A wide variety

of custom-styled effects can be obtained—along with the advantages of immediate availability and the economy of stock shapes. Expensive delays and job tie-ups are completely eliminated.

The assemblies pictured below are just a few of the many which comprise this new Line. Construction details of both the K-47 Line and the Kawneer Standard Line are available and will be mailed upon request. Fill out the coupon below and mail it today to The Kawneer Company, 708 North Front Street, Niles, Michigan.

# Kawneer

**STORE-FRONTS**



**UNIT BULKHEAD** — Bulkhead and sash are united in a single member. Five graceful styles.

**SASH WITH EXTENDED BASE** — For store fronts as well as show case mouldings. Ideal when sash butts against masonry.

**REEDED BULKHEAD** — For varying bulkhead heights.

**THE KAWNEER COMPANY,**  
708 North Front Street, Niles, Mich.

Please send me  Construction details of new K-47 Line  
 Construction details of Standard Line

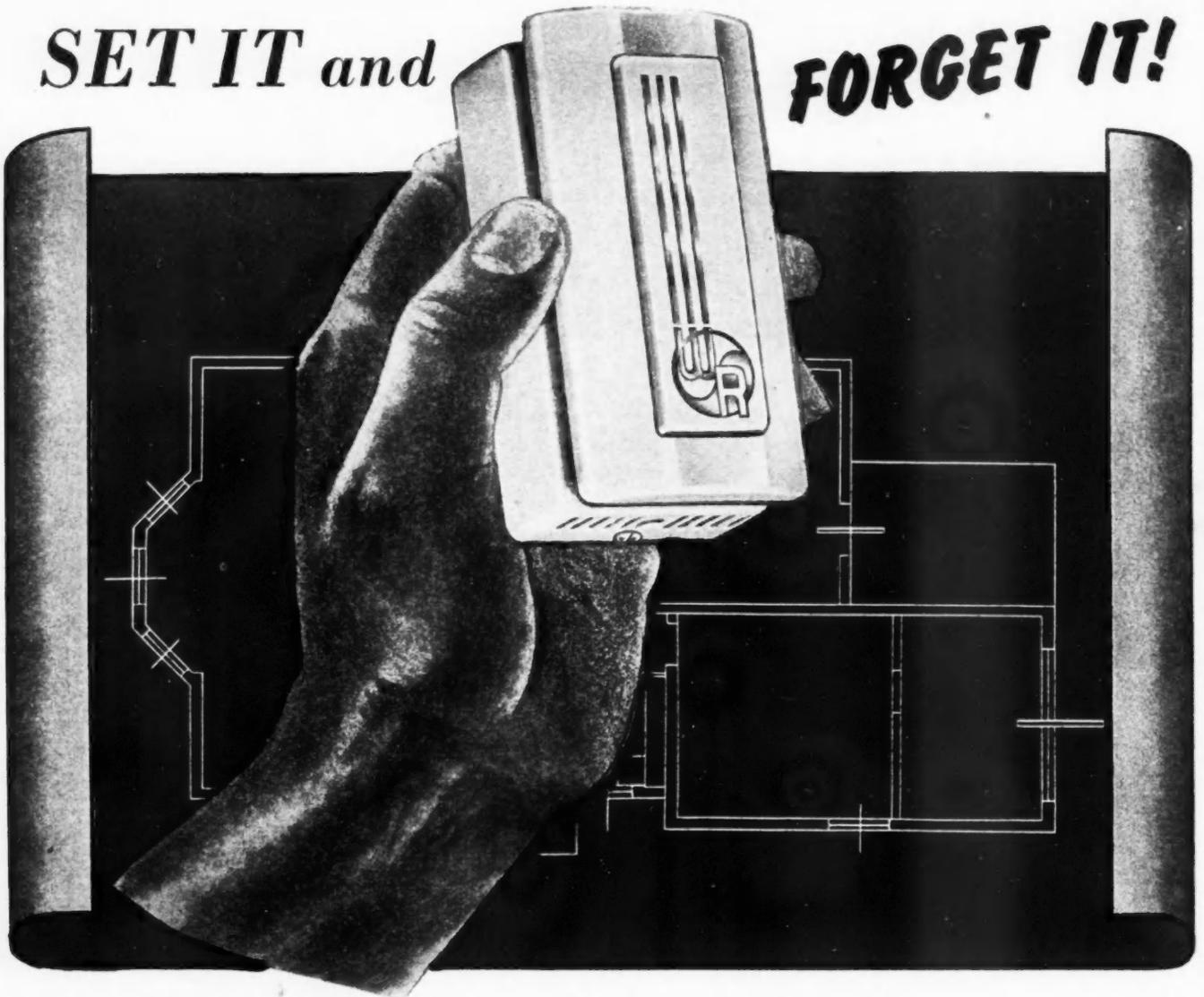
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FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY AND STATE \_\_\_\_\_

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**SET IT and****FORGET IT!**

**Your answer to the need for really  
satisfactory AUTOMATIC CONTROL  
for residence heating**

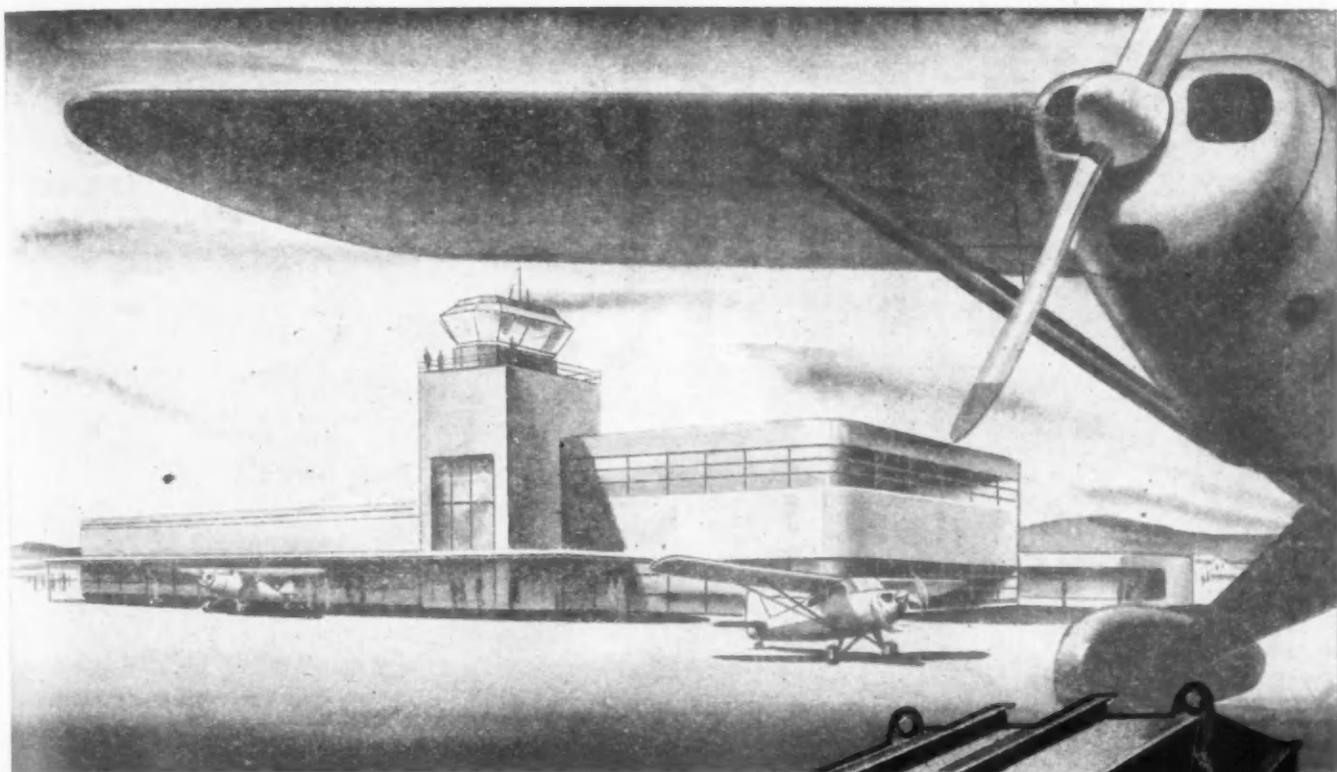
Once installed and adjusted for the heating plant, you safely can forget White-Rodgers controls. From then on, their extreme dependability relieves you of further worry or service due to the control. That is one of the main reasons why leading manufacturers of heating equipment furnish White-Rodgers controls as "standard." Write today for heating catalog and installation data.



**WHITE-RODGERS ELECTRIC CO.**

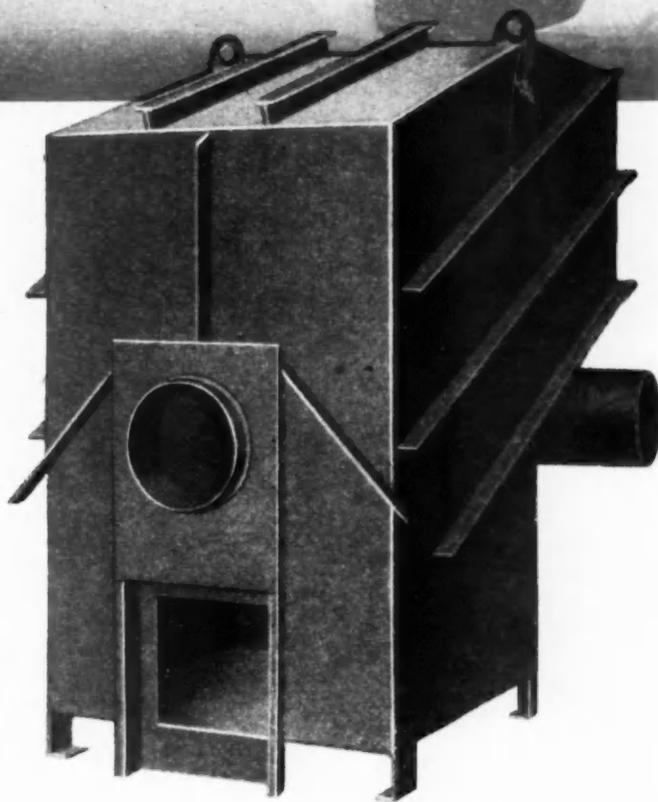
ST. LOUIS 6, MISSOURI

*Controls for Refrigeration • Heating • Air Conditioning*

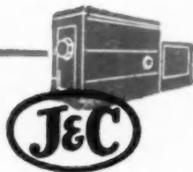


## J&C POWER HEATERS FOR BIG HEATING JOBS

Building materials shortages can't last forever. When the wave of new construction sweeps the country, there will be plenty of profitable business for dealers who handle the complete line of J & C Power Heaters. These modern heating plants are engineered to produce up to 2,800,000 BTU. That means J & C dealers can reach the profitable heating market beyond the domestic field. For example, scores of hangars and terminal buildings will be erected at private and public flying fields throughout the nation. New schools and churches will be built. Stores. Factories. Warehouses. Apartment buildings. Office buildings. Scientifically designed J & C Furnaces heat them all—efficiently, economically, and cleanly. 90% direct radiation surface captures more heat from fuel. One-piece electrically welded construction prevents heat



loss, keeps soot and fumes from entering air stream. Tough castings resist the strain of intermittent firing. For big profits, sell both large and small heating installations—J & C Power Heaters cover the field.



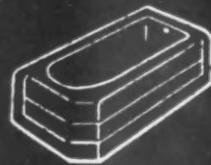
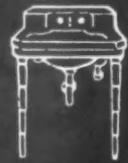
JACKSON & CHURCH CO., SAGINAW, MICHIGAN  
WORK WELL DONE SINCE '01

# WITH ELJER ..YOU'LL GO AHEAD!



## HERE ARE 6 GOOD REASONS WHY:

- ★ A good name with ever-growing acceptance
- ★ A complete line of fine vitreous china and enameled cast-iron plumbing fixtures
- ★ A complete line of brass goods
- ★ Modern manufacturing facilities and methods
- ★ Planned advertising that helps you sell
- ★ Pleasant and profitable business relations



When all types of plumbing fixtures are again available in abundance, you'll find yourself faced with a merchandising and sales problem far different than the restricted selling experienced under wartime conditions. Get ready to cope with this great competitive market that is soon to

come. Be sure that you enjoy the advantages of relations with a source of fine plumbing fixture supply which is aggressive in its methods, well-grounded in experience and completely capable of giving the service that you desire in a manner profitable to both. **BETTER WRITE ELJER TODAY.**

## ELJER CO. . . . FACTORIES AT

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

SINCE 1904 MAKERS OF FINE PLUMBING FIXTURES

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# MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

## Memorial Award to FHA Director

The John D. Edwards Memorial Award for the outstanding contribution to the home building industry in Wisconsin during 1945 was recently awarded by the Milwaukee Builders' Association to Thomas R. King, FHA State Director for Wisconsin, at the association's annual installation banquet.

The plaque, symbolizing the Memorial Award, was originally given to the Milwaukee association by Builder Doug Edwards in memory of his late father, John D. Edwards, one of Wisconsin's best known builders for more than a quarter



THE John D. Edwards Memorial Award being presented to Thomas R. King by C. R. Taplin.

of a century. Each year it is awarded to the person, selected by a committee appointed by the president of the association, who has made the "most outstanding contribution to the home building industry."

In 1944 the initial presentation was made to Frank Kirkpatrick, 1946 president of the Milwaukee builders, by NAHB Past President Robert P. Gerholz, of Flint, Mich., in a special dedication ceremony.

In 1945 the award was made to Clinton R. Taplin for his outstanding work as president of the Milwaukee Builders' Association, and for his significant contribution to the advancement of privately-built low cost housing. This year the award was made to Mr. King "because of the outstanding spirit of cooperation with the building industry he has exemplified as State Director of FHA."

## Boston Has New Secretary

H. Whittemore Brown, well known Concord, Mass., builder, has been engaged as full time executive secretary of the Home Builders Association of Greater Boston. Mr. Whittemore succeeds Attorney Joseph R. Cornish, Somerville, Mass., who served for an interim period.

## NAHB President Meyerhoff Charges Wyatt Has Broken Faith with Builders

In a letter addressed to all home builders, Joseph Meyerhoff, national association president, recently told the NAHB membership about a proposal made by National Housing Expediter and NHA Administrator Wilson W. Wyatt to give public housing priority over private housing on materials now in short supply and declared, "I charge that this is a breach of faith on his (Wyatt's) part."

The declaration was made in a report which Meyerhoff opened by saying, "This is a very frank statement and comes, not only from me as your national president, but from a man who is struggling to build 217 houses for veterans in Baltimore. When your National Board of Directors met in Chicago (*American Builder*, March '46, p. 35) they believed that the Housing Expediter, armed with ample authority over OPA, CPA and other agencies, would promptly stimulate the production of building materials. For this reason they endorsed certain parts of the Wyatt program (*American Builder*, April '46, p. 35). The members of your Board hate any form of regulations. It would have been far easier to go on record as saying that all controls should be lifted and let things straighten themselves out. Attractive as this thought was the Board determined that it simply could not be done at that time if the veterans' need was to be met promptly.

"The situation now, months later, is most discouraging. Production of building materials, despite optimistic press releases by Wyatt, NHA, OPA and CPA, gives no concrete evidence of any improvement on

the job. The numerous strikes have unquestionably hampered production. But our inability to obtain materials to complete our houses is largely the unwillingness of government to stop unnecessary and deferrable construction in time, as well as by its inability or unwillingness to make the priority system upon which we relied really effective.

"To top it all off," Meyerhoff continued, "the Housing Expediter (who was appointed early in January) has simply failed to expedite production of building materials and to channel those materials into housing. Mr. Wyatt cites strikes as an excuse for the lack of these materials. He also asserts that he has not yet had time to put into effect the premium payments provision of the Patman Bill. The fact is that it was not until March 26 that the government finally issued a limitation order on deferrable and non-commercial construction. Up to now, of course, that order has been honored in its breach rather than in its observance.

"Now Mr. Wyatt proposes to give the Federal Public Housing Authority a higher priority for building materials to complete the so-called re-use housing program. I charge that this is a breach of faith on his part. This program was sold to Congress on the basis of relocating a certain number of temporary housing units which would require very little material or labor. Now, months after this program was authorized, of the 200,000 units called for this year, only 15,000 have been completed," Mr. Meyerhoff informed the builders.

## Detroit Association Officers for 1946-47



STANDING—left to right: James I. Tuckett, president; Samuel S. Broughton, secretary; John Baker, treasurer; George A. Duke, vice president. SEATED—left to right: Vice Presidents Harry J. Durbin, E. L. Lieberman, Bert C. Whitney and Charles Hamburger.

## Cortright's Column



**By Frank Cortright**  
Executive Vice President  
NAHB

The optimistic reports being put out by Housing Expediter Wilson Wyatt indicating that home building is now breaking records under the impetus of the Veterans' Emergency Housing Program are statements that are misleading veterans anxiously awaiting new homes. While it is true that private home builders throughout the nation made a great number of "starts" during the first six months of the year, the fact is that today the program is dangerously bogging down through government's failure to break bottlenecks in the supply of building materials.

Today there are immeasurably more "stops" than "starts." Home builders are having constantly increasing difficulty in locating materials under the government's program. In every part of the country thousands—tens of thousands—of houses are standing uncompleted because essential materials cannot be found.

In order to meet the veterans' housing crisis, private builders everywhere took out priorities in unprecedented numbers, started construction, and now find that their priorities are almost worthless because there were insufficient materials to back them up. Builders have the land, the financing and the labor. But they cannot get enough materials to go forward.

The so-called Wyatt program is becoming rapidly stalled, and stalled badly and Mr. Wyatt should certainly know that, since we have told him month after month that completions are only 10 per cent of the starts.

To create the impression that home building is going forward on a great scale is press agency of the most vicious type. It is completely misleading and hoodwinking the veterans. It simply isn't true. Mr. Wyatt could better discharge his duties by seeing to it that building materials reach the hundreds of thousands of partially completed privately built permanent veterans' homes than by putting out rosy reports contrary to cold facts.

## San Antonio Builders Active

Marshalling its forces to provide a minimum of 6,000 homes for veterans, the San Antonio Home Builders Association is taking the leadership in housing affairs in that city. A recent highlight was the appointment of Association President V. F. Buchek as chairman of the Mayor's Emergency Housing Committee, set up under the Veteran's Housing Program.

## Portland Builders Plan Materials and Design Exhibit

The Portland Home Builders' Association, Inc., plans to provide a permanent materials and design exhibit to be available for public inspection to focus the attention of prospective home owners on the Association.

A group of the Portland builders proposes to construct a modern building to be leased to the Association. Committees have already been formed to select a site, prepare suitable plans and canvass prospective exhibitors. Downtown locations are being inspected in an effort to obtain one bordering on the high rent district, yet convenient enough to insure wide attention and interest.

## NAHB Exposition Film Being Widely Shown

Colored movies taken during the 1946 NAHB Convention and Exposition, held in Chicago in February, are now being shown throughout the country by affiliated local associations. The film, which captured the action, the variety and the idea of the Exposition, is being routed so that home builders who could not attend the national meeting have the opportunity to see the displays and profit by the new ideas and products offered.

The three reels of colored film have already been seen in Washington, Portland, Oklahoma City, Spokane, Memphis, Rochester, San Antonio, Oakland, Tulsa, Des Moines, St. Paul and Salt Lake City.

In September it is scheduled for Indianapolis, Springfield, Mass., and Youngstown.

## San Mateo County (Calif.) Installs Officers



LEFT TO RIGHT: Harry E. Smith, executive vice president; Frank Burrows, 1946 president; James A. Whiteside, vice president; and Frank A. Poirier, secretary-treasurer.

## So. Calif. Home Show Attracts Crowds

With an attendance estimated at more than 100,000 persons, the Construction Industries Exposition and Home Show of Southern California, held in Los Angeles July 12-21, proved to be an unprecedented success.

Visitors to the huge Pan-Pacific Auditorium saw on attractive display the finished products and materials of more than 200 exhibitors. Value of the products exhibited was in excess of \$300,000, and participants expended an additional \$250,000 for space reservations, installations and decorations.

Focal points of the show were two model homes constructed on the exposition grounds. Attractively landscaped, and furnished in the California tradition for leisurely living, the two and three bedroom dwellings were designed to meet the needs of veterans of moderate income.

Milton J. Brock, leading Los Angeles builder and treasurer of NAHB, was presi-



MILTON J. BROCK

dent of the non-profit Construction Industries Exposition and Home Show of Southern California. Lawrence B. Gibbs, president of the Home Builders Institute, Los Angeles, and a director of NAHB, served as secretary.

Among the sponsoring organizations were the Home Builders Institute and Building Contractors Association of California, Inc. both NAHB affiliated associations.

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## What about the Future?

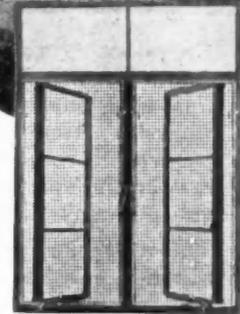
**THE HOUSES YOU BUILD WILL ALWAYS HAVE HIGHER RESALE VALUE WITH CECO METAL WINDOWS...**

Many people today are questioning the future value of present, possibly inflated building investments. But the fact that you have installed Ceco Metal Windows in the homes you build is a powerful argument for the future resale value of the building. High resale value reflects credit on you . . . brings more customers to your door.

Remember, too, the first cost of Ceco Metal Windows is the last. And the ease of installation makes it possible for you to achieve real economy in faster building. Ceco has 23 offices, coast-to-coast, ready to serve you.

### CECO METAL WINDOWS HAVE THESE 4 GREAT ADVANTAGES:

- 1 **No hidden costs.** Ceco windows come ready for installation. There is no waste of time and money in high-cost fitting or trimming on the job.
- 2 **Tightest weather seal.** Tests run by the Metal Window Institute prove that metal windows like Ceco's, properly installed, give the tightest seal of all.
- 3 **More light.** The slender lines of Ceco Metal Windows give 30% more light than ordinary old style windows.
- 4 **Controlled ventilation.** Because the vents of Ceco Metal Windows are adjustable, you can set them to catch the breeze from any direction.



Ceco Metal Casements enhance the beauty of any style of architecture.

### CECO STEEL PRODUCTS CORPORATION

GENERAL OFFICES: 5701 W. 26th St., Chicago, Ill.

Dealers, Branches and Fabricating Plants from Coast to Coast.

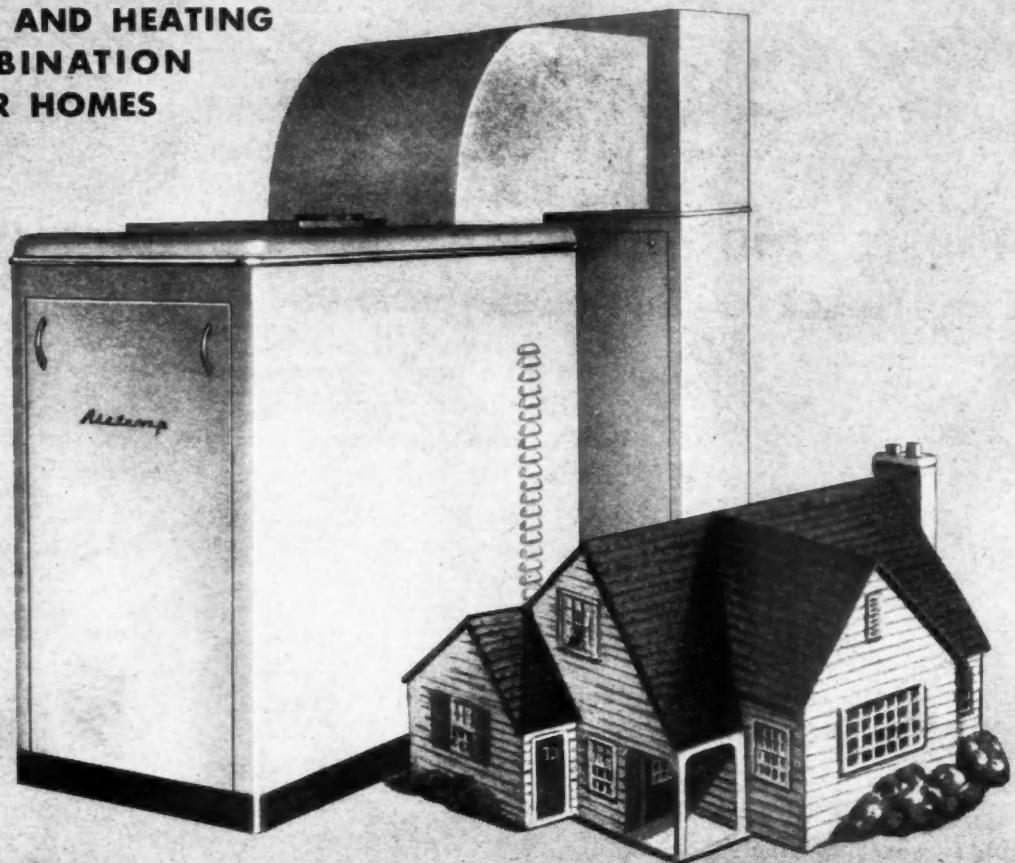
#### PARTIAL LIST OF OTHER CECO PRODUCTS:

METAL BASEMENT WINDOWS • METAL LATH AND ACCESSORIES • METAL FRAME SCREENS  
METAL WEATHERSTRIPS • STEEL JOIST • CORRUGATED DOUBLE-DRAIN ROOFING

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

# CHRYSLER AIRTEMP

**COOLING AND HEATING  
COMBINATION  
FOR HOMES**



## The Big Step Ahead In Modern Living

Soon no home will be truly modern without year-round air conditioning. This means actual cooling of the air in Summer, adequate heating in Winter—and cleaning and proper circulation of the air under desirable humidity conditions at all times.

Chrysler Airtemp has been preparing for years for this big step forward in more healthful and comfortable living. Today, Chrysler Airtemp is far ahead with a *proven* all-year combination for new or existing homes. It will increase the market value of any home.

The Chrysler Airtemp year-round combination consists of a forced warm air gas,

oil or coal-fired furnace and a "Packaged" Air Conditioner. This combination automatically adjusts the indoor weather for each changing day of the year. The unit has reserve power to maintain healthful and comfortable indoor living on the hottest and coldest days. It is not necessary to install both at once—you can install the heating first and easily add the cooling anytime.

Chrysler Airtemp also offers a complete and advanced line of automatic home-heating products. For complete details, write Airtemp Division of Chrysler Corporation, Dayton 1, Ohio. • In Canada: Therm-O-Rite Products, Ltd., Toronto, Ontario.

**A I R   C O N D I T I O N I N G**  
HEATING • COOLING • REFRIGERATION



# INSULITE

*Insulates as you build*



## OUTSIDE WALLS . . . . .

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



## . . . . . INSIDE WALLS

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

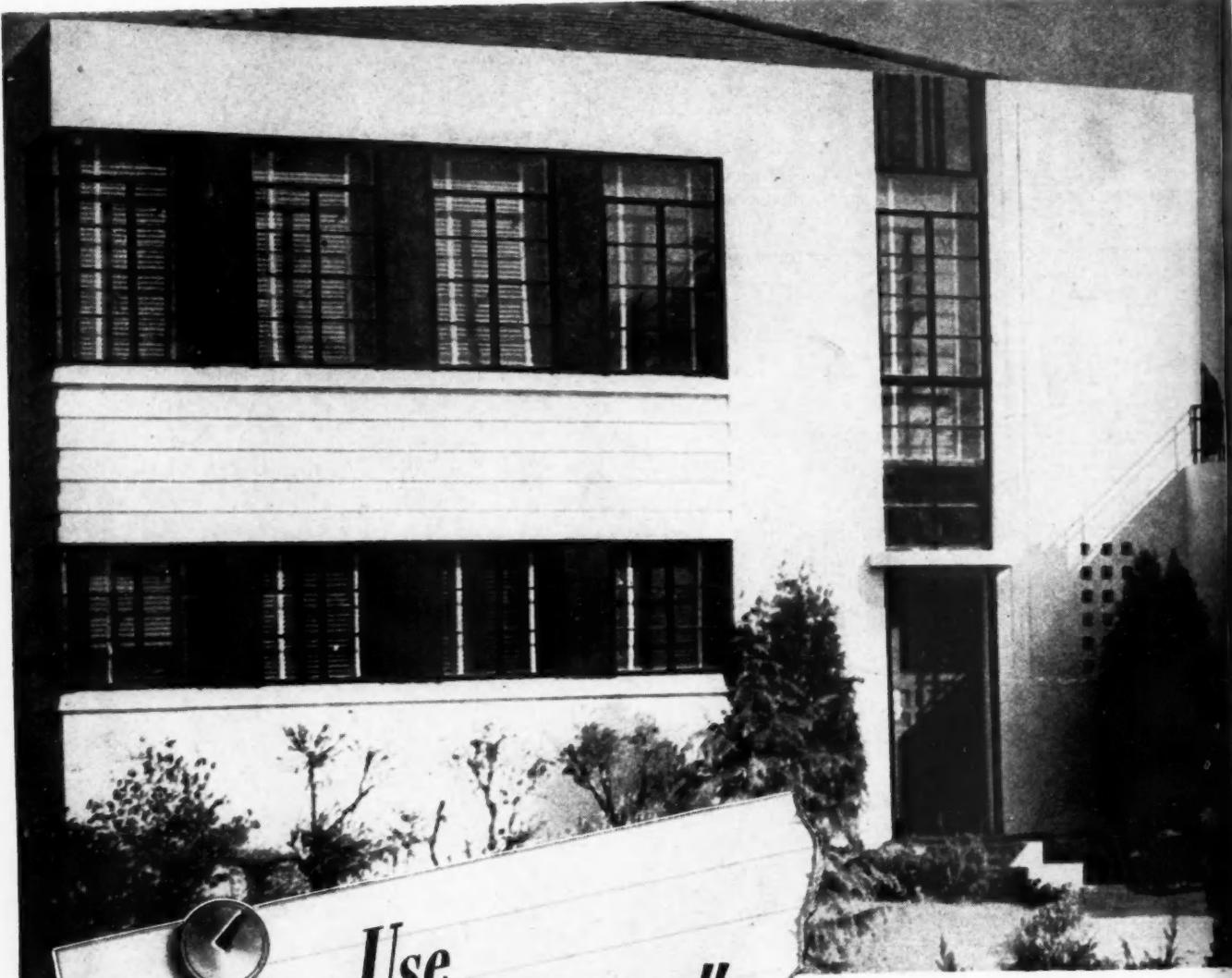
Refer to Sweet's File . . . Architectural Section 10 a/9.

# INSULITE

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



INSULITE  
Minneapolis 2, Minn.



Use  
**"PENNVERNON"**  
 not just "window glass"

● **"PERFECTLY SATISFIED!"** That will be the comment of customers for whom you install Pennvernon Window Glass. Pennvernon's unusual clarity and brilliant finish are marks of a quality product, excellently suited for use wherever good sheet glass is needed.

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



**PENNVERNON**

Window Glass



*"PITTSBURGH" stands for Quality Glass and Paint*

PITTSBURGH PLATE GLASS COMPANY

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# THE SPOTLIGHT'S ON THIS *New Home-Owning Plan*



**H**ERE AT LAST!—the modern financing plan for modern homes! National Life's "Packaged Mortgage" is a wonderful new aid for architects and builders . . . a real boon to today's homebuyers—saves time . . . trouble . . . money. This unique plan classes all major household appliances as real estate. Ranges, refrigerators, home freezers, dish-washing machines, garbage-disposal sinks, home laundry equipment—all come under one convenient mortgage contract, along with house and land.

Look at the advantages to your clients and prospects: they deal with only one lender—that means only one item on their monthly budgets to cover all these purchases. Rates are lower than with conventional installment buying. Uniform payments are spread out evenly over the life of the loan—no extra big bills at the start. No wonder architects, builders and buyers all over the country are so enthusiastic about National Life's "Packaged Mortgage"!

Get the facts on National Life's "Packaged Mortgage" now. See how this new, all-inclusive, low-cost plan makes home-owning easier and simpler than ever before. Just clip and mail the coupon today.

## NATIONAL LIFE INSURANCE COMPANY HOME OFFICE — VERMONT

*A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"*

CLIP AND MAIL THIS COUPON NOW

NATIONAL LIFE INSURANCE CO., DEPT. B-5, MONTPELIER, VT.

Please send me full information on your new, low-cost, all-inclusive plan for home-financing, and address of your nearest loan correspondent.

Name .....

Business or Home Address .....



In these days of "doubling-up" to beat the home shortage, every inch of waste space is put to work. Jobs like the one pictured here are made to order for Fireproof Gold Bond Gypsum Board. No limitations on decoration as the panel joints can be concealed and the room painted, papered, or textured. The ad below is another in the Gold Bond series now running in full-color in The Saturday Evening Post. National Gypsum Company, Buffalo 2, New York.



Ask your lumber and building material dealer how easy it is to build new useful rooms like this from waste space.

### You find the darndest things in attics these days!

**T**HIS picture shows that an attic can be something besides a refuge for old dressmaker forms, drowsy spiders, and broken-down rocking chairs. In fact, with modern building materials, it can be the "show room" of your house, an extra room for guests, or like the one above, a delightful "castle in the clouds" for a child to remember always. Remodeling, and all construction for that matter, has made some giant strides in recent years. Building specialists have struck with active scientific curiosity into all phases of building. Out of this has come modern materials for retaining heat, baffling

cold, stopping noise, preventing fire. And such revolutionary products as Gold Bond Storm-Sealed Gypsum Sheathing for exterior walls under clapboards, brick, or other finish. Makes a home more weatherproof and fire-safe. Costs less than old style sheathing.

This same research has contributed much to the effectiveness of home insulation against winter cold and summer heat. It has produced fireproof Gold Bond Rock Wool that can quickly be "blown" into walls and roofs of old, drafty homes and buildings, cutting fuel costs as much as 30%. (Consult the

phone directory under "Insulation" for your local Gold Bond Rock Wool Applicator. He'll be glad to give you a free estimate.)

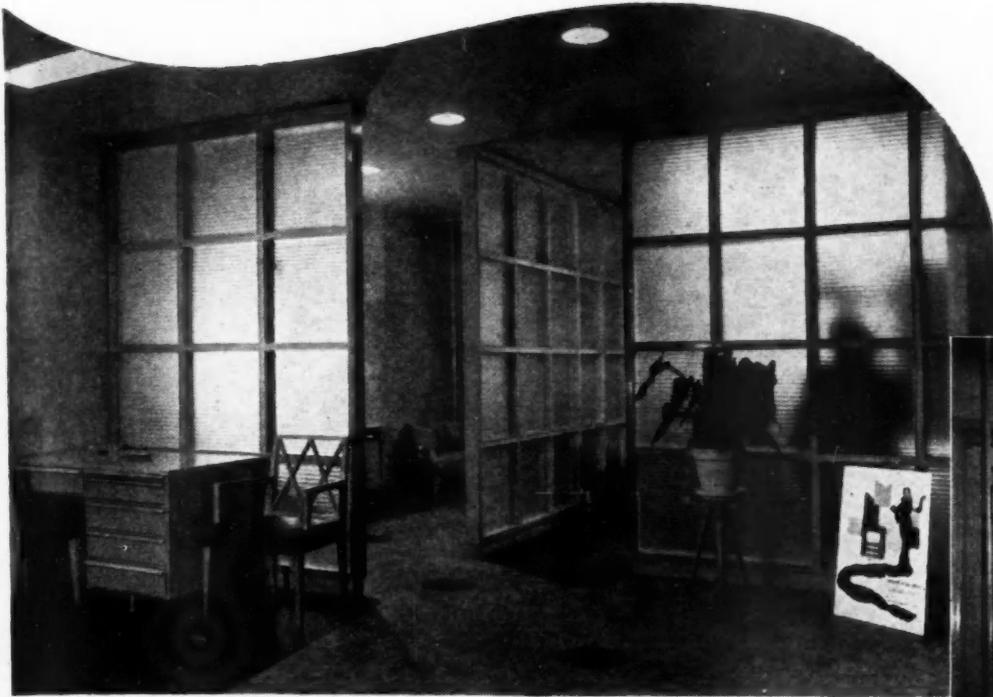
The Gold Bond family of over 150 guaranteed building products is sold through more than 10,000 progressive lumber and building material dealers. See your local Gold Bond dealer first for good advice on building and remodeling. He will help you just as much as is humanly possible at a time like this, when even our full production is having a struggle keeping up with demand! National Gypsum Company, Buffalo 2, New York.

Over 150 tested Gold Bond Building Products for new construction or remodeling add greater permanency, beauty and fire protection. These include wallboard, lath, plaster, lime, sheathing, wall paint, insulation, metal and sound control products.

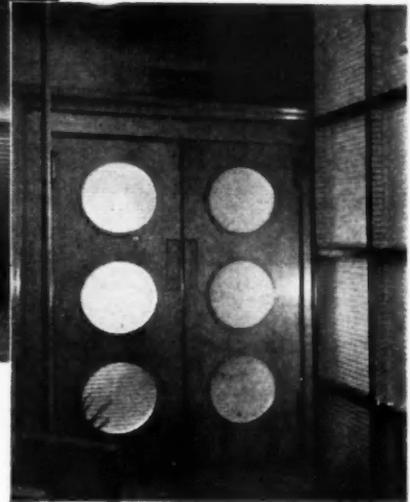
**3 QUICK STEPS TO A NEW ROOM**

# Beautiful answer to design unity—

*Decorative Glass*



Renoir Fabric Company, New York, makes wide use of Blue Ridge Satinol Flutex as partitions in its Broadway offices.



● It would be hard to find a more beautiful or practical material than Blue Ridge Decorative Glass to create unity of design in offices and stores.

The many tasteful Blue Ridge patterns lend themselves to doorways, partitions, windows and display units. By using one pattern throughout, several rooms and elements may be tied together.

A wide variety of patterns is made by the Blue Ridge Glass Corporation, Kings-

port, Tenn., and sold by Libbey-Owens-Ford through leading glass distributors. They may be had in plain or Satinol finish . . . may be Securitized (heat tempered) for greater resistance to physical or thermal shock . . . and have bends of nominal radii. Your local L-O-F distributor can show you samples. Or write Blue Ridge Sales Division, Libbey-Owens-Ford Glass Company, 8886 Nicholas Building, Toledo 3, Ohio.

*"Design it with one of the 5 EX's"*

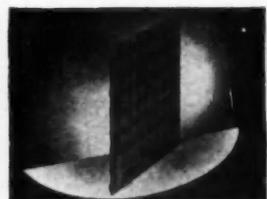
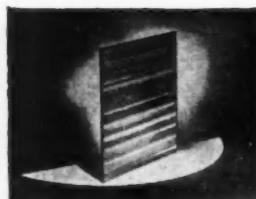
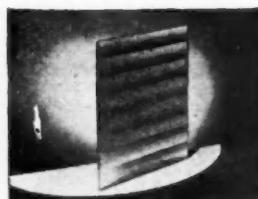
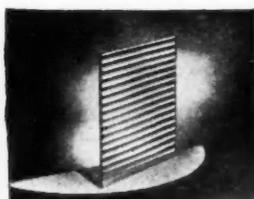
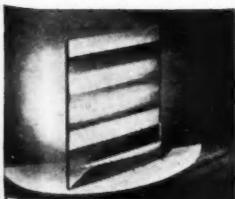
LOUVREX

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## BLUE RIDGE *Decorative* GLASS

FOR SOFT, DIFFUSED LIGHT • SMART DECORATION • COMPLETE PRIVACY



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



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

## K&M "Century" ASBESTOS-CEMENT SIDING

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

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

from painting expense or other upkeep.

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

K&M "Century" Asbestos-Cement Siding comes in:

Colors: Shell white or graytone  
Styles: Straight or wavy butt lines  
Sizes: 24" lengths  
Surface: Deep-grained, weathered cypress finish



# KEASBEY & MATTISON COMPANY • AMBLER • PENNSYLVANIA

Original manufacturers of Asbestos-Cement Roofing Shingles in this Country

in floors, too...

# IT'S THE *Finish* THAT COUNTS !

**That's Why the New Bruce Finished Floors Will Be America's Favorite!**



## 8 WAYS BETTER THAN ON-THE-JOB FINISHES!

**1. Smooth Sanding**—Each strip sanded to perfect smoothness on multiple drum, precision sanders. No sander marks.

**2. Prime Condition**—Finishing starts immediately after sanding, so no "raised grain." Moisture content of flooring is right.

**3. Perfect Filling**—Highest quality silex filler is rubbed into wood as flooring moves down the finishing line.

**4. Thorough Sealing**—Bruce Finish penetrates into wood pores... seals them against dirt and wear. Beautifies wood grain.

**5. Infra-red Drying** applies heat uniformly... welds finish into a tough, even seal. No "unfavorable drying weather."

**6. Extra Buffing** with high-speed brushes burnishes finish... provides a harder, smoother surface for waxing.

**7. Superior Waxing**—Special wear-resistant wax is applied evenly, then polished over and over with brushes and buffers.

**8. Ready to Use**—No waiting on the job for finishes to dry... no hazard of finish being walked on too soon. Ready to use immediately.



### *When is it Coming?*

We still don't know when we'll have the new Bruce Finished Flooring for you, but you can be sure that when it does come, it'll be the finest in our history—more beautiful, longer wearing, and easier to maintain than ever before. In days to come, Bruce Finished Floors will be America's favorite.

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

*World's Largest Maker of Hardwood Floors*

**BRUCE FINISHED FLOORS**

# TEN BIG FEATURES

1. Cellulite is light in weight and 20% to 25% lighter weight than other insulation materials.
2. Cellulite reduces the structural load factor 40% to 90%.
3. Cellulite will not burn under a blow torch completely flame proof.
4. Cellulite stays fluffy and efficient — it won't pack down into a heavy mass.
5. Cellulite will cut your fuel bills up to 30% which practically pays for it.
6. Cellulite is not abrasive — it will not harm skin or eyes like some others.
7. Cellulite handles easily — an attic can be insulated in a few hours.
8. Cellulite is simple to install — unrolls like a rug, you just lay it down.
9. Cellulite is not affected by extreme heat or cold. Protects all year around.
10. Cellulite is inexpensive — it costs less than most insulation you can buy!



**ARE YOU GETTING  
THESE SALES HELPS?**



*Insulation Ike*  
**SAYS**

# CELLULITE.

TRADE MARK REGISTERED U. S. PATENT OFFICE

**SELLS EASY . . . AND  
DOES A BETTER JOB**

**Wait a minute!** Stop and read again those ten big Cellulite Features! Every point is a powerful selling story that helps you get a bigger share of the home insulation business in your area. What's more, Cellulite — America's Finest Insulation — is a product which you can recommend with utter confidence. Its insulating qualities are from 4% to 36% more efficient than ten other commercial insulating materials!

And remember, Gilman Brothers — with a reputation going back to 1897 — are glad to help you win Cellulite customers and reap insulation profits. Take advantage of the live-wire sales helps pictured at the left and sell Cellulite — Write us today.

**THE GILMAN BROTHERS COMPANY**  
GILMAN *Established 1897* CONNECTICUT

*"I aim to put a roof over this housing shortage!"*



"... And I don't mind telling you how I'll do it.

"I'm going after the new-home construction market, and I'm handling Barrett Shingles—one of the fastest-selling items in the building field today.

"They're backed by national advertising in American Home, The Saturday Evening Post and the farm press—architects and builders specify them—home-owners like them—and their quality has been proved through years of service under all conditions. In dealing with Barrett, I'm tying up with an experienced, reliable source of supply—a firm that has been in business through good times and bad since 1854.

"How can I do better than to join forces with the greatest name in roofing?"

**THE BARRETT DIVISION**

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.

2800 So. Sacramento Avenue  
Chicago 23, Ill.

Birmingham  
Alabama



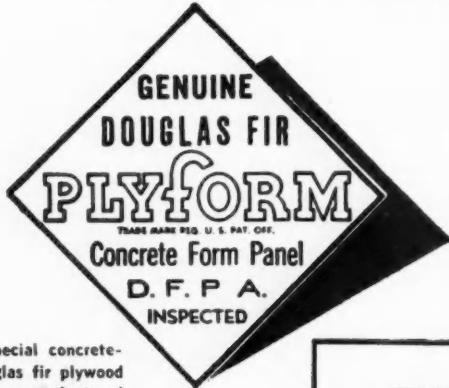
Feature these Barrett Extra-Profit Products

- Barrett Shingles and Sidings
- Barrett Roll Roofings
- Barrett Rock Wool Insulation
- Barrett Protective Paints

Y  
JT

# These Grade Trade-marks on Douglas Fir Plywood

# mean Quality kept to rigid standards!



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

THERE is a type and grade of Douglas fir plywood manufactured especially for every building need. Each must meet rigid standards of quality. Current production is constantly inspected . . . constantly tested in the Douglas Fir Plywood Association laboratory. Choose the type and grade for **your** particular job by these "grade trade-marks," which appear on every panel. Use it with complete confidence; its dependability is backed by an industry-wide quality standard.



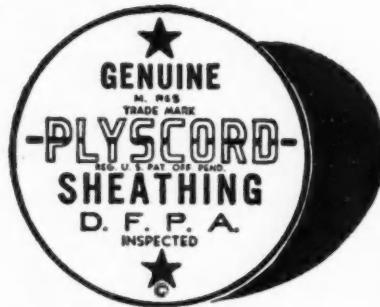
EXTERIOR-TYPE plywood is made with completely waterproof synthetic resin binder especially for permanent exposure to weather and water. It is widely used for building exteriors, for outdoor signs, for railroad car siding, and in all phases of marine construction.



PLYWALL is the grade of interior-type plywood made especially for standard wallboard use. It is suitable for natural or stained finishes for painting or papering.



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



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

## SUBSTANTIAL PRODUCTION NOW ALLOCATED TO VETERANS' HOUSING

Because the needs of the Reconversion Housing program are so acute, Douglas fir plywood is today being allocated. This means that a substantial proportion of the Douglas fir plywood industry's current production must go to housing contractors, stock cabinet manufacturers, prefabricators and distributors.

As a result, the supply situation for all other industrial and construction

uses is temporarily a difficult one. It is a fact, however, that more plywood is being produced today than in pre-war years. Once the present overwhelming demand has been met, an ever-increasing supply for non-housing uses will be available.

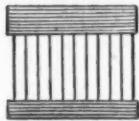


Anticipate **YOUR** needs as far in advance as possible — and discuss those requirements with your regular source of supply.

Douglas Fir Plywood Association . . . Tacoma 2, Washington

# THE MOST ECONOMICAL AUTOMATIC CONTROL FOR ANY SYSTEM

RADIATORS OR



CONVECTORS

RADIANT

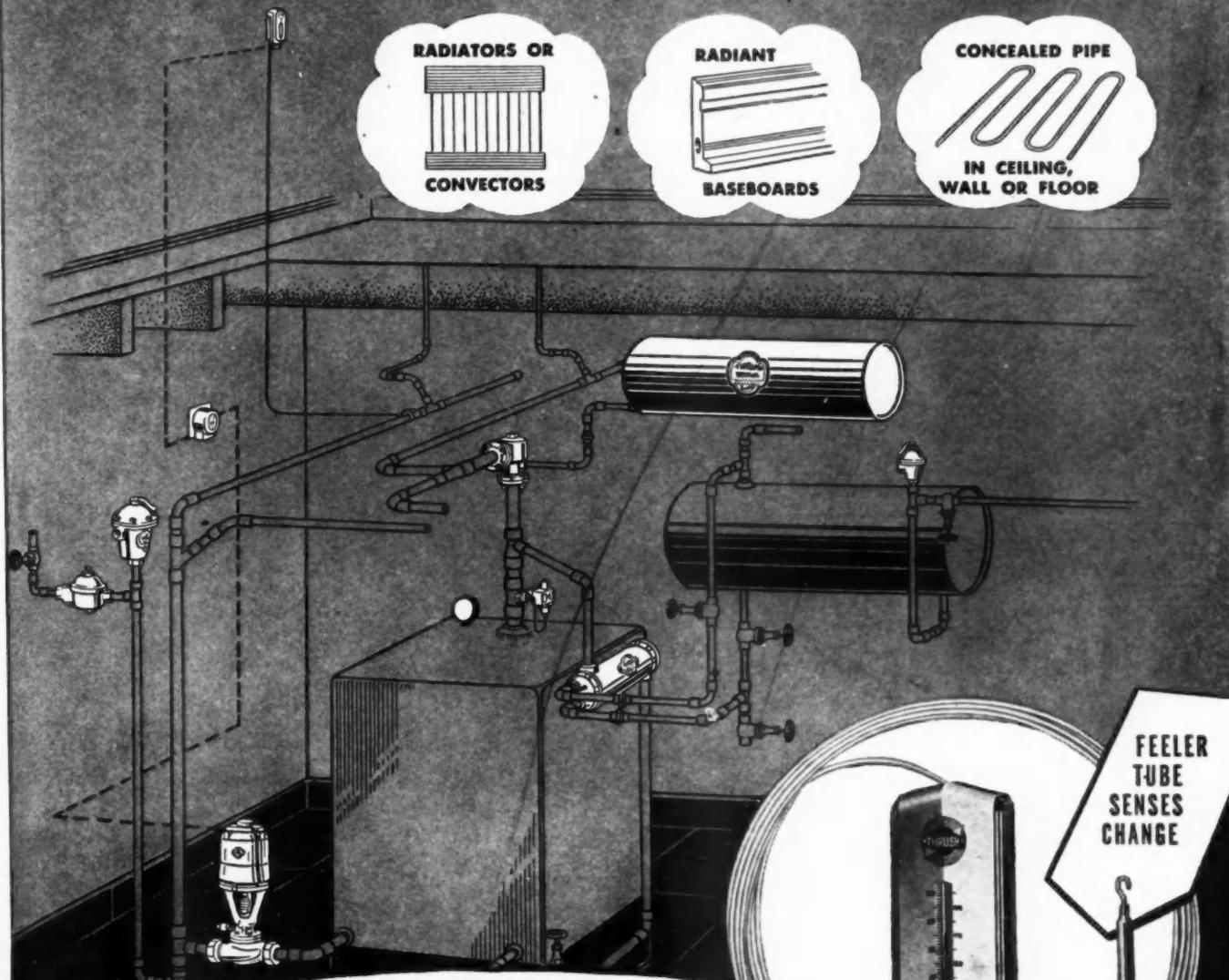


BASEBOARDS

CONCEALED PIPE



IN CEILING,  
WALL OR FLOOR



FEELER  
TUBE  
SENSES  
CHANGE

No. 201  
RADIANT HEAT CONTROL

No. 198  
Relay  
Transformer

Patented  
and  
Patents  
Pending

THRUSH WATER  
CIRCULATOR

# THRUSH

FLOW CONTROL PLUS

*Radiant Heat* FOR  
ANY TYPE OF WARM WATER

WHETHER radiators, convectors, radiant baseboards or piping concealed in ceiling, walls, or floors are used . . . Thrush Flow Control System of Warm Water Heating provides the most economical and satisfactory method of assuring continuous radiant heat. Heating comfort is automatically maintained without continuous Circulator operation. Thrush Radiant Heat Control, operating on a fraction of one degree, prevents fluctuation in room temperature — shortens running time of firing unit. For more information, write Dept. G-8, or ask your wholesaler.

H. A. THRUSH & COMPANY + PERU, INDIANA

# ABC INSTALMENT SELLING SERVICES

GIVE YOU

PERFECT CONTROL



## Strike Out Price Shoppers by Selling the ABC Way

Don't risk losing business and cutting profits by telling a customer to go out and get a loan. This makes him a price shopper. To keep your customers and sell at your list price, offer convenient Allied Building Credits budget payment services right in your own office.

Your ABC customers always come back to you because it is so simple to get work done through your ABC service. No cause to go first to a loan agency and then go price shopping. If your customer applies directly to Allied Building Credits for credit on a new job he is sent right back to you; for only through you can he arrange ABC credit. ABC gives you perfect control.

For complete information on how the ABC Budget Payment Plan will increase your sales and profits, write Allied Building Credits, Inc., 2501 First National Bank Building, St. Paul 1 Minnesota

## ALLIED BUILDING CREDITS, INC.

FIRST NATIONAL BANK BLDG.



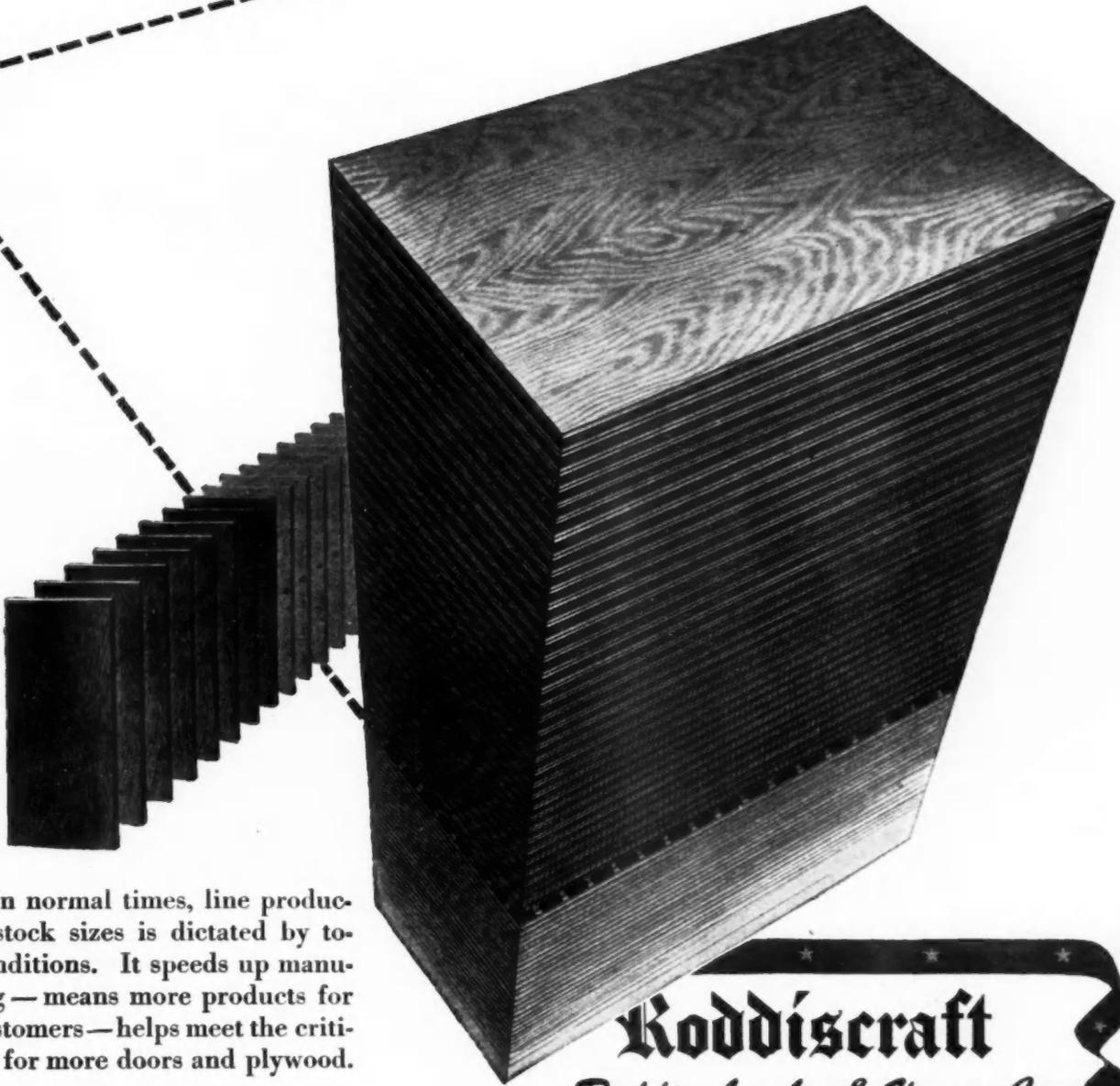
SAINT PAUL 1, MINNESOTA

Complete Instalment Note and Mortgage Services for the Building Industry

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custome  
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plywood

# PLUS PRODUCTION

supplies these extra  
**Roddiscraft doors and plywood**



Logical in normal times, line production of stock sizes is dictated by today's conditions. It speeds up manufacturing — means more products for more customers — helps meet the critical need for more doors and plywood.

We believe we are doing the greatest good for the greatest number of customers and maintaining our half century reputation for giving customers what they want. Roddiscraft solid core flush veneer doors and plywood are now made only in stock sizes. Adequate stocks will be maintained in our conveniently-located warehouses to supply the Roddiscraft doors and plywood you need at the moment you need them.

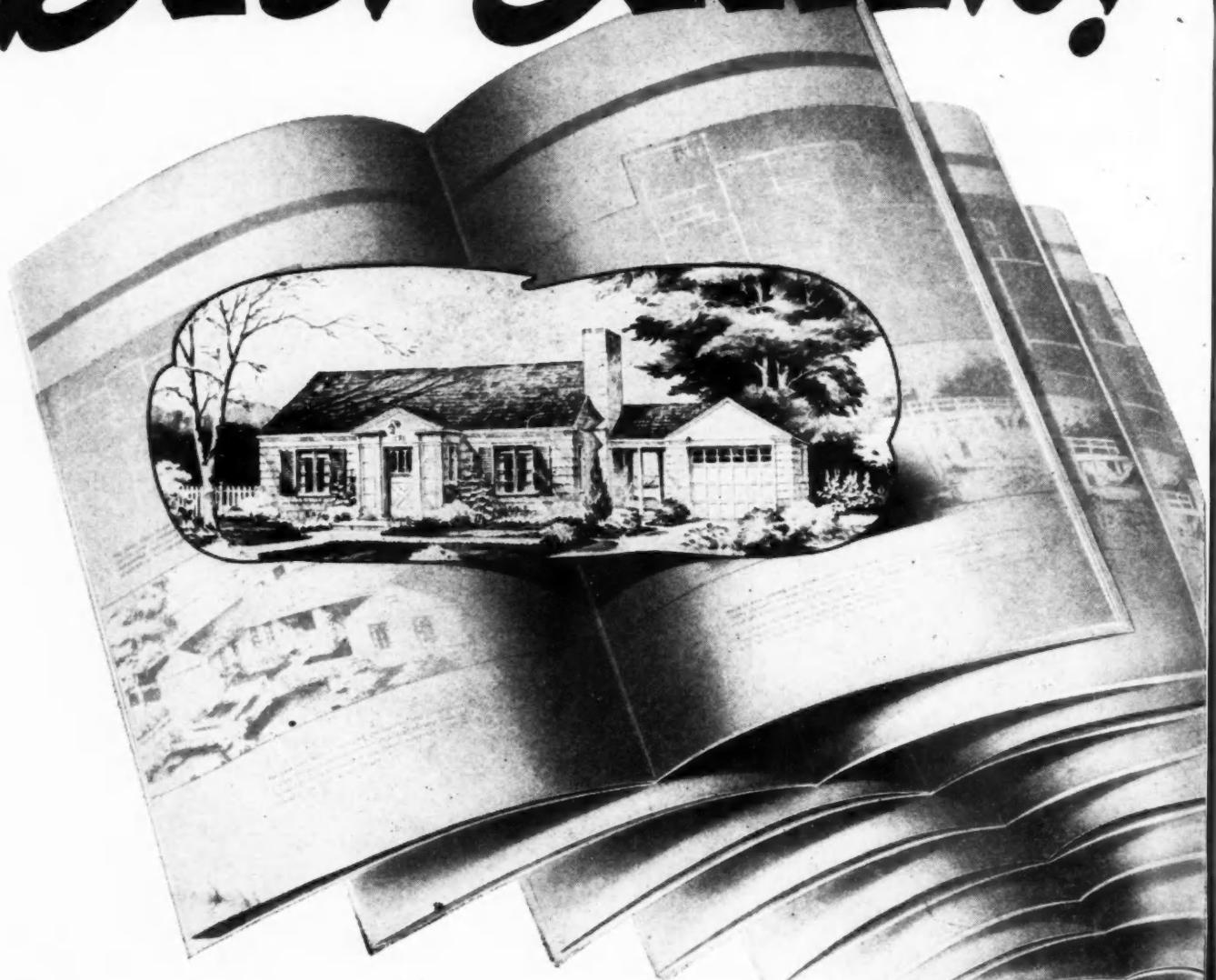


### Roddiscraft WAREHOUSES

- |   |  |
|---|--|
| CAMBRIDGE 39, MASS., 229 Vassar St.       | LONG ISLAND CITY, N. Y.,<br>Review & Greenpoint Ave. |
| CHICAGO 8, ILL., 1440 W. Cermak Road      | MARSHFIELD, WISCONSIN                                |
| CINCINNATI 2, OHIO, 457 E. Sixth St.      | MILWAUKEE 8, WIS., 4601 W. State St.                 |
| DALLAS, TEXAS, 2615 Latimer Street        | NEW YORK CITY 18, N. Y., 515 W. 36th St.             |
| DETROIT, MICH., 11855 E. Jefferson Ave.   | SAN ANTONIO, TEXAS, 727 N. Cherry St.                |
| KANSAS CITY 8, MO., 2729 Southwest Blvd.  |  |
| LOUISVILLE 10, KY., 1201-S S. 15th Street |  |

DEALERS IN ALL PRINCIPAL CITIES

# BEST SELLER!



**D**EFOE is receiving thousands of requests for the descriptive brochure showing architect's drawings of several houses which can be built by the entirely new Defoe method of building permanent, comfortable and efficient homes. ✓ When the critical shortage of building materials, which is paralyzing home building, is over, Defoe will be able to offer you a home to fit your individual needs—at a price which will bring the savings made possible by advanced mass production methods. ✓ Send for your copy of Defoe's interesting and instructive brochure today so that you may better understand how the Defoe method works and how you will be able to obtain just the home you have always wanted, custom-built "To Your Measure", by Defoe's master craftsmen.

*Illustrated above is the Cape Cod model now in limited production at Defoe's Bay City plant. The present housing emergency will restrict Defoe's output to homes of this single design and, for some time, all of them will go to ex-service men, under priority. But it will pay you to study Defoe's brochure now so that you can formulate your building plans and prepare to be one of the first to own a new Defoe home when unlimited production is once again possible.*



HOUSING DIVISION  
DEFOE SHIPBUILDING CO.  
DEPT. AB-8  
BAY CITY, MICHIGAN  
Please send me the descriptive brochure on the new Defoe Homes.

Name \_\_\_\_\_

Street \_\_\_\_\_

City and State \_\_\_\_\_

**DEFOE SHIPBUILDING COMPANY . . . BAY CITY, MICHIGAN**



The

F

"Today's windows what the conven today

# No "Porthole" Windows For Ex-Seaman Smith

No small, restricted windows for the home which ex-seaman Smith wants! He's tired of looking through portholes—and now he really wants to enjoy living with wide window areas—*plenty* of windows!



Ponderosa Pine can help you give him what he wants—at moderate cost. For stock design windows of Ponderosa Pine offer a wide variety of choice—permit you to plan with utmost freedom in providing light, air and livability.

"Today's Idea House"—a new, fully illustrated 32-page Ponderosa Pine booklet—contains helpful information on the functional use of doors and windows in creating greater value in the homes you plan. You'll want a copy—mail the coupon.

French doors of Ponderosa Pine—and graceful, narrow mullioned Ponderosa Pine windows—here help to create the "open" effect so desirable in modern planning.

*The Best is Yours with...*

## Ponderosa Pine WOODWORK



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



Ponderosa Pine Woodwork  
Dept. OAB-2, 111 West Washington St.  
Chicago 2, Illinois  
Please send me a free copy of "Today's Idea House."

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

16.  
brochure  
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*Completely*  
**NEW!**

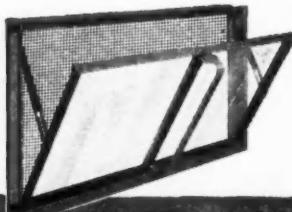
**MESKER**  
*"American Home"*  
**METAL WINDOWS**



# EASY TO SELL... EASY TO INSTALL

MESKER'S "American Home"... newest development in residential metal windows is a packaged unit *complete* with wood surround, neat outside trim, inside attached screens and factory fitted metal storm sash. Only 5 minutes to install! There's easy selling ahead for you... home-builder "sales appeal" is built-in with these MESKER features! Storm sash auto-

matically opens *with* window for winter ventilation. Metal screens are safely attached from inside. New automotive-type operator opens, closes window with finger flick action. Comes glazed or unglazed at customer's option. Here's an easy-to-handle, profitable item. Get the facts on the "American Home Window". Mail this coupon today!



**NOW . . . BASEMENT WINDOWS WITH FINGER-TOUCH ACTION**  
Easy operation is built right into this new Mesker Steel Basement Window with "finger-touch" action. So easy to open and close a child can do it, yet so sturdy it quickly discourages a prowler. An entirely new frame design gives greater clearance between operating parts, yet the window when closed is absolutely weathertight.

**WINDOW SPECIALISTS SINCE 1879**

**MESKER**  
METAL WINDOWS

MESKER BROS., AB86  
421 S. Seventh St., St. Louis 2, Mo.

Please send me your folders on the "American Home" Metal Window and the "Finger-Touch" Basement Window.

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

# AMERICAN BUILDER

L D I T O R I A L

## ***Fight Propaganda with Facts***

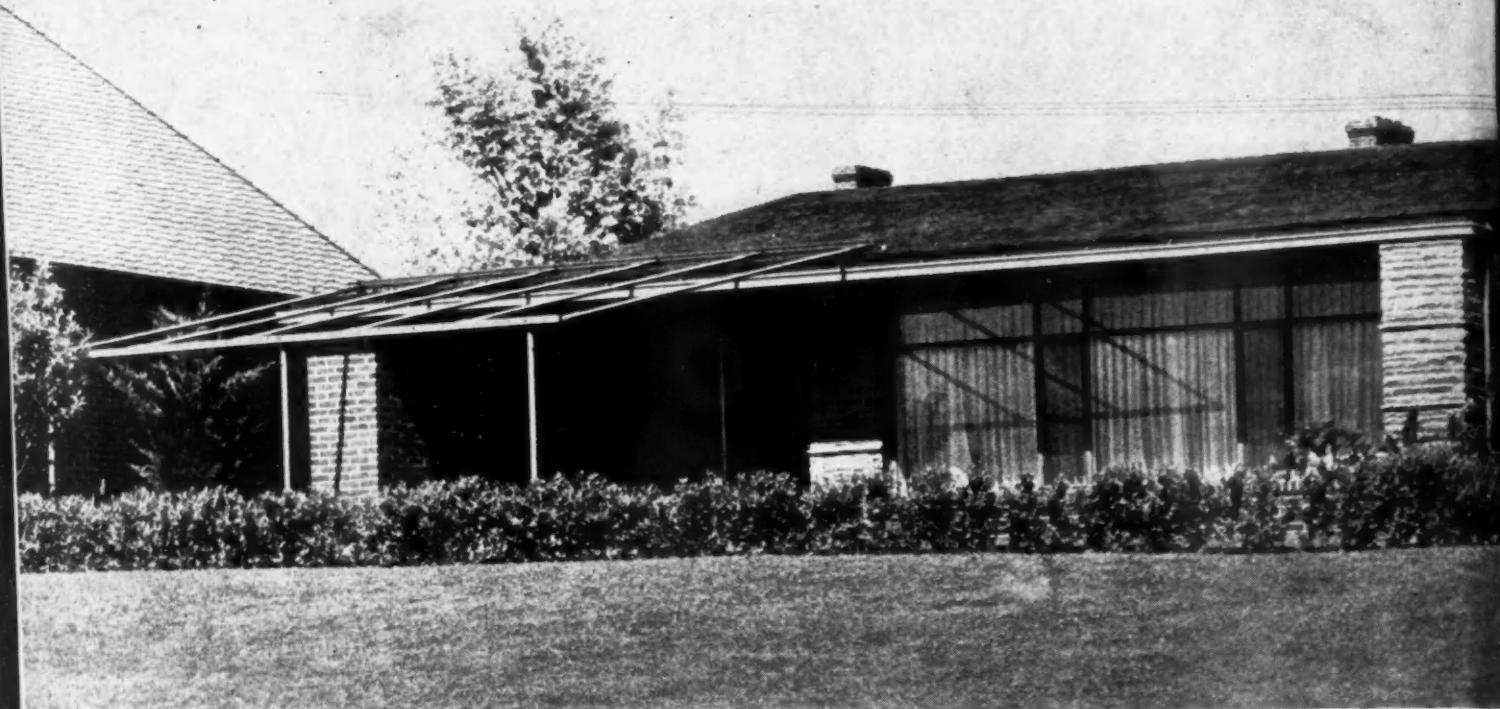
**D**URING the months preceding the fall of Japan the editors of *American Builder* predicted that the end of military operations would signalize the beginning of the second phase of the war, a battle against free private enterprise. Before MacArthur's flotilla reached Tokyo Bay that prediction was borne out. Chester Bowles immediately inaugurated a propaganda campaign to convince the public that OPA perpetuated as a price and profit control agency was the only way to prevent inflation. Thus, Bowles, because of his strategic position as head of OPA, became the recognized leader of the battle forces opposed to free private enterprise.

With commendable sagacity he chose home building as the Pearl Harbor of his war against business. The industry is vulnerable to attack, because its major components are organized separately. There are and were acute local housing shortages. Thousands of veterans are and were inadequately housed. With these ingredients it was easy to play on emotions, raise a false cry of emergency, and demand more government control to correct a condition that Bowles was doing everything possible to prolong. An important part of the Bowles strategy was to recruit Wilson Wyatt, a politically ambitious super salesman, hand him a ready-made program, and charge him with the responsibility of selling it to the President, the Congress and the public. The intense battles in Congress over economic measures in the past few months, and the equally intense battles that lie ahead, testify all too well how successful has been the government control campaign headed by Bowles.

How was all of this possible? Well, it is reported reliably that there are 22,000 public relations men in government bureaus, 100 of them in OPA and 97 of them in NHA. All they have to do, at taxpayers' expense, is write propaganda. It is used by Wyatt, Bowles and others, who seem to have free and easy access to all the radio time they want; it is used by various government officers (Wyatt in July stumping for the W-E-T bill) who find time to tour the country on personalized propaganda campaigns; it floods the offices of newspaper and magazine editors; and it appears by the ream in the offices of Congressmen. Government control propaganda is dinned into the ears and paraded before the eyes of voters and their elected representatives from morning until night every day in the year.

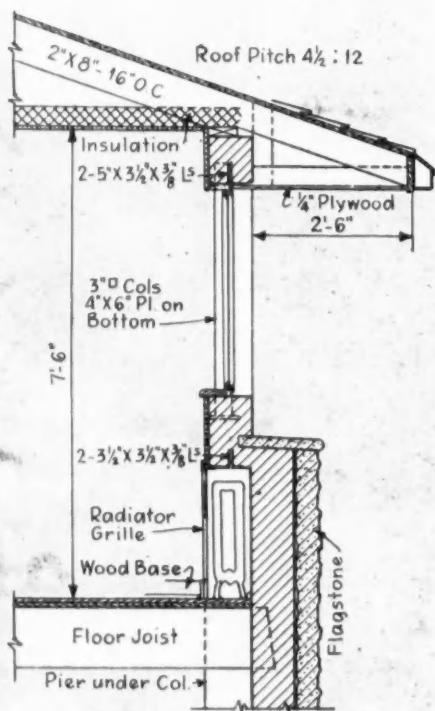
With a few scattered but notable exceptions, the only thing the home building industry has been able to do in rebuttal up to date is send small groups of over-worked association secretaries and officers before Congressional committees to present facts. This work has been effective, but it is not enough. In the last analysis most Congressmen are prone to heed the wills of their constituents, and the loudest voice in shaping these wills is the voice of the government propaganda agencies.

The home building industry has been forced into a bitter battle, the first in an all-out war against free private enterprise. What is happening must be recognized as war. The stake is free private enterprise. The battle ground is public opinion. The weapons are constructive public relations experts. It is to the public, therefore, that the industry must go with a factually equipped public relations corps.

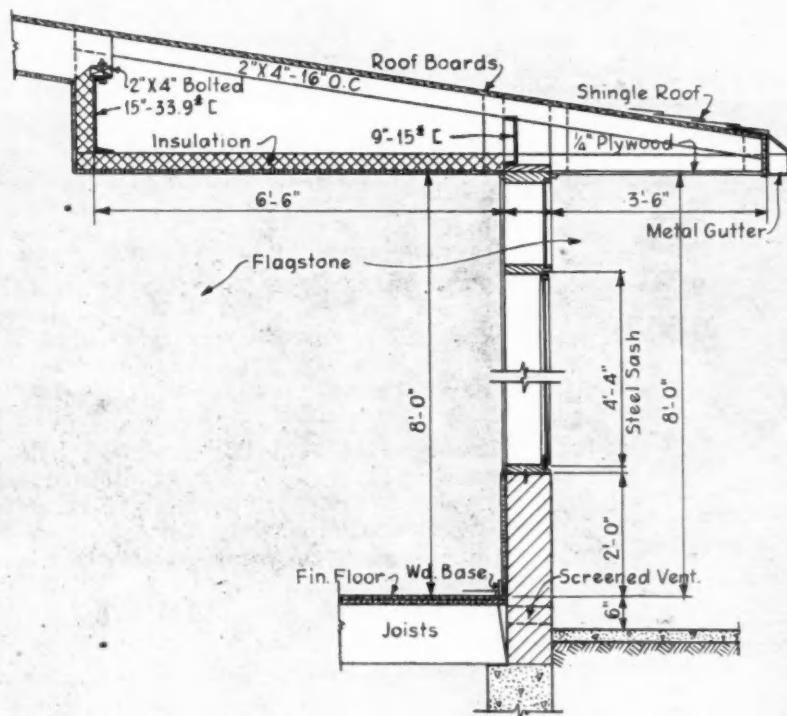


LONG, low, sweeping lines characterize this house designed to conform to its site and to capture the distant mountain view rather than

## Designed for a Mountain View—Reflecting Its

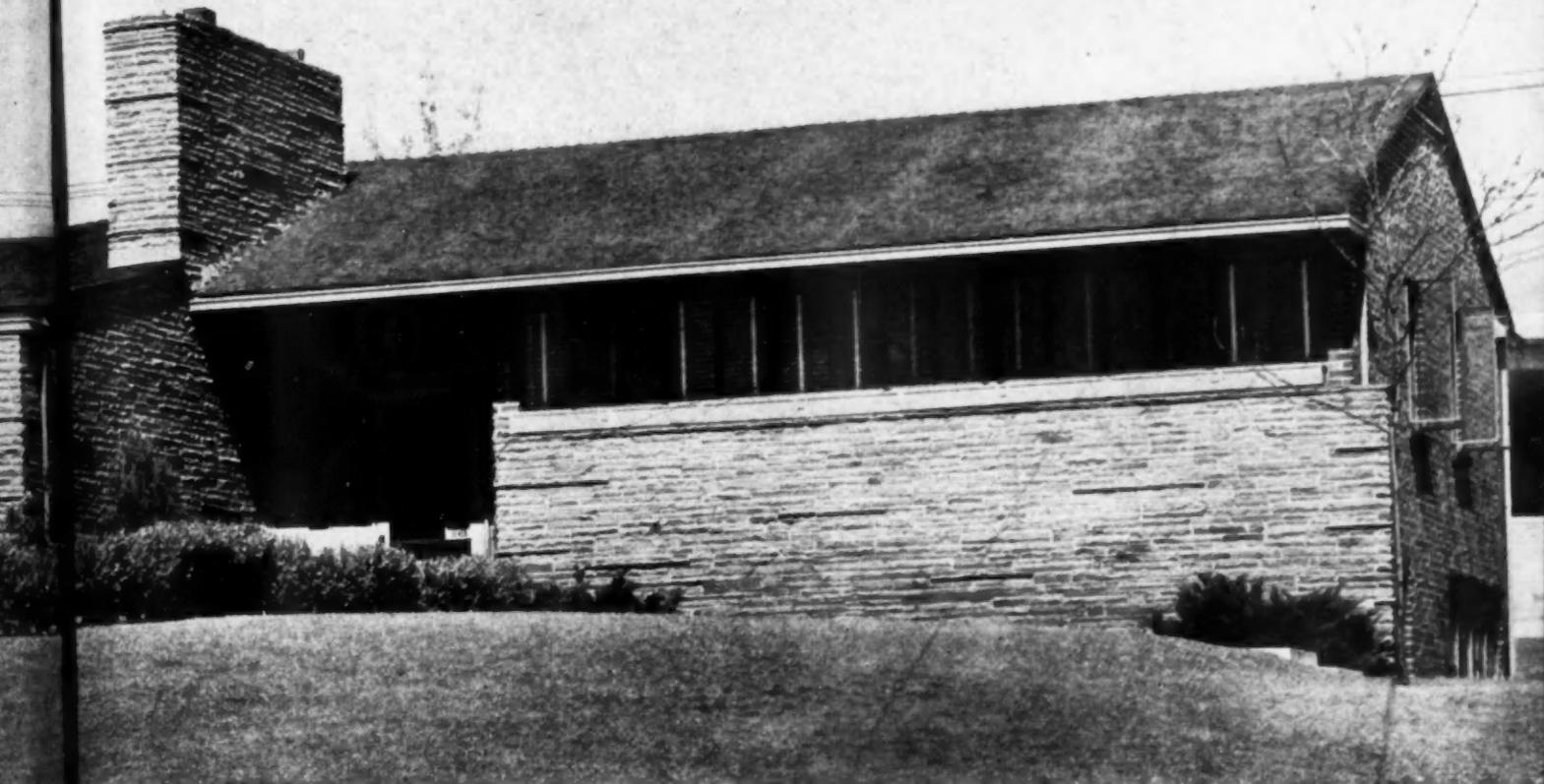


WALL SECTION AT BATH AND BED ROOM



SECTION THRU LIVING ROOM WALL

SECTIONS through eaves of roof, walls and windows in living and front bedroom indicate steel supporting members.



to follow a prescribed traditionally formal pattern.

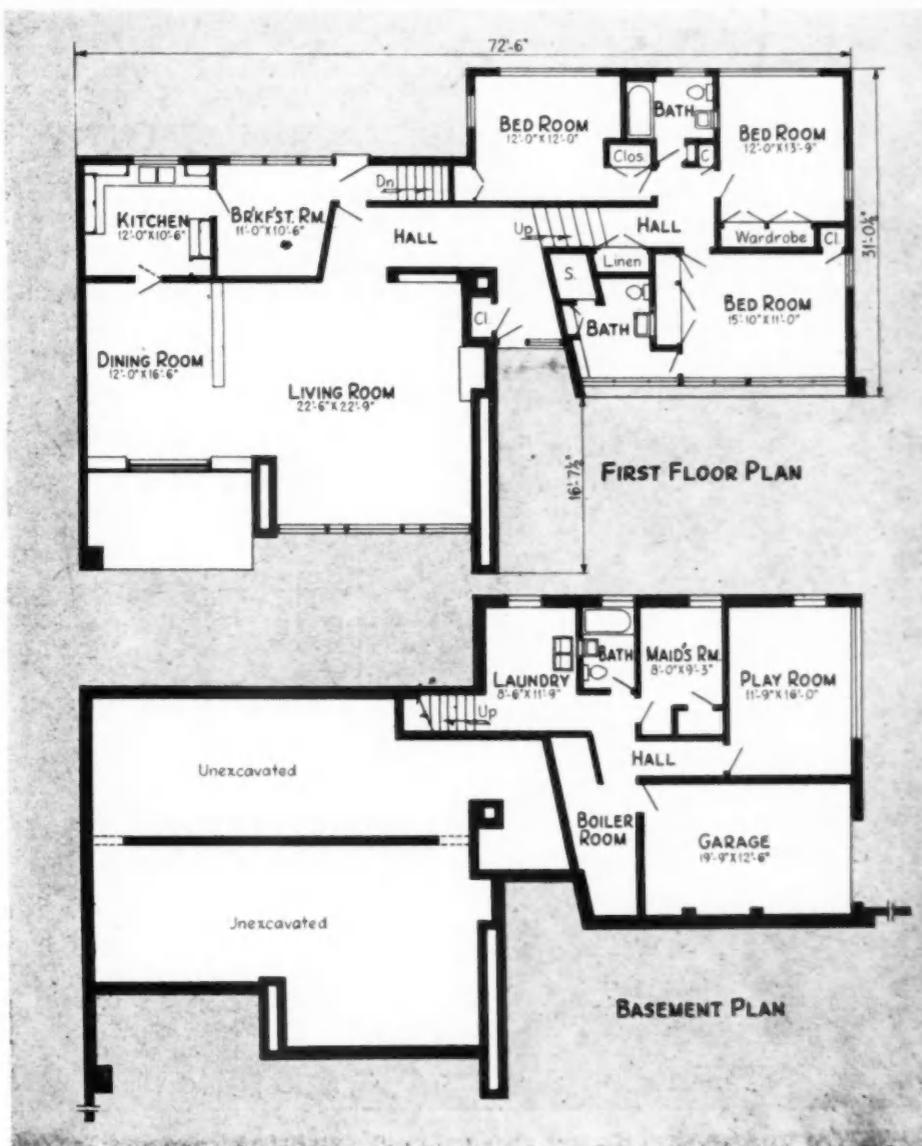
## Rugged Simplicity

A PROMINENT KNOLL in the southwest section of Denver, Colo., with an excellent view to the west which overlooks a majestic mountain range, provides the setting for this low, rambling house that has been designed by Earl and Robert Morris, Denver architects, for Mr. and Mrs. Emmett Heitler.

This house provides more than passing interest. It causes one to stop and look, and then the desire to examine the interiors becomes dominant. A real contribution to modern architecture has been made by the architects. They have proved by this example what skill, imagination, and a rejection of the conventional can accomplish.

The house itself is a notable instance of integration of plan, structure and finished design. The ruggedness of the West is imaginatively used, and there is a simplicity to the detail that seems wholly in keeping with the locale. Scale, proportion, angling of roof pitch are all a part of it. The various portions have all been blended with notable success. The result—the complete satisfaction which the design creates, quite apart from the consider-

PLANS at right indicate a layout of rooms adapted to the requirements of the terrain.





LIVING ROOM looking toward fireplace. Entire end wall is built up of flagstone of a soft brown shade.

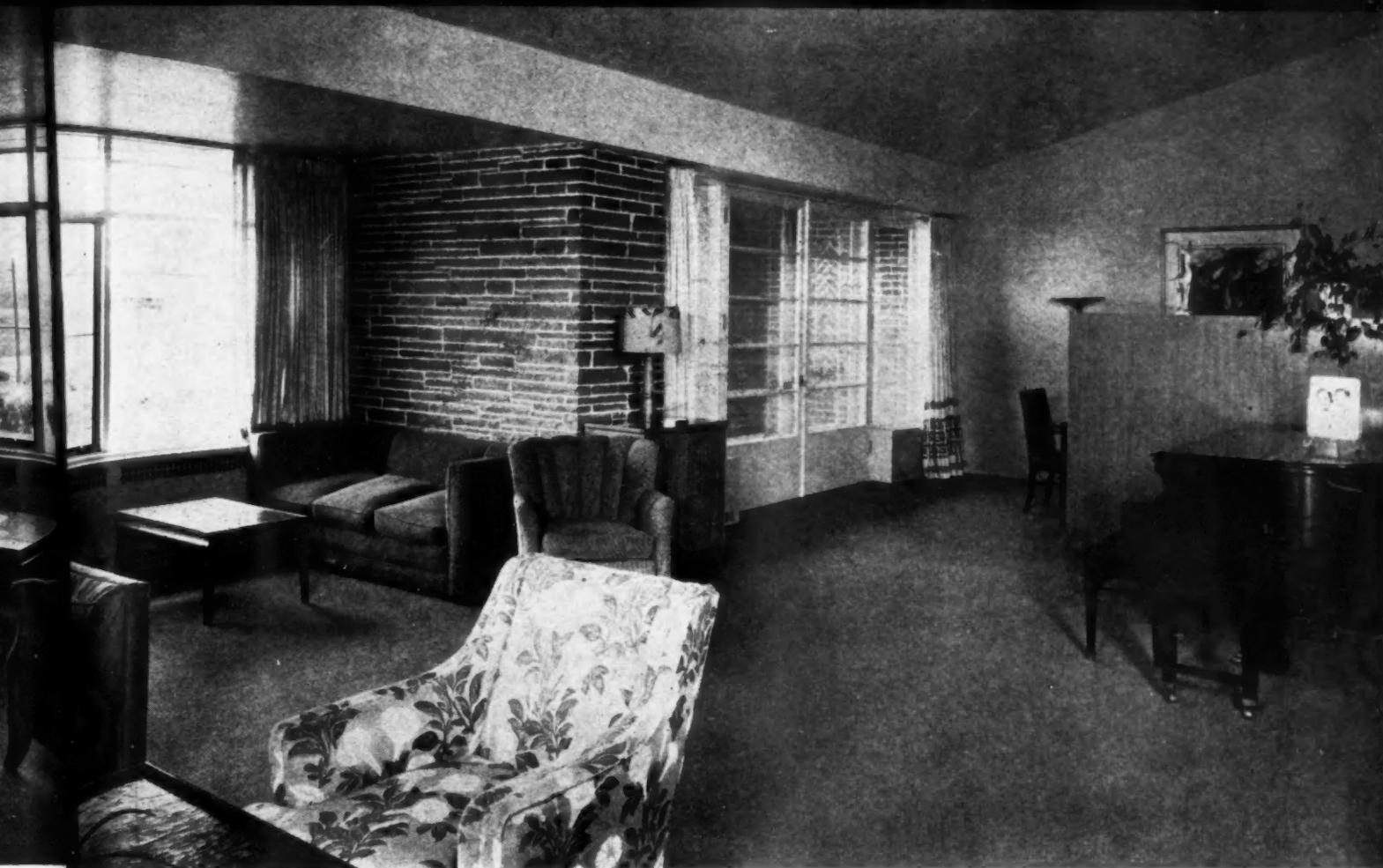


VIEW in breakfast room. Opaque glass walls with potted plants create outdoor effect.

ation of the house as a suitable home for its occupants. It is to be regretted that additional ground area was not available to the north to prevent the encroachment of the adjoining house upon this place. The architect, however, has recognized this situation by providing an unbroken wall surface on this side of the house. A factor that falls into the realm of pure inspiration is the permanent awning frame which breaks up the long, flat expanse of the front and yet does not definitely impose itself upon the design. When enhanced by the application of a colorful canopy in the summer it provides protection for the terrace which adjoins the porch.

Oriented for the mountain view, this house is planned with an offset arrangement, with the windowed main living rooms and bedroom on the view side and with the service rooms and the balance of bedrooms to the rear. It is somewhat surprising to discover that on the downhill side, the house is a full two stories in height. On the lower level are a playroom, garage, laundry and boiler room as well as a maid's room and bath.

The living and dining rooms form one large area separated only by a 4' 6" high case containing a built-in bar and china cabinet. The kitchen is a real work center, space for all the modern appliances is provided for, and it is of ample size to accommodate all its functional duties. The



CORNER of living room showing dining room and adjoining porch. Ceilings in these two rooms follow the contour of the roof.

breakfast room adjoining, with its glazed walls, meets the need for informal family dining which was of prime consideration. It is well to note that the first floor contains two distinct levels, the bedroom portion being lifted three feet above the entrance to allow for rooms below.

The exterior walls are built up of a soft brown flagstone and red brick. Roof is of red cedar shingles. Sash are standard wood and steel casements fitted with double glazing in the large areas. Four-inch wool type insulation is provided over all the ceilings. House is heated by a gas fired hot water system with concealed radiation.



VIEW from dining room is shown above. Low wall enclosing a built-in bar provides the only separation between it and the adjoining living room. View at left shows the master bedroom with door open to adjoining bath. Flush wood doors opening to wardrobe and wood paneling provide a contrasting surface. Heating elements are recessed, flush with inside wall.





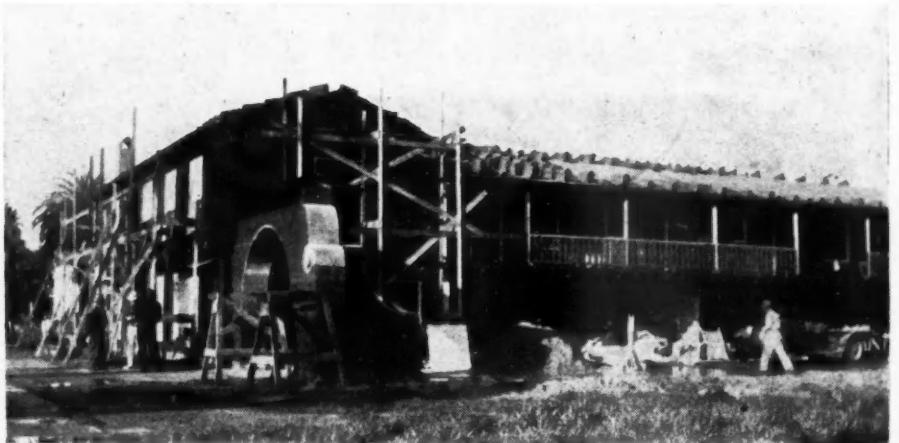
**H**IGHWAY tourist courts, auto lodges, autels or motels, as they are called, are on the boom all over the country. All are filled to capacity, hundreds of new ones are under construction, and many more are being planned.

On a field trip of 3,500 miles just completed by *American Builder* editors up and down the three Pacific Coast States some 300 of these roadside transient home projects were observed under construction. They ranged in size from six to 100 rental units each. They were well built, well designed, and for the most part well equipped with modern plumbing, central heat and adequate lighting. Some units were supplied with kitchen equipment for the more permanent tenants. Whether classified as "housing" or "commercial," these highway rental units are obviously filling a real need today, and in a way that is highly satisfactory to their owners, the local building industry and the traveling public.

One of the most interesting and impressive of the many motels inspected on this field trip is that illustrated here, La Casa Del Mar, a 35-unit project facing the ocean at Santa Barbara, Calif. It was designed and built by a veteran *American Builder* reader, general contractor Robert D. Paterson. Drafting was by R. H. Pitman and the general superintendent on the job was Leslie Barber, all of Santa Barbara. The owners are George H. Gage and M. M. Wakefield, of Portland, Ore.

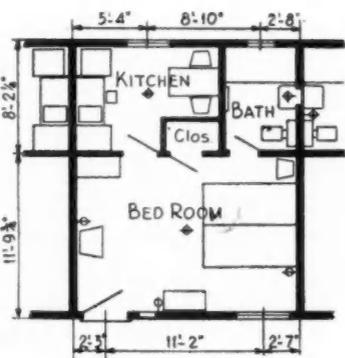
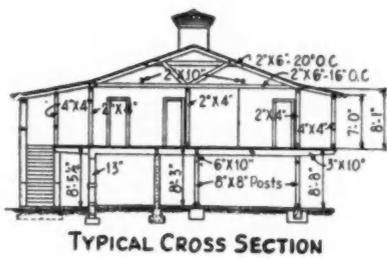
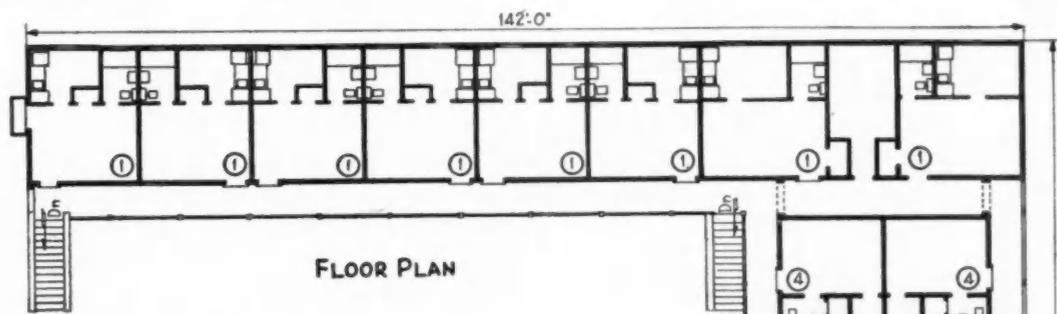
Located on a central water-front corner, 172 by 290 feet, this modern structure represents an investment of \$100,000. It is laid out in the form of an L, with drive-in car stalls on the ground level and hotel rooms above, reached by long colonnaded balconies in true Spanish style. Rentals  
(Continued to page 150)

## 35 Rental Units in Distinctive Motel



LA CASA DEL MAR on W. Carrillo Blvd., Santa Barbara, Calif., designed and built by Robert D. Paterson; this is one of the most impressive of the current crop of motels.

10'-0"



TYPE No. 1



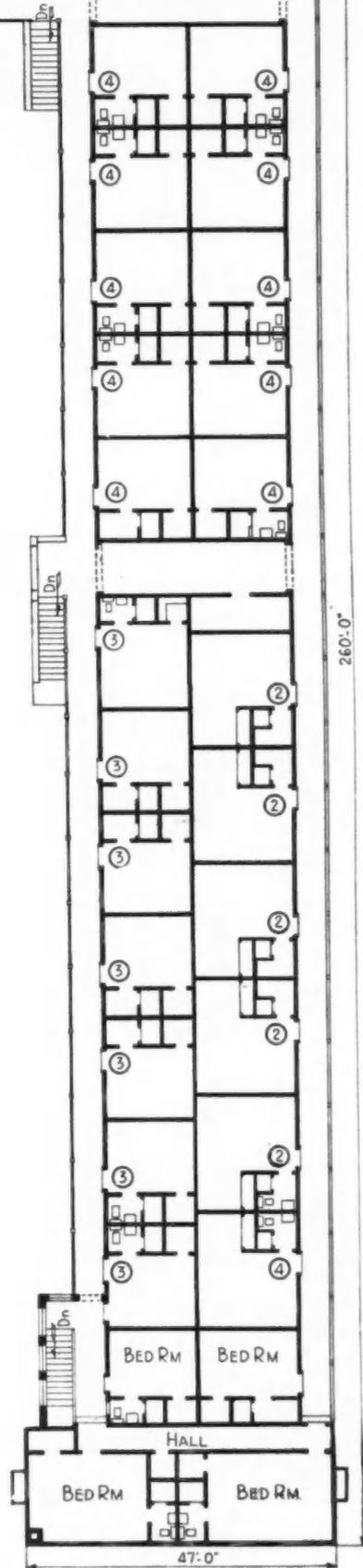
TYPE No. 2



TYPE No. 3 & 4



PLAN OF GROUND FLOOR APARTMENT OFFICE



built by  
of motels.

## The China Closet Becomes Built-in Furniture for Any Living Area

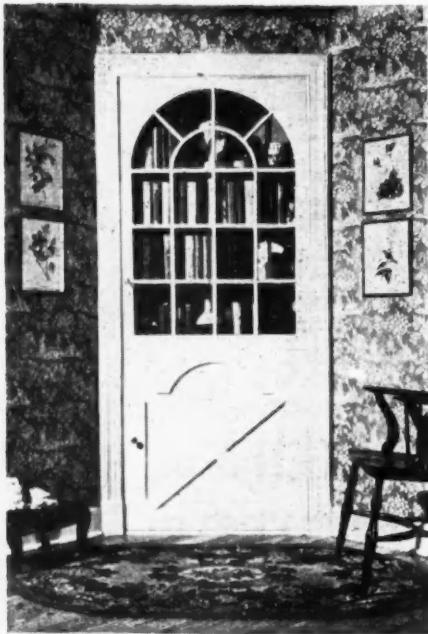
**Whether building or remodeling, conveniently located cabinets increase satisfaction, enhance appearance and add great utility value**

**H**OME builders have long appreciated that soundly constructed built-in furniture of good design adds far more than its cost to the permanent value and satisfaction of a home. And they know that it provides that important "extra something" which often is the only distinguishing mark between a "home" and "just another house."

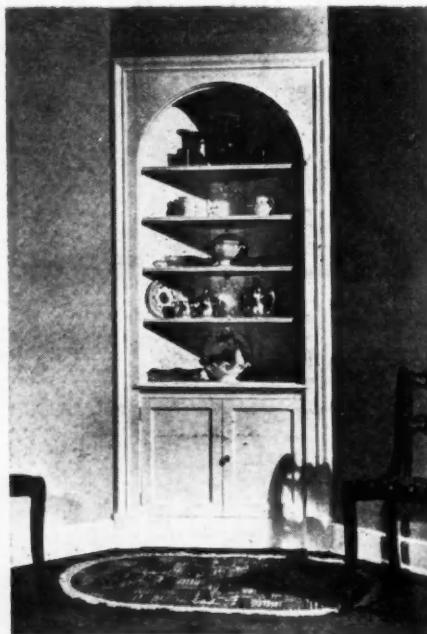
China closets and cabinets have always placed high on the list of built-in items. In addition to having utility value and adding to the charm of any room they are favored because they give the homemaker the perfect opportunity to show off to best advantage those things so dear to every woman's heart—her china, silver,



BEST suited to large rooms, this formal and distinctive Colonial cabinet, designed by Architect Cameron Clark, is an unusually spacious piece of built-in furniture.



THE original of the case pictured above dates back to the early eighteenth century.



SIMPLE in design, this china closet will fill the need for space in the small home.



BASED on American Colonial precedent this cabinet is appropriate in most any room.

glassware and her other treasures.

The redesigned lines of architectural woodwork, recently announced by Curtis Companies Incorporated, Clinton, Iowa (*American Builder*, June '46, p. 86), include an unusual and pleasing variety of these attractive and useful built-ins—eighteen in all. Like all Curtis woodwork during the past quarter century, the new designs, some of which are shown on these pages, are the creations of nationally known architects.

With one exception, the china closets and cabinets illustrated here are especially suitable for the small home where economy is of major importance, although they are all equally good in the larger, more pretentious residence. Aside from their decorative appeal they provide convenient extra storage space for books, trophies, children's things, knickknacks, etc., and can properly be located in the library, den, eating nook, powder room, breakfast alcove, bedroom, living room and dining room.

The full line of Curtis china closets and cabinets reflects the beauty and charm that result from the architect's inspiration being captured by experienced artisans using quality materials. This is coupled with the economies made possible by production in modern, well-equipped plants. All of the cases are executed in W. P. Pine and most of them are manufactured in two styles—with rectangular backs, to set in straight walls, and corner backs. Because the overall size of the items varies downward from a maximum of 3' 5 5/8" in width, and 8' in heights, including trim, almost any space requirement can be satisfied.



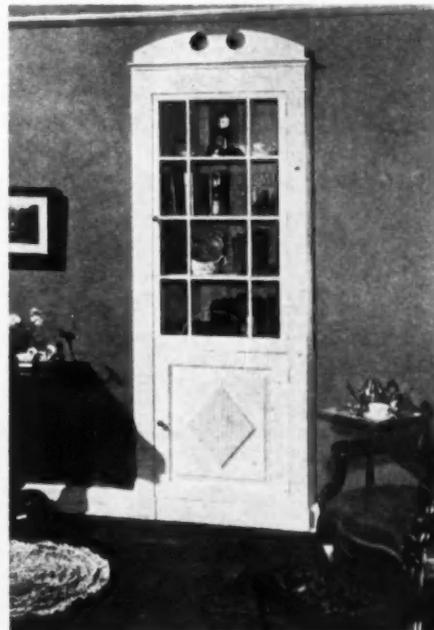
THE TELEPHONE cabinet shown above is a very practical adjunct to the home. It answers the question of where to put that useful but not decorative instrument, and directory.



IN A FLAT wall or a corner this case will prove permanently useful and decorative.



THIS STURDILY built case will fill a big need in the nursery or kiddies' room.



STRAIGHTFORWARD in design, yet dignified, this cabinet will add beauty to any room.

# Chicago Builder Completes Prewar Building Program

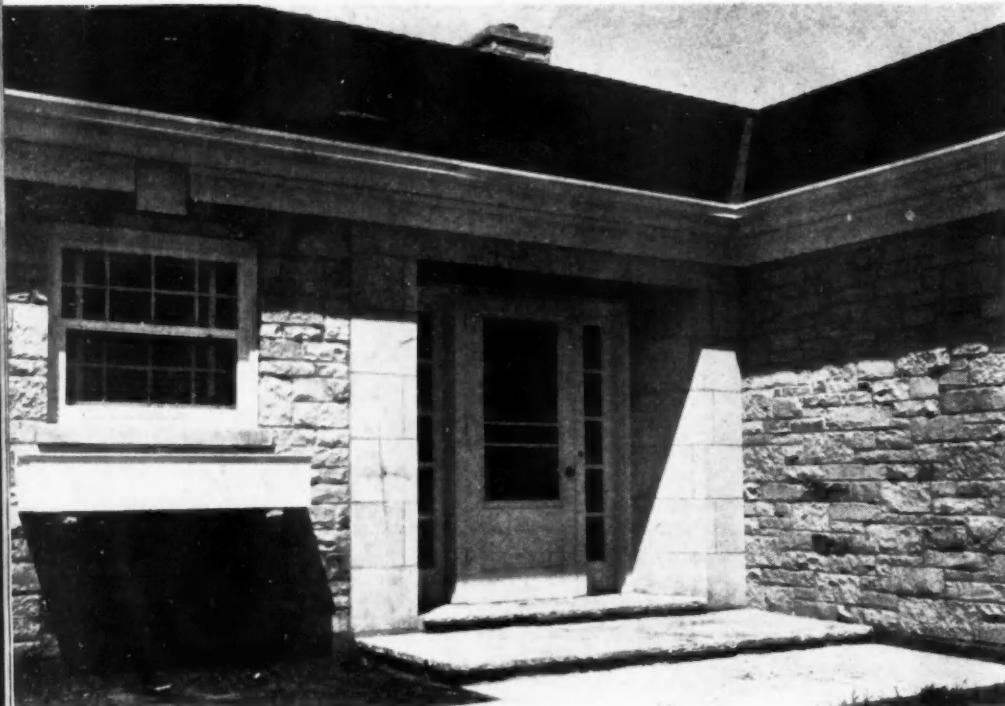


W. C. TACKETT

Scarsdale Estates, a development of large ranch type houses started early in 1941 by W. C. Tackett, Inc., but interrupted by the war, has become active again. A number of houses are completed, with others being constructed



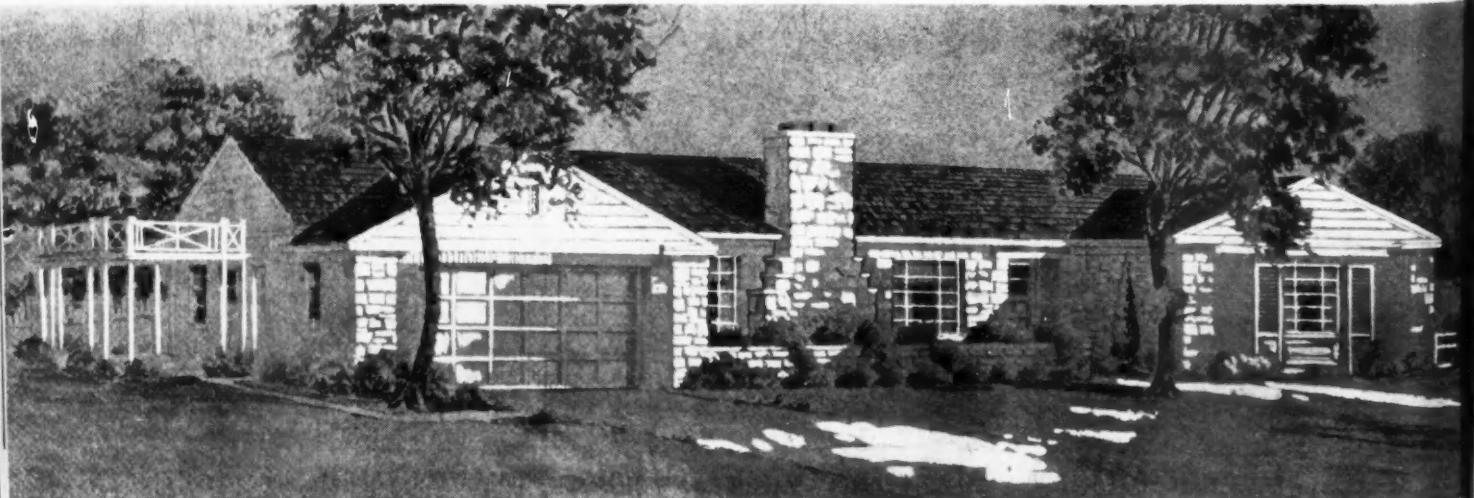
LARGE ranch house recently completed. Lan

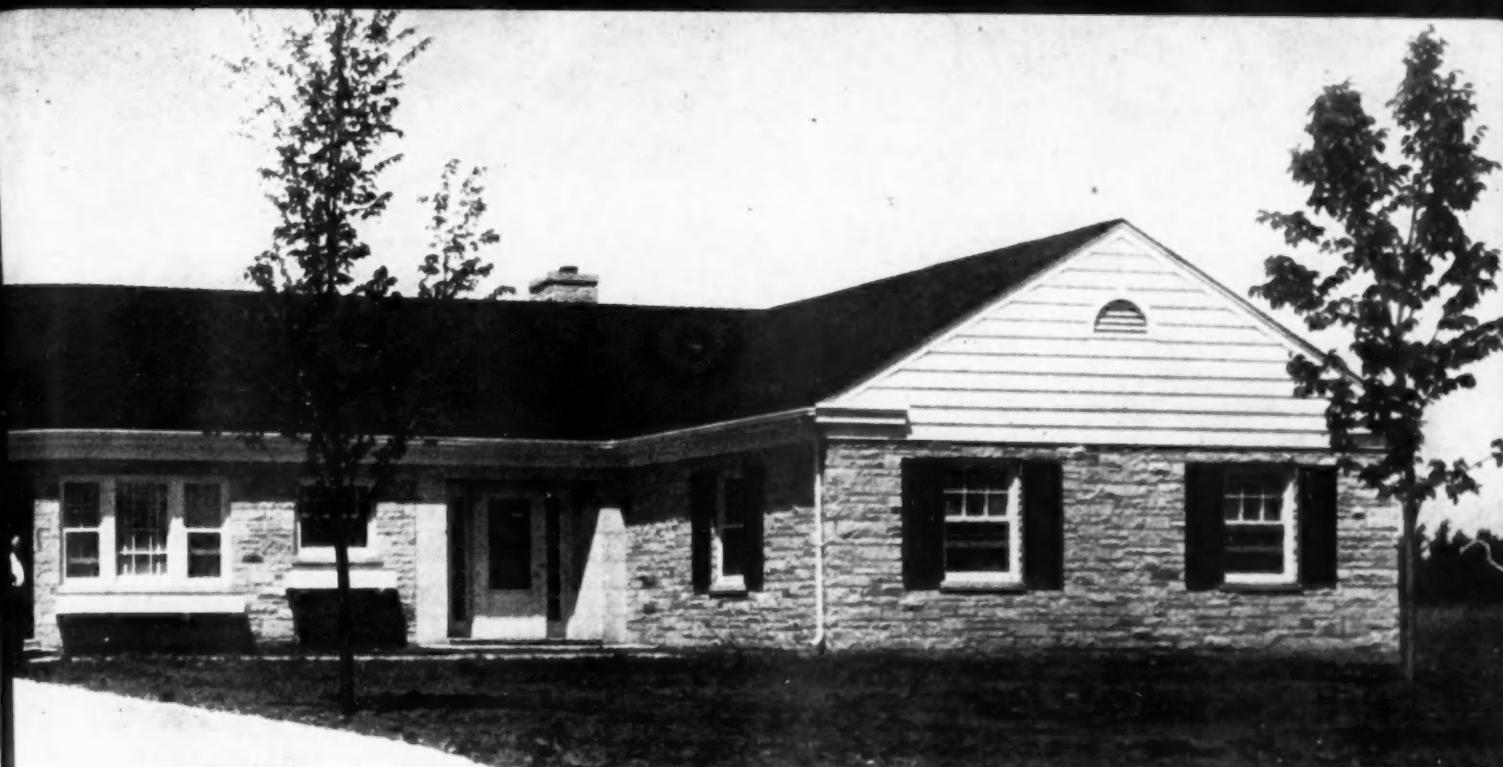


THOSE who ride rough-shod over public opinion and the desires of the public usually come to grief sooner or later. This, however, was not the case with W. C. Tackett, large scale developer of homes in the Chicago area who, prior to 1941, had constructed approximately 125 one and one-half and two-story houses in Scarsdale, a suburb of Arlington Heights. He began to listen, and take note of the fact that many people were inquiring about houses with all the rooms on the first floor.

Being public minded and conscious of their desires he immediately set about to acquire seventy acres south of Scarsdale and divide it into 100 x 200 foot building sites. The acreage was zoned exclusively for ranch type houses. This area was then given

DETAIL of entrance to ranch house shown at left. Below, architect's sketch of house now under construction, which will contain a complete basement over the entire area.

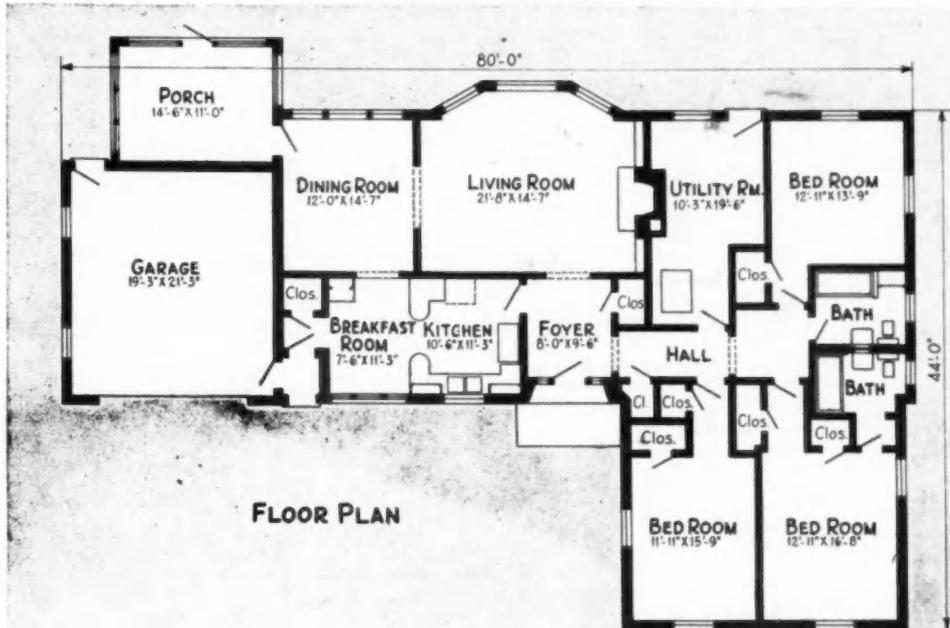




Stone in blended shades used on all exposed walls. Entrance motif is built up of cut Bedford stone. Cape Cod influence predominates.

the name of Scarsdale Estates. Three such houses were built on this property in 1941, and they were all sold before they were completed, confirming the opinion that there was a definite interest in this type of house. With the advent of the war, further activity was held in abeyance, except that landscaping of the parkways of the entire area was continued and a thousand shade trees planted.

The new houses that are now under construction, several of which have already been completed, have exterior walls built up of Wisconsin Lannon stone, or a combination of stone and brick. Some of them have basements over the entire area with precast concrete joists supporting a concrete slab for the first floor, with wood sleepers and finished wood floors above the slab. Others are provided with large utility rooms on

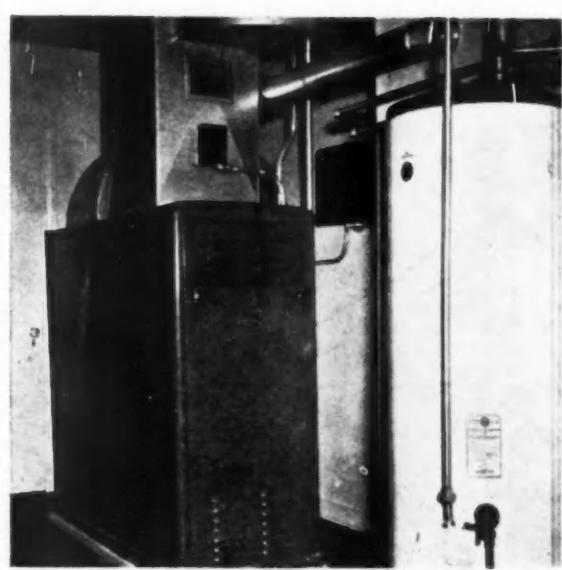


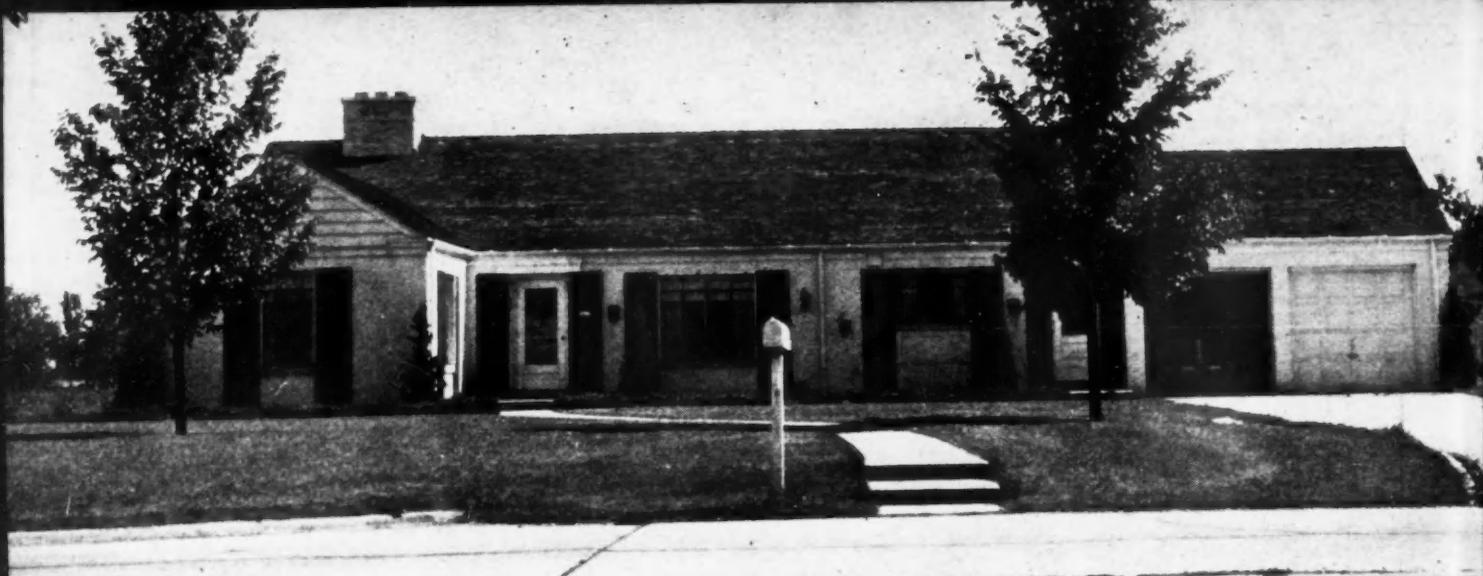
FLOOR PLAN

WELL arranged room layout is indicated in plans shown above and below. RIGHT: Utility room showing installation of Moduflow system.

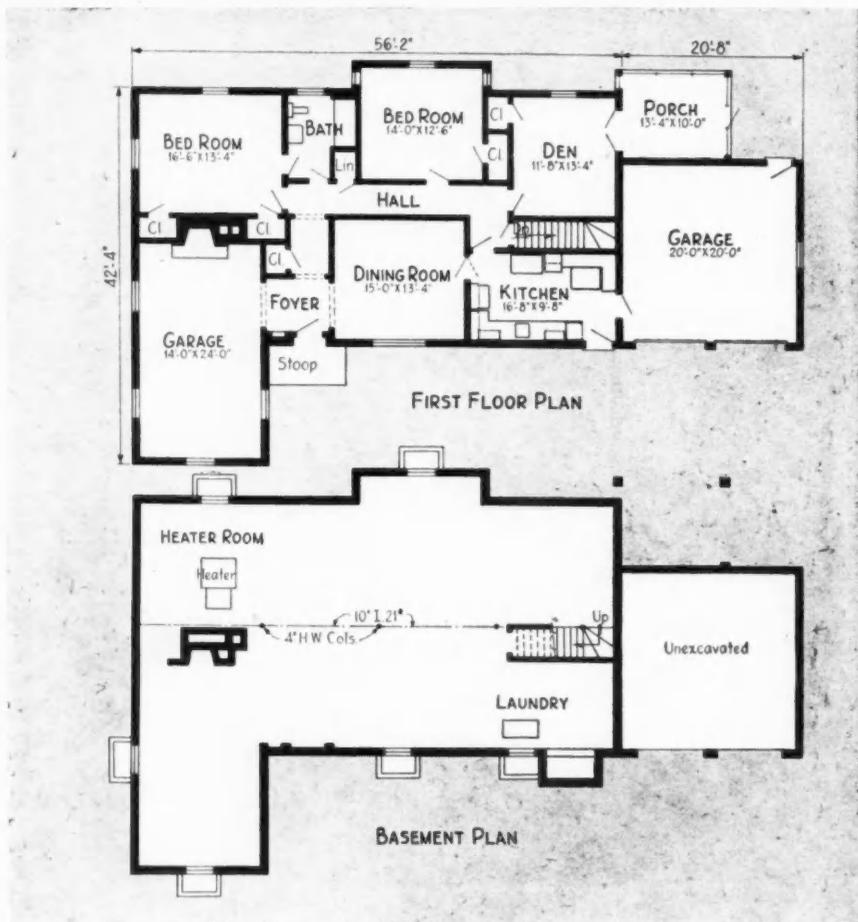


FLOOR PLAN





FRONT view of prewar house. More recent houses have been increased in size to include an additional bath and utility room.



**Completed in 1941 by W. C. Tackett, the house shown on these pages has set the pattern for the continued development of Scarsdale Estates project**

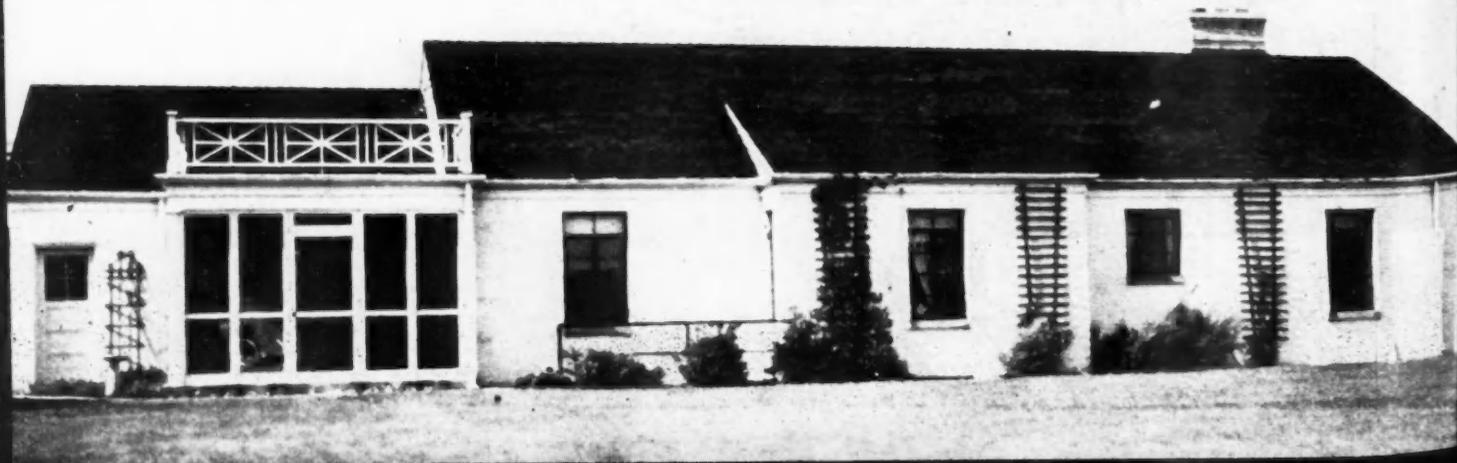
the first floor, with a concrete slab laid over a heavy bed of cinders which in turn is laid on the ground. Wood sleepers and finished wood floors are then laid on the slab.

The new houses average approximately 10 to 15 per cent larger than the prewar type and sell at from \$20,000 to \$33,000. They are, in all cases except one, six-room houses complete with two baths, screened porches and a two-car garage. Each house has its own well approximately 175 ft. deep and its own septic system.

R. H. Hanauer, who has been associated with W. C. Tackett in the planning and supervision of Scarsdale Estates, says, "Great difficulty has been experienced in building

66

PLAN above provides for a compact arrangement of rooms. Rear view of prewar house is shown below.



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these houses, because certain materials such as lumber of good quality, gypsum board, thin wall conduit, common brick, and certain types of plumbing fixtures have been hard to obtain. However, we are hoping that in the not too distant future this situation will be relieved." Referring to rising costs he says, "The prewar house that we originally sold in the spring of 1942 for \$17,500 sold a few days ago for \$28,000. Building costs are up between 55 and 60 per cent above prewar, and it takes approximately eight months to complete a house as against four months in the past."

Gas-fired forced warm air furnaces complete with winter air conditioning with a Moduflow attachment have been installed in each house. Speaking of the Moduflow control system, Walter Baak, representative of the Minneapolis-Honeywell Regulator Company, says, "Popularity of the ranch type house in an increasing number of areas of the United States has found architects, builders and contractors worrying over the problem of heating the comfortable yet rambling structures.

"Until recently the long pipe or duct runs made the construction of this type house in the northern climates of the country almost impossible, with the result that the ranch house hitherto generally has been restricted to the Southwest.

"By installing the Moduflow control system in the houses recently completed at Scarsdale Estates we find that a constant and even temperature can be maintained in all sections of the house regardless of the length of the duct runs. R. H. Hanauer specified Moduflow because the system offers an efficient means of overcoming the uneven distribution of heat in the rooms farthest from the furnace. In a climate such as Chicago's, uneven and chilly room temperatures were bound to result unless some provisions were made to balance the entire building.

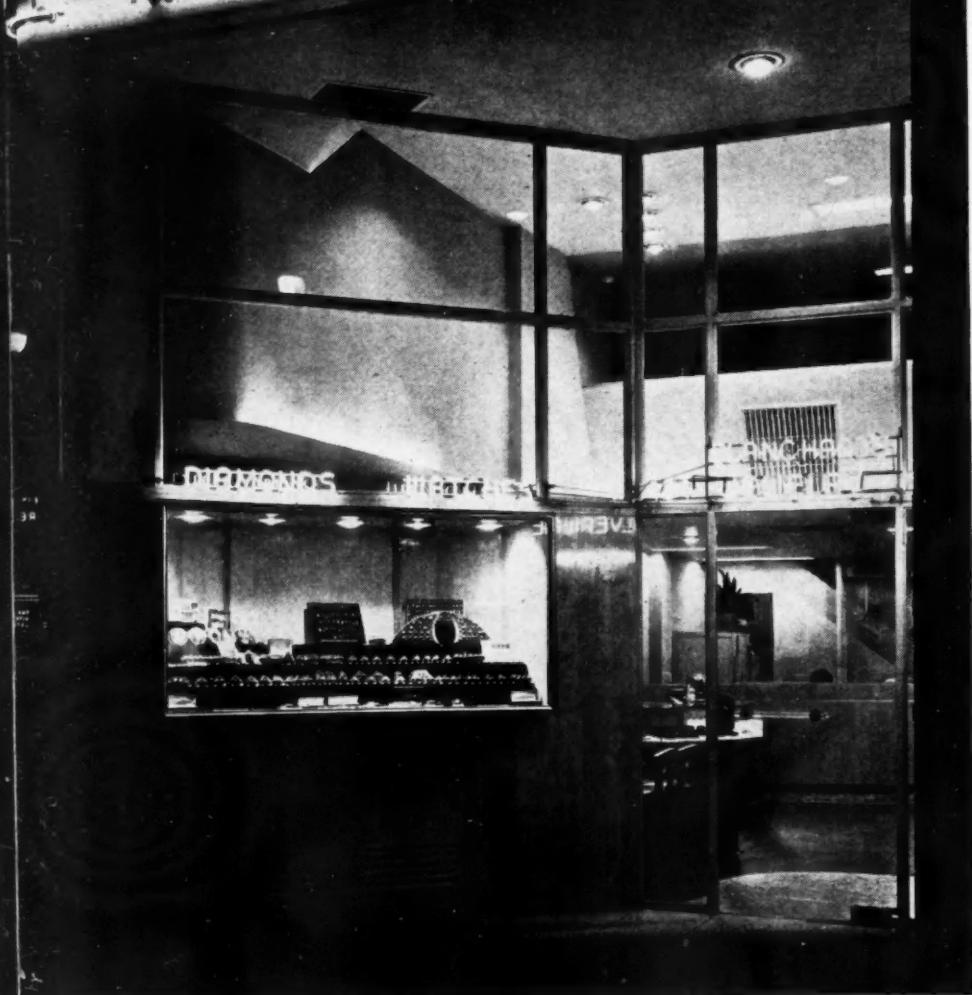
"By balancing house heat input with heat loss and by providing for constant delivery of heat, Moduflow eliminates drafts and cold floors. Floor and ceiling temperatures are maintained within about four degrees. The ceiling heat can be used at the farthest corner of the run without burdening the heating plant."

The three interior views shown at right are taken in the living room, one looking toward the formal Colonial fireplace mantel with its intimate grouping of furniture, the second at the opposite wall with its pleasing window arrangement, the third through the entrance hall looking into the dining room beyond.



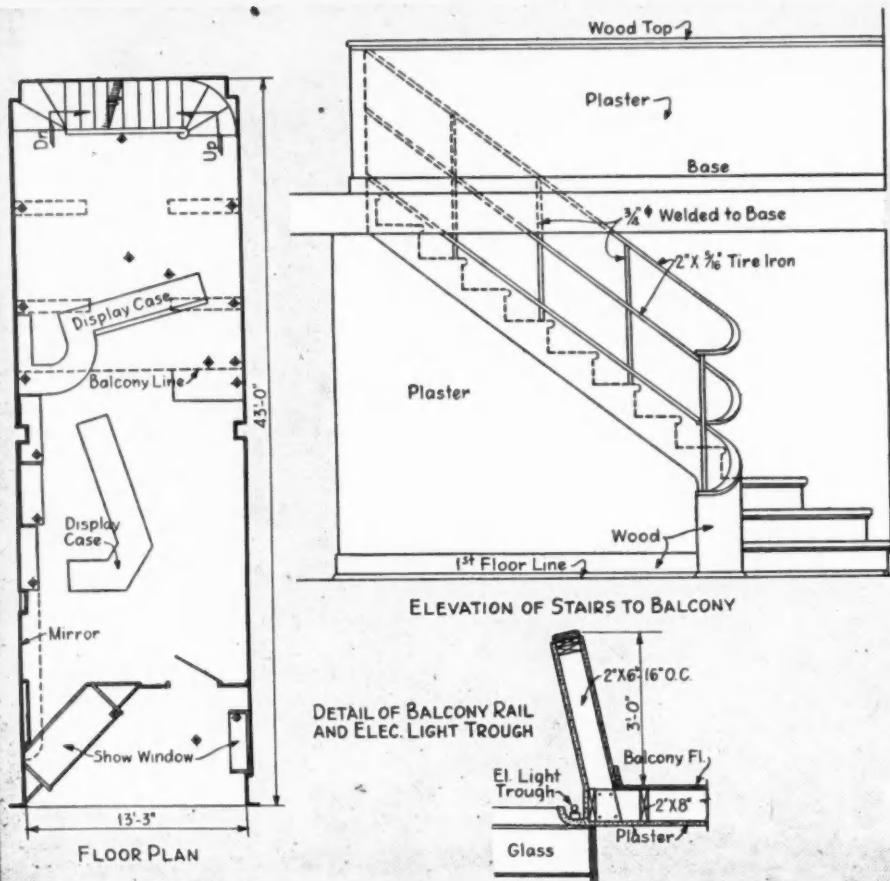
# BLANCHARD'S

## Modern Stores P



**Making the extraordinary out of the ordinary appears to be a hobby with Earl C. Morris, architect of Denver, Colo., who in the remodeling of the store building for the Clyde Blanchard Jewelry Co., has produced with the aid of the builder an extremely interesting and practical solution to a difficult and unusual plan**

**LEFT: Night view of store indicates the visibility obtained through the introduction of large glass areas and the elimination of old-type bulkheads. Plan of store and detail of balcony and stair rail shown below.**



**H**AVING only 13' 3" across the front to work with, and a directive from his client, Clyde Blanchard, to produce a facade that would have good visibility, an appearance of depth and sufficient case space to display merchandise—this was the order that Earl C. Morris, Denver, Colo., architect, had to labor with in the remodeling of the store building in this city.

Considering the nature of the business that was to be carried on, Mr. Morris assumed that small, intimate cases would be preferred to a large overall display, and therefore introduced a shallow hanging case on the one wall and a deep protruding case on the other side, placing a solid mass of light, contrasting marble around it.

Speaking of this particular type of remodeling work Mr. Morris says, "The architect can do much to create an outstanding arrangement. As in the case of Blanchard's, the treatment of the entire facade was given a distinctive note commensurate with

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# Pay Dividends to Builders and Merchants



INTERIOR of store. Light troughs over cases and at balcony provide ample illumination.

its requirements in order to attract attention. Small stores can be made exceedingly attractive and sometimes rather startling in their composition, depending of course upon the owner's requirements and their flare for the unusual. The architect can justifiably use combinations of strong color in his design, and with them light can be employed to accent the design during the day or to make the entire facade glow with compelling radiance at night. Today's modern materials—extruded metal and strong colorful glass products—permit great latitude to the designer."

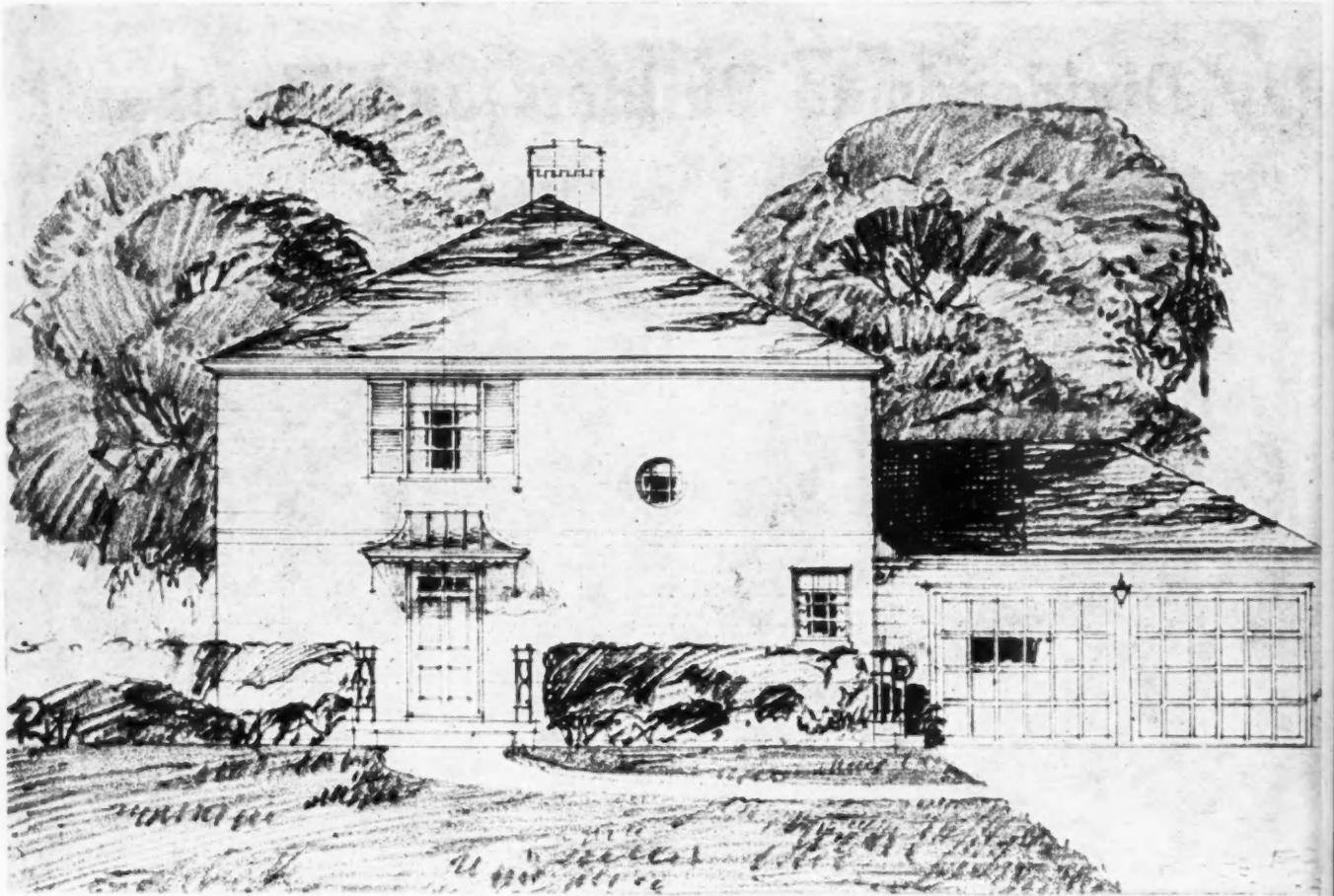
The builder today has a great potential market open to him, as soon as restrictions are lifted, in the remodeling of the many stores located on the main streets of thousands of cities and towns. Getting down to cold facts, it is found that the only reason for any store's existence is to make a profit. Obviously the more people entering the store, the greater the profit. But extra profits—success beyond merely an adequate re-

turn—can come to the store owner who will capitalize the buying public's instantaneous attraction to a store front so modern in every detail of design and construction that it proclaims without question the character and quality of the merchandise that is offered for sale.

No owner would hesitate to invest in larger or more complete stocks if, by so doing, he could swell his profitable income. It is on this point that builders everywhere are capitalizing on store and building modernization. They are showing the owner that, by spending only a small part of his yearly stock investment, he can have an up-to-date store front and interior that will bring the public into his store and extra profits into his cash register. The buying public is drawn to stores that are alive with stimulating light and color—color that vibrates fresh and clean by day, and by night is rich and luminous. With the stamp of public approval come profits to the progressive merchant who is alive to his opportunities.



DAYTIME view shows Vitrolite facing on one wall and contrasting marble on other.



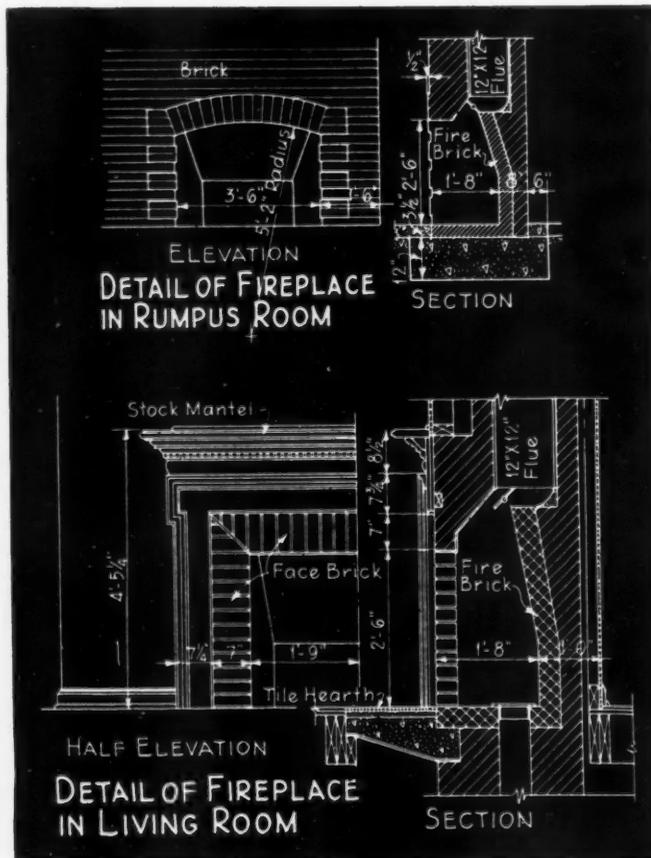
ARCHITECT'S SKETCH of a modified Colonial two-story dwelling containing six rooms and one and one-half baths.

## Colonial Influence Provides Background for Good Living

**I**N the house shown above and in the blueprints opposite, a combination of stone and siding has been used with telling effect by Maurice E. Thornton, architect of Indianapolis. The unsymmetrical yet well balanced arrangement of openings on the front elevation, together with the metal hood over the front door, and the tightly clipped denticulated cornice which surmounts the whole, make the entire facade a thing of beauty.

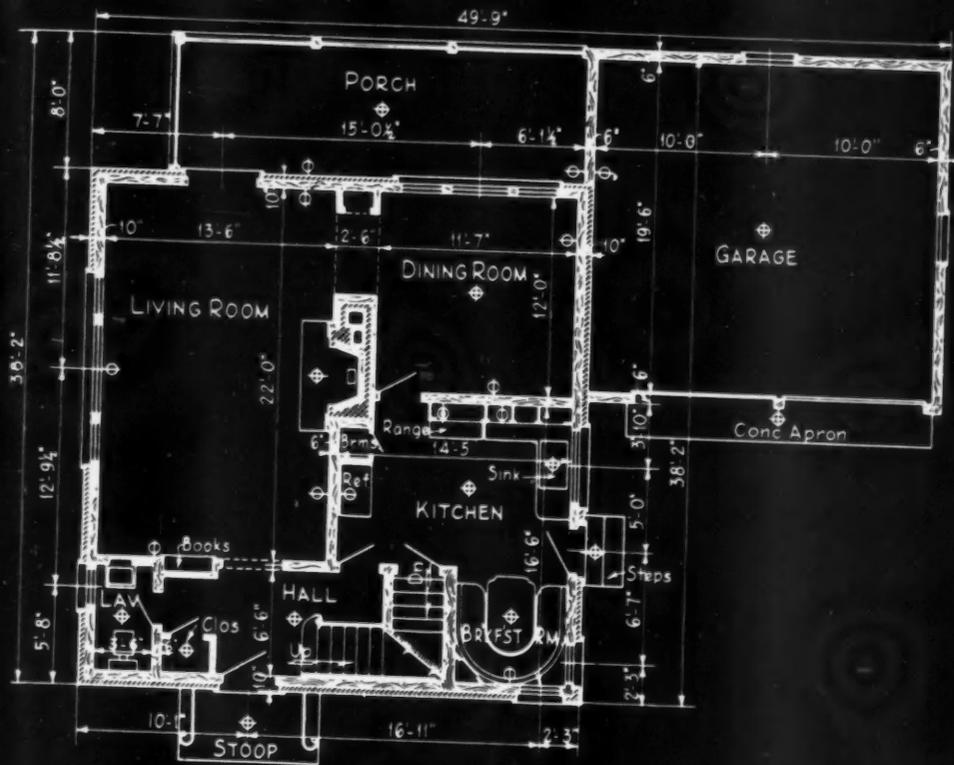
The plan arrangement is rather unusual in that all the service units, including the garage, are placed toward the front of the building, permitting the living rooms and porch to have free access to the rear of lot which can then be developed accordingly. The kitchen with its well arranged cupboards and with the breakfast nook adjoining would be a delight to any housewife. A service door leads directly to garage forecourt. The large two-car garage adjoins the house on the right.

The second floor contains three bedrooms which radiate from a small compact hall, each bedroom having ample closet space and cross ventilation. The large bath has a built-in vanity case and towel cabinet. The basement which is entirely excavated contains a large rumpus room with wood-burning fireplace, laundry, drying room and equipment room containing complete automatic heating units. The entire house has a wood frame with stone veneer on first floor.

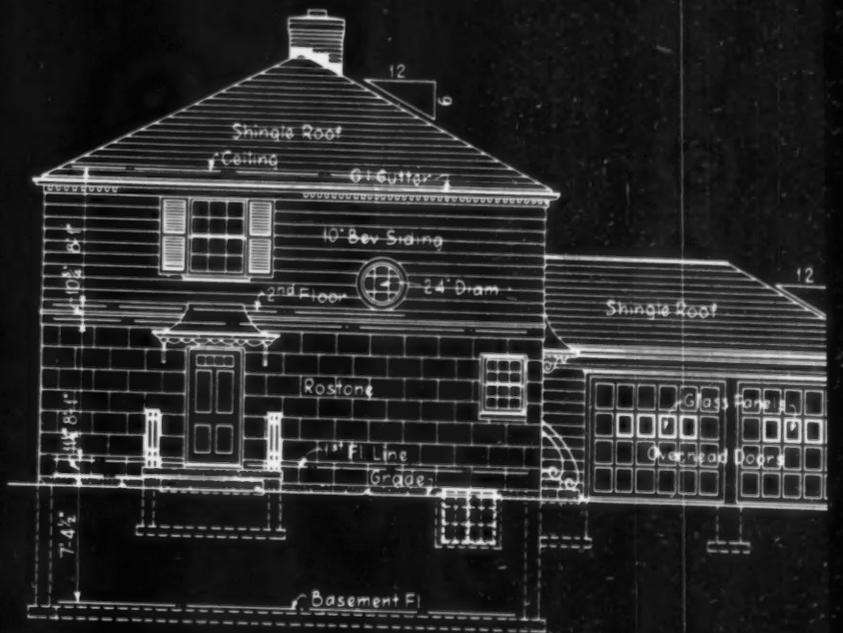


DETAIL of fireplace in living room and in rumpus room in basement.

5.6'-2"  
6'-0"  
7'-5"  
4'-8'-2"  
6'-8"  
5'-5"



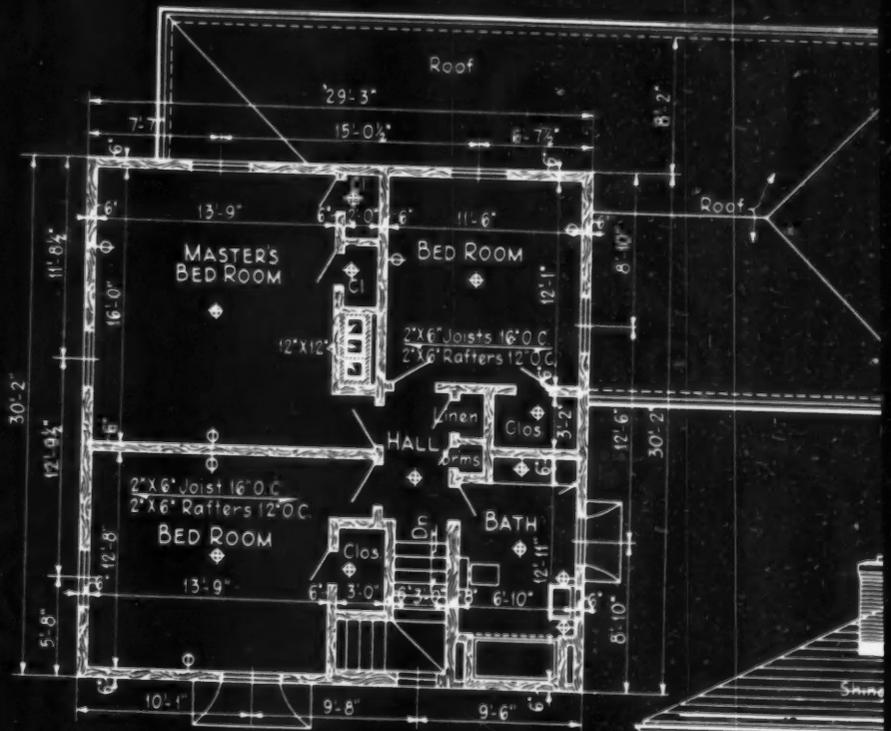
FIRST FLOOR PLAN



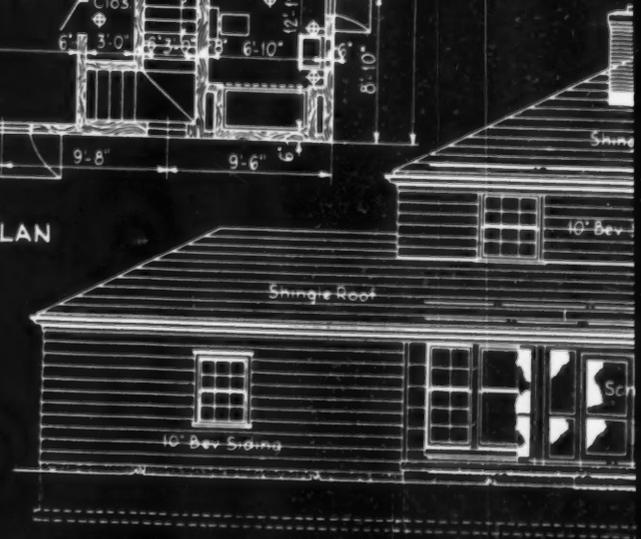
FRONT ELEVATION



BASEMENT PLAN



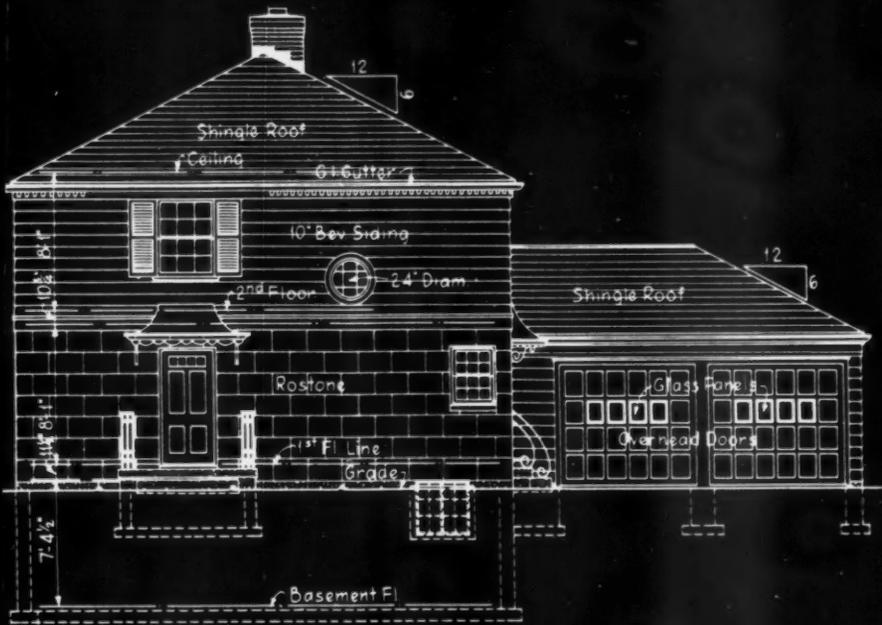
SECOND FLOOR PLAN



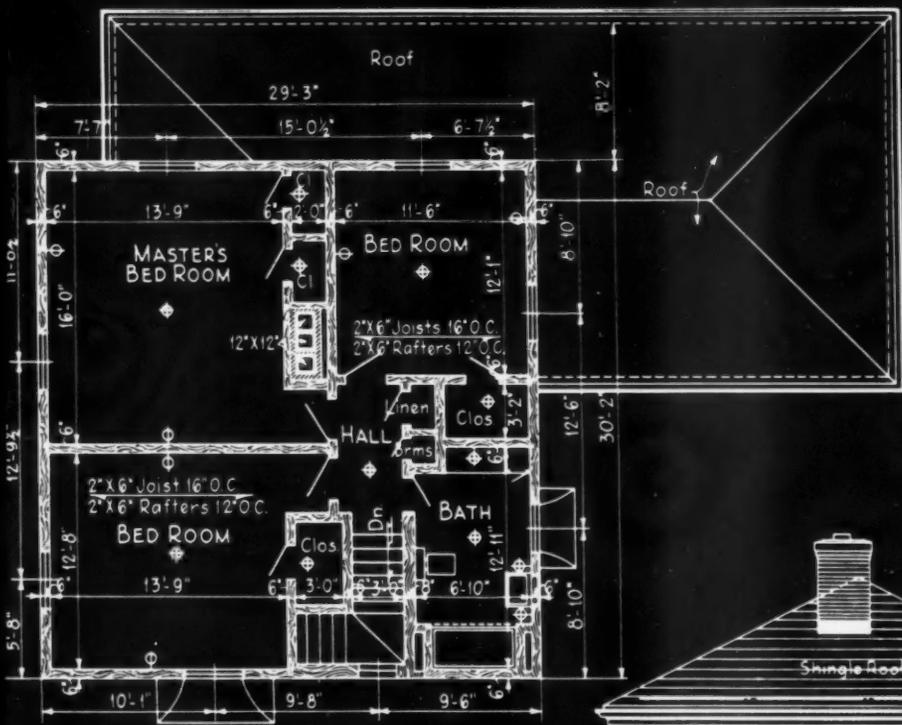
REAR ELEVATION

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FRONT ELEVATION



SECOND FLOOR PLAN



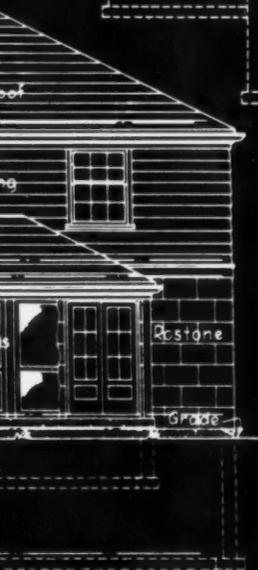
REAR ELEVATION



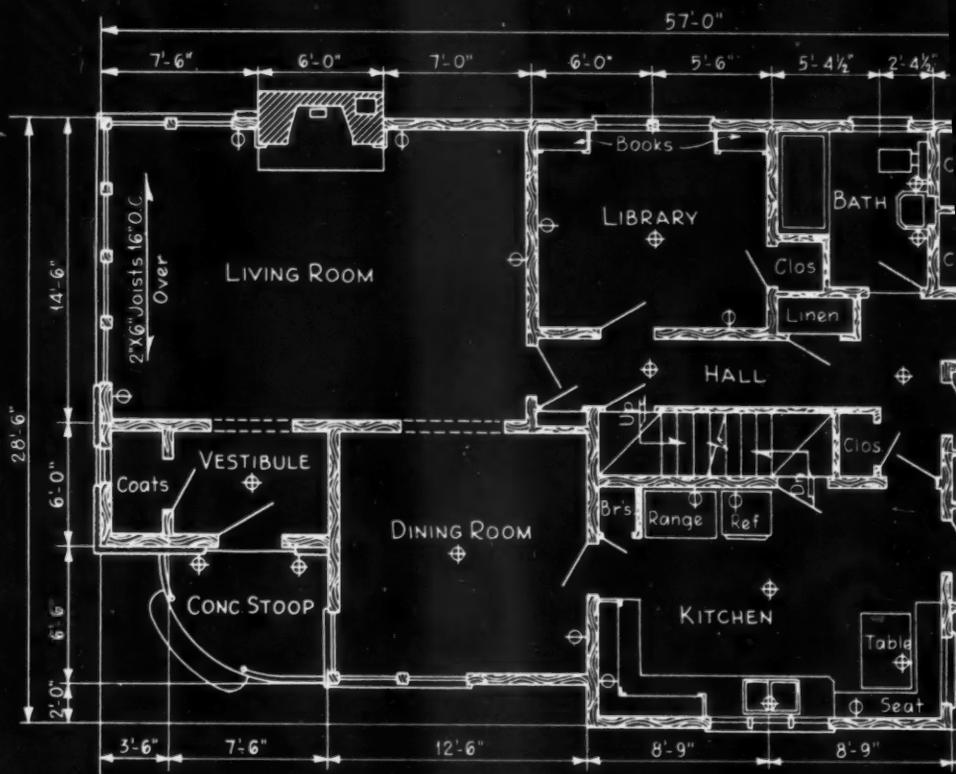
RIGHT SIDE ELEVATION



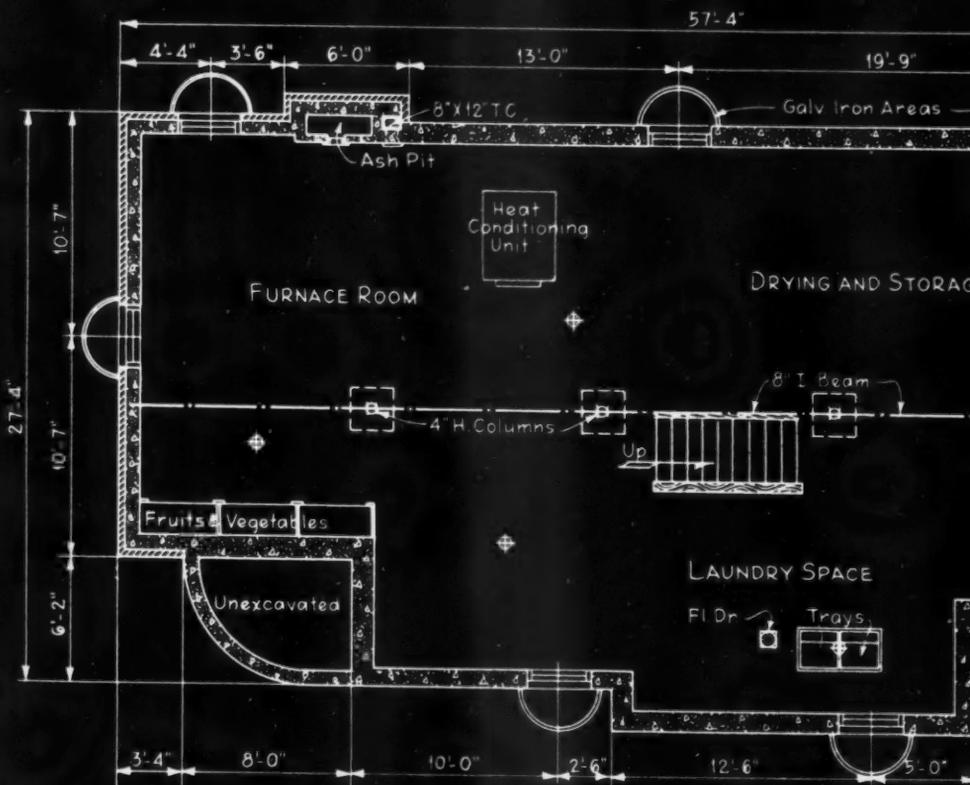
LEFT SIDE ELEVATION



DESIGN NO. AB 108  
 AMERICAN BUILDER BLUE PRINT SERIES  
 Designed By  
**MAURICE E. THORNTON ARCHITECT**  
 5892 Compton Drive, Indianapolis, Ind.  
 Simmons-Boardman Pub. Corp. 105 W. Adams St. Chicago, Ill.



FIRST FLOOR PLAN

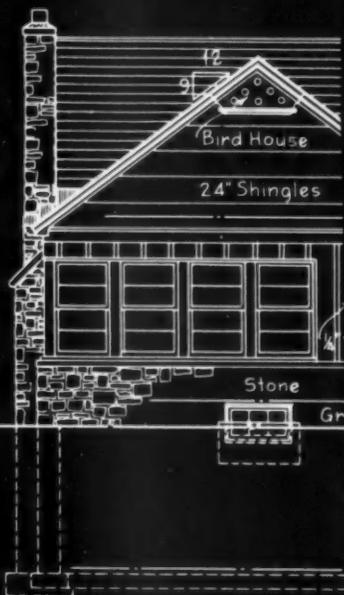
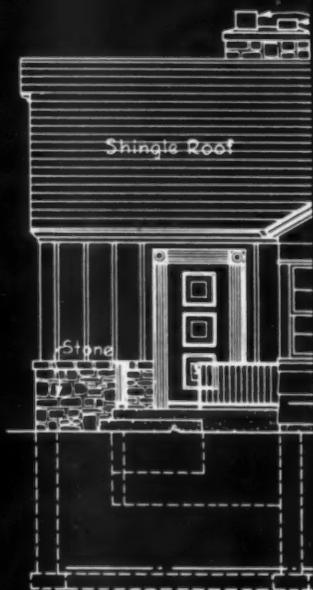
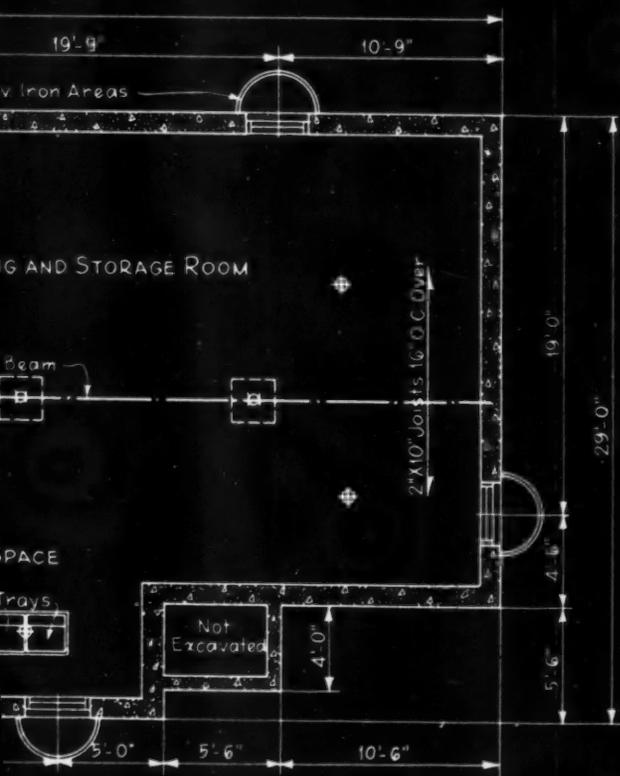


BASEMENT PLAN

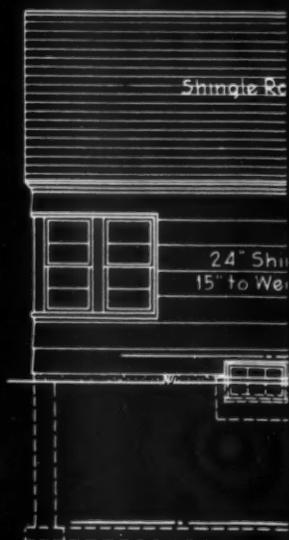
DESIGN NO. AB 109  
 AMERICAN BUILDER BLUE PRINT SERIES  
 Designed By  
**NORMAN R. JOHNSON,** ARCHITECT.  
 St. Paul, Minnesota  
 Simmons-Boardman Pub. Corp., 105 W Adams St., Chicago, Ill.

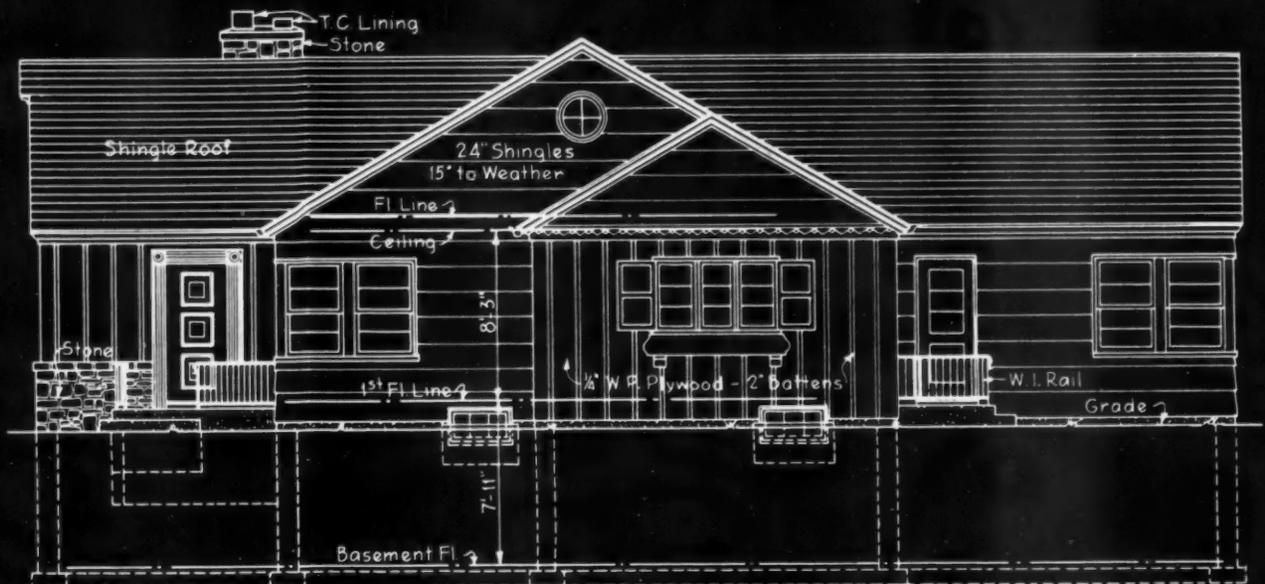
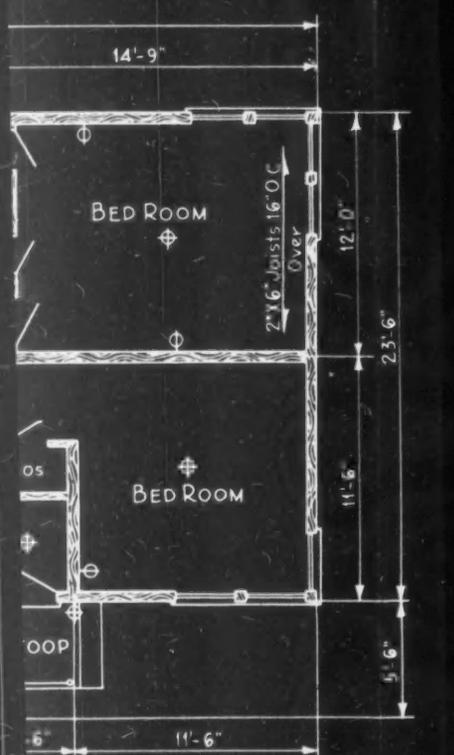


PLAN

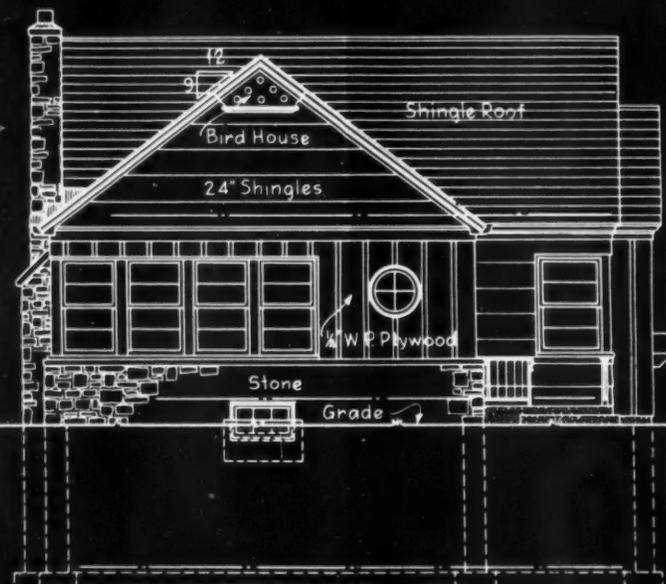
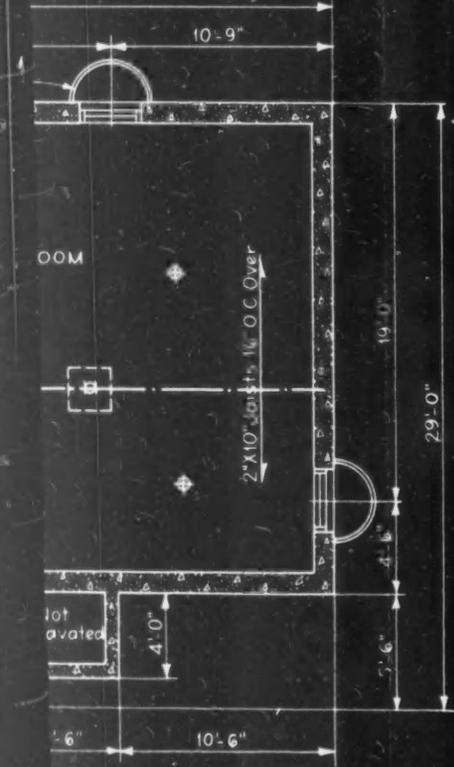


LEFT SIDE EL





FRONT ELEVATION



LEFT SIDE ELEVATION



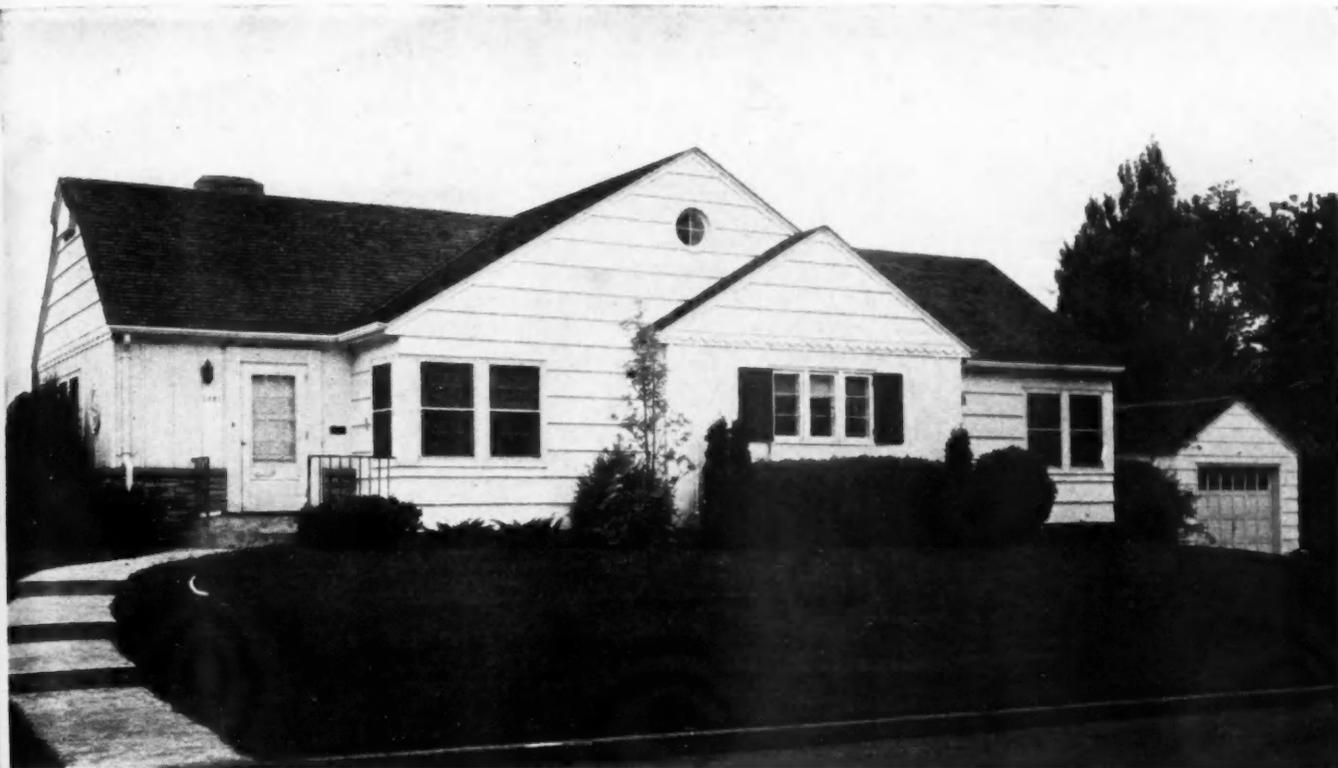
RIGHT SIDE ELEVATION



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THIS HOUSE is designed to be built on a corner lot with equal emphasis placed on both major elevations.

## Emblematic of Peace and Security

**A**FTER the turmoil and strife of the past four years and the difficulty that has been endured, the returning veteran is anxiously looking forward to the time when the house that has been uppermost in his dreams may become a definite reality.

The house pictured above and shown in detail on the opposite pages meets every requirement of the emergency housing program as well as the fondest desires of the veteran. Located in St. Paul, Minn., and designed by Norman R. Johnson, architect of the same city, this house represents a type of modified Colonial that Mr. Johnson has employed so successfully in the many homes he has designed and built in this area over the past years.

By using a combination of wide cedar shingles, plywood and stone on the side walls and cedar shingles on the roof, together with excellent proportion for the various units, an interesting and successful house has been created.



← DETAILED view of entrance and adjoining wall with its interesting battery of windows. |



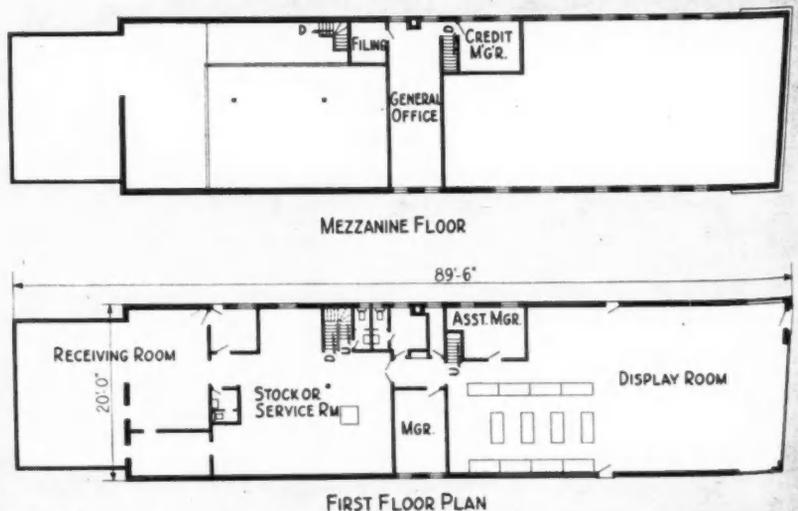
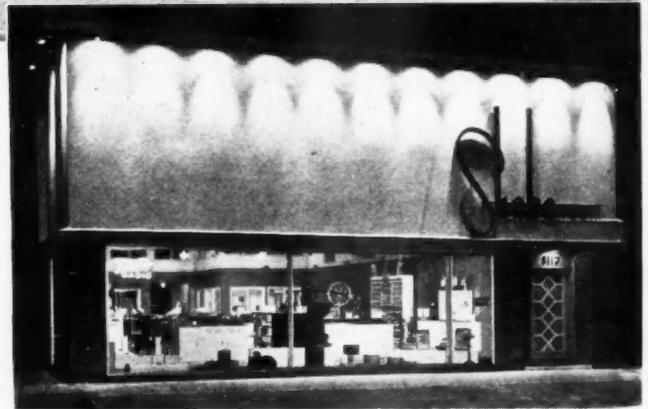
VIEW of remodeled store building. Open cornice effect permits play of light and shade on stucco surface. Right, view at night.

## Old Building Transformed Into Modern Display Room

**B**EING conscious of the advertising value attached to a building that had real architectural merit, Cy Shobe, of Memphis, Tenn., commissioned Walk C. Jones, architect of the same city, to prepare plans for the remodeling of the old existing structure on Union Street. The dramatic effect that has been obtained in the completed work is the result of complete unity of thought by owner, architect and builder.

The huge plate glass windows along the front permit the entire interior of the display room to be used as a show window. The brick piers at corner and adjoining the entrance door, built up of narrow pressed brick with horizontal joints raked, follow the general pattern.

The position of the offices permits constant supervision of the departments with minimum effort.



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B. H. WAMBOLT



STERLING H. ALBERT

## B. H. Wambolt Joins American Builder Staff; Sterling H. Albert Becomes Eastern Editor

MAJOR editorial staff changes announced in July by Edward G. Gavin, editor of *American Builder*, include the appointment of an associate editor, a new eastern editor and director of research, and appointment of an assistant director of research.

B. H. Wambolt, newly appointed associate editor, has spent his entire business career in journalism and the building industry. Reared in northern Minnesota in a lumber town adjacent to what was then one of the nation's largest sawmills, Mr. Wambolt began work in a newspaper office at the age of ten. He earned the expenses of a college education in journalism at the University of Minnesota by working on Minneapolis newspapers. He joined the staff of the Mississippi Valley Lumberman in 1939, and served as editor of that publication from 1942 until early 1945 when he was named field editor of *American Lumberman*. He was associated with that publication until he joined the staff of *American Builder*. Mr. Wambolt brings to this publication extensive experience and contacts in the building material and light load construction industry.

Sterling H. Albert, who has been named eastern editor and director of research, joined the *American Builder* staff in January, 1945, as research editor. For two years prior to that he was associated with the National As-

sociation of Home Builders in Washington as assistant to Frank W. Cortright, executive vice president. During the eight preceding years Mr. Albert was with government housing agencies in Washington, serving in an administrative capacity with the Federal Housing Administration from 1935 to 1941. From 1941-1943, during the war housing program, he was attached to the National Housing Agency, office of the administrator, with headquarters in New York.



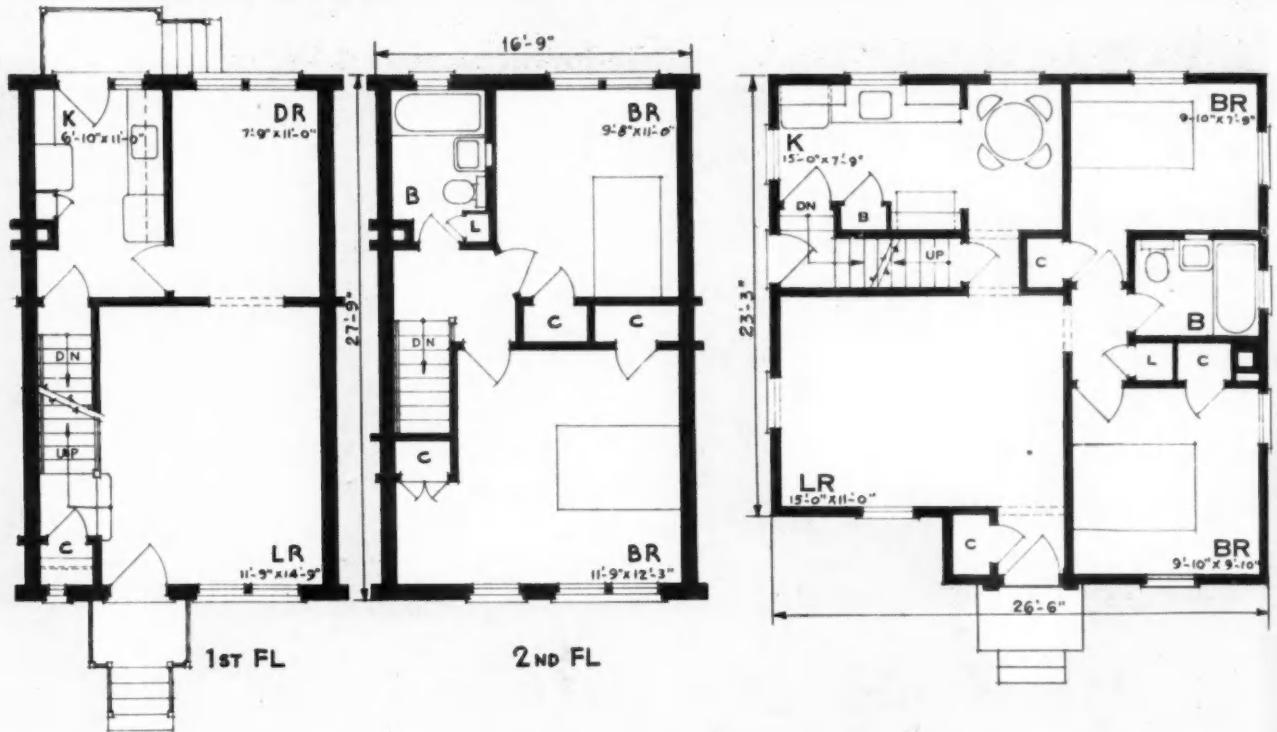
RICHARD GAVEY

A native of Wisconsin, Mr. Albert attended the University of Wisconsin and, following graduation, successfully engaged in home building and mortgage financing for eight years prior to his appointment to FHA.

Richard Gavey, who has been associated with *American Builder* in the New York office in various capacities for 20 years, has been appointed assistant to the director of research. In recent years he has taken numerous college courses closely allied with the building industry. His training and experience well qualify Mr. Gavey to do research and statistical work in connection with the building industry.

James H. Bonnell, eastern editor of *American Builder* since August, 1942, has resigned to join the firm of Rider & Keister, New York City, specialists in building material publicity. In joining the young and successful firm of Rider & Keister, Mr. Bonnell will continue his close association with the building industry.

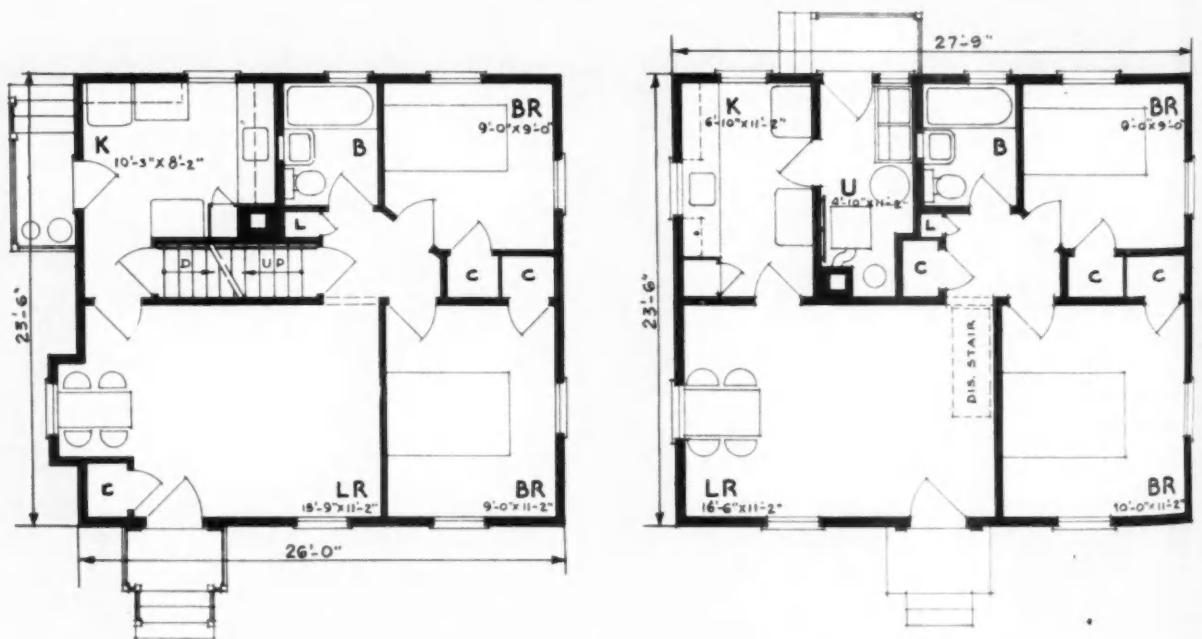
In announcing additions to the staff and increased responsibilities for Mr. Albert, *American Builder's* editor stated that the moves were necessitated because of the tremendous increase in circulation from 62,000 to over 80,000 between November, 1945, and February, 1946, and in anticipation of an early resurgence of home building with the death or drastic modification of OPA.

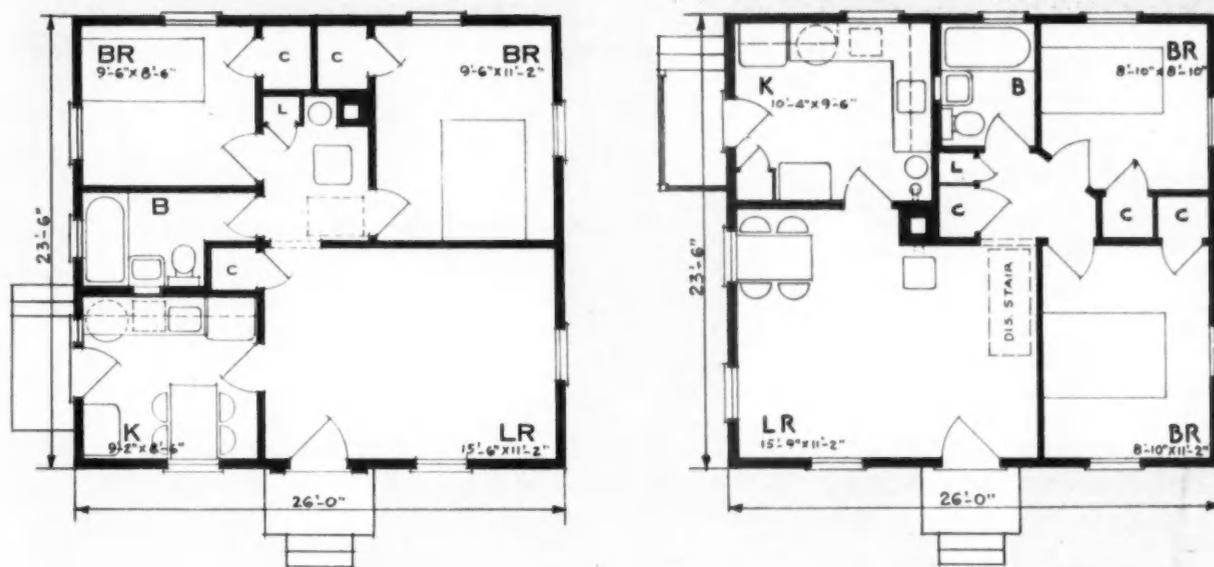


THESE HOUSES—the two-story row (left) and the one-story detached (right)—locate laundry and heating equipment in basement.

## Small Home Plans Suggested

BELOW: These basementless plans have laundry equipment in kitchen. Heating equipment is in hall (left) and in living room (right).





THE PLAN at left provides for basement and attic. The other is basementless with utility room for laundry and heating equipment.

## Plans for Veterans' Housing Program

**Planning suggestions contained in six layouts offered by FHA for general guidance of builders constructing dwellings for small families of moderate means. Designs for compact, inexpensive units are to be widely circulated to stimulate national interest.**

**A**CTING to encourage lower prices, improve quality, and speed the start of veterans' housing construction, the Federal Housing Administration has publicly offered a series of suggested small home layouts for general guidance and use.

Wide public demand, observed in all of its field offices as well as in Washington headquarters, prompted the FHA's action in issuing the small home basic designs, Commissioner Raymond M. Foley declared.

"In the present emergency of housing shortages and high costs," Mr. Foley said, "it is important that the possibilities of sound construction of small homes at relatively low prices under FHA standards be explored. We have an opportunity and a duty to encourage builders to enter this field. This is in particular accord with the Veterans' Emergency Housing Program to channel materials into the low price ranges of housing."

In presenting the layouts, the FHA stated that many small homes erected for the low-priced market without

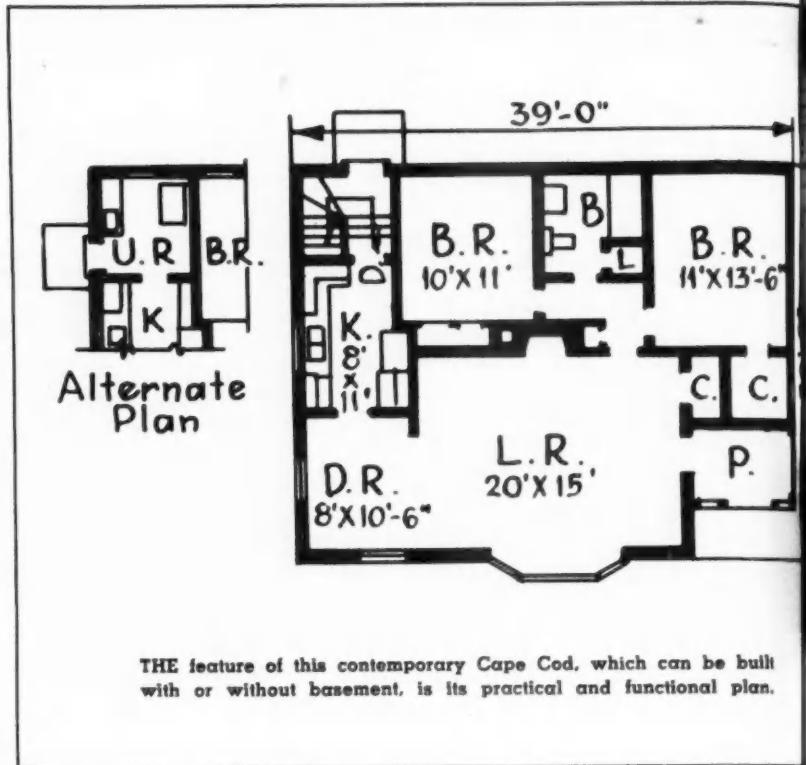
FHA-insured financing could have been considerably improved, without materially affecting their cost, if FHA minimum planning standards had been followed.

The house layouts are offered by FHA as planning suggestions and are subject to conditions in local markets and to individual preferences. Estimates of construction costs are not disclosed since these differ widely throughout the country, it was pointed out. Elevations have also been omitted because of variations in local market preferences and because of the established policy of avoiding any implication of competition with professional architectural services.

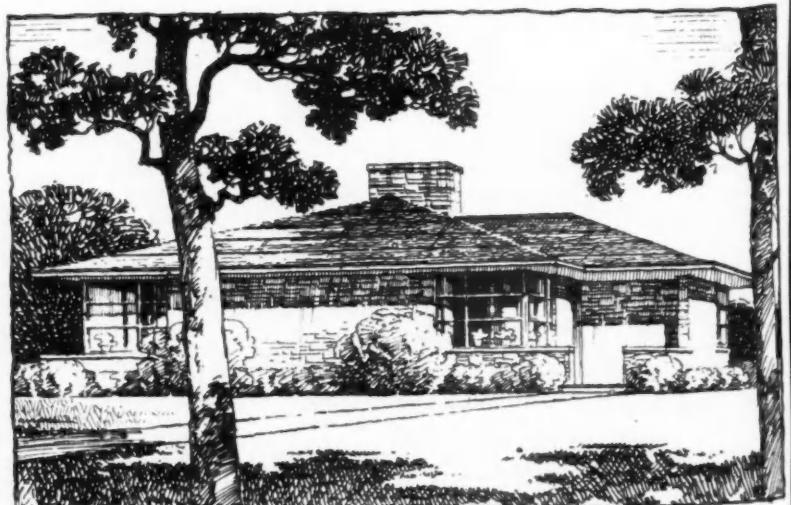
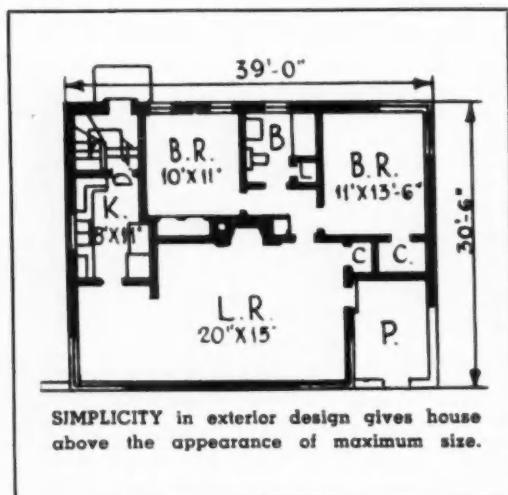
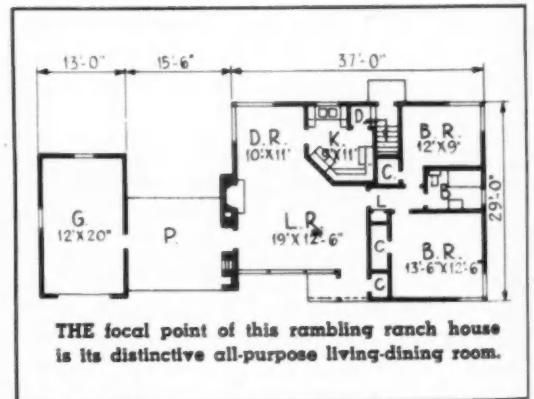
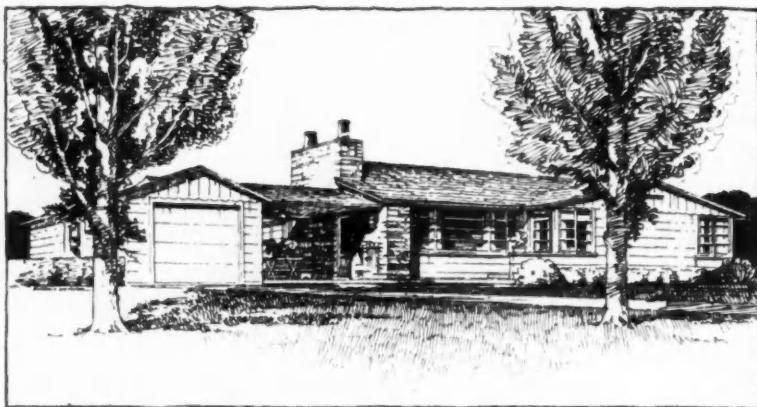
"The FHA has long sought to encourage and assist development of low-cost housing units which will meet tests of structural soundness and livability," Mr. Foley said. "These designs have been prepared for distribution to all who may be interested in planning or constructing inexpensive small dwellings. It is believed that the wide circulation of these examples will stimulate the designing of simple, compact arrangements which will comfortably accommodate small families of moderate means."

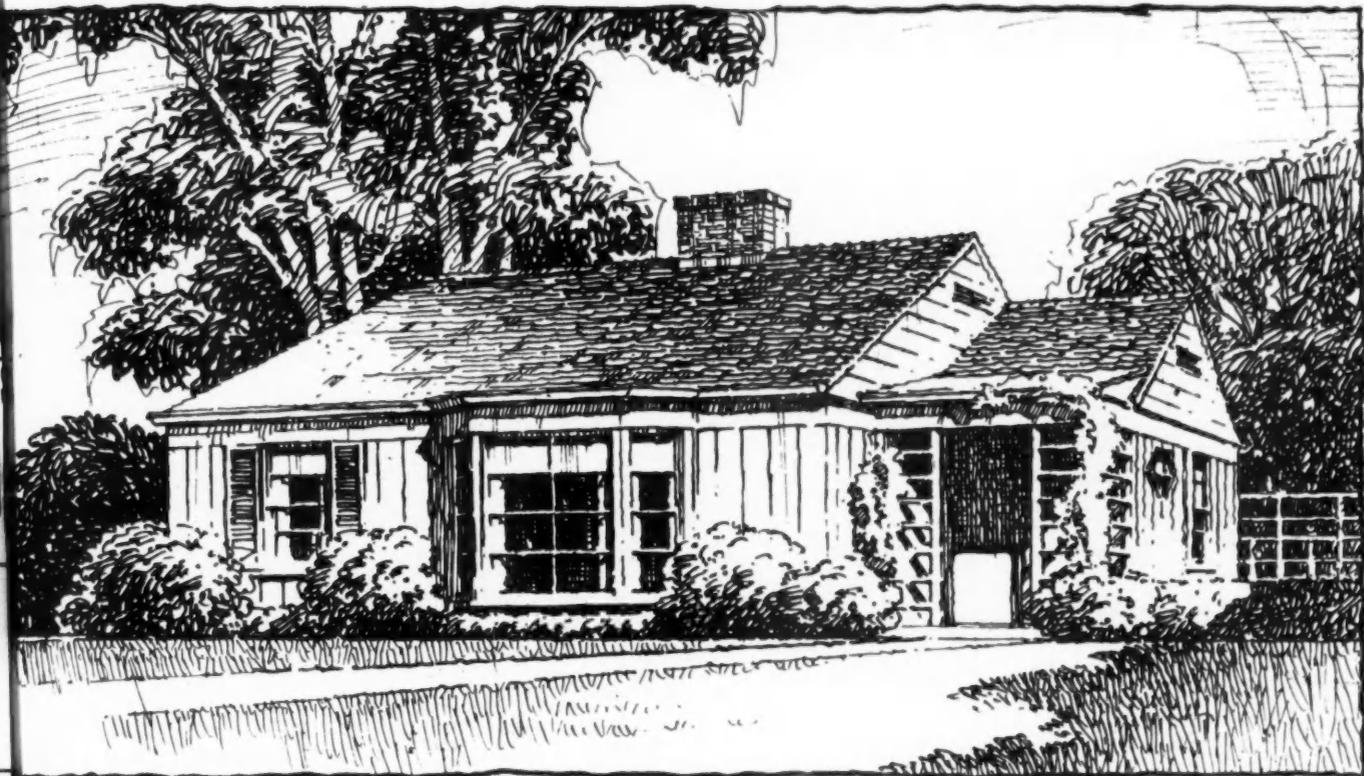
Of the six layouts, one shows a two-story row dwelling. Five indicate one-story detached dwellings, three of which have no basement. The others include stairs to basement and to an attic which might be designed with sufficient space, headroom, natural light, and ventilation to provide space for additional immediate or future rooms. All the layouts comprise living room, two bedrooms, full kitchen, and bath, and some provide separate dining space. Cross ventilation, adequate closet space, and facilities for laundry and other services are also provided in the plans.

These "Small Homes of Good Judgment" contain the elements of convenient, comfortable houses which combine the essentials of livability and privacy with minimum areas. By simplicity in exterior design, each is given the appearance of maximum size—a notable achievement in small home plans



## Four Small Homes Designed if the





## and in the Modern Trend for Good Living

**E**XPERIENCE has demonstrated that the planning of well-designed, livable houses that can be built economically is based upon a few fundamental principles. These principles of planning can be broadly grouped as those which affect livability and privacy, exterior and interior appearance, and construction cost. Many of the principles overlap and are interdependent, and to reconcile conflicting demands for space, livability, appearance and low cost, compromises must be made.

The four houses shown on these pages measure up well to the established requirements for small homes. Designed by Architect Elmer Gylleck, of Elgin, Ill., they have been selected from a group which he has published under the title, "Small Homes of Good Judgment."

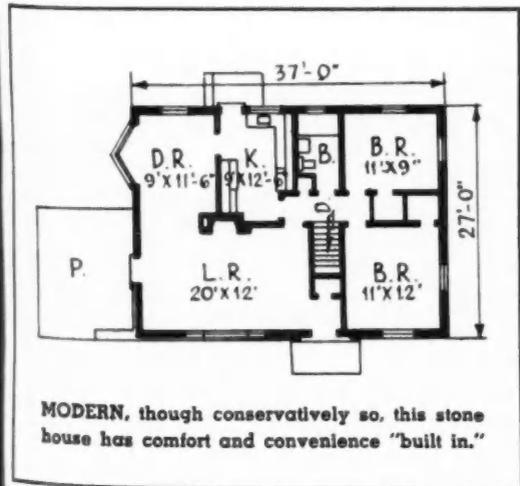
The appeal of the exterior designs is obtained by an

effective but simple composition. It is achieved largely through use of simple roof lines and care in the disposition of door and window openings. Other points to be noted are the good proportion between the width or length of walls and their height and how, by the use of simple variations and materials, interest is lent to the wall areas without creating a restless appearance.

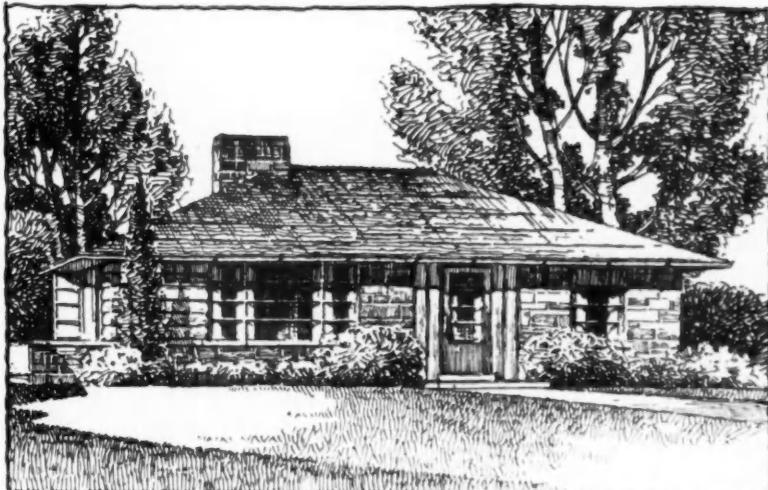
Close study of these designs reveals that in each the various elements of which it is composed are balanced in quality, quantity and cost and so combined that they result in a most satisfactory dwelling unit. Each has a maximum amount of usable space, with as much comfort, convenience, and privacy as possible, an important consideration when treating houses that are small and budgets that are limited.



house room.

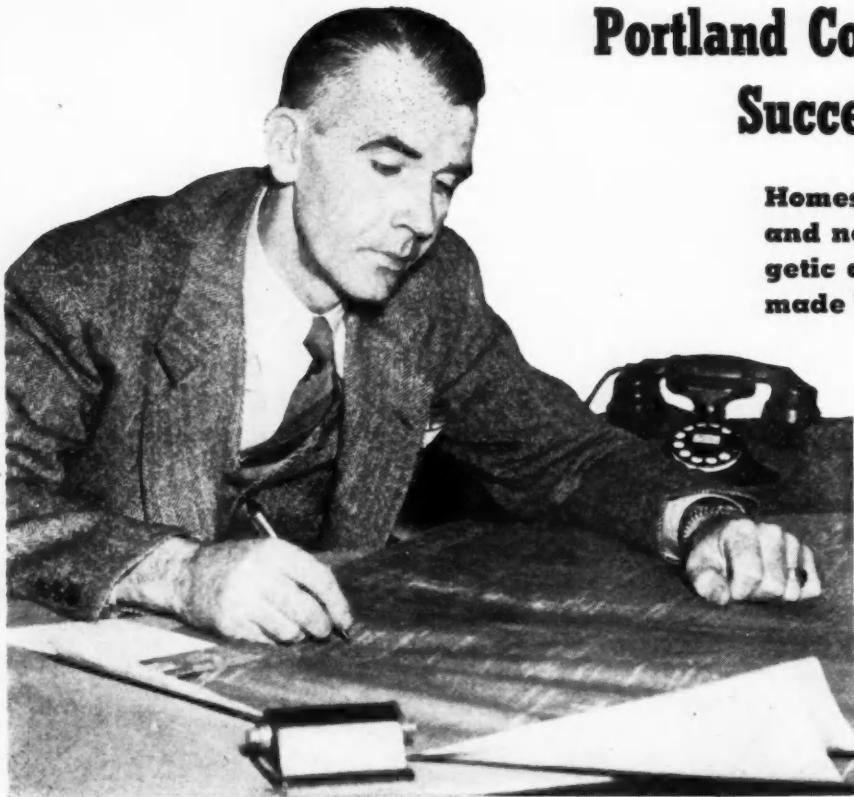


**MODERN**, though conservatively so, this stone house has comfort and convenience "built in."



## Portland Contractor Builds Uniquely Successful Insulation Business

Homes and commercial buildings—both old and new—are likely prospects for this energetic applicator who, in two years' time, has made Western Oregon "insulation-conscious"



STEWARD GRIFFITH figures another insulation job. Personal attention to estimating and on-the-job supervision are credited with much of his success. Right, his job sign.



ONE of the most outstanding jobs of selling and installing home insulation in the Pacific Northwest is being done by Steward Griffith of Portland, Ore., in cooperation with McCracken-Ripley Co., local building materials retailer and distributor. Concentrating for the past two years on Kimsul, Griffith has found both the new-home and the old-home market ready to be sold—also plenty of sales opportunities in commercial buildings—and he succeeded in taking over a large share of this business in the Portland area.

Personal attention to all the details of the work, especially estimating, job supervision and collections, he finds most important in building up a successful "heat-stop" application business. With his trained crews, an ample stock of materials and 15 years of background experience in the insulation field, he is able to talk facts to general contractors, architects or property owners and to demonstrate the advantages to them of his specialized contract service.

Throughout the Pacific Northwest there is developing a strong movement toward electric heat. It is estimated that one-fourth of the new homes now being planned for the Portland area are to be heated with electricity. The power companies insist that all such homes be adequately insulated; and it is Mr. Griffith's boast that he is doing 75 per cent of this insulation.

He now has under contract between 3,000 and 3,500 new houses to be insulated in and around Portland—this amounting to around 5 million square feet of Kimsul to be applied. In his "old home department" four to eight jobs weekly are being signed up, these running \$100 to \$150 each where attic ceilings only are covered, and \$175 to \$225 for 1½ story jobs involving gable ends as well.

In the promotion of this Kimsul application business, Griffith mails out 2,000 return postcard circulars each week, furnished by the manufacturer and addressed to home owners, architects and contractors as listed in the

telephone directories. He also works closely with architects and home building developers to give them service on their insulation problems and subcontract bids on their projects.

Some of the Portland home builders now contracting his service for their current home development programs are: Ross B. Hammond Co., Fred Weber, Wesley Bowman, Realty Building Co., Coates Construction Co., Henry Miller, Chas. Grace, Mesmer Construction Co., Ralph

TYPICAL Griffith 2-man installing crew, a working foreman and a union mechanic. Three such crews are kept busy.



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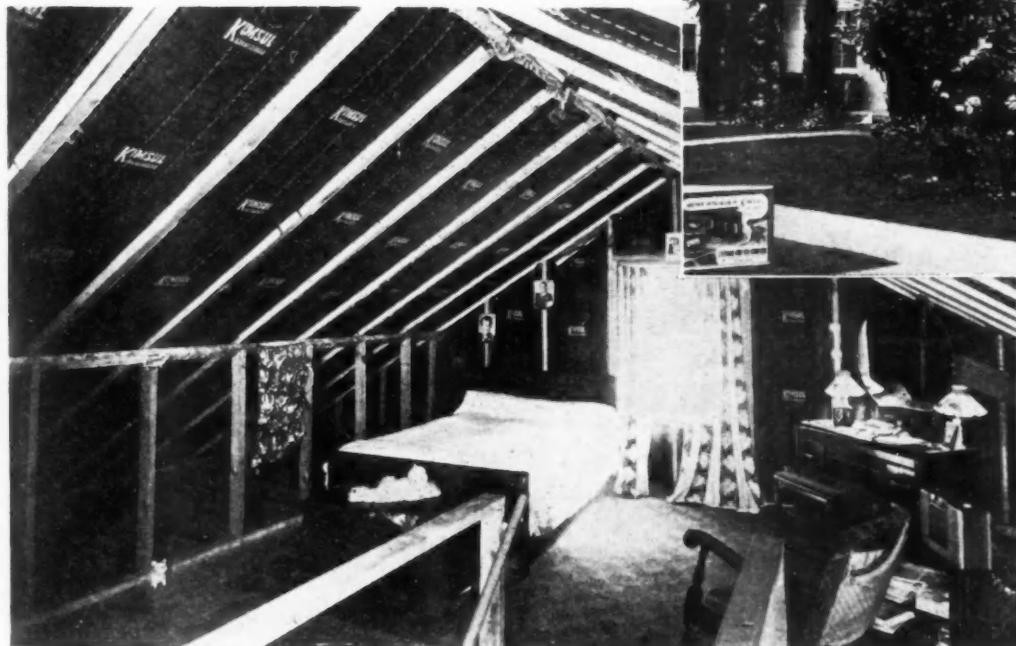
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COMMERCIAL jobs as well as homes mean business for the insulation contractor. Above is the Janzen Beach Food Market near Portland. "Heat-stop" applied by Griffith between joists under roof.

Harris, E. H. Boly & Sons, Albert Nordlander, L. J. Draper, Steve Perisich, George Klinski, A. C. Miller, Ace Electric Co., A. Palumbo, Rogers & Vowels, Lester Asbahr, R. M. Robson, Industrial Builders, Arthur Hansen, John Webb, A. W. Banks, Grover Pease, Warden & Roby, Ward & Roddy, L. R. Bailey Co., M. R. Bazant, Charles Eskridge, Radiant Electric Heating Co., Farwest Construction Co., and Finnell & Schmitz.

These builders appreciate the value of having insulation installed by experts. It insures best results, is done quickly, neatly and economically.



AN insulated attic (left) gives emergency shelter to a returned G.I. Above, some of the types of Portland homes recently made more comfortable and thrifty by Steward Griffith Company. Concerning the one shown in the middle, its owner writes "(Now) the entire home is comfortably heated and the costs have been substantially—very substantially—reduced."

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# Attic Hobby Room Utilizes Waste Space



IN remodeling attic, open studwork was painted, chimney enclosed with insulating board.

WITH living space at a premium, there's more reason than ever today why attic space should be put to some practical use. In many cases finishing the attic into rooms offers the only practical way of expanding the home without exceeding building limitations.

To demonstrate new possibilities in attic utilization, three sponsors cooperated recently in converting waste space in a small home into a two-room recreation and hobby center, the layout being designed especially to appeal to an amateur photography enthusiast.

The idea was conceived and executed by the Insulation Board Institute. The magazine *Popular Photography* supervised the job from a technical viewpoint, with assistance from leading photo equipment manufacturers. The layout and decorative treatment were designed by *American Home*.

After providing for 4½-foot vertical walls on either side, it was found that an area 14½ feet wide and 36 feet deep was available. This was cut up in the center, however, by the stairway and unusually large chimney. It was decided to build two rooms, connected by a decorative passageway.

The smaller area on one side of the chimney was partitioned off for a dark room measuring about 12 feet square. A larger area on the other side became a second living room, with built-in features adapting it for sewing, painting, reading, games and the showing of home movies. A sliding gate was installed at the head of the stairway and a sliding

door placed at the entrance to the dark room.

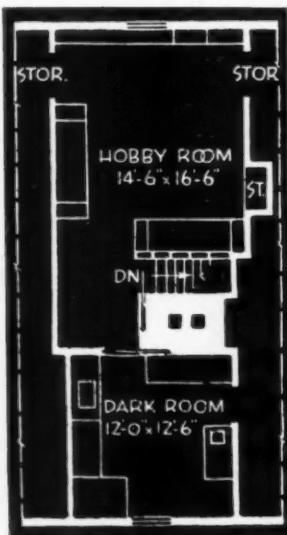
Walls and ceilings of both rooms and the passageway were built of insulating building board, applied in the full four-foot widths. Being an insulation as well as a structural material, they help provide the even temperatures needed for physical comfort and the use of photographic chemicals.

Storage space, accessible through doors, is available at several spots back of the sidewalls. Bookcases and sewing table are built in. Counters and cabinets in the darkroom are topped with hardboard.

An unusual feature is the open studwork along the stairwell, the studs being painted to harmonize with the overall color scheme.



DARK ROOM also serves as study or library. Light is shut off from window at end of room by black-out arrangement of insulating board.



PLAN of attic hobby room.



ATTIC before insulating board was applied.



ABOVE: Front (left) and rear (right) views of the "plastic rock" concrete house assembled (erected) and ready for finishing work.

## "Plastic Rock" House Developed by Stone Mason

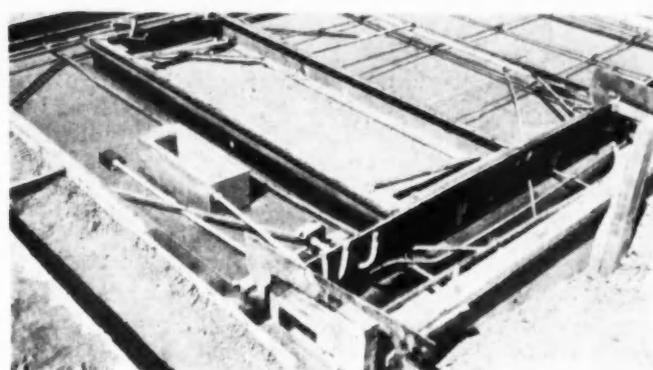
**Fireproof, stormproof and weatherproof five-room unit built of fourteen precast sections**

THE principle that "adequate foundations are indispensable" is primarily responsible for the development of the method of concrete construction known as "plastic rock," according to Wilbur V. Myer, Ponca City, Okla., owner of Plastic Rock Industries, who pioneered the method.

"The 'plastic rock' house is really a concrete house with stone or other exterior, all walls being cast flat at a central casting yard and erected in place," Mr. Myer explained. "The entire house—floors, partition walls, complete exterior walls with an air space in them, non-load bearing walls for partitions, even closets and prefabricated fireplaces—will be assembled in the factory and hauled to the erection site. They can quickly be assembled with a minimum of labor and time as they are 100 per cent prefabricated, including the foundation."

As related by Mr. Myer, the sequence of operations in the construction of a plastic rock house is: Edge forms are laid out to wall dimensions flat on the ground.

*(Continued to page 150)*



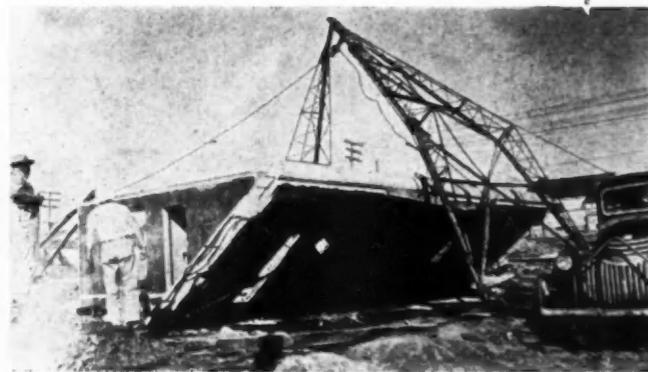
DETAILS of a 6 in. load bearing partition wall ready to pour. Outer or edge molds and door forms are of 6 in. steel channel iron.



COMPLETE wall unit, including fireplace, ready to erect (tilt up). The foundation and the two walls are separated by air space.



WALLS being lifted. Cast on the ground, they are in their proper place on being tilted up. Welded steel rods fasten the corners.



A TWENTY ton exterior wall is tilted into place. The tripod derrick, operated by a winch truck, lifts the wall in four minutes.

# Keep Posted

## Avoid Legal Entanglements

What you should know about  
federal wage and salary stabilization

By Robley D. Stevens

Member the Society for the Advancement of Management; former practicing labor relations consultant; and, official representative, Wage and Hour and Public Contracts Divisions, U. S. Department of Labor and War Labor Board.



ROBLEY D. STEVENS

ACCORDING to official releases, employers have paid nearly \$100 million in back wages since the inception of the Fair Labor Standards Act of 1938—more widely known as the Federal Wage-Hour Law. This huge sum, collected by the Wage and Hour Division, represents only the wages, and does not include the 100 per cent liquidated damages also collectible if the worker decides to go to court and sue employer.

In addition, the Wage Stabilization Board has assessed employers nearly \$10 million for violations of the Wage Stabilization program. Because the foregoing figures represent a very considerable sum of money, explanation and clarification are necessary. At this point, however, it must be said that, as a law enforcement agent, it was my experience that the majority of employers honestly and sincerely try to comply with the requirements of the Act, if for no other reason than that the financial liabilities make it compelling to do so.

In a letter, the Office of the Administrator, Wage and Hour and Public Contracts Divisions, U. S. Department of Labor—in which I formerly was an agent—wrote, "Compliance with labor regulations, insofar as they are applicable, is mandatory and penalties are prescribed for violations. However, regardless of how enlightened and meritorious an employer's labor policy may be, there would be no assurance that the employer would continue in compliance due to the fact that Court decisions, amendments to labor legislation and regulations, and similar factors may require revision of his program."

In other words, it is good management policy to conduct surveys of such practices in order to determine where and how the employer stands on such important, and sometimes vital, matters. The Construction Industry (Committee No. 67) became an order of the Administrator, issued Jan. 18, 1944, effective Feb. 7, 1944. Section 650.2 therein cites—Wage Rate means that no less than 40 cents an hour for each employee engaged in commerce or in the production of goods for commerce. Section 650.5, embracing the definition of the construction industry and covering all occupations which are necessary to its operations, provides that, where an employee covered by the definition is employed during the same work week at two or more different minimum rates of pay, he shall be paid the highest of such rates for such work week unless records concerning his employment are kept by his employer in accordance with the applicable regulations of the Wage and Hour Division. For complete details on this point, it is suggested that employers consult their local Wage-Hour office.

Record-keeping procedures under the Fair Labor Standards Act and Wage Stabilization program are a subject of prime importance warranting the close study by executives. Nevertheless, in spite of the legal intricacies of the regulations, it cannot be demanded that every businessman be a student of constitutional law, nor that the ordinary businessman probe the full depths of the subject. For all practical purposes, however, the progressive business executive will, it is believed, be materially helped if he gains a proper perspective of the regulations under which he must operate, supplementing it with an examination of his payroll records.

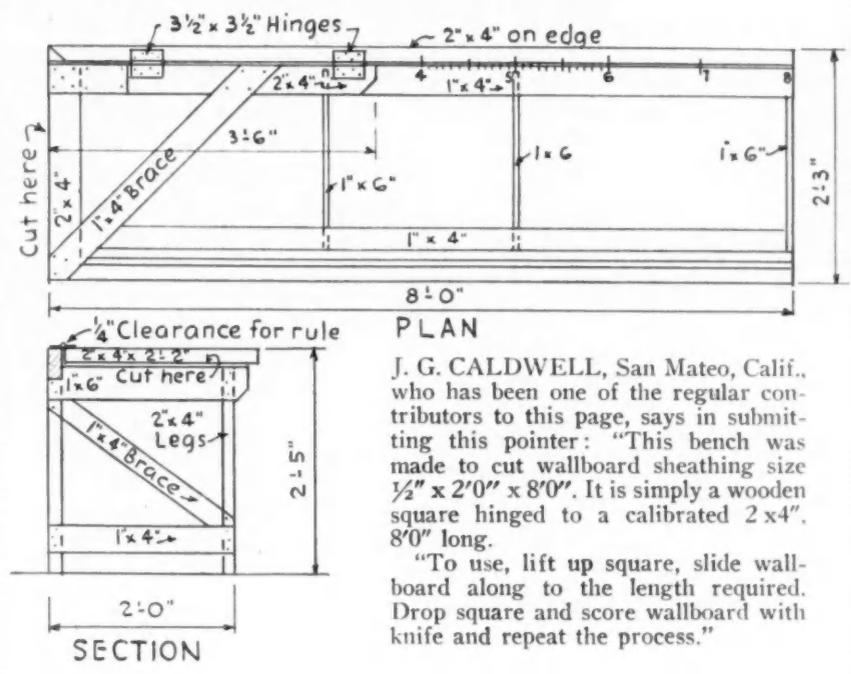
Accurate and complete records of wages and hours are important from at least three standpoints: First, the failure of keeping them, or the keeping of false records is an offense punishable by the penalties under the law. Second, accurate and complete records may afford the basis for a defense to wage suits brought by employees, and ex-employees, under Section 16(b) to recover back wages alleged due them. Stripped of legal verbiage, it simply means this—if the employer owes an employee \$100, and the employee goes into court and proves his case, the employer will have to pay the sum of not \$100, but \$200 plus legal fees involved. Third, accurate and complete records facilitate inspections.

Records must be kept for at least four years, and all shall be open for official investigation, either through periodic calls or unexpected visits by an agent. The fact that your establishment has not yet been inspected does not mean that it will not be in the future. You may even be re-inspected a number of times. In the light of this existing practice it is wise for employers to survey and study their operations and avoid placing themselves in a position to be charged with violation.

Another important angle to consider are the exemptions, which come under Section 13 (a) of the law, for white-collar workers who might be classified as Executive, Administrative, or Professional workers. If the employer can meet certain formulae and tests usually made by agents he probably can claim exemption on a large number of his employees, and need not pay overtime compensation in excess of 40 hours per week. On the Wage and Hour Division falls the responsibility for investigations and inspections to assure compliance.

Since wage rates are an extremely important item in the successful operation of a business, as it is the major item of cost and also source of most employee unrest, compliance with the Wage Stabilization program is imperative for more than one reason. It does not prevent wage increases, but official approval must be obtained within clearly defined limits.

### How to Make a Wallboard Cutting Bench



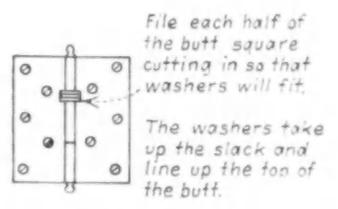
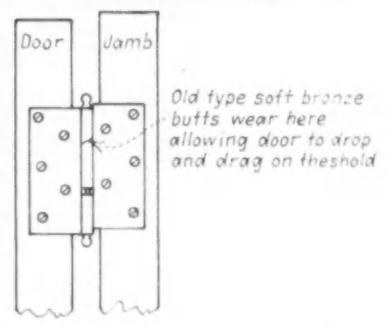
J. G. CALDWELL, San Mateo, Calif., who has been one of the regular contributors to this page, says in submitting this pointer: "This bench was made to cut wallboard sheathing size 1/2" x 2'0" x 8'0". It is simply a wooden square hinged to a calibrated 2x4", 8'0" long.

"To use, lift up square, slide wallboard along to the length required. Drop square and score wallboard with knife and repeat the process."



## How-To-Do-It Pointers

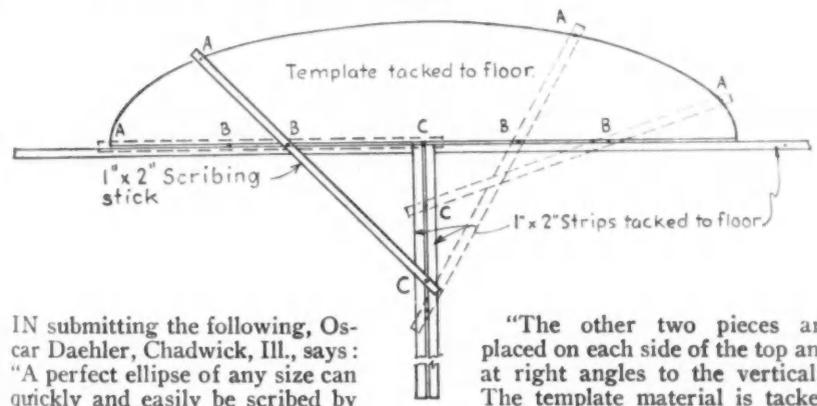
### How to Repair Worn Door Hinges



GORDON A. WINSOR, Morris, Ill., in submitting the following suggestion, says, "Here is a quick, inexpensive method of repairing worn-out door hinges.

"By leveling up the bearing surfaces and inserting steel washers, it then makes the butts as good as new. The washers give the butts the appearance of a very expensive job."

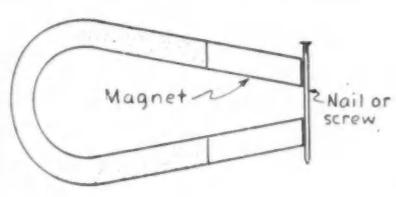
### How to Scribe a Perfect Ellipse



IN submitting the following, Oscar Daehler, Chadwick, Ill., says: "A perfect ellipse of any size can quickly and easily be scribed by taking four narrow straight-edged strips and placing two in a vertical position on the floor, with a space between each to allow a nail to be driven through the scribing piece to slide up and down in this groove.

"The other two pieces are placed on each side of the top and at right angles to the verticals. The template material is tacked just above and parallel to these two strips to form the groove for a second nail driven through the scriber at B. The dotted lines indicate the scribing stick at various positions in its travel across the template."

### How to Hold Bolts, Nails or Screws in Position



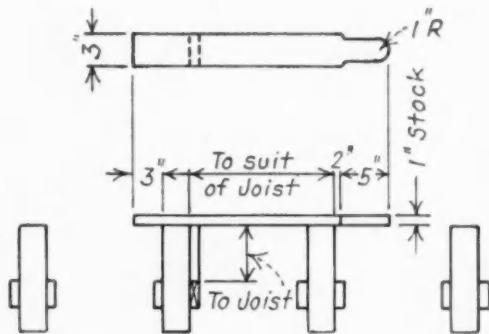
FROM William H. Mullen, Quincy, Mass., comes this suggestion. "Take an ordinary magnet and use it to hold bolts, nails or screws while working in cramped corners or in spaces too small for efficient handling with the fingers."

### How to Put New Handles in Tools



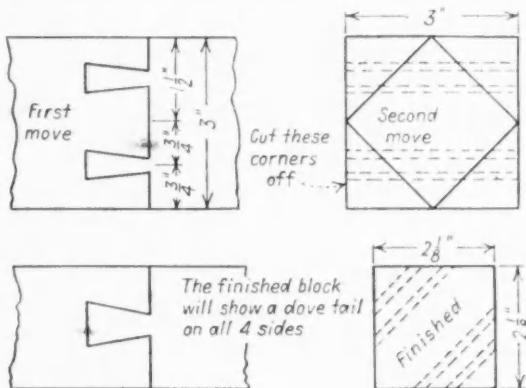
ROBERT CONKLIN, Durango, Colo., says: "In fitting a new handle to hammer or hatchet, dip the handle in linseed oil and drive wedge into the eye of the handle."

### How to Make a Ledger Strip Spacer



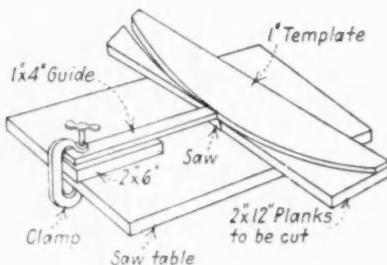
RICHARD H. BARNER, Colwyn, Pa., says: "Here is a jig that I find is much better than trying to use a carpenter's 12" combination try square. It can be moved along the side of the joist and is always close at hand, eliminating the possibility of having it fall into the basement or the first floor as the case may be, which so often happens with the try square."

### How to Make a Trick Splice



L. H. DUNSON, La Rue, Ohio, submits this idea of a trick splice, not for the added strength that it might inject into the member, but rather because of the improved appearance that it may give to the repair of a table leg or some other piece of furniture. When completed it provides a section of the dovetail on each side of leg.

### How to Cut Circles with Table Saw



AUGUST REUTER, Aurora, Ill., offers this method for cutting large circles with a table saw.

Make a template of 1" material, then nail the template on top of the piece to be cut. Remove the fence on the table saw. Make a wood gauge of the same thickness as the same piece to be cut. Nail 1x4" guide on gauge which will extend just over the saw. The saw must be lowered to cut only the thickness of the plank.

### \$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.

### Construction Details for Attic and Service Stairs By R. J. Alexander

ATTIC and service stairs differ from the main stairways in that they are usually constructed on the job from materials taken from lumber yard stock; the main stair of a residence is customarily made in a millwork factory, shipped knocked down and then installed.

The following parts are used in making up the average attic or service stair: treads, risers, face stringers and nosings. The use of handrails is optional but recommended. Treads should be 1 1/8" thick, of fir stepping with the face edge moulded, or of 1 1/8" finish lumber with the face edges bull-nosed by the carpenter. Risers and face stringers should be made of 3/4" material.

Single landings or landings with two winders should be floored and a 1 1/8" stair nosing should be used to finish the face edge of the landing. When three or more winders are used they should be of 1 1/8" glued up material. A width of 10" is usually sufficient for the face stringers, except that 12" material will be required for the wider portion of the stairway.

The stringers should be marked and the end cuts made. The risers, of proper width, are next nailed in place, dropping them below the finish tread mark a distance equal to the thickness of the tread.

Place the treads in position and nail through back side of riser into tread. Also nail through tread into riser and through stringer into tread. When making up the stairs the overall width to outside face of risers should be 1/4" less than the finished well opening. A cove mould, quarter-round or base mould is used to cover the crack between stringer and finished wall.

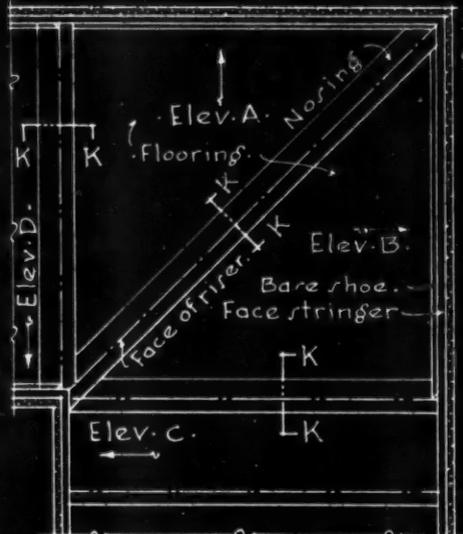
Sometimes it is necessary to install the treads and risers individually. When this is done the stringers should be cut and blocked into position. Next nail together one tread and riser, nailing through bottom edge of riser into back edge of tread. Set the pair in place and fasten with temporary nailing to horse.

The risers should be cut so that they extend about 1/32" above tread cut on rough horse. When all treads and risers have been cut and fitted the treads should be nailed securely to the rough horses. The face stringers are then wedged tightly against the treads and risers and nailed to the wall framing. Finish with mouldings as noted above.

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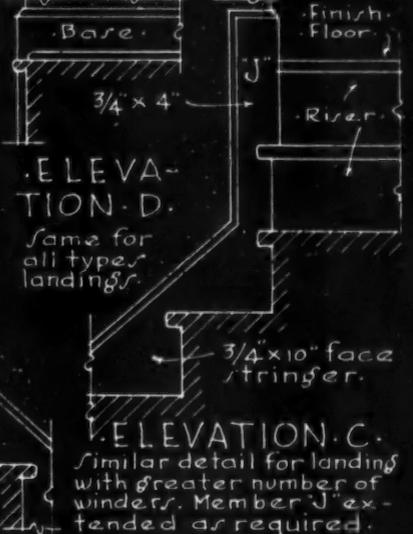
## No. D-23. DETAILS. FINISH CARPENTRY. ATTIC STAIRS.



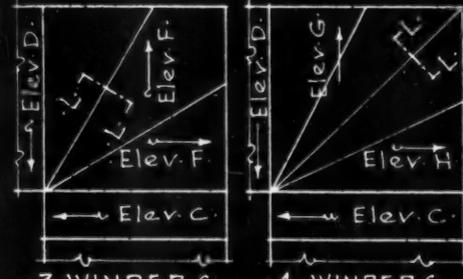
PLAN: LANDING WITH TWO WINDERS.



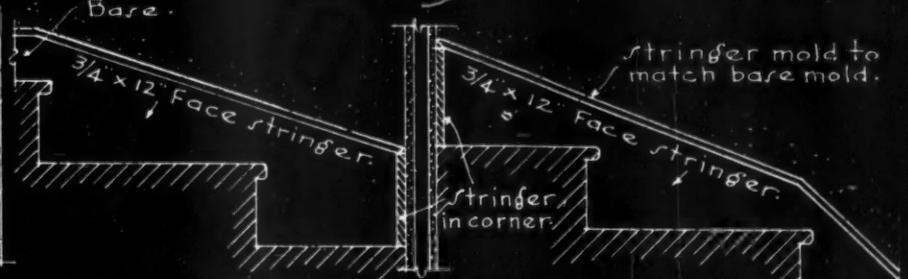
DETAILS OF FACE STRINGERS & BASE. Landing with two winders.



Similar detail for landing with greater number of winders. Member 'J' extended as required.



3 WINDERS. 4 WINDERS. ALTERNATE LANDINGS.



DETAILS OF FACE STRINGERS. Landing with 3 winders.



ELEVATION G.



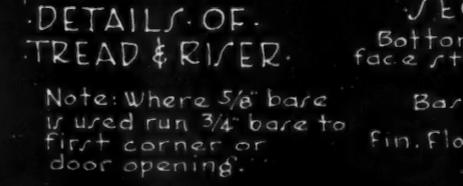
SECTION L-L.



ALT-TREAD. 3/4 x 8 Riser.



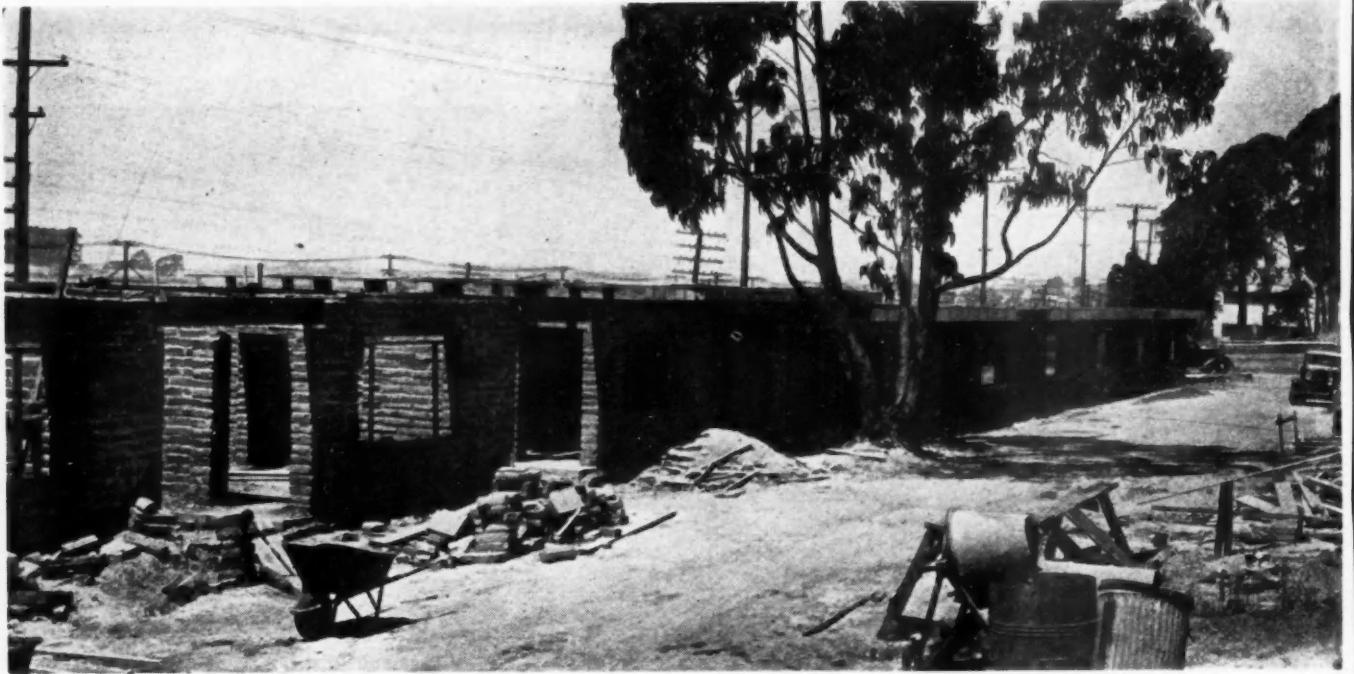
ELEVATION H. DETAILS FACE STRING. Landing with 4 winders.



SECTION K-K.

Note: Refer to plate D-23 for details of rough framing of landings.

FACE STRING DETAIL. Note: Instructions for figuring rise and run of stairs and for laying out rough stringers as shown on plate D-21 are applicable to the laying out of face stringers.



VIEW above shows progress of construction on first ten units of 100-unit adobe motel project located near Albany, California.

## California Motel Builders Beat Materials Shortages

**T**WO California builders ignored materials shortages recently as they turned to the oldest of building materials—mud. The result—a ten-unit motel—is rapidly nearing completion near Albany, Calif., its walls constructed of adobe brick, fashioned on the property.

Builders of the motel, James G. Anderson, of San Francisco, and Clifton C. Cooper, of Richmond, waited for more than a year for the easing of materials. Then they dug shovels into the hillside and took their basic material from the motel site.

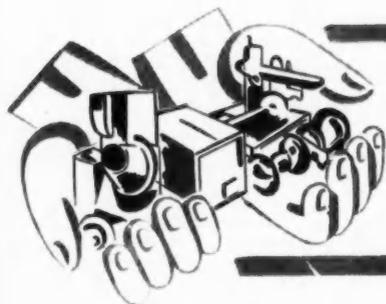
The motel project was started late last fall but moved slowly during the winter as rain and fog delayed the drying process of the adobe brick. Adobe must have sun, consequently early this year work on the development rapidly accelerated. Now nearing completion, the project will eventually be expanded to about 100 units.

The thick wall that characterizes all adobe construction is still the mode. Outer walls are built from bricks 4 in. thick, 12 in. wide, and 18 in. long. Inside wall bricks are 4 x 7½ x 16.



ABOVE: Section of motel project being developed by Builders James G. Anderson and Clifton C. Cooper showing unit layouts. BELOW: Men molding adobe bricks, newly-made bricks drying in sun, and previous day's bricks turned on edge to facilitate drying.





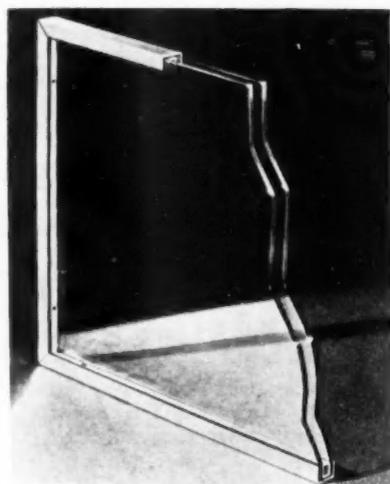
# NEW PRODUCTS

Offered by Manufacturers

## NEW TYPE DOUBLE-GLAZED WINDOW **AB8602**

Development of a new type, efficient double-glazed window insulating unit known as Twindow for industrial, home, business, commercial and special use has been announced by the Pittsburgh Plate Glass Co.

Twindows are integral insulating units of two or more plates of glass enclosing a quarter-inch or half-inch hermetically sealed air space. One of the revolutionary features of Twindow is the use of hollow aluminum tubing to separate and hold the glass plates in position. The entire unit is framed with a light-gauge stainless steel channel with the channel legs extending three-eighths of an inch inward on the surface of the glass from



the base around its periphery to give maximum protection during installation and use.

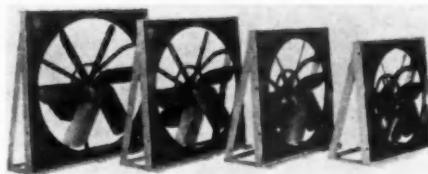
It is claimed the Twindow unit virtually prevents condensation, and will permit the use of larger windows in homes, offices, stores and at the same time reduce heating and air conditioning costs. There are many specialized uses where Twindow can be employed, such as cases for frozen foods, meat, produce, candy, flowers, etc. Clear, polished plate glass is used in construction of the standard Twindow unit. Inquiries may be addressed to Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh 22, Pa., or to *American Builder*.

## 1946 LINE OF ATTIC FANS **AB8610**

Bar-Brook Attic Fans, made by the Shreveport Engineering Co., have come out of the productionless war years with a number of improvements added. Currently in production are four models—the B-36, capacity 7,500 cubic feet a

minute; B-42, capacity 13,000 CFM; B-48, capacity 17,500 CFM, and the B-54, capacity 21,000 CFM.

These new Bar-Brook fans are of all-steel construction, with compression-



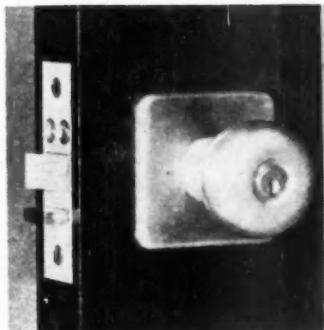
type streamlined orifice, die-formed from heavy gauge steel, aero-dynamically designed on the Venturi principle for quietness and efficiency. They are equipped with V-flat drive pulleys and graphite impregnated bronzoil bearings, built-in thermal overload protection and radio interference eliminators. Details may be obtained by contacting the Shreveport Engineering Co., 1553 Texas Ave., Shreveport, La.

## CYLINDER LOCK **AB8611**

Claiming the first completely engineered cylinder lock of its type to appear in the hardware field, Sargent & Co. announces it is now in production on the new patented Integralock. This lock, designed before the war, is Sargent's first new peacetime product.

Manufactured of pressure-formed metals with bronze, brass and chrome finishes of simple design, the new lock is made in two basic types, mortise and cutout, and has eight functions for each type. Self-lubricating, precision designed and machined parts are said to assure long wear and low maintenance.

Sargent engineers point to an additional safety feature, a shear pin that



saps when someone tries to force the lock by turning the knob with a wrench, but leaves the cylinder in the knob in working order for whoever has the key.

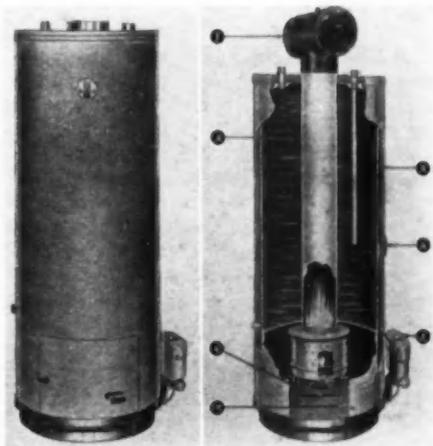
This lock is being manufactured by Sargent & Co., New Haven, Conn.

## FLUSH CABINET HARDWARE **AB8608**

Hardware that may be installed flush with the surface of kitchen cabinet doors and drawers has been announced by the Dedoes Machine Works, Royal Oak, Mich. Finished in chromium and styled to make cleaning easy, this hardware eliminates protruding knobs, pulls or latch lifts.

## IMPROVED OIL-BURNING WATER HEATER **AB8604**

A new postwar model automatic oil-burning water heater, featuring an improved burning unit said to consume a third less oil on pilot, has been introduced by the J. L. Gillen Co., Dowagiac, Mich. Other features included in the new burner include an improved automatic draft regulator and tee-pipe connection, with a door for both easy light-



ing and view of flame. The sides are insulated with full corrugated asbestos, and rockwool is used on top. The burner is available in five capacities—20, 30, 40, 50 or 65 gallons.

## CARBIDE-TIPPED DRILL-BIT **AB8603**

An addition has been made to its standard tool line by the New England Carbide Tool Co., 60 Brookline St., Cambridge, Mass.—a carbide-tipped Cyclone drill-bit. It is made in stock sizes starting at 3/16" up to and including 1 1/2" diameter, by 1/16". Its features are that the bits can be used in any standard electric rotary drill; this modern combination is light, easy to handle, and fast and economical in operation; and the bits drill clean, accurate holes.

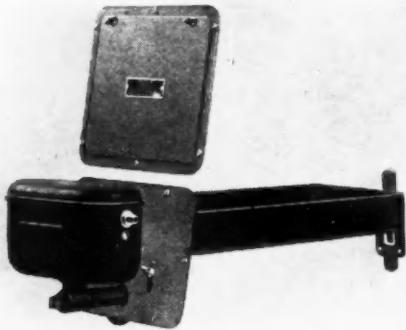
Holes may be drilled in concrete, brick, cement, wall tile, plastics and general masonry material, as well as in metals and non-ferrous materials.

(Continued to next page)

(Continued from page 91)

**NEW MODEL HUMIDIFIER AB8605**

A new model automatic humidifier that can be adjusted to fit various furnace sizes and either sloping or vertical bonnets is announced by the Skuttle Manufacturing Co. A large inspection door and frame may be mounted at any convenient location on the furnace bon-



net. The door is not connected with the humidifier. The water tank and valve assembly are constructed of pure copper and brass. The tubing, clamp and float valve are included as standard equipment. Pan sizes are 12, 16, 20, 24 and 28-inch. This humidifier is now being marketed by the Skuttle Manufacturing Co., 517 East Larned St., Detroit 26, Mich.

**RECIPROCATING ELECTRIC SANDER AB8601**

A new straight-line reciprocating electric sander which duplicates the back-and-forth motion of hand block sanding or rubbing has been announced by the Detroit Surfacing Machine Co. The manufacturer claims it is impossible to gouge, cut laps or abrasive swirls and that from 50 to 75 per cent more work of higher quality can be attained, even with inexperienced help.

The machine, which weighs only seven pounds, can be used on wet or dry work, curved or flat surfaces. It is available with a 115 or 220 volt universal motor which will operate from any A. C. or D. C. outlet. It is equipped with two handles, one of them a rubber mounted "floating" pistol grip type that provides vibrationless operation.

One of the unique features of the Model XL90 sander is a simple snap-action method for instantly changing sanding pads, which are furnished in the desired type, shape or size for flat, curved, wet or dry work. The Model XL50 embodies all features of the XL90 model except the detachable bottom plate. On this model the sanding pad is cemented to the bottom plate.

These reciprocating action electric sanders are a product of the Detroit Surfacing Machine Co., 7433 W. Davison, Detroit 4, Mich.

**LADDER PLATFORM AB8609**

A new, simple attachment for ladders designed to increase their safety and ease of use has been announced as the Lada-Rest. It consists of a rugged, ribbed, pressed steel platform constructed toward the front so that it fits over one rung of a ladder, while a sturdy steel strap at

the rear hooks and locks to the next rung above.

Because of a patented lock, the ladder may be moved from one location to another without dislodging the platform. When used as a step, or as a shelf, an additional element of safety is introduced because the ladder must be at the correct angle with the wall before the Lada-Rest platform is level. Manufacturers suggest they be purchased in pairs, with one to be used as a step while the other may be used as a shelf for pails, baskets, tools, etc. Lada-Rest is being sold through jobbers. It is manufactured by the A. S. Campbell Co., Inc., East Boston 28, Mass.

**TOOL FOR THERMOSTAT INSTALLERS AB8607**

A new electric hand saw with vacuum cleaner attachment has been developed as the answer to one of the difficult problems in apartment and home modernization. The tool makes it easy and practical to install thermostat controls in old buildings. By rapidly cutting a groove in hard plaster walls, and catching the



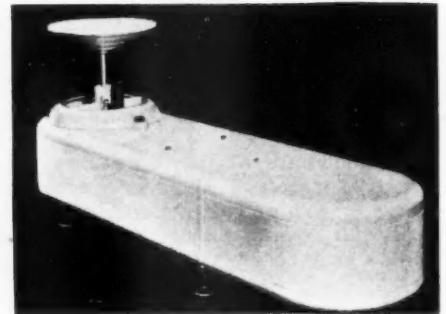
dust thus created in its own vacuum cleaner, a workman with this tool can install the necessary copper tubing inside a wall so that with the use of a plastic and masking tape the finished

job is unnoticeable. Inconvenience to tenants because of dust and dirt is held at an absolute minimum. It can also be a major factor in reducing costs of installation.

The tool was developed by the Minneapolis-Honeywell Regulator Co., Minneapolis, Minn.

**GAS CONVERSION BURNERS AB8606**

The Stok-A-Fire Co. announces the addition of a gas conversion burner to its line of heating appliances. The new burner marketed under the trade name



of "Gas-A-Fire" is now in production. It embodies patented new features to increase heating efficiency with economical gas consumption.

In anticipation of the increased use of stokers, along with gas conversion burners, the firm is completing another factory unit adjoining its main plant at 6504 Olive Blvd., St. Louis, Mo.

**FAN-TYPE WALL HEATER AB8612**

A new postwar model Thermador electric fan-type wall heater has been announced by the manufacturer. Each heater contains a turbine type 16-blade fan built in behind the electric heating element to force warm air over a wide area. Warmth is further directed into the living zone by a new type horizontal grille so designed as to force warm air toward the floor. The fan may also be used in the summer independently of the heating unit to circulate cool air.

These wall heaters are available with either manual or thermostatic control and can be installed between ordinary studs without flues, pipes or chimneys. The Thermador Electrical Manufacturing Co. is located at 5119 District Blvd., Los Angeles 22, Calif.

**CHECK NUMBERS AND MAIL COUPON FOR INFORMATION**

American Builder, 105 West Adams Street, Chicago 3, Illinois

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

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

- |        |        |        |        |
|--------|--------|--------|--------|
| AB8601 | AB8602 | AB8603 | AB8604 |
| AB8605 | AB8606 | AB8607 | AB8608 |
| AB8609 | AB8610 | AB8611 | AB8612 |

When you address inquiries direct to manufacturer concerning a new product described here, please mention that you saw it described in American Builder.

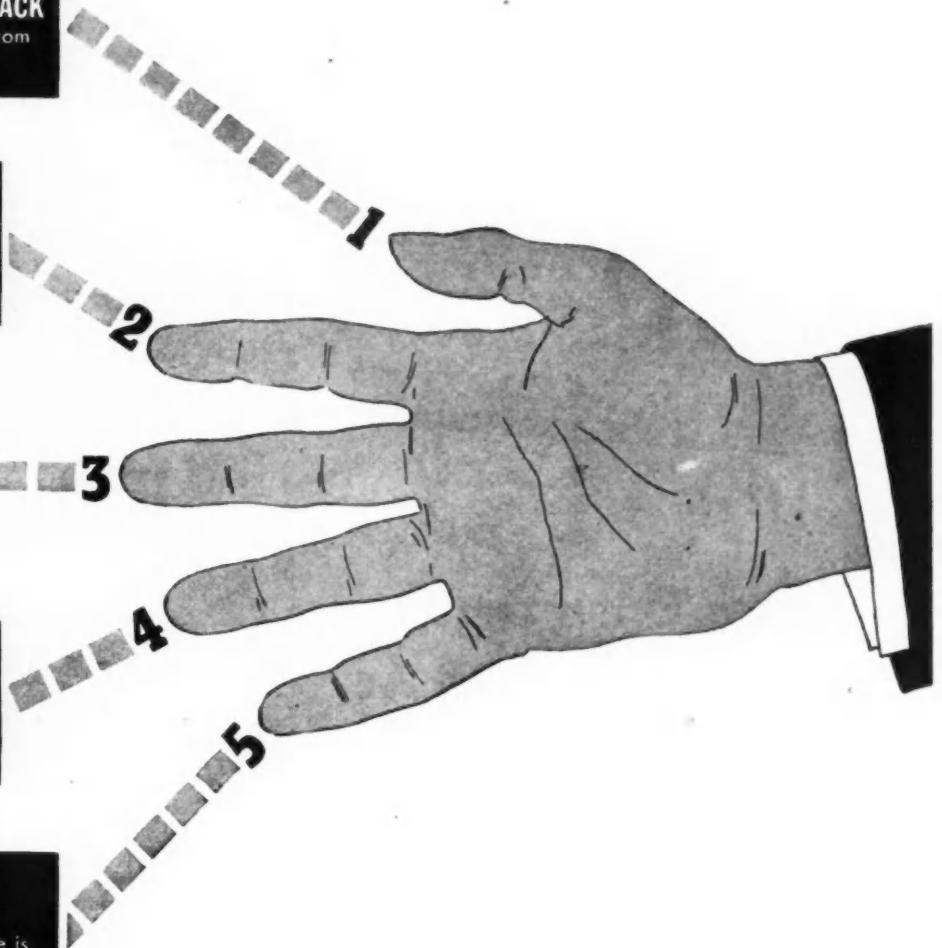
**SPECIAL DESIGNED FRICTION-REDUCING TRACK**  
 makes rollers ride away from track sidewall.

**"DOUBLE-THICK" TREAD TRACK ROLLERS**  
 Each rolling on seven ball bearings.

**"TAILOR-MADE" POWER SPRINGS**  
 Each "Power-Metered" to the weight of each door.

**"CROW'S FOOT" OUTER BEARING SUPPORT**  
 Holds sheave wheel in permanent alignment.

**RUSTPROOF HARDWARE**  
 All Ro-Way Door hardware is Parkerized and painted after fabrication.



# Ro-Way

**THE ONLY OVERHEAD TYPE DOORS WITH THESE 5 EXTRA VALUE FEATURES**

No matter how you look at 'em, Ro-Way Overhead Type Doors are the modern doors for this modern age. Check the features above—exclusive with Ro-Way—and you have five good reasons why so many architects, builders and owners agree: Ro-Way Doors are in a class by themselves. Write for complete catalog. No obligation.

*Complete and Dependable Ro-Way Overhead Type Door Sales and Installation Service is available nationwide. See our catalog in Sweet's.*

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 711 HOLTON STREET • GALESBURG, ILL., U. S. A.



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



**Read how this consumer preference and the Johns-Manville Sign of Quality can help you compete against jerry-built construction**

**W**HENEVER you identify yourself with well-known *quality* building products, your own future as a reputable contractor becomes all the more secure.

That's one of the great advantages of selling Johns-Manville Building Materials. They enjoy *consumer confidence* . . . proved time and again by public-opinion surveys.

Consider roofing materials. In a recent nation-wide poll, consumers were asked to identify the manufacturer of roofing materials in which they have greatest confidence. They named Johns-Manville *eight to one!*\*

One reason for this tremendous public acceptance is the J-M radio program, "Bill Henry

**Johns-Manville Radio Program will tell 30 millions monthly to look for the Sign of Quality . . .**



That powerful advertising medium, "Bill Henry and the News," is tooled up to do a merchandising job for you. Through this program, Johns-Manville is telling home owners and prospective home buyers how important it is to know *quality* mate-

rials, and how they can identify *quality builders* by the J-M sign. The program is broadcast five nights a week at the most popular listening time (8:55 E.D.T.) over a coast-to-coast network of the Columbia Broadcasting System.

# Johns-Manville *8 to 1*



and the News." It reaches one of the largest of all listening audiences . . . and helps make Johns-Manville a household word that stands for the best in Building Materials.

To help you capitalize on this overwhelming preference, we have developed a complete merchandising program, a feature of which is the Johns-Manville Sign of Quality as shown below.

Over our coast-to-coast radio program, we will tell buyers to look to the builder who has been qualified to use that sign.

Many of those listening will be prospective buyers in your own community. Thus, the J-M Sign of Quality can become a powerful *selling* tool in your business.

What's more, it can help *protect* you against the short-sighted competition of *jerry-builders* . . . builders who use slipshod methods and substitute inferior materials in order to make a quick profit without regard to the future.

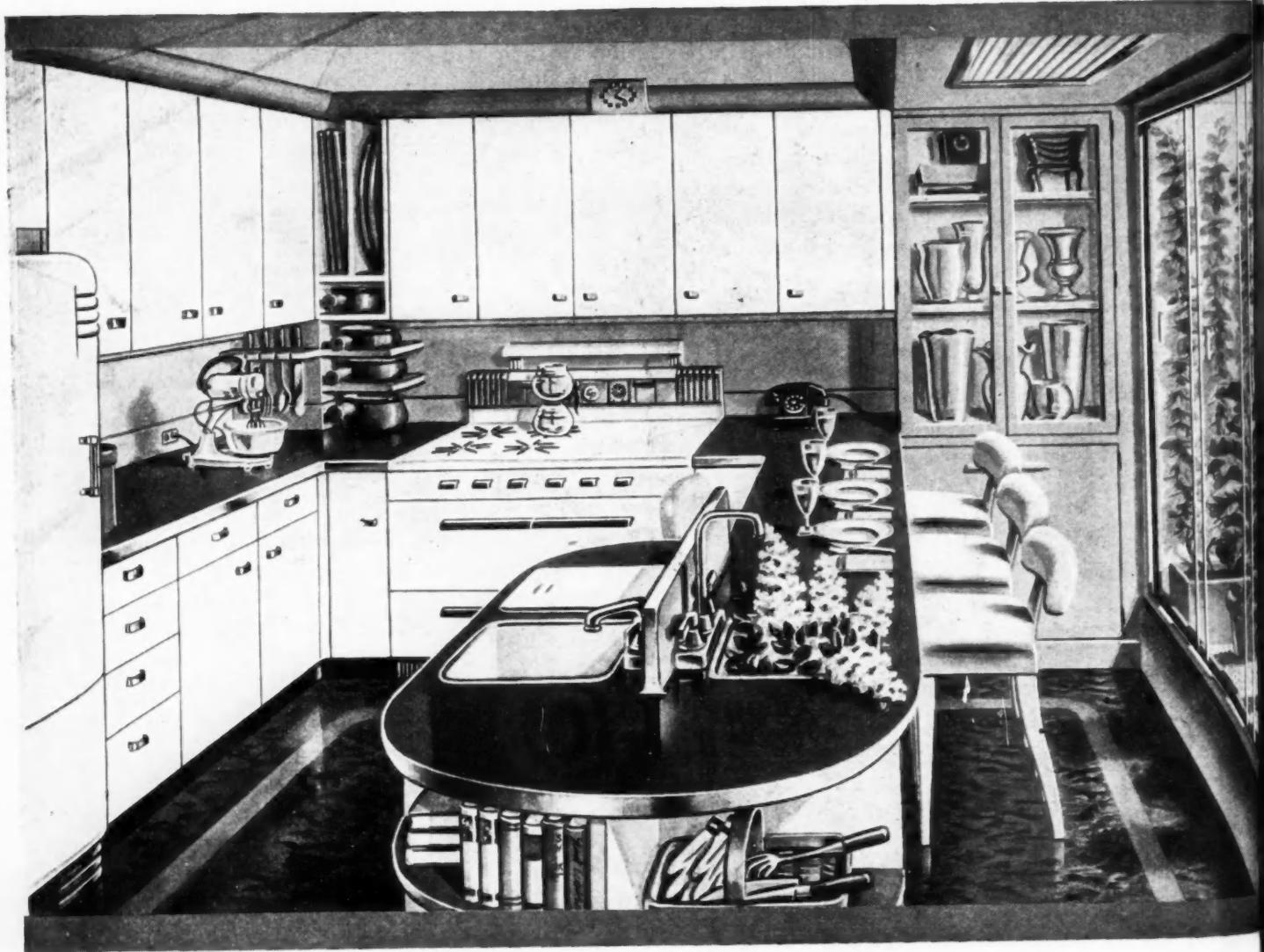
\*In a scientific survey recently completed, 75% of all people interviewed knew the name of a manufacturer of roofing materials.

46% said Johns-Manville. 5.8% said Company "B". 3.3% said Company "C". 2.1% said Company "D". The remaining 17.8% was divided among 42 other manufacturers.

Thus, Johns-Manville, manufacturer of a complete line of asbestos and asphalt shingles and roll roofings, was named approximately *eight times oftener* than any other manufacturer of roofing materials.



*Let's look at it through a woman's eyes...*



One in a series of "NEW FREEDOM

***GAS***

KITCHEN" designs

shown currently in a list  
of important women's magazines

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merica  
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trigera  
trigera



**It's her bailiwick!** It's the place where she spends most of her time, does her most absorbing work! So it's no wonder women are more interested in the kitchen than in any room in the house . . . are full of ideas on kitchen planning which you, as architects and builders, will be interested in noting! For example, here are some of their actual comments on this particular "New Freedom Gas Kitchen" design:

**Re: the layout:** "Shows how even a double-purpose kitchen can both compact and step-saving!" "Very practical arrangement of work areas." "Light and airy—plenty of cabinet space." "Handiest breakfast bar I've ever seen . . . grand for children!" "Love the big picture window!"

**Re: the equipment:** "I sure would enjoy cooking on that streamlined new Gas range—why, it even has automatic clock controls!" "I've always preferred cooking with Gas. It's faster, cheaper, and gives better results." "I want a Gas refrigerator, too. It's silent—and always dependable." "As far as I'm concerned, there's nothing like Gas service throughout the house!"

**Re: the decorative treatment:** "So bright and cheerful . . . red and green are my favorite kitchen colors!" "The flower sink is a wonderful idea!" "I see two things I've always wanted in my kitchen—a utensil rack and a telephone!" "Like the book and tray shelves." "This kitchen looks so modern and easy to keep clean!"

**THE THING STANDS OUT!** The vast majority of women want clean, economical, dependable Gas as their "new freedom" kitchen fuel! In 20 million homes throughout America women are cooking with Gas now . . . enjoying the speed, flexibility and dependability which only the Gas flame can offer. Gas is the preferred fuel for refrigeration and water heating, too . . . as well as for

automatic house heating and up-to-the-minute year round air conditioning. That's why it's wise to recommend Gas equipment for all 5 jobs in the homes you plan and build. Your local Gas Company will be glad to give you complete technical details on modern Gas practice, appliances and systems.

AMERICAN GAS ASSOCIATION



Each month a folder illustrating the new design will be available for your files. See your lumber dealer.

Each month a new home is added to the ever-growing Weyerhaeuser 4-Square Home Building Service. Each month Weyerhaeuser advertises the current house design in national home magazines.

Each month the interest of home planners is stimulated by emphasizing the new designs that are being added. These designs bring to the Service the latest development in planning, construction and materials.

Now builders can capitalize on this interest by featuring the advertised designs and using the complete Service. Your retail lumber dealer has the Service available for your use and reference.

This month's house selection is featured in full page consumer advertising, illustrated above, in American Home magazine reaching millions of readers.

*Each Month...*  
**A NEW HOME IS ADDED**  
*to the EVER-GROWING*  
**Weyerhaeuser 4-Square Home Building Service**

● Now contractors and operative builders can offer their clients the latest and best in modern small home design. Available at the yards of retail lumber dealers is the new Weyerhaeuser 4-Square Home Building Service containing scores of houses in various sizes and architectural treatments. This Service is ready for your study and use.

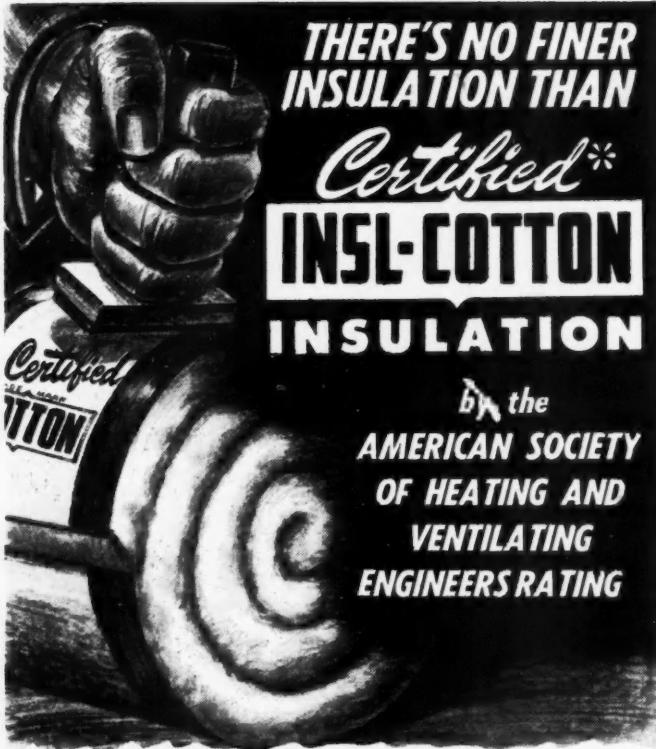


When the decision to build has been made, home planners can look to their contractors for truly modern homes, each designed by a skilled architect and engineered by Weyerhaeuser.

This new Service is big and complete, including home designs, working drawings, material lists and estimating guides. It will be kept up-to-date with the newest developments in the small home field.

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**WEYERHAEUSER**  
**4-SQUARE LUMBER and SERVICES**



**THERE'S NO FINER INSULATION THAN**

*Certified\**  
**INSL-COTTON**  
**INSULATION**

*by the*  
**AMERICAN SOCIETY OF HEATING AND VENTILATING ENGINEERS RATING**

Cotton insulation is given the finest rating of any available insulation by the American Society of Heating and Ventilating Engineers—recognized authority in this field. This means Insl-Cotton's "K" value of 0.24 is the lowest of any type of available insulation—therefore its effectiveness is maximum. Coupled with this high efficiency is Insl-Cotton's extreme light weight and its highly desirable advantages of being easy to handle and install. These important advantages, plus economy, long life and safety are winning public approval and acceptance for Insl-Cotton with striking results. Tie in with this fast selling product and let flame-proof, fire-retarding Insl-Cotton boost your insulation sales and profits.

**\* Certified**—No other insulation except flame-proof, fire-retarding cotton insulation made under Federal supervision can make this claim. The Government tests and certifies all Insl-Cotton insulation. **INSL-COTTON EXCEEDS TECHNICAL REQUIREMENTS** for approved insulation in FHA, FPHA and HH-1-528 specifications. Density pound per cu. ft. 0.875. Mean Temp. Fahr. 72°. Conductivity or (k) value 0.24.

**DEALERS - DISTRIBUTORS**—Some franchises open for competitively-priced Insl-Cotton insulation.

*Mail Coupon* FOR FULL INFORMATION ON INSL-COTTON

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Gentlemen:

Please send specifications and full information on INSL-COTTON.

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The Originators of Flame-Proof, Fire-Retarding Cotton Insulation

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

**250—POWER CONVEYING AND HANDLING EQUIPMENT**—is described and illustrated in a four-page colored folder published by Equipment Engineering Co., St. Charles, Ill. Powered by gasoline or electric motors the equipment is designed to move cartons, coal, sand, sawdust, cinders, brick, gravel, and other bulk materials. Three models of varied capacities are featured.

**251—HARDWARE FOR CASEMENT WINDOWS**—furnished in various metals and combinations of finishes is illustrated and described in a handsome eight-page colored folder by H. S. Getty & Co., Inc., 3234 North 10th St., Philadelphia 40, Pa. The folder covers the entire line of internal and external operators for both metal and wood casement sash. Clear-cut installation drawings, available finishes, and dimensions are detailed for easy reference.

**252—METAL MOULDING CATALOG**—covering the complete line of the Loxit Moulding Co., 1217 W. Washington Blvd., Chicago 7, Ill. Described by President L. F. Urbain as "containing the most composite line of mouldings in existence," the book runs to 36 pages of illustrations and descriptive matter.

**253—ASPHALT POWDER MIX**—that can be used to paint, patch, repair, caulk or waterproof, sold as "Mixtite," is thoroughly described as to characteristics and various uses in a 30-page booklet. The material is distributed by Rand-Williams Manufacturing Co., Inc., 377 Broadway, New York 13, N. Y.

**254—PLASTIC-FINISHED WALL PANELS**—and trim as offered by Marsh Wall Products, Inc., Dover, Ohio, are presented in a 12-page multi-colored folder. Numerous illustrations showing typical applications along with some general specifications are also included in the catalog.

**255—GUIDE TO FLUORESCENT LAMPS**—is a new 24-page booklet by Westinghouse Electric Corp. It explains the basic principles and operating characteristics of fluorescent lamps and auxiliaries. In the section on operating characteristics, mortality and replacement rate curves help to explain the factors affecting lamp life and maintenance. The booklet, A-4759, is distributed by the Westinghouse Lamp Division, Bloomfield, N. J.

**256—ELECTRIC TOOL EQUIPMENT**—including portable electric hammers, drills, screwdrivers, nut runners, grinders, sanders and semi-portable hack saws are listed by the Syntron Co. in their new 42-page catalog No. 464. The Syntron Co. is located at Homer City, Pa.

**SERVICE COUPON—CLIP and MAIL to CHICAGO**

Readers Service Department, (August, 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 \_\_\_\_\_

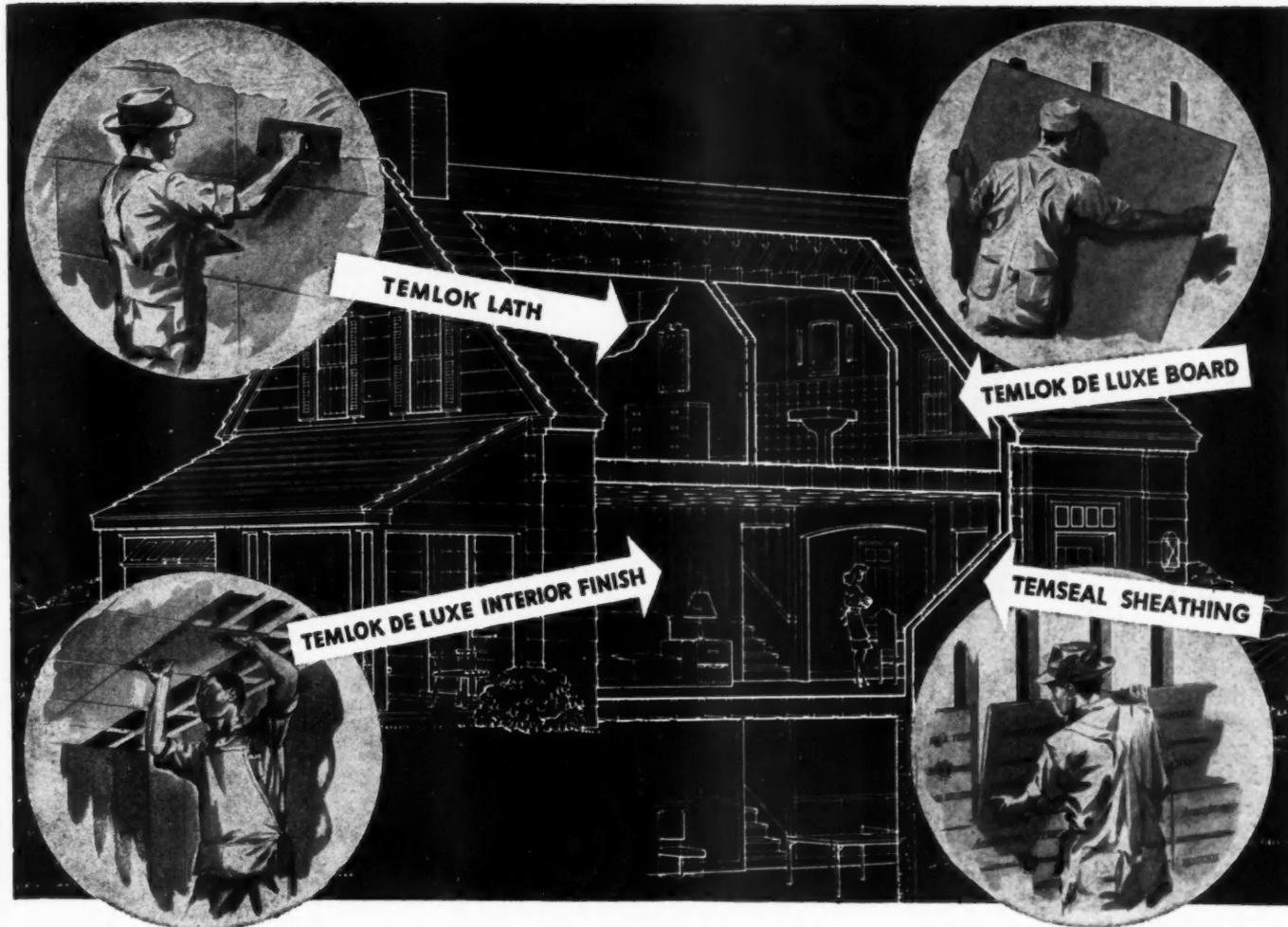
Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

OCCUPATION\* \_\_\_\_\_

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



## Temlok saves fuel... adds strength

**ALL FOUR FORMS** of Temlok\*—Temseal Sheathing, Temlok Lath, Temlok De Luxe Insulating Board, Temlok De Luxe Panels and Plank—do double duty. They provide efficient insulation and add structural strength.

Temlok's efficiency in preventing the passage of heat is due to its fibrous composition. Millions of fibers are compressed into a rigid board form that's easy to erect, won't settle or pack down.

In fuel savings alone, Temlok pays for itself in a few winters. In

summer it helps to keep the house cool and comfortable. It's a sound structural material, too—strong, light in weight, and highly resistant to moisture, dry rot, and vermin.

Right now, there's not enough Temlok to go around. But these advantages will make Temlok easy to sell even when building materials are again plentiful. Get the whole Temlok story now. Write today to Armstrong Cork Company, Building Materials Division, 1608 Ross Street, Lancaster, Pennsylvania.



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

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

### Other Easy-to-Sell Armstrong Materials



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



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

# ARMSTRONG'S BUILDING MATERIALS

TEMLOK • INSULATING WOOL • MONOWALL

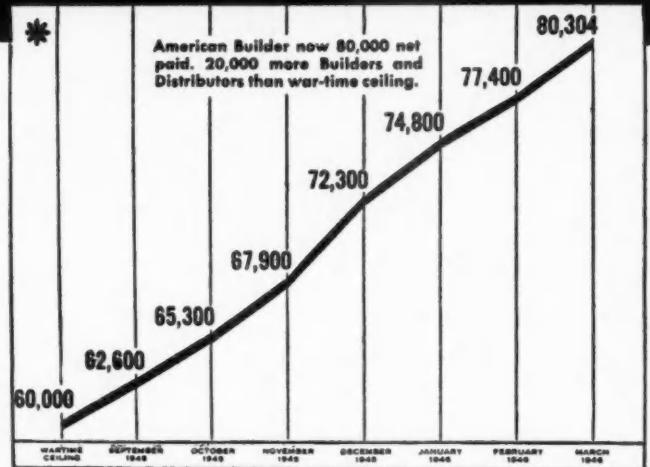
# Whether or not the Wyatt Program hits 2,700,000 homes in '46-'47.... most of them will be built or supplied by American Builder's 80,000\* subscribers

Labor statistics showed that 75,000 builders erected 100% of the one-family houses built in 1938.\*

Today American Builder has 80,000 subscribers with better than 60,000 on the building side.

So it would seem reasonable to assume that American Builder reaches most of the Builders who will build today—and most of the Distributors and Dealers who will supply those Builders and Contractors. (Dealers themselves have normally accounted for 18% of urban and farm home building.)

\* Although the last authoritative figures on urban building were supplied by the U. S. Bureau of Labor Statistics for 1938—the last normal year of building—they are still of significance to manufacturers who have something to say to the Builders, Distributors and Dealers who will account for the bulk of whatever building is done under the Wyatt program in 1946-47.



The vast majority of new subscribers entered since lifting the war-time ceiling have been worth-while Builders, Contractors and Distributors.

### Building Materials Distribution Data Available

For the convenience of those interested in studying the established systems of channeling various types of products through the Light Construction Industry's distribution network, American Builder has assembled a thorough-going but simplified set of descriptive flow diagrams. These, and a full range of additional marketing data, have been recently compiled in a 32-page booklet which manufacturers are finding helpful in planning distribution and sales.



See Standard Rate and Data, Class. 19, Business Paper Section, for further information on the building market and American Builder's service to the industry.

**ABP** **AMERICAN BUILDER** **ABC**  
 AND BUILDING AGE  
 A SIMMONS-BOARDMAN PUBLICATION

CHICAGO 3, ILLINOIS: 105 WEST ADAMS STREET  
 NEW YORK 7, NEW YORK: 30 CHURCH STREET

American Builder, Research Department AB-8  
 105 West Adams Street, Chicago 3, Illinois

Please send me, without obligation, my free copy of the American Builder Market Study "1946-1948 BUILDING Residential — Commercial — Farm."

NAME \_\_\_\_\_  
 COMPANY \_\_\_\_\_ POSITION \_\_\_\_\_  
 STREET \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



## There's plenty of brick for housing our veterans

The Brick and Tile Industry fully realizes the necessity of housing our veterans. Our current production is 55% higher than that needed to meet the full requirements for veterans' housing this year.

Yes, we're producing plenty of brick and tile for this program—NOW—and at a reasonable price.

We're converting our production to modular sizes, too. Brick and tile of coordinated dimensions help builders simplify estimating, develop a uniform building practice and lower the cost of site erection. And what's especially important today—this cuts down waste and speeds building time.

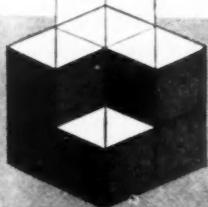
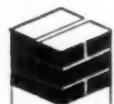
There's been no neglect of quality in our efforts to get production going full tilt. Quality brick and tile are

being produced the same as always—and reasonably. Brick for veterans' housing can be had for as little as \$230 per house.\*

Housing for our veterans demands immediate action. G.I.'s need homes now. You contractors and builders can serve this program by building with brick. Here's one building material that's available—inexpensive—and gives veterans the benefit of beauty and long-lasting quality, with no worry about fire safety, and practically no upkeep or maintenance cost.

Veterans deserve the best. In housing that's brick and tile.

Write for **FREE** booklet, "8 Small Homes of Brick and Tile". Address Structural Clay Products Institute, Dept. AB-8, 1756 K St., N. W., Washington 6, D. C.



\*Based on a house of 10 M bricks at OPA ceiling price of \$23 per M.

Now it will be built with modular-designed  
**BRICK AND TILE**

# This "new quality of living" gives



**TRIED . . . PROVED . . . SUCCESSFUL**

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

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

# homes higher investment value

## Servel All-Year Gas Air Conditioning keeps them modern longer

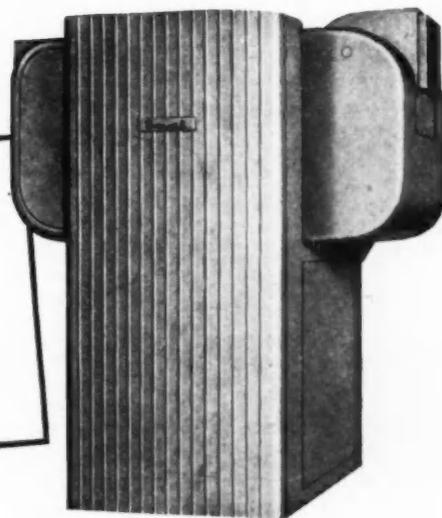
**Homemakers can select** just the climate they prefer indoors—the year round—when you specify Servel *All-Year* Gas Air Conditioning. And mortgage loan officers the country over agree that homes with this “new quality of living” will stay modern longer . . . maintain their resale value on a higher level over a longer period of time.

An easy fingertip adjustment of the simple Selectrol control is all that’s required to provide an ideal climate indoors, no matter what the weather outside. In winter, a touch of the Selectrol control provides draft-free clean, properly humidified heat. In summer, flip the Selectrol switch, and the Servel unit circulates cool, cleaned air, with all the sticky humidity removed. Through every season, the home with a Servel unit is more comfortable, cleaner, healthier, and safer than ever before.

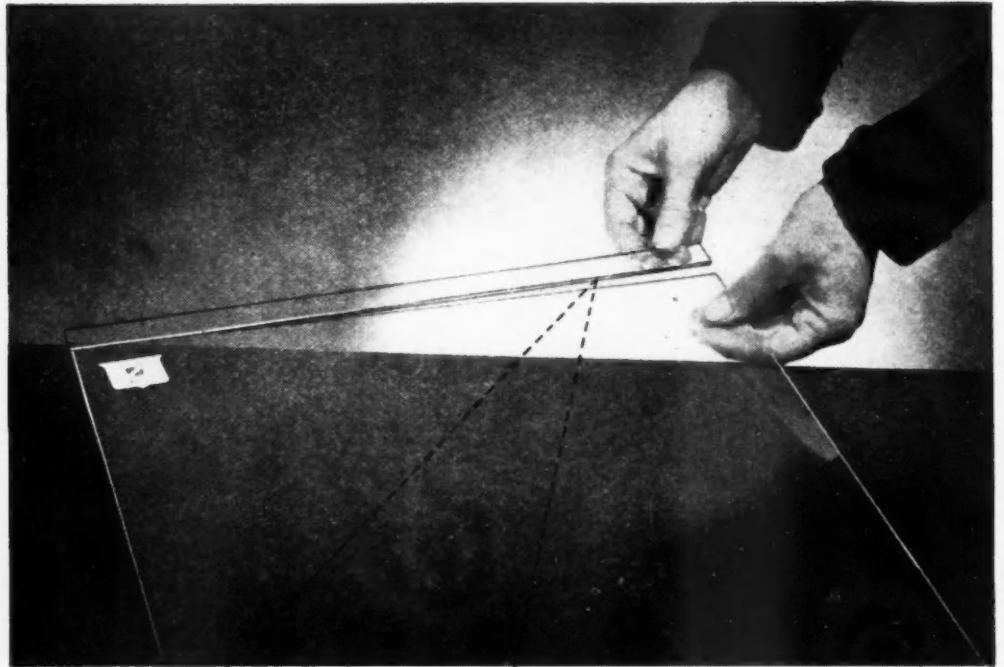
Your clients get 100% “use value” from their Servel unit, too. Many features considered essential to the modern home are used only intermittently . . . guest room, laundry, extra bathroom. But every member of the family enjoys Servel’s “new quality of living” *every day in the year.*

Get full details on the investment-protecting, prestige-building advantages of Servel *All-Year* Gas Air Conditioning from your local Gas Company. Or write direct to Servel, Inc., 1608 Morton Ave., Evansville 20, Indiana.

*This prize-winning design in the National Association of Home Builders’ Design Competition was sponsored by Hugh G. Selby, Lakewood, Architect, Edward G. Conrad, Cleveland. (Scale model created by Diorama Corp. of America.)*

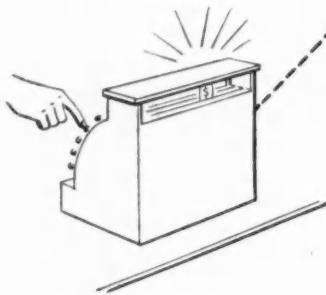


**Servel**  
*All-Year* GAS AIR CONDITIONER

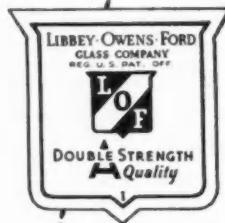


Even very narrow strips are easily cut with less breakage from L·O·F Quality Window Glass.

**EASIER CUTTING** means **LESS WASTE**



*... and More Profit for You!*



Experienced dealers know that Libbey-Owens-Ford Quality Window Glass is less brittle and, therefore, easier to cut because of its longer annealing. Even a narrow strip can be cleanly trimmed with less danger of breakage. This reduces cutting loss—consequently, there is more profit to the dealer... greater savings to the builder.

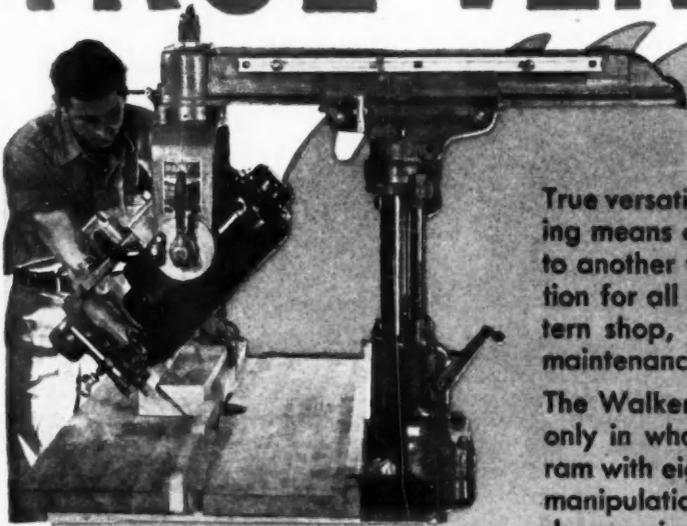
Be sure to ask your Glass Distributor for this bright, clear, unusually flat window glass bearing the L·O·F label. Libbey-Owens-Ford Glass Company, 5186 Nicholas Building, Toledo 3, Ohio.


LIBBEY · OWENS · FORD  
a Great Name in GLASS

L·O·F also makes plate glass, safety glass, Thermopane\* insulating glass, Vitrolite\* colorful structural glass, Tuf-flex\* tempered plate glass, Glastone\*, the lightweight glass-faced masonry block, and other flat glasses.

\*REG. U. S. PAT. OFF.

# TRUE VERSATILITY



ANGLE RIPPING

## WITH WALKER-TURNER RADIAL SAWS

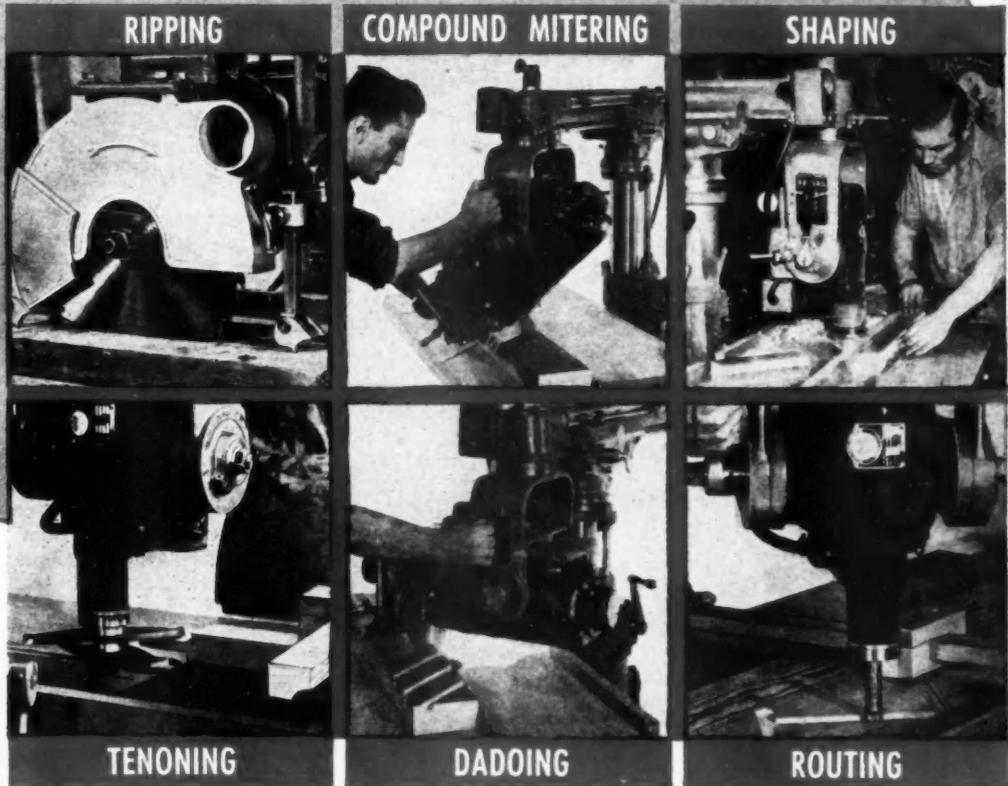
True versatility in wood working and handling means quick shifts from one operation to another with fast, simple and safe operation for all jobs in building construction, pattern shop, wood products manufacture and maintenance operations.

The Walker-Turner Radial Saw is truly versatile—not only in what it does, but how it does it. A sliding ram with eight over-size ball bearings provides quick manipulation and clear view at all times. Saw tilts 45 degrees in either direction. Patented geared motor means smaller blades, greater sawing capacity per horse-power!

It's a typical Walker-Turner high capacity, low investment production tool—one of a family that made outstanding records during the past ten years and is now replacing heavier equipment in thousands of plants.

### RADIAL SAW

Motor operates from vertical, horizontal or 45° positions—Cuts material up to 4 3/4" deep—Sliding ram travels 21 1/2"—Rips material 36" wide—\*Price: \$422.00 with 2 or 3 h.p. motor, less base



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

Walker-Turner Machine Tools are sold only by authorized Industrial Machinery Distributors.



# MACHINE TOOLS

DRILL PRESSES—HAND AND POWER FEED • RADIAL DRILLS • RADIAL SAWS  
METAL-CUTTING BAND SAWS • POLISHING LATHES • FLEXIBLE SHAFT MACHINES  
RADIAL CUT-OFF MACHINES FOR METAL • MOTORS • BELT & DISC SURFACERS



## Perfect Balance

It's Essential when Budgeting Construction Costs

Obviously, the costs of building a roof must be in line with other expenses. But it is to your client's advantage that you specify the best, assuring him of dependable, long-life protection and cutting down on expensive, periodic repairs. You can keep costs down and still get the best—

### An Abesto Cold Process Roof

- 1 Remains elastic; surface will not crack or check
- 2 Always bonded tightly and smoothly
- 3 Highly resistant to oxidation

Write for our free specification sheets complete with material lists, diagrams, and clear instructions.



## ABESTO MANUFACTURING CORPORATION

Dept. 87 Michigan City, Indiana

## Lumber and Building Material Manufacturers Pledge to Discourage Inflationary Prices

**D**URING the first week after President Truman's veto of the Price Control Act on June 29, major lumber and building material manufacturers hastened to assure their distributors and the public that little or no change in the level of current prices would result from expiration of OPA.

Among the first to make a definite statement to the public and the trade was F. K. Weyerhaeuser, president of the Weyerhaeuser Sales Co., St. Paul, Minn. On July 1 the following instructions were wired to all sales offices: "You will continue for the present to sell on the basis of our June 30 price lists, which were at or under OPA ceilings. You will also continue to distribute our products to regular customers, paying no attention to price offers over published lists."

After quoting these instructions, Mr. Weyerhaeuser stated that "the Weyerhaeuser Sales Company does not expect to make any advance in its price averages unless circumstances beyond the company's control, including increased costs, compel such action."

L. O. Taylor, general manager of the Shevlin Pine Sales Co., Minneapolis, expressed hope that all responsible manufacturers and distributors of lumber and building materials would "carefully avoid any actions which might tend to create unreasonably high prices or a demoralized market." Instructions to all divisions of the Shevlin sales organization by Mr. Taylor stated in part: "Until further notice prices on lumber produced by our mills will be sold at prices provided in RMPR 94 and amendments thereto which were in effect on June 30. You will continue to distribute such lumber as may be given you for sale to our regular customers, and you will give no consideration to price offers over our present asking prices which may be offered voluntarily from any source. It is our hope and belief that lumber manufacturers, wholesale, and retail distributors will use their best efforts to avoid any drastic changes in lumber prices or other building material prices which might tend to restrict the home building program so important at this time."

During the first week after price controls expired, the United States Plywood Corporation placed large paid advertisements in newspapers in five key cities throughout the nation which stated: "United States Plywood Corporation will continue to operate as if the OPA regulations were in full force and effect."

Monday, July 1, the Southern Pine Industry Committee issue a statement to all southern pine manufacturers urging restraint in price advances. "We consider it to be the responsibility of this committee to urge every manufacturer and every member of the industry to weigh carefully every move so that the conduct of the lumber business may not be singled out as one which took advantage of a situation where the demand so greatly exceeds the supply by letting prices get away out of control." The

statement discussed the current unbalanced situation in southern pine prices as a result of OPA policies and reported a desire on the part of manufacturers to "restore the relationships between items, sizes and grades that existed before the advent of price control" to increase the supply of housing construction items.

Commenting on the end of OPA price controls, Lewis H. Brown, president of Johns-Manville Corp., said: "It is action and not words that will count, and all leaders of industry should apply industrial statesmanship to prevent unfair prices." Continuing, he said: "It will be Johns-Manville's policy to maintain selling prices at the lowest possible levels, while at the same time providing a reasonable profit and the company stability so necessary to maintain employment and full production. The end of OPA will have no immediate effect on Johns-Manville selling prices."

### Large Wholesaler Takes Firm Stand on Prices

Following OPA's expiration, the Reserve Supply Company, St. Paul, Minn., issued a bulletin to all manufacturers on Monday, July 1, specifying all changes in price schedules must be transmitted to them before orders now on file are shipped.

Attaching a copy of his notice to manufacturers, J. R. Randall, president of Reserve Supply Company, then sent the following bulletin to all retail dealer customers: "We have today mailed the enclosed notice to our principal suppliers. The OPA is no more. There are no ceiling prices. We have many orders on file for shipment at manufacturer's convenience and at current prices. (The ceiling). This cancellation of OPA may advance recovery possibly one year if we keep our heads and refuse to pay exorbitant prices. We intend to do our part even though temporarily it may be embarrassing. Do you agree with us?"

### Retail Dealer Groups Working to Avoid Price Spiral

With very few exceptions, retail lumber and building material associations from the national through regional and state groups urge their members to exercise all possible restraint on prices of their merchandise following expiration of OPA.

Consensus in the industry was that retailers were definitely key individuals in the building material price situation, especially since major manufacturers had pledged to maintain the status quo on prices. Where manufacturers were forced to increase prices as a result of increased costs beyond their control, dealers were being urged to buy with caution regardless of reasons given for price increases. Because retailers are the link between the industry and consumers, importance of their current position following sudden removal of price controls should not be underestimated.

# They Want a Home They can be Proud of . . .



**DESIGN FOR  
COAL**

*"Fuel Satisfaction"*  
means . . .

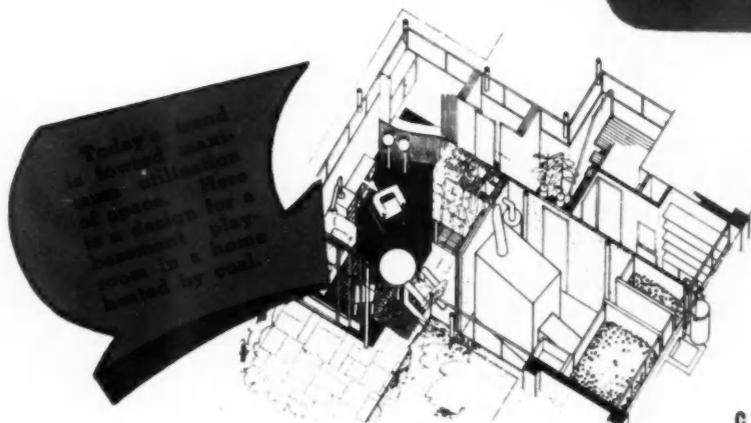
Lowest possible installation and maintenance cost in central heating plants, the best in automatic heating with an ash-removing, bin-fed, coal-burning stoker; a plentiful supply of clean fuel; economy and dependability in operation.

*"A comfortable, worry-free place where we can live and raise a family in peace and security—a home we'll be proud of when folks visit us—is our real investment to fit our pocketbook."*

Millions of new homes must meet the urgent need of returned veterans — and their two-fold problems. They want homes of beauty and comfort — but they must be economical too.

When you design for them — homes or housing projects — include **MODERN COAL BURNING PLANTS**. No other fuel can give them equal value, dependability and all-round satisfaction. Up-to-the-minute coal burners, and more automatic stokers are available in increasing numbers every day.

Your clients — the veteran and his bride — do not have a barrel of money. True, they have a small nest egg. But their home of tomorrow is their stake in the future — you can help them make it a sound investment. So give them comfort — with the economy of modern coal heating.



**Norfolk  
and Western  
RAILWAY**

CARRIER OF FUEL SATISFACTION



**In hand or on stand  
ONE electric drill does the job**

When you buy a Stanley Electric Drill you get two highly efficient building tools for the price of one . . . for the Stanley Drill operates with speed and accuracy in the stand as a bench drill or separately as a portable drill.

This extra utility, double-duty drill, gives you double your money's worth. Write for folder on complete line. Stanley Electric Tools, New Britain, Connecticut.

**STANLEY**

Trade Mark

*HARDWARE · HAND TOOLS · ELECTRIC TOOLS*

**Colman O'Shaughnessy Joins Industrial Design Organization**

**C**OLMAN O'SHAUGHNESSY has joined the Stanley F. Chamberlain industrial design organization, New York City, as executive associate. Mr. O'Shaughnessy was with The Stanley Works, Inc., New Britain, Conn., during the war as director of postwar planning and sales research.

Previous to that time he was associated in executive capacities with Walter Dorwin Teague, industrial designer;



COLMAN O'SHAUGHNESSY

Arthur Kudner, Inc., and McCam-Erickson, Inc., advertising agencies, and the Equitable Paper Bag Co., all of New York City. Mr. O'Shaughnessy has served as a member of the advisory committee on distribution and postwar planning of the National Association of Manufacturers.

\* \* \*

**Dallas Builder Buys Millwork Plant**

**T**HE American Home Realty Co. of Dallas, Texas, has purchased the Blessing and Giddens Mill and Lumber Co., one of Dallas' oldest and largest mills.

Angus Wynne, Jr., president of the realty firm, stated the facilities of the new acquisition would be devoted to speeding construction of American Home Realty Company's \$25,000,000 residential development—Wynnewood—in South Oak Cliff. Twenty-two hundred homes are scheduled in this project.

The Blessing and Giddens operation is a special detail mill, concentrating on stairways, frames, cabinet work and special doors and windows. It is equipped to turn out all types of commercial millwork.

\* \* \*

**Wyatt Names Rental Housing Expediter**

**I**N a move to stimulate the construction of rental housing, Wilson Wyatt, NHA administrator, and FHA Commissioner Raymond M. Foley, announced the appointment of William D. Flanders of New York City as deputy expeditor for rental housing and special assistant commissioner of FHA.

Mr. Flanders served previously with



## How to prolong the life of wood

You can extend the life of wood for many years and minimize future repairs and replacements, by specifying Santophen 20\* for the preservation of all types of wood construction.

Santophen 20 is Monsanto's pentachlorophenol, technical. When properly formulated and applied, it protects wood against rot and insect attack—preserves lumber, finished millwork, heavy timbers, plywood, cellulose wall board and cellulose fiber insulation.

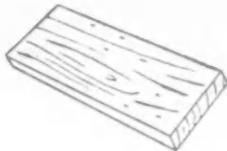
Many leading architects and builders specify a preservative treatment using Santophen 20 wherever wood is used in construction—homes, industrial building, and railroad, highway and public utility properties.

Further information on Santophen 20 will be furnished on request. Write MONSANTO CHEMICAL COMPANY, Organic Chemicals Division, 1700 South Second Street, St. Louis 4, Missouri.

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

## Santophen 20

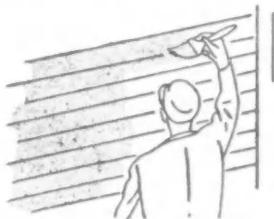
Here are a few outstanding advantages of Santophen 20, when suitably formulated and applied:



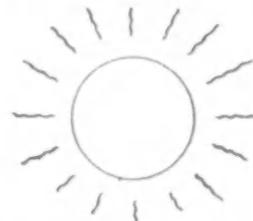
Doesn't discolor or stain wood. Treatment is clean.



No objectionable odor remains after treatment.



Treated surfaces can be satisfactorily finished.



Withstands exposure to rain and sun.

**MONSANTO**  
**CHEMICALS**

SERVING INDUSTRY... WHICH SERVES MANKIND



## Is Your Future This Big?

For the past six years this new awning has been selling at a fast pace throughout the Southwest. The Polar awning adds so much to the appearances of any home, or business location, that orders are received unsolicited from buyers who have no knowledge of the cooling effect of the awning, or its permanence.

The Polar Ventilating Awning is a series of double, overlapping redwood or red cedar strips, assembled into a permanent awning of any size or shape. This awning will retain its good looks for the life of the house to which it is attached. It can be finished in various colors and designs. Room temperatures are reduced—generally as much as 12 degrees—when the Polar awning is installed.

An enlarged organization is now assigning exclusive sales franchises throughout the United States. National advertising and sales promotion are scheduled. The Polar franchise system calls for a reasonable but modest plant investment, and opportunity for large earnings. Earnings have already been proved by franchise experience in each section of the United States except extreme North Central States.

Territories are still open in northeast and north central states. It is expected that all franchises will be assigned by February, 1947. Individuals or firms with good business experience, capable of intensive operation, are invited to write for complete franchise information to John Ericson, Gen. Mgr., Polar Division, National Ventilating Awning Co., 607 College Ave., Dallas, Texas.

FHA from its inception in 1934 until 1938 when he resigned as deputy administrator to return to private business. He is a veteran of World War II, having served as a Commander in the Navy.

The new rental housing expeditor is on leave of absence from his position as executive vice president of Fred R. French Companies of New York, builders and operators of the Knickerbocker Village and Tudor City rental projects in Westchester County, New York.

\* \* \*

### Celotex Announces Personnel Changes

**M**ARVIN GREENWOOD, general sales manager of the Celotex Corporation, has announced the following personnel changes in the firm's sales division:

E. C. Rautenberg, formerly manager of the company's branch office in Chicago, has been named assistant general



E. C. RAUTENBERG

sales manager with headquarters in the Chicago general office.

Mr. Rautenberg succeeded by E. E. Dierking, who comes to Chicago from Cleveland, where he was manager of the Celotex branch office there.

After being released from the Army, George J. Dinges has resumed his position as manager of the Celotex Atlanta branch.

Allen Cassin, who succeeded Mr. Dinges at Atlanta during the time he was in service, becomes manager of the Cleveland branch.

\* \* \*

### 25th Anniversary of Liquefied Petroleum Gas

**P**RESENT methods of distributing and selling liquefied petroleum gas were first adopted in 1921. In the 25 years since that time increasingly better distribution, lower prices, improved equipment and appliances plus increased advertising and sales promotion have all helped to attain good customer acceptance of the product, so that today there are more than 2,000,000 users.

Pyrofax, manufactured by Carbide and Carbon Chemicals Corp., was a pioneer in the field of bottled gas. Today this product is rivaled by many other bottled or tank gases, all of which make up the fast-growing liquefied petroleum gas industry.

Industry officials say that liquefied



## Sell Stainless Steel Sinkbowls

Legion sinkbowls, made of solid stainless steel or single clad, offer many advantages.

They are seamless drawn . . . No burrs, rough edges, ridges or grooves to cause corrosion or lodging of dirt . . . No leaks, more rigidity and longer life . . . Oblong, square, round or oval shapes . . . Drain holes inserted anywhere in the bottoms . . . Light in weight.

Write for catalog sheet. We will quote prices and delivery dates.



### LEGION UTENSILS CO.

40th AVENUE & 21st STREET  
Long Island City 1, N. Y.

Banish . . . . .

## BLUEPRINT BLUES!



**MAKE PRINTS . . BLUE PRINTS**  
**.. PHOTOSTATS in 1/5 the time**  
—saves up to 80%

WHY delay important work waiting for blueprints, black-and-white prints and photostats—when you can make them in your own office or plant, in less time, at less cost? Use the TORNADO Duplicator, the modern device that *duplicates anything!*

Reproduces quickly, accurately, economically—drawings, tracings, documents, letters, etc. Reprints up to 24" x 34" on a 24x36 sheet, or makes several smaller prints in one operation. Anyone can operate. Takes little space. The modern, low-cost way to make prints of anything!

Request complete details and free demonstration.

**BREUER ELECTRIC MFG. CO.**  
5126 N. Ravenswood Ave., CHICAGO 40, ILL.

## GOOD WORD FROM EVERYWHERE SAYS



# *Kelvinator* means greater user satisfaction!

Yes, from user after user comes word that confirms Kelvinator's record of trouble-free performance.

Powered by the famed Polarsphere unit . . . sealed in steel with life-long lubrication . . . Kelvinator refrigerators set new high standards of dependability that mean greater user satisfaction, longer life, lower maintenance cost, fewer replacements!

For homes and apartments, you, too, will find it profitable to install Kelvinators. Thirty years of Kelvinator experience in producing fine refrigeration equipment assure you of design and construction that make for *lastingly* dependable refrigerators!

*For complete details, see your local Kelvinator dealer. His name and phone number are in the classified section of your local phone book. Or write to Kelvinator, Detroit 32, Michigan.*

### PROPERTY MANAGERS SPEAK UP ... in letters now in Kelvinator's files:

**MAINE**—"During the three years of operation of the 150 Kelvinator refrigerators with the exception of a few minor repairs, we have experienced no difficulty whatever. We congratulate you for the production of equipment of such high standard."

**NORTH CAROLINA**—"Regarding our Kelvinators will say we are more than pleased with them in every way as to efficiency and more especially maintenance. These 100 Kelvinators are now in operation for over three and one-half years, and consider it very unusual to report no service on them of any kind."

# Kelvinator



DIVISION OF WASH-KELVINATOR CORPORATION, DETROIT



REFRIGERATORS • ELECTRIC RANGES • HOME FREEZERS • WATER HEATERS

## LEARN to ESTIMATE

Today, more than ever before, you must know how to analyze building costs. If you want to become a successful builder, learn how to prepare a correct estimate in a hurry. Get in on the profitable work now available wherever you turn. Your success is assured if your estimates are right; otherwise you are licked before you start.

The Tamblin System of Estimating will make a real estimator out of you in a few weeks of your spare time. We are so sure that you will want to learn it, that we will send you our complete home study course for ten days examination absolutely free. If you don't think it is the finest thing you ever saw, just return it and it won't cost you a cent. If you like it and want it, send us five dollars a month until you have paid the total price of only thirty dollars.

This estimating system is based on forty years of actual construction experience. It has been sold all over the world for more than twenty years. Thousands of estimators and contractors swear by it. Our offer isn't hot air and big talk. We don't give you a diploma or a lapel button, but we do teach you down to earth estimating which will bring you profitable business.

Just send us your name and address today, and we will mail you the complete course at once for your approval.

### TAMBLYN SYSTEM

210 Johnson Bldg., AD, Denver 2, Colo.

petroleum gas has reached less than 20 per cent of its potential—that more than 12,000,000 families remain in the nation without the use of gas for cooking and other household tasks. From 1931 to 1941 families using bottled gas increased over 700 per cent while fuel deliveries increased more than 1000 per cent.

\* \* \*

### Medal for Merit to Lewis H. Brown

THE nation's highest civilian decoration, the Medal for Merit, has been awarded to Lewis H. Brown, president of Johns-Manville Corp., for "outstanding services on problems of management, production and supply."

The citation, signed by President Truman, reads: "Lewis H. Brown, for distinguished and exceptionally meritorious



SECRETARY OF WAR Robert P. Patterson (left) presenting the Medal for Merit to Lewis H. Brown (right). Treasury Secretary John Snyder (center) looks on.

conduct in the performance of outstanding services to our country at war, since June, 1942, in a position of great importance as a voluntary and unremunerated advisor to the Chief of Ordnance, Army Service Forces, on problems of management, production and supply."

\* \* \*

### Major Changes in Key Personnel of Masonite

MAJOR changes in the executive sales personnel structure of Masonite Corporation which include the appointment of three national sales managers, a new advertising manager, three sales division heads, as well as the shifting of one branch office location and elimination of another, have been announced by Eugene Holland, president of the company.

Robert T. Miller, for 20 years chief sales engineer of the organization, has been appointed manager of the industrial division. George Syverson will take over the duties of chief sales engineer.

The resignation of E. Howard Claypoole as advertising manager and director of public relations to become resident manager of an advertising agency's Chicago office has led to the appointment of Donald E. Allen to the top Masonite advertising post. Allen was formerly assistant advertising manager.

Elmer J. Graebner, who has been associated with the Cellufoam Products

Division since 1939, has been promoted to the position of sales manager for this Masonite subsidiary. The post was formerly held by John Bluhm, now general manager of the Cellufoam plant.

Thorn C. Hulbert has been advanced to the post of eastern division sales manager to succeed Robert G. Wallace, who has entered the tile-board manufacturing business.

Thomas G. Gaskin, who has managed the Masonite concrete form division for 14 years, has been named central division sales manager.

On the Pacific Coast Charles H. Smith has succeeded W. Page Frambes, now retired, as division sales manager. The Mid-Atlantic division sales office has been moved from Philadelphia to Washington, D. C., with Louis McBarron continuing as manager.

The remaining Masonite sales divisions—the southeastern, headed by M. T. Baylin, the southwestern, directed by Cecil M. Brooks, and the Chicago division, managed by Earl W. Hadland—remain intact.

\* \* \*

### Property Owners Foundation Sponsors Fair Rent Committees

IN response to a nation-wide appeal by the National Home and Property Owners Foundation at the time OPA expired, a program to establish fair rent committees in every community was started by the national office in Washington.

Mayors of dozens of cities immediately wired that such committees would be set up to cushion the shock of transition from rent control to a free market. President Arthur W. Binns of Philadelphia reported he was literally swamped with telegrams approving the plan.

\* \* \*

### Coons New Keystone Advertising Manager

HAROLD L. COONS has been appointed advertising manager of Keystone Steel and Wire Co., Peoria, Ill., to succeed O. A. Brock, who has retired. Mr. Coons has been with the firm as assistant advertising manager since 1939.



HAROLD L. COONS

except for two and a half years which he served in the United States Navy.

Mr. Brock, who has held the position for 35 years, will devote his entire time to his hobbies, mainly hunting, fishing and farming.

**70%  
RAPID-FIRE  
GLAZING**

**Red Devil  
AUTOMATIC DIAMOND  
POINT DRIVER**

Speed up your glazing of sash and frames and mirrors. Use only one hand. Automatically drives DIAMOND POINTS at machine-gun speed into hardest wood. 100% efficient from any angle. Points can't drop out. Holds a clip of 100 Diamond Points.

Diamond Points are made in 3/8" and 1/2" lengths. 100 to the stick. Will not corrode. Will not bend.

**RED DEVIL TOOLS.**  
Irvington 11, N. J., U. S. A.

GLASS CUTTERS • GLAZIERS POINTS • GLASS PLIERS  
PUTTY KNIVES • WOOD SCRAPERS • PAINT CONDITIONERS  
FLOOR GRINDING MACHINES • ELECTRIC FENCES

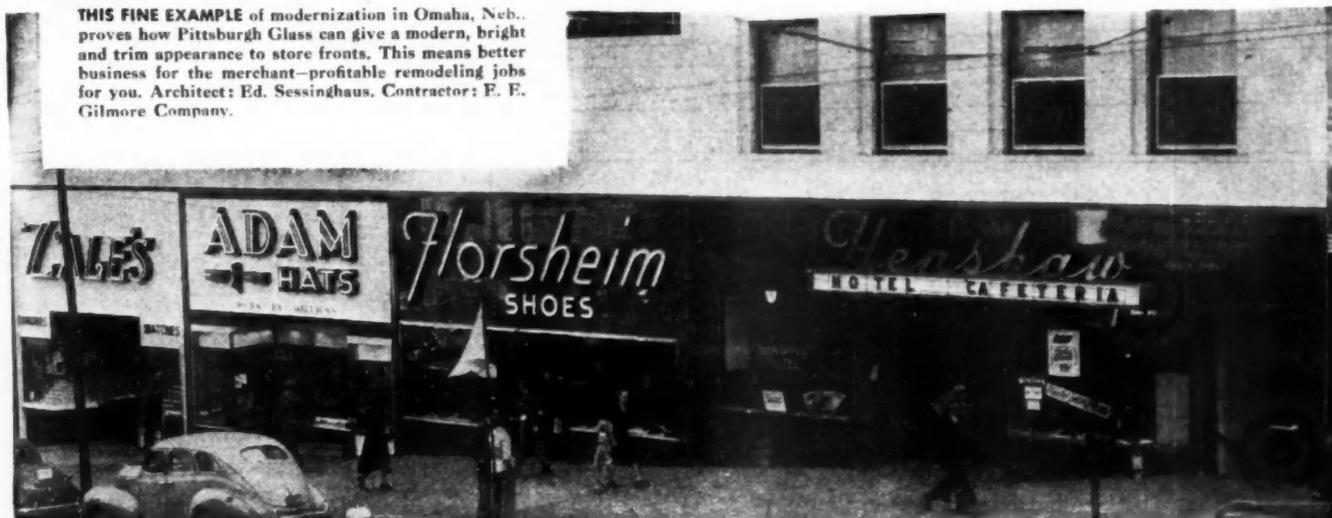
# Cash in on the Profitable Trend toward

## All-Out Store Modernization



BEFORE

THIS FINE EXAMPLE of modernization in Omaha, Neb., proves how Pittsburgh Glass can give a modern, bright and trim appearance to store fronts. This means better business for the merchant—profitable remodeling jobs for you. Architect: Ed. Sessinghaus. Contractor: F. E. Gilmore Company.



AFTER

### Get your share of the 950,000 prospective jobs available for remodeling

THERE'S a large and lucrative market waiting for you to cultivate. Retailers—and there are many in your own territory—are anxious to build new sales-appeal and profit-pull into their store fronts and interiors. This desire is given further impetus by our consistent program of advertising in twenty-one leading retail magazines. We point out to merchants how they can attract more customers, sell more merchandise and make more profit by modernizing their stores—inside and out—with

Pittsburgh Glass and Pittco Store Front Metal.

You'll find it worthwhile to make a thorough check among your local merchants and architects for these profitable jobs. Their familiarity with Pittsburgh Glass and Pittco Store Front Metal will make your selling job easy. They know these products lead the field—and have achieved an enviable record. Thousands of successful jobs throughout the country prove the effectiveness and value of "Pittsburgh" Products. More-

over, you can offer your prospects convenient terms of payment, if they wish them, arranged through the Pittsburgh Time Payment Plan.

Go after this profitable source of additional work now. Meanwhile, fill in and mail this convenient coupon for your free copy of our new booklet containing data and photographs of a wide variety of Pittsburgh Glass and Pittco Store Front Metal jobs.

## "PITTSBURGH"

### STORE FRONTS and INTERIORS



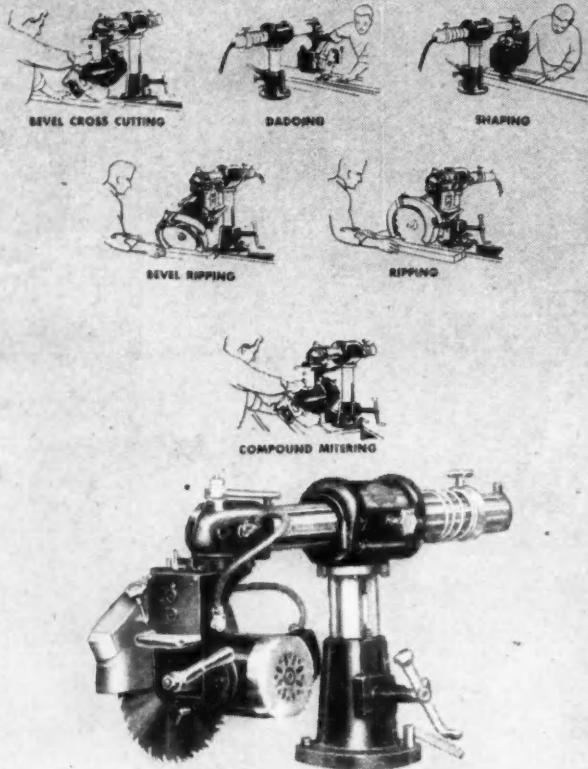
"PITTSBURGH" stands for Quality Glass and Paint

PITTSBURGH PLATE GLASS COMPANY

Pittsburgh Plate Glass Company  
2314-6 Grant Building, Pittsburgh 19, Pa.

Without obligation, please send me your illustrated booklet on store modernization, "How Eye-Appeal — Inside and Out Increases Retail Sales."

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



## Comets Make All Cutting Operations More Profitable

One of the most important facts ever stated about Comet Saws is that they "give more cuts per dollar." Sum up the exceptional cutting speed, the extreme, sustained cutting accuracy, the amazing ruggedness in construction which permits steady around-the-clock operation. Add all these Comet superiorities and you see why Comet Saws give their owners more profit in cutting operations—"more cuts per dollar." Order from your dealer, or write direct.

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.  
2029-33 Santa Fe Avenue, Los Angeles 21, California



### FHA Shows Good Balance of Income Over Operating Expenses

THE Federal Housing Administration has accumulated a favorable balance of income over operating expenses amounting to more than \$70,000,000, and current income is almost three times operating expenses, the agency announced recently.

From the establishment of FHA in 1934 through 1945, gross income totaled \$198,224,123, while operating expenses totaled \$128,130,017. Income has been greater than operating expenses since 1938. Combined net resources of all FHA funds as of December 31, 1945 amounted to \$130,903,172.

\* \* \*

### DeVoe New Regional Manager for Youngstown Kitchens

CHARLES W. DeVOE has been appointed a regional manager for the Youngstown Kitchen Division of Mullins Manufacturing Corp., Warren, Ohio. He will take over the territory formerly managed by Dan Sembach, who has been moved to the Chicago area.

Mr. DeVoe will have charge of distribution in Iowa, Kan-



CHARLES W. DeVOE



DAN SEMBACH

sas, Oklahoma, Nebraska and parts of Arkansas, Wyoming and Missouri. Mr. Sembach's territory covers Illinois, Missouri and Wisconsin.

\* \* \*

### Heating and Ventilating Exposition Reports Capacity Bookings

THE Seventh International Heating and Ventilating Exposition to be conducted in Cleveland Jan. 27 to 31 is booked to more than 90 per cent of capacity on exhibitors' enrollment. The Air Conditioning Exposition, as it is popularly known, will occupy the entire floor of Lakeside Hall, comprising approximately 200,000 square feet of space to be devoted to the first display of its kind since 1940, and the largest ever held.

The Exposition dates correspond with those of the 53rd annual meeting of the American Society of Heating and Ventilating Engineers, sponsors of the Exposition.

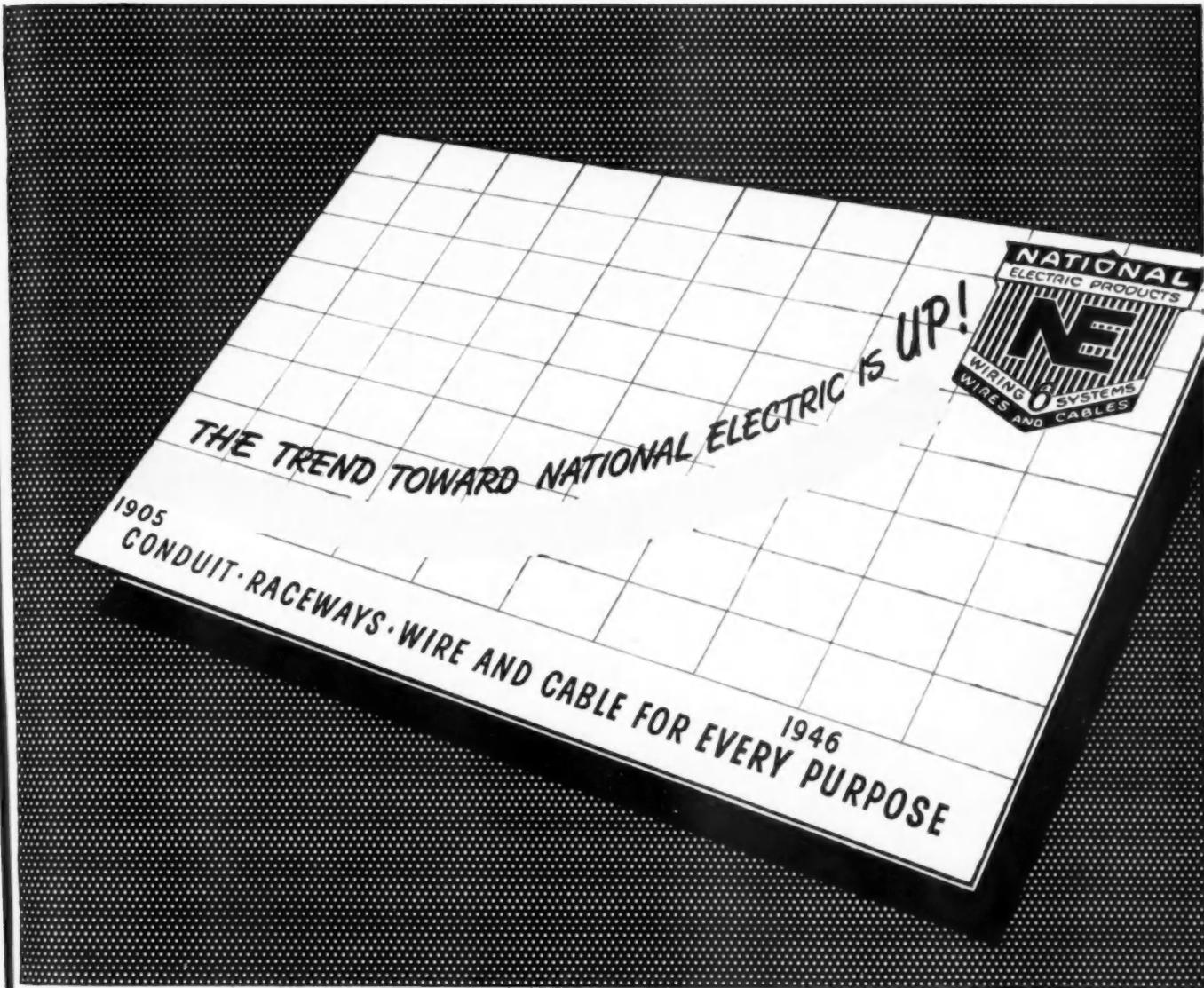
\* \* \*

### Plywood Manufacturers Study Problems in Stimulating Production

THE 33 factories embraced in Douglas Fir Plywood Association membership were urged to increase operations to a three-shift, six-day-week basis by President Thomas B. Malarkey at their recent annual meeting at Tacoma, Wash.

As industry leaders and government officials discussed plans for increased plywood output, cause for the current panel shortage was brought out in bold relief. Because of the log shortage, Douglas fir plywood production now is at the rate of only about 1,200,000,000 square feet a year—about the same as last year but far below that of the 1942 peak. Currently one-half of the output is channeled by CPA into houses for veterans. The remainder can be sold without priority but

(Continued to page 146)



**MORE** architects and engineers are specifying **MORE** products bearing the famous **NE** trademark

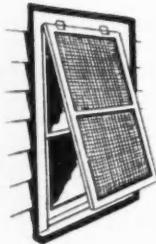
Why? Simply because the roughing-in materials produced by "National Electric" have proved to be the best values in the industry.

Sold EXCLUSIVELY through electrical wholesalers. Listed and approved by Underwriters' Laboratories, Inc.

**National Electric**  
 PRODUCTS CORPORATION  
 Box 897 - Pittsburgh 30, Pa.

# 6 steps of protection in the public interest ...and yours

Wood, used as a building material, has always been noted for its natural lasting qualities. Today, the NDMA takes six steps of protection—in the public interest and yours—to assure even greater value in woodwork such as doors, frames, screens and windows:



#### step one:

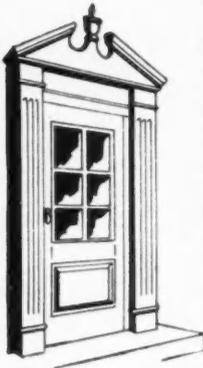
Through years of research, NDMA has developed a reliable test for measuring the effectiveness of toxic preservatives for woodwork.

#### step two:

This test has made possible the establishment of minimum standards for wood treating—standards easily and quickly applied.

#### step three:

The NDMA Seal of Approval—available by license to all manufacturers and distributors who conform to NDMA toxic preservative standards—is stamped on wood products. Look for this Seal—it is positive evidence of sound practice.



#### step four:

Periodical mill inspection of wood treating equipment and practices by NDMA technicians provides practical application of NDMA standards.

#### step five:

Check tests of preservative solutions, made in NDMA laboratories, assure absolute and continuing conformity to minimum toxic treatment standards.

#### step six:

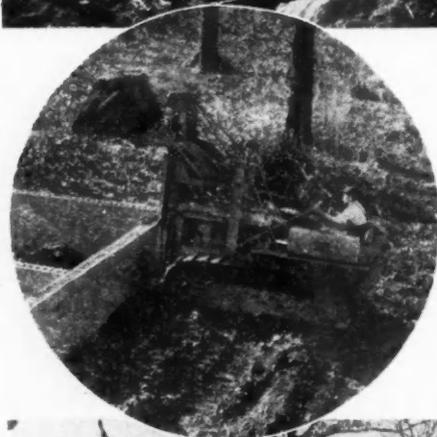
A continuing educational program is carried on by NDMA to acquaint architects, builders and the public with the results of scientific research in toxic preservative treatments.

## NATIONAL DOOR MANUFACTURERS' ASSOCIATION

McCORMICK BUILDING • CHICAGO, ILLINOIS



## Power Equipment Speeds Excavations



Tractor is capable of digging, lifting, leveling and disposing of earth at rate of 35 cubic yards per hour.



THIS small model track-type tractor can excavate two basements a day.

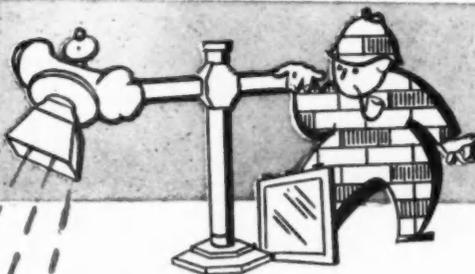
THE current plea for homes, and more homes, to cope with the marked housing inadequacies has enlisted the service of every bit of construction equipment which can be spared from projects a bit less pressing.

Today the need is for more equipment and better equipment that the job might be done more quickly and more easily, hence more economically. Modern equipment is needed to meet the accelerated construction tempo. Tasks formerly accomplished in a matter of days must be done in a matter of hours—for the need for millions of housing units is pressing.

Notable throughout the nation in speedy house building enterprises, a well known figure in the development of countless housing project and subdivision expansions is the "Caterpillar" Diesel D4 tractor with Trackson Tractor attachment.

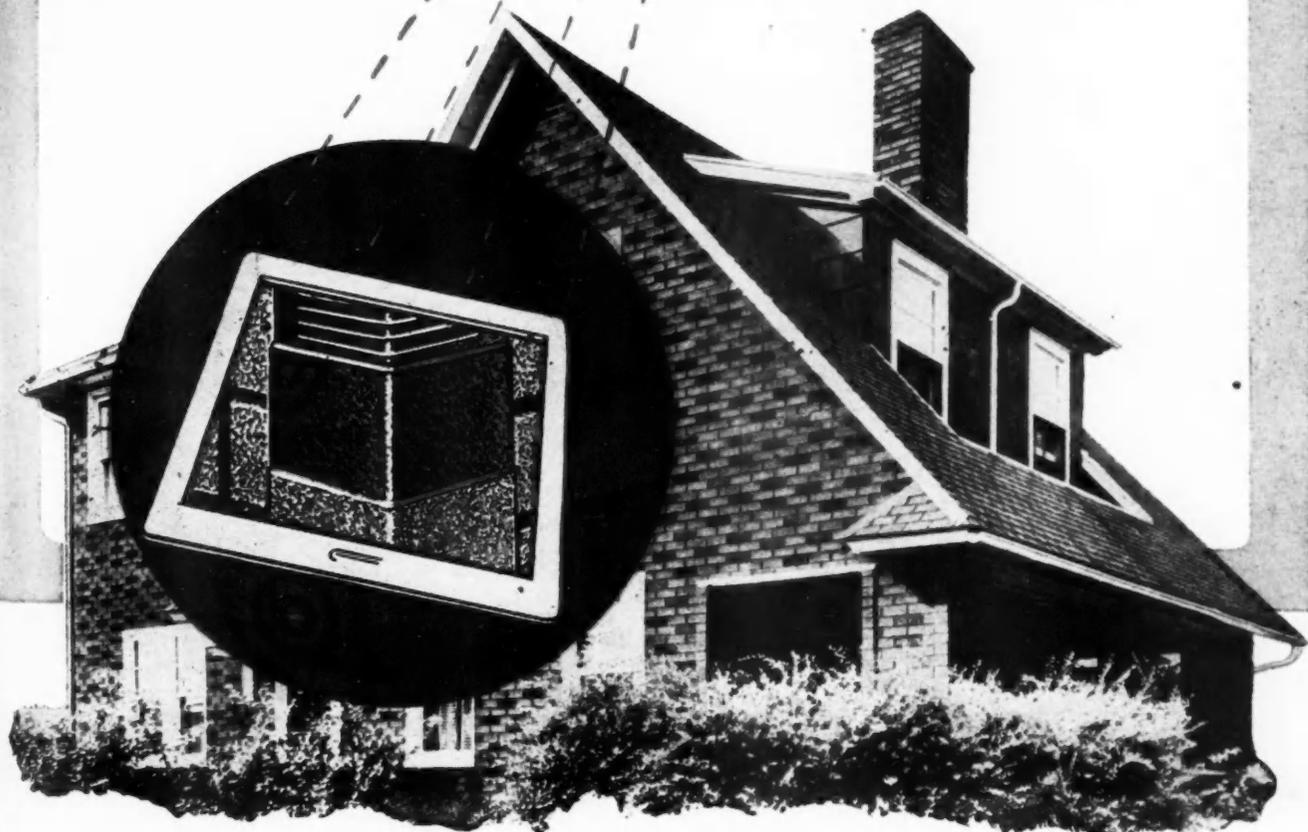
Typical of the operations of this modern excavator is the accomplishment of the construction equipment of H. E. Kellar, Des Moines, Ia. Shown above in operation, Mr. Kellar's equipment dug a basement for a new home in Des Moines 26 x 30 x 5 feet in four hours and then polished off with a turn at making the fill along the foundation and leveling the terrain.

"Sherlock Homes"



**X-RAYS**

the "Built-in" features that sell **INSELBRIC**



**No. 2 Copper Reinforced Corners**  
Inselbric Corners are made of the same strong insulated panels that go into Inselbric Siding . . . plus Copper Wire! This extra reinforcement is found only in **INSELBRIC!** It's a built-in value for extra structural strength and lasting wear—for extra protection where

it's needed most—at the corners. And for visual beauty, Inselbric Corners are matched perfectly to give the feeling of real brick. Another reason why Inselbric proudly stamps the name on the back of every corner. And another reason why *Inselbric* makes selling easier and profits greater!

*The Nation's Fastest Selling Insulated Brick-Design Siding*

**MASTIC ASPHALT CORP.**  
Makers of Inselbric and Inselstone  
SOUTH BEND, IND. • ELIZABETH, N. J.

**JONES & BROWN, INC.**  
National Distributors of Inselbric and Inselstone  
PITTSBURGH, PA.





Wright Rubber Tile installation, circuit court room, Winnebago County Court House, Oshkosh, Wis.

# WRIGHTFLOR

*For Every Room  
A Special Floor Design*

The design of a building should dictate the floor pattern. Wrightflor makes this possible, for its pattern possibilities are innumerable . . . its mottled-color combinations unlimited. And with its adaptability goes the assurance that Wrightflor can't be beat for long life under the heaviest traffic. Years and years of wear leave Wrightflor's beauty unharmed. The colors can't wear off . . . they go clear through the tile. Wrightflor's smooth, high-density surface resists stains. It won't crack, or dent. The resiliency of Wrightflor makes it easy on the feet . . . sound and shock absorbent. Write for color samples of Wrightflor with prices and specifications.

### WRIGHT-ON-TOP Compression Base\*

Here is an up-to-date wall base that harmonizes with walls and floors of every type. Wright-On-Top is flexible . . . resists scratches, scuffs, and dents . . . never needs refinishing. Compressed to the floor, it keeps out dirt, water and insects. Recommend and specify Wright-On-Top with its many outstanding features. Write for details.



\*U.S. Patent No. 2300084 Canadian Pat. No. 417,081

**TAYLOR MANUFACTURING COMPANY**  
Wright Rubber Products Division

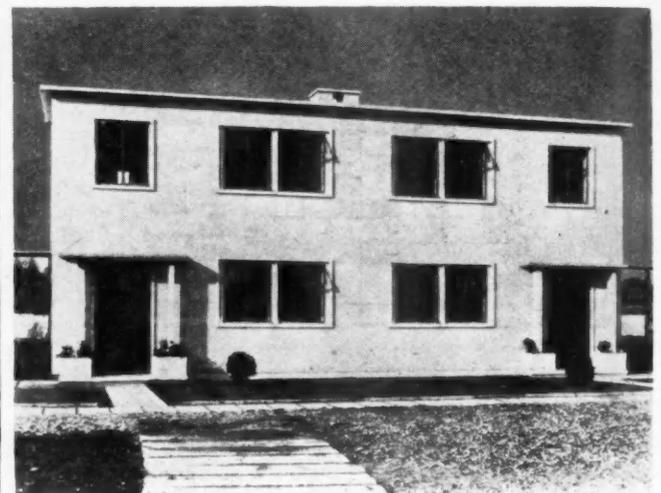
3050 W. Meinecke Ave., Milwaukee 10, Wis.



## What Great Britain Is Doing



ONE of Britain's new steel and concrete houses, designed by the British Iron and Steel Federation, is shown above.



ABOVE: "The Orlit House" uses precast concrete beams to form a reinforced concrete monolithic frame.

TWO distinct motives have prompted the present interest taken by Britain in the development of permanent prefabricated houses. The first motive is to determine whether "non-traditional" systems of house construction—akin to engineering methods—could show any decisive advantage over the traditional brick-and-mortar-built house which is still almost universal in Britain. The second is the more urgent motive of meeting the present need for new houses. The demand which has to be met, according to British estimates, is for 4,000,000 new houses by 1956 or 1957.

To prevent the dissipation of labor and materials on unessential building, a system of licensing and control has been created. A National Building program has been drawn up, related to the labor and materials which are expected to be available. It is thus estimated that Britain will be able to build about 2½ million traditional brick houses in the next ten or twelve years. The balance of 1½ million houses, required to complete the 10-12 year program of 4 million houses, are to be of prefabricated or "non-traditional" type.

There are nine or ten basic systems of "non-traditional" house construction which have been approved by the British government for the construction of state-subsidized houses. Two of these are used in the units shown above. The labor for the erection of the prefabricated houses is being recruited partly from sections of the construction industry concerned with building other than housing and partly from men who have not principally been employed in the building industry at all. Some of the essential craftsmen have, of course, to be drawn from the ordinary building trade.

Seven really too—do bo Here's hours to be 20 mi as a co COST JAMB lution for ho and in Ask y or writ sentati

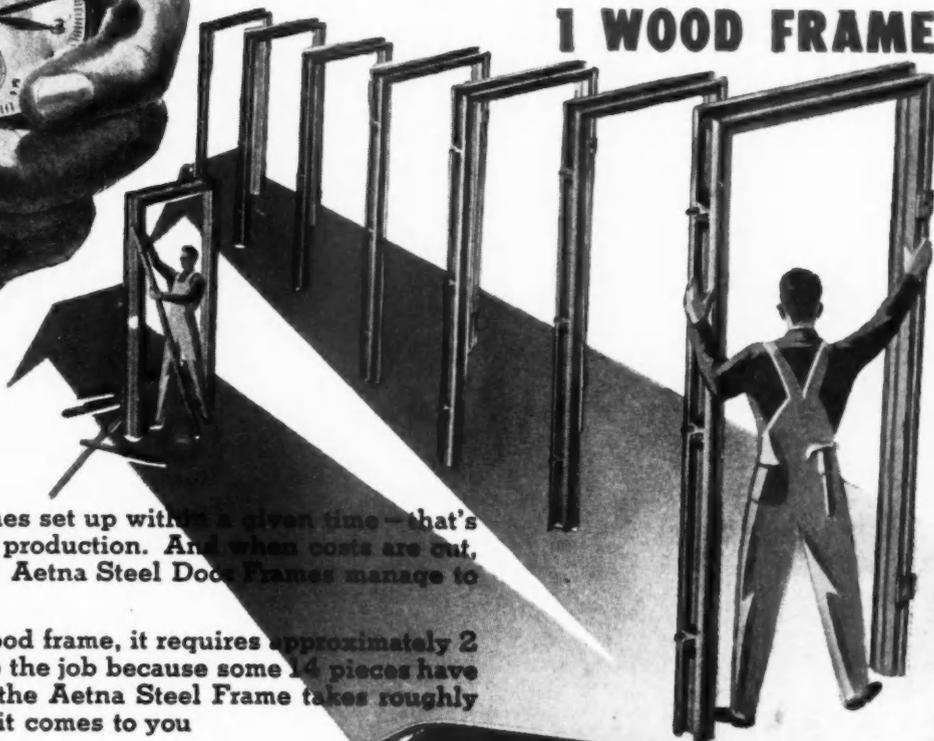
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  - ✓ Easy a
  - ✓ Supply

For close Hollow S needs. N Frames



# TIME IT YOURSELF!

**Almost 7 STEEL FRAMES**  
in the time required to set up  
**1 WOOD FRAME**



Seven times as many door frames set up within a given time—that's really going places in speeded production. And when costs are cut, too—that's doubly great news! Aetna Steel Door Frames manage to do both.

Here's how: In the old-style wood frame, it requires approximately 2 hours and 15 minutes to set up the job because some 14 pieces have to be assembled. By contrast, the Aetna Steel Frame takes roughly 20 minutes to erect—because it comes to you as a complete integral unit.

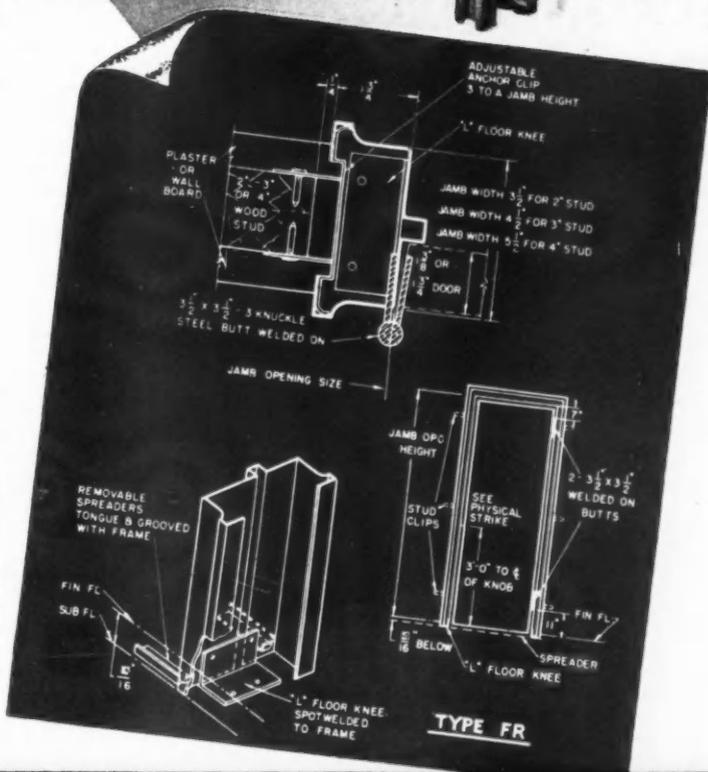
**COSTING EVEN LESS THAN WOOD JAMBS AND TRIM INSTALLED**, these revolutionary, time-saving, vastly superior frames for home construction come in any quantity and in standard sizes.

Ask your building supply or lumber dealer, or write for name of your nearest Aetna representative.

**CHECK THESE IMPORTANT ADVANTAGES OF AETNA STEEL DOOR FRAMES**

- ✓ Designed for strength, rigidity, permanency . . . welded integral unit of jamb, head and two sides of trim.
- ✓ Will not swell, warp or crack; non-chipping and damage-proof, thereby eliminating repairs.
- ✓ Hinges, factory-welded and spaced to fit most prefabricated wood doors.
- ✓ Bronze strike plate is furnished to fit most standardized bit key and tubular locks and latches.
- ✓ Comes prime-coated.
- ✓ Easy and economical to erect.
- ✓ Supply problems simplified.

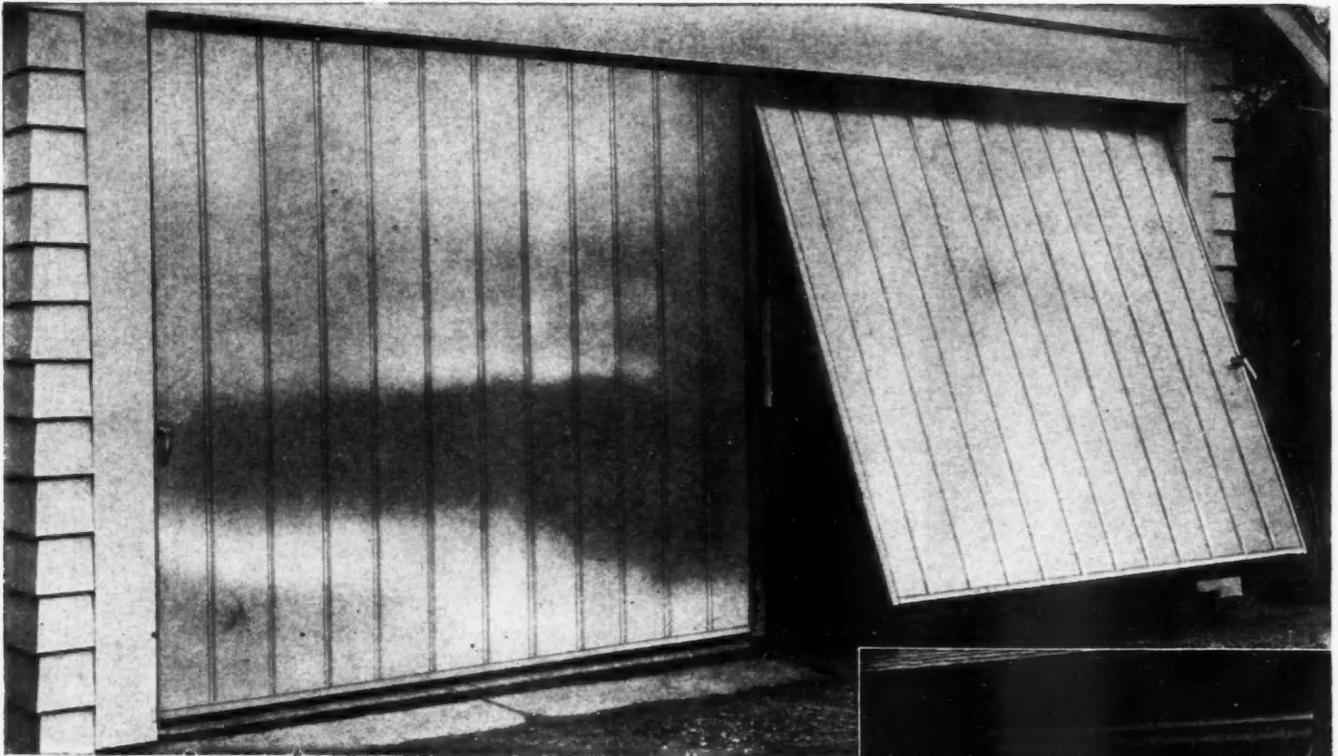
For close to half a century, Aetna has specialized in the manufacture of Hollow Steel Doors and Steel Door Frames for industrial and public housing needs. Now, mass production and standardization make Aetna Steel Door Frames AVAILABLE TO HOME OWNERS.



**AETNA STEEL PRODUCTS CORPORATION**

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

# Here's Why The BERRY ALUMINUM DOOR Is AMERICA'S No. 1 GARAGE DOOR



## SUPER STRONG — YET LIGHTWEIGHT

BERRY DOORS retain their form and shape even under the most severe usage. They never sag or buckle because their construction employs the same engineering principles that have made possible today's modern aircraft, where lightness and super strength are vital. Built of aluminum, the BERRY is one of the lightest, yet strongest garage doors on the market. Its overall weight (less than 70 lbs.) is balanced by the BERRY exclusive counterbalancing mechanism—the secret of its fingertip operation.

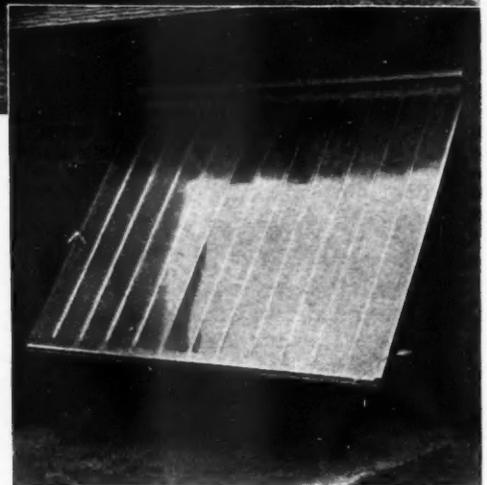
**TROUBLE-FREE—NO SERVICING REQUIRED:** As there are no exposed weights, springs and tracks needed to operate the BERRY DOOR, no expensive servicing is required—a saving appreciated by both the builder and homeowner.

**NO LOW CEILING PROBLEMS:** All operating mechanism is mounted on the door itself. This makes it possible to install the BERRY DOOR even in garages where the ceiling is plastered flush with the underside of the opening. This is a big advantage in basement garages and those with a second floor, as the door requires no head-room inside the garage. It swings outward from the top of the opening and locks itself to form a protective canopy.



**BERRY**

*America's No. 1  
Garage Door*



**SIMPLIFIED DOUBLE DOOR INSTALLATIONS:** Through the development of a new type of center sealing weatherstrip and center hanging bracket that can be hung from the header, double door installations can be made in standard 16' x 7' openings without the necessity of columns, posts or other obstructions between the doors. This allows for freedom of movement of cars inside the garage when both doors are open. Yet, either door can be opened singly—eliminating the need of a heavy 16' door across the opening.

**BERRY DOOR CORPORATION WAYNE, MICHIGAN**

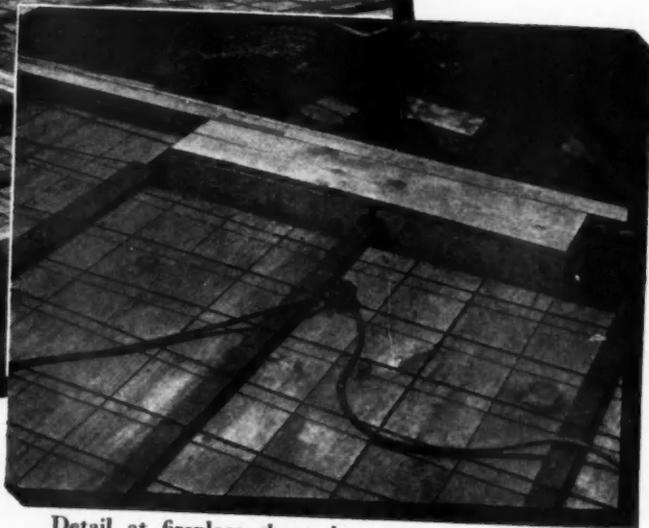
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WAREHOUSE



The steel Junior Beams and reinforcing rods are in place. The form has been completed and sills are in place to provide screed strips. Sill through center will be supported by a concrete fire stop. Finished floor will be parquet wood block or linoleum laid in mastic. Form lumber can be salvaged for use as sheathing.



Detail at fireplace shows how concrete will encase ends of steel beams providing a fire stop all around the chimney. BX cable has been placed in slab, since room below is to be a play room.

## Prompt Shipment to Builders -

## J&L JUNIOR BEAMS

Speed your house construction jobs by using J&L Junior Beams. They are quickly available from 7 J&L Warehouses listed below. In addition, installation of this rigid fireproof, verminproof, shrink-proof floor is simple and fast. Write your nearest J&L Warehouse.



**JONES & LAUGHLIN STEEL CORPORATION**

PITTSBURGH 30, PENNSYLVANIA

WAREHOUSES: CHICAGO • CINCINNATI • DETROIT • PITTSBURGH • MEMPHIS • NEW ORLEANS • LONG ISLAND CITY, N. Y. \*

\* Operated by Jones & Laughlin Steel Service, Inc.

**Our Most Popular Set . . .**

N61-200  
N61-048  
N58-2364E  
N61-225

**THE DeLUXE**

**of Matched Cabinet Hardware**

Yes, because of its high quality construction, modern design and sparkling chromium finish, this DeLuxe matched set of Cabinet Hardware is a profitable one for you to sell. One of National Lock's four different matched sets that is profit-packed, easy to sell and will bring new customers to your store.

**MODERN PACKAGING**  
reduces handling expense

- ★ Eliminates loss of small parts
- ★ Clearly printed heavy envelopes make identification quick and easy
- ★ Packed in individual envelopes—assuring delivery of all items needed for application
- ★ Two sets of screws for all wood thicknesses included in each envelope with complete instructions for mounting
- ★ Packed 12 envelopes to a carton



Ask your favorite jobber about National Lock's eye-catching modern Display Boards that sell hardware on sight.

**NATIONAL LOCK COMPANY**  
Builders Hardware Division  
ROCKFORD, ILLINOIS



**"I want my Floors  
INSTALLED FAST  
and INSTALLED  
TO LAST—"**

**The Tile-Tex Asphalt Tile  
Contractor Gives You  
That Kind of Service  
And That Kind of Product**

Builders everywhere recognize the extra values they get in flooring with Tile-Tex Asphalt Tile. They appreciate the intelligent, prompt, and expert installation service which a Tile-Tex contractor is equipped to render. They know from experience the advantages of Tile-Tex Asphalt Tile over similar types of flooring.

Here is an asphalt tile flooring that's made right, installed right, and performs right. Tile-Tex Asphalt Tile contractors are located in nearly all principal cities and towns throughout the country. Ask for the name of the one in your city—and for a copy of the new Tile-Tex booklet "Floors That Endure."

**THE TILE-TEX COMPANY, INC.**  
Asphalt Tile Mfr.

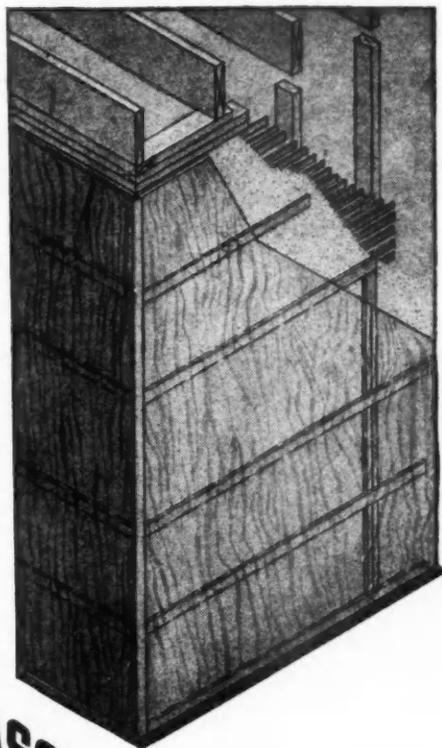


Subsidiary of The Flintkote Company  
Chicago Heights, Illinois  
220 E. 42nd Street • New York City

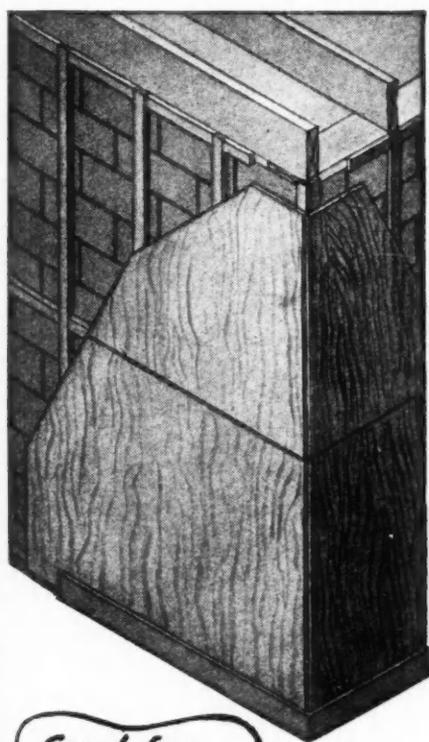
**Tile-Tex  
Asphalt Tile**

**FIRST in  
FLOORING**





# HOW TO PANEL MASONRY AND PLASTER WALLS with WELDWOOD PLYWOOD



Walls of plaster, cement blocks, or poured concrete can be made to take on new warmth and charm . . . when paneled with Weldwood Plywood.

In applying Weldwood panels to plaster or masonry, furring sticks should first be set up on 16-inch centers. On plaster walls, the furring is applied horizontally across the studs and is secured with 8d box nails. (See illustration at top.)

For masonry walls, vertically placed furring is recommended. The strips should be fastened with steel cut nails driven into pre-drilled holes.

The above suggestions are just a few of the many which you will find in the new WELDWOOD APPLICATION MANUAL. This booklet contains a fund of valuable, up-to-the-minute ideas for using Weldwood Plywood. It shows construction details and illustrates time-saving and money-saving application methods.

Today, Weldwood Plywood is filling a great post-war demand . . . in many types of construction. If, therefore, your dealer's stocks are temporarily low, please be patient, ample supplies will be available soon.

Send for this book



This booklet will be mailed to you FREE on request. Send for your copy today!



Plastics and Wood Welded for Good

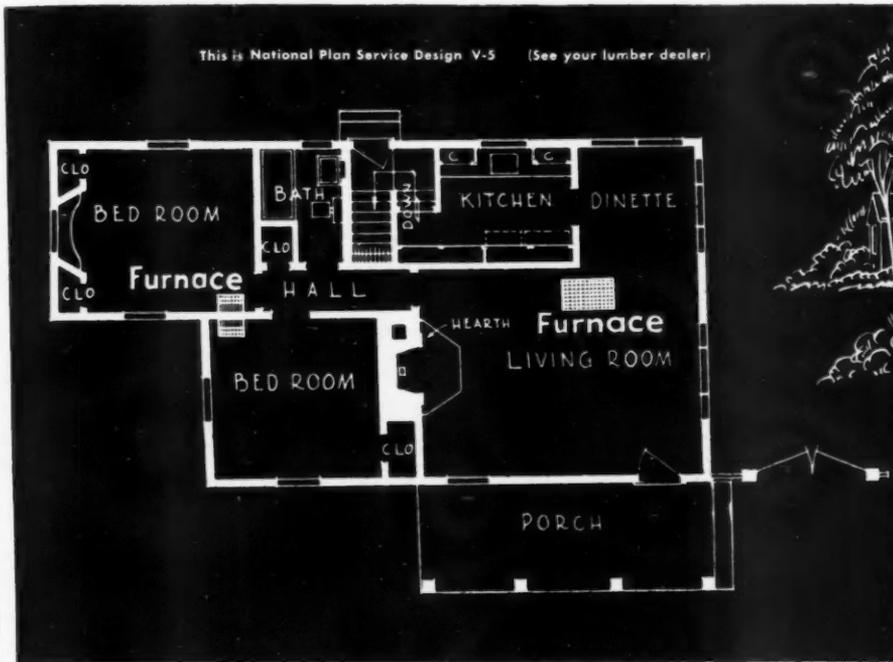
Waterproof Weldwood for exterior use is bonded with phenol formaldehyde synthetic resin. Other types of water-resistant Weldwood for interior applications are manufactured with extended urea resins and other approved bonding agents.

## WELDWOOD Plywood

Weldwood Plywood and Mengel Flush Doors are products of  
**UNITED STATES PLYWOOD CORPORATION**      **THE MENGEL COMPANY, Incorporated**  
New York 18, N. Y.      Louisville 1, Ky.

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





If you are sweating to meet cost limits on typical GI construction like this attractive plan by National Plan Service, investigate the new Coleman Floor Furnace. You save money on single or multiple installations without reducing quality. A two-furnace installation is indicated here.

*How Coleman Floor Furnace can help you*

# HOLD DOWN COSTS ON GI HOMES

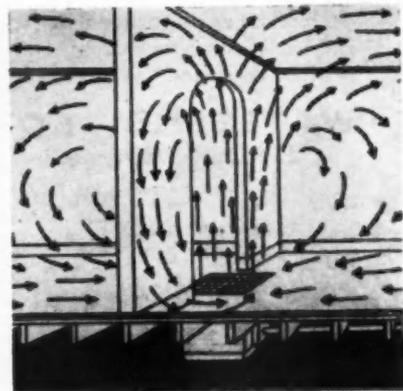
*... without reducing quality*



Yes, this compact, low-cost furnace does an amazing heating job in a one-story home—a complete "packaged" unit, ready to install. It will pay you to get all the facts from your local Coleman dealer. Or write (stating the type fuel you intend using: gas, oil, or LP-gas) to your nearest Coleman office.



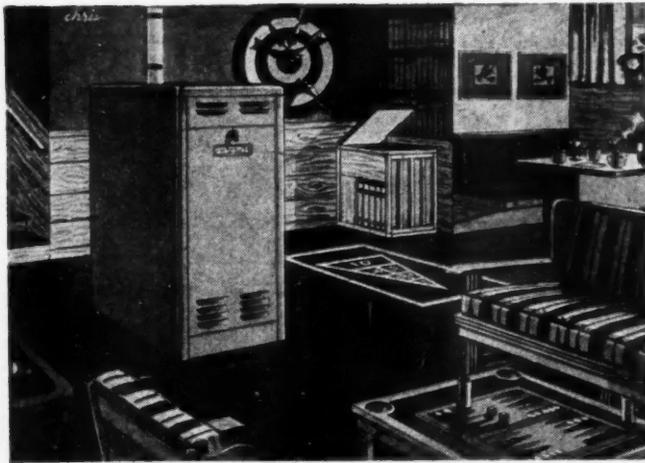
**Fits in any floor.** Easy and quick to install; two men can install one Coleman Floor Furnace in 3 to 4 hours. There is no duct work; and this furnace can be used with or without a basement. You can save money on the furnace, on installation costs, and cost of a basement—yet customers get perfect "warm-floors" heating.



**Gives perfect heating comfort—** This cut-away diagram shows how the Coleman furnace fits snugly into the floor... and how it circulates warm air throughout the room. It moves the heat off the ceiling down to the hard-to-heat zone at the floor. Clean, automatic heat that has been tested in more than 100,000 homes.

The Coleman Co., Inc., Dept. AB-54, Wichita, Kans., Philadelphia, Pa., Los Angeles, Calif.

**AUTOMATIC** *Coleman* **HEATING**



## KOVEN WATERFILM BOILERS

*...for heating comfort plus*

Plus what you say? Plus all of these advantages found only in KOVEN WATERFILM BOILERS:

- UNIFORM HEAT—for comfort.
- FAST STEAMING BOILERS—for quick heat.
- EFFICIENT HEATING—for economy.
- SMART MODERN JACKETS—for attractive appearance.
- Made for automatic firing with oil, stoker or gas.

These reasons alone make the KOVEN WATERFILM BOILERS outstanding in their line. WATERFILM BOILERS are available in a variety of models suitable for large or small homes, apartment houses and industrial plants. For trouble-free operation, choose a WATERFILM for the job! Write for free illustrated booklet.

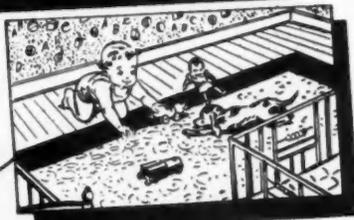
### WATERFILM BOILERS, Inc.

154 Ogden Avenue, Jersey City 7, N.J.

Plants: Jersey City, N. J. • Dover, N. J.



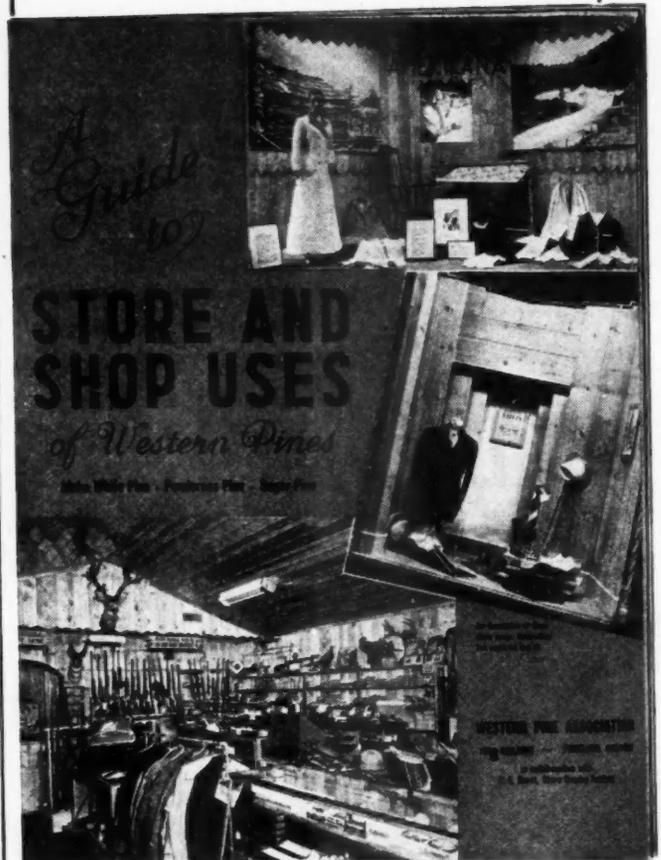
*EVEN ROOM TEMPERATURE THROUGHOUT THE HOUSE!*



This Booklet will help retail merchants

# SET THE STAGE

to attract more business



How Western Pines can be used to make dramatic, sales-producing window displays and store interiors is fully described in the booklet illustrated here. Every wide-awake merchant in your community should read it. YOU CAN HAVE A COPY FREE. Order today—specify Booklet No. 39.

### WESTERN PINE ASSOCIATION

Dept. B-8 • Yeon Building • Portland 4, Oregon

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

\*THESE ARE THE WESTERN PINES

NO WO  
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**"Stays silent", say TENANTS**



**"Lasts longer", say OWNERS**

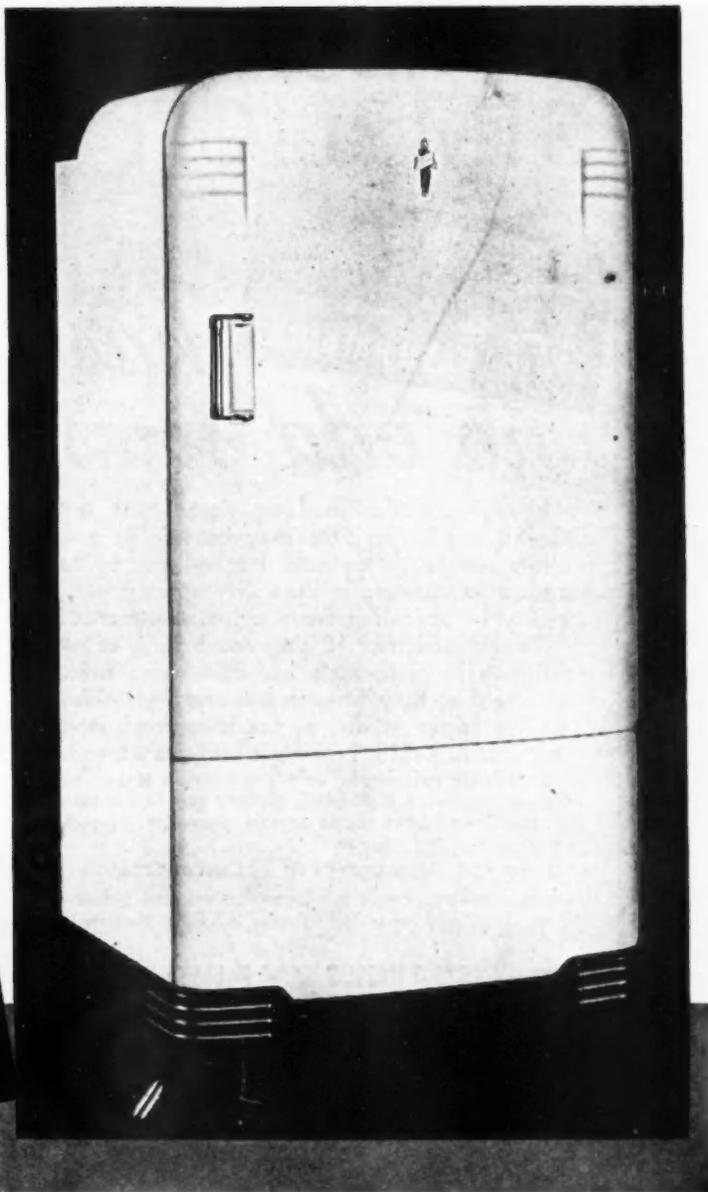


**NO WONDER THE BIG SWING IS TO SERVEL**

Folks who have had experience with Servel will tell you, "The Gas Refrigerator never makes a sound or needs costly repairs." Even after years of constant use, it gives the same dependable service it did when new. As a result, more and more people are demanding silent, long-lasting Servel Gas Refrigerators.

Servel's amazing performance is the result of its simpler, basically different method of operation. There are *no moving parts* in its freezing system. No motors, valves, pistons or pumps to get noisy or wear. A tiny gas flame circulates the refrigerant that produces constant cold and sparkling ice cubes. That's why you're sure to please both tenants and owners when you specify the Servel Gas Refrigerator for your new apartment houses.

Plan now to provide outlets for Gas Refrigeration in your current designs and construction work. Consult Sweet's Catalog for installation data and complete information. Or write today to Servel, Inc., Evansville 20, Indiana.



Stays silent... lasts longer  
**Servel**  
GAS REFRIGERATOR



*I wanted*  
**SIMPLICITY**



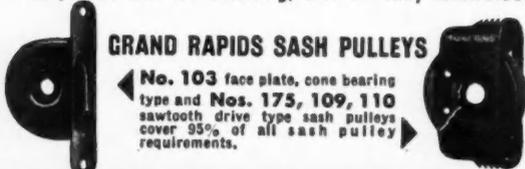
*has*  
*no odd sizes*

Although practical builders agree that the Grand Rapids Invisible may be quickly and easily installed, they have learned also of its added advantages in durability and dependability in operation from actual experience.

They found that 10 sizes meet 95% of all residential requirements, and that, being interchangeable, they fit both left and right sides on the upper as well as the lower sash, and that Grand Rapids Invisible is fully guaranteed.

Installation necessitates only a few simple steps. The frames require no machining, nor any cuts in the sash except a full height, round bottom groove in the sash stiles.

**SEND FOR INVIZIBLE SASH BALANCE CATALOG** which contains complete information on sash balance sizes, directions for installing, etc. All fully illustrated.



**GRAND RAPIDS SASH PULLEYS**

◀ **No. 103** face plate, cone bearing type and **Nos. 175, 109, 110** sawtooth drive type sash pulleys cover 95% of all sash pulley requirements. ▶

**GRAND RAPIDS HARDWARE COMPANY**  
GRAND RAPIDS • MICHIGAN

**It's Here**



**NEW**  
**MODEL 60**  
*Mall Saw*  
REG. U.S. PAT. OFF.

**WEIGHS**  
*only*  
**9 lbs. net**

- **LIGHTER**
- **FASTER**
- **CHEAPER**

No board is too tough for this new, powerful, high speed MallSaw that is priced within reach of every builder. It will rip or cross-cut any kind of dressed lumber up to 2' leaving a square board end that assures better fitting and a better building. When equipped with a Mall long-wearing abrasive disc, it can be used for grooving Mortar joints, cutting and scoring tile, limestone, concrete and other aggregate compositions. The light weight, rust proof Aluminum alloy housing, comfortable handle with trigger switch, and perfect balance make for easy handling. Equipped with Universal Motor. Available in two voltages 110-volt AC-DC or 220-volt AC-DC 60, 50 or 25 cycles. Has 6" diameter blade.

Ask your Dealer for MallSaws, MallDrills and Mall Concrete Vibrators or write for literature and prices.

**MALL TOOL COMPANY**

7737 South Chicago Ave.

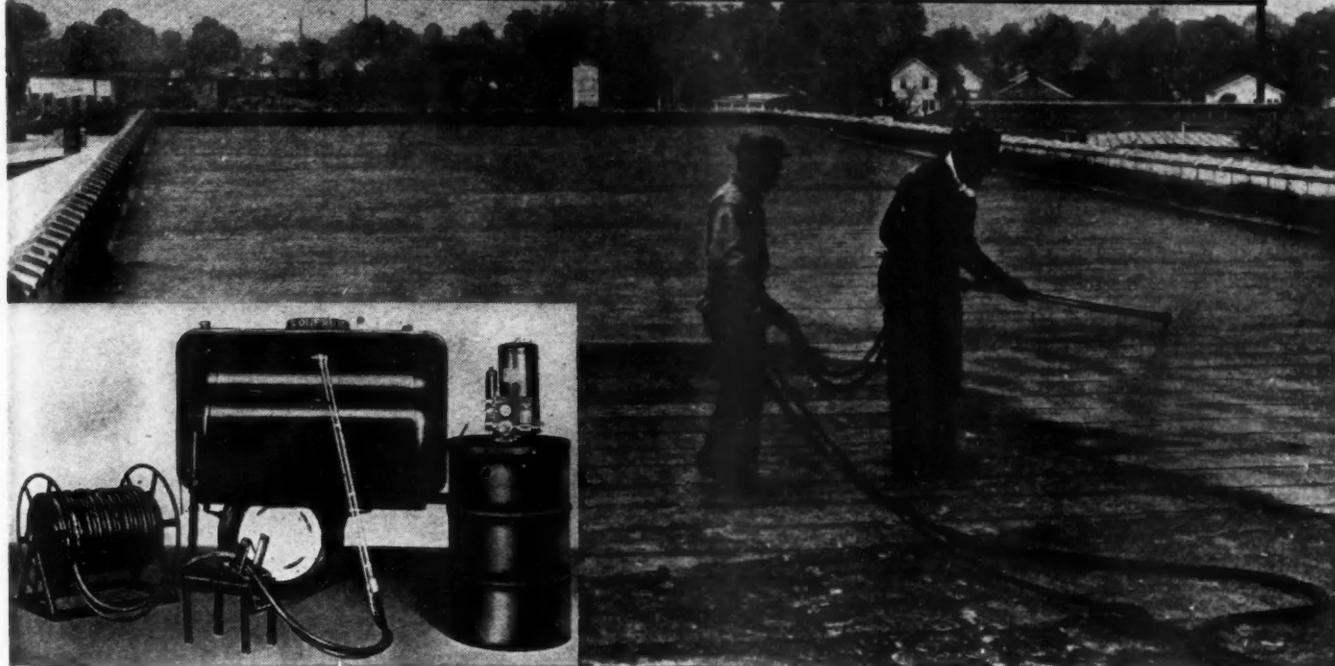
Chicago 19, Illinois

★ 25 Years of "Better Tools For Better Work"

*Mall* **PORTABLE POWER TOOLS**  
REG. U.S. PAT. OFF.

# Another First for Flintkote...

## LOWER COSTS AND HIGHER PROFITS WITH SPRAY APPLICATION FOR COLD PROCESS ROOFS!



Designed especially for Spray Application, Flintkote's Nu-Static\* and Fibrex\* II are new and improved versions of Flintkote's famous Cold Process Static\* roof coating and Fibrex\* adhesive.

And to spray these new Flintkote Cold Process materials, the Alemite Corporation, maker of fine lubrication pumping equipment for more than 25 years, after cooperative tests and extensive field development with Flintkote now makes available to you spray equipment in a convenient "Package Unit," containing: 1 60 cu. ft. compressor, skid or trailer mounted; 1 Alemite Versatal Pump; 1 5 ft. Spray Gun; 175 ft. Material Hose; 190 ft. Air Hose; 1 Hose Reel; 1 Parapet roller. \*Trademark

**FIRST** to bring practical Cold Process Built-up Roofs to the industry, now Flintkote pioneers again... with *Spray Application*. A "mechanical" method of assembling this "factory pre-fabricated" roof on new

construction—a quick means of coating for roof maintenance. In addition to retaining all the advantages of the now-famous Flintkote Cold Process Roof, *Spray Application speeds up your work to an amazing degree . . . resulting in savings of from 25 per cent to 50 per cent!*

And there are these other advantages:

- Improves workmanship on the job by enabling the application of more uniform coatings. Eliminates high and low spots, streaks and bare spots.
- Areas difficult to reach with brush or squeegee can be handled effectively by spray.
- Enables rapid dampproofing of

parapet walls and coating of metal surfaces adjacent to roof areas.

- Provides a tighter, longer life film on the roof because of the impact effect of the spray.
- Enables roofers to merchandise their services more effectively. Now you can drive up to a job, with all equipment in a truck, and start to work with minimum delay. When the job is completed, the area is left spic and span — no debris left on the job. Simply reel up the hose and drive away!

Mail the coupon today for information on Flintkote Spray Application. The Flintkote Company, 30 Rockefeller Plaza, New York 20, N. Y. Offices in principal cities.

## FLINTKOTE

*The Extra Years of Service  
Cost no more!...*



THE FLINTKOTE COMPANY, Dept. AB-846  
30 Rockefeller Plaza, New York 20, N. Y.  
Please send me information on your new  
Spray Application for Cold Process Roofing.

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



# HOW CONTRACTORS PROFIT FROM ZONOLITE INSULATION

In more and more thousands of widely varied jobs, contractors all over the country are showing better profits consistently because there are so many ways to build with Zonolite. Opportunities increase and problems simplify when light-weight, easy-to-handle Zonolite is specified. Whether the work is commercial or residential, the average customer is better satisfied—time and money saved for all concerned.



### ZONOLITE INSULATING FILL

Pour Zonolite Granular Fill in attic or loft, level to desired thickness, and pour between studs in sidewalls. Weighs about 6 lbs. per cubic foot. 100% fireproof—rotproof—verminproof. Won't irritate workers' hands. No masks required.



### ZONOLITE INSULATING CONCRETE

Used for floors in homes, commercial and farm buildings. Ideal for roof decks. Used to insulate hollow tile walls. To make Zonolite Stabilized Concrete Aggregate, instead of sand, with ordinary cement. Weighs as little as 16 lbs. per cu. ft. when mixed.



### ZONOLITE INSULATING PLASTER

Zonolite Plaster Aggregate is used in place of sand. It mixes and works easily. Can be mixed indoors. Won't freeze in winter. Cuts mortar weight 1/2. Resists cracking. Insulates against heat, cold, sound and fire. Widely used for fireproofing.



### ZONOLITE ACOUSTICAL PLASTIC

A fireproof and fire-protective acoustical material. Trowels over walls and ceiling to reduce noise—new work or remodeling. Sticks to any clean, firm, water-resistant surface. Can be painted without losing efficiency.

## Mail Coupon Today for 4-Way Profit Facts



Get full details of all four Zonolite products so important to you, and proved valuable by thousands of profit-watching contractors.

Universal Zonolite Insulation Co.  
Dept. AB-86, 135 S. LaSalle St.  
Chicago 3, Ill.

### MAIL COUPON NOW!

Universal Zonolite Insulation Co.  
Dept. AB-86, 135 S. LaSalle St.  
Chicago 3, Illinois

Please RUSH complete details about all 4 forms of Zonolite.

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Address.....

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Zonolite is Registered Trade Mark of Universal Zonolite Insulation Co.

# New Aeropel keeps kitchens fresh as a daisy



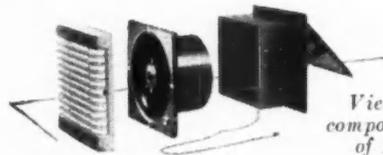
A KITCHEN fresh as a daisy—cool, clean and comfortable—that's every housewife's dream. And it's a profitable dream for any dealer handling the new Aeropel Home Ventilator.

Aeropel is designed for quick, profitable installation in any kitchen, old or new. Installed, the unit fits so neatly that it seems architect-planned.

A pull of the bead chain—and this efficient, super-quiet ventilator goes to work. Cooking odors, greasy fumes and smoke disappear. Built by American Blower and priced for competitive selling—capacity ratings certified and guaranteed.

Aeropel sales possibilities include bedrooms, nurseries, bathrooms, laundry, recreation and utility rooms. Aeropel also has ample capacity for individual ventilation of most offices, reception, conference and rest rooms.

Ask your jobber or call the nearest American Blower Branch Office for complete information on Aeropel—the best answer to the big demand for daisy-fresh kitchens.



View shows component parts of Aeropel

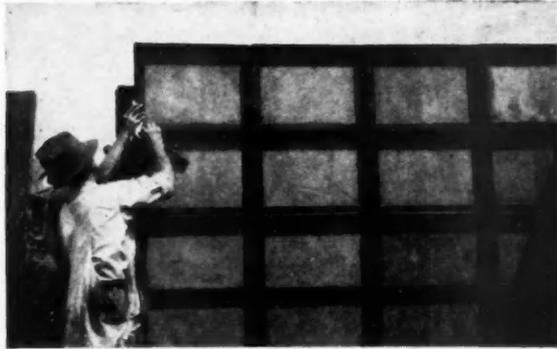
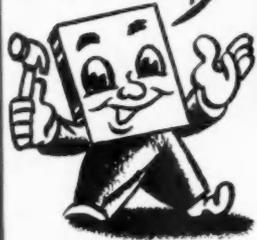
## AMERICAN BLOWER

AMERICAN BLOWER CORP., DETROIT 32, MICH.

Division of AMERICAN RADIATOR & Standard Sanitary CORPORATION

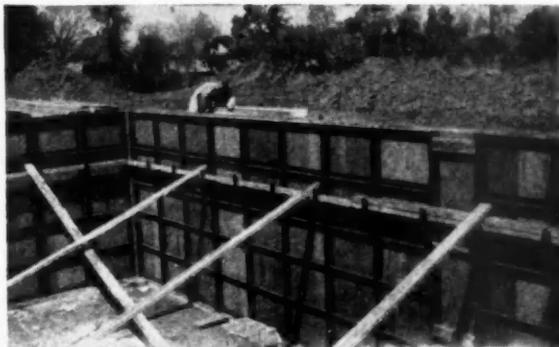
# CONCRETE FORM MATERIAL COST LESS THAN 3¢ PER FOOT

**FASTER TO ASSEMBLE**



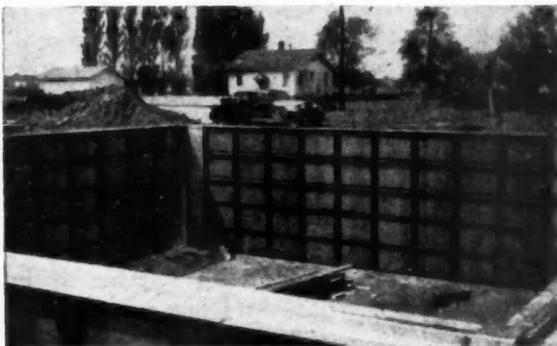
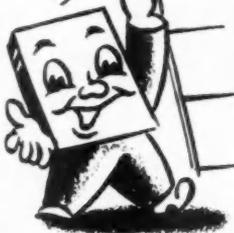
Simple assembly, faster erection of these lightweight panels—one man can handle them—mean "on the job" time and cost savings.

**1 SIDE ALIGNMENT**



Alignment and bracing required on one side only. Note simplified method of inside corner and filler forming. Erected Panels are "clean"—offer very little obstruction.

**EASY TO STRIP!**



Concrete has been poured and Panels are ready to strip. Quick removal of cut nails from Tie ends releases Panels.

**BETTER FOUNDATIONS**



Smooth-surfaced, straight walls of uniform thickness—accurate inside and outside corners are assured on every UNI-FORM foundation. Boxing out and brick ledges are very easily handled.

For an initial material cost of *less than 3¢ per square foot of form area*, you can use the UNI-FORM System of Foundation Panels which comprises a complete, ready-to-use set of panel forms.

## **COSTS DROP TO LESS THAN 2¢ After FIRST 100 USES**

The low cost and long life of UNI-FORM Panels makes them the most economical, most practical prefabricated forms you can buy. From 75-100 re-uses of each Panel are possible before replacement of the plywood is necessary. Rigid, all steel welded frames are virtually indestructible.

UNI-FORM Foundation Panels are complete—there are no extras for you to buy. Because they require alignment on one side only and employ a simplified method of forming inside corners and fillers, minimum lumber is necessary to erect them. Materials savings are considerable.

Simple assembly with the UNI-FORM Tie means faster erection and easier stripping. UNI-FORM Ties lock Panels together to provide tight joints, accurate forming and spreading. Positive alignment assures straight walls of uniform thickness.

## **YOU CAN GET UNI-FORM FOUNDATION PANELS IMMEDIATELY!**

UNI-FORM Panels are furnished in 2' x 6', 2' x 7' and 2' x 8' sizes. UNI-FORM Ties are available to handle any standard wall thickness.

*Photo courtesy Barker-Goldman-Lubin Co. Springfield, Ill.*

**Write for complete details, prints, cost analysis and shipping date**





## Immediate delivery

**\$47<sup>33</sup>** (slightly higher west of the Rockies)

McKinney's forged iron cabinet hardware is in great demand . . . for use in living rooms, kitchens, dens, game rooms—and for cabinets in any room of the house.

The Kit comprises five single items—2 knobs, 2 latches, a drawer pull, and one pair each of the following hinges: H, H.L., full surface, and two sizes of strap hinges. In the Kit are one dozen only of each of the single items and one dozen pair of each of the hinges plus the hardware mounted on the board. All hardware is rust-resisting, dull black finish . . . packed complete with screws in individual envelopes.

This attractive display board, (21" x 11"), finished with natural wood grain, shows the hardware to advantage . . . timely, fast-selling hardware that makes an immediate "hit" with home owners and builders.

**Most jobbers have the Kit and all items in stock for immediate delivery. If your jobber cannot supply you, sign and mail the coupon.**

McKinney Manufacturing Co.  
1400 Metropolitan Street, Pittsburgh 12, Pa.  
Please send me the McKinney Forged Iron Cabinet Hardware Display Kit #68 @ \$47.33, F.O.B. Pittsburgh.

NAME .....

ADDRESS .....

CITY .....

STATE .....

(Note—Name of your jobber MUST be shown above.)

**MCKINNEY**

MANUFACTURING COMPANY  
PITTSBURGH 12, PENNSYLVANIA



*New!*

# LIGNOPHOL

QUICK-DRYING FINISH

for preserving and finishing wood floors in one application

Here's the quicker way to beautify wood floors—apply LIGNOPHOL Quick-Drying, the new one-application wood preservative and finish. Dries fast—can be rubbed down in 15 minutes.

LIGNOPHOL Quick-Drying penetrates, preserves, seals and finishes all types of residential and other light-duty or normal-service wood floors in offices, showrooms and stores. Owners are delighted with the satin gloss effect that highlights the natural beauty of the wood. Color is neutral, so the wood is not unduly darkened. There's no superficial film to wear off, and the surface is highly resistant to abrasion, chipping, cracking, marring and scratching.

Save your own time — and please your customers at the same time — with LIGNOPHOL Quick-Drying. See SWEET'S for further information, and for descriptive literature write Dept. B8.

## SONNEBORN "BUILDING SAVERS"

Floor Treatments • Waxes • Paints and Protective Coatings • Concrete and Mortar Admixtures • Waterproofing and Dampproofing • Caulking Compounds  
Root Coatings

IF IT'S  
WORTH BUILDING  
IT'S  
WORTH SAVING

Building Products Division, L. SONNEBORN SONS, INC., New York 14, N. Y.  
In the Southwest: Sonneborn Bros., Dallas 1, Texas

# 500-lb. HYDROSTATIC PRESSURE TEST ON CINDER BLOCK COLUMNS PROVES WHY

## AQUELLA makes WET CELLARS and WALLS Bone Dry!

The two columns you see here were set up to determine the effect of a hydrostatic pressure created by an 8-ft. head of water on a surface treated with Aquella.

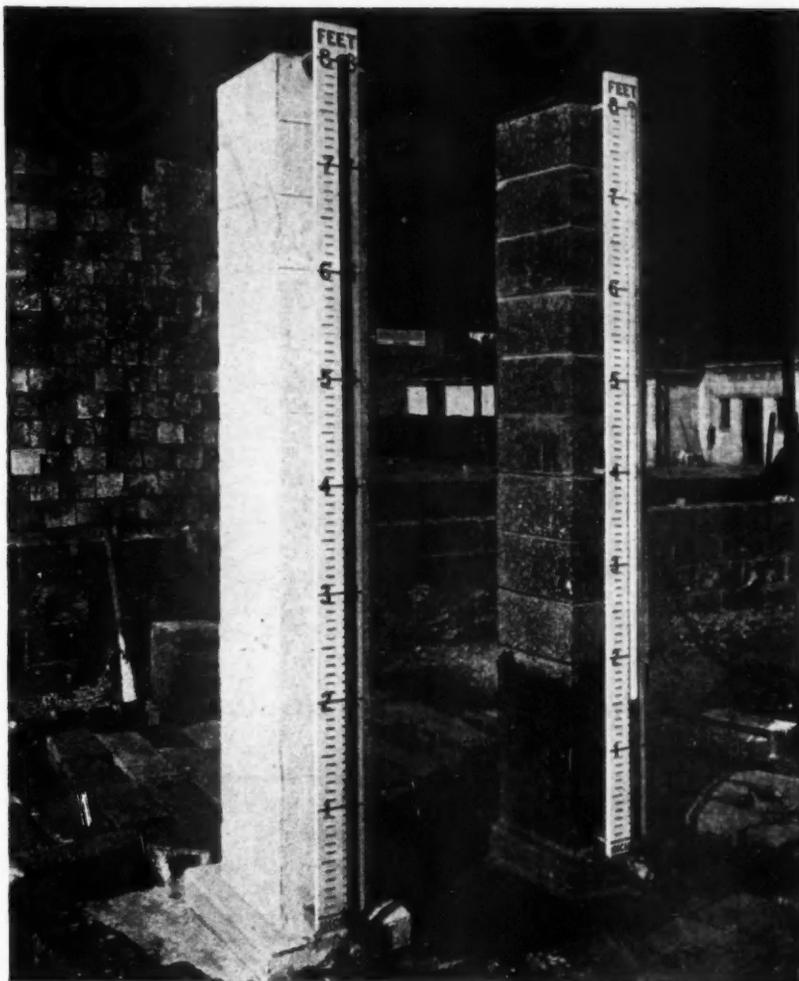
Both columns were made of highly porous cinder blocks, with an absorption rate of 15% by weight.

First, both columns were tested in their natural state and showed that they had identical coefficients for permeability. After such tests, the column on the left was treated with Aquella, while the one on the right was not.

The Aquellized column withstood the pressure of an 8-ft. head of water, equivalent to a hydrostatic pressure of approximately 500 lbs. per sq. ft., at the base.

The untreated column could not be filled with water higher than 18 $\frac{3}{4}$ " because the water seeped through its cinder blocks at the rate of 2 gallons per minute.

Tests prescribed by the U. S. Bureau of Standards call for a maximum 2-inch head of water, or 10 lbs. pressure per sq. ft. The test described here is therefore approxi-

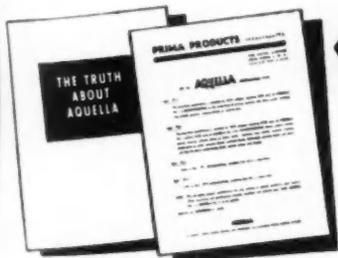


The Aquellized column, at left, holds an 8-ft. head of water (500 lbs. per sq. ft. at the base); the untreated column offers no practical restriction to the flow of the water through its walls.

mately 50 times more severe than that prescribed by the U. S. Bureau of Standards.

Aquella having proved its effectiveness under conditions as extreme as this, must necessarily be equally successful when applied to other types of masonry construction such as concrete, brick, stucco or cement plaster.

**AQUELLA IS A "MUST" ON EVERY CINDER BLOCK JOB!**



**YOU'LL WANT THIS INFORMATION FOR YOUR WATERPROOFING FILE**

Write today for your copies of "THE TRUTH ABOUT AQUELLA," and the "KEY TO AQUELLA SPECIFICATION TYPES."

**PRIMA PRODUCTS, INC.**  
DEPT. C, 10 EAST 40TH STREET, NEW YORK 16, N. Y.

# Sisalation is making NEWS!

## It's the New Low Cost Insulation for New Homes!

Cut your costs with Sisalation — the latest development of Sisalkraft that now gives homes a high efficiency moisture-vapor barrier paper with all the time-tested advantages of reflective insulation. Every home builder can afford its big advantages!



Using Sisalation means that both insulation and moisture vapor barrier can be installed at one low material and labor cost.

## It's the New Low Cost Insulation for Old Homes

Use Sisalation for keeping down summer temperatures in hot, un-insulated attics. Tests show that with Sisalation, attic heat can be cut 15 to 20 degrees. It's easy to apply — so low in cost it quickly pays for itself in winter fuel savings.



**SISALATION'S Two-way reflective surface keeps houses cool in Summer, warm in Winter. Send for your free sample and further information.**



The SISALKRAFT Co., Dept. AB, 205 W. Wacker Dr., Chicago 6, Ill.

Gentlemen: Please send me folder and free sample of your new low cost Sisalation!

Name.....

Address.....

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



Copyright 1946, Barrows Lock Works, Div. of The Yale & Towne Mfg. Co.

THE brush in the artist's hands is no more deftly applied than the masterful touch of BARROWS CRAFTSMEN who transform the most resisting metals into builders hardware of enduring beauty. With sure, practiced hands, from mould to final inspection, these "artists in metal" reproduce faithfully the designer's scheme — in both traditional and modern design — and steadfastly uphold the BARROWS STANDARDS of grace and charm and architectural form. Each piece reflects these qualities . . . plus easy application and trouble-free operation.

**BANK ON**

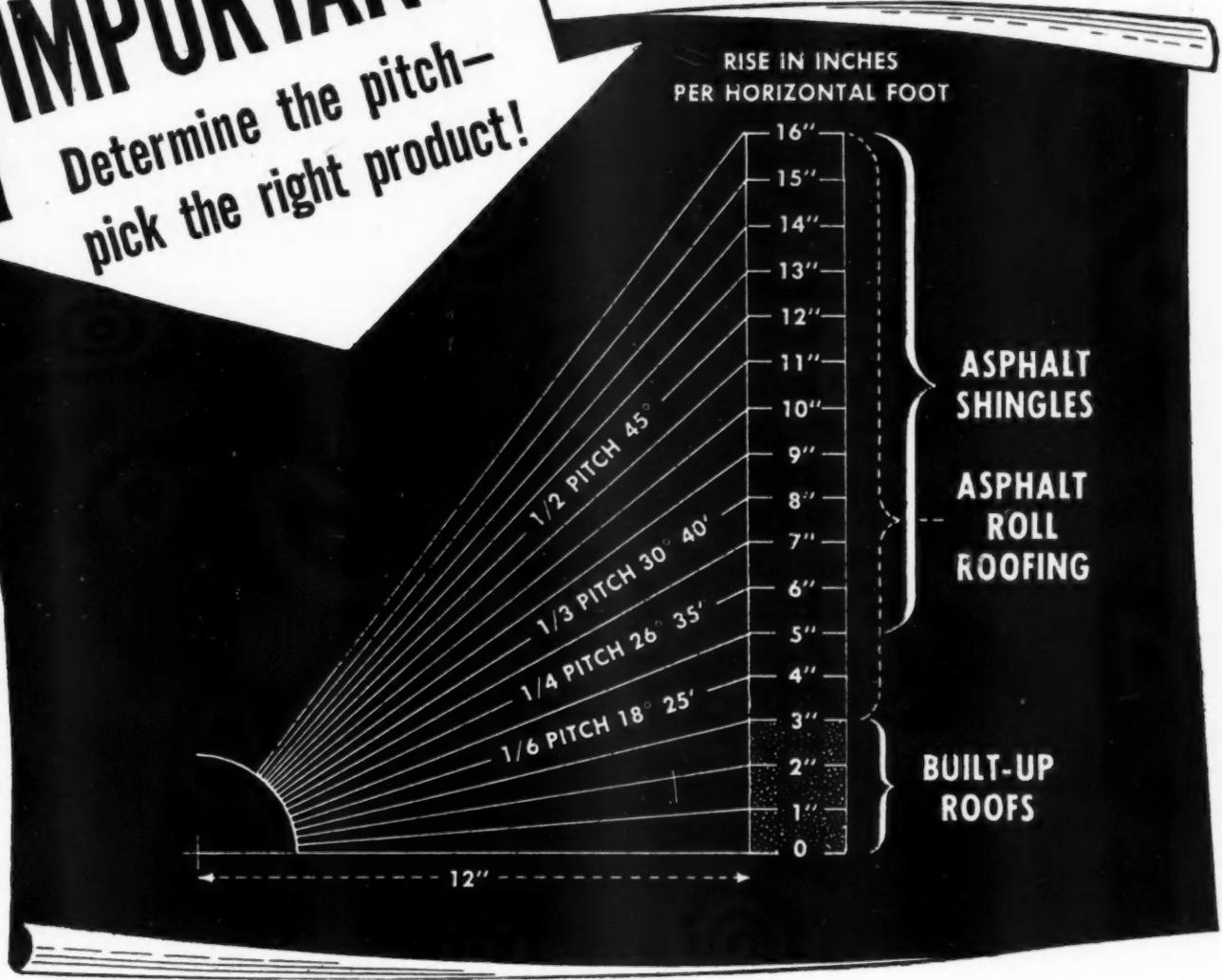
**BARROWS**

NORTH CHICAGO, ILLINOIS

**IMPORTANT!**

Determine the pitch—  
pick the right product!

... to CONTRACTORS, BUILDERS  
APPLICATORS and DEALERS



**PITCH** is the rise in inches per horizontal foot.

**FOR THE RIGHT PRODUCT** — follow approved recommendations in diagram above.

**UNDER SHINGLES** — directly over roof boards, saturated felt should be used for

the entire roof area, regardless of pitch.

**IN NEW CONSTRUCTION** — plan the pitch to conform to type of product desired.

**BUILT-UP ROOFS** call for high melt point asphalt, Texaco #30, when pitch exceeds 1" — low melt point asphalt, Texaco #35, up to 1".

## THE TEXAS COMPANY

... manufacturers of Texaco Asphalt Shingles and Roofing



Lock Works  
Mfg. Co

5

# Miracle Walls by TYLAC



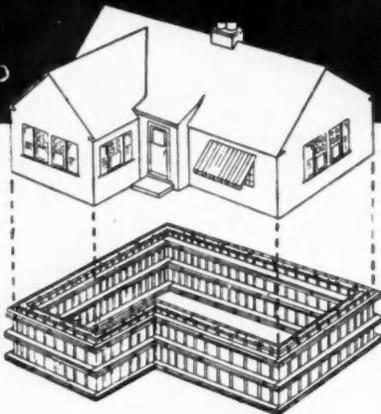
Miracle Walls by TYLAC lend themselves to almost every wall covering use. In the home the four patterns and eighteen colors offer endless combinations of harmony and contrast motifs for the kitchen, bath, powder room, basement, playrooms, etc.

TYLAC is also widely used in stores, offices, factories and institutions, because it provides a low cost, permanent wall covering that combines beauty with utility. It does not crack, chip or craze—is impervious to household acids, alcohol, fats, oil, fruit and boiling water stains. Infrequent washings with mild soap and water keep it ever new and spotless.

Our post-war color chart is ready for distribution. Why not write for it?

**TYLAC COMPANY** MONTICELLO, ILLINOIS  
 PIONEERS IN THE PREFABRICATED WALL PANEL INDUSTRY

## A Poured Concrete Foundation Complete in ONE Day



Costs Less than Cinder Block



Even a youngster can lift them.

### For Rent or Sale Build Solidly and Save

You can cut costs and put a real honest-to-goodness poured concrete cellar foundation under the houses you build with Atlas SPEED Forms. Easy to erect and Strip. Inexpensive to rent or buy . . . Lasting—built of Steel. . . Can be used over and over again. What's more, if you are building 25 houses or more, you can build the foundations for less than with cinder block.

Write for Illustrated Folder Available Now For Early Delivery

**IRVINGTON FORM & TANK CORP.**

Write Dept. A Irvington 1, New York  
 New York City Sales Office: 43 Cedar St.  
 Tel. Bowling Green 9-4038



Quick Assembly Wedge bolt.

3 Units SPEED Forms.

ATLAS STEEL FORM. For Every Purpose

# Builders Benefit from Hotpoint Plan

## Nation's Press Gives Major Space to Stories on G.I. Electric Kitchen Allocation

NEWSPAPER editors from coast-to-coast are giving big space to Hotpoint's HERE TODAY KITCHEN program. The widespread interest in the allocation of complete Hotpoint electric kitchens to builders for G. I. homes is evidence of Hotpoint leadership in the appliance field. Sharing benefits with the prospective G. I. home owners are the builders selected by Hotpoint to participate in this public-spirited program. Hotpoint quality kitchens plus personal publicity, national and local, benefit them... enhance their reputation... and help to secure their place in the home building future of America.

(THE NEW YORK TIMES)  
**Veterans Will Get First Electric Kitchens In Allocation Starting on June 15**  
 CHICAGO, June 10—Edison General Electric Appliance Company announced today its first 1,000 all-electric kitchens allocated to war veterans building new homes. The units, including a stove, refrigerator, sink and matched base and wall cabinets, will be allocated between June 15 and Aug. 15.  
 This equipment comprises what the company describes as a "basic kitchen," and will cost approximately \$450 to \$500. The veteran also will have the privilege of buying additional items of the company's line, including a water heater, clothes washer, ironer, dryer, dishwasher and garbage disposal unit.  
 The basic units will be distributed on a country-wide basis with New York getting approximately 150, Chicago will be allotted fifty, Los Angeles, Calif. and San Francisco...  
 Special to THE NEW YORK TIMES.  
 builder by veterans. Ordinarily, each kitchen for one veteran's home. If he has more than one home development project, however, he may obtain one kitchen for each project. The plan contemplates that the builder will arrange with the veteran for inspection of the kitchen for thirty days after its installation.  
 Ward R. Schafer, vice president in charge of sales, said the program has three objectives: Promotion of the company's products, promotion of the "package or ensemble kitchen idea," and "break the stalemate that is keeping veterans from moving into completed houses because needed electrical equipment is unavailable."  
 He said electrical appliance production has been disappointing and expressed hope that other companies will introduce identical or similar merchandising programs. The package unit plan will be carried out in accordance with the company's previously announced policies. These include adherence to 1942 price levels or less with a few minor exceptions and uniform national prices to protect buyers from unauthorized increases for taxes or shipping costs.



(PHOTO IN CHICAGO DAILY NEWS)

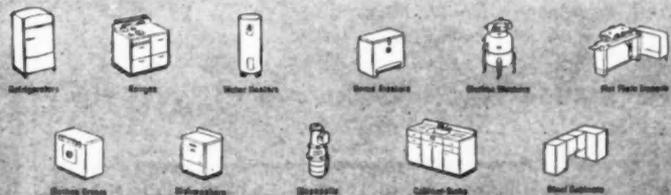
### HOTPOINT REGIONAL SALES OFFICES

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

In most states, all Hotpoint kitchen equipment can be included in F. H. A. insured mortgages.

Copyright, 1946 Edison General Electric Appliance Co., Inc., Chicago

**Hotpoint**  
 ELECTRIC KITCHENS  
 DEPENDABILITY ASSURED BY  
 40 YEARS EXPERIENCE



# Structural. Reinforcing or other Blding Steel Shipped from Stock

Write for Stock List—  
your guide to over 10,000  
different kinds, shapes and  
sizes of steel for quick  
shipment from ten plants.

Joseph T. Ryerson & Son, Inc. Plants at Chicago, Milwaukee, St. Louis,  
Cincinnati, Detroit, Cleveland, Buffalo, Boston, Philadelphia, Jersey City.

# RYERSON

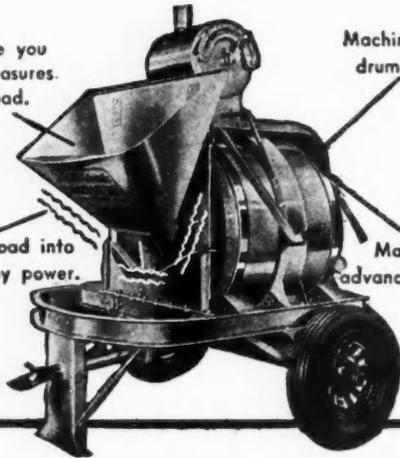
## Mix up to 50 yards a day with JAEGER 3 1/2 S "AUTO LOADER"

Loads while you  
mix and measures  
as you load.

Machined steel  
drum tracks.

SHAKES load into  
the drum by power.

Many other  
advanced features.



### Automatic Shaker-Batcher loads QUICK-AS-A-FLASH

Loads and measures while you mix, then  
shakes material into drum by power.  
Fast as a power loader. Mixes more  
batches a day. Ask today for our latest  
Catalog M-5.



3 1/2 S Tilter; Non-Tilts  
up to 56S size

**THE JAEGER MACHINE CO.** Main Office and Factory  
Columbus, Ohio

REGIONAL OFFICES: 8 E. 48th St. New York 17, N. Y. 226 N. LaSalle St. Chicago 1, Ill. 235-38 Martin Bldg. Birmingham 1, Ala.

PUMPS · COMPRESSORS · HOISTS · LOADERS · PAVING EQPT.

## Caterpillar Announces Extensive Plant Expansion Program

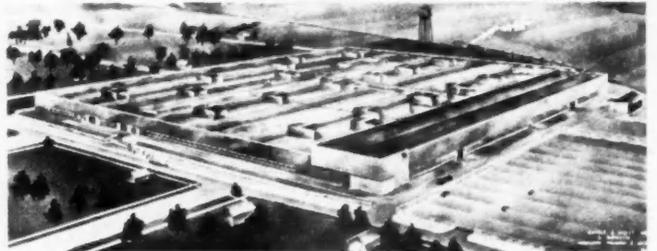
SIX new buildings, including a new Diesel engine factory with a floor area of approximately 925,000 square feet, highlight the largest expansion program in the history of Caterpillar Tractor Co., according to L. B. Neumiller, president.

The entire program will add more than 1,800,000 square feet of floor space to the Peoria, Ill., plant, enlarging the floor area by nearly 50 per cent.

In addition to the Diesel engine factory, the following new construction projects are announced:

A new building with about 400,000 square feet under roof for the expansion of present tractor manufacturing facilities and extensive rearrangement of production lines.

An addition to parts department buildings, adding 150,000 square feet of floor area to provide greatly increased space



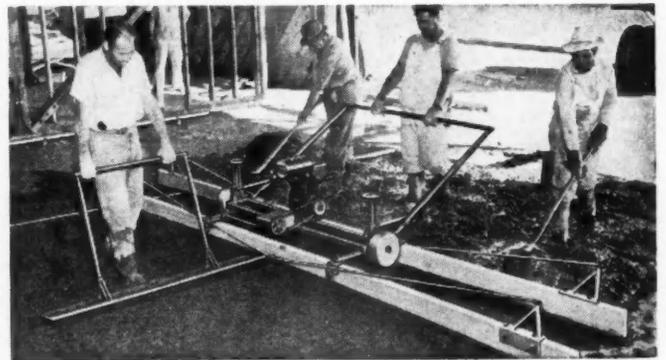
ARTIST'S SKETCH of new Diesel engine building which is to be part of Caterpillar Tractor Company's vast building expansion program.

for parts storage and to permit under-roof loading of shipments into motor trucks.

A building containing 45,000 square feet of floor space to provide additional heat-treating facilities and a new metallurgical laboratory.

A storage building for jigs and fixtures with 44,000 square feet under cover.

(Continued to page 142)



## SHORT OF SKILLED "FINISHERS"?

Whiteman Concrete Equipment is the answer . . . for better, compact and level slabs . . . with machine economy. The portable Lightweight Rodding Machines shown above is Model "RS" . . . for slab width 3 to 12 feet. Also in Model 44 . . . for slabs 10 to 20 feet. HAND GRILL TAMPER, at left, tamps down larger aggregate.



LIGHTWEIGHT FLOATING-FINISHING MACHINE MODEL "J" . . . the "perfect" mechanical troweling machine. 35" diameter. Also in 45" diameter.

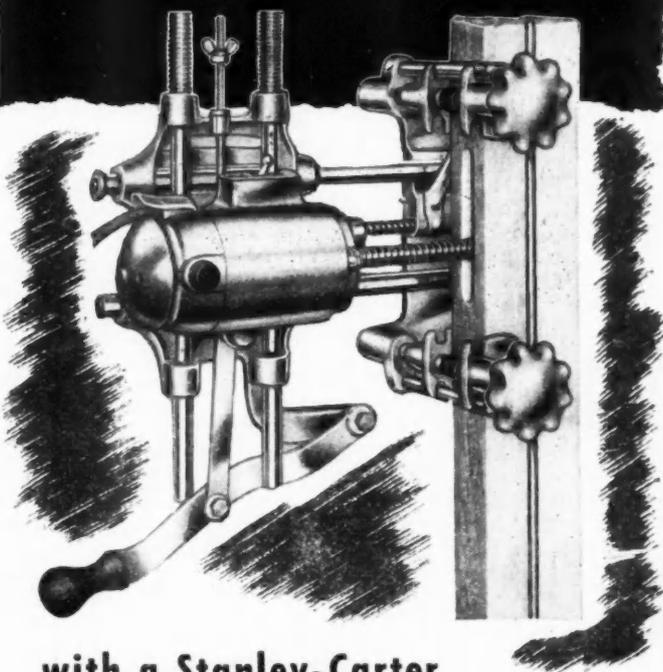
Write or wire for details and nearest distributor.



# Whiteman MANUFACTURING COMPANY

3249 Casitas Avenue Los Angeles 26, California

A perfect lock mortise  
in 30 seconds  
from any light socket



with a Stanley-Carter  
**LOCK MORTISER**

Machine-perfect lock mortises made as easily and simply as a saw cut. Pick the size cutter for the width you want and set the Stanley-Carter Lock Mortiser for the depth and length. Two self-centering clamps automatically make sure that every mortise will be in the exact center of the door regardless of its thickness. Plug the extension cord into any house-lighting outlet and flip the switch. In 30 seconds the mortise is completed. Less than a minute to change adjustments from one size lock to another. After the first mortise is cut, height rods can be inserted in the machine so that subsequent mortises will be cut at the precise same point . . . from the top of the door. Use of heat-treated aluminum alloy makes this the lightest electric lock mortiser on the market . . . just 26½ lbs. Sharpens its own cutters.

Here's a time-saving, money-making machine to help you get the most out of every contract. Write today for complete information. Stanley-Carter Sales Dept., 133 Elm Street, New Britain, Connecticut.



Trade Mark

HARDWARE · HAND TOOLS · ELECTRIC TOOLS

22,800 DAYS  
PRODUCING BILT-WELL WOODWORK



22,800 working days devoted to the manufacture of Bilt-Well Woodwork coupled with 80 years of service concentrated on the problems of America's home builders; 4 score years of concerted effort producing better, better, and better woodwork designed specifically for the purpose it is to serve.

Grand-dad worked a lifetime; father followed in his footsteps and is nearing the fifty year service mark; and son is now carrying on, too, with the designing, building, and perfecting of Bilt-Well Products. One, two, three generations of master craftsmen.

The "what"—"why"—and "know how" of good American building are evident in every Bilt-Well Product Development.

Bilt-Well standards are set high to insure the best. In 1866, and still today, Bilt-Well has been justifiably proud of its fine quality materials, expert and advanced design, and superior craftsmanship.

**Carr, Adams & Collier Co.**

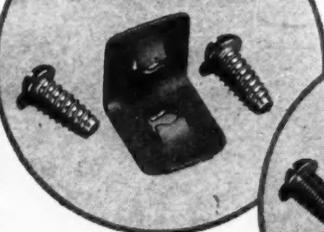
DUBUQUE, IOWA



**BILT WELL  
WOOD WORK**  
REG. U. S. PAT. OFF.

★

**3 PIECES**



instead of

**SEVEN**



**Wherever ANGLE BRACKETS are used!** Wherever angle brackets are called for, SPEED NUT Angles—combining angle bracket and self-locking nuts—will save assembly time and won't come loose.

No fumbling with nuts and washers in hard-to-get-at corners . . . fewer parts to buy and handle . . . no loosening up under stresses and strains of use.

Available in many standard styles for use with sheet metal screws. Special designs can be engineered for specific applications. When writing for further information, please give full details.

**TINNERMAN PRODUCTS, INC.**  
2159 FULTON ROAD • CLEVELAND 13, OHIO

*Speed Nuts*

A building with about 200,000 square feet of floor area, centrally located to house all activities related to the maintenance of the vast manufacturing establishment, including maintenance engineering and supervision offices, storerooms and shops for handling work in connection with electrical, plumbing, woodworking, millwright and other maintenance crafts; space for the maintenance and off-duty storage of all plant automotive equipment; adequate quarters for the sales, advertising and service departments; service department shop; space for the storage, shipment and mailing of advertising printed matter; and a 1200-seat auditorium, equipped with public address system and motion picture projectors.

Removal of sales, advertising and service from present quarters will permit extensive enlargement of Caterpillar's famous display room and other items of new construction, supplementary to the overall program, include enlargement of plant heating capacity and additions to the factory administration building to care for the expanded operations.

Completion is scheduled for the summer of 1948.

\* \* \*

**Ruberoid to Build Plant in Texas**

A SITE of approximately 37 acres has been obtained and a contract awarded by The Ruberoid Co. for the construction at West Dallas, Texas, of a plant for manufacturing asphalt and asbestos-cement roofings and sidings and allied products. In making the announcement President Herbert Abraham said the plant would employ about 400 persons. Plans call for the plant to be in operation some time in 1947.

\* \* \*

**New Asbestos Cement Products Plant on West Coast**

A NEW million dollar asbestos cement products plant will be erected at Redwood City, Calif., by The Paraffine Companies, Inc., through its wholly-owned subsidiary, Plant Rubber and Asbestos Works. The new factory will adjoin the present Redwood City manufacturing department where magnesia insulation products are made.

Speed & Quality

A FINISHING SANDER  
NOT A DISC OR BELT SANDER



SANDING STAIR TREADS



SANDING BASE BOARD AND TRIM



SANDING MANTELS AND SHELVES



SANDING PLASTER PATCHES



SANDING DOORS WINDOWS CABINETS

Easy

RECIPROCATING ELECTRIC SANDER

Easy has straight line, back and forth action. No swirls, laps or gouges. A better job on CURVED or flat, WET or dry work, sanding, rubbing, polishing, in one-third the time.

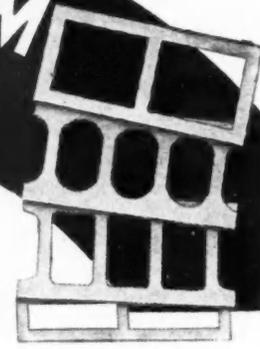


Write today or see your jobber.

**DETROIT SURFACING MACHINE CO.**

7458 W. Davison Ave. Detroit 4, Mich.

ALUMINUM PALLETS



NOW

Is the time to insist on V-LINE PALLETS for your new block machine.

Nearly all block plants would like to have a really satisfactory aluminum pallet; due to ease of handling, less block breakage, lower shipping costs, etc. V-LINE pallets in many sizes sell for less than iron pallets, yet always retain 30% of original value in aluminum.

Wide and enthusiastic acceptance of this super-strength pallet by the industry, plus our expanded mass production facilities, have kept cost down and deliveries up. Write, wire or phone for new price list now!

**FLORIDA DIE CASTING FOUNDRY**

PHONE 2-1838 • ORLANDO, FLORIDA



One of American's thirty-five distributors, Paul Garvin, serves the Twin City area from 2325 Hennepin Avenue, Minneapolis.

With material and labor costs up your profit margin could easily be dissipated through time-destroying mechanical failures. In the beginning American protects you to the utmost by building quality into its floor machines. To continue guarding your profits against breakdowns from normal wear there are thirty-five American distributors strategically located in principal cities with complete supplies, repair and replacement facilities.

This service feature is not new with American. For over twenty-five years floor machine owners have depended on it to guard their profits. That is one of the reasons why thousands have selected American machines for their complete floor sanding, polishing and maintenance requirements.

Write today for the address of your nearest American Distributor and complete descriptive literature today, no obligation.

**THE AMERICAN FLOOR SURFACING MACHINE COMPANY**  
511 South St. Clair Street Toledo 3, Ohio



# THERMAFLO

*BATTLES THE COLD  
BY BAFFLING THE HEAT*

**SPECIFIED BY...**

## HEATING ENGINEERS



Because only Thermaflo scientifically baffles all incoming cold air directly to hottest part of fire box . . . thereby producing maximum heat per pound of fuel consumed. Only Thermaflo has THERMABAR supports to keep wood off back wall assuring steady draft.

## ARCHITECTS



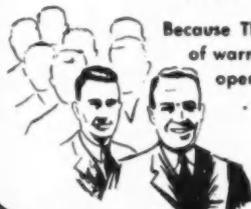
Because Thermaflo is a quality product throughout, constructed of heavy steel plate, reinforced at bends, with heavy steel stiffeners to prevent warping. Fits any mantle design . . . heats mild climate homes . . . assures permanent fireplace satisfaction.

## CONTRACTORS



Because Thermaflo provides a perfect form for masonry . . . eliminates costly guesswork in construction . . . saves time and material in installation.

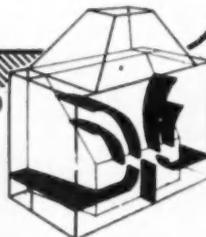
## HOME OWNERS



Because Thermaflo circulates a steady flow of warm smoke-free air . . . saves furnace operation in spring and fall weather . . . has proved superior to any unit of its type by thousands of satisfied users.

(Patents Pending)

**THERMAFLO**  
THE *Scientific* FIREPLACE



DIVISION OF EASTERN CONNECTICUT WELDING CORP.

New London, Connecticut

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**3 PIECES**



instead of

**SEVEN**



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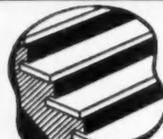
Available in many standard styles for use with sheet metal screws. Special designs can be engineered for specific applications. When writing for further information, please give full details.

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SANDING BASE BOARD AND TRIM



SANDING MANTELS AND SHELVES



SANDING PLASTER PATCHES



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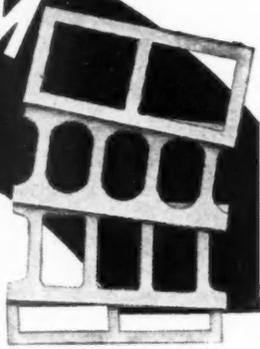
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*BATTLES THE COLD  
BY BAFFLING THE HEAT*

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## HEATING ENGINEERS



Because only Thermaflo scientifically baffles all incoming cold air directly to hottest part of fire box . . . thereby producing maximum heat per pound of fuel consumed. Only Thermaflo has THERMABAR supports to keep wood off back wall assuring steady draft.

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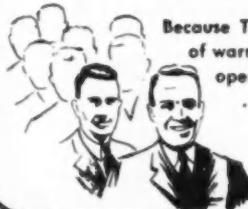
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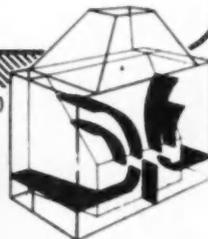
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(Patents Pending)

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THE *Scientific* FIREPLACE



DIVISION OF EASTERN CONNECTICUT WELDING CORP.

New London, Connecticut

## SAND MORE FOR LESS!



For  
Builders  
Carpenters  
Painters  
&  
Contractors

Sanding dry wall construction (wallboard joints) is just one of many uses for the Sterling Sander. Use it for all types of jobs on wood, metal or plastics—sanding window and door trim, undercoats, primers and finished coats of paint. Fast—simple to operate—vibrationless—light weight.

Write for folder! Sterling Tool Products Co., 370 E. Ohio St., Chicago 11, Ill.



**STERLING** 1000

PORTABLE  
ELECTRIC

**SANDER**

### Rudolph M. Weyerhaeuser, Pioneer Lumberman, Dies

RUDOLPH M. WEYERHAEUSER, the last survivor of four sons of Frederick Weyerhaeuser, pioneer lumberman, passed away at his home in St. Paul, Minn., July 12, at the age of 78.

Mr. Weyerhaeuser was born in Coal Valley, Ill., on Mar. 11, 1868. He attended public school in Rock Island, Ill., and Phillips Exeter Academy at Andover, Mass., and graduated from Yale in 1891. After graduation, he became associated in the lumber business with his oldest brother, John P. Weyerhaeuser, at Rock Island. Later he moved to St. Paul and took over the management of a line of retail lumber yards in Southern Minnesota and Iowa.



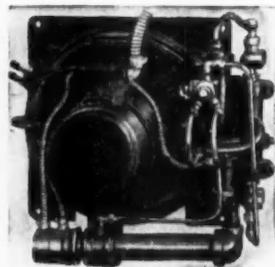
R. M. WEYERHAEUSER

In March 1896 Mr. Weyerhaeuser's father and other associates formed The Northern Lumber Co. and acquired the properties of the C. N. Nelson Lumber Co. at Cloquet, Minn. He was placed in charge of The Northern Lumber Co. at that time and directed its operations until 1945, in which year the company was liquidated.

He was also an officer of the Cloquet Lumber Co. and the Johnson-Wentworth Co., and at the time of his death he was chairman of the board of The Northwest Paper Company. He was also president of the Wood Conversion Co.

In addition to a great number of business connections, Mr. Weyerhaeuser was greatly interested in several educational and charitable organizations.

He is survived by his wife, a daughter, two grandsons, and one sister.



Johnson's famous  
**AVH Heavy Duty BURNER**  
for large Industrial and  
Institutional installations.

Johnson's famous  
**BANKHEAT BURNER**  
A favorite replacement and conversion  
unit.



## THERE'S A TIME-TESTED JOHNSON BURNER FOR EVERY HEATING NEED!

For homes or skyscrapers . . . for hotels or hospitals . . . for water heating in farmhouses or factories . . . for intricate industrial processes . . . even for firing bake ovens and kitchen ranges . . . there's a Johnson Burner that will do the job right.

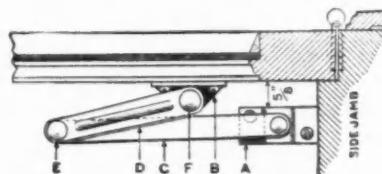
Ask your Heating Engineer . . . he knows. And he knows that "Johnson" is one of the oldest names in the oil-burner industry . . . a name that, for more than 40 years, has stood for sound engineering, fine craftsmanship and integrity.

If you want low-cost heating, dependable heating . . . find out what Johnson Burners can do for you.

...*Johnson Oil Burners*...  
S. T. JOHNSON CO.  
940 Arlington Ave., Oakland 8, Calif.  
401 No. Broad St., Philadelphia 8, Pa.

## LOW PRICED RESIDENTIAL CONSTRUCTION

*Has Created a Big Demand  
For This Item!*



### IDEAL FRICTION STAY NO. 17 for Casement Sash and Doors

- Two adjustable friction heads assures friction in ANY position.
- Reversible, right or left hand, permits 180° opening.
- Cadmium plated and Bakelite washers.

Packed one doz. per box with screws and instruction sheet.  
List price \$5.40 doz. Working model at list price 60c.

Sold only Through Hardware Distributors  
"Satisfaction Guaranteed"

*Ideal Brass Works*  
250 E. 5th STREET  
ST. PAUL 1, MINN.

Manufacturers of Builders Hardware Specialties, such as Ideal Screen Door Latches, Barn Door Latches, Storm Sash Adjusters, Screen Door Hinges, Casement Sash Friction Stays and Other Popular Items



**PAINÉ**  
 "SUDDEN DEPTH"  
 Masonry  
**DRILL BIT**  
 ★ CARBOLOY TIPPED

**Prices Slashed**

**1/2" BIT** List Price **\$450**  
 formerly **\$450** ea.  
**NOW only \$270** ea.  
 Others Reduced in Proportion

**IMMEDIATE DELIVERY**

These famous, fast-cutting carboloy tipped drill bits for masonry and concrete are now priced within reach of every user. They cut 50 to 75% faster, assure clean, round holes for anchors, pipe, conduit or cable, and are quiet in operation. In addition, they hold their edge longer. Order yours TODAY.

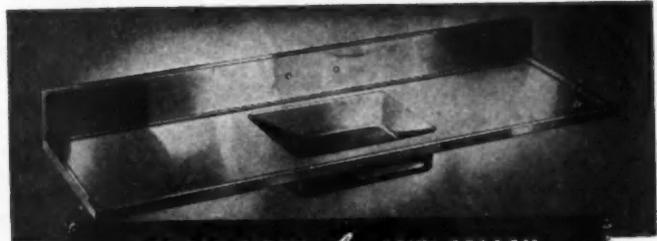
Ask Your Supplier or write to

**THE PAINE CO.**  
 2959 Carroll Ave.  
 CHICAGO 12, ILL.

Offices in  
 Principal Cities

★ **PAINÉ** ★  
**FASTENING DEVICES**  
 and HANGING

**TWO WAY Improvement**



**DOUBLE-PITCH plus ANTI-SPLASH**  
 in *Radiiluxe*  
**STAINLESS STEEL CABINET SINKS**

**1. DOUBLE-PITCH DRAINBOARDS**—A gradual, invisible pitch at all angles toward the bowl provides smooth, even, complete drainage. No channels to clean, no grooves to endanger fine glassware.

**2. IN-BUILT ANTI-SPLASH RIM ON BOWLS**—Top of bowl is curved slightly inward and joined to the sink top in a seamless welded joint, polished to a smooth, satin finish. This forms an anti-splash rim around the entire perimeter of bowl.

**NEW FREE BULLETIN** describes Radiiluxe Sinks with single or double bowls, with or without drainboards; straight, "U," or "L" types... standard sizes or custom-fabricated to your specifications. Write today.

*Just Line*



Stainless Steel  
 CABINET SINKS  
 CABINET TOPS  
 SCULLERY SINKS  
 SINK BOWLS  
 TOILET SHELVES  
 LAVATORIES  
 STRADDLE STANDS  
 and Special Units

**Just Manufacturing Co.**  
 4610-20 W. 21st Street, Chicago 50, Illinois



**CEILING**  
*Blo-Fans*

**FOR G. I. APARTMENTS**

MRS. G. I. wants her new apartment kept clean — free of cooking grease and odors. She wants ceiling ventilators that naturally capture unwanted air as it rises. The efficiency of Blo-Fan Ceiling Ventilator in drawing off steam, smoke and odors is so great that it soon saves enough in cleaning and redecorating costs to more than pay for the initial investment.

Ceiling installed, combining advantages of both fan and blower, Blo-Fans are twice as effective as ordinary sidewall ventilators of equal size. For Mrs. G. I. now — for an asset to easier leases in a future renters' market, install Blo-Fans.

Available Now  
 Kitchen Size  
 Bathroom Size  
 Rumpus Room  
 Size

**PRYNE & CO., INC.**  
 LOS ANGELES 54, CALIFORNIA  
 NEW YORK - CHICAGO - HOUSTON - SAN FRANCISCO



**SPECIFY COLORFUL BEAUTY**

Color delights the eye! Colors that are harmonious and appropriate. It is only natural, therefore, that architects since 1936 have been specifying Modernfold, with its beautiful fabric coverings, for both residential and commercial installations.

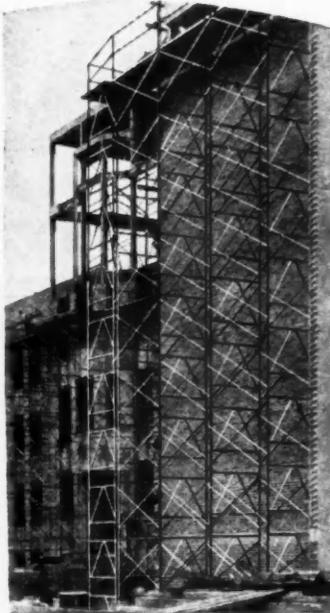
Practical, too, this fabric-covered, metal-framed door saves space... eliminates the swing area of conventional type doors. It assures rooms with a variety of uses... as Modernfold's accordion-like action makes it possible to change rooms to suit the occasion. Modernfold Doors mean flexible living at its best! They are now in production. Write for full details.

**NEW CASTLE PRODUCTS**  
 modernfold  
 1607 I Street New Castle, Indiana  
 Dealers in all principal cities in the United States and many foreign countries

# Here's WHY Alert Contractors

## Use SAFWAY SCAFFOLDING

Safway Steel Scaffolding makes it possible to speed many phases of home and building construction . . . finish jobs in the least amount of time with a minimum of workmen. These and other Safway features not only aid contractors in meeting present demands for faster building service but also assure an overall economy, impossible with conventional scaffolding.



**FREE** complete details on Safway Scaffolding, including information on how it can be applied to meet your specific work requirements, can be had by sending today for our new and highly illustrated Bulletin No. AB846.

Distributors In Principal Cities

### SAFWAY STEEL PRODUCTS, INC.

MANUFACTURERS OF TUBULAR STEEL SCAFFOLDING AND EQUIPMENT  
WEST STATE STREET AT 43RD MILWAUKEE 12, WISCONSIN

# Builders...

THIS PUMP CAN HELP YOU

## LOWER CONSTRUCTION COSTS!

### Marlow "Water Wizard" Model 12

This rugged little pump can save you money on nearly every construction job. Use it to dry excavations, feed mixers, supply water. A Marlow Model 12 easily handles 3,000 gallons per hour and pumps up to 15,000 gallons on one gallon of fuel. It is made to last for years—you can't beat a Marlow for strength.

**Self-Priming**

Priming is positive and automatic on suction lifts up to 25 feet. There's no recirculation or wasted motion. The Marlow has no ports, valves or by-passes to clog or jam. And there is nothing to manipulate—just start the engine and action starts.

**Light and Compact**

A Marlow Model 12 weighs only 70 lbs. in aluminum; 88 lbs. in iron, complete with dependable Briggs & Stratton 4-cycle engine. It's so light and compact you can take it practically anywhere. Other "Water Wizards" are made up to 10-inches, capacities to 240,000 gallons per hour. They are fully guaranteed and have thousands of enthusiastic users. Send today for bulletin and name of nearest distributor.

## Marlow Pumps

Dept. B8,  
RIDGEWOOD, N. J.

Manufacturers of the World's Largest Line of Self-Priming Centrifugal Pumps

(Continued from page 116)

is only a dribble as compared to the demand for plywood. Mr. Malarkey restated the plywood manufacturers' contention that government alone holds the key to greater panel production because "government owns 65 per cent of the merchantable timber in Oregon and Washington"—the states producing two-thirds of the nation's construction plywood. Regarding the plan to grant log subsidies to stimulate cutting of "peeler logs," Mr. Malarkey said that "plywood makers long have fought the incentive payment proposal and remain unalterably opposed to the principle of subsidies."

The importance of maintaining high standards of quality for the product was stressed because of dangers during this period of bulging order files. Concern was also expressed over disruption of normal distribution of the product. Normally, the bulk of plywood is sold through retail lumber dealers, but under the government housing program, half of it is allocated directly to prefabricators and builders.

All the association officials, including Mr. Malarkey, were re-elected for one-year terms.

\* \* \*

### Weaver Represents H. A. Thrush & Co. In Chicago Area

**M**ONTE WEAVER has been appointed direct factory representative for H. A. Thrush & Co. in the metropolitan Chicago area, according to an announcement by J. S. Blackmore, sales manager. Mr. Weaver is a native of Chicago and just recently returned from three years' service with the Army in the Pacific area. Previous to that he had a number of years' experience in the heating industry.

\* \* \*

### Army-Navy Releases 12,000,000 Pounds Of Nails for Housing Program

**A**BOUT 12,000,000 pounds of Army and Navy nails were made available for the Veterans' Emergency Housing Program during late summer months, according to War Assets

# It's HERE!

# It's GONE!

## FOLD-HORSE

(PATENTED)

This new Unique "Fold-Horse," when not in use, folds down from the standard saw-horse size to a neat, compact package of only 8" x 9" x 42" for storage in any out-of-the-way corner—ideal for the small workshop and for transporting from job to job. It is ruggedly equal to any job. Metal parts are 14 gauge cadmium plated steel. Top is 2" x 6" x 42" clear pine. Equipped with 9" x 36" tool tray. Order from your jobber at once

## UNIQUE TOOL PRODUCTS CO.

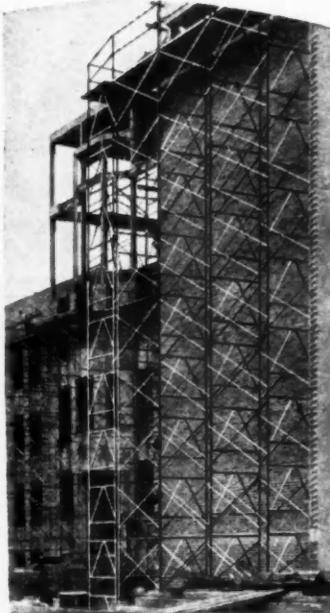
4639 North Clark Street Chicago 40, Illinois

Jobbers: Limited territories still open—write at once.

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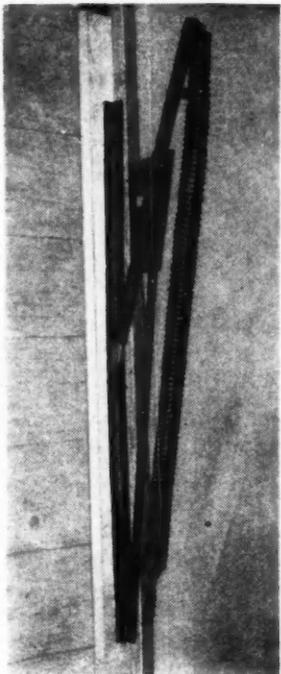
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4639 North Clark Street Chicago 40, Illinois

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# See TAVART



**OVERHEAD  
GARAGE DOOR  
HARDWARE**  
At  
**Annual  
Convention and  
Exposition of  
Builders Hardware**

Palmer House  
Chicago  
Sept. 3-4-5-1946

**60,000 SETS  
NOW HAVE BEEN  
SOLD THROUGHOUT  
THE UNITED STATES**  
Ask Your Local Jobber

Manufactured by TAVART COMPANY, LTD.  
124 W. 4th St. Los Angeles 13, California

**MOLLY  
SCREW  
ANCHORS**

For easy and neat installation of wall fixtures and accessories.

Fastens securely in any type wall from concrete to thin fiber-board.

Anchor will not fall when screw is removed.

**MOLLY CORPORATION**  
Sales Headquarters  
2-260 GENERAL MOTORS BLDG.      122 E. 42ND ST.  
DETROIT 2, MICH.      NEW YORK 17, N. Y.

**FASTER • MODERN • STREAMLINED**

*New* **SMITH 11S**  
Equipped with *Air-Cooled* ENGINE

Also available in 11-S  
— 4-wheel, and 7-S  
— 2-wheel, End Discharge Models, with choice of air-cooled or radiator-cooled engine.

Compact, lightweight, trailer mixer. Fast towing with spring-mounted axle, roller bearing wheels and pneumatic tires. Turns out more concrete per day. Lowers mixing costs. Also available with radiator-cooled engine. Write for literature.



**THE T. L. SMITH COMPANY**  
2849 N. 32nd Street • Milwaukee 10, Wisconsin

## MIXERS

*Famous for Performance on the World's Greatest Projects*

## Contractors and Builders

**YOUR WATER PROBLEMS CAN BE SOLVED BY  
INSIDE APPLICATION, AGAINST PRESSURE**



**THIS IS A WET BASEMENT PROBLEM  
TO THE BUILDER AND HOMEOWNER**

**A. WATERPLUG**, a quick-set hydraulic compound, seals streams of active water and seepage from entering through wall. Set begins in from 3 to 5 minutes after mixing water is added.

Write for circulars descriptive, in photographic detail, of how to waterproof a basement, how to seal the surface of an old brick building which leaks, how to protect the exterior surfaces of manufactured block, brick, concrete or any type masonry with THOROSEAL.

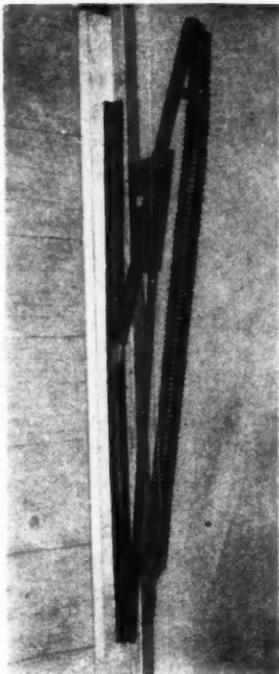
Request your Lumber or Builders' Supply Dealer in your home city to order for you.

**Standard Dry Wall Products, Inc.**

BOX X

NEW EAGLE, PENNA.

# See TAVART



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At  
**Annual Convention and Exposition of Builders Hardware**

Palmer House  
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**60,000 SETS NOW HAVE BEEN SOLD THROUGHOUT THE UNITED STATES**

Ask Your Local Jobber

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**Standard Dry Wall Products, Inc.**

BOX X

NEW EAGLE, PENNA.

*Popular WALL TREATMENT*

**ENAMELED WALL COVERINGS with CHROMEDGE**  
REG. U. S. PAT. OFF.  
**Metal Trims**

Chromedge Metal Trims give you a wide choice of brilliantly designed mouldings for use with the newly popular enameled wall coverings—in fact, for use with every type of floor or wall material. Chromedge also features sets of trims in beautiful matching face patterns, and the remarkable Chromalite finish that combines velvet-like beauty with tough, scratch-proof durability. You're sure of complete satisfaction with Chromedge.

A typical group of matching Chromedge sections.

**The B & T Metals Co.**  
 Columbus 16, Ohio

Administrator Edmund B. Gregory and NHA Administrator Wilson Wyatt.

About half of the nails represent Army-Navy surplus but in view of the critical nail shortage the military services agreed to release a similar amount from their active reserve stocks. The nails were scheduled to go partly into completion of temporary housing for veterans at colleges and in congested areas and partly to HH priority holders.

\* \* \*

**Gridley Named Head of Construction Branch Of National Housing Agency**

WILSON WYATT has announced the appointment of Ross W. A. Gridley as director of the construction branch of the National Housing Agency. Mr. Gridley, a native of Seattle with 30 years of experience in private and governmental construction, has worked for the government since 1933.

Function of Mr. Gridley's branch of NHA is to assist contractors in the field to build houses under the Veterans' Housing Program. A staff of about 35 construction engineers will work out of regional expeditors' offices, advising contractors and builders as to construction methods in the use of new materials, designed to reduce costs and conserve scarce materials. The branch also will assist and advise in erection of prefabricated houses.

\* \* \*

**Apprenticeship Rolls in Construction Industry Show Expansion**

At the end of the first six months of 1946, the Apprenticeship Training Service of the U. S. Department of Labor reported 49,092 apprentices in the various crafts in the construction industry. This report was compiled from information supplied by 1,941 local groups in all the building trades. During June there was an increase of 13.5 per cent in the number of apprentices in the building trades. The largest percentage of apprentices placed on payrolls in June was reported by the trowel trades—23.6 per cent.

**FORD TRUCKS LAST LONGER!**

*Half of all Ford Trucks in use are at least 9 years old!*

**SUPPORT BOTH CEILING AND ROOF WITH DUAL-PURPOSE**

**"HOMETRUSSES" (AMERICAN RAFTERS)**

**AMERICAN ROOF TRUSSES**

6856 STONY ISLAND AVE., CHICAGO 49, ILL.

**SAWS RAFTERS WITHOUT MARKING!**

Here's the most practical contractor's saw on the market today—the Wallace No. 1 Radial Saw. With the exclusive Wallace Angulator, it cuts rafters complete with only ONE handling and without marking.

It's a real money-maker on framing work, saving \$75 to \$200 on average homes. Handles every kind of sawing operation, and also does first-class shaping, dadoing, ploughing, grooving, fluting, beveling, routing, etc.

We make a complete line of machines for every woodworking operation. Write today for full information.

**J. D. WALLACE & CO.**  
 136 So. California Ave., Chicago, Ill.

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**KERNERATOR**  
INCINERATION

A "Must" FOR EVERY HOME . . . .

*item to handle*

Even the modest "less than \$10,000" home should have an incinerator to take care of household combustible trash. And even the modest home deserves the best in incineration.

We offer two types of Kernerators: the "portable" type, as illustrated. This is placed on the cellar floor and is connected by pipe to the chimney. The other is the "bricked-in" type which is built into the chimney foundation or can be installed outdoors.

There's a good profit for you in Kernerators. Write for installation data, prices and deliveries.

*Kerner Incinerator Division*

**MORSE BOULGER DESTRUCTOR CO.**  
209-B East 42nd Street • New York 17, N. Y.  
*Representatives in Principal Cities*

Ideal for roofing and siding! Available now—brand-new!

# CORRUGATED ALUMINUM SHEETS!

EXTRA HEAVY (16 GAUGE) FOR DURABILITY  
Up to 200,000 lbs. .048 x 45 1/2 x 96 24 ST Alclad

Corrugations 1/2" deep—2 2/3" between centers  
Weight per sheet—22 lbs.

COST 30c LB., F.O.B., ROCHESTER, N. Y.  
*Write, wire or phone*

**ROCHESTER IRON & METAL CO.**  
Rochester 2, N. Y. Phone MAIN 464

P.O. BOX 565

## SPEED UP EMERGENCY HOUSING

### Cut Concreting Time in Half

# USE SOLVAY CALCIUM CHLORIDE

Are you looking for an inexpensive short cut to speed up your building program . . . speed the day when more houses will be available? There is a very simple way to cut days from your emergency housing program. Add SOLVAY Calcium Chloride to your concrete mix. Footings will set in half the time, and thus enable you to pour foundation walls sooner. With SOLVAY Calcium Chloride in your mix for walls, they will be ready for sills and studs in half the time. More time saved. To meet your scheduled dates and speed up the finished job, specify SOLVAY Calcium Chloride.

**SOLVAY SALES CORPORATION** 40 Hector Street  
New York 6, N. Y.

# ABOUT YOUR LUMBER PROBLEM



What's the lasting power of your wood construction?

Regardless of quality, lumber treated with WOODTOX is safe against decay, termites, shrinking, and warping.



WOODTOX prevents decay, termite infestation and minimizes warping, swelling, and shrinking. Recommended for protective treatment of sash, frames, siding, and all woodwork exposed to the elements.



TIMBERTOX will protect timbers against decay and termites. For treatments of sills, joists, sub flooring, porches, decking, and all woodwork exposed to severe conditions.

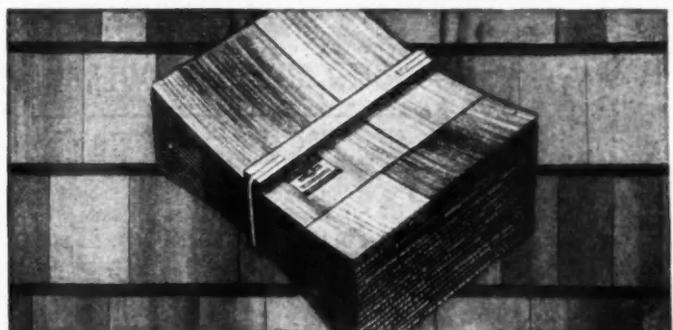


WOODFIX is effectively used for treatment of woodwork for resistance against warping, shrinking, checking, and grain raising. For wood cabinet work, mouldings, panelling, etc.

Write for bulletin "WOOD TREATING CHEMICALS"

# WOOD TREATING Chemicals Co.

5137 Southwest Ave.  
St. Louis 10, Mo.



## The Roof of NO Complaints

A well built Red Cedar Shingle roof is a credit to the builder and a joy to the owner.

Let it rain, blow, snow or bake, Red Cedar Shingles withstand all weather.

Use zinc-coated or good rust-resistant nails. Shingle Stains give you a wide selection of colors.

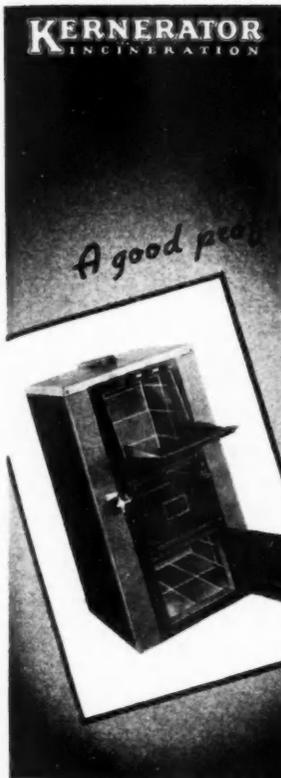
## RED CEDAR SHINGLE BUREAU

5508 White Building • Seattle 1, Wash., U.S.A.  
or Vancouver, B. C., Canada



# Red Cedar SHINGLES

SOLD BY RETAIL LUMBER DEALERS



**KERNERATOR**  
INCINERATION

A "Must" FOR EVERY HOME . . . .

item to handle

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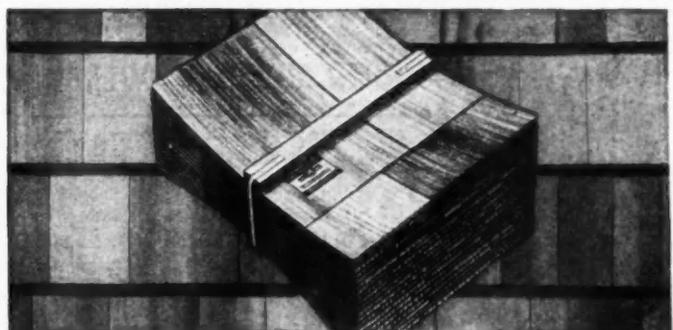
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WOODFIX is effectively used for treatment of woodwork for resistance against warping, shrinking, checking, and grain raising. For wood cabinet work, mouldings, panelling, etc.

Write for bulletin "WOOD TREATING CHEMICALS"

**WOOD TREATING**  
*Chemicals Co.*  
5137 Southwest Ave.  
St. Louis 10, Mo.



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Let it rain, blow, snow or bake, Red Cedar Shingles withstand all weather.

Use zinc-coated or good rust-resistant nails. Shingle Stains give you a wide selection of colors.

### RED CEDAR SHINGLE BUREAU

5508 White Building • Seattle 1, Wash., U.S.A.  
or Vancouver, B. C., Canada



*Red Cedar*  
**SHINGLES**

SOLD BY RETAIL LUMBER DEALERS



**Time-Proved FORMED STEEL Construction**

Many building necessities in the popular Majestic line feature the lasting strength and ruggedness of sturdy formed steel construction so effectively employed in vital war products made by Majestic.

**Majestic UNDERGROUND GARBAGE RECEIVER**

This "pestproof" Garbage Receiver boosts standards of home sanitation and is a highly popular home convenience. Odors are sealed in; fermenting heat and freezing cold sealed out. May be installed near home or apartment service door. Only the tight-fitting, foot-operated lid stays in view. Rugged formed steel construction — breakproof top and body guaranteed. Thousands are in daily use. Ask for details.

**The Majestic Company**  
1099 Erie Street, Huntington, Ind.

Majestic—Nationally Known and Advertised for 40 Years



**Save HUNDREDS OF HOME BUILDING DOLLARS**

Get features you thought you couldn't afford in your new low-cost 4, 5, 6 or 7-room "House of Tomorrow." Get true architectural beauty; big-house luxury; planned convenience; and save hundreds of dollars doing it! Learn how. Send only \$1 for big, new, 64-page plan book "30 Selected Low Cost House Of The Month Designs" to House Of The Month Service, 28 Linden Ave., Buffalo 14, New York. Builders. Supply Dealers. Developers. Get copies to help your customers and prospects.

**GET LAST-WORD ARCHITECTURAL FEATURES IN LOW-PRICED HOMES!**

**"Plastic Rock" House Developed—**

(Continued from page 85)

then form setters lay the reinforcing steel. Door and window frames are precast around the sash, and these precast units are set in their proper positions in the walls. Openings may be left in the walls for built-in telephones, speakers, and similar items. Conduit for electric services are dropped into place with boxes at proper locations.

Before any concrete is placed the exterior facing material—brick, tile, artificial stone, cement, asbestos shingles, metal shingles, metal molding, glazed tile, colored tile, terra cotta, or similar trim—is laid, and then the concrete is placed in the wall forms.

Load-bearing walls are 12 in. thick. They are composed of an 8 in. outer wall of normal concrete, with exterior trim, a 2 in. air space, and an inner wall of lightweight concrete 2 in. thick.

When the inner walls are cast (each wall poured as a unit) steel stirrups, embedded in the lightweight concrete, are allowed to protrude about 6 in. from the face of the finished wall. As the outside walls are cast on the job the inner wall is set over the outer wall just after concrete has been finished, the steel stirrups embedding themselves 4 in. in the outside wall, leaving a 2 in. air space between walls. Both walls and foundation are erected as a unit.

\*\*\*

**35 Rental Units in Distinctive Motel—**

(Continued from page 60)

range from \$3.50 to \$10.00 per day. Three different room arrangements are included.

The ground floor and first story walls are of reinforced concrete. Second story floors are of 1 x 6" diagonal boards, topped with 3/4" Douglas fir plywood, and fully carpeted. All walls are plastered on 1/2" Firtex except halls and passages, which are cement plaster on metal lath. Heating is by hot water from a central plant, Ray oil burner fired.

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\$5.75

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**"Plastic Rock" House Developed—**

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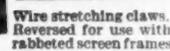
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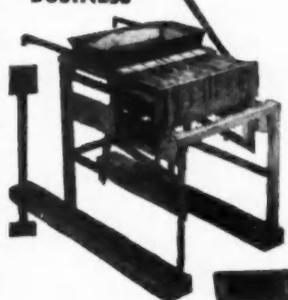
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MIXERS • PUMPS • HOISTS  
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CUT Any SIZE HOLE  
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Something new in wood-boring  
tools! Bruno Expansive Bit works like a  
lathe... requires less pressure... actually pulls itself  
through. Positive lock with patented triangle blade.  
Diamond grind on lead screw prevents splitting. Wide  
throat for chip clearance. Easy-to-read scale. All cutting  
surfaces of high grade tool steel. Replaceable blades.

\* Wide Cutting Range!

No. 200-B cuts 1/4" to 1 1/4" Diameter, \$2.95

No. 201-B cuts 1 1/2" to 3 1/2" Diameter, \$4.95

Each comes with 1 long, 1 short cutter.

Ask your jobber, or write Bruno Tools.

Beverly Hills, California, Dept. AB-8

NO. 200-B  
\$2.95  
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**BRUNO TOOLS**

Beverly Hills, California

We regret that our production of Croft  
Steel Windows is insufficient to meet the pres-  
ent enormous demand. We hope it won't be  
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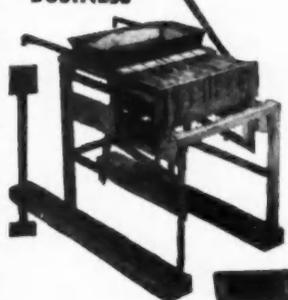
Meantime, we would be glad to send you our  
new 1946-7 catalogue which describes Croft  
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**CROFT**  
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Don't Wait for Brick. Avoid  
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Blocks 4" Thick, 8"x16", and,  
Quarters and Halves. Cement  
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Figure Your Own PROFIT.

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**R. K. TYRA CO.**  
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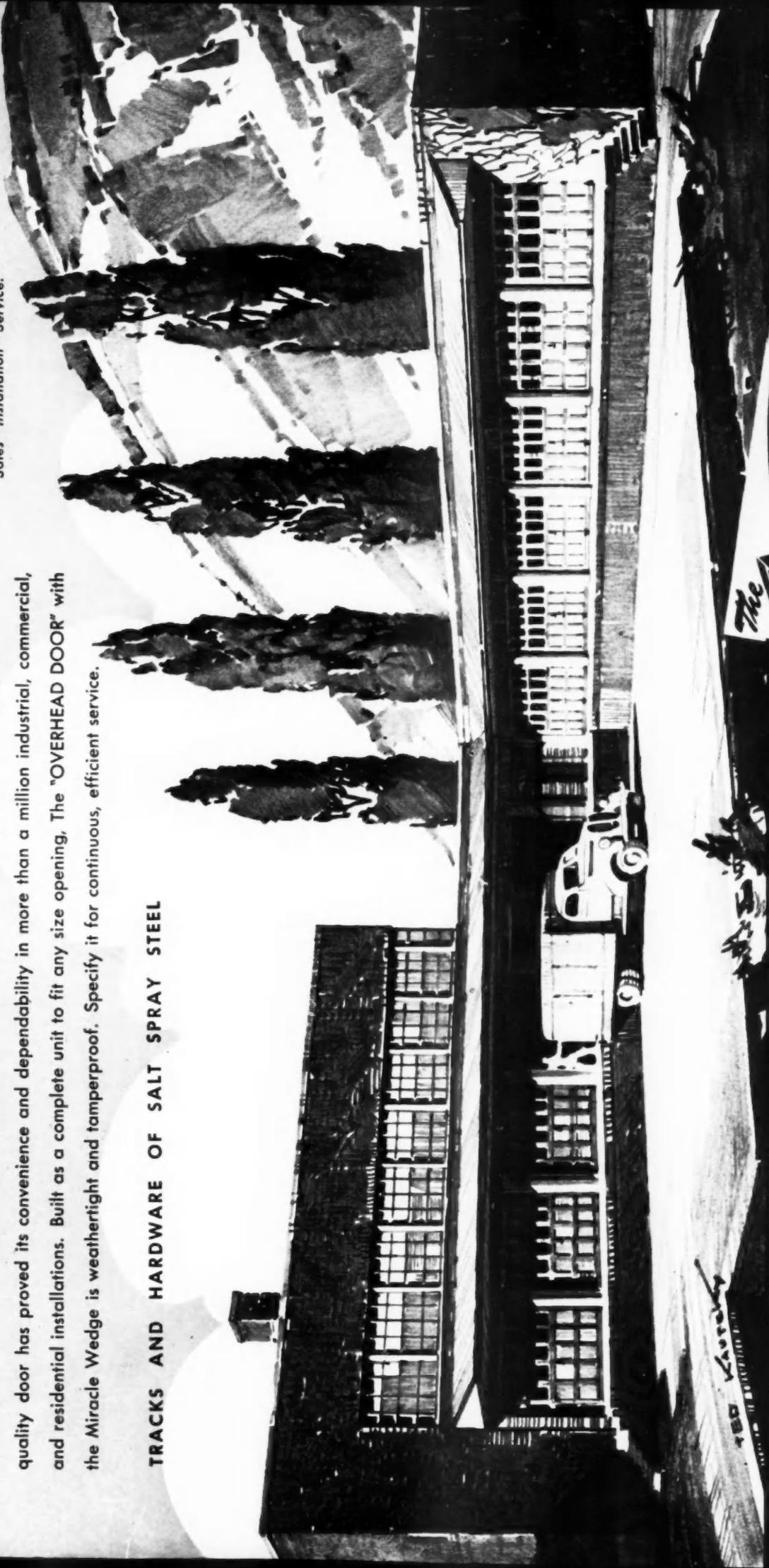
MAN

# THE DOOR OF

● Delay is cut to a minimum on loading platforms equipped with The "OVERHEAD DOOR." Trouble-free operation of doors is a large factor in preventing congestion in the loading and unloading of goods. This quality door has proved its convenience and dependability in more than a million industrial, commercial, and residential installations. Built as a complete unit to fit any size opening, The "OVERHEAD DOOR" with the Miracle Wedge is weathertight and tamperproof. Specify it for continuous, efficient service.

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● Any "OVERHEAD DOOR" may be manually or electrically operated. Sold and installed by Nation-Wide Sales—Installation—Service.

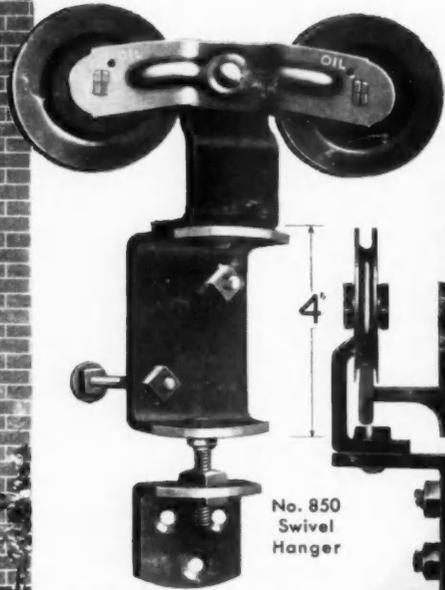


**OVERHEAD DOOR CORPORATION**  
 Hartford City, Indiana, U.S.A.

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# NATIONAL

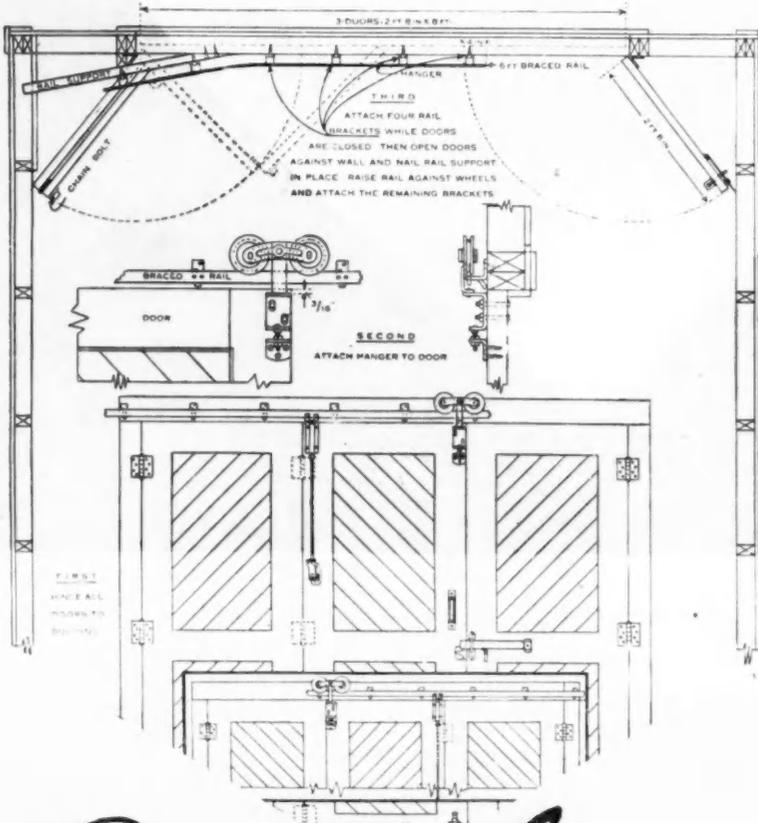
Nos. 805 and 806 Sliding and Swinging Garage Door Sets



No. 850 Swivel Hanger

The Hanger operates on a swivel and turns on the track without sticking or binding in any way.

Sectional view of No. 850 Swivel Hanger



This makes a weather-tight, easy-working garage door set. Doors swing freely in jamb against stop. Minimum space opening required, doors are hung on the inside and fold and slide against inner wall. Snow and ice do not interfere. One door hung so that it will open without disturbing the other. Hangers are adjustable. Finished regularly with six feet of Braced Rail for eight-foot opening. Limited quantities available. See your dealer.

*National*

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