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WORLD'S GREATEST
BUILDING PAPER



THIS ISSUE *Cavalcade of Homes*

Builders' Group Stages Mass Demonstration

Remember! Celotex Insulating Sheathing is...
double-waterproofed

The Exclusive Celotex Way



1 WATERPROOFED INSIDE!

Every one of the millions of tough cane fibres which make up its insulating core board is impregnated with a waterproofing agent during manufacture.

2 WATERPROOFED OUTSIDE!

This remarkably strong, durable insulating board is then coated on both sides, and on all edges, with a thick, enduring "raincoat" of specially-treated asphalt which seals out moisture.

HERE'S PROOF of the kind of performance that has made Celotex the Greatest Name In Insulation. In a recent letter, Mr. A. J. McMullin, President of the Olean Lumber & Supply Corp., Olean, N. Y., wrote:

"Our Company applied the regular 1/2" Celotex Board on the exterior of our mill in 1922. No siding of any kind was applied over the Celotex Board, and consequently it has been subjected to all kinds of weather, including rain, snow, summer sun, and even a flood, when the Allegheny River went on rampage in 1942. It has given very satisfactory service for 27 years and we have no intention of replacing it, as it is still in good condition and as good as anything we could replace it with."

- ★ Yes, *double-waterproofed*, yet it has more than twice the vapor permeability advocated by government agencies!
- ★ Safe even under severe exposure during construction! Even cut edges are highly resistant to moisture penetration.
- ★ Enables contractor to resume work more quickly after the heaviest rain, thus cutting costly delays.
- ★ Protected against dry rot, termites, and fungus by the exclusive Ferox process.
- ★ Combines exceptional structural strength and rigidity with high thermal insulation.
- ★ Builds and insulates, all at *one* low cost.
- ★ Yet costs no more than ordinary sheathing.
- ★ Write today for full details!

Double-Waterproofed

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SHEATHING**

THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS

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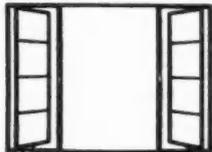
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WHICH IS THE RIGHT WINDOW TO USE?

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— Type 2414N.
Meets most residential needs. For all general locations. One swing leaf provides 50% opening.



For maximum ventilation—Type 2424. Provides 100% opening. Costs more than Type 2414N because it has two ventilators with Roto-Adjusters.



For maximum view—Type 4424. Picture window, plus ventilation. Fenestra's many types and sizes provide a *right* window for every need in the home.

Ever see someone cup his ear to catch a sound? That same principle will sweep the softest murmur of a breeze into the homes you build. Make them even more appealing to comfort-conscious buyers.

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There's a *right* Fenestra Window for every spot in the house... over the sink or buffet... corner windows... a sweep of window wall in the sun porch. Fenestra's residence line is complete. See your nearest Fenestra dealer for types and sizes, or write to Detroit Steel Products Company, Dept. AB-6, 2260 E. Grand Boulevard, Detroit 11, Michigan.

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It is the only fastener that enables you to apply large size wall panels *without visible face nailing* . . . the only fastener that enables you to build *truly seamless—truly crackproof* walls . . . the only fastener designed to compensate for normal structural movement.

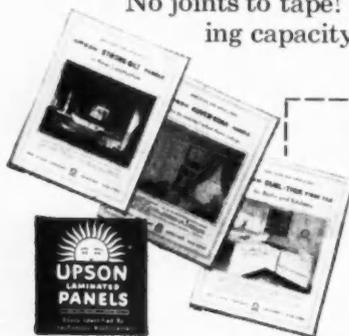
You have no nails to counter-sink! No nail holes to fill! No joints to tape! Carrying capacity of the

Fasteners, applied according to directions, actually is $12\frac{1}{2}$ times the weight of Upson Strong-Bilt Panels.

Cracked ceilings are everywhere! Avoid them in the homes you are building! Thousands of new homes have been built with Upson Strong-Bilt Panels. Thousands more are under construction now. Let us show you some of the amazing things you can do with Upson Floating Fasteners. *Send the coupon below for easy-to-follow Instruction Sheets. They're free—can give you a score of new ideas!*



It is so simple! Nail Fasteners to studs in new construction. Fastener prongs enter back of panel and clinch.



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516 Upson Point, Lockport, New York

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In This Issue



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Publisher's Page



Too Little Middle Class Opposition to Socialism

PERHAPS there is nothing about the progress of socialism in countries such as Great Britain and her English speaking dominions, France and the United States, that is so difficult to understand as the weak resistance or the lack of resistance offered to it by *owners of property*. Complete socialism is government ownership and management of property. Every policy which increases government ownership of property or increases taxation or government control of privately-owned property increases the momentum of the "creeping socialism" which is threatening to engulf private property and private enterprise in almost every country in which they are not menaced by communism.

This writer formerly believed and contended that socialism would never be established in any country except by force. This was because in all countries where a large accumulation of wealth had occurred, the great bulk of the property was owned by a large middle class; and the writer believed this intelligent and powerful middle class would, if other means of resistance failed, resort to force to protect its property from confiscation.

That expectation is not being fulfilled. Every day in this and other countries government policies are being adopted which are promoting socialism by both confiscating private property and increasing government ownership of property. And the paradox of the thing is that

most, or at least many, private owners of property are helping promote the policies by which all property owners, and especially the middle class which directly and indirectly owns the great bulk of all property, are being liquidated.

Why is the middle class not offering the resistance to its destruction by socialistic policies which this writer formerly believed that it would? It is because most of the middle class is showing less intelligence regarding its self-interest than was anticipated, and consequently is enabling those promoting socialistic policies to buy middle class support with subsidies derived mainly or wholly from taxes paid by middle class people.

In this country the great preponderance of the middle class population lives in non-metropolitan cities, in the towns and on the farms. The American farmer who owns and operates his farm always has been the finest type in the world of middle class property-owner and citizen, and should be the backbone of middle class opposition to socialism because he has the most to lose by it. But fear of the farmer's opposition is causing the promoters of socialist policies steadily to increase the bribes they offer him. Their latest effort to win him over is a plan emanating from the Secretary of Agriculture which is obviously designed to capture both the labor vote and the farm vote for the socialistic policies of Truman's so-called "Fair Deal." Under the Secretary of Agriculture's plan the

government would let the *prices* of farm products decline in accordance with supply and demand so that consumers could buy them cheap, but would at the same time give the farmer a subsidy from the taxpayers sufficient to assure him a "fair return" on the value of his property. Thus, all individuals and corporations subjected to taxation by the Federal government would be taxed both to give the farmers a "fair return" and everybody else farm products at low prices.

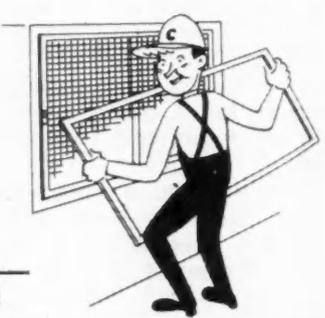
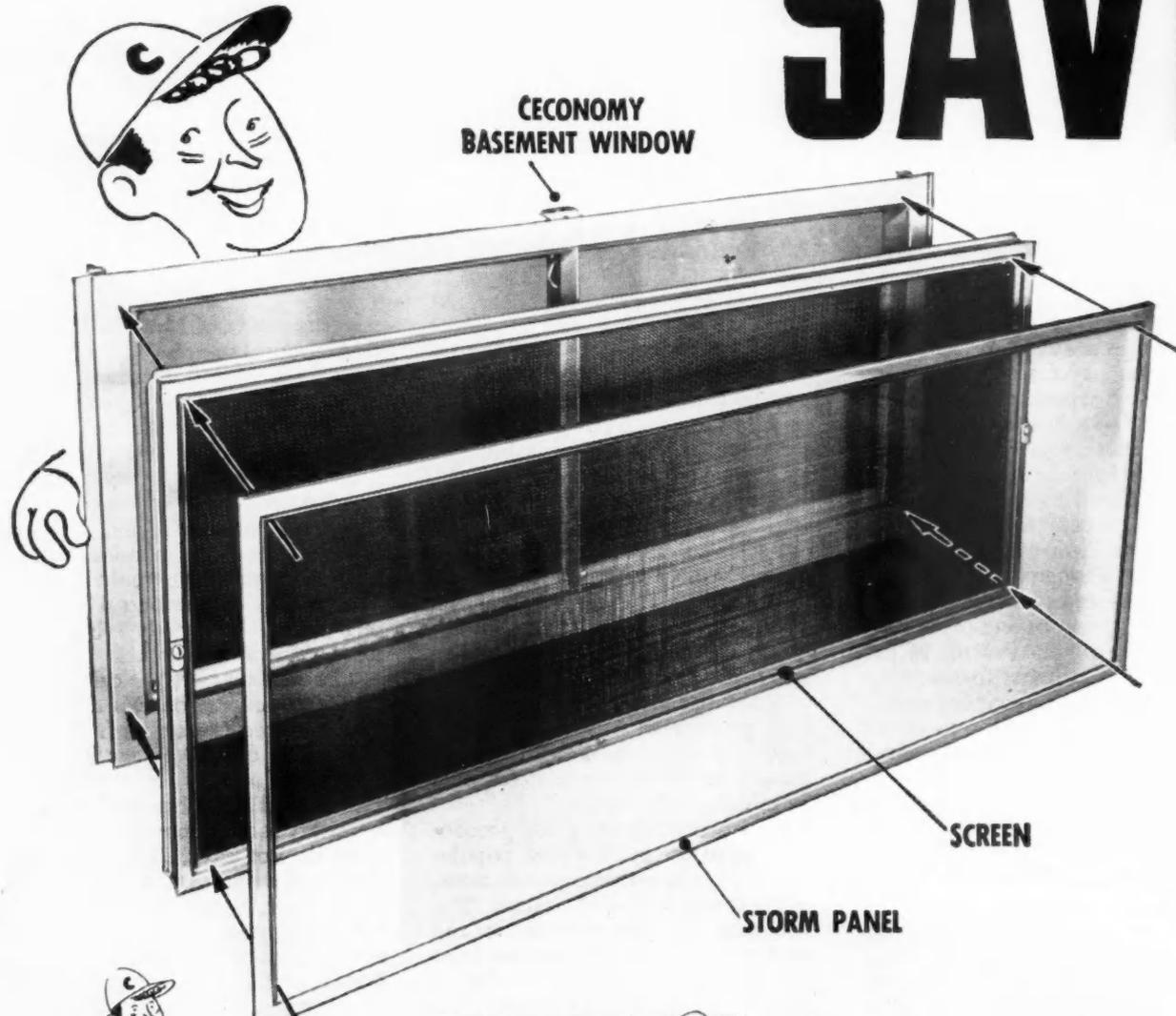
The Secretary of Agriculture and other proponents of this new plan have declined to estimate how many billions of dollars a year it would cost, and nobody can make any rational estimate because the data necessary for making a rational estimate do not exist. The mere fact that such a plan has been proposed is, however, highly significant. It is a bold effort to buy the support of the farmers as well as the working class. And it illustrates the most important reason why so many middle class property owners help promote the progress of socialism. This reason is that they allow themselves to be bought with *specific* socialistic policies that they are convinced will benefit them, in total disregard of the plain fact that adoption of *all* the specific socialistic policies being promoted for the ostensible benefit of different classes would establish complete socialism and accomplish first the political and economic ruin of the middle class, and then the political and economic ruin of all classes.

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Samuel O. Dunn,

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SAVE



SAMMY CECONOMY tells how to do it!

When you place your forms for the foundation, nail a wood strip on each side of your opening to provide vertical rebates. Strip forms, lower attached fins of C Economy Basement Window into rebates. Plumb and level. Grout with concrete.

After the window has been erected, it is a simple matter for the home owner to affix his basement window screens with only two screws. The screen goes on the outside, does not interfere with the operation of the ventilator.

The storm panel is placed on the outside over the screen, making the screen self-storing. Two simple clips hold the storm panel rigidly in place. Interchangeable—no matching of storm panel to window, no fitting each season.

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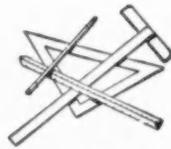
4 WAYS . . .

with CECO'S CECONOMY Basement Window

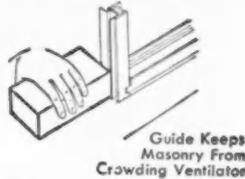
You get four-way economy from start to finish with Ceco's famous Ceconomy Basement Window and the new Combination Screen and Storm Panel. Here's a case where low original cost is matched by savings in installation, performance and maintenance:



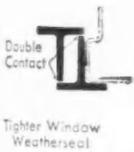
1 ECONOMICAL TO BUY—Engineered quality at a price—about \$3.60 for the 2 light 15" x 12" window alone. About \$5.00 for the Combination Screen and Storm Panel. Slightly higher west of Mississippi and in South.



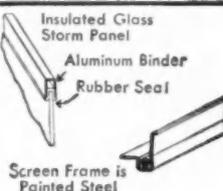
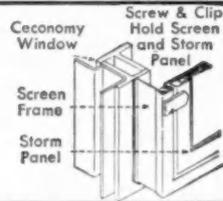
2 EASY TO ERECT—The masonry guide and fin make the window easy and inexpensive to install. Guide quickly aligns masonry. Fin ties window rigidly to construction.



Guide Keeps Masonry From Crowding Ventilator



3 SAVES FUEL—The window closes tightly because it has double contact weathering. Then, too, the Combination Screen and Storm Panel provides added comfort, saves additional heat.



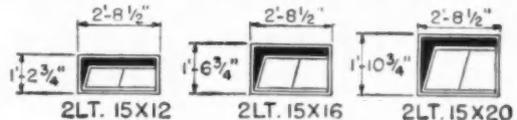
Screen Frame is Painted Steel



4 LOW MAINTENANCE—The window is engineered in hot rolled steel, bonderized and painted. Can't rot or swell. Screen frame is painted, wired with 18 x 14 bronze mesh. Storm panel is insulated with rubber seal and aluminum edging.

See Ceco catalogs in Sweet's Builders and Architectural Files . . . or write for free literature.

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4. NuTone Transformer—a tested, trouble-free power unit to operate the NuTone Door Chime.

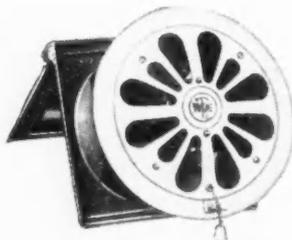
Get full information on the NuTone line from your electrical contractor or wholesaler; or write to NuTone, Inc., Dept. A-69, 801 E. Third St., Cincinnati 2, Ohio.



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A luminous push button, glowing at night. List, \$1.00. 5 other styles from 35c to \$2.50.



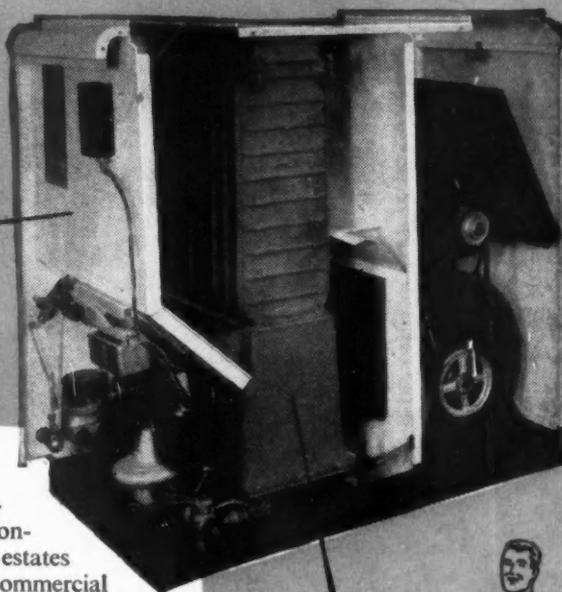
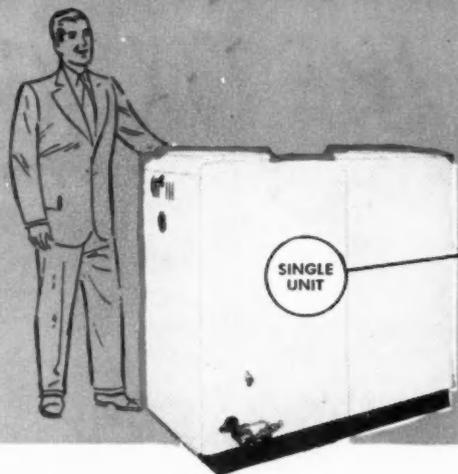
MODEL NV-18L—An efficient kitchen ventilating fan. List, \$24.95. Four other models, to \$34.95.



THE BEACON, STYLE DK-200—Brass door knocker with spotlight for keyhole illumination. List, \$4.95. Another type door knocker lists at \$2.95.

THE CONTINENTAL, STYLE K-32—A beautiful chime, with ivory-plastic cover and satin-brass tubes. List, \$12.95. One of 14 models—\$3.95 to \$69.95.

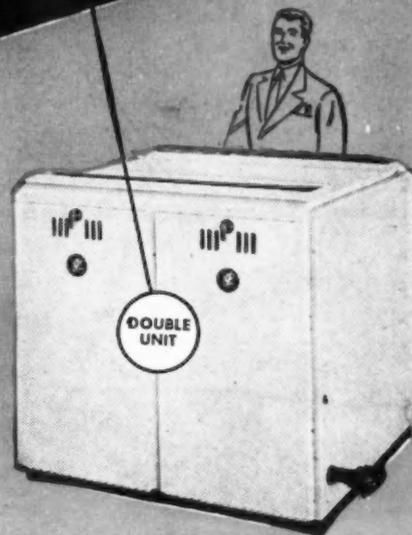
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GHA-2	90,000	72,000
GHA-3	115,000	92,000
GHA-4	140,000	112,000
GHA-22	180,000	144,000
GHA-23	230,000	184,000
GHA-24	280,000	224,000



A unit designed with the TRADE in mind!



RICHMOND

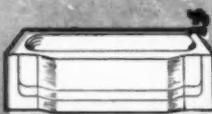
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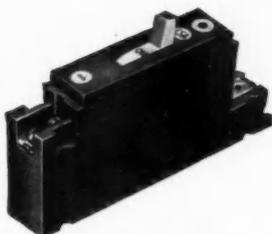
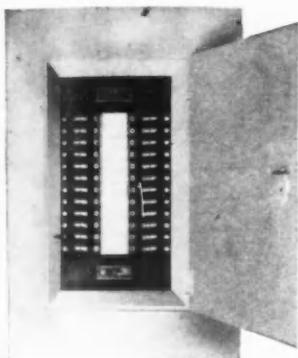
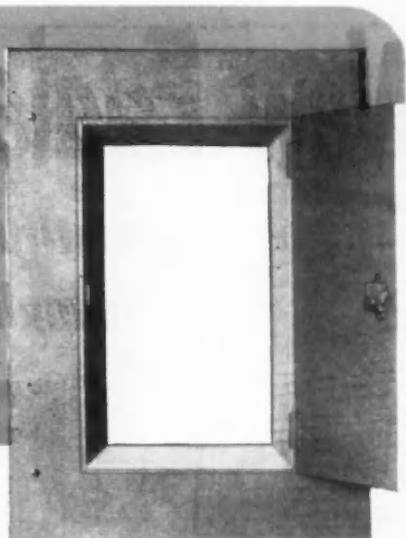
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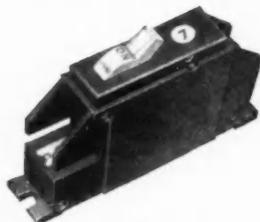
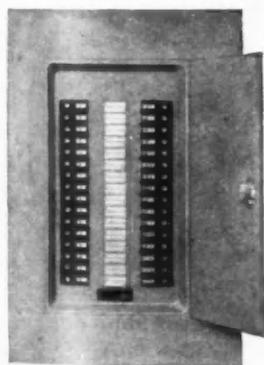
vidual, heavy-duty type circuit breakers provide automatic protection against overload or short circuits. Standard or narrow column types for easy installation . . . assembled to fill individual needs with long, trouble-free service.

Capacities: 15 to 50 amperes, 4 to 42 branch circuits, 125 volts AC or DC, 3 or 4 wire solid neutral mains.

The value of any panelboard lies within! Make certain you buy long-lasting, trouble-free performance for lighting branch circuit service.

Whatever your preference—circuit breakers or switch and fuse . . . whatever your needs . . . few or many . . . Ⓜ Panelboards are *standardized* in design, but tailored for your particular installation.

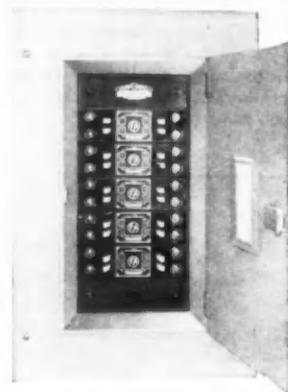
Shown here are but three Ⓜ Panelboards . . . all Underwriters' Laboratories, Inc., approved . . . any one of which will fill your panelboard needs . . . all of which will supply the dependable, long-lasting performance you want.



Ⓜ Type NAC1B Thermag Circuit Breaker Panelboards are tailored to fit your needs. The *thermal-magnetic* action of the individual circuit breakers provides time-lag characteristics on momentary, harmless overload, and instant and automatic protection against short circuits or dangerous overloads . . . in hotels, stores, institutions, and public buildings. These *fuse-less* panelboards are available in a variety of sizes . . . furnished in standard or narrow column types . . . and built for long-lasting performance.

ary, harmless overload, and instant and automatic protection against short circuits or dangerous overloads . . . in hotels, stores, institutions, and public buildings. These *fuse-less* panelboards are available in a variety of sizes . . . furnished in standard or narrow column types . . . and built for long-lasting performance.

Capacities: 15 to 50 amperes, 120 volts AC only—4 to 42 branch circuits with 3 or 4 wire solid neutral mains.



Ⓜ LNT1P Safety-type Panelboards combine single pole, heavy-duty tumbler switch and plug fuse into a four circuit standardized section. The Ⓜ Tumbler Switches are of quick-make, quick-break

type with double break contacts. All parts, including switches, are applied from rear, providing safety under all operating conditions . . . year after year. The Ⓜ LNT1P Panelboard is excellent for practically any industrial or commercial installation requiring panelboards for centralized switching control.

Capacities: 30 amperes, 250 volts, 4 to 42 branches, for 3 or 4 wire solid neutral mains.

Ask for Bulletin 301

Frank Adam Electric Co.

ST. LOUIS 13, MISSOURI

Makers of BUSDUCT • PANELBOARDS • SWITCHBOARDS • SERVICE EQUIPMENT • SAFETY SWITCHES • LOAD CENTERS • QUIKHETER



New Eagle-Picher Interior Paints

10 beautiful, modern, pre-harmonized colors
simplify interior painting 3 ways!



Mildred McCune, of Mildred McCune, Inc., N. Michigan Boulevard, Chicago—a nationally recognized decorator of residential interiors—says this about Eagle-Picher interior paints: "This group of pre-harmonized colors is one of the most interesting ideas in interior painting in years. With them, it's easy to plan modern, unified color schemes for every room of the house . . . and what's more, you're sure that rooms decorated with these colors will harmonize perfectly with any color in furniture, drapes and rugs. Truly, these pre-harmonized paints simplify interior painting to the point where you just can't go wrong."

1 The ten colors in this new line of Eagle-Picher paints were color-formulated to harmonize with each other . . . and with *any* color in room furnishings. Result? Both redecorating rooms and planning color schemes for new homes are simplified.

2 An attractively decorated property is easier to sell or rent. With these paints you can select a color scheme that will enhance the beauty of *any* home or apartment . . . that will harmonize perfectly with the present furniture, drapes and rugs of your prospective clients or tenants!

3 These pre-harmonized paints are easy to buy and apply, also. They're ready-mixed, high quality oil-base paints . . . self-sealing, cover in one coat, and are washable. They come in flat, semi-gloss and gloss finishes—so the one line contains a perfectly matching finish for walls, woodwork, kitchens and baths.

Now you can give a professionally decorated, pre-harmonized color scheme to old or new rooms. Whether you offer them for sale or rent, you'll find that the extra appeal of a pre-decorated appearance will pay!

A full line of paints . . . for every painting need

Eagle-Picher manufactures a complete, high quality paint line. *For exteriors:* White-Lead-In-Oil • White Lead Paint • Mixed Pigment House Paint • Primer • Trim colors • Porch and Floor Paint • Stucco and Concrete Paint • Rubber Base Floor Paint • Shingle Stain • *For interiors:* Flat, Gloss and Semi-Gloss Quick Dry Enamel • Non-Yellowing Enamel • Enamel Undercoat • Penetrating Floor Sealer • Quick Dry Floor Varnish • Spar Varnish • Linoleum Finish • Many specialty items.

ATTENTION: *White Lead and White Lead Paint are again available in full supply!*



The Eagle-Picher Company

General Offices: Cincinnati (1), Ohio

MAKERS OF EAGLE WHITE LEAD SINCE 1843

Cut Your Costs On Every Type Of Construction Job... With BLUE BRUTES!

Here are typical examples of the up-to-the-minute design, long-lasting construction and smooth, dependable performance now proving to contractors all over the world that there's more worth in a Blue Brute. Your nearby Worthington-Ransome Dealer has the complete line of Blue Brute Construction Equipment. Write for his name.

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Construction Equipment Department
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Concrete Costs Less!

Count on Blue Brute Portable Mixers for lower-cost concrete on every job. Quickly spotted and towed, and with such features as smooth, positive gear-and-pinion drive . . . high-carbon, Timken-equipped drum rollers . . . and Ransome's famous mixing action, they're sure bets for speedier, better mixing.



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You'll move *more* water — faster, farther, easier with a Blue Brute Self-Priming Centrifugal Pump. Rugged in every detail, with fast pickup, extra reserve power and high resistance to rust, corrosion and ordinary wear. Built in A.G.C. sizes to A.G.C. standards.



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Get *all* the air-power out of every drop of fuel with a Blue Brute 60' Portable Air Compressor. Strong, light and efficient, it provides constant, dependable, economical air supply through its easy-breathing Worthington Feather* Valves. Other Blue Brute Compressors, from 105' to 500'.



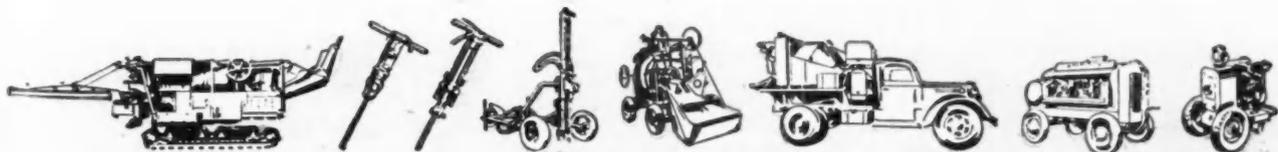
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Construction Expenses at Rock Bottom!



Team up these fast, hard-hitting Blue Brute Air Tools with Blue Brute Compressors — and watch your daily expenses go down. Though tough and powerful, they have the lightness and compactness to keep your workers more satisfied — and more productive.

49-3

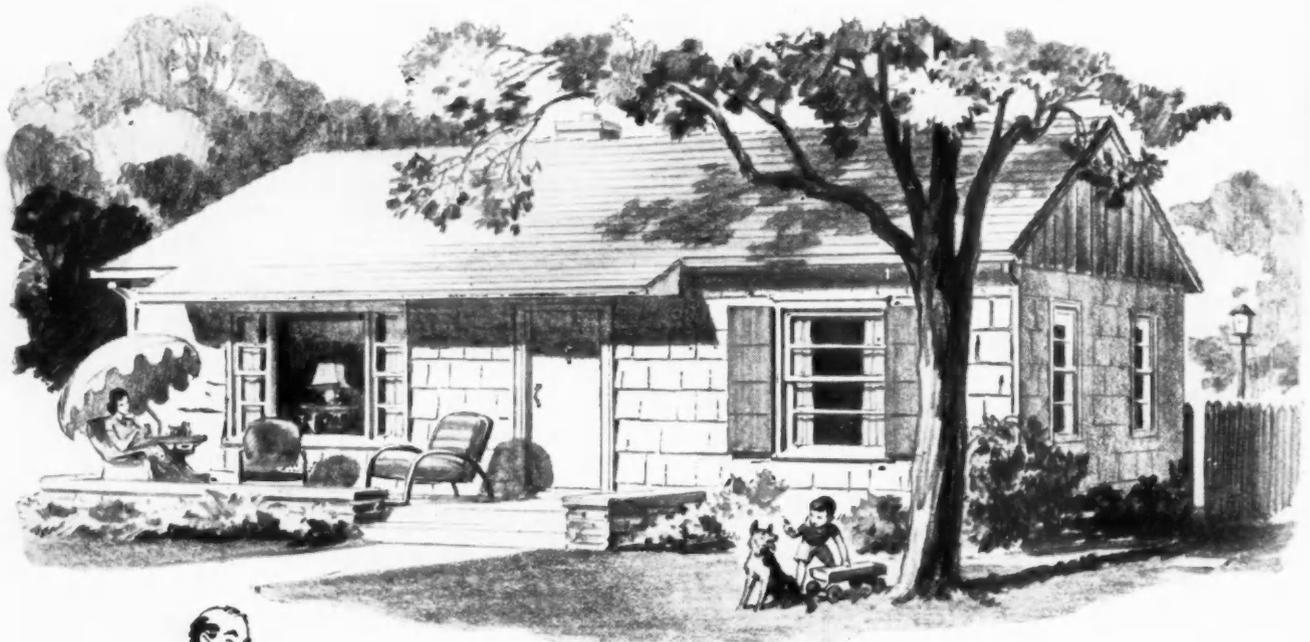


IF IT'S A CONSTRUCTION JOB, IT'S A BLUE BRUTE JOB



the economy home for your buyers

It's a dramatic achievement in low-cost housing . . . the first and only factory-built home to offer so many outstanding features that today's buyers want — at such a low price! It's the home that's geared to your market for '49.



the profit home for you!

Yes, Mr. Builder, your investigation of the P&H Economy Home will convince you that it's ahead in quality, in true value, in the livability that home-wise buyers are seeking.

P&H has solved the housing problem in the common sense way — by providing the sound basic dwelling without unnecessary or costly frills . . . by the use of modern production methods that make the most of time, labor and materials. Yet here is the true charm, beauty and generous space for comfortable living.

Add to this P&H's 15 years in the designing and building of mass produced homes, and you have the reason why smart builders and developers are making big plans in many communities for this year.

Write, wire, or 'phone us for full details concerning the P&H franchise in your territory. Make the most of your opportunity in '49 with the P&H Economy Home.

CHECK AND COMPARE

THESE OUTSTANDING FEATURES

- Full size — 24 ft. wide x 32 ft. long
- Large living room — 11' 7" x 17' 4"
- Joint-free, crack-proof interior walls
- Choice of 2 or 3 bedrooms
- Flush doors throughout
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P&H

HOUSES

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HARNISCHEEGER
CORPORATION

EXCAVATORS - ELECTRIC CRANES - AND WELDERS P&H HOUSES - WELDING ELECTRODES - METALS

You save time and money
with **NATIONAL ELECTRIC**

A·B·C. CABLE

The COMPLETE, READY-TO-USE Wiring System

- ABC is the fastest type of metal-clad wiring system to install.
- Easiest to handle . . . Easiest for getting materials on the job.
- Wires and raceway are installed together.
- One piece from outlet to outlet.
- No special tools . . . No waste . . . No threading . . .
No coupling . . . No exact measurements.

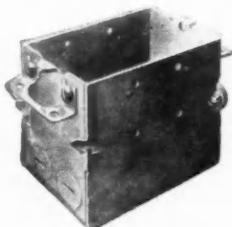
Plus these extra ABC features—

Anti-Short Bushing—Protects the wires from armor edges.

"Dilec Safecote" insulated wires—flame retardant, moisture resistant, easy to strip.

2 Paths to Ground on Sizes #14 and #12 (1) The flat grounding strip provides a continuous *low-resistance* path. (2) The armor itself with "bondhook" channel construction also assures a positive path to ground.

ABC IS EASY TO INSTALL WITH "REDEGE" BOXES AND "EZ" CONNECTORS



"Redege" outlet and device boxes



"EZ" Connectors with sure-grip bondnuts and hinge construction . . . Only *one* screw to tighten . . . Deliveries from stock through leading electrical wholesalers.



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*How to make
Home-Buyers Happy*

AVOID **COSTLY,
TROUBLESOME**

Reinforce Ceilings and Walls Where Stresses and Moisture May Cause Trouble

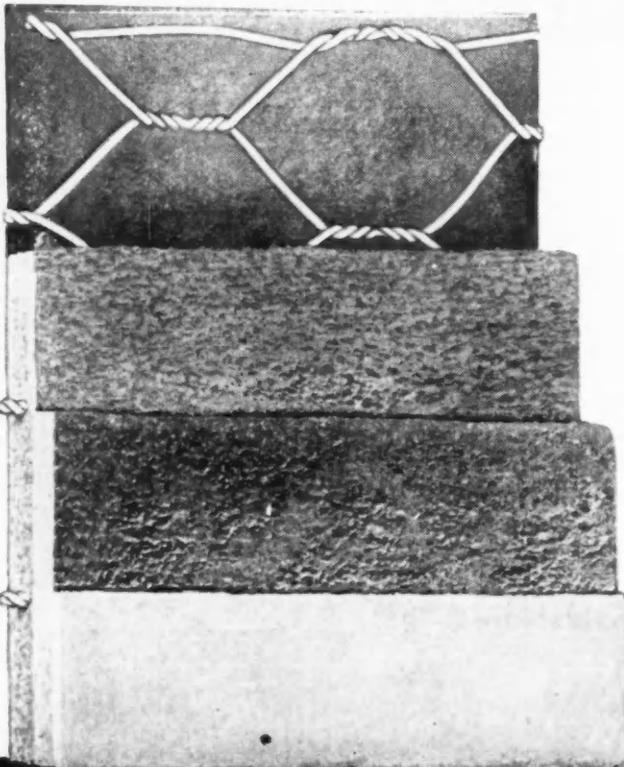
Trade authorities say that where plaster is subject to extra stresses or excessive moisture it should be reinforced. If there is any question concerning the use of reinforcing, use it—and use it extensively.

PLASTERING CEILINGS—Good builders know that ceilings—particularly larger expanses such as in combination living-dining rooms—should be reinforced. Likewise, rooms where moisture is constantly present—bathrooms, laundries, kitchens and utility rooms—plaster should be reinforced on both ceilings and walls.

PLASTERING WALLS—Tradesmen and plastering authorities also agree that plaster walls should be reinforced at all vulnerable points, as a safeguard against cracking. Such areas exist around openings, over

doors and over and under windows, in angles, corners and arches. The wall-ceiling juncture is a weak spot. Abnormal structural movement is also a source of trouble, and reinforcing helps counteract it.

Actually, when you build a home of top quality, it is wise to reinforce plaster in walls and ceilings throughout the entire structure. The home owner is then assured of dependable, permanent plastering. Any possible troublesome, costly plaster failures due to causes beyond normal control are avoided. And, the slight extra cost of reinforcing plaster is frequently more than paid for by money saved on future repairs.



Use the Time and

The Keystone System of Plaster Reinforcing is a simple method that insures dependable and permanent plastering. It binds plastered walls and ceilings together into a reinforced, room-size unit. It's the answer to unnecessary, troublesome, costly plaster-cracking.

This system utilizes the best-suited reinforcement for plaster—1-inch hexagon Keymesh Reinforcing. Keymesh Reinforcing is made of tough, cold-drawn 20-gauge steel wire, possessing great tensile strength. It is heavily galvanized to resist rust. It is tightly woven in a reverse twist, making it easy to handle and easy to apply.

Keymesh Reinforcing is available from your dealer in handy 3' by 150' rolls.

KEYSTONE STEEL

PEORIA 7,

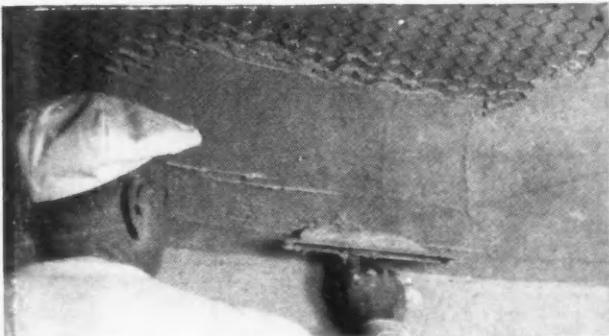
Manufacturers of Keymesh Reinforcing.

For Strong, Economical Plaster Reinforcing

PLASTER CRACKING



Lathers applying Keymesh Reinforcing to ceiling. Notice how the reinforcing protects the ceiling-wall juncture.



First coat of plaster trowels on quickly and easily over Keymesh, providing an even base for a smooth finished job.



The end result—plastered walls and ceilings strongly held together as one unit by Keymesh Reinforcing.

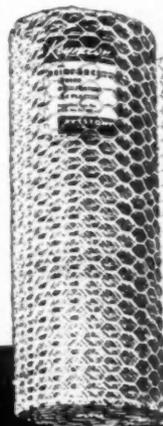
Money-Saving KEYSTONE SYSTEM of Plaster Reinforcing

INSURES PERMANENCE—Keymesh Reinforcing permits easy flow of plaster through and around the strong steel, open mesh wires. Reinforcing is firmly embedded in the plaster for strength and permanence.

FOSTERS ECONOMY—With the Keystone System of Plaster Reinforcing, costs are kept down. Keymesh Reinforcing is economical. Leaves no material-wasting laps to fill. And, Keymesh is easy to apply—requires very little labor time.

SAVES TIME—The Keystone System is quick and easy in operation. No complicated lathing operations. Keymesh Reinforcing unrolls flat, quickly goes into place flat. It forms easily around corners, angles and arches; goes on in continuous strips—no joints, no heavy laps. The result is fast, smooth trowelling, without requiring a first coat of extra thickness for an evenly plastered wall.

Ask your dealer for all the facts about the Keystone System of Plaster Reinforcing—he can give you details and specifications. And, he has Keymesh Reinforcing for you in any quantity you need.



Keymesh

REINFORCING FOR STUCCO,
OVERCOATING AND PLASTER

& WIRE COMPANY

ILLINOIS

Welded Fabric, Tie Wire and Nails

use KEYMESH

Johns-Manville **SUPER-FELT**

... the superior Rock Wool Batt for insulating new houses or accessible attic spaces

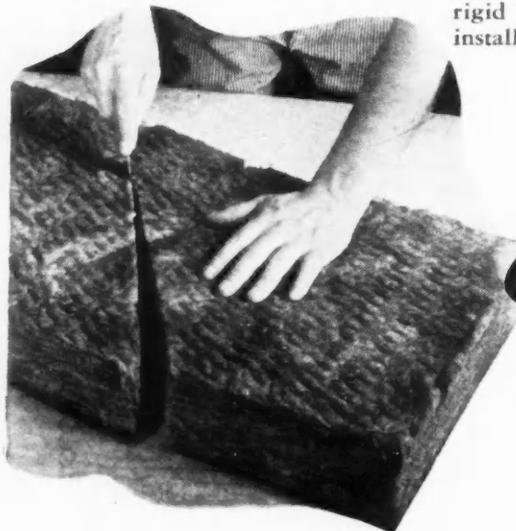
Easier to install

The J-M Super-Felt Batt is strong and tough. Its superior felted structure makes it easier to handle . . . ensures savings in application. The batt holds its shape . . . fits snugly between framing members.



Will not settle

The Super-Felt Batt is resilient yet so rigid it will actually stand alone. When installed, it stays in place, won't settle.



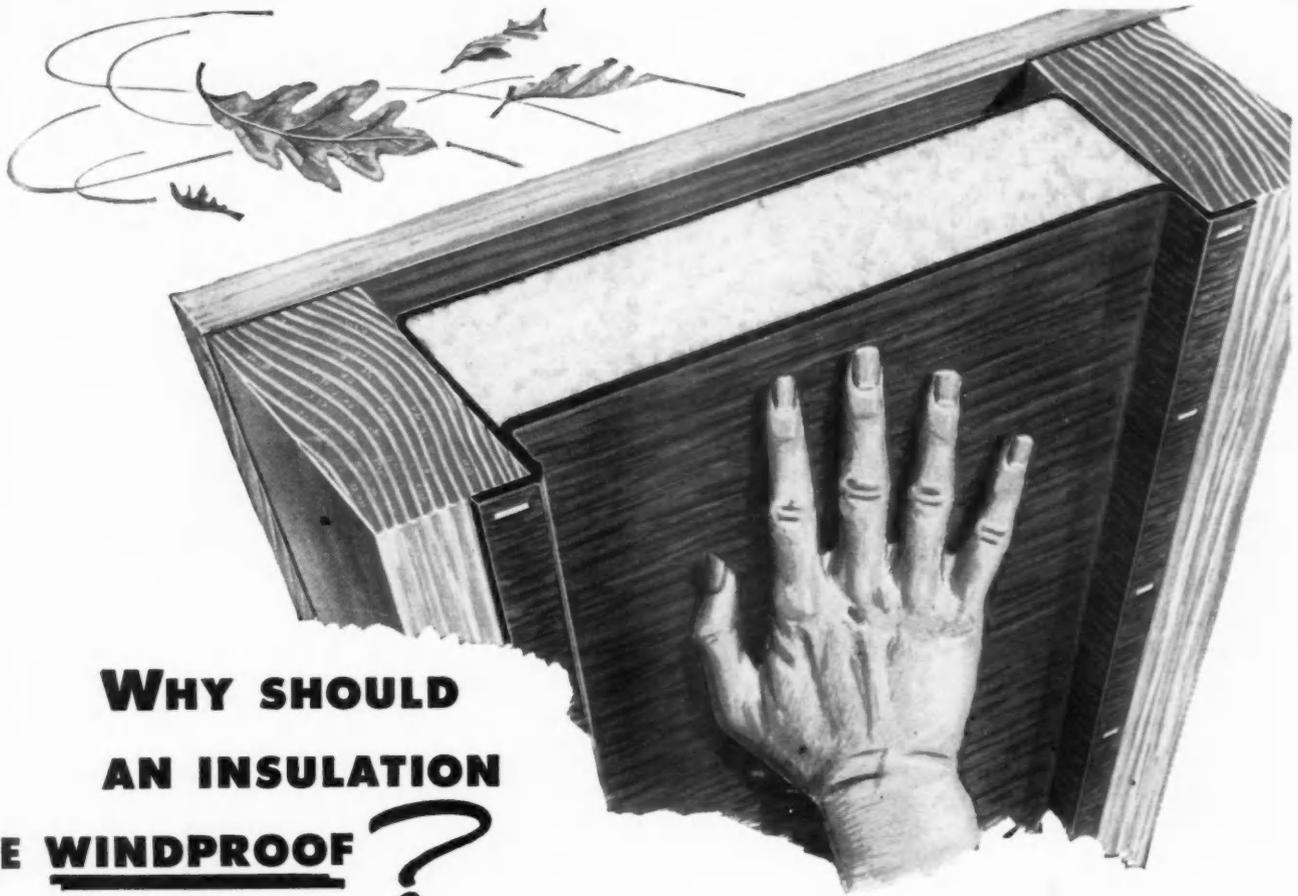
Costs no more to apply

Installation costs are the same whether you install inadequate insulation or the best. You can easily cut Super-Felt Batts with an ordinary knife to fit snugly around corners, firestops, braces, windows, etc., resulting in a better and more efficient job.

An attractive plaque is available for display in your houses when insulated with J-M Super-Felt*. It helps identify you as a quality builder. For details write: Johns-Manville, Box 290, New York 16, N. Y.



*Reg. U. S. Pat. Off.



WHY SHOULD AN INSULATION BE WINDPROOF ?

A 15-mile wind penetrates a 13-inch plain brick wall at the rate of 7 cubic feet per square foot per hour. It penetrates a conventional frame wall at .13 cubic feet per square foot per hour. If occupants of the house are to be comfortable, an efficient insulation must guard against such air infiltration.

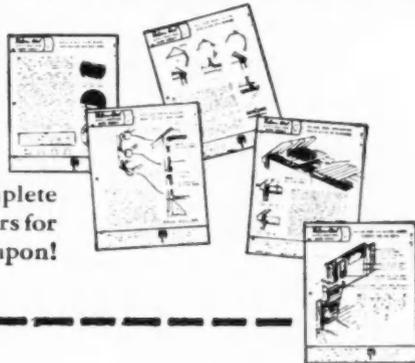
The Balsam-Wool insulating mat is completely enclosed in a tough covering with special flanges

for adequate windproof application of the insulating blanket. This *completely sealed* feature of Balsam-Wool reduces wind infiltration through a frame sidewall to .000242 cubic feet per square foot per hour—an almost irreducible minimum. Practically no cold air gets through to increase the fuel consumption and add to the heating costs.

No wonder, Balsam-Wool is *windproof* in its design!

In addition, Balsam-Wool offers a combination of advantages found in no other insulation—

You'll want a set of Balsam-Wool application data sheets—a valuable library of data on insulation application problems. A complete set of these sheets is yours for the asking, mail the coupon!



- Integral continuous vapor barrier
- Sturdy wind barrier
- Double air spaces
- Special spacer flanges
- Double bonding of mat to liners
- Rot and termite treatment
- Highly fire retardant
- Rigid quality control

Balsam-Wool *

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BALSAM-WOOL • Products of Weyerhaeuser • NU-WOOD*

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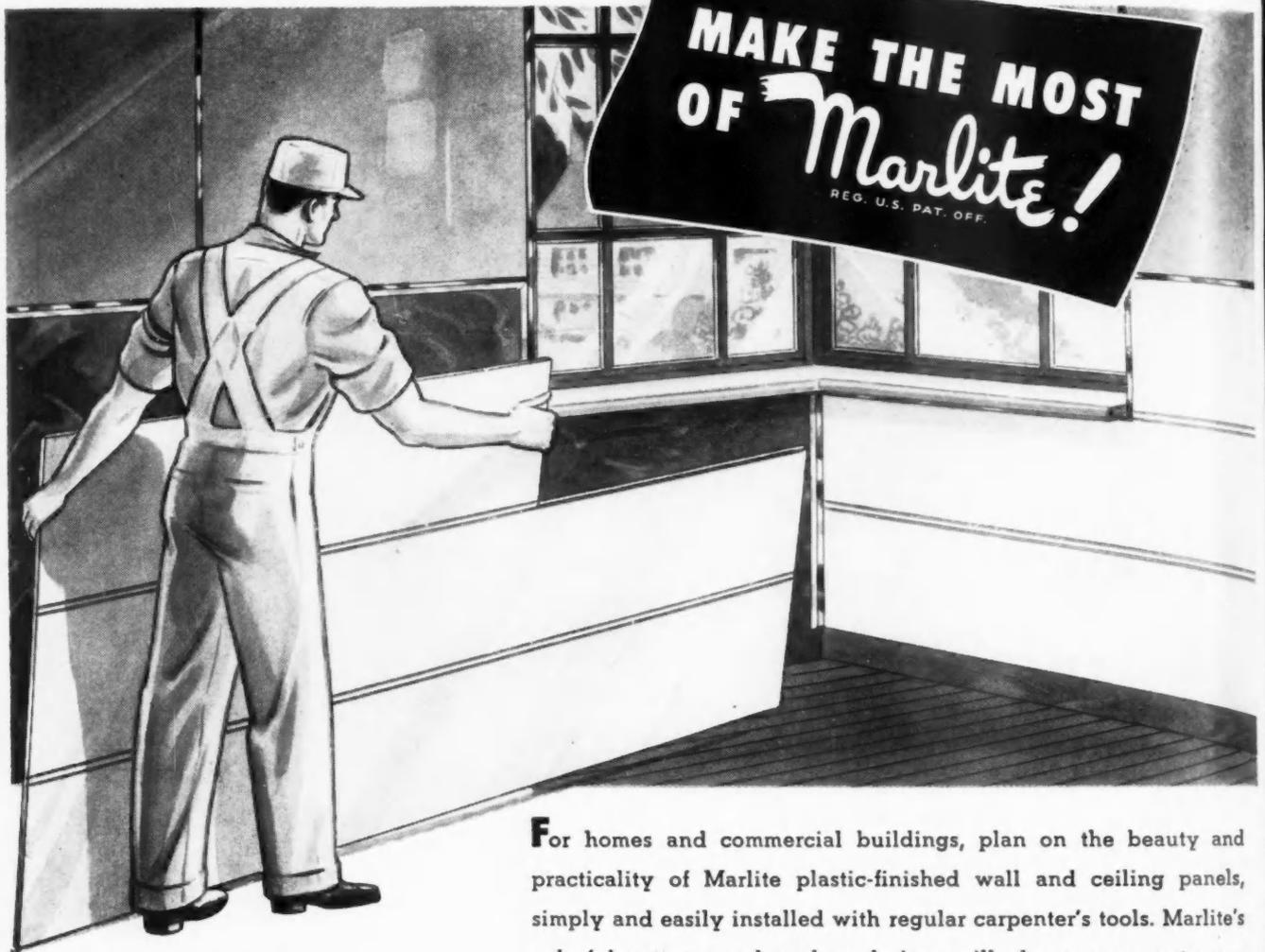
Wood Conversion Company
Dept. 119-69, First National Bank Building
St. Paul 1, Minnesota

Please send me a set of Balsam-Wool Application Data Sheets

Name.....

Address

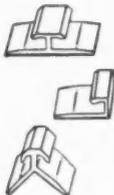
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**Here's EXTRA Help
On Installations**



MARSH Adhesives. Easily applied, permanent and waterproof, Marsh C-200 and C-300 Adhesives are scientifically compounded to provide a flexible, lasting bond. Use Marsh Adhesives to insure wall board installations that go up right, and stay right.



MARSH Mouldings. Available in many attractive patterns, Marsh "Panel-Tested" Mouldings are designed to provide a perfect finished appearance that enhances any wall panel installation. Adequate expansion space and wide flanges for easy fastening make installations quick and easy.



MARSH Bathroom Accessories. Exclusive Marsh design, brilliant chrome finish. A complete line of modern accessories that add a final touch of beauty to any bathroom. Easily installed, simple installation instructions with each fixture.

For homes and commercial buildings, plan on the beauty and practicality of Marlite plastic-finished wall and ceiling panels, simply and easily installed with regular carpenter's tools. Marlite's colorful patterns and modern designs will please your customers, too. In every room where colorful, practical interiors are needed, Marlite means added value for customers, added profits for you.

Marlite is the registered trade name for the original plastic-finished wall and ceiling panels manufactured only by Marsh Wall Products, Inc.

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AND FIT**

Marlite is durable, but you'll have no trouble cutting and fitting it to the most exacting specifications. Complete instructions with each shipment.

EASY TO HANDLE

Wall-size panels, big enough to cover a generous area, are easily handled, quickly and easily installed, using only regular carpenter's tools.

EASY TO INSTALL

Measure it, cut it, spread Marsh Adhesive on it and Marlite's ready to install! It's no trick at all to create beautiful, sanitary interiors with modern Marlite.

**MARLITE MEANS
ECONOMY**

The cost of materials for a complete Marlite installation has increased less than 15% since 1939—real economy for you and your customers!

FOR CREATING BEAUTIFUL INTERIORS



MARSH WALL PRODUCTS, INC.
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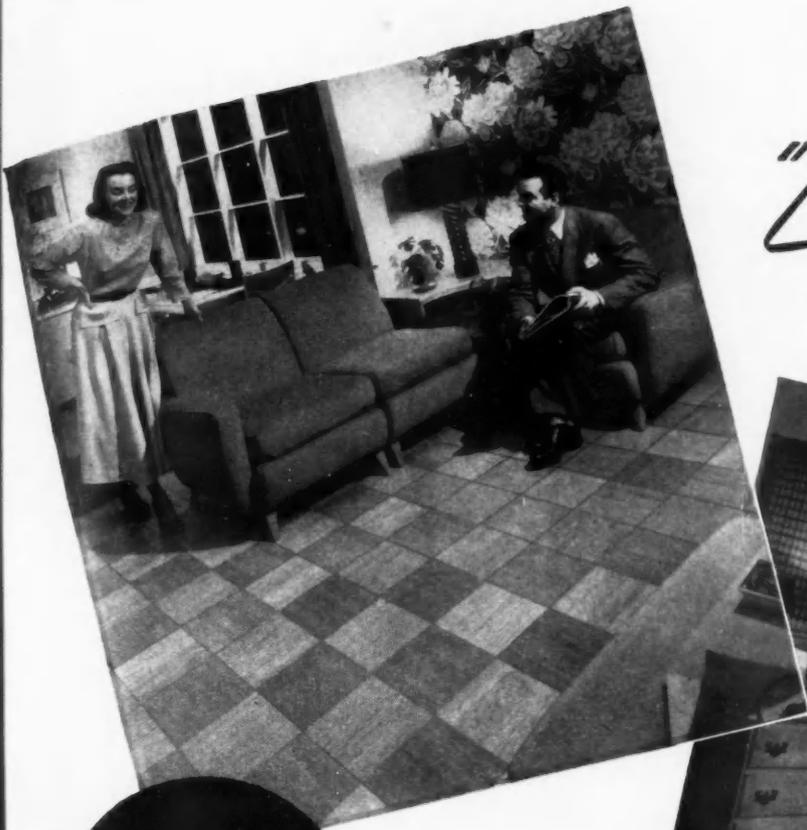
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Marlite
PLASTIC-FINISHED
WALL PANELS

USE THIS IDEA TO GIVE SMALL HOMES

*That
"Luxury Look"*



**BRUCE
BLOCK FLOORS**
In Living and
Dining Rooms



**BRUCE
STRIP FLOORS**
In Bedrooms and
Hallways

**Combination of block and strip floors
adds style and variety to any home**

Are you looking for a way to give your small homes extra style and beauty that will lift them out of the ordinary class? Then try this inexpensive idea: Use modern Bruce Block Floors in the living and dining rooms, and use beautiful Bruce Strip Floors in bedrooms and hallways. You'll quickly find this distinctive "floor plan" one of the most admired and popular features of your homes. Mail coupon for literature and information. E. L. BRUCE CO., Memphis, Tenn., World's Largest Maker of Hardwood Floors.

Bruce Hardwood Floors

Bruce prefinish saves time and money

Builders say they save up to \$100 per house and from 3 to 5 working days by using *prefinished* Bruce Hardwood Floors instead of unfinished flooring that has to be sanded and finished after installation in the home.

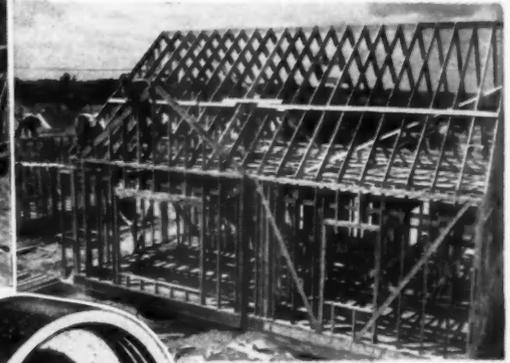
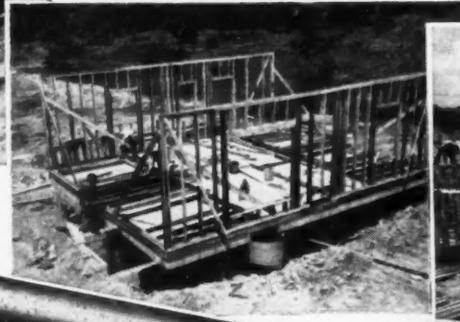


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Send literature on Bruce Hardwood Floors
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*Old Sol can't
soften or warp*

VITRIFIED CLAY PIPE



BLAZING sun or freezing cold can't affect Vitrified Clay Pipe. This indestructible pipe, made of nature's own raw material, clay, can be exposed to the elements indefinitely, without danger of rust, rot or disintegration. Termites can't touch clay! Even acids, alkalies or chemicals, arch enemies of most pipe materials, don't affect Clay Pipe.

Combine Clay Pipe's never-wear-out features with its wide variety of sizes and fittings for *any* sewerage and drainage installation . . . its ease of handling. It's easy to understand why more and more builders are insisting on Vitrified Clay Pipe for their *complete* requirements. When you install Clay — *it's down to stay!*

See your local building supplies dealer, or send your specific questions to the office nearest you.

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Vitrified
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CLAY BUILDING PRODUCTS: VITRIFIED CLAY PIPE, FITTINGS, CHIMNEY TOPS, FLUE LINING, WALL COPING, SEPTIC TANKS, PERFORATED PIPE, THIMBLES, STOVE PIPE, WELL LINING

Here it is!

THE NEW,
LOW-COST



De WALT GW
1 H. P. 10" saw

PORTABLE SAW-SHOP

you've waited for!



It's a MITER saw!

This new, low-cost DeWalt is easy to carry from job to job. When you put it to work you actually have a "saw-shop" on the job, because every time you change the cutting tool, you have another machine.



It's a VARIETY saw!



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It's a SHAPER!

What's more, this DeWalt can be equipped with legs for inside shop use. With this DeWalt, your men will help you set new standards of performance and quality in building your houses better, faster and at lower costs.

Order one now for immediate delivery. Write for catalog. DeWalt, Inc., 16 Fountain Avenue, Lancaster, Penna.



It's a DADO machine!



It's a ROUTER!

ALL THESE AND MORE
IN ONE . . . and for
THE PRICE OF ONE!

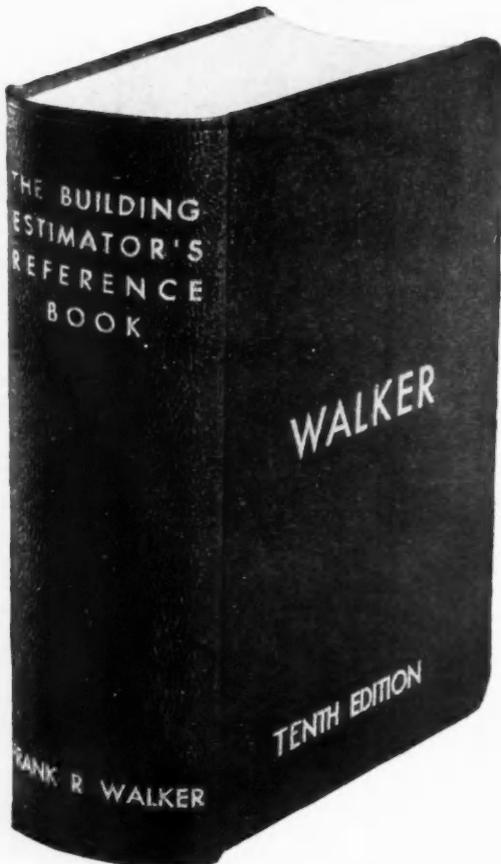
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The Building Estimator's Reference Book

By Frank R. Walker



1700 pages, 1000 illus., 1000 tables,
25-page index, 4½ x 6½, flexible

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ACTUAL TEST**

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Bring Amazing New Efficiency and Economy
to Housing and Building Construction



- CUT DOOR FRAME ERECTION TIME 1100% *
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They're the talk of the industry! Imagine . . . a one-piece, all-welded steel door frame with hinges, adjustable strike plate, and dust box attached . . . completely fabricated at the factory . . . with electro-painted aluminum baked-on finish! Picture the sensational advantages in using these extra-strong, extra-rigid, quickly-erected units for almost any interior or exterior door frame purpose. And almost a DOZEN Steelcraft one-piece door frames can be set up in the time previously required to completely install *one* multiple unit frame and trim. Investigate the possibilities now; see how the use of STEELCRAFT one-piece DOOR FRAMES results in easier, quicker erection . . . *amazing reduction in installation costs.*

*Based on accurately-timed tests.

Made by Manufacturers of Steelcraft Steel Casements and Steelcraft Metal Buildings.

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Please send me complete information on Steelcraft One-Piece Steel Door Frames.

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Business Address _____

City _____ Zone _____ State _____

Position _____ Type of Business _____

FINAL EDITION
LATE WORLD NEWS

The Daily Tribune



**BUILDERS! CONTRACTORS! HERE'S HOW TO
HANG DOORS FASTER, MORE PROFITABLY!**

The V-joint Identifies Every Genuine Wheeler Osgood Tru-sized Door

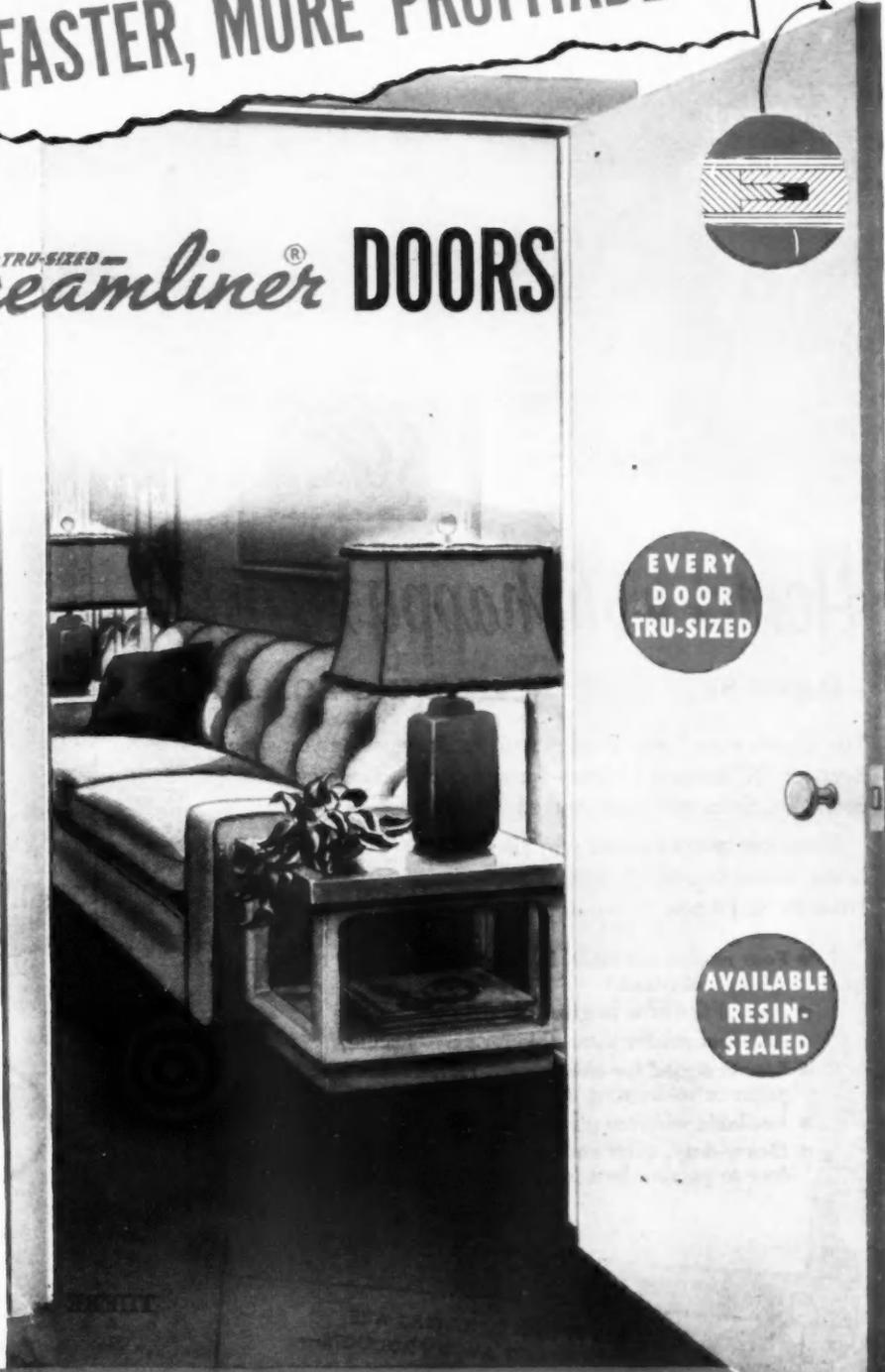
ASK FOR *Streamliner*^{TRU-SIZED} DOORS

THEY COME TO YOU ALREADY
SAWED, PLANED, FITTED, PRIMED!*

Save up to 55 minutes per installation with these top-quality, modern doors! They're precision-machined to standard book opening. That means they fit perfectly in any jamb that is square and true, save you valuable time and money!

Tru-Sized Streamliner Doors are lighter, stronger than old-type slab doors, too—thanks to their special horizontal girder, hollow core construction and specially built plywood panels. Every door is color labeled to tell you exactly what you're getting—and what you're getting is the best, the most profitable door you can buy! Write for all the facts about Streamliner Doors today!

*Factory priming is available at a slight additional cost.



EVERY DOOR TRU-SIZED

AVAILABLE RESIN-SEALED

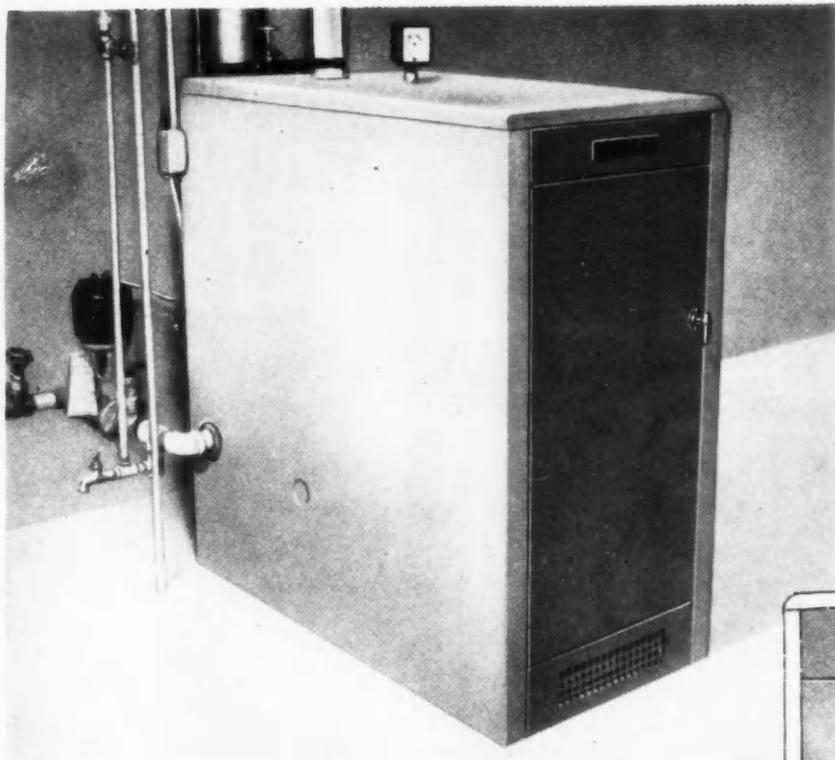


THE Wheeler Osgood COMPANY

Plants and General Offices: Tacoma 1, Washington

1216 St. Paul Ave. • Broadway 9821 • Teletype TA 77

- | | | |
|--------------------------------|---|------------------|
| NEW YORK OFFICE | 1226 Empire State Building, New York 1 | Longhams 4-6926 |
| CHICAGO OFFICE | 124 South LaSalle Street, Chicago 5, Illinois | State 7-5325-6-7 |
| SAN FRANCISCO OFFICE | 2043 19th Street, San Francisco, California | Wetmore 4-2247 |
| LOS ANGELES OFFICE | 3700 San-Santa Ave., Los Angeles 11, California | Legion 7-4243 |
| SAN ANTONIO OFFICE | Bedell Building, San Antonio 5, Texas | Circle 4-3841 |



The attractive Elmont, Long Island, home of Henry Allmendinger, designed and built by Hans Allmendinger, has the Spencer "R" Heating Boiler installation shown at left.

Homes with happy hearts

HAVE SPENCER "R" HEATING BOILERS

You'll have your home owners really singing when you specify Spencer "R" heating boilers—for quietness, efficiency, economy, clean operation, and effortless heat.

There are many reasons why the Spencer "R" steel heating boiler means happier, healthier living for your clients. Here are just a few of the numerous features:

- Four models available, in capacities from 320 to 700 square feet (steam)
- Peaked fire box, to give complete combustion
- All tubes readily accessible for easy cleaning
- Base designed for either front, rear, or side installation of stoker or oil-burning units
- Available with completely insulated beauty jacket
- Heavy-duty, water-cooled doorframe. Completely insulated door to prevent heat loss. Precision-ground for air-tight fit

THE SPENCER MARK OF ENGINEERING SKILL

ALL SPENCER HEATERS ARE
HIGH STANDARD AVCO PRODUCTS—

- Backed by over fifty years of heating experience
- Manufactured under ASME, IBR, and SBI codes
- Precision-engineered—to meet rated specifications
- Individually tested and inspected
- Installed only by the heating trade
- Clean—Quiet—Economical—Effortless—Safe



"R" series
fully approved
by Steel Boiler
Institute



WILLIAMSPORT, PENNSYLVANIA

THERE IS A SPENCER

for every building... for every fuel

COMMERCIAL SERIES:

"A" (steel)—for industry, schools, apartments

"L-2," "L-3" (cast iron, magazine feed)—for large homes, churches, apartments

RESIDENTIAL SERIES:

"C" (steel) and "21" (all purpose, cast iron)—for homes and small buildings

"F" (cast iron, magazine feed)—for small homes.

demand **DETROIT CERTIFIED CONTROLS**



Look for this Certificate
— only Authorized
DETROIT Wholesalers
sell certified Controls.

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DETROIT, famous for quality for over seventy years, now offers you the most aggressive and complete backing in its history. In addition to **DETROIT'S** great nation-wide distributing organizations and an exceptionally well qualified factory service group, every control in the **DETROIT** line is Certified. This means Controls you can sell with confidence because

they are built to give your customers the maximum in convenience, reliability and economy—greater satisfaction for users, added profit for you. The next time you order heating controls, specify **DETROIT**. For, only with **DETROIT** do you get the important plus value of this Certified Quality—protecting your reputation, maintaining ours.

DETROIT

LUBRICATOR COMPANY

5900 TRUMBULL AVE., DETROIT 8, MICHIGAN

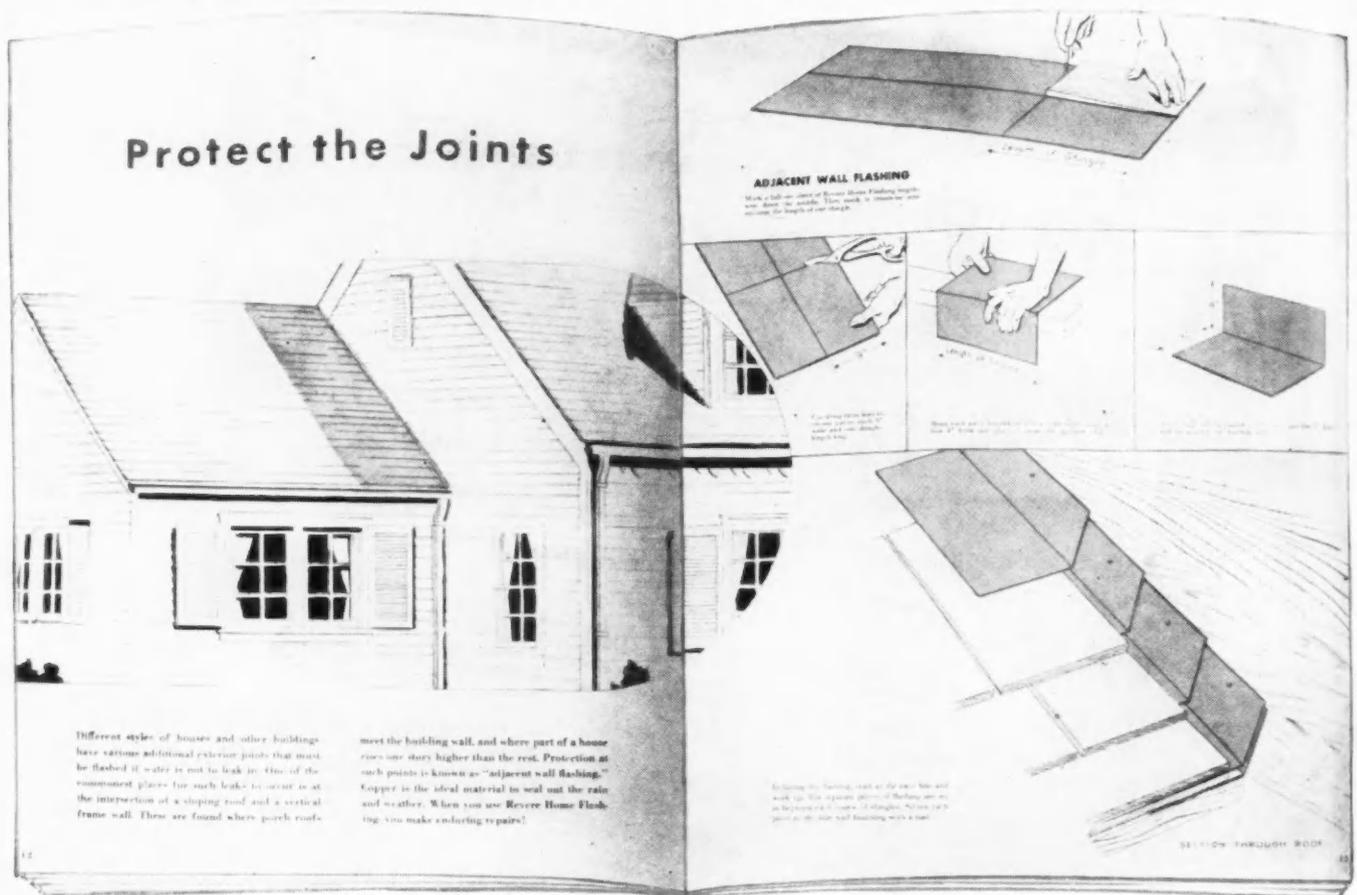
Division of AMERICAN RADIATOR & Standard Sanitary Corporation

CANADIAN REPRESENTATIVES: RAILWAY & ENGINEERING SPECIALTIES, LTD. — MONTREAL, TORONTO, WINNIPEG

**DETROIT HEATING AND REFRIGERATION CONTROLS •
ENGINE SAFETY CONTROLS • FLOAT VALVES AND OIL
BURNER EQUIPMENT • DETROIT EXPANSION VALVES
AND REFRIGERATION ACCESSORIES • STATIONARY
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How to protect the joints with REVERE HOME FLASHING



A reproduction (1/3 the size of the original) of 2 typical pages in the Revere Home Flashing Instruction Book. You get a copy of this instruction book in every package of Revere Home Flashing, or ask your building supply dealer for a free copy.

REVERE HOME FLASHING is a new packaged system for use in valleys and flashing on low-cost houses. Based on a special size, special temper and special gauge of sheet copper, it is packaged, complete, ready to install.

Each package contains 10 sheets of this special copper, cut to 18" x 48"; 200 bronze nails; and complete, illustrated instructions for installation. Simply follow these step-by-step instructions and you are sure of protection that is good for a great many years.

Revere Home Flashing provides low-cost, easy-to-install weatherproofing not only for wall joints, but also at valleys, doors, windows, chimneys, and other roof joints. In addition, being copper, it adds an important selling point to the house; it shows

that the builder uses quality material; and it assures complete satisfaction for the owner. And it does all this at such low cost that you'll want to start using it right away.

Your building supply dealer has Revere Home Flashing in stock or can get it for you promptly. Ask him about Revere Home Flashing today.

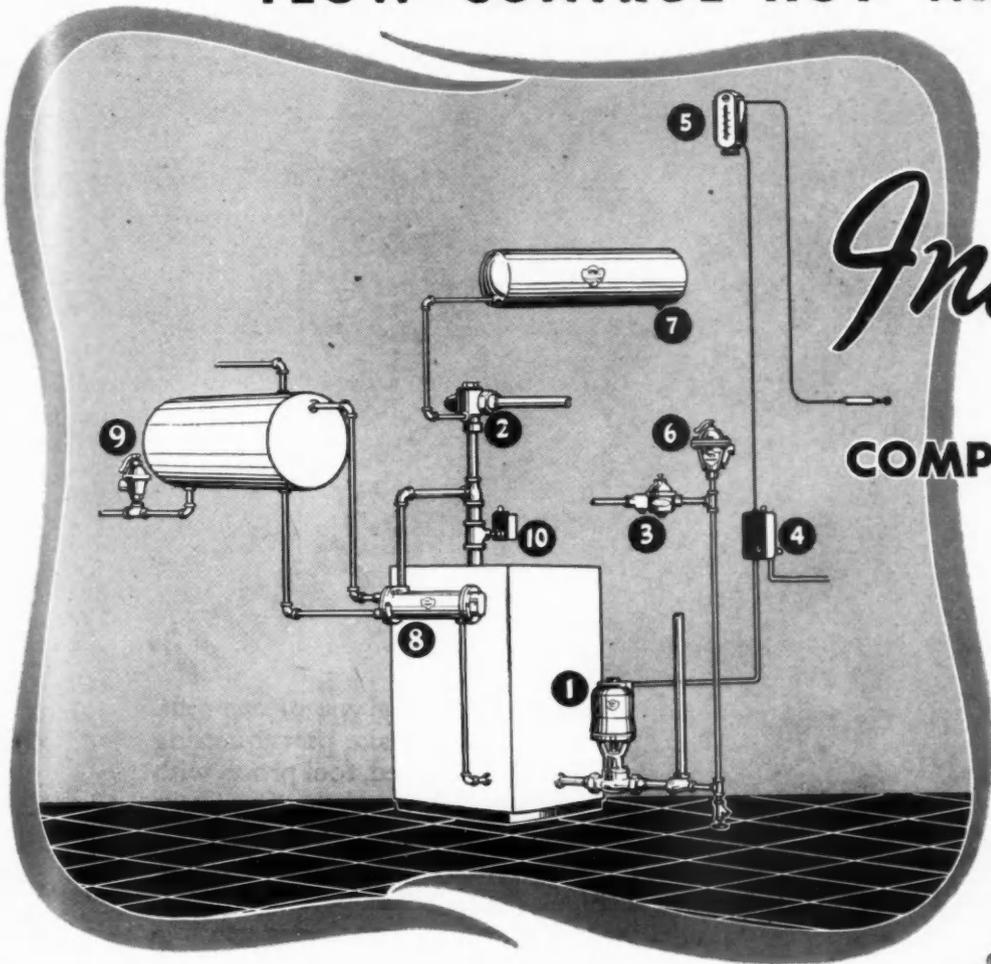
REVERE
COPPER AND BRASS INCORPORATED
 Founded by Paul Revere in 1801
 230 Park Avenue, New York 17, New York

Mills: Baltimore, Md.; Chicago, Ill.; Detroit, Mich.;
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 Rome, N. Y.—Sales Offices in Principal Cities,
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THRUSH

FORCED CIRCULATING

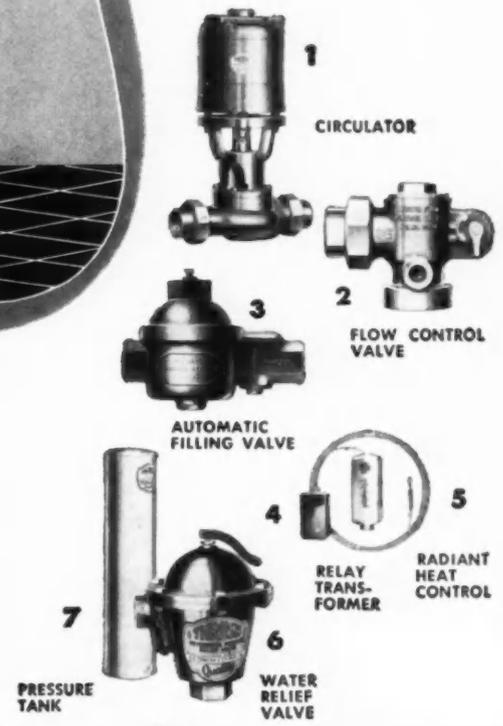
FLOW CONTROL HOT WATER HEAT



Install
THE
COMPLETE SYSTEM

ONE RESPONSIBILITY

WHEN you install Thrush Flow Control Systems you can make each a complete Thrush installation. There is no need to have any other makes of equipment to "fill in" because Thrush offers a complete line of hot water heating controls, each designed to do a specific job. Back of each device is over twenty-five years' experience devoted to just one thing and one thing only . . . improving the efficiency of forced circulating hot water heating. For more information, see our catalog in Sweet's or address Dept. G-6.



BRONZE ADJUSTABLE TEE



CAST IRON ADJUSTABLE TEE



WATER TEMPERATURE CONTROL



HIGH PRESSURE WATER RELIEF VALVE



WATER HEATER



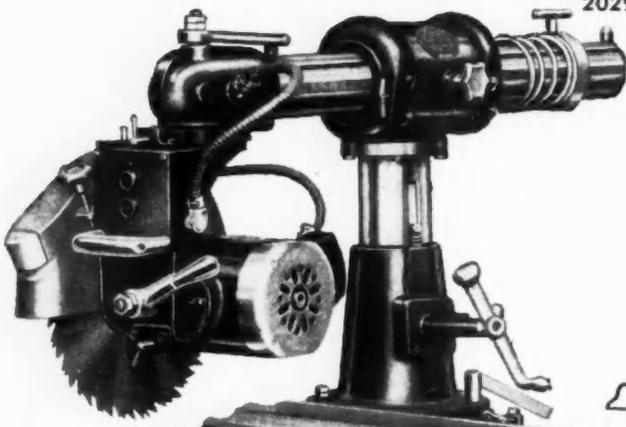
H. A. THRUSH & COMPANY • PERU, INDIANA



Where Comets start cutting you meet profit. These are the saws that make power-cutting profitable. Powerful, rugged, fool proof, with practically no parts replacement after years of tough field service, Comets continue to amaze even their owners. Behind this sustained accuracy, dependable operation, unsurpassed versatility stands superb engineering, precision manufacturing, top tested materials. To be "profitably" satisfied own a Comet. All models for immediate delivery. See your nearest Comet dealer or write direct.

Distributors of Davis and Wells Woodworking Machines

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.
2029-33 Santa Fe Avenue, Los Angeles 31, California



**COMET DEALERS
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and others

COMETS *cut quicker*

OR BRIGHTER, MORE *Efficient* BATHROOMS

SET THE STAGE WITH . . .



In this modern bathroom, clay tile sets the stage with a wall of sparkling color and an imaginative pattern of complementary colors on the floor. This is but one of countless ways in which tile is used today to enhance any decorative theme.

Yes, there's limitless flexibility of design with tile—*plus* all the other advantages that today's homemakers look for:

Easy to clean and keep clean because clay tile never needs waxing, polishing or refinishing.

Colors won't fade or darken because clay tile's beauty is *fired in* to resist water, acid and stains.

The Tile Council of America was formed in January, 1945 to provide a central source of information about floor and wall tile, and to sponsor research and development projects designed to increase the usefulness of tile in all types of private and public building.

Efficient because tile keeps its spic-and-span appearance despite hard wear. Water rolls off without leaving stubborn, streaky blemishes.

Long-range economy because there are no recurring charges for maintenance or replacement. Only clay tile can insure this lifetime of loveliness.

For specific information regarding available types, sizes and colors, see *Sweets Architectural* or *A-E-C File*. THE TILE COUNCIL OF AMERICA, Room 3401: 10 East 40th Street, New York 16, New York. Room 433: 727 West Seventh Street, Los Angeles, California.

PARTICIPATING COMPANIES: American Encaustic Tiling Co. • Architectural Tiling Co., Inc. • Atlantic Tile Manufacturing Co. • B. Mifflin Hood Co. • Cambridge Tile Manufacturing Co. • Carlyle Tile Co. • General Tile Corp. • Gladding, McBean & Co. • Mosaic Tile Co. • Murray Tile Co., Inc. • National Tile & Manufacturing Co. • Olean Tile Co. • Pacific Clay Products • Pacific Tile and Porcelain Co. • Pomona Tile Manufacturing Co. • Robertson Manufacturing Co. • Sparta Ceramic Co. • Summitville Face Brick Co. • United States Quarry Tile Co.

THE MODERN STYLE IS CLAY TILE

SCHLAGE
SHELBORNE

SCHLAGE...first name in cylindrical locks

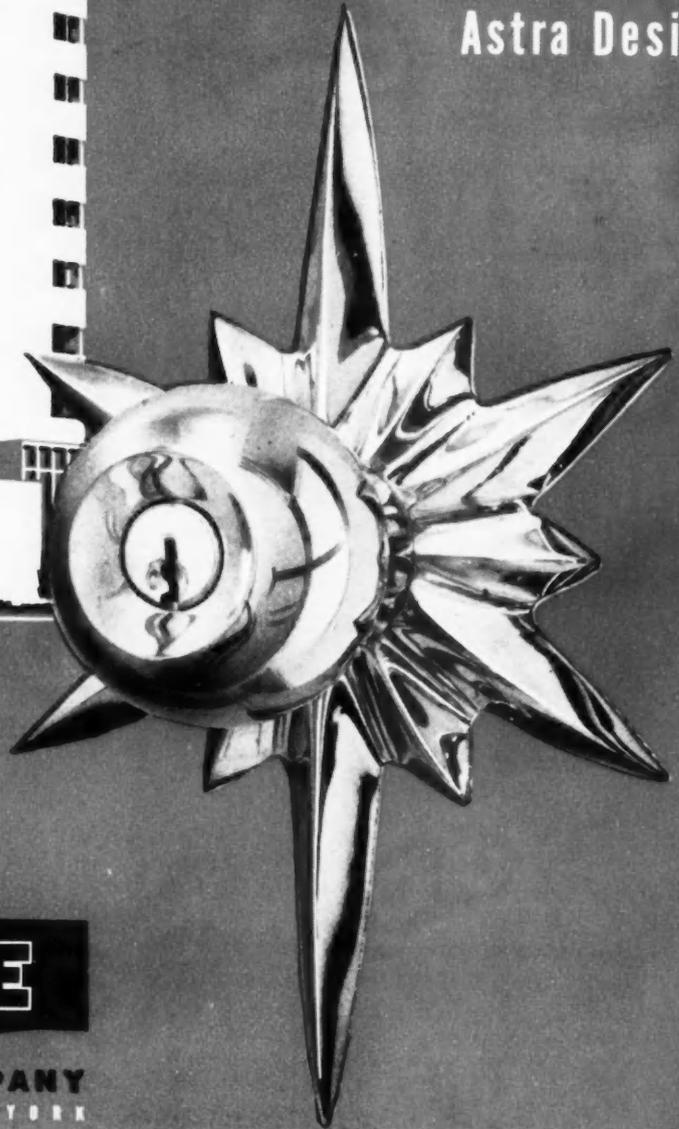
Florida's Shelborne Hotel... Miami Beach

a Schlage installation of heavy duty
cylindrical locks.

Architects: Polevitzky and Russell.

The Schlage Lock illustrated is

Astra Design

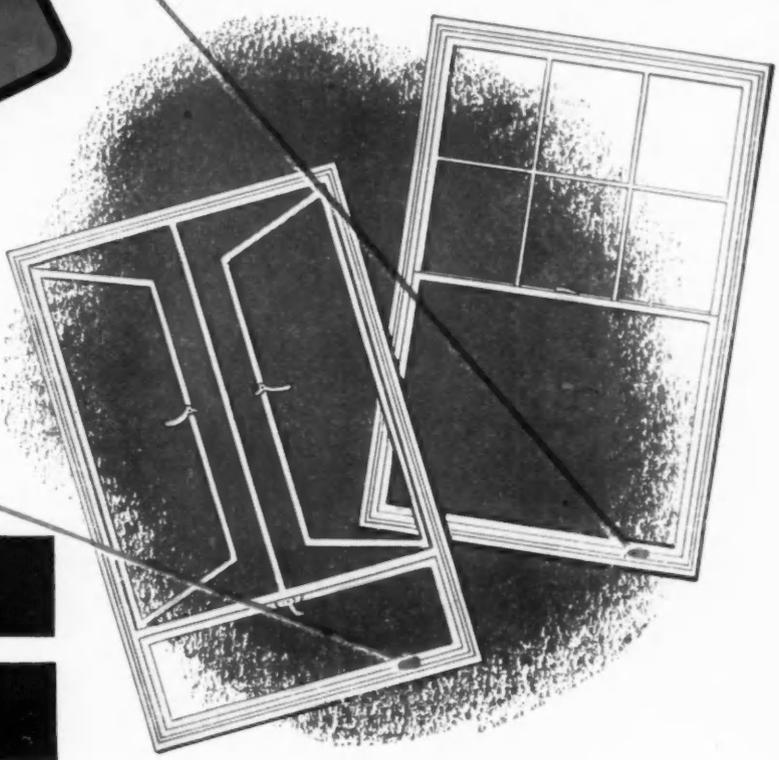


SCHLAGE

SCHLAGE LOCK COMPANY
SAN FRANCISCO • NEW YORK



This seal on your windows...



adds sales appeal
to your houses!

Insist on Quality Approved
ALUMINUM WINDOWS

Insist on aluminum windows that bear this "Quality-Approved" Seal and you give your houses advantages every buyer looks for:

- Windows that will operate easily for the life of his home, that will stay draft-proof and not stick or rattle.
- Windows that will save him money, that will *never* need painting.
- Windows that will add to the appearance of his home, that never rot, warp or stain.

Only windows that meet the most rigid specifications may carry the "Quality-Approved" Seal. It's your assurance of finest materials, sound design, durable construction and minimum air infiltration. They are available in all standard types, ready to install in any type of building.

Write today and we'll give you the names of manufacturers who can supply you with "Quality-Approved" aluminum windows. Address your request to Dept. A-6.

Aluminum Window Manufacturers Association
209 CEDAR AVE., TAKOMA PARK, WASHINGTON 12, D. C.

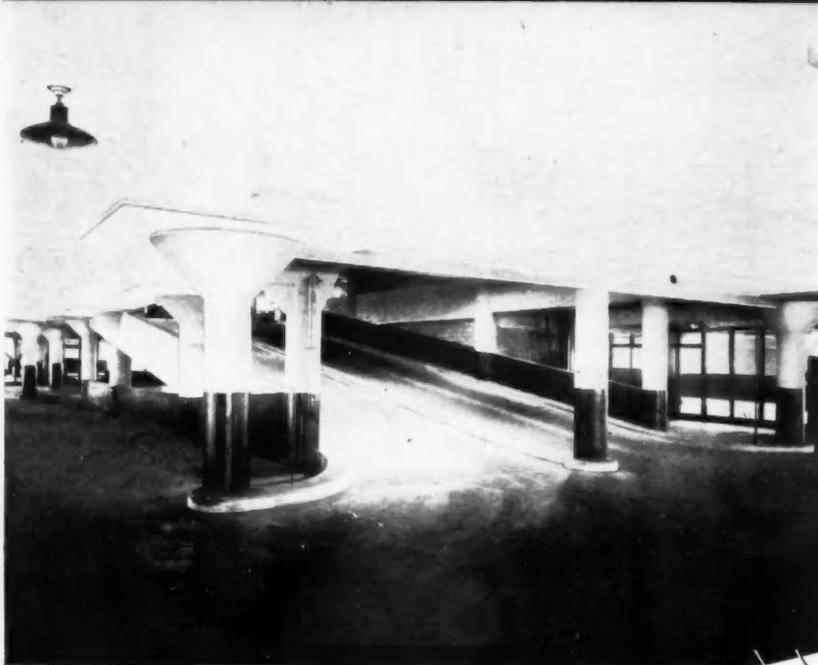
SHAMROCK HOTEL

HOUSTON
TEXAS

CHOOSES BONDEX CEMENT PAINT...

for the interior
masonry surfaces of
its 1200 car garage

The new Shamrock Hotel, symbol of Houston's famed hospitality, has been planned throughout for gracious living. In the Garage Building, space is provided for storing 1200 cars and here Bondex Cement Paint is used for protection and decoration.



Left. Interior View of the Garage.

The ceiling and walls are sprayed to within about 4 feet of the floor with two coats of Bondex No. 103 Spanish Buff. To provide the last word in masonry treatment, 18,000 lbs. of Bondex were used.



For New Bondex Color Card
showing intermixes write

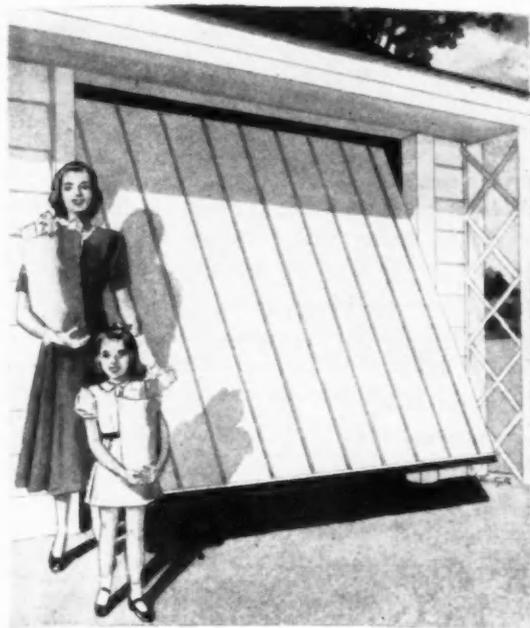
THE REARDON COMPANY

ST. LOUIS 6 • CHICAGO 9 • LOS ANGELES 23
BAYONNE, N. J. • MONTREAL 1

A Natural for Masonry
in magnificent hotel or small home

BONDEX
CEMENT PAINT

Bondex outsells all other
cement paints combined.



4 Features Make
STRAND
"BEST SELLER"
 Among
GARAGE
DOORS

1 EASIER TO INSTALL—no "factory-trained expert" is needed because Strand one-piece construction and factory-assembled hardware make installation so simple and easy.

2 MORE DURABLE—Strand doors have the strength and durability of steel—can't sag, warp, shrink or rot. Welded construction—no screws or bolts to work loose. Rugged—to withstand shipping, delivery and handling. Galvanized—for rust resistance and can be painted without special priming coat.

3 EASY TO OPERATE—for life. Strand doors are built for trouble-free performance. Dependable hardware. Uniform steel sheets mean no absorption of moisture (as with some other materials); the weight remains the same in all weather, for uniformly easy operation.

4 LOW COST—the result of standardization on 3 models—and large scale production concentrated in one plant. Strand is America's biggest garage door value!

Strand Doors are available in Canopy and Receding (track) types for 8' x 7' opening; there's a double-garage door (Receding type only) for 16' x 7' opening, unobstructed by center post. Order from your dealer, or



Easier to install



Easier to paint



Easy operating—always



Low first cost and upkeep cost



MAIL COUPON FOR INFORMATION AND DEALER'S NAME

ALL-STEEL • GALVANNEALED • OVERHEAD

STRAND

GARAGE DOORS

FOR SINGLE AND DOUBLE GARAGES

STRAND GARAGE DOOR DIVISION
 Detroit Steel Products Company
 Dept. AB-6, 2250 E. Grand Blvd.
 Detroit 11, Michigan

Please rush detailed description of Strand all-steel Garage Doors, for 8' x 7' and 16' x 7' garage openings.

I am a Builder Dealer Prospective Owner Other

Name _____

Address _____

City _____ State _____

6 reasons
why you
should
install

FLOR-EVER has the easiest upkeep—Its smoother, non-porous surface doesn't absorb dirt. It's spot-, stain- and alkali-resistant, grease- and water-proof. The mere swish of a mop leaves it sparkling-clean.

FLOR-EVER adds charm and beauty to every home—quiet and resilient to the step—it comes in a whole rainbow of bright, fade-resistant colors that go right through to the backing—blend well with all decors.

FLOR-EVER is economical—outwears other floor covering in the same price range.

FLOR-EVER is easy to install—it comes by the yard for quick, inexpensive installation. Create your own decorative patterns by using feature strips and borders.

FLOR-EVER is made of Vinylite Brand Plastics—a famous trademark teamed with products of outstanding success—a trademark advertised to the tune of millions of messages each year.

FLOR-EVER is nationally advertised—prospective home-owners see FLOR-EVER's full color national campaign in these key magazines—Better Homes and Gardens, American Home, House Beautiful, House & Garden, McCall's, Good Housekeeping and The Saturday Evening Post.



in the homes you build

DELAWARE FLOOR PRODUCTS, INC., WILMINGTON 99, DELAWARE

New York Showrooms: 295 Fifth Avenue

Also manufacturers of "Wall-Ever" Vinylite Plastic Wall Covering and "Duralin" Enamel Floor Covering



Kitchens like this sell homes

You know from experience that kitchens and bathrooms often play a big part in selling homes. You can give the houses you build the smart, modern appearance that makes selling easier by finishing the walls and ceilings of these important rooms with Armstrong's Monowall®.

Monowall cuts construction costs because it goes up quickly and requires no additional finishing. In new homes the large panels can be cemented to gypsum lath, eliminating the need for plaster. In remodeling, Monowall is usually applied over existing walls and ceilings. It may also be used as a facing for cabinets, doors, and counters to complete color schemes.

This gleaming, pre-decorated panel-board has an extra appeal for housewives because it's easy to clean, and the colorful finish stays bright and smooth, even after years of wear. Consistent national advertising assures that Monowall is a familiar name to prospective home buyers. The kitchen shown here is now appearing in full color, in *The American Home* and *Better Homes and Gardens*.

Monowall is made in three designs and 19 attractive color combinations. For full details and samples, see your Armstrong lumber dealer or write Armstrong Cork Company, 1606 Lincoln Street, Lancaster, Pennsylvania.



Armstrong's Monowall



Sell the roof

America's sold on!

Only **Dubl-Coverage**
Tite-On Shingles give
you **ALL** these
selling plusses...



DISTINCTIVE BEAUTY

...Tite-On's interweaving design forms a "basket-weave" pattern adaptable to any style of architecture. Wide range of colors and harmonious blends.



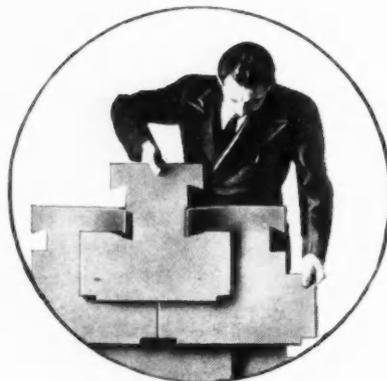
TWO FOR ONE

...customers pay for one roof, get *double-thickness* protection... thanks to Tite-On's interlocking design. (Three thicknesses at certain vital points.)



GO ON FAST

...sales come easier when you talk up Tite-On's low application cost to prospects. The job's easier for you, too! As a clincher—tell 'em *all* nailing is hidden—nothing to rust!



TORNADO-TESTED

...the patented interlocking design makes a one-piece roof. Even hurricanes have failed to tear these shingles loose!



WE DO THE PRE-SELLING

...we're telling your best customers the dramatic Tite-On story with *consistent* national advertising. Get behind it—and get more roofing business!

The **RUBEROID Co.**

Dubl-Coverage

Tite-On Shingles

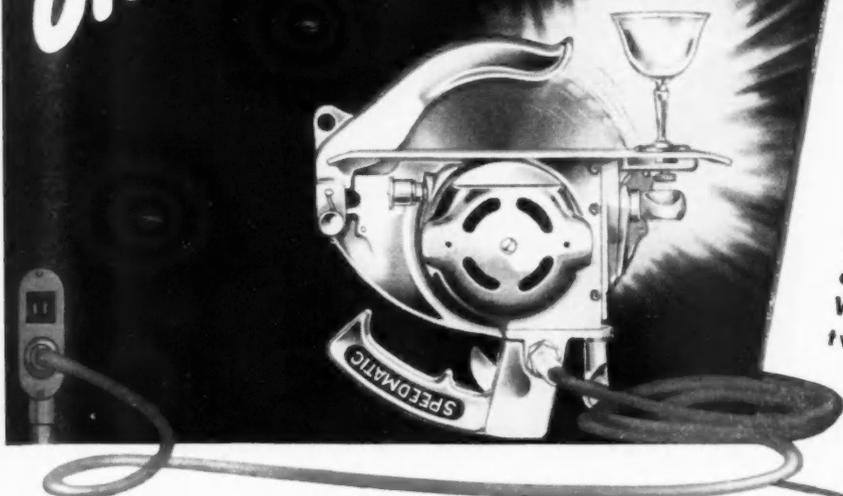
Building Materials for Home, Farm and Industry • Executive Offices: 500 Fifth Ave., New York 18, N. Y.

ONLY ONE SAW

passes this
BALANCE TEST!

Try this simple test
before you buy any saw!

Stand the Speedmatic up-
side down, on its handle.
Place a full glass of water on
the extra-broad shoe. Start the
motor . . . and you'll be
amazed! **NOT A DROP OF
WATER SPILLS** due to starting
twist or jerk! That's . . .
REAL BALANCE!



PORTER-CABLE
Speedmatic

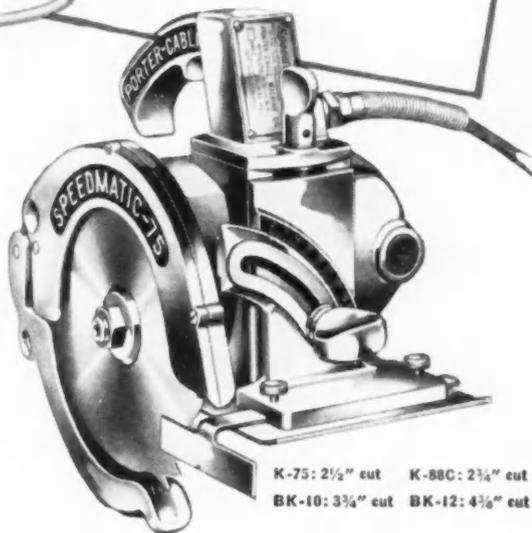
The simple but rigorous test (above) is NOT a "stunt". It proves in a *practical* way—and beyond any doubt—that balance is built right into the Speedmatic. For this reason, it performs better . . . lasts longer . . . and produces more work than any portable electric saw on the market today!

Balanced For Easier Handling

Notice that the handle is **ON TOP**—at the center of gravity—exactly where it should be. If you hold the Speedmatic with just two fingers, it does not "nose down" or tip. It's all ready to go to work in a balanced, horizontal cutting position.

Balanced For Truer Sawing

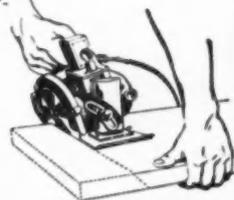
The unusually broad shoe assures steadier rest on the work. No tilt, twist or tip. Does not veer or cramp in the work. And the moving parts are so perfectly balanced that the Speedmatic starts without dangerous power twist or jerk.



K-75: 2½" cut K-88C: 2¾" cut
BK-10: 3¾" cut BK-12: 4¾" cut

Balanced For Bevels And Angles

Unlike many saws, the compact, balanced design of the Speedmatic permits the carpenter to see the cutting line *at all times*—even for bevels and angles. For vertical or overhead cutting, balanced light-weight relieves the operator of tiring strain. At end of a cut, the saw rests *safely* on the work—because the blade is on the right of the base, where it should be.



Balanced Speedmatic gives you more for your money! See it today at leading dealers — or write direct for full information.

Speedmatic—The Line of Balanced Design

Porter-Cable Machine Co.

1606 N. Salina St., Syracuse, N. Y.
Manufacturers of **SPEEDMATIC**
and **GUILD** Electric Tools

You'll want to have this 1949 Kimsul* Technical Booklet!



Facts About Thermal Insulation... for Architects, Builders and Engineers!

Here's a fact-filled, up-to-the-minute handbook every architect, builder and engineer will find helpful. Tells about new and important developments in insulation engineering practice. Includes information on heat loss distribution, "U" Factors of various types of construction, typical architectural specifications and other data on both thermal and acoustical installations for all types of structures—commercial, industrial and residential. Send for your free copy today, or look for it in the 1949 issue of Sweet's Catalog for Architects and Builders.

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Please send me my free copy of the 1949 Kimsul
Technical Book.

I am an architect a builder an engineer

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*T. M. Reg. U. S. & Can. Pat. Off.

SASH OPEN IN ANY POSITION AND LOCK



NEW and UTTERLY DIFFERENT!

SASH ARE REMOVABLE



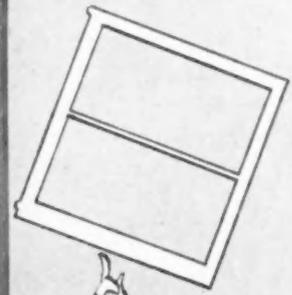
NO WEIGHTS OR SPRINGS TO HOLD SASH!



COMPLETELY RATTLE-FREE!



Presenting THE NEW Andersen PRESSURE SEAL DOUBLE HUNG Window Unit



EASIEST WINDOW TO OPERATE - SASH JUST FLOAT!

INEXPENSIVE TO INSTALL!



WEATHER-STRIP IS CONCEALED!



TESTED FOR 7 YEARS IN ACTUAL USE!

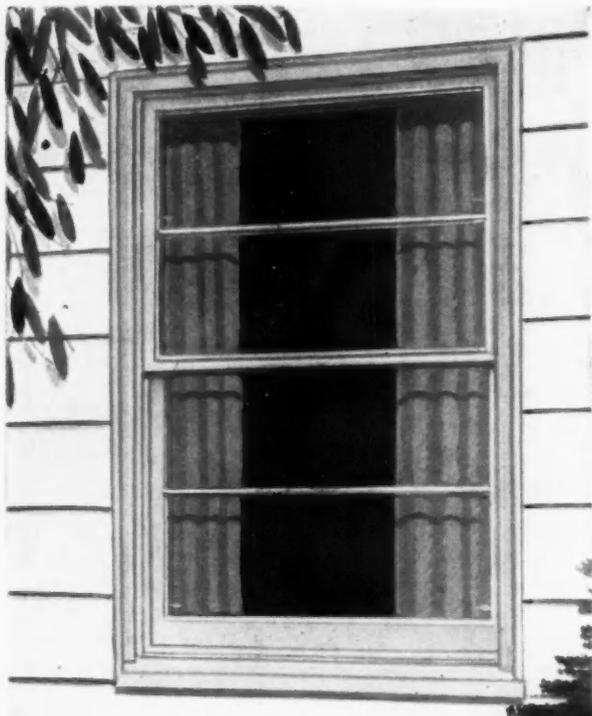
WEDGE-ACTION CLOSES CRACKS AGAINST COLD AIR!



SEE NEXT 2 PAGES!



every about eering ution, typical thermal ures— r free weet's



Tested for 7 Years! Revolutionary WEDGE

Here's the newest idea in window manufacturing—the new Andersen Pressure Seal Double Hung Window Unit. But although it's new, it is the culmination of years of engineering development and research, laboratory testing, and tests in actual use.

Seven years ago Andersen first developed the basic operating principle of this window—the invisible pressure strips whose wedge-like action seals the cracks, provides easy sash action, and permits quick sash removal.

You have to see, examine and operate this new Andersen product in order to appreciate fully its worth. Like all Andersen WINDOWALLS, it is distributed through recognized millwork jobbers.

New Andersen PRESSURE SEAL

You've never seen a double hung window so easy to operate. Sash float freely in sash runs. No friction against weatherstrips or painted surfaces to make sash stubborn.

No more rattling! Sash are held firmly in any open or closed position by wedge-like action.

Sash operation requires only slight pressure on the thumb levers.



You can't see the parts of this new Andersen Window Unit that make it highly weather tight—they're concealed in sash stiles. Conventional metal weather-strip at head, meeting rail, and sill only.



Cleaning's Easy, Because the Sash Are Removable

Just lift out the sash. No tools needed—and it takes only seconds. Sash are not hung on weights or attached to springs or balances. With sash out, screens and storm sash can be changed from the inside.

Andersen Corporation

BAYPORT, MINNESOTA

Utterly Different, Because It Employs -LIKE Action to Achieve Weathertightness!

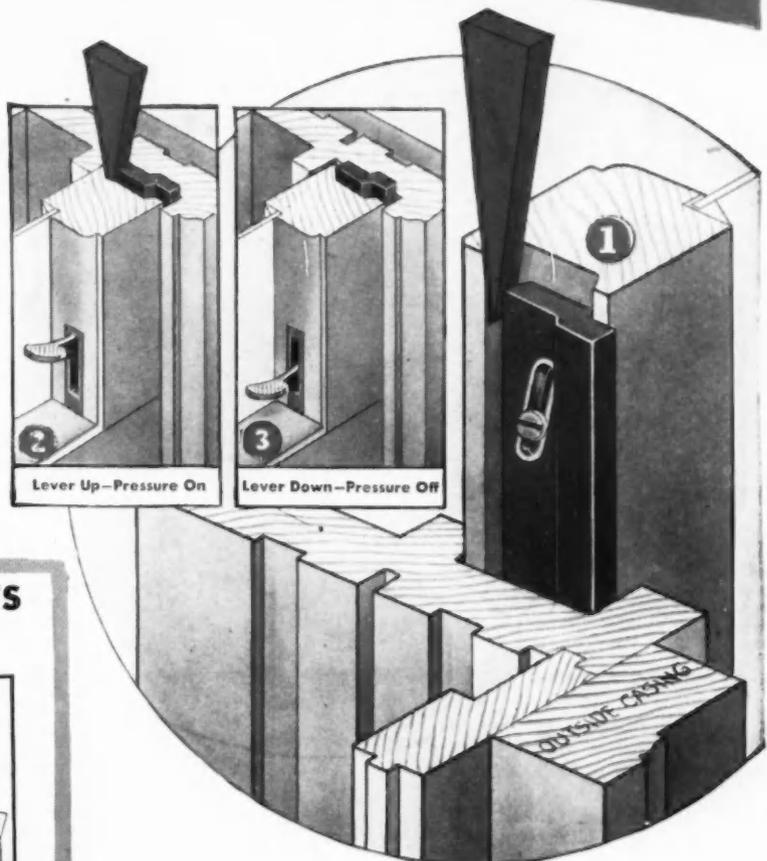
Double Hung Window Unit

WEDGE ACTION MAKES IT

Weathertight

Key to the exceptional weathertightness... to the smooth, floating sash action... and to the sash removability feature of the Andersen Pressure Seal Window Unit... is in the invisible pressure strips located in the sash stiles and controlled by small thumb levers.

- ① Pressure strip, attached to sash stile through diagonal slot, moves sideways when actuated by lever, thus exerting wedge-like pressure on the sash.
- ② Lower sash with thumb lever up. Pressure strip pushes against inside stop and wedges sash firmly against parting stop.
- ③ Lower sash with thumb lever down. Wedge action is released, freeing sash completely.



LOWER INSTALLATION COSTS Just 2 Easy Steps!



1. NAIL FRAME IN ROUGH OPENING



2. SLIP SASH INTO PLACE

Installation is remarkably simple—saving builders many valuable hours on a single house. Besides, sash can be painted outside the frame, allowed to dry, then slipped into place. This saves time—and trouble with paint bind.

Standard detail can be used on any type of wall. Moulded inside stop on side jamb simplifies trimming out. A special fitted stool is included. Only simple inside casing required.

MAIL THIS TODAY!

Andersen Corporation
Bayport, Minnesota, Dept. A

Please send me full details on your new Pressure Seal Double Hung Window Unit.

NAME.....

ADDRESS.....

CITY..... ZONE.. STATE.....

FAMOUS FOR *Windowalls*

2 MEN

*can sheathe the average
house with Fireproof
Gold Bond Gypsum Sheathing*

IN 1 DAY

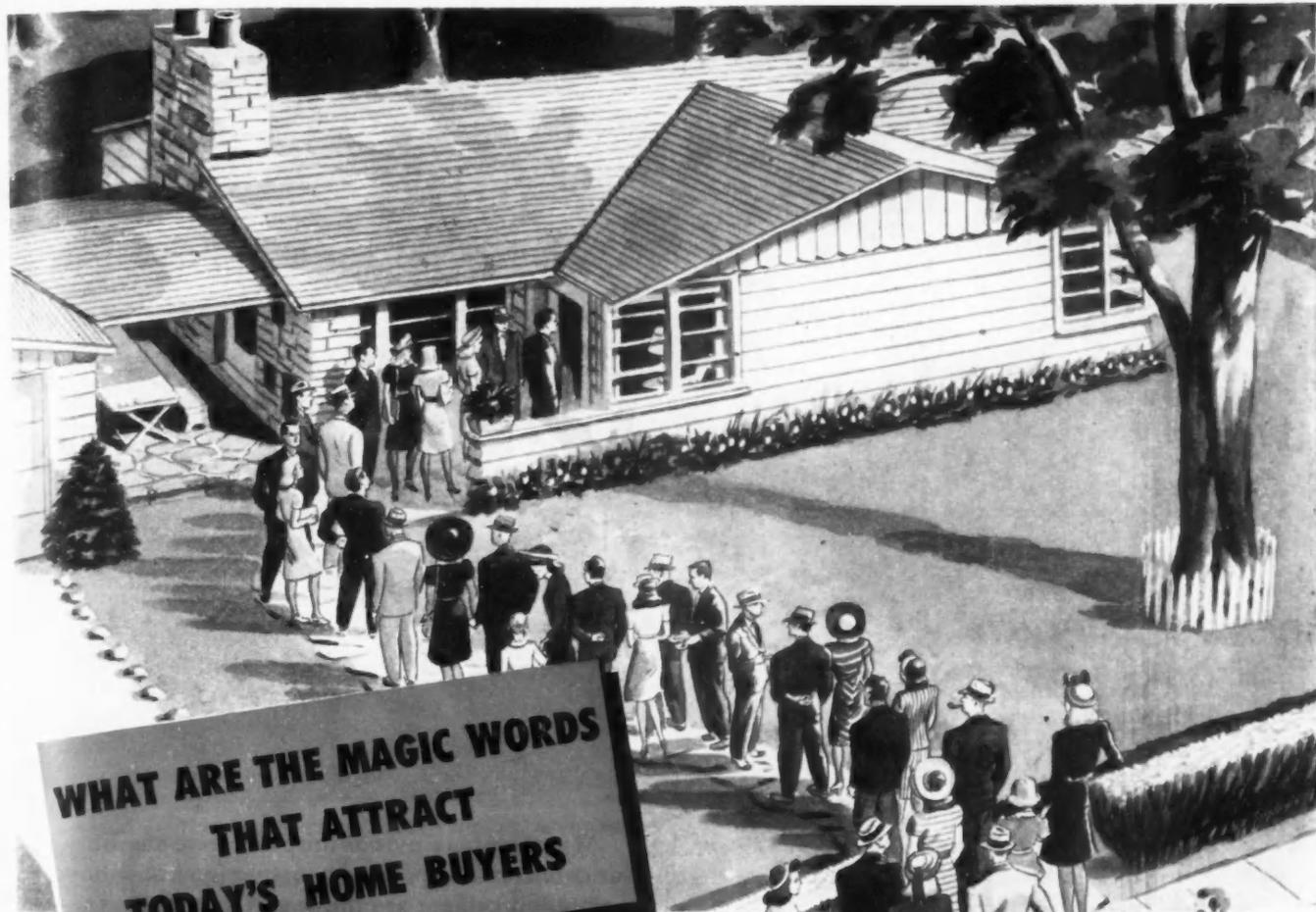


You'll build or
remodel better with
Gold Bond

YOU'LL save time and money... and build a better, easier-to-sell house...if you use fireproof Gold Bond Gypsum Sheathing. Costs about one-third less than ordinary inflammable sheathing. Big, sturdy panels can be applied in a fraction of the time. The new asphalt treated core, the water-repellent surface, and the tongue-and-groove edges combine to make *extra* strong, more weathertight walls. Try it on one house and you'll be convinced.

NATIONAL GYPSUM COMPANY, BUFFALO 2, N. Y.

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



**WHAT ARE THE MAGIC WORDS
THAT ATTRACT
TODAY'S HOME BUYERS**

B & G Hydro-Flo Radiant Panel Heating, of course!
It's today's most potent selling feature.

Hydro-Flo Heating has everything that appeals to both the man and woman of the house . . . comfort . . . convenience . . . cleanliness . . . economy.

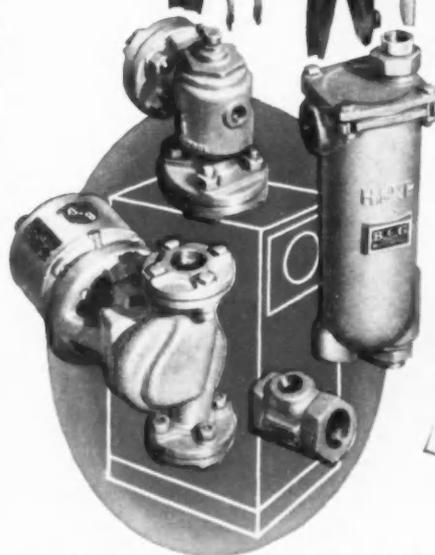
It's completely *bidden* heating—allowing complete freedom of furniture arrangement and room decoration! Pipe coils in the floor or ceiling spread a blanket of sunny warmth all over the house . . . no drafts . . . fresher feeling air.

And for the man who foots the bills, it's a bargain in automatic heating comfort at its best. B & G *Hydro-Flo* Heating offers all the fuel economies of a forced hot water system.

Don't delay in getting all the facts on this heating system of today and tomorrow.



B & G Hydro-Flo Radiant Panel installation with pipe coils in concrete floor.



B & G Hydro-Flo Heating equipment can be installed on any hot water heating boiler.



Send today for "Capture the Sun with B & G Hydro-Flo Heating."



Hydro-Flo Radiant Panel Heating

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

•Reg. U. S. Pat. Off.

Low

LOW-COST HOUSING



**WELL-DESIGNED
FIRE-SAFE CONCRETE
MASONRY HOMES
AT \$4975. EACH**



TWO hundred and eight of these FHA-approved concrete masonry homes, with 640 sq. ft. of floor area, have been recently built in Fort Worth, Texas, by the Farmer Construction Co., Inc., of that city. Foundation slabs were placed with Lone Star Cement concrete. Next, haydite light-weight-aggregate masonry units were laid up. Then a 1:3 Lone Star Masonry Cement—sand mortar exterior coat, approximately three-quarters of an inch thick, was applied with Jet-crete gun in about one hour's time.

Construction skill and ingenuity provide the advantages of concrete: proof against fire, tornado, termites and time itself—at a price of \$4,975.

Whether it is monolithic, concrete masonry, or concrete tilt-up, good construction know-how and good cement are the sound, economical answer to today's home-building problem. Whatever the method, there's a Lone Star Cement to meet the most exacting requirements.



LONE STAR CEMENT CORPORATION

Offices: ALBANY • BETHLEHEM, PA. • BIRMINGHAM • BOSTON • CHICAGO • DALLAS • HOUSTON • INDIANAPOLIS • JACKSON, MISS. • KANSAS CITY, MO. • NEW ORLEANS • NEW YORK • NORFOLK • PHILADELPHIA • ST. LOUIS • WASHINGTON, D. C.
LONE STAR CEMENT, WITH ITS SUBSIDIARIES, IS ONE OF THE WORLD'S LARGEST CEMENT PRODUCERS: 15 MODERN MILLS, 27,000,000 BARRELS ANNUAL CAPACITY

TRENDS

BUILDING MATERIAL — EQUIPMENT — APPLIANCES

Completely Equipped New Homes Increasing

ALTHOUGH starts of new houses dropped 12 per cent in the first quarter as compared with last year according to the estimates of the Bureau of Labor Statistics, there are indications that the final reports for 1949 will show the number of new houses started in 1949 equal to or nearly equal to 1948. Starts for March totaled 62,000 units, a decrease of 14,400 (19 per cent) under the number started in March, 1948. For the first quarter of 1949 non-farm home building totaled 158,000 units—a decrease of 23,000 (14 per cent) under the number started in the first quarter of 1948.

An upward trend may become apparent later in the year. Preliminary results of a nation-wide survey made by *American Builder* last month indicates that a majority of builders plan to build more houses than they built last year. The over-all group of builders plans to build 6,342 units as compared with 5,754 last year, an increase of 10 per cent.

Now that new equipment and appliances are readily available builders are finding that they are very nearly irresistible inducements to new home buyers. This helps to keep the sale of new houses at record levels.

Twenty years ago standard kitchen equipment in a low or medium priced house was a sink. Now, according to the survey, 89 per cent of the new houses have built-in kitchen cabinets, 35 per cent have gas or electric ranges, 28 per cent have gas or electric refrigerators, 18 per cent have automatic dishwashers, 20 per cent have garbage disposal units, and 34 per cent have kitchen ventilating fans.

The packaged mortgage had just begun to be appreciated before the war; now it is in full swing. New home buyers are usually hard pressed for cash. Families are going to enjoy a completely equipped home much more than one where some item of equipment is missing.

They will work harder to meet payments on a completely equipped house.

To add sales appeal, builders normally include other relatively minor items such as blinds, mail chutes, door chimes, and clothes closet equipment. The builders, surveyed, said that they normally include Venetian blinds in 42 per cent of new houses and window shades in 30 per cent. Mail chutes are installed in 27 per cent, door chimes in 61 per cent and clothes closet equipment in 23 per cent of new houses. In 33 per cent, a bathroom heater is included, and in 44 per cent a fireplace. Hot water heaters are virtually standard equipment. They are installed in 92 per cent of the new houses.

Completely equipped houses, automatically heated, represent vastly better living conditions than the houses offered by builders twenty years ago. Even in comparison with frozen rental units, builders in many localities are offering houses which offer more in attractiveness and ease of living than can be obtained in obsolete quarters. The portion of the payment that represents amortization is money in the bank.

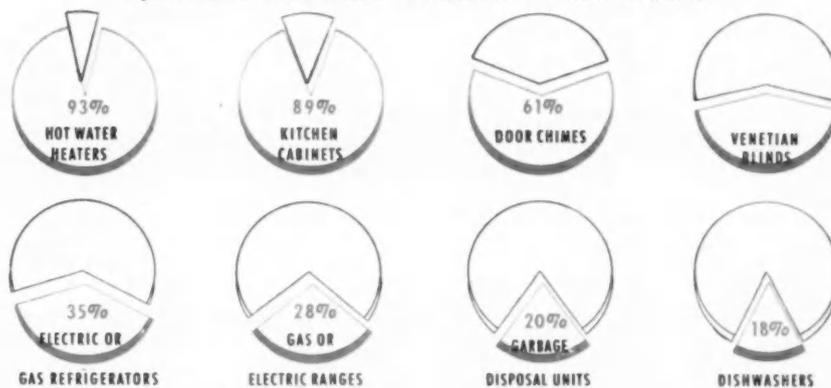
An interesting point of view on the better ability of potential home buyers to buy new houses is pre-

sented by Louis W. Licht, a Forest Hills, N.Y., realtor who points out that "the more than three million persons who bought new cars in 1947 have completed their installment payments, and thousands of these families who have postponed home buying in favor of new cars will have money available for investment in new homes. Furthermore, a substantial number of the nearly three and a half million new cars bought in 1948 will be paid for by next August."

Of course many thousands of these new car buyers are already home owners but there are many others who want new homes but have postponed buying until their new cars are paid for. In ten years, six and a half million families have established the habit of making monthly payments of \$75 to \$150 on their new cars. Having established this habit, it will be quite easy for those families who want homes to continue putting aside these monthly sums for the purchase of new homes.

Construction costs have dropped only slightly. The drop for the six months ended April was only 1.4 per cent. Material costs are down 5 per cent from their high last August, because of declining lumber prices. Construction costs are still 7 per cent above April, 1948.

EQUIPMENT NORMALLY INCLUDED IN NEW HOMES



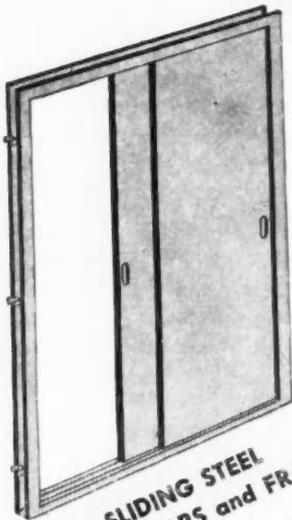
AMERICAN BUILDER CHART



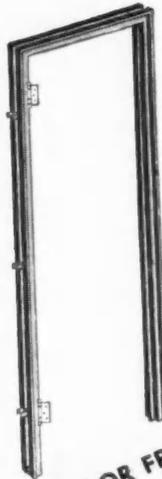
You Owe It To Yourself!

from

GET A BID FROM AETNA



SLIDING STEEL CLOSET DOORS and FRAMES



STEEL DOOR FRAMES for HOUSING UNITS

IT WILL PAY YOU TO GET A BID FROM AETNA!

WRITE or WIRE FOR NAME OF YOUR NEAREST AGENT

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SPECIALIZING IN STEEL DOORS AND FRAMES FOR OVER 50 YEARS

AETNA STEEL PRODUCTS CORPORATION

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*News, Views
and Comments*



On and Off the Record

PUBLIC RELATIONS—Neither a bag of tricks nor a science. Can easily backfire if handled as a bag of tricks. Can scare any builder or dealer if he looks upon it as a science.

ART—Really, public relations is an art. It starts with recognition of what the public will be interested in, and understanding of the available avenues through which the public can be reached.

WHAT IT ISN'T—It isn't a program for self-glorification. It isn't a policy of grabbing all the free newspaper space possible on any pretext. It isn't just an attempt to get one's name in a paper. It isn't crusading.

WHAT IT IS—It is knowing what constitutes interesting news from the angle of a newspaper editor. It is doing things not calculated to bring in measurable business, directly traceable to what is done. It is writing this news, or phoning it to the newspaper, and then leaving its disposition strictly to the editor. It is a lot more, but that will do for a start.

P.R. HELPS—Few builders or dealers are news-minded, and thus few are schooled in the art of public relations. That's where the trade association comes in. It doesn't come in by sending members releases for them to pass on to their local newspapers or radio stations. Most news emanating from a national or regional source is not of special interest to local readers or listeners.

LOCAL NEWS—That's what is important, and to be local news it must be something said by a known local figure or done by a local figure. And it should have something to do with local conditions.

FOR INSTANCE—"Nation's builders erect 935,000 new homes in 1948," says a release from a national office. Good as far as it goes, but the local newspaper editor wants to know how many of the 935,000 were built in his town, and how that compares with production in other years. Also, he is not much interested, nor are his readers, if the statement or statements

are made by a president of a national organization. What is said should be quotable from a statement made by a local builder or dealer. Then it becomes news of local interest on all counts. It's about local conditions, and said by a local man or local group.

ANOTHER EXAMPLE—Suppose that John Jones, a June graduate of a four-year light construction engineering course, goes to work for the ABC Home Building Co. or the XYZ Lumber Co. If John is a local boy he should be news. The course he took, and the future open to him in his new connection are also news. That is particularly true if John was in any way an outstanding member of his graduating class. Getting the story of John, his new connection and his opportunities in the local newspaper is good public relations.

PUBLIC SPEAKING—This is a great and effective public relations medium. But, very few dealers or builders are accomplished public speakers. Being accomplished is not necessary, but many, unaccustomed to public speaking, cringe from the very thought. Suppose the association sends out a little ten-minute speech or outline for such a speech, and suggests that the builder or dealer member work up the speech and give it before his local service club, veterans' society, P.T.A. or a woman's club. It should be given, but the dealer or builder cannot bring himself to do it. Should he just toss it in the waste basket?

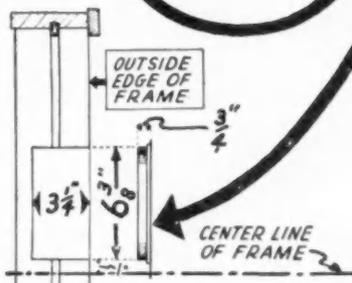
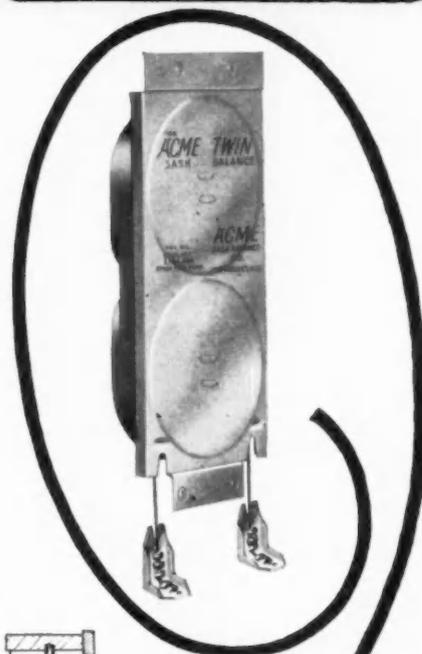
SPEECH TEACHER—How about the speech teacher in the local high school? If he believes in the context of the speech, chances are that he will be glad to make it, especially if he is given a small honorarium for the job.

OUTMANEUVERED—The home building industry has been badly outmaneuvered in the field of public relations. Reason is not apathy on the part of builders and dealers. Real reason is that the term has been fraught with so much mystery. It is time to simplify public relations, reduce the art to usefulness by all.

ACME TWIN

Sash Balances

are only $\frac{3}{4}$ " thick



For best installation of wooden double-hung windows. Fits flush in pulley stile. Single or double installation.

The Acme Twin balance is fully enclosed, easy to install with any standard weatherstrip, requires no adjustment and is unconditionally guaranteed for the life of the building. Packed in carton complete with fixtures. Sold only through leading hardware and building supply dealers and jobbers.

Write for literature.

ACME

SASH BALANCE COMPANY
1626 Long Beach Ave.
Los Angeles 21, Calif.

**KEEP AN "EAGLE EYE"
on Competition!**



A successful builder always watches his competitors to see what they do to sell more houses, faster, at a greater profit. One thing these builders do is to install the kind of cooking equipment more people want—modern Electric Ranges. The trend to Electric Cooking is proved by the fact that another million American families switched to it last year. Conservative estimates indicate that the same thing will happen again this year.

So build houses that are modern today and will stay modern for years to come. During construction, include wiring for an Electric Range, leading to a range outlet in the kitchen. An Electric Range, like electricity itself, is now a "must" in every modern home!

...of course, it's Electric!

ELECTRIC RANGE SECTION, National Electrical Manufacturers Association, 155 E. 44th Street, New York 17, N. Y.
 ADMIRAL • COOLERATOR • CROSLY • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON • HOTPOINT
 KELVINATOR • LEDO • MONARCH • NORGE • QUALITY • UNIVERSAL • WESTINGHOUSE

*Follow
the trend...*

wire YOUR HOUSES
FOR ELECTRIC RANGES

Another 1,000,000 American families switched to Electric Cooking last year

A SYMBOL OF ADEQUATE WIRING



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EDITORS'

Round Table

NATIONAL RETAIL Lumber Dealers Association held its spring meeting of directors and executive committee in May, and considered a number of matters of vital interest to the association's members.

OF MORE INTEREST than the matters considered was the manner in which they were discussed. There was plenty of room for heated argument, but in the best tradition of men schooled in democratic government, the delegates kept all of the floor debate on an objective plane. There was a complete lack of selfishness, and when votes were taken on vital subjects, the decision reached was the one that all pledged themselves to, regardless of how each voted.

IF GOVERNMENT could proceed to the consideration of national legislation with the same objective aims, trying to arrive at conclusions that would be best for the greatest number, the future of the nation would be more assured.

OF COURSE, the difference between Congressmen and lumber dealers is that the latter do not depend on what a voting constituency wants for their livelihood. The lumber dealers, with convictions just as firm as those of Congressmen, have the advantage of being able to change their minds without considering what the people back home might think is good or bad.

THAT IS NOT entirely true, since the delegates to such a conference as the dealers held have to return to their local associations with reports of their voting. Their standing in the local association depends on what logic they are able to advance in support of their individual actions, when they report back.

IT IS REGRETTABLE that elected representatives to governmental bodies have not the same ability to stand on their own feet, and then go back home and convince their constituencies that the actions they took are for the best interest of the greatest number of voters.

TODAY there are far too many elected government officers who feel that they represent some segment of the voters, and not the entire body politic. Too often, Con-
(Continued on page 57)

THIS JOB SURE CALLS FOR
Chromtrim
METAL MOULDINGS

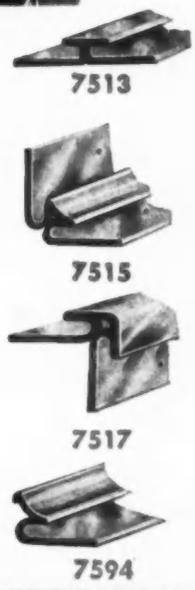
"In the building business we face this one every day: "Keep costs down—but maintain quality!" (A challenge we invariably meet.) That's why we always specify CHROMTRIM. We know that CHROMTRIM metal mouldings are available in all popular shapes . . . easy to install . . . perpetually beautiful. Best of all their low cost is matched by their high quality. Yes, that's all we need to put the finishing touch on any job!"



METAL MOULDINGS ARE MONEY-MAKERS!

Just watch YOUR sales soar and profits pile up with CHROMTRIM metal mouldings. Here's the **ECONOMY LINE**, completely fabricated and produced under one roof, using modern assembly line methods. Cut to convenient lengths and individually wrapped to preserve its lustrous finish, easy to handle—easy to sell . . . here's complete, lasting satisfaction for you and your customers. No wonder CHROMTRIM is the first choice with contractor, dealers and mechanics from coast to coast!

Sold through a nation-wide distribution organization.



R. D. Werner Co., Inc.
295 FIFTH AVE. NEW YORK 16, N. Y.
In Canada: R. D. WERNER COMPANY LTD. PORT DALHOUSIE, ONT.

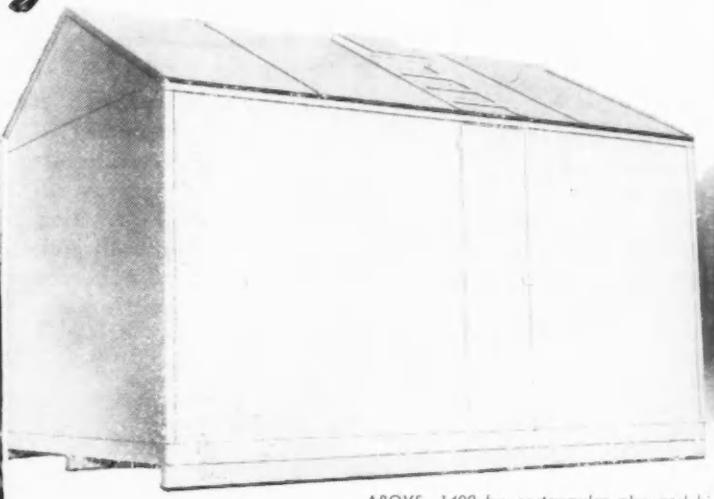
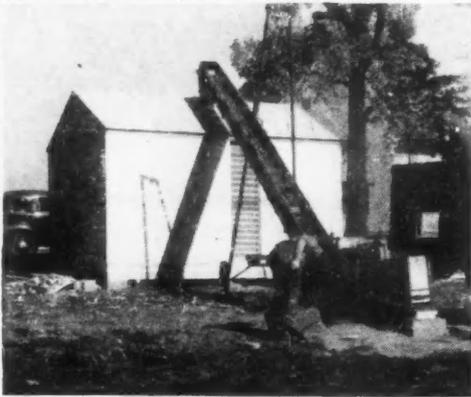
Write Dept. AB-6
Please reserve my copy of the CHROMTRIM 1949 catalog.

NAME _____
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CITY _____ STATE _____

**Grain Storage
Vital Need
on Nations Farms**

The approach of another whopping crop is breeding grain glut worries from Nebraska. Harvesting of winter wheat (major part of U. S. wheat) starts in Texas about 20 days and moves northward. Com- mercial wheat harvests within six weeks. Production bushel

Here's a sales Opportunity for You!



ABOVE: 1400 bu. rectangular plywood bin, based on a design developed at Iowa State College. Plan No. 73296, listed below. LEFT: Workers filling the bin with mechanical loader.

PLYWOOD GRAIN BIN PLANS
—for you, your farm customers,
farm builders and prefabricators

Available from:
Douglas Fir Plywood Association
Tacoma 2, Wash., or—848 Daily News
Bldg., Chicago 6.

1,000 bu. round bin. Kansas State College design. 14' diameter, 8' high. Exterior plywood walls and roof, concrete slab floor. Site construction, using glue. Plan free.

400 bu. movable square bin; several can be grouped. University of California design. 8'x8' and 8' high. Exterior plywood walls, roof, floor; lumber frame. Suitable for either prefabrication or site construction. Plan free.

Available from:
Midwest Plan Service, Iowa State College, Ames, Iowa. Or from State Colleges of Agriculture in Arkansas, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, Wisconsin.

2,000 bu. rectangular bin. Designed for prefabrication. 16'x20' and 8' high. Panelized construction permits variety of sizes and capacities up to 3,620 bu. Could be converted to other uses or demounted. Exterior plywood walls, roof, floor; lumber frame. Plan No. 73294. 45 cents.

1,400 bu. rectangular bin. 12'x16' and 8' high. Other sizes and capacities possible from plan. Bin convertible to other uses. Exterior plywood walls, roof, floor; lumber frame. Site construction. Plan No. 73296. 15 cents.

400 bu. movable hog feeder. Double-purpose storage-hopper. Self-feeding, sloping floor. 8'x12' and 7' studs. Exterior plywood walls, roof, floor. Plan No. 77614. 15 cents.

300 bu. movable hog feeder. Double-purpose; provides small storage and sheltered feeder. 10'x16' with protected feeding floor. Exterior plywood walls, bins, partitions and roof. Plan No. 77613. 15 cents.

Double-farrowing house, convertible to 300 bu. grain bin; 8'x12'; off-center gable roof. Movable. Exterior plywood sides, floor and roof. Plan No. 72626. 15 cents.

**THERE ARE HUNDREDS OF
OTHER FARM USES FOR
EXTERIOR PLYWOOD**

Grain Dryers, Hog Feeders, Corn Cribs, Silos, Feed Bins, Brooder Houses, Poultry Houses, Freezer Lockers, Burns, Farm Homes, Remodeling, etc.

**Douglas Fir Plywood
Builds Tighter Grain Bins . . . Faster!**

THIS YEAR, American farmers face a serious shortage of storage facilities for grains—wheat, corn, rice, sorghum, etc. Capitalize on this! Urge your farm customers to build grain storage bins of Douglas fir plywood. Exterior plywood has a proved record you can really sell.

Here are plywood's primary advantages:

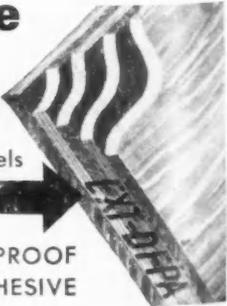
- 1. Fast Construction:** The need is *now*—and plywood's large panel sizes make building fast, easy . . . for farmers, farm builders, prefabricators.
- 2. Durable Construction:** Douglas fir plywood is laminated from the wood made durable by nature. Exterior plywood is bonded with completely waterproof adhesive, for permanent outdoor use.
- 3. Tight Construction:** Plywood reduces joints, keeps moisture out, resists leakage, spoilage, permits easier, more certain fumigation.
- 4. Vermin-Proof:** Tight, smooth plywood walls keep out insects and foreign matter, resist rats and mice.
- 5. Light, Strong:** Movable bins are possible because plywood is light, resists racking. Plywood's structural strength eliminates need for lateral wall bracing; it contains grain pressures, resists wind, full or empty.
- 6. Adaptable, Attractive:** There are plywood bin plans for all grains. Plywood bins are real wood, attractive. They can be converted to other farm uses, and the plywood salvaged for other buildings. Some plans are demountable—an advantage to tenant farmers.

**Exterior-Type
Douglas Fir
PLYWOOD**

Large, Light, Strong, Real Wood Panels



**BONDED WITH COMPLETELY WATERPROOF
PHENOLIC RESIN ADHESIVE**



EDITORS'

Round Table

(Continued from page 55)

gressmen are known as the mouth-piece or the special representative of labor, or of agriculture, or of industry.

POSSIBLY the nation is going through an unfortunate low spot in the cycle of representation, the result of which will be a lot of bad legislation. If that is true, it is equally true that sooner or later the segments that believe certain representatives to be their special representatives will wake up to the fact that such a concept of representative government is just as bad for the preferred minorities as it is for the unorganized masses.

ANYWAY, the manner in which the dealers resolved what might have been serious difficulties, and disbanded firmly resolved to abide by the majority decision, is an outstanding example of democracy at its best.

HERBERT HOOVER recently made a great speech. Among many other sage statements is the following. "There are, in fact, more Federal officials in many states than there are combined state, municipal and county, including police. These Federal employees have grown from 570,000 to about 2,200,000 in less than 15 years."

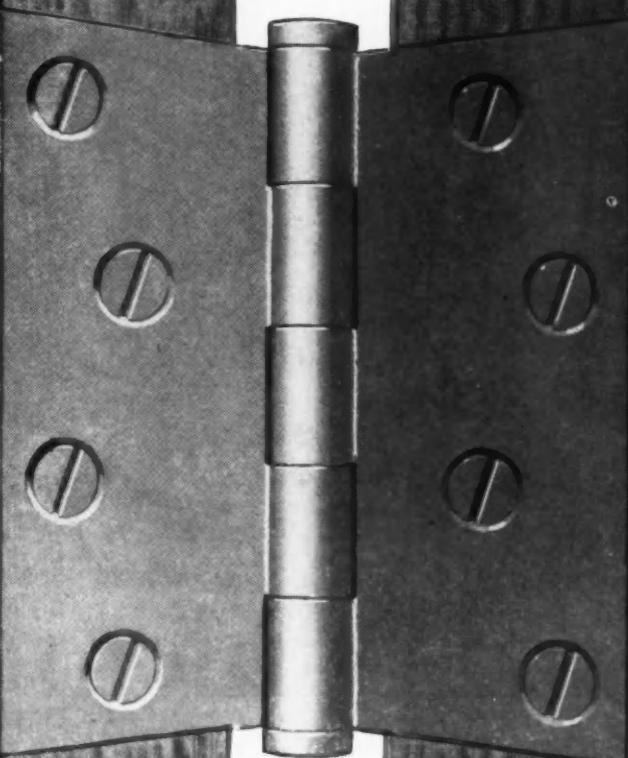
MENTIONING Mr. Hoover was almost a crime ten years ago. Today, as he ages, even his most bitter critics of former days are inclined to listen. The former President went on to say that "The underlying cause of this gigantic growth is largely due to two great pressures that are at work in our country (that is, in addition to the natural instinct of government bureaus to exfoliate). Both of these are filled with complete dangers to this republic.

"FOR ONE, the people of this nation are under the illusion that money from Washington is pure manna. They are selling their birthright as free men, their responsibilities in a free man's government, in order to get their supposed gifts from Heaven. Then there are those who are impatient with the slow process of local reform, and who conceive that all may be good if

(Continued on page 59)

BUTT HINGES

BY MCKINNEY



QUALITY
HARDWARE
SINCE
1865

MCKINNEY

MANUFACTURING COMPANY

PITTSBURGH 12, PENNSYLVANIA





...yes, TWO for the space of one

Architecturally speaking, when you can't expand horizontally, you go up.

Bryant engineers did, twelve years ago, when they were called upon to provide gas-fired equipment in a limited space for the world's first apartment building designed to include individual suite heating.

They created the vertical winter air conditioner, and called its installation *Personalized Heating*. It was one of the few really new developments in heating in several decades, and it set a new standard for heating comfort in all types of multi-family construction.

Later, designers carried the theme a step further . . . paired gleaming white Bryant automatic water heaters with these vertical winter air conditioners;

another space-saving device that was received enthusiastically by planners of multi-family and individual family dwellings alike.

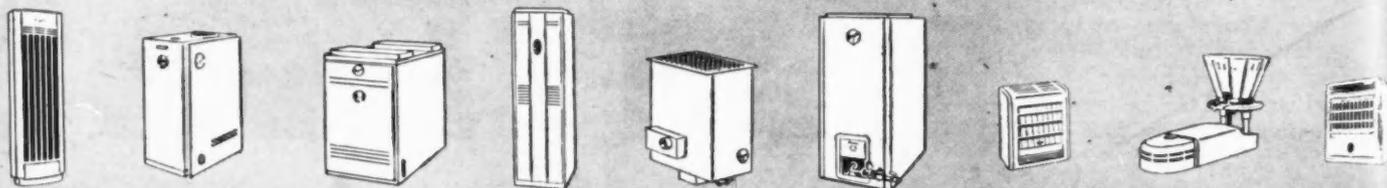
It is a matter of record that these Bryant *Personalized Heating* systems have been all that they were meant to be, from the standpoint of both cost and comfort. In less space than is normally required for conventional space heating equipment alone, these slim Bryant quality units provide a complete automatic heating and water heating service, economically and surely.

They are an aid to design and construction—and your Bryant Distributor stands ready to lend his aid in helping you to incorporate this efficient, space-saving equipment into your new plans.



BRYANT HEATER DIVISION
AFFILIATED GAS EQUIPMENT, INC.
 Cleveland, Ohio • Tyler, Pa.

THE MOST COMPLETE LINE OF GAS HEATING EQUIPMENT IN THE NATION



EDITORS'
Round Table

(Continued from page 57)

the Federal government would only pass a law and set up a bureau and make an appropriation. Step by step, the citizen has surrendered a large part of the control of his life to an increasingly centralized government, and that is where a large part of these two million Federal civil employees are coming from."

SUMMING UP, the nation's only living ex-President says, "The people in the public land states should demand the right to administer their own farms and ranges with their own state and county officials. They should have the courage to undertake their responsibilities. Otherwise, they are only contributing one more mite to the surrender of man's most precious possession, the liberty of self-government."

WHAT WILL BE the cost of housing under the proposed Housing Bill of 1949? The best answer can be only a guess. Part of it is this: In grants not repayable, \$12,-882,500,000. That includes public housing at 308 million dollars a year for 40 years, land acquisition for slum clearance, and farm housing subsidies; for revolving funds, \$2,-750,000,000 to include public housing, slum clearance and farm housing.

THAT'S ONLY part of it. Nobody can estimate several administrative costs, cancellations of indebtedness by the Secretary of Agriculture, plus research.

THEN THERE is another cost that nobody mentions, but it's an important one. It is the cost of publicity operations by the administrators of the law. No one should forget the hidden costs of publicity activities by OPA and other war-born government agencies. When government sells a costly bill of goods to the public one of the functions of the administrators who have to fight for appropriations every year is to keep the public sold. That means a large and costly public relations staff.

THAT STAFF produces absolutely nothing. It is just another drain on the taxpayer, and is as completely unjustifiable as a thief or house breaker. Terrifying as the known costs of public housing are, the unknown costs are more terrifying.



**If you want
LONG LIFE get—**

BERMICO[®]
SEWER PIPE

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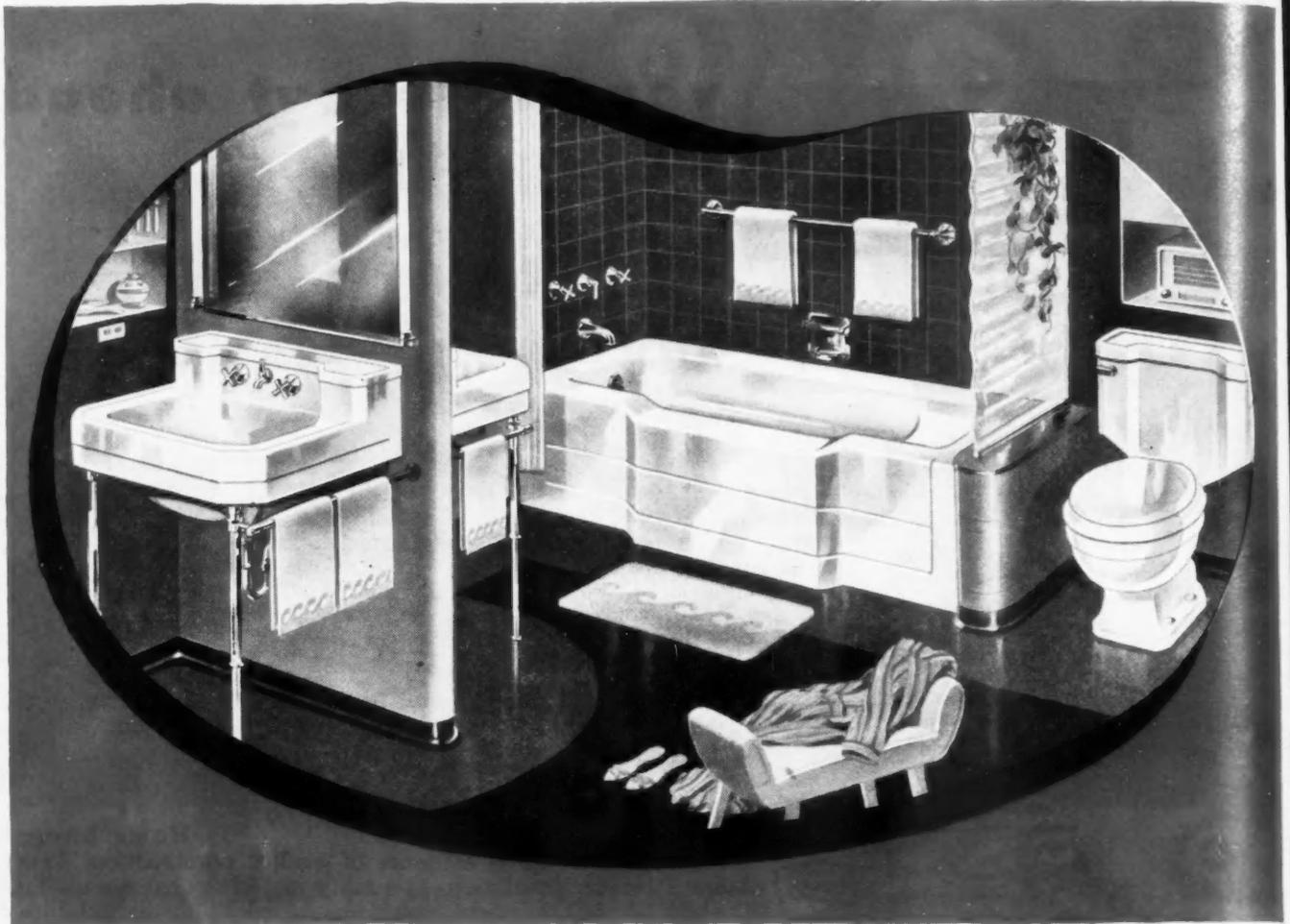


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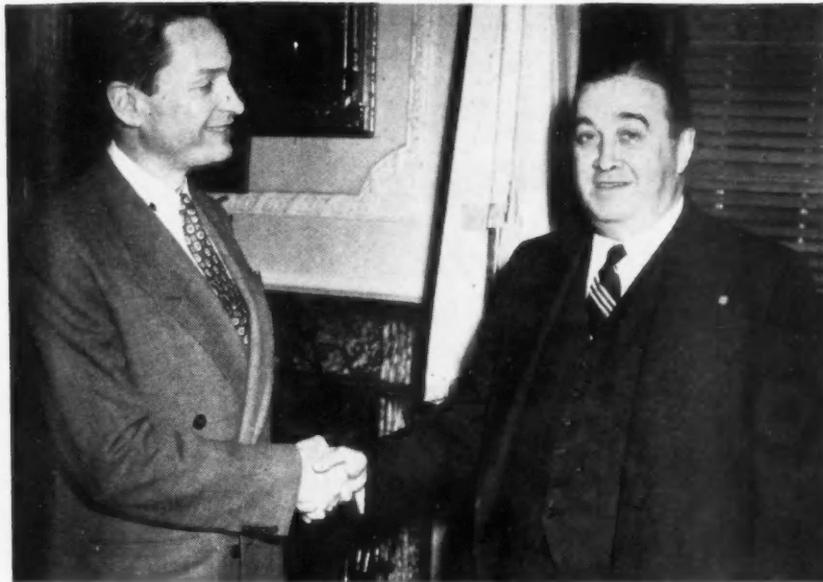
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MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

Lockwood Calls for Referendums On Proposed Government Housing



NAHB President Lockwood is welcomed in Boston by Massachusetts' Governor Dever

Challenging the Administration's claim that the result of the November national election was a mandate for a government housing program, Rodney M. Lockwood, NAHB president, in a recent address before the Home Builders Association of Great Boston, asked that the people of each state be permitted to decide by popular referendum whether or not they want a government housing program in the communities of their state.

He cited the case of California, where the people rejected a state program for subsidized government-owned housing, submitted to referendum vote, by a majority of 2½ to 1.

Pointing out that this rejection took place on the same day that California elected several New Deal Congressmen and gave their electoral vote to President Truman, Lockwood said, "That is why I say it is perfectly clear that the people of this country do not want socialized housing.

"I am confident," he added, "that if the issue is submitted to the people after they have been given all the facts about the government housing program they will reject it as completely un-sound and un-American. The \$18 billion socialized housing program will impose a heavy burden on each family owning its own home, both in higher local taxes and higher Federal personal income taxes. The most that the Administration program will do is give

a free ride to a very few politically selected families who may or may not be in the low income group.

"I challenge the Administration to submit this issue to popular vote in the democratic way—let the people decide.

"If Administration forces refuse to do this it will be a plain confession that they know they are trying to take advantage of the present housing situation to put over a socialistic scheme which the people do not want."

During his stay in Boston, Lockwood was received by Governor Paul A. Dever of Massachusetts, and was presented with a key to the city by Mayor James M. Curley.

Discussion Panel Feature Of Cleveland Meeting

"Merchandising and Selling Homes in 1949" was the topic of a panel discussion which featured the April 12 meeting of the Home Builders Association of Greater Cleveland. The session, patterned after panels at the national convention, was attended by about 100 members.

Jack North, general sales manager of the Cleveland Electric Illuminating Co. spoke on "Something for Nothing—But Nothing Is Free," emphasizing the selling point of giving something "extra" in every house.

"Selling Homes" the topic of John Rowland, Cleveland realtor, was based

on the theory that every home has one or more strong selling points. Jim Chandler, real estate editor of the Cleveland Press, discussed "How to Make Money—Buy Advertising."

"The Hardboiled Customer Is Back," a talk by Hugh Selby, builder and past president of the Cleveland association, was based on selling experience in the depression '30's. E. C. Andrews, association treasurer and moderator of the panel, stressed the point that young builders have an important part in today's building program.

Participation and interest in the discussion were very satisfactory, and the association plans a number of panels in the future.

Portland Association Honors Former Executive Secretary

Col. Carlos W. Huntington, former executive secretary of the Portland Home Builders Association, was guest of honor at a banquet sponsored by the group at the Seattle Shrine Club April 11.

Several speakers lauded the honoree on his record with the association and a number of congratulatory messages were read. A lawn swing and matching chair, gifts from members of the group, were presented to the former official.

The banquet committee was composed of George Welby, chairman, Al Norbraten and Frank Evans. Approximately 250 persons attended.

Dallas Builders Launch Drive To Build 3,000 Economy Homes

A drive to build 3,000 economy homes during the coming year was launched in April by the Dallas Home Builders Association. The "kick-off" party, staged in a Dallas night club with 700 in attendance, attracted national attention.

Dallas builders have constructed more than 25,000 homes since the end of the war. President of the association, one of NAHB's largest chapters, is Avery Mays. Other officers are George Mixon, vice president; Veron Smith, secretary; and Wilson Brown, treasurer. Grover Godfrey is executive secretary.

300 Attend Rochester Banquet

The annual banquet of the Rochester Home Builders Association was held April 20 at the Brooklea Country Club, Rochester, N.Y.

Approximately 300 persons, including out of town guests, attended the party.

Milwaukee Closes Membership Drive



AT the banquet which closed the Milwaukee Builders Association's highly successful membership drive, James R. Ecer, Milwaukee, a NAHB director (below, right), receives a wrist watch as one of the individual winners. Shown with him are (below, from left) Edward G. Gavin, editor of the *American Builder*; Mrs. Henny Mollgaard, Milwaukee builder; (above) John Parmentier, president, Wisconsin Builders Association; Roland J. Teske, president of the Milwaukee group; and Normine Watkins, NAHB director of membership and chapter relations

Two membership drives by the Milwaukee Builders Association, the first netting 191 new members and the second 65 were climaxed April 20 with a banquet at the Plankinton Hotel in Milwaukee.

Presentation of prizes was made by Normine Watkins, NAHB director of membership and chapter relations. Talks were made by John Parmentier, newly-elected president of the Wisconsin Builders Association, and Edward G. Gavin, *American Builder* editor.

In the contest, members were divided into six teams. A luncheon meeting of the captains and umpires was held each week. Prizes consisted of both weekly and grand individual and team prizes.

A "send-off" dinner and cocktail party was held at the beginning of the campaign, at which contestants were given kits containing data about the local and national association.

National Home Week
September 11-17

Rochester Association Issues Bulletin for Home Buyers

To explain the things the Rochester Home Builders Association stands for, that chapter of NAHB has issued a four-page bulletin for public distribution which tells what aids the association can give to the prospective home buyer. It also contains a list of association members.

The bulletin points out that no

builder enters the association until his performance record has been carefully checked. Each member agrees to a code of ethics set up by the chapter. While the association does not recommend specific builders, the bulletin states, a client can find out if a prospective contractor has maintained a good standard in matters of credit or construction.

Chicago Association Names A. O. Aldrich President

A. O. Aldrich, president of Aldrich Home Builders, Franklin Park, Ill. was named president of the Chicago Metropolitan Home Builders Association at the group's annual election in May. Nathan Manilow, 1949 NAHB treasurer, is the retiring Chicago leader.

Aldrich, a vice president last year, was also chairman of the association's safety and insurance committee, which recently honored 38 of the chapter's builder-members for achieving perfect safety records on home construction jobs.

Elected to the post of vice president were V. Arthur Olson, E. C. Mahoney, Joseph B. Ford and J. T. Schless. C. E. Blomgren is the new secretary and Morton H. Robbins, treasurer.



A. O. ALDRICH

Martin C. Huggett, executive vice president, heads the association's administrative staff. Other members of the staff are Roy F. Healy, executive assistant; Harlo J. Dunn, assistant secretary; Lawrence G. Holmes, insurance manager; and Rose F. McGuinness, office manager.

40,000 Attend Memphis Home Show



OPPOSITION to public housing is the theme of chapter exhibit of Home Builders Association of Memphis at Memphis and Mid-South Home Show which was sponsored by the organization April 11-18. Held in the Shelby County building at the Memphis Fairgrounds, the exhibition was attended by more than 40,000 persons. A feature of the show was a model homes contest in which 3,000 junior and senior high school manual training students participated. Donald Crittenden, executive vice president of the Memphis NAHB affiliate, planned and directed the show.

Funaro Leaves Cleveland Executive Director Post

Announcement has been made of the resignation of James V. "Jim" Funaro from the post of executive director of the Home Builders Association of Greater Cleveland. Funaro, who was appointed to the position in May, 1945, resigned because of considerations of health. Jerome J. Madigan, formerly public relations director, is now serving as acting executive director.

Funaro became acquainted with the building industry while in high school, through association with his father who still runs a stone cutter contracting business. He later took a two year building construction course at Car-



JIM FUNARO

JERRY MADIGAN

negie Tech; and in 1929 received a degree in business administration from the University of Pittsburgh. He has been a free lance writer in the building field and an editor of plant publications.

Madigan, a business administration graduate of John Carroll University, is a former newspaper reporter and editor, and public relations man. During the war he was a combat correspondent for the Army Air Forces. Madigan joined the Cleveland association in November, 1948.

New Home Prices Won't Drop In 1949, Survey Indicates

The latest survey of the home building market in the Chicago area by the Chicago Metropolitan Home Builders Association indicates that prospects for a further decrease in the price of new homes during 1949 are very remote.

Martin C. Huggett, executive vice president of the association, declared in his April report to the home building industry in the Chicago territory that "prices of new homes cannot go down this year because costs of new homes to the builder are down as far as pressure, ingenuity and the resort to every facility open to home builders, can force them."

Huggett added that builders' gains in economical construction techniques and labor-saving materials and methods have been counteracted by gradually rising prices of labor and materials.

Open New Orleans Home Show

The 1949 Home Show of the Home Builders Association of New Orleans was opened May 21.

Cortright's Column

By Frank W. Cortright

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



Do you know how Uncle Sam will spend \$40 billion of your money this year for Federal government activities? If you are not interested you should be, because this is exactly five times the cost of bureaucracy in 1937 and—if something is not done and we continue our rapid conversion into a social welfare state—it may be only a fraction of the cost ten years from now.

First of all, you should know that the annual turn-over of government civilian employees amounts to 500,000 persons—one-fourth of the total personnel. Why? The reasons include lack of opportunity for advancement, general frustration and, most important of all, low government pay. College graduates, for example, enter government service at \$2,975 and the best they can hope for is \$10,330 after as much as 30 years service. The Hoover Commission found in one bureau 24 subordinates receiving as much compensation as their chief.

Do you know that the Federal government has, in storage, supplies and equipment amounting to \$27 billion? Its "million or more" motor vehicles are worth at least two billion dollars—\$900 million a year is spent for paper clips, bulldozers, bulls, etc.

Including military and post office buildings, the government has 75 million square feet of building space. It has 18 million square feet of floor space to hold government records. Half of the three million government purchase orders are for \$10 or less, and cost far more than \$10 each to process because of the red tape involved.

The Armed Services, according to the Hoover report, are even less efficient. For example, the last appropriation requested \$2.3 billion for construction. The Secretary of Defense, when asked for a breakdown, took more than two months to reply and then disclosed that it was proposed to build 990 family homes in Alaska at a cost of \$58,950 per unit, 828 family houses on Guam at a cost of \$48,000 per house, and 7,880 family houses in the U.S. at an average of \$18,600 each. (Considering the fact that the land was government-owned, these figures seem somewhat high, even for government construction.)

Moving over to the Treasury Department with its 90,000 employees, we find its methods, according to the report, are obsolete. Faced with the task of collecting and distributing \$40 billions each year, it seems unfortunate to say that interest on our \$252 billion national debt is, at the least, \$5.25 billion a year, one-third as much as the total national debt in 1939.

Far worse is the verdict on the methods and management of the world's largest business, the Post Office Department. With an income of \$1.3 billion a year, it employs 500,000 people, runs 42,000 post offices, operates 10,000 trucks, manages 24,000 buildings and delivers 37 billion pieces of mail.

Its deficit has increased from \$263 million in 1943 to \$500 million in 1949; and the penny postal card costs the taxpayer about two and a half cents to print and deliver.

These are just a few highlights from a factual, unbiased report made by 300 of the nation's ablest experts under ex-President Hoover. Not only is it a sad commentary on the wasteful use of American taxpayers' funds, but, more important, it presents an alarming picture of the future. When, as, and if the government takes over housing, medicine, and education, and increases our social security to 1¼ trillions of dollars as is now suggested, we may expect a further duplication of bureaus, further waste of huge sums of money and the addition of millions more in trained and qualified personnel.

For 20 years now the people have voted for more and more government in business. They not only are getting it, but in a large part they are getting bad and wasteful government.

Klein Honor Guest at Dinner Given by Long Island Home Builders



PRESIDENT Leonard L. Frank of the Long Island Home Builders Institute presents scroll to Kalman Klein in recognition of outstanding service as president of the group in 1947 and 1948. Left to right are: James Graham, chairman of the dinner committee; Klein; Frank; Rodney M. Lockwood, NAHB president; and W. P. "Bill" Atkinson, second vice president of NAHB

A scroll citing him for outstanding achievement as president of the Long Island Home Builders Institute during 1947 and 1948 was presented Kalman Klein in a ceremony at the Institute's seventh annual dinner and dance April 9 at the Hotel Statler, New York. Klein was also presented a television set at the party, which was attended by a record crowd of 1090.

Among the prominent persons attending were several NAHB officers including Rodney M. Lockwood, president; William P. Atkinson, second vice president; and Frank W. Cortright, executive vice president.

James Graham was chairman of the banquet committee. Co-chairmen were Joseph Carillo and Rudy Matern.

Address by Engineer Feature Of San Antonio Meeting

The San Antonio Home Builders Association heard a talk on "Engineering and its relation to housing," by Frank T. Drought, veteran San Antonio engineer and a member of the Bexar chapter of the Society of Professional Engineers, at an April 26 meeting in the Menger Hotel, San Antonio. The society's president, Delbert Ward, was also a guest of the association.

William E. Thomas is association program committee chairman.

Fort Worth Group Has Booth At Newspaper Home Show

A booth sponsored by the Home Builders Association of Fort Worth at The Fort Worth Star Telegram's Home Show held in late April was utilized to advertise the active and associate members of the association, and to show typical examples of construction by association builders.

A number of builders furnished photographs and descriptions of homes as a part of the exhibit.

Exhibits, Contests Feature Builders Show at Dayton

Presenting a variety of interesting exhibits and activities, the Montgomery County Home Builders Association of Ohio attracted capacity crowds to its second annual builders show April 16-22 at the Dayton Fairgrounds coliseum.

Prizes totaling a retail value of more than \$2,000 were awarded. These included a Frigidaire electric range, Kelvinator refrigerator, ABC ironer, Westinghouse Laundromat, Crosley television set and Hotpoint dishwasher. A number of exhibitors also offered prizes. There were 104 display booths.

Other features were a grandmother's tea and an "Easter Parade," at which contests were held and cash awards made.

An exhibit of five miniature concrete homes attracted considerable interest. These homes were on display previously at shows in Buffalo and New York City. A booth sponsored by the Dayton Board of Education demonstrated its apprentice training program. Booths were also sponsored by the FHA and the Montgomery County chapter of the American Red Cross.

Additional activities now being planned by the Montgomery County Association include a state association meeting to be held some time in June, the local group's annual picnic on June 22, and the organization of a woman's group.

Texas Builders Schedule Three Day Coast Outing

A three day outing at Galveston, to include fishing, sightseeing and entertainment, has been scheduled by the Home Builders Association of Dallas for June 24-26. The all-expense trip will be made on a special train. There will be no business or speeches.

Plan Office Space for Sales Representatives in Chicago Chapter Building Center

A plan whereby office space in the association's downtown building center will be made available to sales representatives of building and allied firms has been announced by the Chicago Metropolitan Home Builders Association.

The move will add a new feature to the model chapter headquarters, where permanent display booths for materials, furnishings, and services have attracted wide interest since they were installed early in 1948.

Located in the basement floor of the Chicago group's building, the new sales center will provide 12 partitioned spaces, each with an area of approximately 40 square feet. It will be ready for occupancy around July 1.

A separate switchboard will be installed and each office furnished with a telephone. The board will be in charge of a qualified stenographer who will also handle correspondence at the prevailing public rates. Desks and other furniture will be uniform. These may be furnished by the tenant or purchased by him from the association.

The rental has been tentatively set at \$60 a month per space, according to Martin C. Huggett, executive vice president of the organization. He pointed out that in addition to the advantage of a location in the center of building activity, the offices are air-conditioned, equipped with modern lighting equipment, and have convenient lavatory facilities.

The association's permanent exhibits, Huggett reported, have proved very popular with visitors, increasing interest in the building industry and serving as a valuable means of promoting sales for the exhibitors. There are at present nearly 50 exhibits located on the first or ground floor and in the display windows.

Executive offices of the Chicago NAHB affiliate are on the second floor of the headquarters. Other facilities provided by the building are a club dining room and an ample meeting area.

Interest High in National Home Week, NAHB Reports

Interest in National Home Week, the building industry's comprehensive promotion which was initiated last year, has been indicated by a number of leading manufacturers in the home material, equipment and appliance fields.

NAHB officials pointed out that not only companies in the manufacturing phase of the industry but those in finance, distribution and service can take advantage of the opportunity to obtain consumer goodwill by taking part in the program.

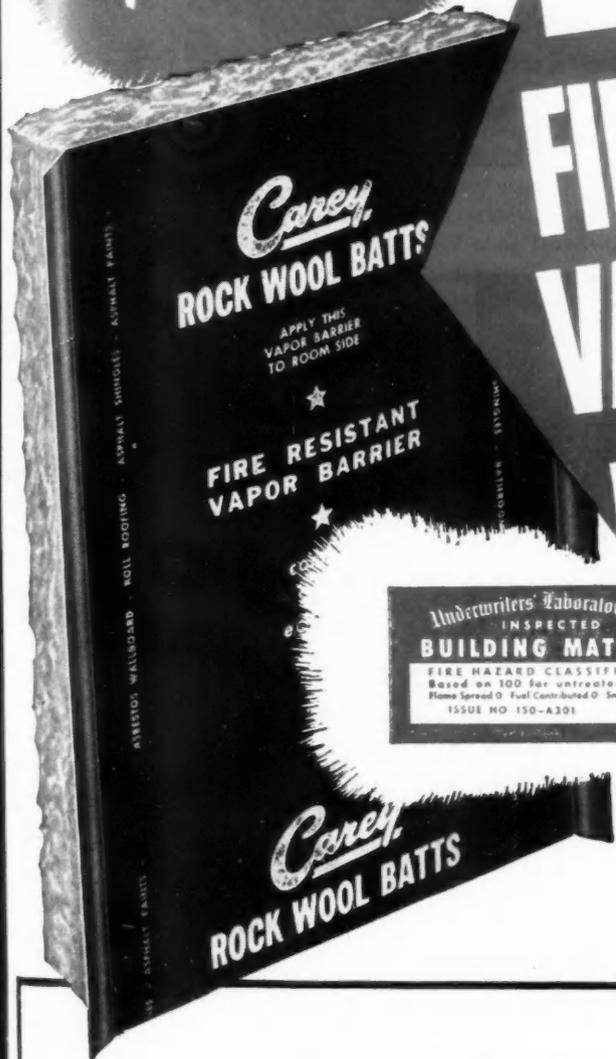
National Home Week is scheduled for September 11-17. Most chapters have their programs well under way.

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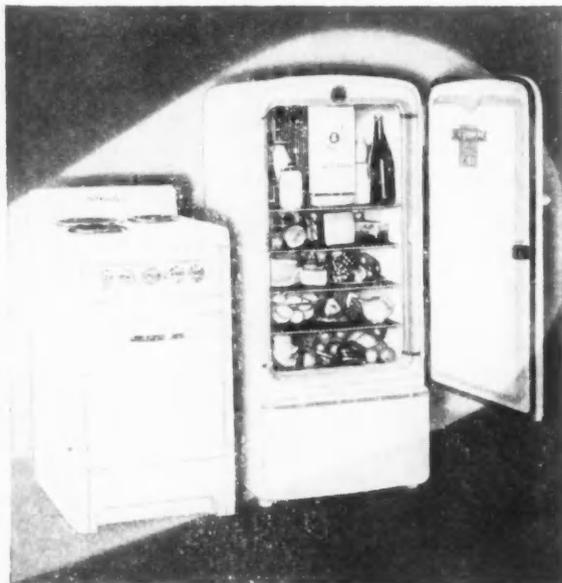
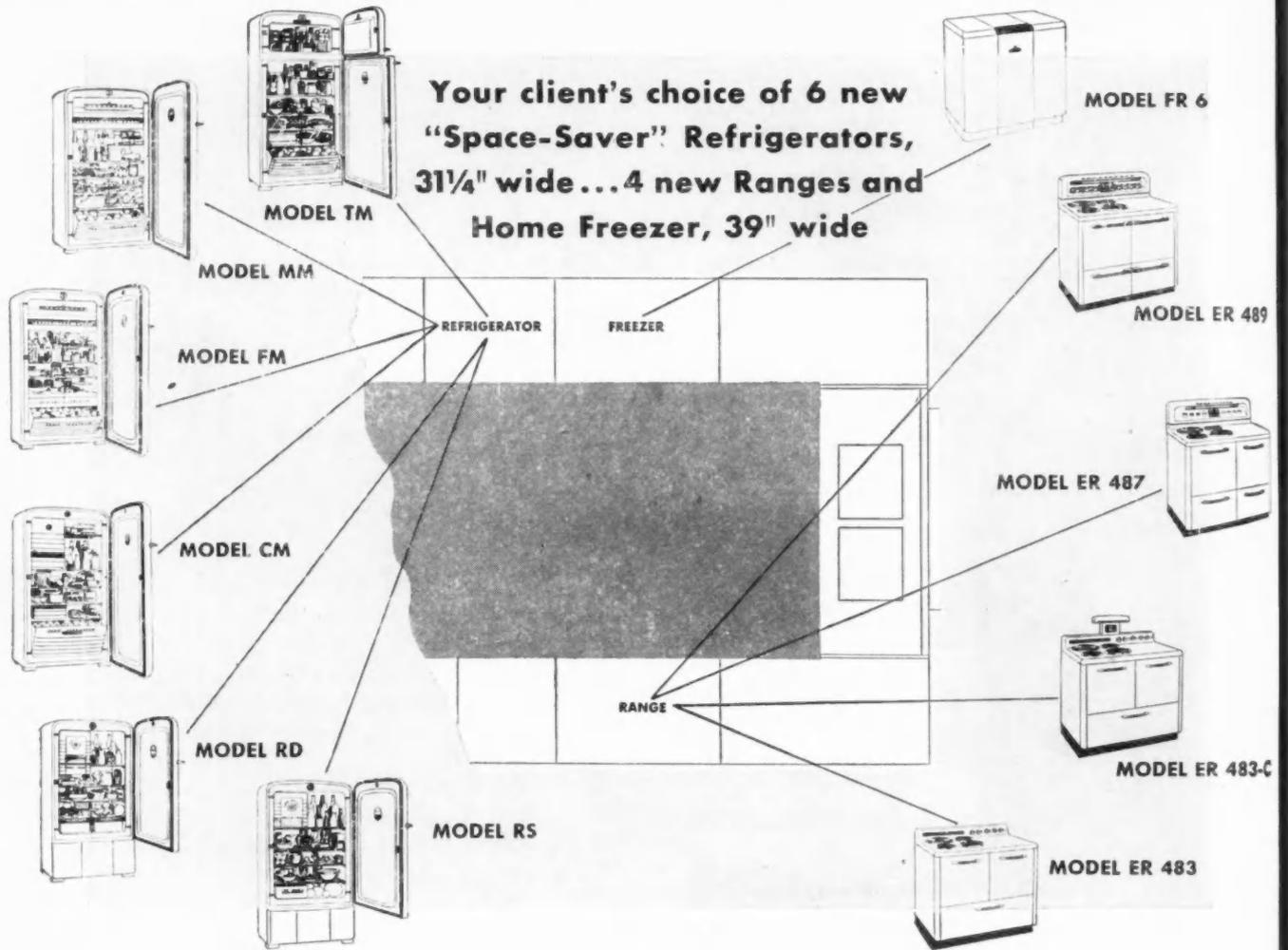
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E D I T O R I A L

Liberals and Reactionaries

THROUGHOUT the controversy surrounding public housing, attempts have been made to label the proponents and the opponents as liberals and reactionaries, respectively. The alleged liberals are represented as having the interest of the under-privileged at heart, and having a broad, new vision of advanced functions of free government. The so-called reactionaries are pictured as selfish individualists who resent government in business only because such activity threatens the economic welfare of the alleged individualists.

The truth is that in both camps there are selfish individualists less concerned with the public good than with the acquisition of new powers or the protection of established prerogatives. In both camps there are genuine reactionaries who either consciously or unconsciously seek a throw-back to some form of autocracy. Certainly, it must be admitted that the so-called liberals include all shades of left-wing thinking from starry-eyed idealism to outright communism, the former patriotically motivated, and the latter devoted to the destruction of individual freedom. The alleged reactionaries include everything from champions of full individual liberty and opportunity to the mentally atrophied members of the school of status quo. All of the extreme groups on both sides probably are in the minority.

Unorganized, less vocal, but undoubtedly forming the great majorities in both camps are those who sincerely seek to provide better housing for all. Because the building industry has not provided new homes for all of the lowest income brackets, and has not solved the metropolitan slum problem, unselfish public housing advocates assume that neither can be done without Federal government aid. The assumption is unwarranted because slums always have been considered the problem of city government, and until recently no one ever conceived that the function of the home building industry is to take the initiative in slum rehabilitation or to build for the lowest income brackets. This new conception of the function of home builders, however, has not been denied by the industry. Throughout the past four years of liquidating the critical housing shortage, home builders have taken the time to concern themselves with low-cost housing and slum rehabilitation, and have made and are continuing to make remarkable progress.

Given time, they will find the answers, and in the meantime they and other opponents of public housing insist that the solutions being discovered and implemented by a free, competitive industry will be immeasurably more satisfactory and more economical than anything that can be devised by government. The reason is that, based on performance here and the evidence in socialist countries, the conclusion is inescapable that the welfare of all, including the lowest income brackets, will be served better by individuals spurred by the incentive of broader markets for housing than by the efforts of government, which by the very nature of government must be costly, cumbersome and slow, and must inevitably result in policing the lives of the public housing beneficiaries. Actually, the so-called reactionaries are the sound, practical liberals.

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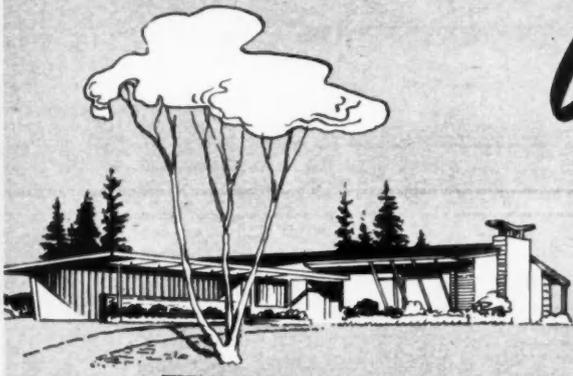
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Cavalcade of Seattle Homes

Master Builders Association Stages Outstandingly Successful Demonstration Of Houses During Home Show



AN OUTSTANDING job of cooperation in group promotion for the home building industry was staged in Seattle during the home show there. Under sponsorship of the Seattle Master Builders Association, an extensive display of 38 homes was exhibited to the public in an unusual and attractive manner January 29 through February 6. V. H. Dent is executive vice president of the Seattle Master Builders Association, which is affiliated with NAHB.

The show had two unusual features, both of which are a tribute to the energy and ingenuity of the builders in the fast-growing and beautiful northwestern city. Under a large heading "Cavalcade of Seattle Homes", three-by-four-foot colored photographs of 38 fine homes and apartments were featured. In addition a six-room model house was erected in five days in the State Armory in Seattle as a demonstration of how home builders can do quality work on a well-designed house in a matter of days.

The 38 three-by-four-foot colored photographs of typical homes being erected in the Seattle area—work of the city's best builders—were displayed on both sides of a framework more than 50 feet long. The exhibit was located adjacent to the entrance to the exhibition hall where all visitors had to pass before viewing any of the other displays. Colors in the large photographs duplicated actual colors on the houses—exterior finish, roof, landscaping—matched from the builder's project plus his individual help for artists. The builder's name was prominently displayed with each model house pictured, and the location was shown. A scale plan immediately below each photograph permitted visitors to study each house inside and out.

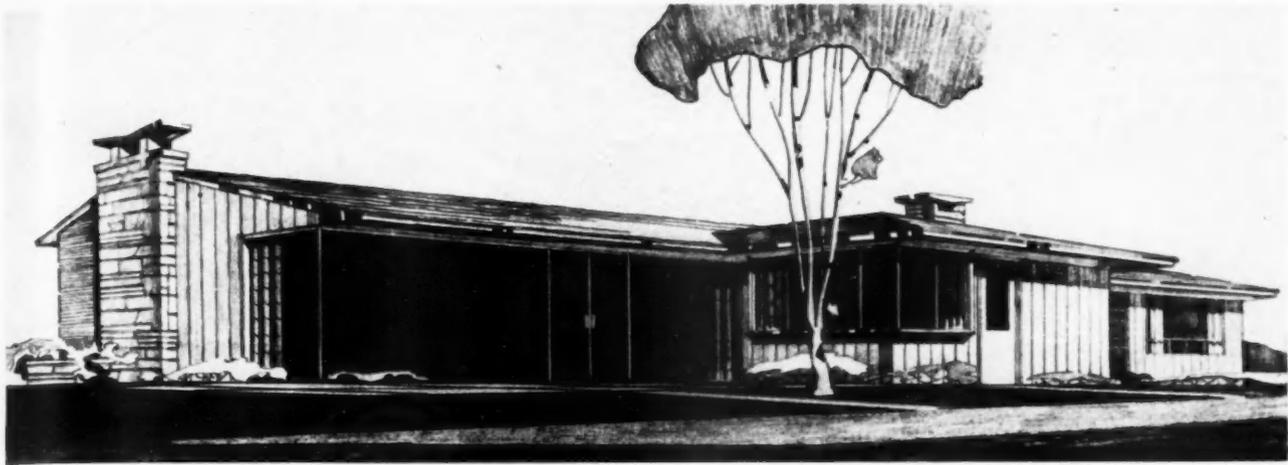
Because these were colored photographs and plans of houses and apartments which had actually been constructed in Seattle, show visitors and especially prospective home purchasers were able to study the offerings of the leading home builders of the city at one central spot. Obviously this made it simple for

home buyers to decide what projects and houses to visit on the sites in their search for a house to purchase. The prospects were able, also, to visit and become personally acquainted with the home builders themselves or with their representatives during the show so that when the site was visited the prospects and sellers were no longer strangers.

A display such as this, however, has additional value because it demonstrates to the general public—renters and non-prospects for homes—what home builders in a community are actually doing and what is being offered for prices asked. Many families never visit projects and rely on hearsay, newspapers, and magazines for their knowledge of what the industry is doing. By showing large colored photographs, plans, and prices of a large number of the offerings of home builders in all price ranges in one central point, a great deal is accomplished in public relations that can never be accomplished in any other manner.

The erection of a six-room house in only five days at the home show was another outstanding achievement of the Seattle builders promotion. It was not a prefabricated house. It was a brick and frame structure complete in every respect except that the plumbing was not connected. The job which ordinarily would take 10 to 15 times as long to do was accomplished by Lars Boyd and Harry Mahrenholz. Work started at 12:01 A.M. Monday morning and from then on three shifts of ten carpenters each were on the job. Every piece of lumber and brick was put into place as the house was built. By Monday night the walls were up; Tuesday the house was completely enclosed with the roof on. Saturday night the house was not only beautifully decorated but was completely furnished in an attractive manner.

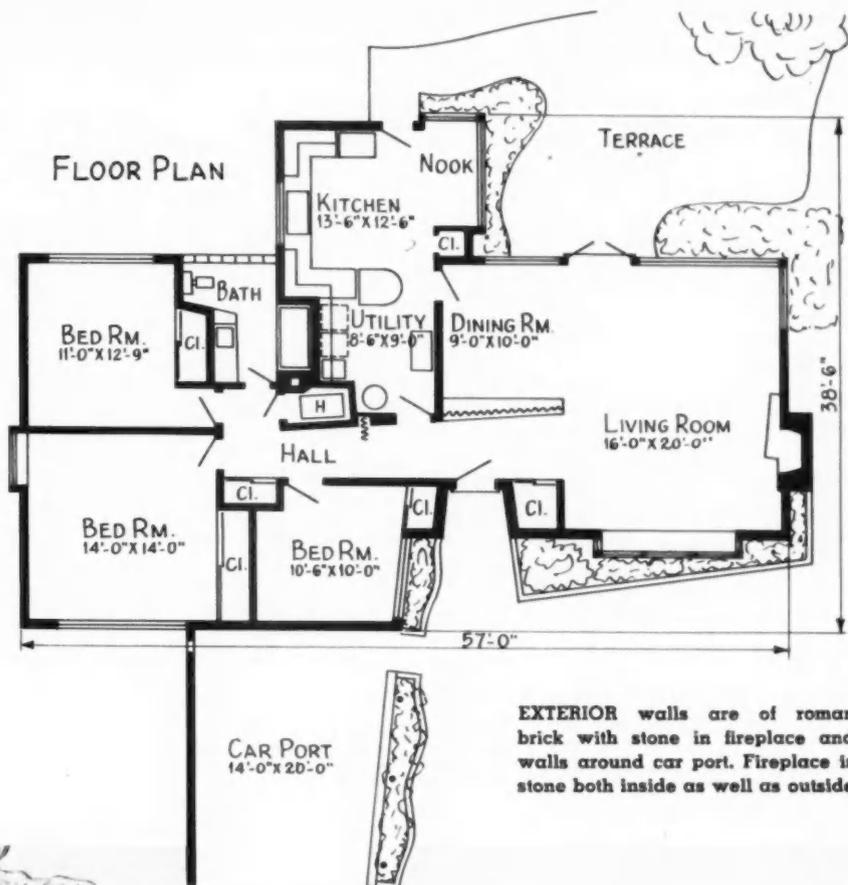
This home show display house was designed by Lawrence & Hazen, prominent Seattle architects, who also designed a number of houses in the Cavalcade. Frederick & Nelson department store, of Seattle, furnished the house.



REAR of the Seattle home show house is featured by large glass areas in wall of living room and breakfast nook

Home Show House Erected in 5 Days

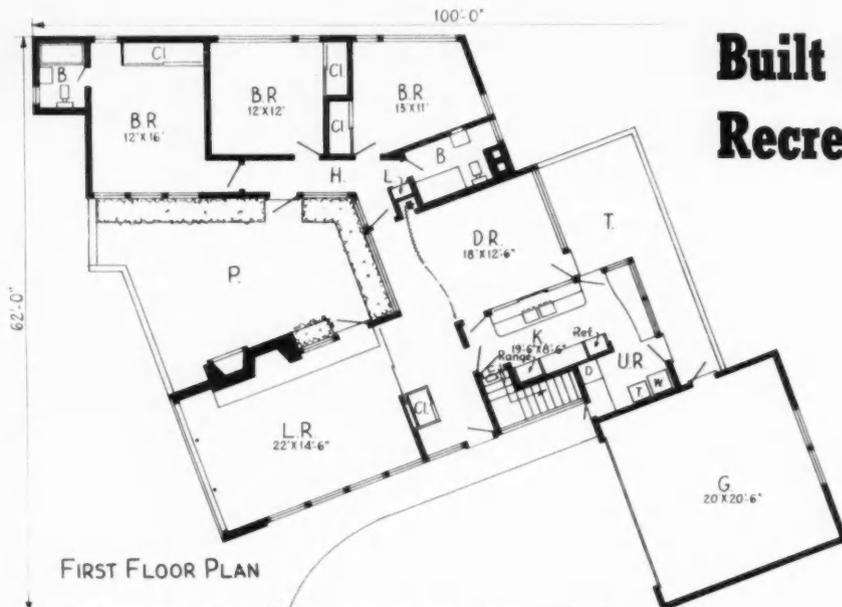
THIS is no ordinary house. That fact plus the speedy erection time made it an outstanding attraction at the home show. The entire rear wall of the living room is glass, supported by a stainless steel frame. The front of the living room is dominated by a studio window, which slants outward from floor to ceiling. The bottom portion of this window rests in a flower box. All lighting in the house is indirect. The dining room is screened from the front entrance by an unusually attractive built-in buffet with corrugated structural glass above it. The living room walls are paneled with walnut except for one area where Wilkinson sandstone is used. The study is paneled with Korina wood, and the floor is cork tile. Asphalt tile flooring was used in one bedroom, rubber tile in the bathroom and plastic tile on the kitchen floor. A stone wall separates the car port from the front walk.



Cavalcade of Homes



CLARENCE. Carl and Arthur Lagerquist, operating as Lagerquist Brothers, Inc., showed this house during the Seattle Home Show



Built Around a Patio for Recreation With Privacy

On this and the following pages a few of the 38 houses which were shown in large colored photographs at the Seattle Home Show are presented with illustrations, plans and brief descriptions.

* * *

IN ADDITION to being erected on a site permitting an unobstructed view of Puget Sound, this \$38,500 house, designed by Architect John Ridley, is built around a patio with an outdoor fireplace in the regular chimney. In addition to the three bedrooms and two baths on the main floor, there is a large recreation room with a snack bar in the basement, which is finished in knotty pine. There is also an additional bath, large storage area and a furnace room in the basement. Heat is supplied by radiant ceiling panels. Both main-floor baths are tiled to a height of six feet. Window sash are aluminum and, as the plan shows, a feature of the house is the large glass areas on all sides. The upward-acting garage door is operated with an electric eye, activated by a push button on the dash of the car. Hand-split shakes cover the roof.

COMPACT planning was incorporated in an unusual design by Architect John Ridley of Seattle in this western-style \$38,500 house, situated on an 84x180-foot lot

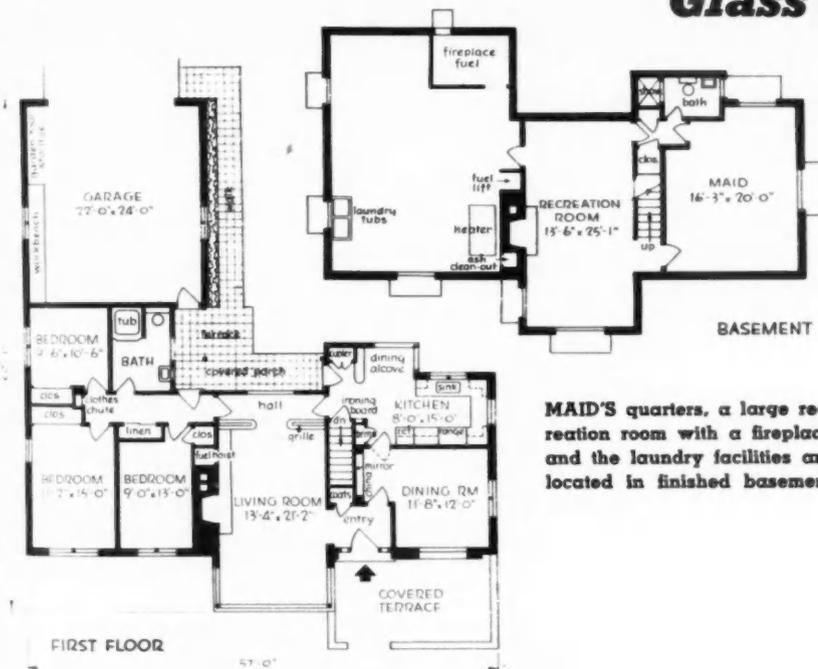




SITUATING the house considerably above street level served to emphasize and enlarge distinguishing characteristics

Glass Areas Emphasize Long Low Lines

ALTHOUGH this house has but a 50-foot frontage, the long sweeping horizontal lines give it the appearance of being much wider. Erected on a 75x120-foot lot, it was built for the owner by Nelse Mortensen & Co. for \$36,000 and was displayed by the builder at the Seattle Home Show. Roman brick is used for the exterior walls with bevel siding on the gable ends. The roof is covered with shakes. Heat is supplied by a warm air unit. Interior walls are plastered. A study of the plan shows an unusually large amount of closet and storage space on the main floor despite the fact there are three bedrooms, a large bath and separate living and dining rooms.



MAID'S quarters, a large recreation room with a fireplace and the laundry facilities are located in finished basement

Attractive Two-Bedroom House for a 50-Foot Lot

WITH a price tag of only \$8,850, George E. Bell designed, built and sold 15 houses like this on 50 x 125-foot lots as fast as they could be completed. Working with the South Seattle Construction Co., which is encouraging architect-builder teamwork in Seattle, Bell plans to erect 20 more similar homes. Exterior is covered with machined shakes, window sash are metal and the roof is finished with cedar shingles. A 12x20-foot garage with paved driveway is included in the price. Kitchen is equipped with metal cabinets, an automatic washer and a water heater.



FIRST FLOOR PLAN

Cavalcade of Homes



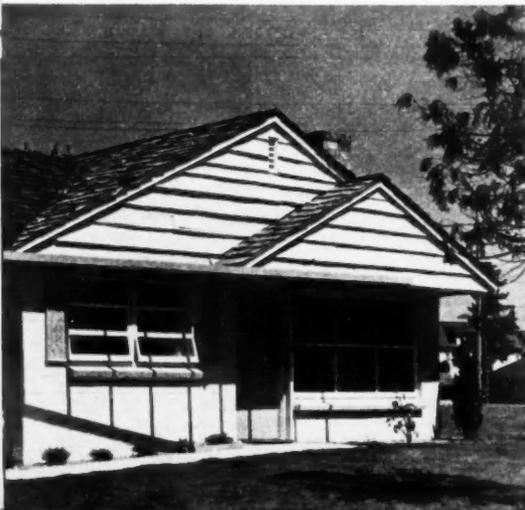
ONE of the three-bedroom pumice concrete block houses in Parkwood, typical of those designed by W. A. Wollander, Seattle

Balch Features Varied Designs in Small Houses



ABOVE and at right are basic floor plans of the two and three-bedroom pumice concrete block houses. The interesting exterior variations of these basic plans are shown in the street of homes at bottom of this page. Note also, below, how the houses are set at odd angles on the lots to take full advantage of trees, land contours, and angles at which streets are laid

THE name of Albert Balch is synonymous with good houses in Seattle. Nationally he has achieved a reputation in the home building industry for well-planned subdivisions, good house design and quality units. Unlike most builders working on large tracts with a few basic plans, Balch uses dozens of plans. He never admits satisfaction with any house plan or design. When he has produced an outstanding design





TO achieve more variety in Parkwood, a large number of frame houses, designed by Thomas, Grainger & Thomas, were erected

at a good price, his immediate desire is to do even better. In his newest subdivision, Parkwood, three separate architectural firms have been employed—W. A. Wollander, Tacoma; Thomas, Grainger & Thomas, Seattle; and John Ridley, Seattle. About 200 houses will be erected this year by Balch.

When Parkwood was started 59 pumice concrete block houses were erected—all of them ranch type. In the second group of 127 houses now under construction, more of the pumice concrete block houses will be built, but a large number of frame houses of different designs are being added. The masonry houses are popular, but Balch finds there is also a strong demand for the more conventional frame houses in his area.

The masonry houses are built on concrete slabs with copper coils imbedded in the floor for radiant heating.

A popular feature in the Parkwood houses is the installation of folding stairways to provide easy access to about 450 square feet of floored storage space in the attics.

Lots in the Parkwood subdivision vary between 60 x 125 and 60x140 feet, valued at \$1,250 to \$1,500. The entire area is well wooded and the curvilinear streets are lined with native pine and fir trees. Houses are not set on the lots in the usual square manner, but are



ANOTHER variation in the Parkwood frame houses, all of which have basements. Fireplaces are standard. Floors are select oak

placed at different angles to take full advantage of the trees and land contours.

The two-bedroom houses in Parkwood are selling at \$10,900 and the three-bedroom models at \$11,500. Down payments are around \$1,400. Balch is exceptionally promotion-minded for a home builder and uses every opportunity to advertise and publicize his offerings to the public. He makes liberal use of newspaper display space and also the classified columns. His slogan—"Builder of Fine Communities"—means Albert Balch and his work to the residents of Seattle.

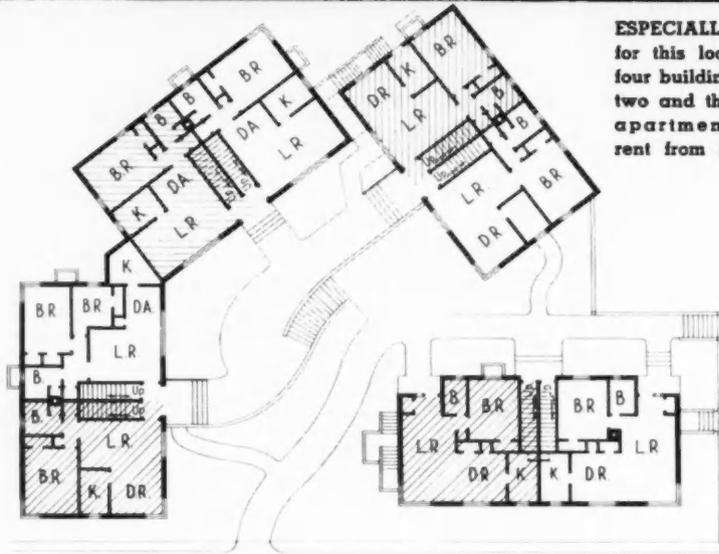


Apartments Shown at Seattle Home Show



THE "Cavalcade of Seattle Homes" promotional exhibit at the recent home show was not confined to single-family detached dwellings. A number of excellent apartment projects being completed for rental purposes were also shown.

The apartment group at the left was designed by Stuart & Durham, architects, for Hebb & Narodick Construction Co. of Seattle. The 18 one and two-bedroom units are built around an open court facing the street. Four separate buildings, uniform in appearance and layout, have large glass areas which, with some stucco at the corners to remove monotony from the solid brick surfaces, present a pleasing appearance.



ESPECIALLY designed for this location, these four buildings house 18 two and three-bedroom apartments, which rent from \$85 to \$125

All heat is radiant. Ground floor apartments have heating coils in the floors while upper floors have coils in ceilings. Interior walls are plastered and all floors are hardwood except on the ground level where asphalt tile is used. One of the features of this plan is that each apartment has its private entrance. There is also a full basement area for each apartment with automatic washer, drier and locker space. The one-bedroom units rent for \$85 per month and the two-bedroom for \$110 to \$125 per month.

Two-Bedroom Apartments to Rent Under \$100



EXTERIORS are roman brick. Trim is off-white with red to blend with the brick

REALIZING the need for good, livable apartments of the garden-type, F. R. McAbee and V. O. Stringfellow of Seattle completed a group of several hundred one and two-bedroom units to rent from \$87.50 to \$97.50. Architects George Wellington Stoddard and Associates worked out the plans so that every bedroom has cross ventilation. Large window areas in living, kitchen and dining rooms are also featured in these buildings. All the buildings are radiant heated. Floors are hardwood and interior walls are plastered. Automatic laundries, drying rooms and locker space for each tenant are provided in the basement. The builders also considered the requirements of growing children by completing play yards for them.

Although this firm is continuing to build apartments in 1949, the units are somewhat smaller and will include a few bachelor units. Prices will not vary appreciably.



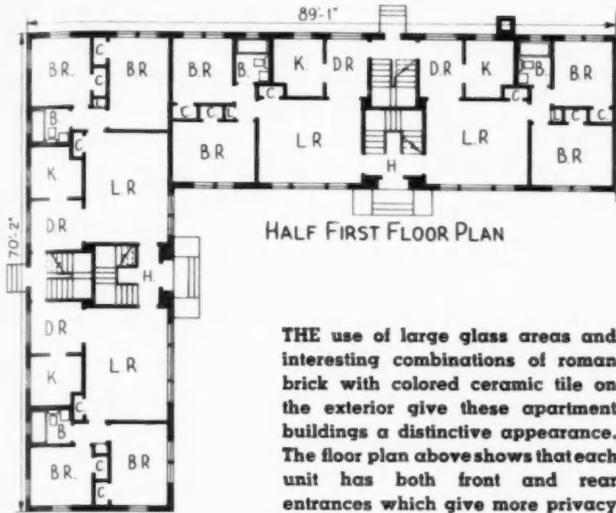
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THE use of large glass areas and interesting combinations of roman brick with colored ceramic tile on the exterior give these apartment buildings a distinctive appearance. The floor plan above shows that each unit has both front and rear entrances which give more privacy



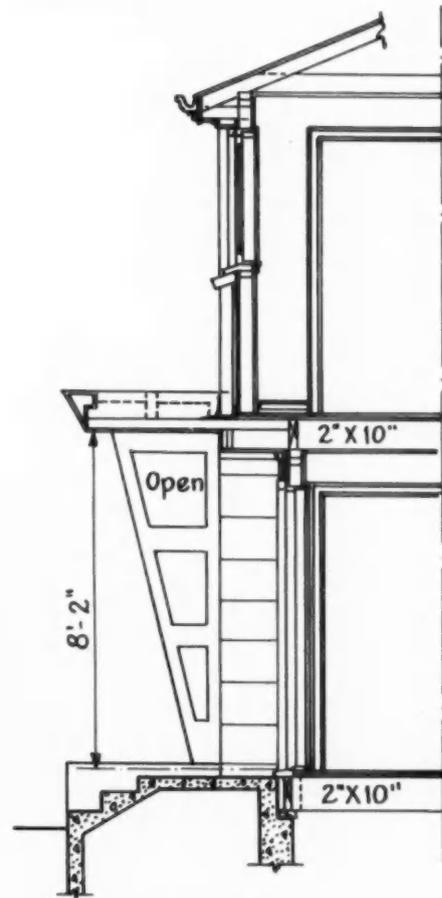
Distinctive Entrances Are Plus Feature

IN addition to designing well laid-out units with large glass areas and good ventilation, Architect La Monte Shorett put special emphasis on attractive entrances to the apartment buildings erected by O. H. Sundt in Seattle. On both sides and above the main entrance to each building the walls are finished in bluish green ceramic tile. Above each entrance is a sheet metal soffit resting on splayed timber supports, finished in colors which blend with the balance of the exterior roman brick finish. Each of the 16 apartments has five rooms and rents for \$110 per month.

Interior walls are plastered and painted. Each bathroom has a shower above the tub. Floors are hardwood except in kitchens and bathrooms where linoleum and tile are used. Heat is steam, regulated by a master thermostat in the manager's office. Windows are wood sash. One of the distinctive features of these apartments is the fact that each unit has a separate front and rear entrance. The roofs are low-pitch covered with asphalt shingles. The court, surrounded on three sides by the buildings, is attractively landscaped with a good lawn and shrubbery.

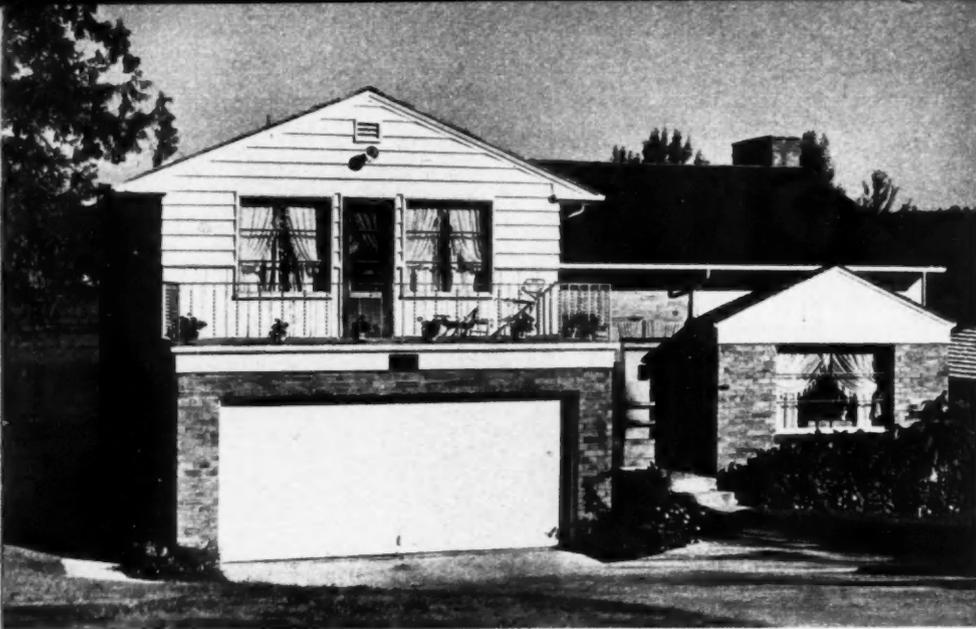


THE building is U-shaped around an attractively landscaped court. The bluish green ceramic tile applied around each front entrance creates interesting decor



ENTRANCE DETAIL

INTERESTING treatment of front entrance exteriors is shown in photo and detail above



REAR view of house designed for 70x240-foot lake front lot sloping toward the beach

Designed for Sloping Site Facing a Lake

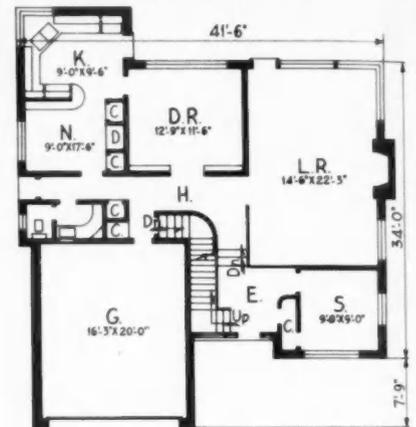
HOUSES in the Seattle Cavalcade of Homes included some which were designed and built especially for specific locations. A lot sloping toward a lake was the site for which the house shown here was designed. Because the house is between the street and the lake, the quarters which would ordinarily front on the street are placed away from the street and toward the lake so that occu-

pants can take full advantage of the view and breezes from the lake. An 8x40-foot sun deck, not shown on the plan, runs the width of the house at the rear, facing the lake. There is also a large basement recreation room finished in knotty pine. The house was designed by Glenn Carpenter and built by Harold F. Wilkinson. The price of this house, exclusive of the lot, is \$35,000.

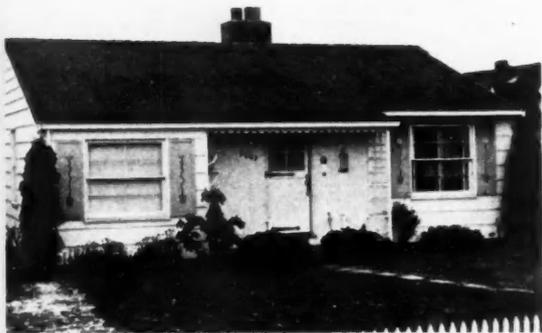
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SECOND FLOOR PLAN



FIRST FLOOR PLAN



THE price of this house is \$6,700, including 60x130-foot lot. Down payment required is only \$400, with balance financed by FHA-insured 95 per cent loan

Interesting Small Home Exteriors



ALTHOUGH both of these houses, built by Samuel Andersen, are in the low price range, their front elevations indicate careful planning and good workmanship. The model at left has a cedar shingle roof, shakes on the exterior walls and gypsum board on the interior walls. Heat is supplied by an oil-fired warm air unit. Andersen plans to build about 30 of these in 1949. The house below has plastered interior walls, hardwood floors, an oil-fired warm air furnace and an attached garage. It is located on a 50x100-foot lot.



SELLING price of the model above is \$9,200 including lot on paved street and sewer

Special Plan for Unusual Site

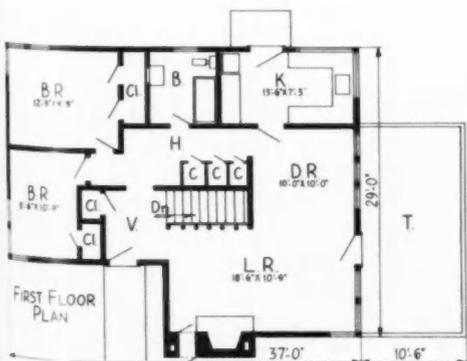


FIRST FLOOR PLAN

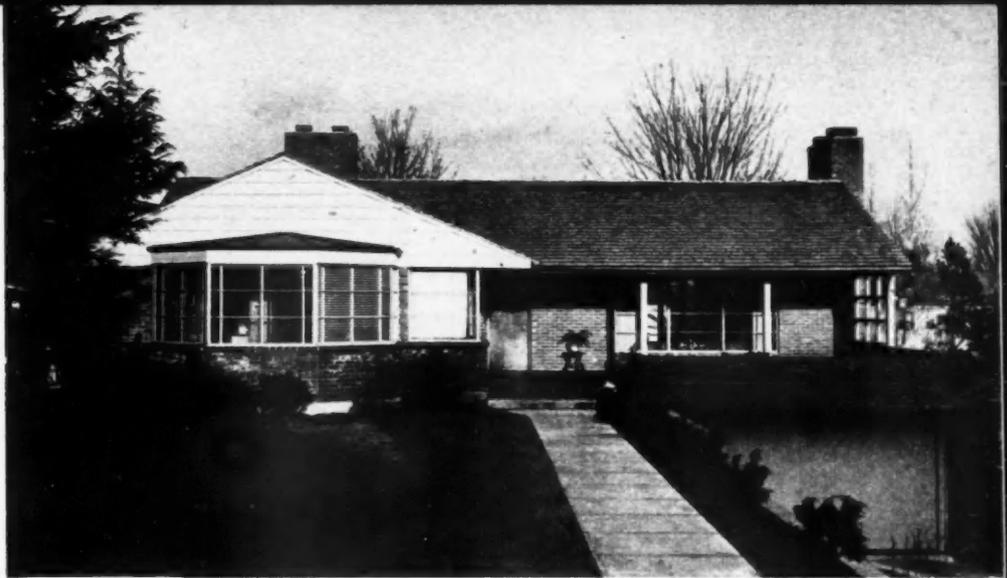


BASEMENT PLAN

BASEMENT plan includes maid's quarters in addition to 35-foot long recreation room



THREE hallway closets add to the ample amount of storage space on the main floor



SPACIOUS interior of house above is not apparent from front elevation. It was built for \$41,000 on a 60x130-foot lot, supplied by owner. Basement is finished

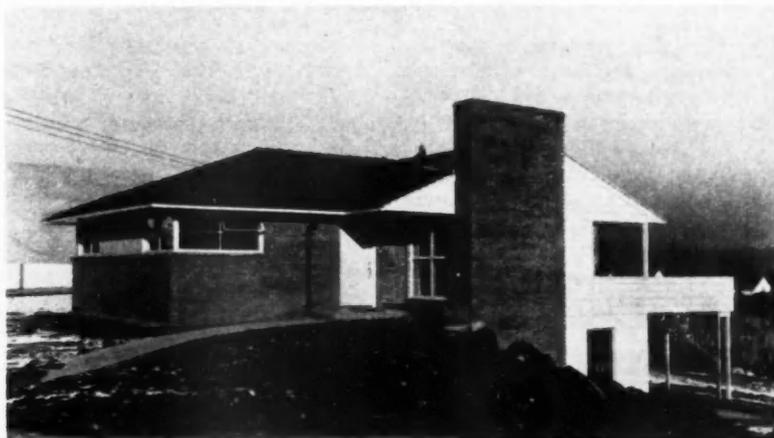
THE site for this house sloped sharply to the right toward the next lot and to the rear toward a golf course. William J. Bain & Associates, architects, developed the plan so occupants could not only enjoy the open view to the rear to the utmost but so they could also use all the living space which could be built into a house on the site. The living room has three outside walls with large terraces at both the front and rear. The basement is entirely finished and includes maid's quarters in addition to

a large game room, laundry, and furnace room, a large amount of storage space and the garage. Exterior walls are brick veneer and the roof is covered with split shakes. Gutters and downspouts are copper. Interior walls are plastered and floors throughout are hardwood. Heat is forced warm air. Window sash are aluminum with plate glass or double-strength glass. Kitchen equipment includes an automatic dishwasher. The house was built for the owner by S. H. Christianson.

House Adapted to Hilly Terrain

THE house and plan shown here is Architect Ira Cummings' answer to the problem posed by this sloping site. Although the front entrance is slightly above street level, the front of the living room is a full story above street level, and permitted construction of a car port under a terrace just off the living room. A recreation room is adjacent to the car port below the living room. The large glass areas provide

ample light and ventilation in addition to enhancing the exterior appearance of the house. The roof is covered with hand-split cedar shakes and exterior walls are red roman brick. Heat is oil-fired warm air. Interior walls are plastered; floors are hardwood. Bathroom is finished in tile. The Hebb & Narodick Construction Co., Inc., built the house on a 52x97-foot lot. The selling price is \$16,250.



EFFECTIVE combination of red roman brick and white bevel siding maintains horizontal lines of main floor even though it is actually a two-story house

Cavalcade of Homes



SECOND FLOOR PLAN



FIRST FLOOR PLAN



THE \$40,000 price on this individually-designed house included the cost of the lot

Compactness in Four Floor Levels

DESPITE the fact this house has four distinct floor levels, roof lines and front elevation blend the four into a pleasing and distinctive exterior. The rear walls of the house on the two levels exposed are largely glass to permit occupants to enjoy a view of the surrounding country for

many miles in any direction. By lowering the level of the projecting garage one-half story and placing the large study above that, roof lines extend uninterruptedly from the two-story portion over the study. The house, designed by Architect Fred J. Rogers, was built by Raber & Co.

Small House Planned for Special Site



FAIRBANKS-OWEN, INC., built the brick veneer shown here on a 60x128-foot lot for \$11,500. Bath is tiled and kitchen work-counter is Formica with tile for backsplash

ALTHOUGH this small home appears very ordinary from the front, the rear has unusually large window areas to permit enjoyment of an excellent view from the high point of its location. The garage is incorporated in the full basement. Heat is supplied by electrical units, thermostatically controlled for each room.



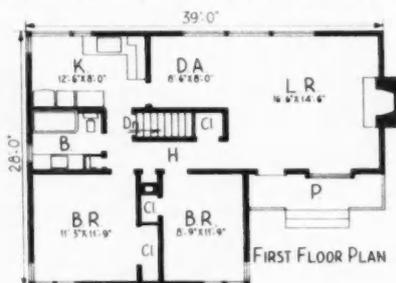
FIRST FLOOR PLAN

Low Price with High Livability

TYPICALLY western in plan and appearance, the brick veneer home shown here has an added feature—a small front porch or overhang which

adequately protects the unusually large living room window from sun. The slab floor, covered with asphalt tile contains pipes for radiant heat.

LOWELL V. CASEY, A. I. A. designed this house erected by Modern Home Builders. Price including 57x102-foot lot, \$12,250



FIRST FLOOR PLAN





THE \$12,600 price on this house included a 50x100-foot lot in a high-cost land area.

Sheltered Entrances are Small House Feature

THE designer of this small house not only protected both the front and rear entrances but carried a good overhang across the front to adequately shade the large window in the living room. The house has a full

basement, part of which is used for a garage. Interior walls are plastered and heat is supplied by an oil-fired forced circulating unit. The house was designed by E. Sumner Draper and built by Modern Home Builders.



Builders Who Participated in Cavalcade of Seattle Homes

THE preceding pages show only a few of the 38 fine homes and apartments which were included in the Seattle Cavalcade of Homes. These were selected for the sole purpose of giving a cross-section of the type of demonstration which was staged by the enterprising members of the Seattle Master Builders Association. All of the builders who participated merit commendation for their enterprise and cooperation. The list of participating builders and the prices of their houses follows:

Herbert U. Taylor.....	\$19,000
Fairbanks-Owen, Inc.....	11,500
C. E. Betcher.....	12,750
E. H. Wilson.....	50,000
S. H. Christensen.....	41,000
J. A. Semke Construction Co.	23,000
Jack Morgan.....	35,000
Baugh Co.....	12,000
Wegs Construction Co.....	16,500
L. K. Henton.....	30,000
Hebb & Narodick Construc-	
tion Co., Inc.....	16,250
Modern Home Builders.....	12,600
Modern Home Builders.....	12,250
Myron H. Carroll.....	24,000
G. W. Gwynn.....	35,000
Harold Wilkinson.....	35,000
Harold Larson.....	16,500
Budget Homes.....	8,950
Nelse Mortensen Co.....	32,500
Nelse Mortensen Co.....	36,000
{ O. M. Akers.....	6,850
to	
{ A. & J. Building Co.....	7,350
Raber & Co.....	40,000
Samuel Anderson.....	6,700
Samuel Anderson.....	9,200
John Burkheimer.....	23,500
Jack Fast.....	30,000
A. C. Webb.....	36,000
South Seattle Construction	8,850
Lagerquist Brothers.....	38,500
Hebb & Narodick.....	Apartments
Albert Balch.....	9,300 to 13,500
F. R. McAbee, V. O. String-	
fellow	Apartments
Axel Wickstrom.....	25,000
Balch & Setzer.....	12,000
Balch & Setzer.....	13,500
Philip L. Ceis.....	11,000
Sundt Apartments.....	Apartments

Survey of Greater Seattle Housing Market Helps to Guide Home Builders

THE Bureau of Business Research of the University of Washington, working with the city of Seattle and interested business and civic groups, completed a comprehensive survey of the Greater Seattle housing market this spring. The complete report consists of 190 typewritten pages, but a few of the highlights of the survey reveal that:

Within the next three years, 16 per cent of the families in the Seattle area plan to move and buy or build a house.

Of the above families 41 per cent will purchase a "used" house.

Of the families who intend to buy or build, 35.5 per cent want to pay under \$7,500; 24.6 per cent want to pay from \$7,500 to \$10,000; 29.1 per cent want to pay from \$10,000 to \$15,000 and 10.8 per cent will pay more than \$15,000.

The importance of down payments on houses is of prime importance, and, of those who expressed their intention to buy or build, it was found that 13.6 per cent can pay up to \$750 down; 20.7 per cent can pay from \$750 to \$1,250 down; 27 per cent can pay from \$1,250 to \$2,250 down and 16 per cent can pay from \$2,250 to \$3,250 down.

Monthly payment preferences of families intending to buy or build reveal that 4.2 per cent can make payments of \$35; 23.1 per cent can pay \$35 to \$44; 36.1 per cent can pay from \$45 to \$54; 15.8 per cent can pay from \$55 to \$64; 20.8 per cent can pay more than \$65.

The families who will build or buy in the Seattle area expressed their feelings about types of construction as follows: 49 per cent prefer frame construction and 33.3 per cent prefer brick construction.

As usual, the most popular choice for number of bedrooms was two. Only 3.6 per cent prefer one bedroom; 47.4 per cent want two bedrooms; 43.8 per cent want three bedrooms and 5.2 per cent want four bedrooms.

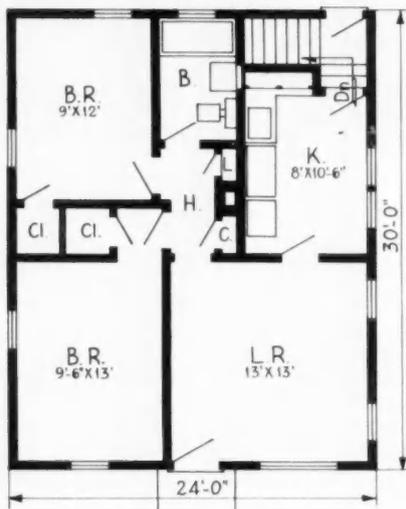
The combination living and dining room question was explored by those making the Seattle survey. The following figures are the result: 37.8 per cent want a combination living and dining room; 56 per cent want the living room separate; 54.3 per cent want the dining room separate.

Fireplaces are popular in Seattle with 80.6 per cent of those who plan to buy insisting on a fireplace. Less than half want a rumpus room.

Specialized Work Crews Speed Production



BASEMENT of this \$7,500 home is concrete block, waterproofed. Lot size is 40 x 120 feet



FLOOR PLAN

Three completed homes a week is the 1948 record of this builder who insists on trained men for specific jobs throughout his Toledo operations

THREE completed homes a week to sell for \$7,500 and up was the production record in 1948 of A. B. Stanbery, Inc., Toledo, Ohio. In 1949, this firm plans to complete 150 more homes to sell between \$6,950 and \$10,000. Exteriors of the conventionally constructed homes are varied to avoid monotony, and full basements as well as expandable attics are provided.

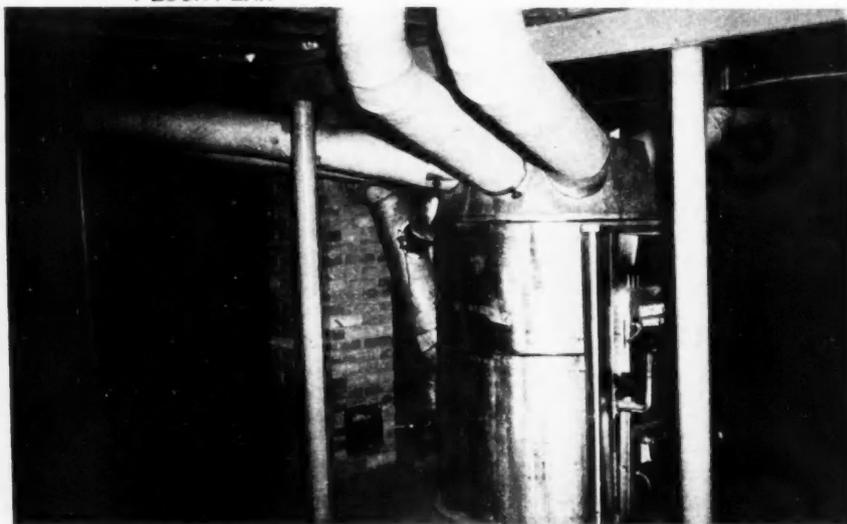
A. B. Stanbery, president of the

- STANBERY ORGANIZATION**
1. One man and helper, who lay out and install footings, help with concrete work
 2. Three 3-man rough carpenter crews
 3. Two specialized roofers
 4. Two finish carpenter crews of three men each
 5. Four specialized concrete men
 6. Two men who do floor laying, scraping and finishing
 7. One specialized man on hardware and final clean-up work
 8. One truck driver who oversees delivery of materials to site

firm, explains his achievement mainly in terms of his specialized work crews. Each man in his organization has specific jobs to do. Specialized work to Stanbery means better trained men with resultant better constructed homes completed in less time.

Stanbery, in general, organizes his men in crews of three. After foundations are in, lumber for the rough part of the house is delivered and cut on the job with the assistance of powered handsaws and a gasoline-powered saw. The 3-man rough carpentry crew frames the joists, subfloor, studding, sheathing, ceiling joists and rafters, and covers the roof with sheathing and 15-pound felt. This crew then applies the siding or sidewall shingles and completes the inside rough work of the house so that it is ready for the heating, wiring, and plumbing contractors.

After the chimney is installed, a separate crew of men follow the first crew and put on the roof shingles. The house is then complete, as far as the rough crews are concerned, and it is up to the lather and plasterer to finish work before the finish carpenter crews begin. During this time the basement floor has been poured, and any outside concrete work to be done is finished.



ARMSTRONG coal fired, 60,000 B.T.U. capacity furnaces are installed. Notice I-beam



STANBERY homes contain Curtis millwork and Silentite weather-stripped windows. Ceilings are insulated with 2 inches of mineral wool. Roofs are of standard 2x6 ceiling joist construction, covered with 15-pound felt and 210-pound asphalt shingles. Exterior siding is applied over 1/2-inch gyp lap. Interior walls and ceilings are gypsum lath and plaster. Floors in kitchens and baths are linoleum; in remainder of house floors are hardwood



SPECIAL finish carpenter crews build cabinets in Stanbery homes. Sinks and drainboards are provided, and plumbing is complete. Dexter hardware is used. Water outlets are provided in basement for laundry

ished. Concrete work is also done by a special crew. Ready-mix concrete is used.

At the time finish carpenters arrive on the job, the house is dry enough to finish. One carpenter of a 3-man finish crew hangs the outside doors and builds the cupboards. Another carpenter sets the jambs, installs the door casings, and hangs the inside doors. A third carpenter installs all base, window trim, hook strip, and any other miscellaneous work that is done to complete the house.

Interior trim is painted, linoleum is installed, and a special crew of floor men lay the hardwood floors, scrape them by hand and finish them. The final step in the construction of the home is performed by a special man who installs all hardware, replaces broken glass, caulks all windows, and does any other odd work needed about the house. This man also acts as a check-up man on the completion of the house.

Each carpenter crew has a foreman, but the entire work is supervised by Stanbery personally. Stanbery, who is vice president of the Ohio Home Builders Association, is in earnest about getting quality into low-cost housing, and in earnest about producing them.



THIS pilot house designed by Stanbery for Toledo AMVETS was built for \$5,950

AMERICAN BUILDER

Blueprint House

Number 30

Walter T. Anicka, Architect



STOCK units and materials in standard sizes are effectively employed in this square type one-story house

Conforming to Popular Trend



MUCH has been said and done by builders with regard to the minimum and economy house that was ushered in at the start of the year 1949. This house has encouraged a trend whereby designers are conforming in many respects to simplified plan arrangements and the elimination of any unnecessary embellishments.

The current blueprint house, designed by Walter T. Anicka, architect, Ann Arbor, Mich., while larger in plan area than the economy house of 800 square feet, nevertheless carries out this thought. The 1153 square feet that the blueprint house contains is compactly arranged in a series of rooms that can well take care of the needs of the average family.

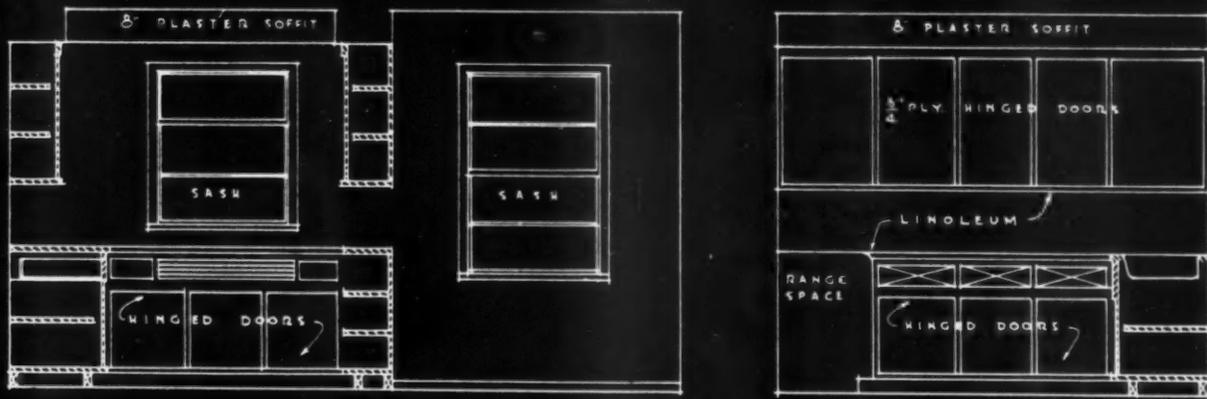
Entrance to living room is obtained through small vestibule with adjoining guest closet. Dining room is a separate unit divided from living room by open vertical finished studs designated on plan as a wood trellis. Adjoining kitchen has ample room for equipment and cabinets. An ingenious use of space is made by placing automatic laundry equipment in

an area on the far side of basement stairs and kitchen door. While a basement is provided, the laundry equipment is kept on the first floor to save steps. Bedrooms are generous in size and have ample closets with sliding doors.

The dotted lines shown on the blueprint elevations indicate a change in roof pitch in the event that rooms are desired on the second floor. The optional floor plan indicates the possible room arrangement. If normal roof pitch is used the stairs will provide access to a large storage area.

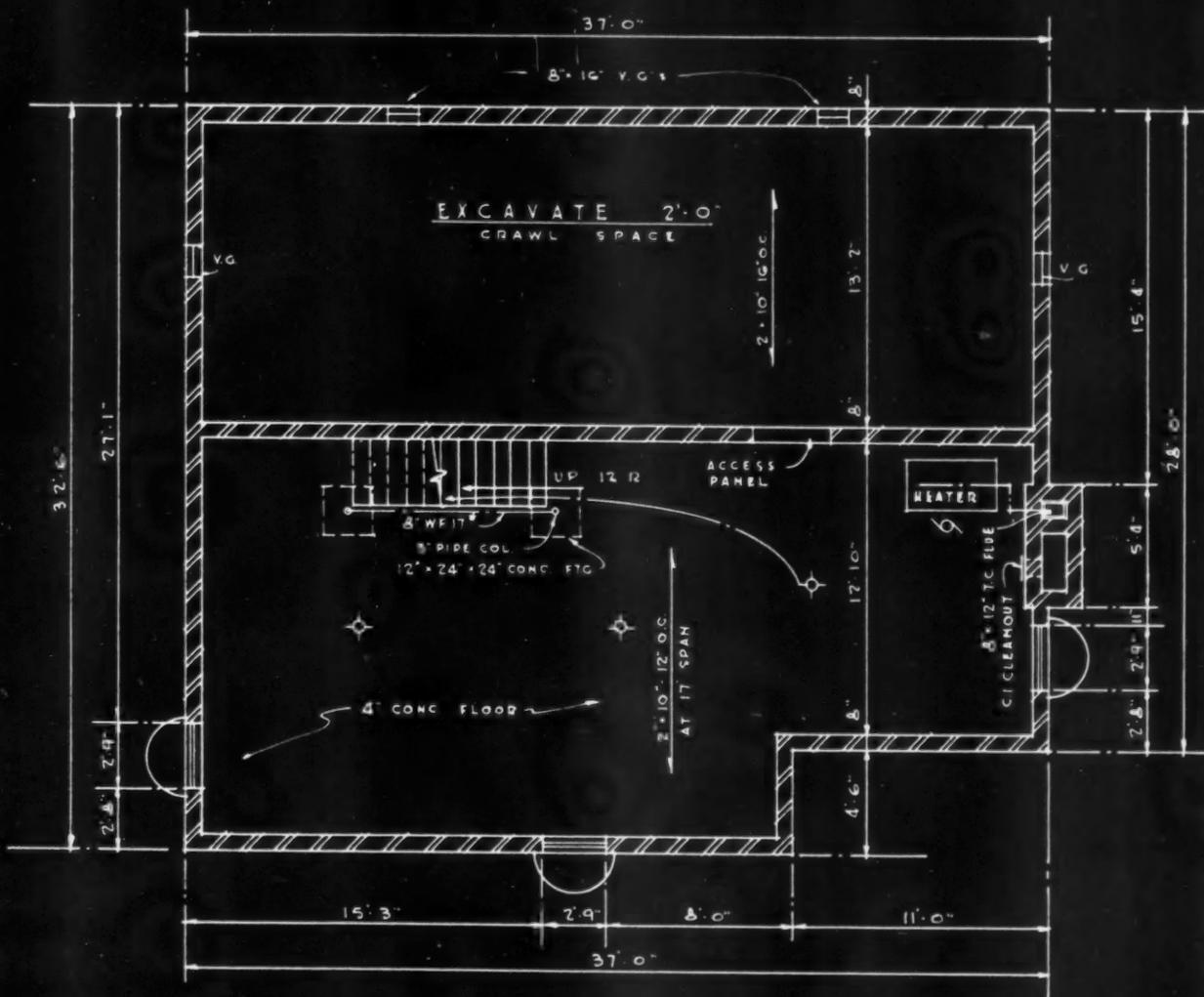
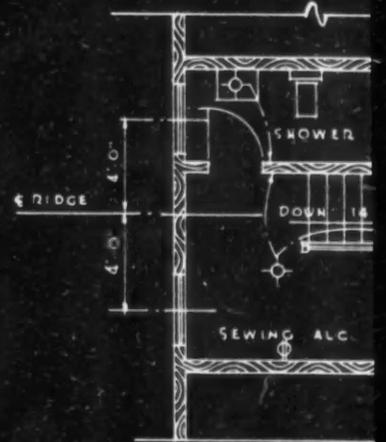
The exterior treatment is extremely simple yet has a studied effect that produces an orderly and well proportioned house that invites inspection. The break in the roof line of front elevation, caused by the change in exterior wall contour, provides the note of interest. This house is a practical demonstration of the fact that form follows function. Once the plan was established, the exterior arrangement was a natural follow-through. The designer relied upon proportions to produce the desired results.





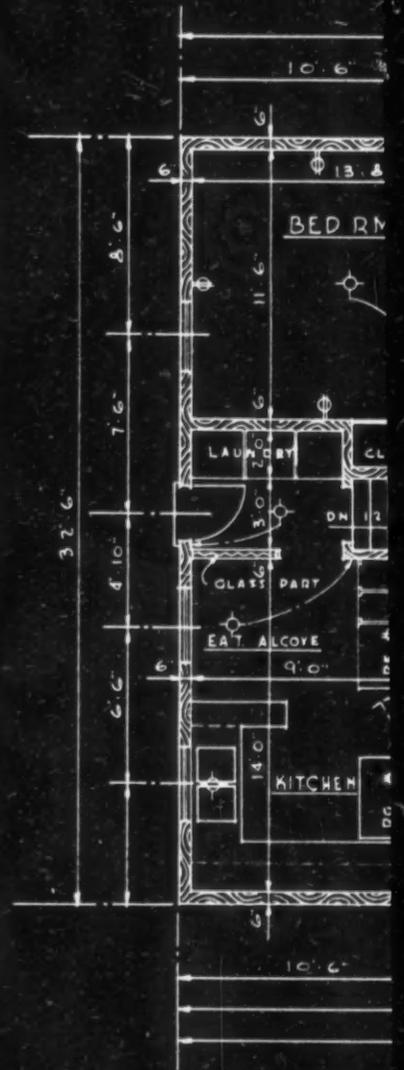
KITCHEN DETAILS

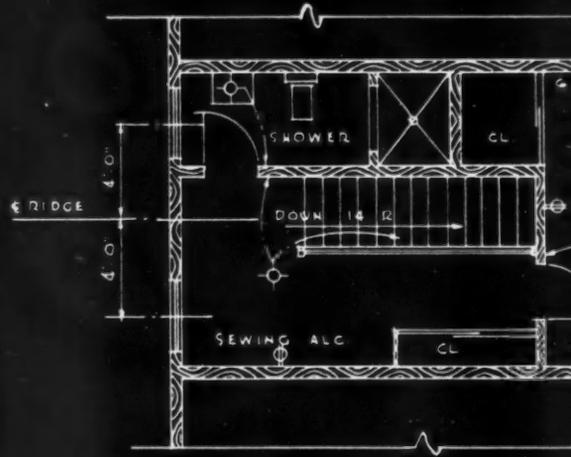
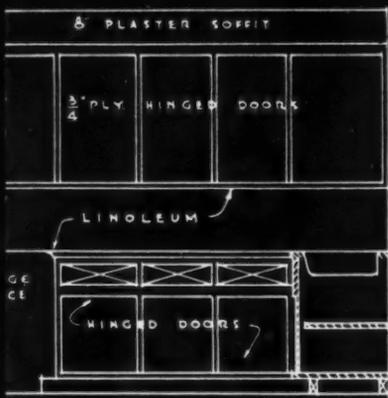
SCALE $\frac{1}{4}" = 1'-0"$



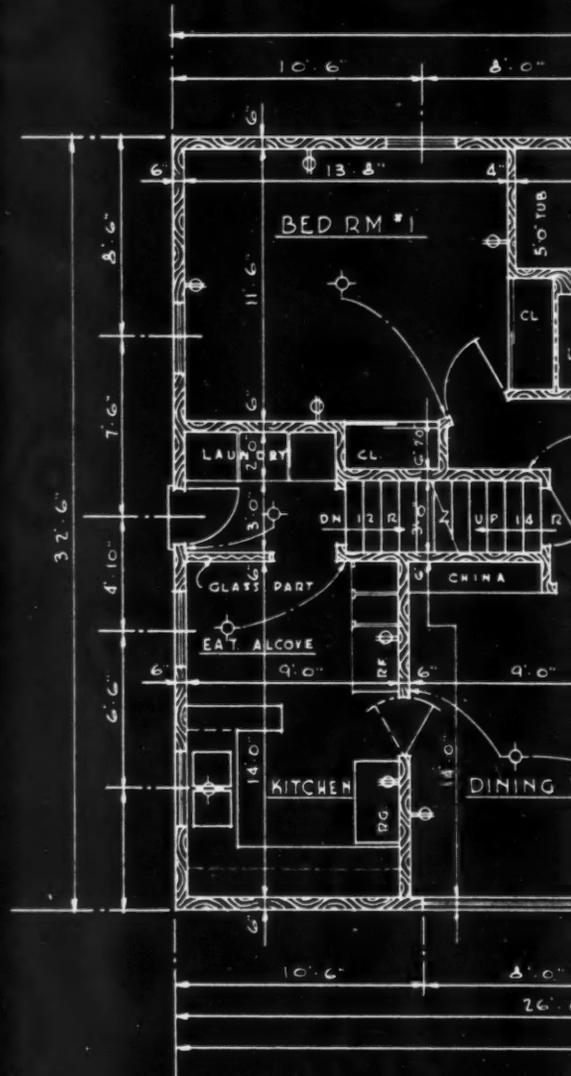
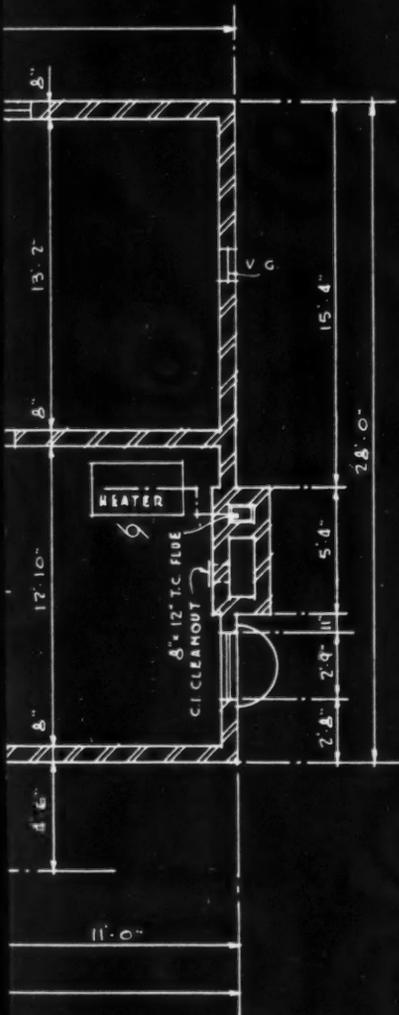
BASEMENT PLAN

SCALE $\frac{1}{8}" = 1'-0"$

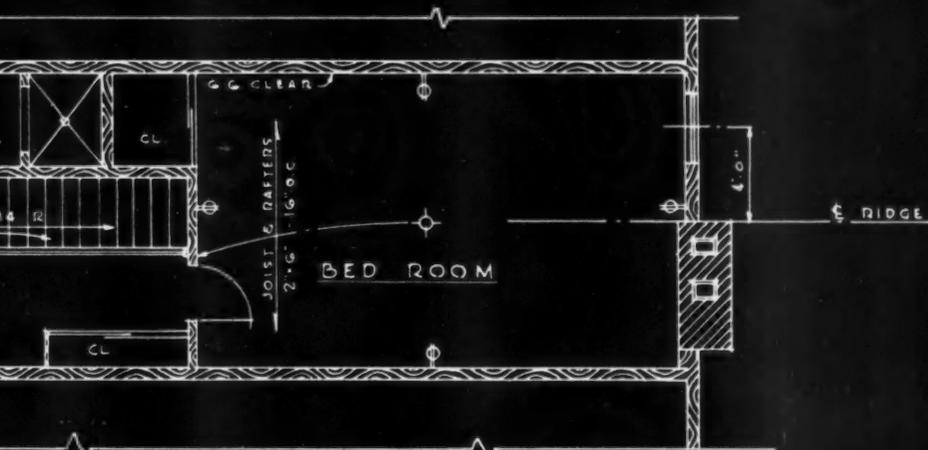




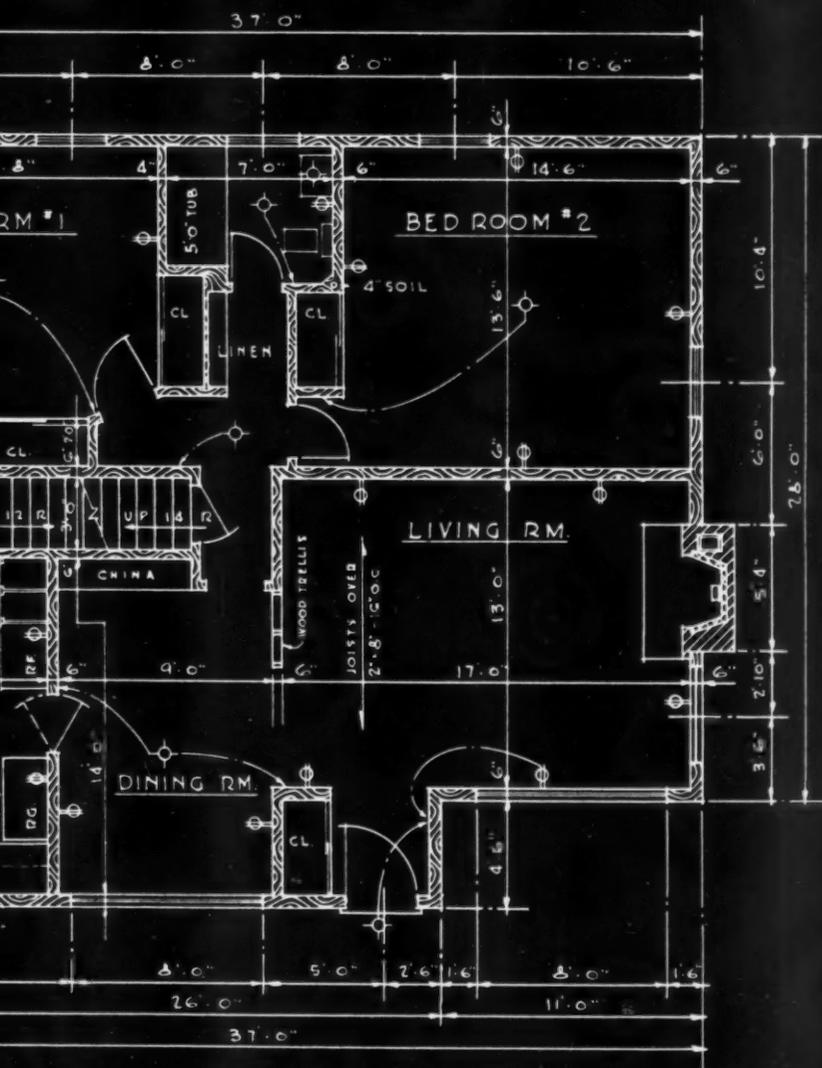
OPTIONAL
(SEE BL)



FIRST
SCALE

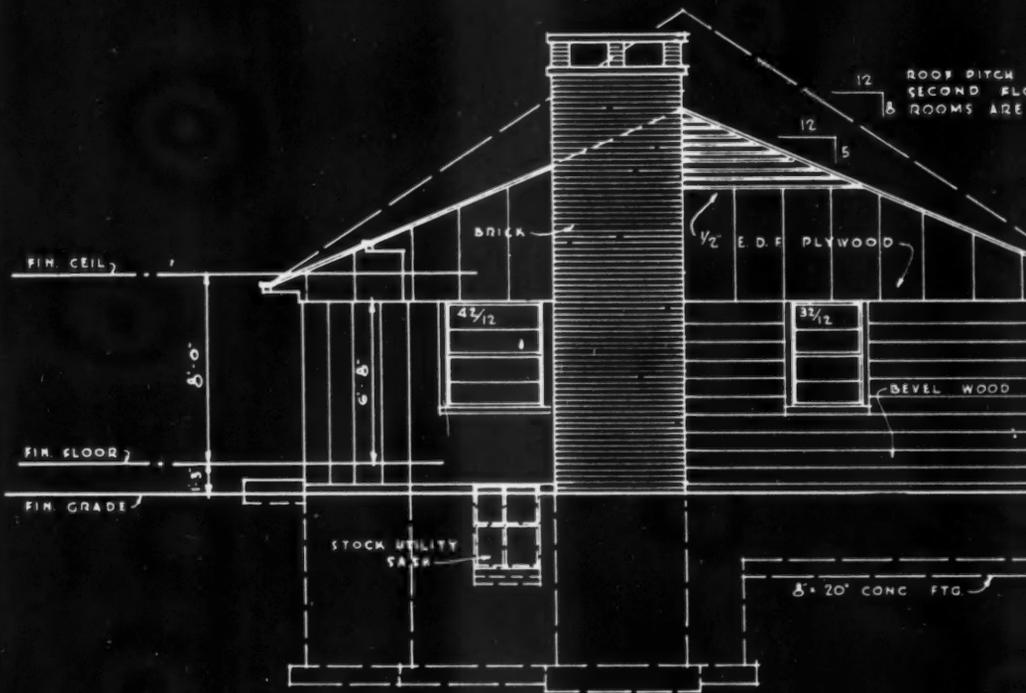


OPTIONAL SECOND FLOOR
(SEE ELEVATIONS)

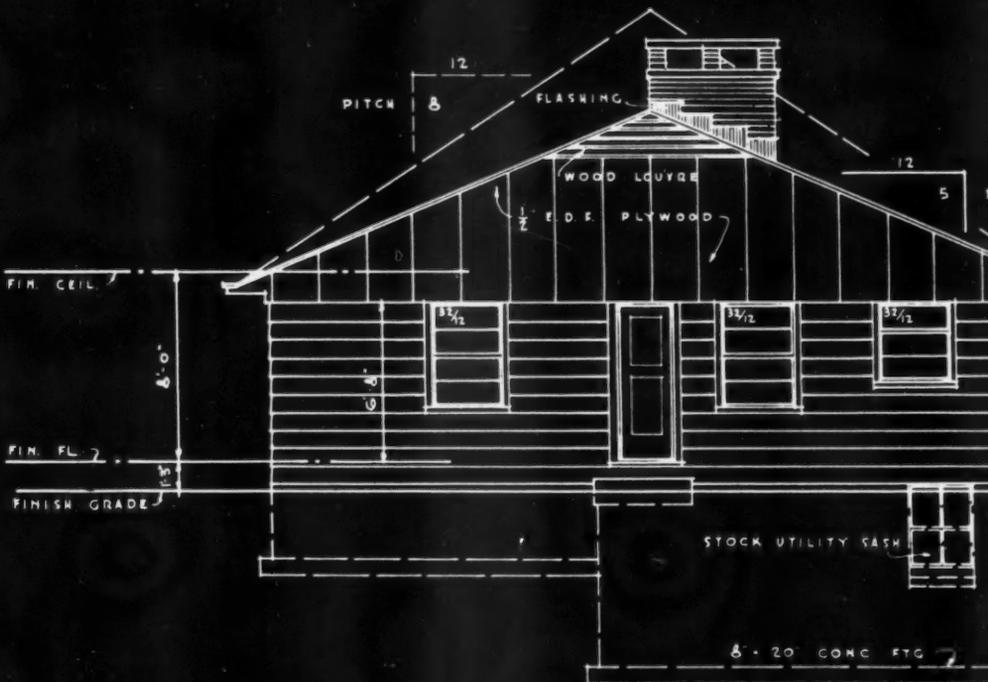


FIRST FLOOR PLAN
SCALE 1/8" = 1'-0"

DESIGN NO. AB 143
 AMERICAN BUILDER BLUE PRINT SERIES
 Designed By
 WALTER T. ANICKA, ARCHITECT.
 Ann Arbor, Michigan.
 Simmons Boardman Pub Corp. 105 W. Adams St. Chicago, Ill.



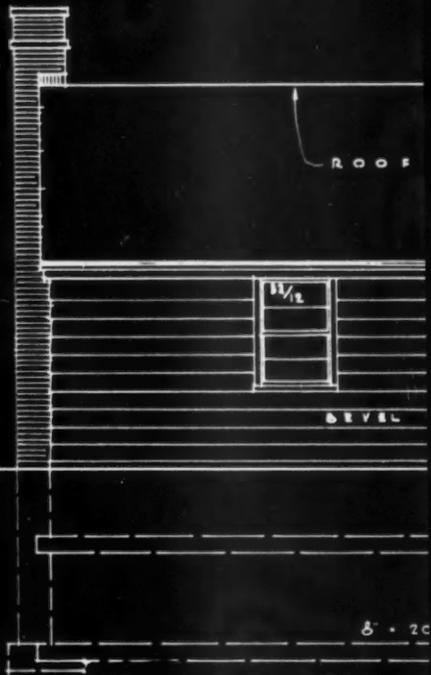
RIGHT ELEVATION



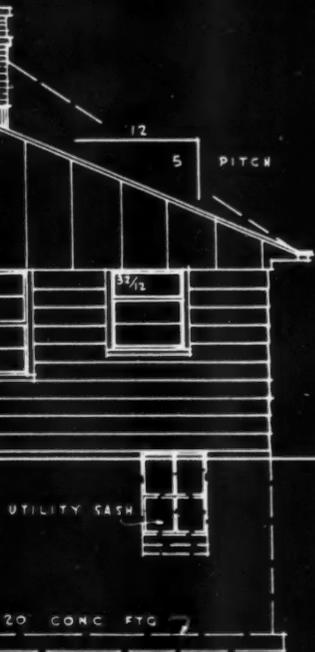
LEFT ELEVATION



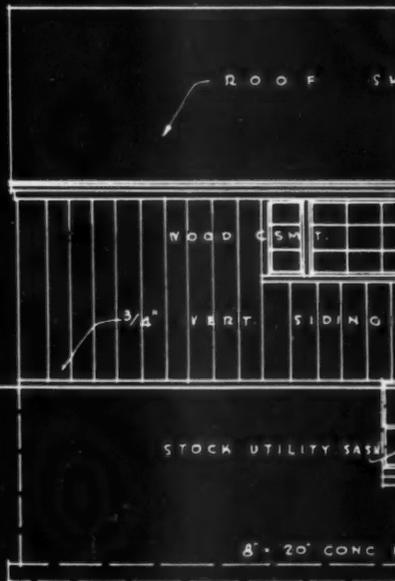
ELEVATION



REAR
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ELEVATION

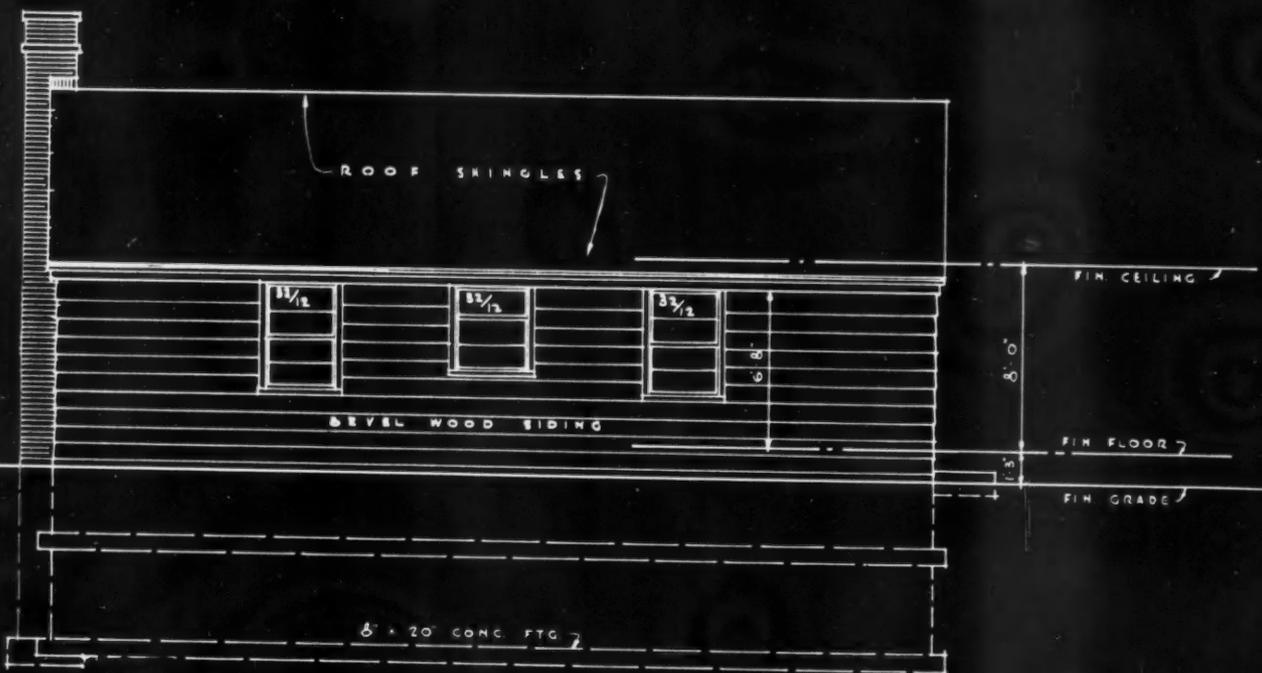


FRONT

ROOF PITCH IF
SECOND FLOOR
ROOMS ARE DESIRED

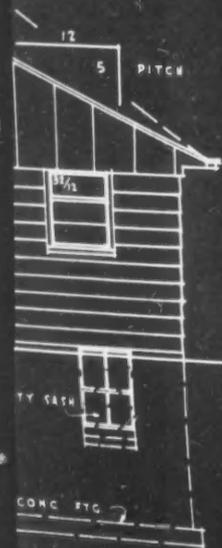


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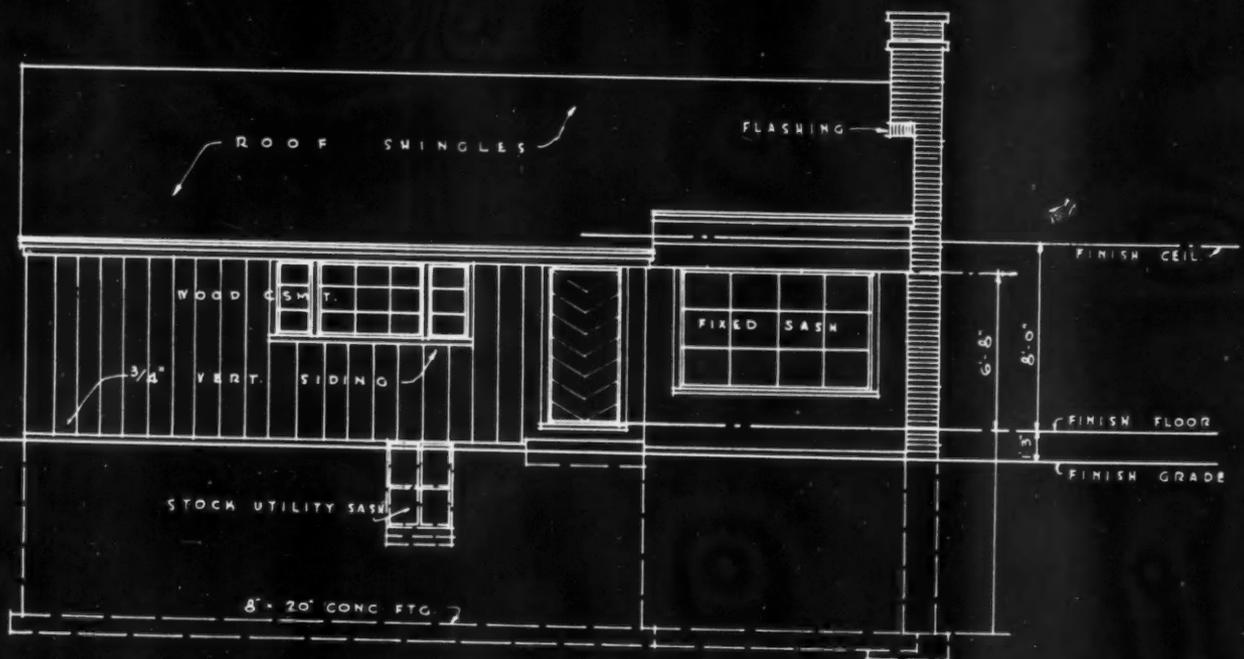


REAR ELEVATION

SCALE 1/8" = 1'-0"



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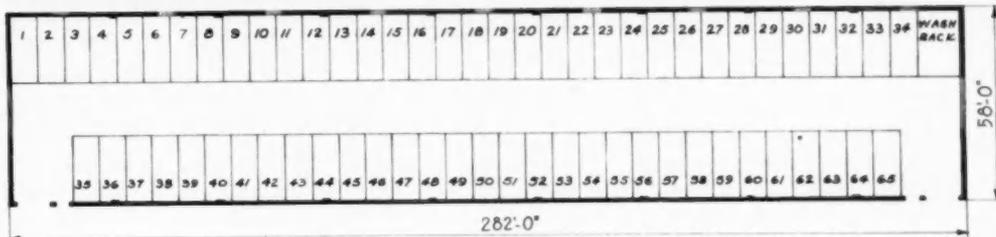
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Builder Solves Garage Problem For Large Apartment Structure



STRUCTURE, which resembles brick garden fence, houses 65 automobiles. Construction is steel and masonry. Extra precaution against damages from fire is installation of fire fighting equipment



THOUGH 65 automobiles can easily be parked in this garage, the exterior appearance of the structure is that of an attractive garden fence. Situated along the rear lot line of the Buffalo, N. Y., Tudor Plaza apartment development, the idea behind this garage planning is twofold:

First: There are no monotonous rows of single garage doors, as in the case of conventional garages for apartments. Instead, two large doors provide an entrance and exit to the unit, and both doors are situated so that traffic is routed away from valuable lawn area.

Second: Garage facilities are all under one roof, which means less expensive construction as well as maximum utilization of lot space.

A unique fact about this Tudor apartment building, built by J. M. Boehm, president of Tudor Plaza, Inc., is that it is one of the first in the United States to cost more than a million dollars that was constructed without a mortgage loan or other borrowed capital. The entire financial program of the development was based upon cash sales of all apartments on a cooperative basis. An announcement was given to local newspapers indicating the opening of sales. On the following day, the first day that the sales office was open, total sales aggregated \$105,200. By the time excavation started all of the apartments were sold.



MAXIMUM utilization of 283x290-foot Tudor apartment lot is achieved through careful garage planning. All units were sold before excavation. Above, J. M. Boehm

Knowledge Of

Small town youth started out by learning construction "the hard way." Now, at 34, he heads firm that mass-produces low-cost and ranch style homes

THE success story of Paul Kessler, 34 year old builder of Celina, Ohio, is one to inspire young men considering entrance into the building field. It is not a story of a fast, easy trip to a top rung in the profession, but one that illustrates the accomplishments of hard, honest work, ingenuity, and willingness to learn the game from the ground up.

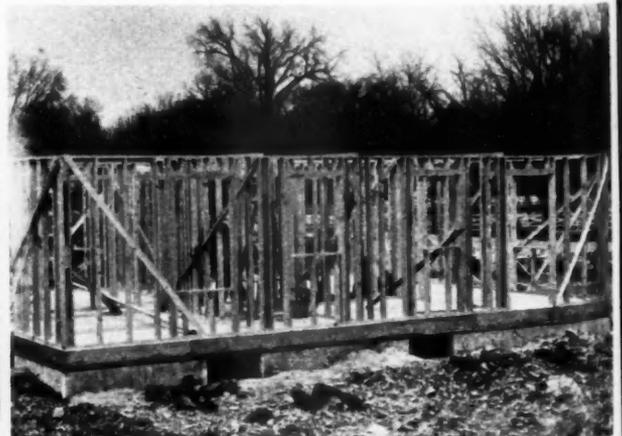
Kessler decided on a building career immediately following his graduation from high school. He describes his method of preparing himself as not only "the hard way," but a practical way for all beginners. To learn each phase in the construction of a house, he decided it was necessary to work on the job with as many trades involved as possible.

For two years Kessler worked as a carpenter's helper; for another two years, as a plumber's assistant. He learned electrical wiring, masonry, plastering, and other trades by working with experienced craftsmen. Meanwhile, he built up a wide acquaintance with builders throughout his vicinity, and carefully studied their construction methods and procedures. He made a study of acceptable architectural designs.

With a backlog of practical experience, Kessler, at the end of the war, went to a local lending institution, stated his qualifications as a builder, and obtained financing for his first private venture—the buying and re-



COMPLETE building service is offered by Kessler firm in Celina, Ohio. Office is at end of shop where all framing members are precut and materials stored



CELOTEX strip is placed between plate and top of foundation wall to eliminate shims. Tilt-up wall construction is used

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BASI

Of All Trades Aids Young Builder



modeling of an old residence. He sold this home for a substantial profit and invested in other remodeling. In a short time, he was able to invest profits in materials for new construction.

Eighty homes have been built during the last three years by his firm, Kessler Builders, now the largest concern of its kind in the Celina area. In 1948, 30 of the homes were built and sold, and this year about 40 more will be completed. Building activities range from construction of custom-built homes to dwelling units produced through mass production methods. Sales prices of the homes range from less than \$9,000 to \$25,000.

Though Celina is a comparatively small town, Kessler's volume production of homes has met with ready demand. Materials arrive in large quantities

SAME basic floor plan is used in these Kessler low-cost homes, but no two elevations are alike

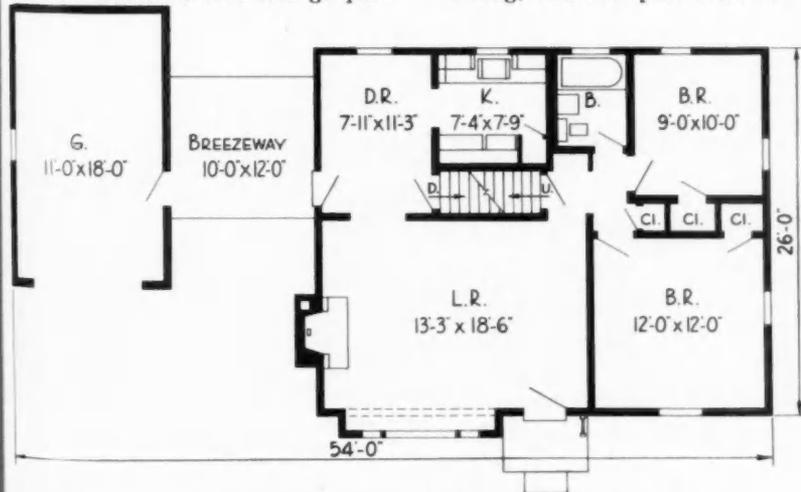
PAUL, and his mother, Mrs. Kessler, run the office end of the business. Firm is organized to mass produce homes or do contract work



at his shop, where he employs as much precutting as possible. Precutting includes all framing materials. In the shop he precuts and assembles cabinets and stairways, and makes concrete forms for a basic floor plan used in low-cost home construction. Though this floor plan is used consistently,

no two homes have the same exterior elevations. Kessler's homes priced at \$8,900 are well constructed, have full basements, and are on 60x140-foot lots.

In preparing basement floors, Kessler lays a four-inch course of crushed limestone, then places con-



BASIC floor plan is used in Kessler homes in Celina and St. Mary's, Ohio

THIS Kessler home sold for \$8,900

crete, treated for water resistance, over that. Plywood concrete forms are used for the walls, with manufactured form-ties and clamps. A 3/4-inch strip of Celotex is laid between the plate and the top of the reinforced concrete walls to eliminate need for shims and to provide a weather seal. Four inch drainage tile is placed around the outer perimeter of the houses at the footings.

In the low-cost homes, inlaid linoleum floors are provided in kitchens and baths, and clear oak flooring is laid in other rooms. Tilt-up wall construction is used, and wall framing is of 2x4's spaced 16 inches on center. Ceiling and floor joists are 2x8's. Insulating board sheathing is used in the side walls, and exterior walls are finished with wood siding or shakes. Ceilings are insulated with four inch wool batts, and roof covering is 210 pound asphalt shingles over three-ply plywood sheathing. Metal windows are used in some of the houses. Where wood windows are used they are weatherstripped. Panel doors are installed.

Along with his building activity, Kessler is president of the Northwestern Ohio Contractors and Builders Association, and for the past two years he has been a national director of the National Association of Home Builders. With these affiliations and by extensive travel, he continues to stock-pile himself with the latest in construction ideas.

Unaffected by his early success, Kessler is sincere in wanting to do a service for his community. Mass production, he believes, is the answer to housing needs in the Celina area, and in order to provide a quantity of quality homes, he continues to convert profits into improved facilities for mass production.

BRANDED PRODUCTS USED

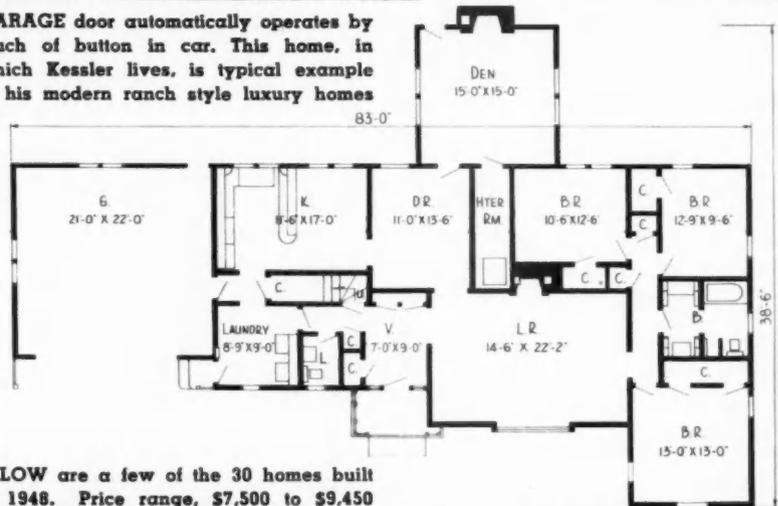
- American Standard, and Crane bathroom fixtures
- Armstrong linoleum
- Bruce flooring
- Celotex insulation
- Curtis millwork
- Dayton Sure Grip form ties and clamps
- Glidden paints
- Gold Bond lath and plaster
- Heatilator fireplace unit
- Janitrol and Sun Beam furnaces
- Johns-Manville asphalt shingles
- U. S. Gypsum Rocklath



VERSATILITY of Kessler organization permits construction of homes to sell in \$25,000 bracket. Grillwork in columns and traditional lamp post accent entrance to home



GARAGE door automatically operates by touch of button in car. This home, in which Kessler lives, is typical example of his modern ranch style luxury homes



BELOW are a few of the 30 homes built in 1948. Price range, \$7,500 to \$9,450



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STILL GOING STRONG!

by R. E. Saberson

AS WE NEAR the "half mile post" of 1949 it seems appropriate to pause for station announcement . . . at least long enough to point to the obvious fact that things have changed a lot since the same time last year. Fortunately, many of the hysterical aspects concerning the emergency phases of the great housing shortage have disappeared and it now is possible for the vast majority of interested parties to size up the situation a bit more calmly.

This shift in thinking would be far more encouraging if it could be reported that it had extended to our vociferous politicians and our ever-busy bureaucrats who appear to be as hell-bent as ever in providing "relief" via public housing. It would likewise be more re-assuring if the lull in the whooping and hollering could be attributed to a fuller appreciation of the great progress made by the housing industry (against almost insurmountable odds) in building so many houses in so short a time that the edge of the shortage has been dulled.

Unfortunately, such is not the case and it must be stated, in the interest of accuracy, that one of the major factors in bringing about the big change which has taken place in our industrial picture during the past twelve months is the fear that the bottom is about to drop out of things.

That this type of thinking does not apply to the same extent in home building as in other fields may be regarded as a feather in the cap of the industry. Of a certainty it may now be stated that the housing shortage has been solved and there are no longer several customers for every house offered for sale.

Twelve months ago a great many of our distressed politicians and bureaucratic do-gooders were shouting from the house tops that it would take "a million houses a year for ten years" to end the housing shortage.

This type of wild guessing continued despite the lengthening columns in the classified sections of the daily newspapers which proclaimed, not only that more and more houses were being offered for sale, but that they were better and, in many cases, cheaper than at any time since the end of the war.

This, of course, did not mean that all housing needs had been satisfied

in a few months rather than ten years, but merely that the supply of certain great segments of the housing market had caught up with demand.

When this point had been reached (in a much shorter time than anticipated) the housing industry promptly turned its attention to the construction of "economy houses" which, of course, is another name for houses in the low-cost bracket.

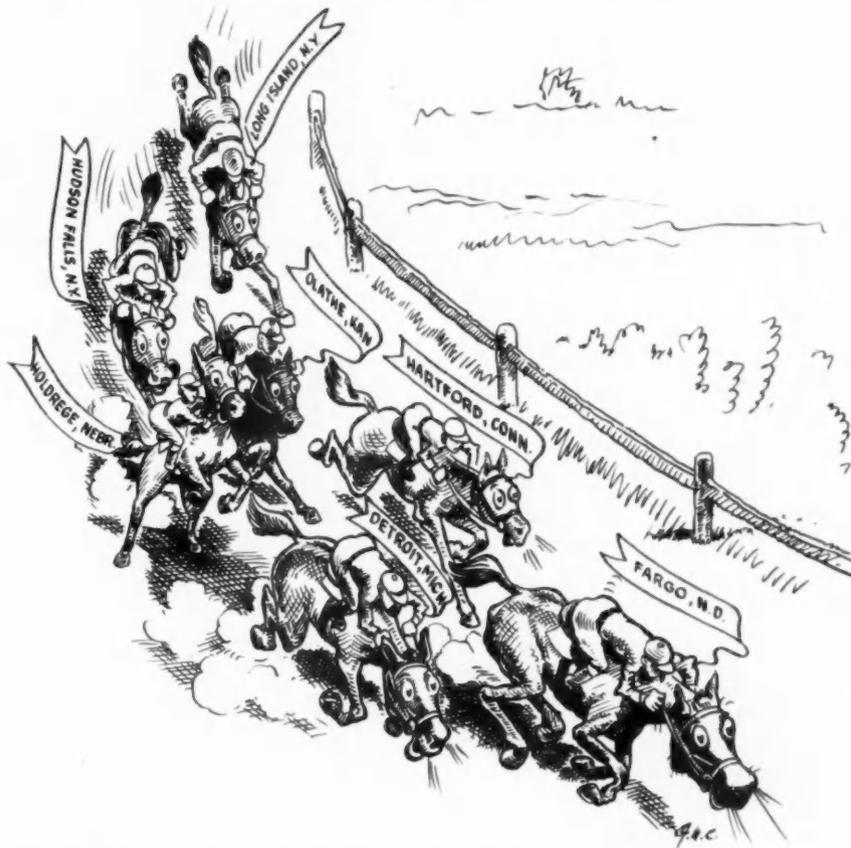
And what a race that is turning out to be!

If you want to back away from the

according to Leo Cherne of the Research Institute of America, simply doesn't make sense, at least at the moment.

"They are confusing two concepts, competition and depression," he declared recently when he called attention to the fact that the country has been through nine years of "guaranteed business" during which failure was almost unknown.

"Now some businessmen are panicky at the first real evidence of competition," he added.



much-maligned housing industry in order to obtain a broad and better perspective, you will find much to inspire you in its current achievements.

It is our considered opinion that the house building industry is cursed with fewer pessimists than almost any other industry. Perhaps "pessimists" is the wrong word for it. Probably a better term would be "timid souls"—an exceedingly charitable appraisal of the all-too-numerous businessmen who are certain that a major depression is just around the corner and are busily engaged in talking themselves into one. The attitude of this group,

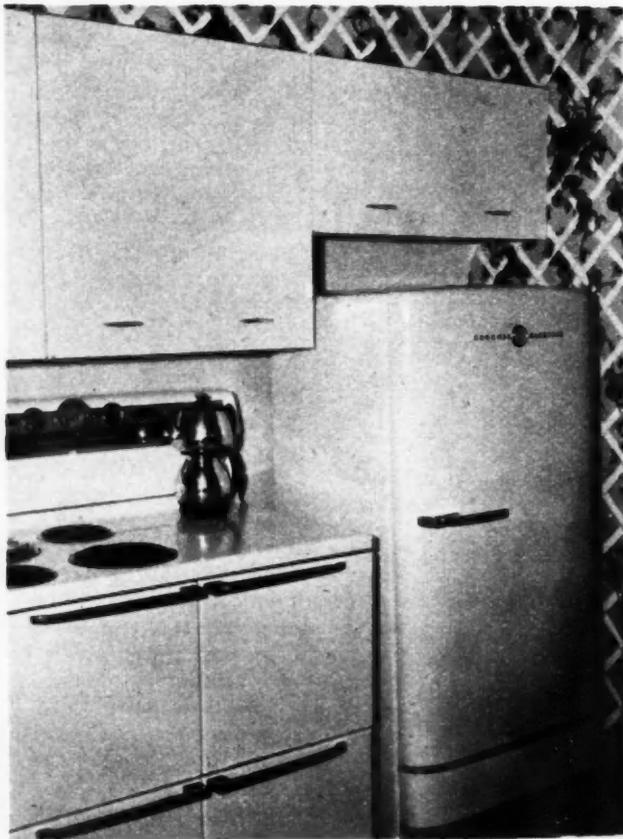
It is not our contention that the housing industry is without such run-for-cover businessmen but simply that it is blessed with such a high percentage of courageous souls that the attack on the low-cost house market is something very real and exceedingly productive of worth-while results.

It would have been easy to churn up an imposing array of facts and figures to prove the impracticability of tackling the low-cost house market . . . too many unsold houses in many areas, inadequate financing, continued shortages of a few key materials,

(Continued on page 158)



PACKAGED kitchens are offered in all Newlin-Johnson homes. Extra feature in \$15,000 to \$18,000 homes is expandable attic



NEWLIN-JOHNSON firm equips kitchens in homes in all price ranges. All General Electric appliances and cabinets are used in a package plan that permits painless buying for clients

Extra Sales

COMPLETELY equipped kitchens, offered in homes built by Newlin-Johnson Co., Inc., Terre Haute, Ind., are finding ready buyer acceptance. Main reason for buyer approval of this plan is that the cost of new kitchen equipment can be included with the regular mortgage and can be spread over a period of 20 years, with payments amounting to only a few cents a day.

Many new home purchasers, especially young married couples, are excellent mortgage risks—despite the fact that all their resources are stretched to the limit to buy a home. Once they get in the house, however, and are forced to buy two or three major appliances on an 18-month payment basis, their credit standing is jeopardized because of the heavy strain these additional payments make on their income. The packaged plan offered by Newlin-Johnson is designed to minimize this strain.

Kitchens are equipped in accordance with the size of the homes. In homes priced from \$15,000 to \$21,500, kitchens have an electric hot water heater, dishwasher, range, refrigerator and waste disposal unit. Cabinets and sink are also included in the mortgage. In the \$9,000 to \$9,750 homes, a 50-gallon hot water heater, metal cabinets and sink are included in the sale price.

The packaged kitchen constitutes an important part of the firm's advertising and sales promotion work. D. C. Johnson, president of the development company, believes in consistently telling local home buyers what the firm has to offer. This is done with newspaper advertising, spot radio news announcements, and with model homes. Last year, during National Home Week, the firm opened a \$50,000 Blandings Dream Home which drew 19,000



WITH this home, client gets conventional construction. Sidewalks, curbs and gutters are provided. Interior decorating is complete

ON-SITE precutting methods speed production of homes in \$9,000 to \$9,750 range. All have poured concrete basement walls



Appeal With Packaged Kitchens

visitors. Johnson now plans to keep a demonstration home open to the public at all times.

In a demonstration home, the firm can explain the advantages of the packaged kitchen, as well as show the new type homes offered for sale. By packaging a kitchen in a demonstration home, buyers can be shown how careful kitchen planning better accommodates appliances and cabinets. Sizes and specifications of the equipment are considered in preparing plans. Room dimensions and arrangements of window and door openings are planned to coincide with the equipment to be installed. Thus electrical wiring and plumbing can also be installed more economically. The final effect adds up to maximum utilization of space and better over-all appearance.

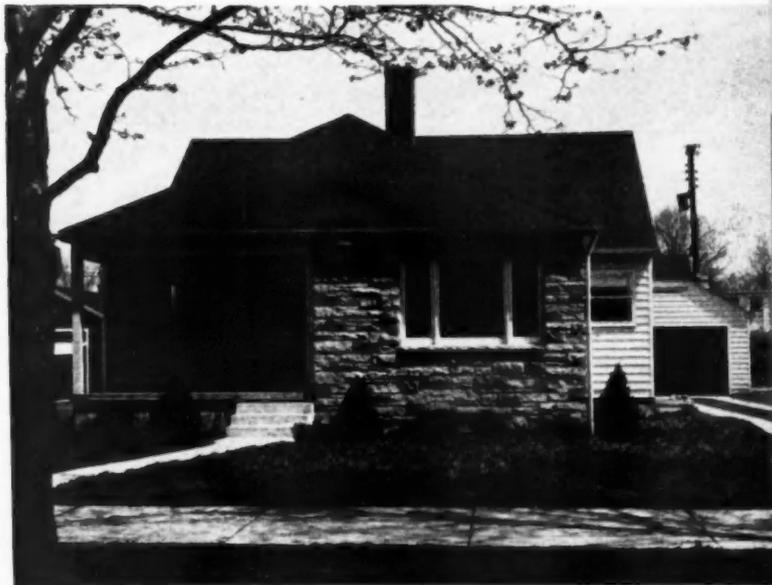
Eye-appeal of the kitchens is enhanced to a great extent since all equipment used by Newlin-Johnson is made by the same manufacturer and the designs are harmonious.

Though their attractive kitchens carry great sales appeal, the importance of good construction and design is not discounted by Newlin-Johnson. This year the firm will complete 50 dwelling units. The public is welcome to visit homes under construction at all times.

Work is planned well in advance, and 15 key workmen, under Edward J. Cox, construction engineer, are retained permanently. On-site precutting is done with modern power tools. Conventional construction characterizes homes in all price ranges.

The Newlin-Johnson \$9,000 to \$9,750 four-room bungalows are situated on 53x124-foot lots and have full basements with poured reinforced concrete walls. Floors are linoleum in kitchens and bathrooms. Select oak one and

Builder reports enthusiastic acceptance of long term payment plan which permits home buyers to pay only a few cents per day to own complete set of appliances



SPECIAL windows offered in this home include awning type



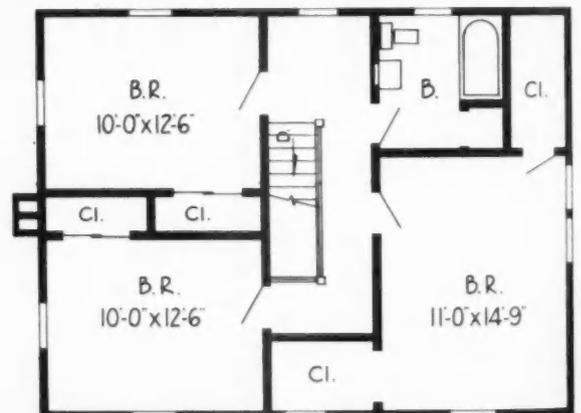
DEMING estate entrance provides background for lavish landscaping, and accents Colonial design of this \$21,500 home

one-half inches wide and Bruce pre-finished flooring are used in the remainder of the house. Interiors are dry wall. Twin laundry tubs are installed in basements. Heat is supplied by coal fired, gravity warm-air furnaces.

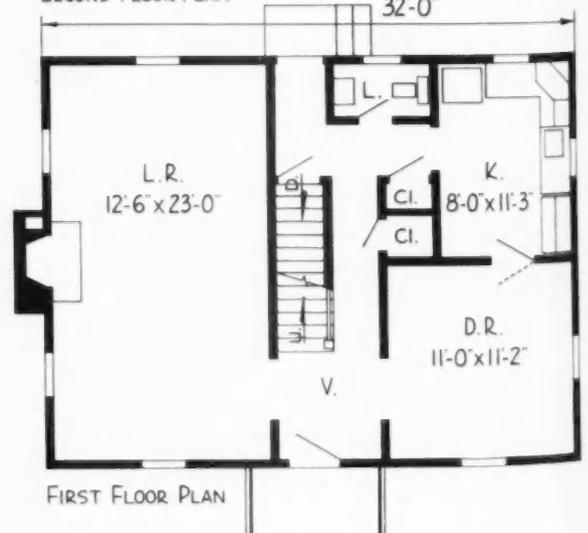
Homes in the \$15,000 to \$18,000 price range, located on 66x128-foot lots, have full basements and feature expandable attics. Exterior siding is 10-inch Redwood, laid 8 inches to the weather. Insulation in the attic is 6 inches of blown mineral wool, placed between the ceiling joists. Wall finishing in the bathrooms is Vitrolite. Heat is supplied by a gas fired 87,500 B.T.U. forced warm-air furnace.



THIS kitchen was a feature of Johnson's \$50,000 Blandings Dream Home shown in Terre Haute during National Home Week last year



SECOND FLOOR PLAN

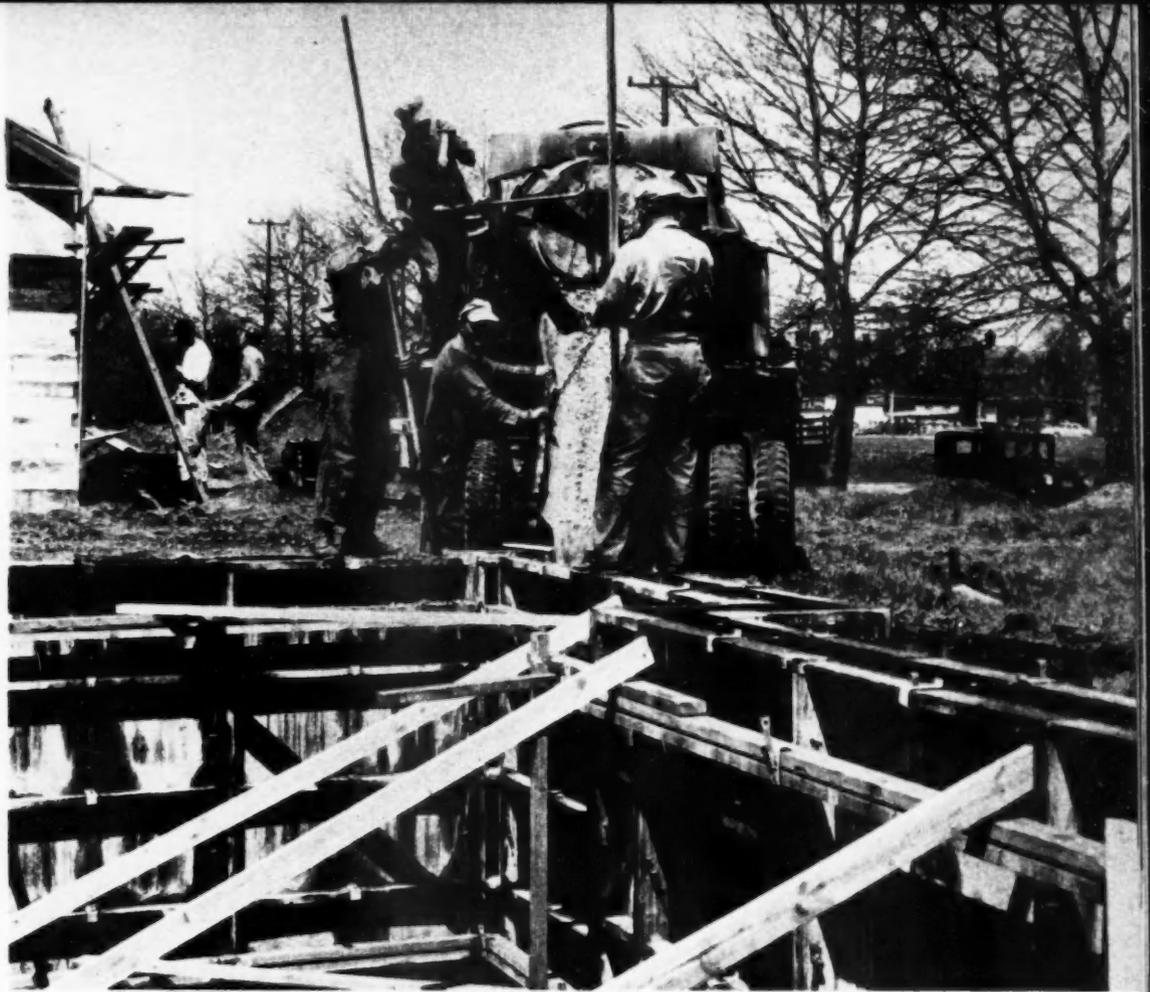


FIRST FLOOR PLAN

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CONCRETE is mixed in transit. Plywood forms are made by the firm, ties and clamps are factory made. Here concrete walls are poured for a group of the company's low-cost homes

Large living rooms with seven double electrical outlets, two warm-air outlets and two cold-air returns, and attractive door chimes are features of the higher priced homes. These homes, on spacious lots, also have full basements. Four 4-inch steel columns, under a beam, support 2x10-inch floor joists. Subflooring is diagonal. Finished



POWER tools are used extensively by firm. Work is planned in advance, and key workmen are retained permanently

BRANDED PRODUCTS USED

Bradley and Bruce flooring	Lawson medicine cabinet
Celotex sheathing	Nu Tone door chimes
Curtis Silentite windows	Overhead garage doors
General Electric kitchen appliances	Rezo Flush doors
General Electric heating unit	R-O-W windows
Gold Bond insulation	Symons form ties and clamps
Kohler bathroom fixtures	Thermopane windows
	Thrif-T windows

flooring is oak except in kitchens and bathrooms, where inlaid linoleum is used. Other attractive features are a large walk-in closet in the master bedroom, sliding closet doors in the other bedrooms, and abundant storage space throughout. Heat is supplied by a 150,000 B.T.U. gas burner unit.

New home owners, within a fixed allowance, are permitted to select interior decorating in all homes in the \$15,000 to \$21,500 price range. The firm provides landscaping and seeded lawns. Garages with Overhead doors are included in the sales price of the homes.

Johnson, who has completed many subdivisions in the Terre Haute area, is developing land owned by Anton Hulman, Jr., owner of the famous Indianapolis Speedway. Johnson interested Hulman in purchasing 400 acres of Terre Haute land during the depression. They recently decided to develop 20 to 30 acres of the land and have retained Seward Mott, Urban Land Institute, Washington, D. C., as land planner.

Open Today!

See PEARCE & PEARCE 3-Level Model Home
In Beautiful Lincoln Park Village.....
Completely Furnished by Wm. Hengerer Co.



Keeping Sa

Builders harness selling power of model homes with large-scale advertising

INCREASED building activity in 1949 by this firm is indicative of two accomplishments: First, the firm is building homes and apartments that offer attractive values. Second, and more important, they are making sure that people know about it.

The firm, Pearce & Pearce Co., Inc., Buffalo, N.Y., builds and maintains demand with well-constructed homes that are skillfully advertised. Last year they completed 200 homes. About 50 are currently under construction, and in 1949, 225 more units are to be completed, including about 92 duplexes. The homes will sell at \$8,950 to \$15,700. William H. Pearce, vice president of the firm, reports, "To date this year, our sales have held up very well. Our rentals are progressing beyond our best expectations."

Advertisements carried in local Buffalo newspapers are done professionally by a local advertising agency. The firm confers with the agency regularly to get the best ad copy possible.

The newspaper advertisements serve as impetus to get potential home buyers to the site to visit two or three of the model homes that are kept open at all times by Pearce & Pearce, or to go through one of the homes that is furnished. At the model homes six salesmen with plans, perspectives, and plot plans are on the job continuously. They write up orders and take deposits. The president, Howard W.

HOME BUYERS!
Compare

ONLY LINCOLN PARK VILLAGE HOMES OFFER YOU ALL THESE ADVANTAGES... AT PRICES FROM \$12,385 to \$13,250

Here's Why! 234 FAMILIES ALREADY HAVE BOUGHT HOMES IN Lincoln Park Village

- 1. Built on 3 Levels...**
With efficient modern plumbing, electric, gas, and hot water, this is a real home. It's a home that's built to last. It's a home that's built to give you the most for your money. It's a home that's built to give you the most for your money.
- 2. Excellent Location...**
234 Pleasant Park Blvd. is at a safe distance from the busy downtown area. It's a home that's built to give you the most for your money. It's a home that's built to give you the most for your money.
- 3. Pearce & Pearce Quality...**
The homes are built to last. They are built to give you the most for your money. They are built to give you the most for your money.
- 4. Priced Within 1000 \$ Homes...**
Down payment for average \$10,000 to \$12,000. Monthly payments from \$75.00 to \$100.00. Down payment for average \$10,000 to \$12,000. Monthly payments from \$75.00 to \$100.00.

See the MODEL HOME

Billy Gleason

has moved to Lincoln Park Village

TO BUY FOR MONTHLY PAYMENTS, INCLUDING TAXES, INTEREST AND INSURANCE ON FINANCIAL VOUCHER, AS LOW AS \$75.00 PER MONTH.

MODERN DAY HOME

Huge Housing Development Grows

Lincoln Park Village

FACTS ABOUT THIS BIG DEVELOPMENT

We are proud of our materials. Each house is built with the most accurate building plans.

There is a wide choice of designs to choose from. Versatility located rooms and comfortable living.

A few of the main interests:

- ★ Changing modern kitchen fixtures from
- ★ Beautifully finished hardwood floors throughout
- ★ Linoleum floor and tile shower walls in bathroom
- ★ Your own choice of interior decorating

PEARCE & PEARCE DEVELOPERS
1400 MAIN STREET

HOWARD W. PEARCE

MADE CARRY

Now Moved to LINCOLN PARK VILLAGE

See the MODEL HOME

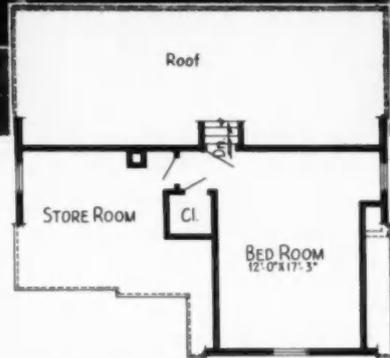


ADVERTISING and publicity attract clients to \$7,000,000 project near Buffalo, N. Y., where two or three demonstration homes and several salesmen are on the job daily

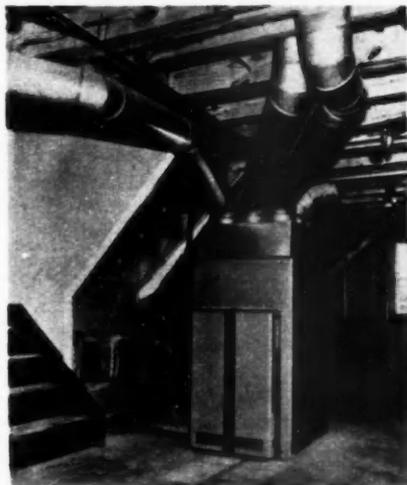
Sales In Step with Production



WILLIAM H. PEARCE, left, believes in sales power of model homes like above



THIRD LEVEL FLOOR PLAN



THIS type Janitrol furnace is installed in "mile of homes" by Pearce & Pearce



FIRST FLOOR PLAN

Pearce, or the vice president close the sales.

Concerning the merits of demonstration houses, William Pearce says, "We find them very effective in selling homes." These model homes are open seven days and seven evenings a week. They are completely floodlighted and kept as attractive as possible.

The majority of the Pearce & Pearce homes, both single family and duplex rental units, have been three-level, Early American. At present, two new plans of lower cost expandable homes are being used by the firm. An attempt is made throughout the development—Lincoln Park—to get as much variety as possible in exterior design. Exterior variation is achieved by interesting combinations of brick, wood siding and shingles in addition to varied elevations.

Foundations are concrete block. Shingles or siding are applied over ¼-inch wood sheathing and 16-pound felt on sidewalls. R.O.W. weatherstripped windows as well as some leaded glass casement and picture windows are installed. Roofs are covered with 250-pound asphalt shingles over 15-pound felt.

Linoleum is laid in bathrooms and kitchens, and asphalt tile is used in vestibules. Other floors are oak. Millwork and trim is Curtis. Interior doors are one-panel fir or Spanish cedar, flush.



VENETIAN blinds, Bendix washing machines and wall heaters in baths are standard



Luxury Home Builder Introduces Modern Trend In Conservative Area

TWO of the \$35,000 to \$50,000 houses built speculatively by the Sycamore Corporation from a basic floor plan. Most of the houses are sold before they are finished. Six were sold in 45 days.



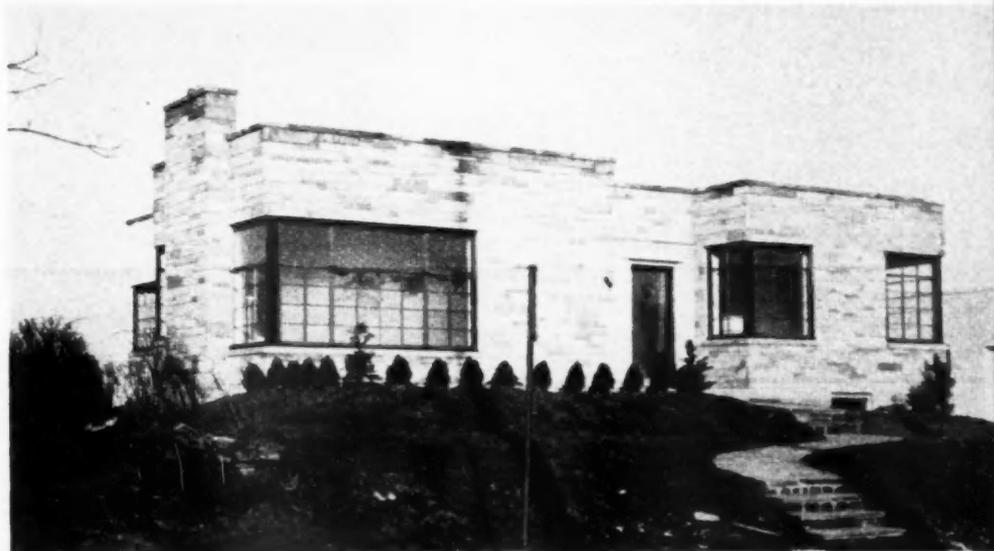
FLOOR plans for house at top of page. The second house is an adaptation of the same plan without sacrificing individuality

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Unexpected popular interest results when several sample flat-roofed houses are erected speculatively in the Philadelphia area

INTRODUCING modern trend in design for homes in conservative, row-house-minded Philadelphia has been considered a hazardous undertaking, particularly for speculative builders. This spring, John M. Arovitch and Keyv Kaiserman of the Sycamore Corporation decided to open a subdivision of flat-roofed houses on Haverford Road. Before the first eleven houses were completed there was an average of 1,000 visitors a week end expressing keen interest in the homes. Many of them expressed an intention to purchase at the \$26,500 price.

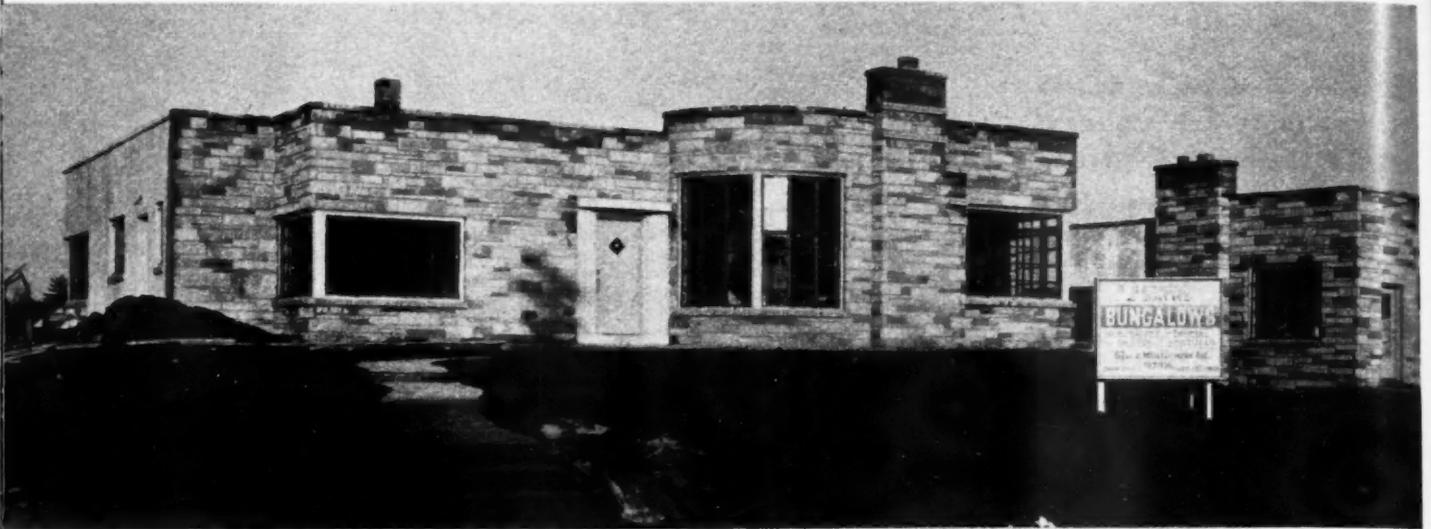
For years these builders have specialized in conventional luxury houses and this year are erecting 15 units speculatively to sell from \$35,000 up. Arovitch reports that he very seldom waits until a house is completed before it is sold. Relying on his reputation for good design, quality materials, and the best in workmanship, prospective purchasers of homes in that price range often make commitments to buy before the roofs are on. In these instances, however, the basic plan obviously is one which pleases the purchasers. Because the deals are closed early in the construction stage, the buyers have the privilege of making changes, selecting specialties to their own tastes and finishing in-



THE house above and plan at right is this erstwhile conservative builder's version of a modern which he felt would be accepted and could be built speculatively in Philadelphia. While the first eleven were under construction more than 1,000 persons visited the project each week end with many expressing their intention to buy

STREET of speculatively-built luxury houses sold by Sycamore Corporation, which is erecting 15 similar units this year. The firm also plans, this year, to complete 55 units of the modern version, shown at the top of this page, at a base price of \$26,500



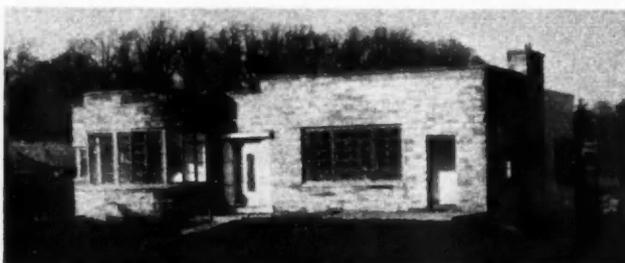


ANOTHER model of the flat-roofed units. The plan below is for a basementless house which may be introduced later



teriors as they are desired. Six of these houses were sold in 45 days.

After studying California and Florida moderns, Arovitch decided he could not duplicate those houses in Philadelphia, primarily because of the climate and also because of the tastes of potential purchasers. As a feeler he designed his version of a modern and then prepared three or four interior and exterior variations with three and four bedrooms. He found that he could incorporate most of the quality features of his luxury houses in the moderns and at the same time provide much more glass area in each room.



THE houses all have large rooms with generous glass areas

The large glass areas, however, made it necessary to install well-engineered heating systems of large capacity to care for the heavy load during winter months.

His new houses are large for one-story designs, averaging about 36,000 cubic feet, with a two-car garage. Because of economies made possible by the modern design and flat roof, the houses are being built for about 75 cents a cubic foot. In some of the houses, living and dining room ceilings are 11 feet high, thus adding a feeling of spaciousness to interiors.

Plus features in these new houses include kitchen ventilating fans, door chimes, upholstered kitchen nooks, built-in clothes hampers, full-tile baths with glass doors on shower stalls, colored bathroom fixtures, 3x10 floor joists 16 inches on center, copper water piping, select oak floors and rubber tiling on basement floors.

The fronts are Briar Hill stone, shipped to Philadelphia from Ohio. Balance of the exteriors are stucco over conventional frame. Windows are metal casements, with plastic tile sills inside. Walls are plastered over foil-backed gypsum lath and ceilings are insulated with cotton batts.

Arovitch did not try to duplicate the Florida and California moderns in Philadelphia because he felt that the glass walls and outdoor living features would not be popular for year 'round living in the Philadelphia climate. The danger of unduly high heating costs also influenced his modifications in design as compared with the southern models. He also points out that some of the exterior treatment on southern moderns, which is attractive and popular, would not be practical where snow loads, hard freezing and thawing are common.

Because Arovitch has built a reputation for luxury housing in the Philadelphia market, he did not want to venture into the low-price range when he introduced his moderns. The houses are situated on 76x150-foot lots. The \$26,500 base price is considerably below what purchasers expect to pay for Sycamore Corporation houses. Arovitch points out that this has proved unfortunate in some respects because currently in Philadelphia there is a demand for houses priced under \$20,000. The \$26,500 price is what he calls "in between." Those who can pay \$20,000, cannot pay \$26,500 and those who want a luxury house for \$30,000 to \$45,000 want something even more elaborate than the new moderns. Despite this, however, he and Kaiserman are enthusiastic about their moderns and expect to build about 44 more this year.

Keyv Kaiserman, who with Arovitch operates the Sycamore Corporation, also operates the Keyv Construction Company, which has been building row houses in Phila-

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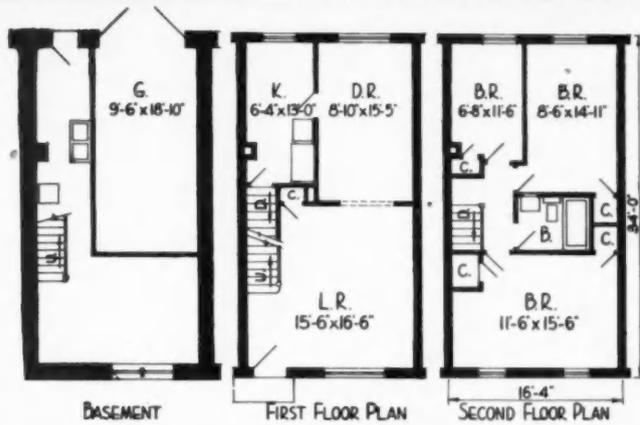


SOME of the row housing erected by Kevy Kaiserman who works with John M. Arovitch in operating the Sycamore Corporation. Under the firm name of Kevy Construction Co., Kaiserman specializes in row house construction. This year he plans to complete 67 units of this type to sell for \$8,900



delphia for about 25 years. Currently the firm is erecting 144 units in two separate groups—one in a \$12,500 to \$14,500 price range and another priced at \$8,900. Again good design, quality materials and workmanship feature the products of this firm.

Arovitch and Kaiserman operate their own carpentry, masonry, heating and earth-moving crews. Plastering, plumbing and electrical wiring are sublet. Arovitch specializes in the single-family, luxury and medium-priced home market and Kaiserman specializes in the row housing,



BRAND PRODUCTS USED IN SYCAMORE CORPORATION HOUSES

- | | |
|---|-------------------------------------|
| American kitchen cabinets | Ketcham built-in clothes hampers |
| Bradford gas-fired water heaters | Keystone shower doors |
| Bryant gas-fired forced warm air furnaces | Lightolier light fixtures |
| Dexter hardware | Lawson bathroom cabinets |
| Fenestra casements | Majestic fireplace units |
| Eljer, Richmond, and Standard plumbing fixtures | Minneapolis-Honeywell heat controls |
| Jackson & Church oil-fired forced warm-air furnaces | Pryne kitchen ventilating fans |
| | Rittenhouse door chimes |
| | Roper gas ranges |
| | USG lath |

J. ETHAN FIELDSTEIN, Philadelphia architect, prepared all the designs for both the row houses shown above and those below



ROW houses in the \$12,500 to \$14,500 price range built by Kaiserman. A total of 77 of these units are planned this year

**Economies of Construction
in a Medium Priced House
Help Offset the Cost of—**

YEAR 'ROUND AIR CONDITIONING



A CORNER in living room. The brick over-mantel of fireplace is extended around entire end wall and a portion of side wall. Fireplace is of open type with 3 inch pipe support at corner, and with hearth raised above floor

Model house sponsored by the Servel Company indicates the progress made in home design when utilizing the latest equipment without any apparent increase in the basic costs

BASED upon the reception which their model house received at the Atlantic City auditorium during the convention of the American Gas Association, Servel, Inc. has undertaken to co-sponsor a program involving the erection of a series of similar houses in various sections of the country.

These houses have been completed or are now in the process of construction in the following locations:

1. Wichita, Kas.—Sponsored by Siebert & Willis, Inc. Builder: Mulhern Construction Co.

2. Columbus, Ohio—Sponsored by the Ohio Fuel Gas Co. Builders and architects: Pettit, Oman, Meinhart & Cleland.

3. Anniston, Ala.—Sponsored by the Alabama Gas Co. Builders and lumber dealers: R. L. Perkins Co.

4. Sacramento, Calif.—Sponsored by Wagner Sheet Metal Co. Builder: Joe Glass.

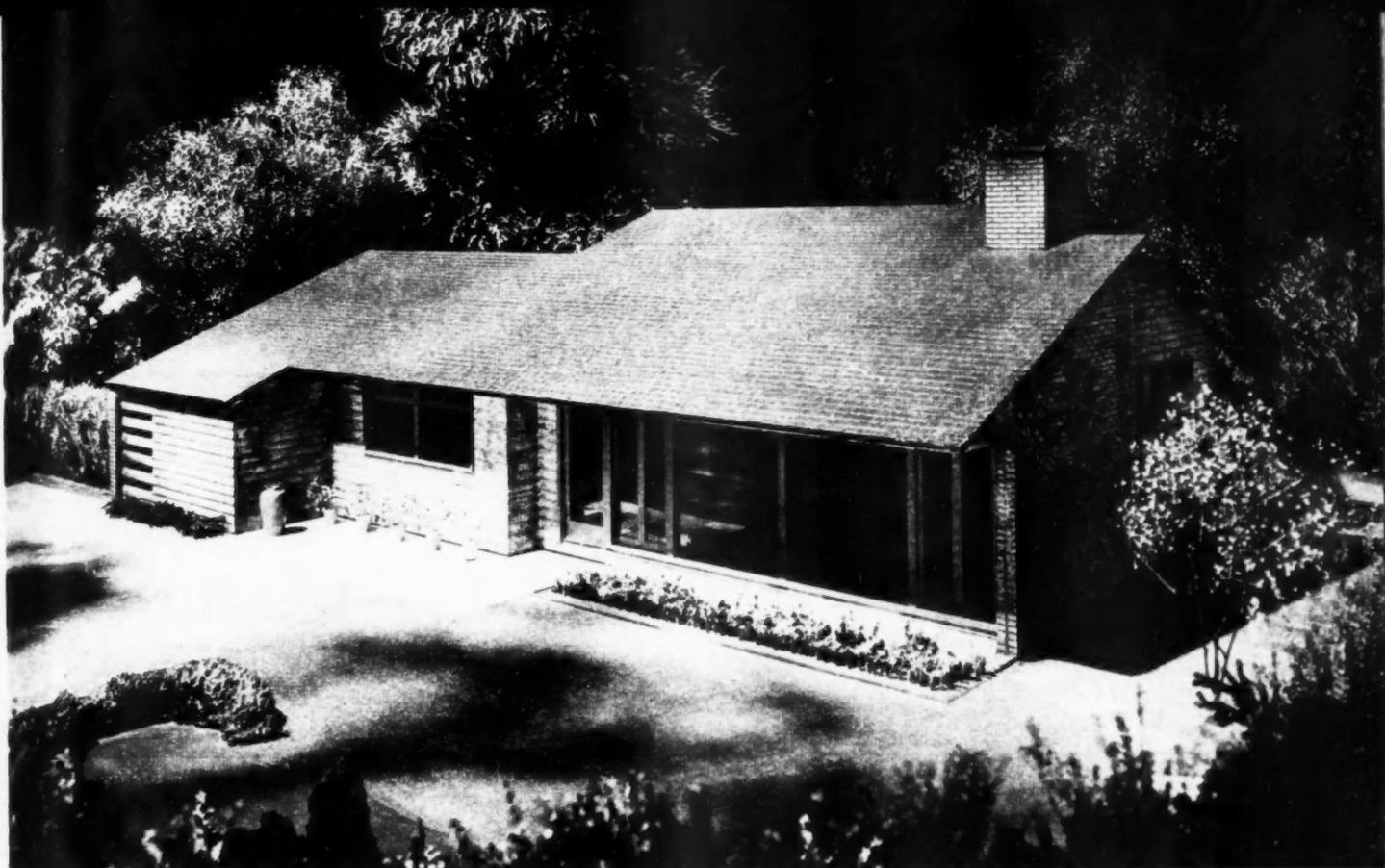
Contracts are about to be let for houses in other sections.

In order to get a better understanding of the various factors involved in the "All Year" air conditioned dwelling, Servel, Inc., and its co-sponsors have undertaken an extensive field test program of medium priced model homes in which the latest designs and arrangements are incorporated.

Through these model homes the company proposes to show that the "All Year" air conditioner is a per-

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GARDEN view of house. This three dimensional scale model was produced for Servel, Inc., Evansville, Ind. The house is now being built in various sections of the country. It is designed to effect building economies and to enable the individual constructing a medium priced house to obtain air conditioning as inexpensively as a residence with just a heating system. Simple lines feature the house

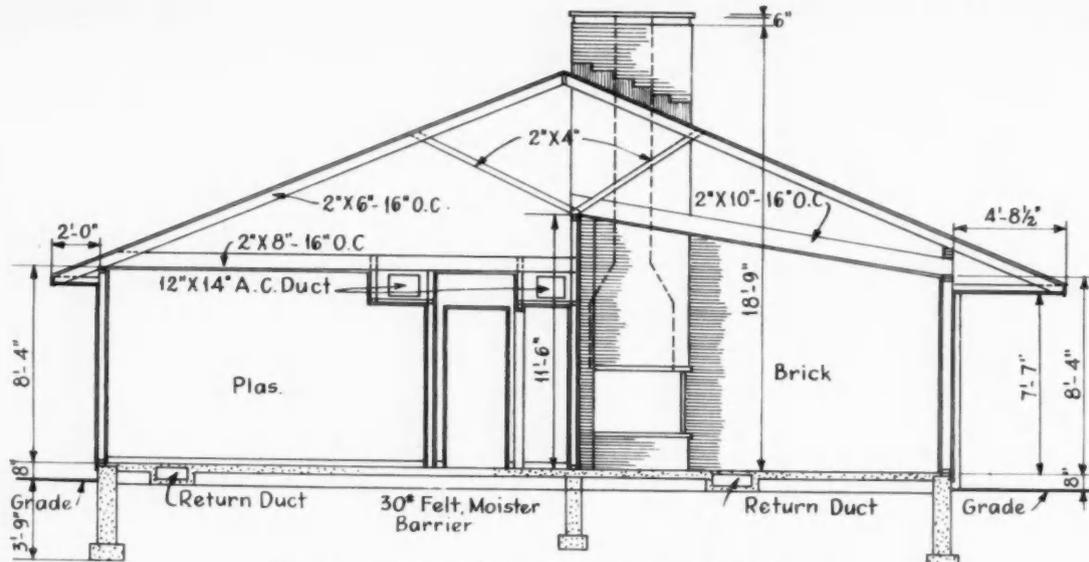
feet adjunct for modern home design. The architect, David Searcey Barrows, Glencoe, Ill., who designed both the gable and the flat roof models, states that the additional cost of the air conditioner, over and above a normal heating plant, can be offset through the elimination of standard units required in the typical house. For instance, Barrows finds that a house designed for air conditioning needs no basement excavation. It needs no porch. Outside doors and windows may be kept closed, in fact in many cases the glass may be fixed, thereby permitting a simple wood frame to be used. Thus, screens and storm sash need not be used—that means a big saving in the cost of these items.

The rooms in the house are so arranged that the cost of duct work (ordinarily a major item of cost in the installation of air conditioning) is held to a minimum. Air from the unit is carried to every room in the house through a simple system of overhead duct work. Air is returned to the unit through a system of trenches under the floor slab which leads to a plenum chamber under the equipment room.

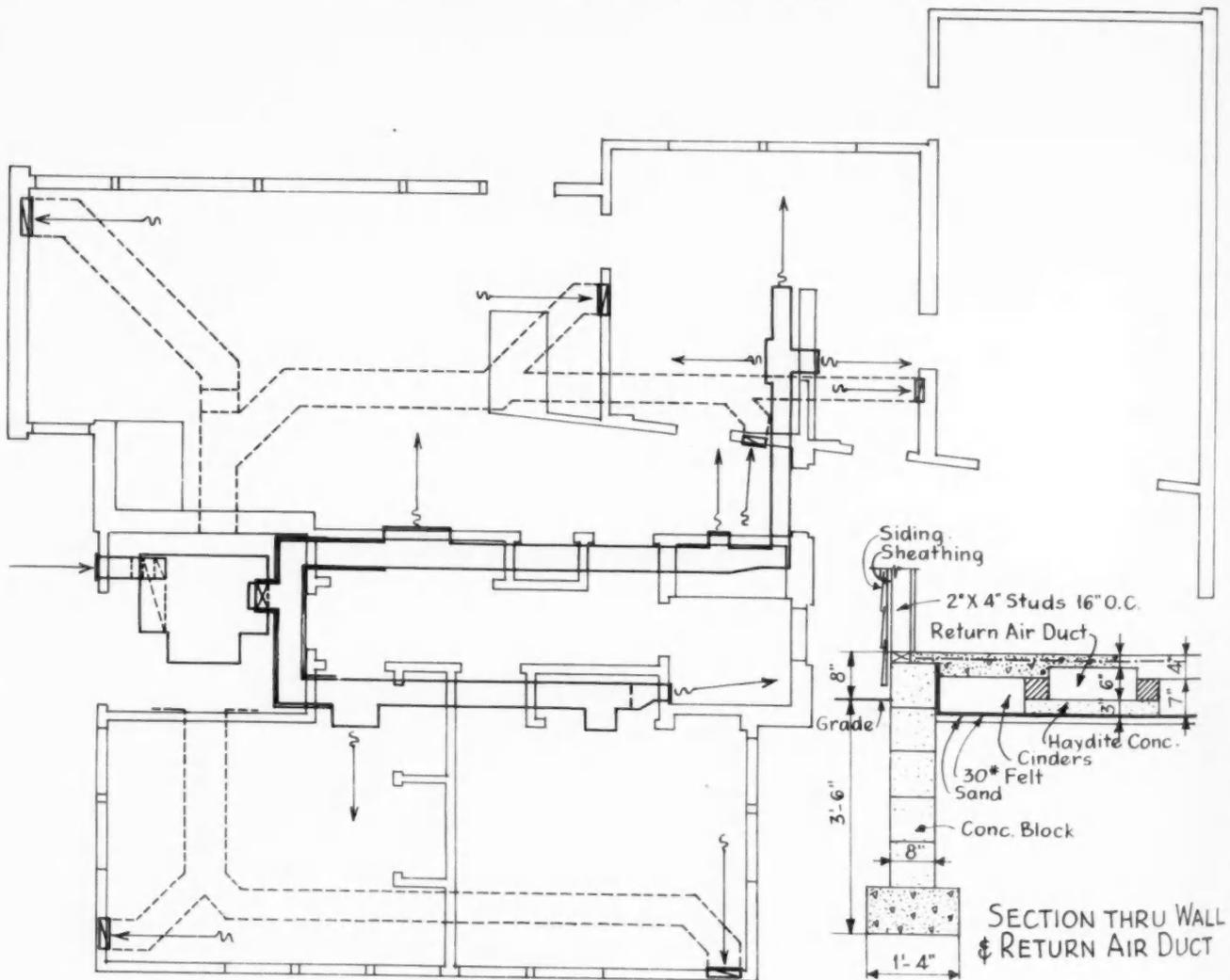
Entrance to the house is at the side adjoining the garage. The entrance hall widens until it becomes a part of the living room. Bedroom hall is entirely separate from entrance hall. Living area overlooks the garden.



VIEW in kitchen from utility portion toward garage wall. A group of supply cupboards are built into the thickness of wall. Breakfast bar separates kitchen



SECTION THRU LIVING ROOM & BED ROOM



HEATING PLAN

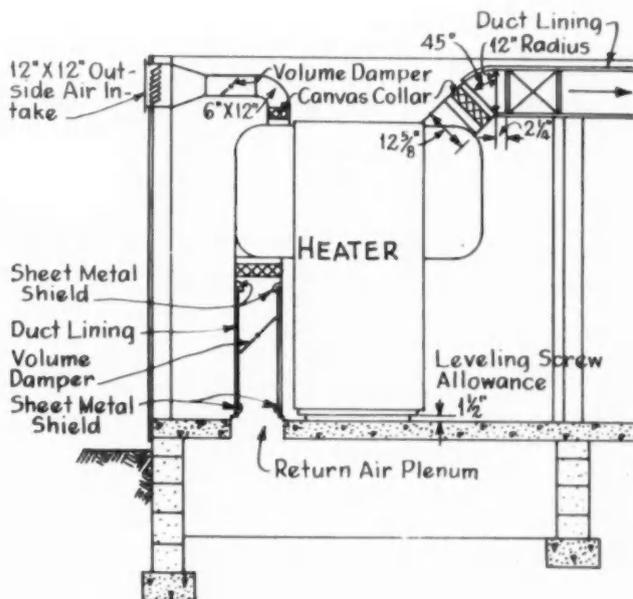
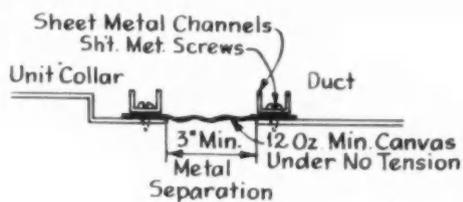
HEATING arrangement is shown on the floor plan above. The grey tone on ducts indicates the supply of warm air in winter and cool air in summer. These ducts extend above the line of closets on both sides of bedroom hall. Dotted lines indicate return ducts under floor. Entire area under concrete slab of equip-

ment room becomes a return air plenum. Detail at right of heating plan indicates the construction of concrete floor around the return air trench. Cross section through house at living room and bedroom showing furred down space around supply ducts. Note framing of roof and sloping ceiling in living room

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VIEW in
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NIGHT view showing the garden wall of house with broad flagstone terrace in front leading to garage entrance door. The floor-to-ceiling glass area in living room with doors at both ends is protected from the elements by a wide projecting roof overhang, the soffit of which is plywood. Plan of first floor layout below



ELEVATION OF EQUIPMENT ROOM

DETAIL section of equipment room showing position of the Servel air conditioning unit with relation to supply ducts and air intake



VIEW in bedroom showing built-in drawers and counter with mirror above. Adjoining closets have sliding doors for each unit

PROFESSIONAL BUILDINGS a specialty



EXTERIOR of dental building is highlighted by use of flagstone. Floodlight illuminates pylon at night

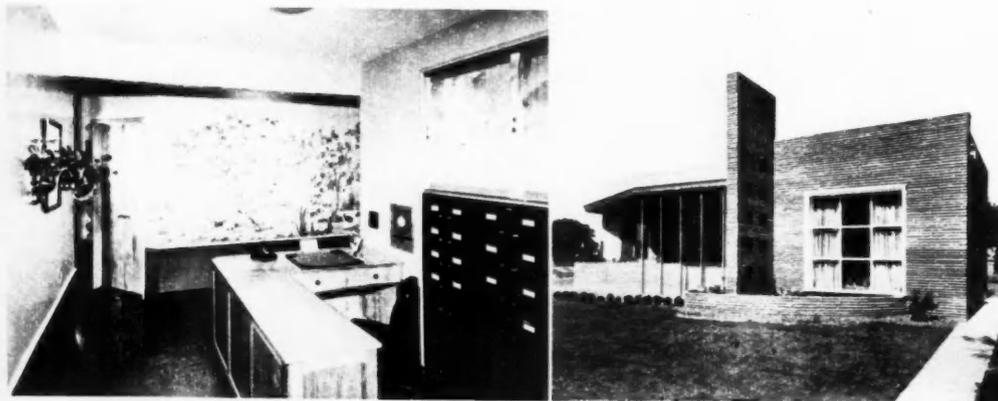


MORE than 30 years of specialization in building for the medical and dental professions has convinced a California building firm that an outstanding job cannot be done in this field without comprehensive planning based on the peculiar problems and needs of professional persons.

As a pattern for their work, Hamilton-Daugherty, Inc., of Beverly Hills, follow the premise that the physical characteristics of a doctor's or dentist's office play an important part in both the professional man's own sense of well-being and efficiency, and in the psychological attitude of patients toward treatment.

In connection with the business aspect of dental or medical practice, the professional building specialists point out that while most professional persons refrain from commercial advertising there is nothing to prevent their advertising very effectively through the medium of a beautiful building.

A building erected for an Inglewood, Calif., dentist, Dr. James B. Sheets, illustrates a number of the features of Hamilton-Daugherty's individualized work. These include location in a quiet residential neighborhood; complete privacy of rooms and sections; cheerful and suitable interiors, with attractive furnishings and built-in features; a special "therapeutic" use of color; a well-controlled heating system; and air circulation which minimizes "hospital" atmosphere.



ATTRACTIVE entrance hall with receptionist's desk. Exterior view features window

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Medical and dental offices are a specialized type of construction. These California builders have profited by recognizing this fact

Hamilton-Daugherty furnished the complete plans and specifications for Dr. Sheets' offices, and supervised the construction work. The structure was built by Elmer Payne, Hermosa Beach, Calif., contractor. L. G. Scherer, consulting architect, did the architectural work; and the color effects were planned by Gustave Plochere, an expert on the use of color and a regular consultant for the professional building firm.

The exterior of the building is dominated by Arizona flagstone, used for the pylon, the right wing and the planting boxes. Location in a residential area adds further distinctiveness, although the structure blends well with its surroundings: it is of frame and stucco construction, built on a concrete slab.

A circular planting space in the reception room continues the outside flagstone theme. Wainscoting in this room is of varnished wood, and a bold pattern of paper is used on the walls. The ceiling, as in all rooms, is acoustical plaster.

A Dutch door leads from the reception room to the hall. The receptionist's desk is located in the hall, easily accessible to persons entering and leaving. Asphalt tile is used for the operating room and the hall floors.

The offices have four operating rooms, all furnished with modern dental equipment. Dr. Sheets uses one at the front of the building and another adjacent to it. The dentist's associate and his dental hygienist occupy the other two. One of the operating rooms has X-ray equipment, and a dark room is available for developing the X-ray film.

Dr. Sheets' private office is strikingly furnished and decorated. Two walls are in Chinese wallpaper with a maroon background and ivory figures. A third wall is paneled in birch with a built-in couch.

In the building's varied use of color, Plochere, the consultant, makes use of his research findings—that harmonious, cheerful and even bold paint colors and wallpaper designs exert a buoyant effect on patients, while white "hospital" walls cause a reaction of depression. Plochere points out that women are particularly partial to bright hues, and that about



RECEPTION room. Outside flagstone motif is continued indoors by planting box

80 per cent of the patients are women.

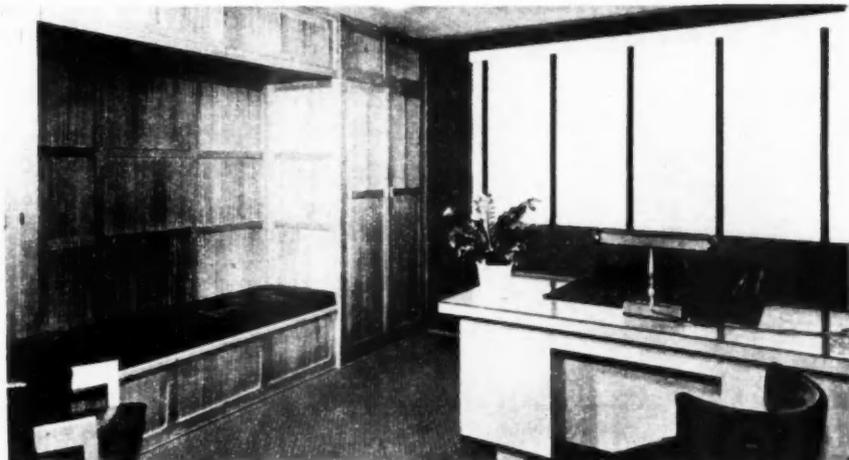
When the color expert's services are used he prepares a "color book" for the job. A chip for every color to be used is pasted in the book, as well as actual samples of the wallpaper.

The building is equipped with a radiant heating system, with the water pipes imbedded in the concrete. Dr. Sheets' tests have shown only two degrees difference between the temperature one foot from the ceiling and one foot from the floor. A "temperature anticipator" on the outside of the building shuts off the heating system in the morning when the sun comes out, and turns the heat on when the outside temperature indicates it will be needed.

The cost of operating the radiant heating system, Dr. Sheets said, was about the same as for gas heating by warm air heaters in his home, the two buildings having approximately the same area.

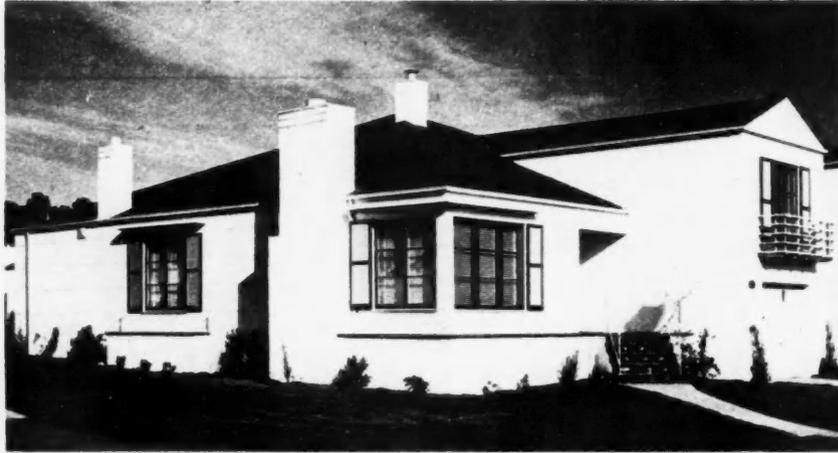
Other interesting features of the dentist's suite are a Stromberg-Carlson radio installed near the reception desk, with outlets in the operating rooms and the doctor's private office; and an inter-communication system between the reception desk and other rooms which permits communication without interruption of work.

The building, which was completed during the spring of 1948, contains about 1,440 square feet. Its cost was approximately \$30,000.



DR. SHEETS' private office showing birch cabinet work and smart modern furnishings

MASS BUILDER *Stresses Quality in All* Pr



THREE bedroom, 2½ bath home in Pinelake Park, where price range is \$19,750 to \$26,500



CO-OWNERS of the Standard Building Co. are brothers, Carl (left) and Fred Gellert

Despite problems of hilly terrain and land shortage, this firm produces a variety of attractive, practical homes at economical prices

A UNIQUE building program which provides housing in every price class—from low-cost homes to luxury dwellings \$25,000 and above—is being successfully carried out by the Standard Building Co. of San Francisco. Long range planning, sound knowledge of local construction problems, insistence on good design, good workmanship and quality materials regardless of the cost of the home, and a consistently vigorous promotional campaign are characteristics of the program.

Co-owners of the home building concern, one of San Francisco's largest, are Carl Gellert, president, and his brother, Fred Gellert. The latter has charge of over-all construction. They have been in business for 25 years. Carl Gellert, currently serving his second term as president of the Associated Home Builders of San Francisco, was recently elected NAHB regional vice president.

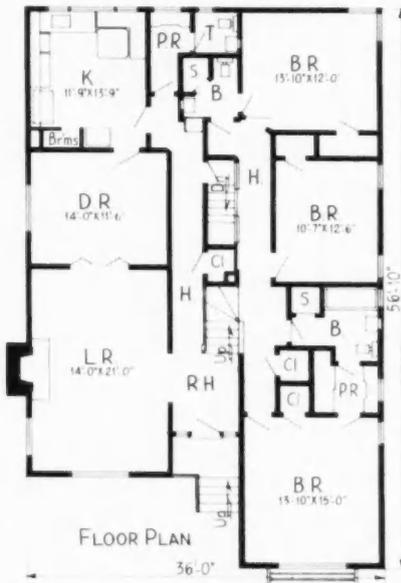
In San Francisco, a city of hills, home planners not only have to face the problems of builders in general, but must also cope with a terrain where level land is a rarity. A typical situation is a street on which the land is level up to the rear of the houses—then slopes downward at a sharp angle to the property line. Consequently, it sometimes turns out that instead of a back yard a home will have a

balcony which extends out on a deep canyon.

Moreover, San Francisco is a "land-hungry" city with very little land, level or otherwise, available on which buildings can be erected. Standard, along with other home building firms, must often compete with industrial builders and even the city itself for what is left.

Of Standard's "Sunstream" homes the largest seller is the row house, a type of construction for which San Francisco is widely known throughout the country. The basic row house is priced at from \$12,000 to \$12,750, depending on location, and is approximately 25x40 feet. It is actually 24 feet, 9 inches wide, with a slight space between adjoining buildings. Each house has its own sidewalls; there are no "party" walls, as is commonly believed. Depth of the lots ranges from 70 to 125 feet. Limited in width and length, this type of house is built "up and down", with rooms oriented for light and view.

The basic house has an entry hall on the ground level from which stairs lead to the upstairs living quarters. All rooms are accessible from the upstairs hallway. The living room, of which the dinette is actually a part, has a corner fireplace and a low, wide window. Bedrooms are fitted with large closets; and bathroom features include full tile floors, tile wainscot four feet



PLAN of second and third floors of Pinelake Park home. Basement and garage are at street level; on second floor are living room, dining room, kitchen, reception hall and half bath. Three bedrooms, one and a half baths are on the third level

Price Ranges



BOTH day and night inspections are arranged by Standard's promotional staff. Crowds above are visiting Pinelake project



from floor, stall showers with tile four feet high, medicine cabinets with overhead lights and double wall plugs for electrical appliances. The kitchen has a large built-in breakfast nook with leatherette covered air-foam cushions, and a pedestal base table with Formica top.

Using the same basic floor plan, Standard builds a home selling for \$9,250. This is accomplished by variation of location and omission of the fireplace, stall shower, breakfast nook and table with which the \$12,000 home is equipped. In the lower priced home a floor furnace is substituted for the central heating plant.

Another variation of the basic plan is a reverse arrangement in which living rooms are placed at the rear, in order to take advantage of the view from hillside lots. With a full dining room, the house is somewhat larger than the basic house, and sells for an additional \$1,000 or more, depending on the

amount of grading necessary.

A short time ago veterans could purchase these homes with little or no down payment, but they now need 10 per cent of the purchase price, plus about \$300 to cover escrow and other closing charges. They must earn approximately five times the amount of the monthly payment in order to qualify as a purchaser.

The firm's Pinelake development consists of attractive detached homes in the \$19,750 to \$26,750 range. Lots are 50x85 feet, not large in the light of plats elsewhere, but considered generous in San Francisco.

Outstanding materials and equipment are used in the Pinelake development. All rooms are tastefully painted or papered, and Schlage locks and Venetian blinds are in standard use. The kitchen is equipped with a General Electric sink, including dishwasher and Disposall unit; General Electric cabinets; Formica drainboard and splash; and

a Clipper exhaust fan. Deluxe Crane colored plumbing fixtures are used in the baths; floors and wainscoting are tile; stall shower has all-tile floor and walls, and a glass door. The eight foot wardrobes have sliding doors and are equipped with shoe racks.

There are 130 homes in the Pinelake project, about half of which are completed. Variations of the basic plan add bedrooms or dens, and bathrooms. Some have sold on GI terms with \$2,500 down, but non-veterans need one-third of the purchase price as down payment. The Gellert brothers have begun work on another tract near Pinelake Park where they will build luxury homes to order.

The Standard company has built 167 detached homes in its lowest price bracket in South San Francisco, where land was purchased at a lower rate. These houses, on 52x90 foot lots, have sold for \$9,250, including a one-car garage. Called "expandable homes," the homes provide for the addition of two



STREET of completed and occupied row houses, built on standard 25 foot lots



ROW type homes above have two bedrooms, sell for approximately \$12,500

bedrooms and a bath in the attic space. Steps are built to this space and the attic is floored for a strip about eight feet wide. The plumbing and wiring are arranged to permit economical connection to the attic space later. The area of the house, including the garage but not the attic space, is 970 feet. It has been estimated that an owner doing the work himself could build the additional rooms, exclusive of plumbing materials for the bathroom, for about \$500.

These houses have Fenestra casements with screens on the inside. Asphalt tile is used on the concrete slab flooring; and the kitchens are equipped with tile sinks and drainboards. Heat is furnished by a wall furnace in the living room; laundry trays and water heaters are located in the garages, which have aluminum upward acting doors.

The Gellerts operate a separate firm known as the Sunset Building Supply Co., which sells building materials, paint, electrical supplies, etc., and from which they obtain a large part of their construction needs. Standard has its own architectural department with a six-man staff. This department makes all plans and designs for the firm's projects. In general, they sublet all work except carpentry.

In a large storage area near the center of their plant, the Gellerts have millions of feet of lumber stored for drying. Lumber is pre-cut at their mill to the exact size needed, and various pieces are tied together, marked and delivered to sites by Ross Carriers. They also buy hardwood and make their own flooring.

One of the company's unusual operations is performed by a "door machine." This device trims rough doors to exact size, routs out holes for locks and knobs, routs for butts which are installed by electric screw drivers, and fits door into jamb. The entire operation requires only a few minutes. All trim is pre-cut and mitred at the mill. Window frames are made at the mill, and mouldings and cabinets purchased.

They make their own Formica counter tops by buying the material in standard sizes, cutting it to desired dimensions, gluing it to plywood and attaching the stainless steel mouldings. The whole sink drainboard and splash is delivered to the job site in one piece, with openings cut for dishwasher and sink. The two pieces comprising the drainboard and backsplash are mitred together. Company men apply the upholstery and also make the Formica-top table for the breakfast nook.

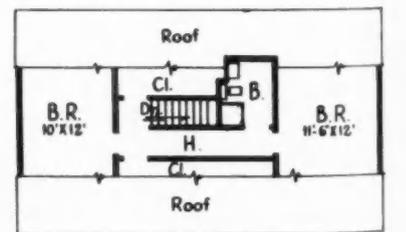


FLOOR plan of basic row type house

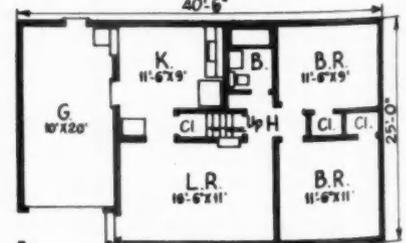
Standard's advertising and promotional program, under the direction of C. L. Hannon, is highlighted by display advertisements of from three columns by five inches to half pages which appear in the Sunday issues of the metropolitan newspapers. To keep the name before the public, smaller ads are run daily, usually one column by three inches, staggered to cover all papers during the week. They also advertise regularly in the smaller papers.

The firm uses about 65 billboards, many of which they own. Two sign painters are kept busy, since the copy is changed every month or two. A radio program during the Sunday noon hour, which invites visitors to the projects has proved successful. The program consists of recorded music with opening and closing announcements and six short "spots." The cost of the program is \$125 a week.

Promotional literature is produced in two colors, illustrated with attractive photographs of the homes and giving detailed information about them.



SECOND FLOOR PLAN



FIRST FLOOR PLAN



STANDARD'S "expandable" two bedroom homes provide for addition of two bedrooms and bath in attic. Houses have 52x90 foot lots and are fully detached. Price, \$9,250



SOUTH BEND, Ind., home buyers get much for their money in this low-cost home built by Place & Co.

A Budget Home for \$6,325

How builder "produces so much for so little" is answered mainly by his use of short-cut construction methods

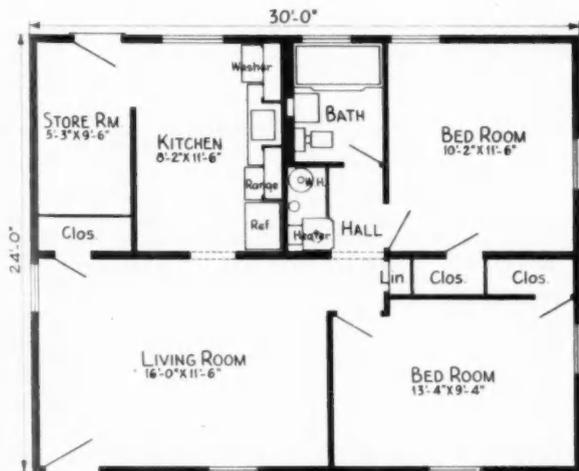
WHEN features of these budget homes were announced in two South Bend, Ind., newspapers, the enthusiasm of local home buyers was so great that 85 of the dwellings were sold before one was completed. No floor plans were shown in the advertisement; no renderings or pictures.

One of the first questions home seekers ask when they arrive at the office of Place & Co., builders of the "Budget House," is "How do you do it?"

Andy, and his father, Virgil Place, in charge of construction, insist that the dwellings, priced at \$6,325, are produced through the teamwork of their organization. "At first we thought the idea of a good home in this price range was fantastic," Andy said. "Then we started talking it over with plumbers, carpenters, electricians—anyone who might contribute some idea or short-cut method."

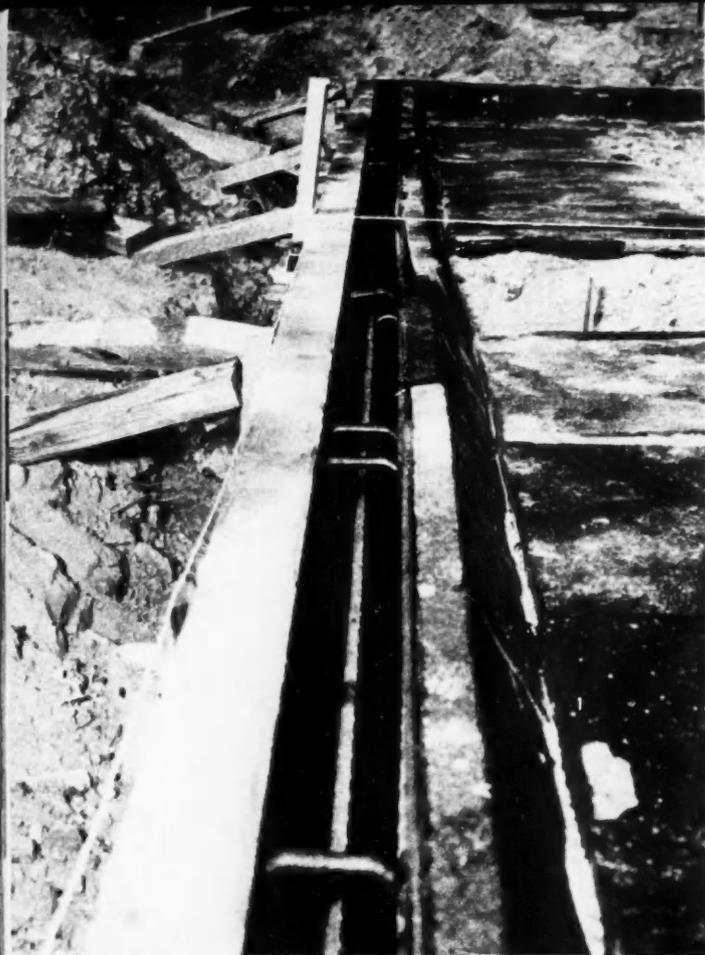
The result of their research gave home buyers something to be enthusiastic about. Some of the features offered in the house are conventional construction, adequate storage space, copper water pipes, solid brass hardware, full insulation of walls and ceilings, and 40x128-foot lots. Purchasers pay \$325 down, and about \$41.50 per month. The homes are FHA approved.

Careful selection of materials and the application of a host of short-cut construction methods have enabled the firm to trim costs, yet retain quality in their low cost housing.



FLOOR PLAN

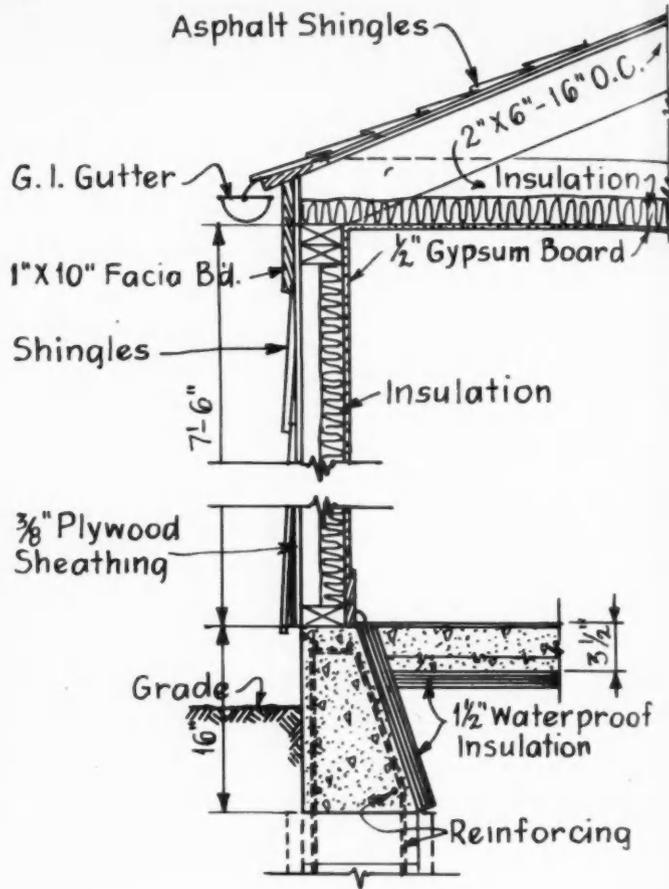
NON-LOAD bearing wall studs, placed flat, save space



METAL pieces are placed to hold forms in position until combination walls and footings are poured. Afterwards, pieces will be removed. Footings and walls rest on 12-inch piers that are spaced about 5 feet 9 inches apart

The homes are built on a concrete slab. Combination walls and footings, 16 inches high, are placed about 9 inches below grade, and are 10 inches wide at the bottom and 5 inches wide at the top. The walls and footings are placed on 12 inch piers that are spaced about 5 feet, 9 inches apart. A row of piers also

extends under the center of the structure to carry the load bearing interior wall. Waterproof insulation, 1½ inches thick, is placed between the footings and the slab, and the same kind of insulation is placed under the outer perimeter of the slab as indicated in the accompanying illustration.



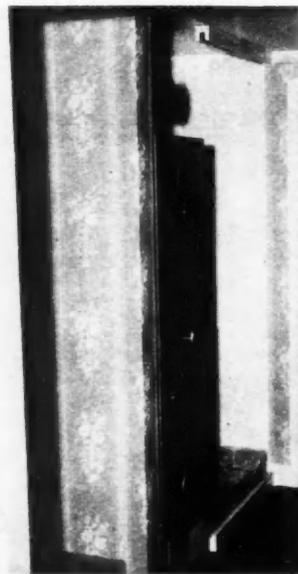
WALL SECTION

Clay pipe heat ducts are laid in trenches before the slab is poured. These ducts lead from a centrally located, inverted blower-type oil-fired heating unit, and supply heat through registers in the rooms.

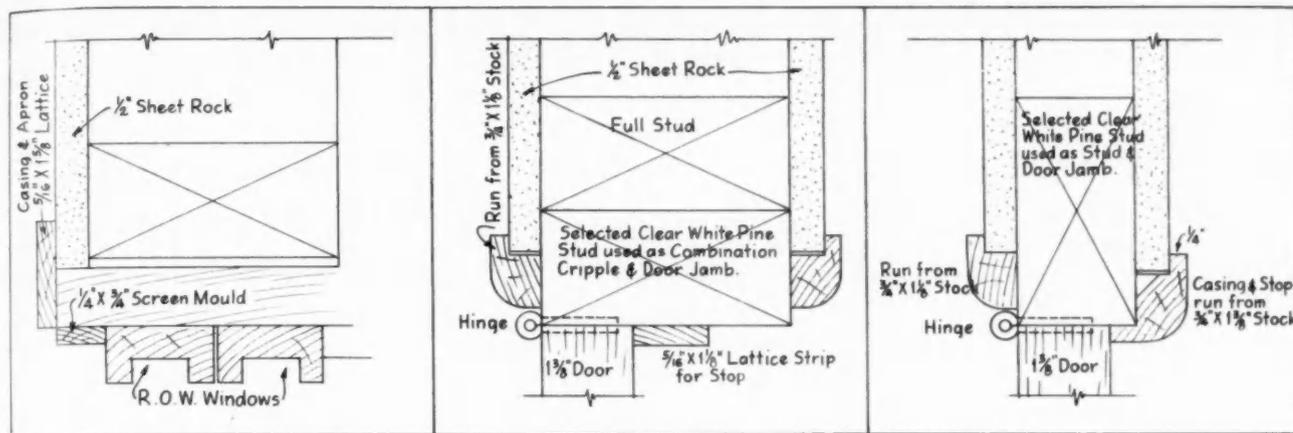
Ceiling joists are of 2x8's for the living room, storage room and kitchen, and 2x6's for the remainder



INVERTED blower type oil-fired furnace supplies heat through clay pipe ducts to warm air registers in rooms. Heat loss is exceptionally small, according to Virgil Place



FURNACE and hot water heater are installed in small closet with sliding door



of the house. All joists are placed 16 inches on center.

Clear 2x4 white pine studding is selected from regular framing stock and used for combination stud and door jambs, as well as for window and door headers. By using combination studs and door jambs in flat stud, non-load bearing walls, 3 1/4 inches of floor area is added to rooms adjacent to the walls. One load bearing interior wall runs the full length of the house.

A combination casing and door stop is made in the firm's mill from 3/4 x 3/8-inch stock. The use of this material provides an effective, yet simple door opening, by covering the edges of the 2x4 studs as well as ends of the 1/2-inch gypsum board used for interior wall finish material. Exterior walls are 3/8-inch plywood siding over 1/2-inch gypsum sheathing.

Weatherstripped R-O-W windows are trimmed by using 1/4 x 3/4-inch screen moulding for stops, and 5/16 x 1 3/8-inch lattice for casings

and aprons. The advantage of using narrow trim on these windows, besides cost savings, is that narrower trim tends to give the appearance of a larger room. The same principle applies to simple trim on door openings. The narrower the trim, the larger the room appears.

Roof framing is of 2x6's, placed 16 inches on center. Sheathing grade plywood is covered with 15-pound felt, and 215-pound thick butt asphalt shingles are laid.

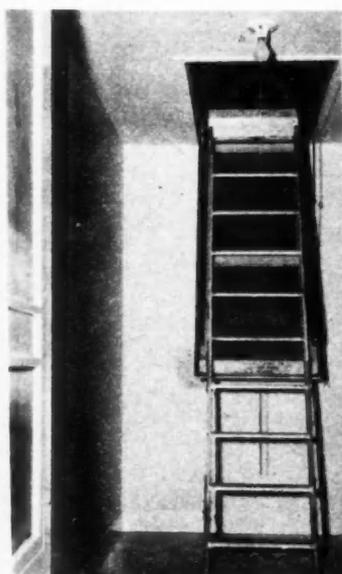
Ceiling and exterior walls are insulated with 2 inches of Kimsul blanket insulation. The heat loss of the house, according to Andy Place, is only 26,000 B.T.U.'s, while the heating unit used provides 55,000 B.T.U.'s.

Equipment provided in the budget home kitchens includes cabinets and combination sinks and drainboards. Extra storage space in the attic is made accessible with a disappearing stairway. This stairway is built into the ceiling of the utility room.

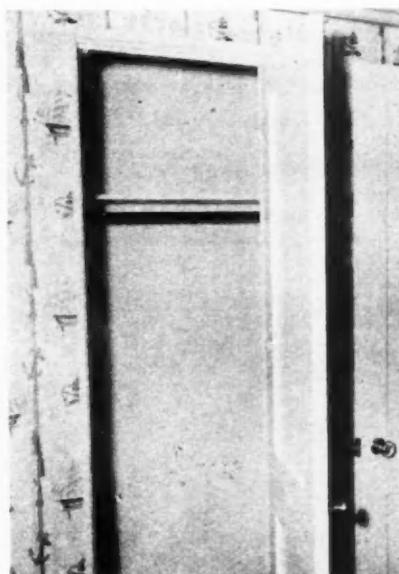
BRANDED PRODUCTS USED

- American Radiator bathroom fixtures
- Dexter hardware
- International M-7 furnace
- Philip Carey asphalt shingles
- Kimsul blanket wool insulation
- Miami-Carey bathroom cabinets
- O'Brien paints
- Revere flashing and copper tubing
- Reynolds aluminum nails
- R-O-W windows
- Square D fuse boxes
- Tile-Tex asphalt tile
- USG Sheetrock
- Vitroliner chimney
- Wel-Bilt disappearing stairway
- Youngstown cabinets, sink and drainboard combinations

The house is designed so an additional room may be added later with minimum expense to the home owner. Heating for an additional room will be no problem, since a warm air duct from the furnace extends to the place where the room may be added.



DISAPPEARING stairway in storage room makes ample space in attic available



DOORKNOBS are installed on one side of closet doors. Friction catches are used



WINDOWS are neatly trimmed by using screen moulding and lattice material

"COMMUNITY SERVICE" —

Boosts family-owned lumber firm's volume to \$500,000 annually in less than three years after opening

The Coman Boys:



J. H.



JIM



BILL



JOHN

Announce Their Future Plans!

Having Purchased the facilities of Ray Lumber Company of Durham on Ramseur Street, we plan to operate a modern retail business in

Lumber-Millwork-Building Materials

UNDER THE CORPORATE NAME OF

COMAN LUMBER COMPANY

To meet the demands of our friends, we shall strive to stock our warehouses with quality merchandise as quickly as availability permits.

TYPICAL of the informal appeal of Coman advertising is this announcement of the firm's opening carried in local newspapers. Their weekly ads stress dependability

THE Coman Lumber Co. of Durham, N.C. is the realization of a father's dream of business association with his sons. Its growth and success in Durham, N.C. is the result of family teamwork and a philosophy of service to the community.

J. H. Coman, Sr., president, epitomizes the firm's attitude in this statement: "To me, the most important thing is this: A successful lum-

ber and building material dealer must give some of his time, energy and thought to the welfare of the community. If he is not willing to do this, then he has no right to expect the community to support him in his business."

There are ample facts to prove how well Coman has practiced his code. In Durham, where he has lived for 35 years, he is chairman of a Cham-

ber of Commerce building committee whose objective is to encourage investment of local capital in low cost rentals through FHA, and to keep out public housing. He has been a member of the city board of education for 25 years, and has taken an active part in boy scout work. He is a past president of the Kiwanis Club, a director of the community chest and chairman of the board of the Duke Memorial Methodist Church. A past president of the Carolina Retail Lumber Dealers Association, he is now a member of the executive committee.

Two of Coman's sons, J. H. (Jim), Jr., 26, and William (Bill) Coman, 23, are active members of the company. A third, John, 19, an artist and advertising man, devotes part of his time to the lumber business and has the title of director of advertising and public relations.

Both older sons were Navy officers during the war. Jim, Jr. is a Duke University graduate in forestry and business administration. Bill has a bachelor's degree from the University of Virginia and did graduate work in business administration at Duke.

Also a veteran, the senior Coman served as an Army engineer in World War I. He is a former physics and engineering instructor at Duke, where he was graduated; and he was a post graduate student at the University of Chicago. Coman spent



COMAN six-truck fleet. Firm started business in 1946 with one truck and one employee: the driver. They now average 40 employees

eight years in factory management at the Liggett Myers Tobacco Co., and was with the Cary Lumber Co., Durham, for 21 years.

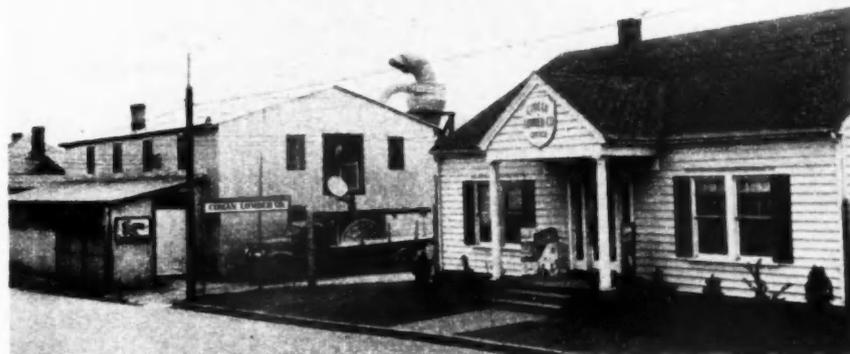
The plan for the family enterprise was first discussed by correspondence, prior to the separation of the two older sons from the Navy. They were enthusiastic about starting a lumber yard with their father and this, of course, was what he had long hoped they would want to do. Pooling their resources in January, 1946, they purchased the Durham branch yard of the Ray Lumber Co., Oxford, N.C.

Incorporated at \$100,000, the Coman Lumber Co. started business with no debt, a small operating capital, a \$4,000 inventory of "odds and ends of scrap lumber," as Coman described it, and unlimited optimism. They have purchased almost a million dollars worth of lumber millwork and building supplies in the intervening three years and now have a full line of building materials.

At the beginning, in 1946, the firm's personnel consisted of father, and three sons—(John, the youngest helped at the yard while attending high school)—and a truck driver. The Comans now employ an average of 40 men, including skilled millwork mechanics, yard labor and office staff, and have a fleet of six trucks.

Located in a residential section of Durham, the yard has been neatly arranged for the convenience of the customers and for efficient unloading of materials from a railroad siding. The original area of the yard was 200x360 feet, but the Comans have added another 150 feet of frontage on the railroad siding. This is at the rear of the yard, adjacent to the lumber shed.

The U-shaped layout permits a customer to drive in from the street and make a complete, uninterrupted circuit of the yard. The route first



DEALERS' attractive main office and display room is white with green asphalt shingles

passes stacks of heavy lumber. It ends at the warehouse and millwork plant, which is located at the street exit across from an attractive, residential type building which houses the office and display room. The arrangement also facilitates the loading of trucks, since heavy materials are placed first, and lighter, fabricated products go on last.

In the first year of operation, the Comans rebuilt the two-story millwork plant, equipping it with modern machinery for the manufacture of custom-made sash and doors. "We needed the millwork," J. H. Coman explained, "to make doors, sash and cabinets at a time when millwork was almost impossible to buy. By manufacturing our own millwork, we are enabled to give our trade dependable service and quality merchandise without carrying a big inventory."

Another move, which improved their competitive ability and assured the plant of a steady supply of seasoned lumber, was the purchase, in December, 1947, of a planing mill about a mile from the yard. It is located on a five acre plat, with a railroad siding.

They rebuilt the mill into a structure 150x35 feet, and installed late model machinery, including a steam engine, planers, rip saw, trim saw and band re-saw. It is now used to dry, season and dress lumber for the millwork plant and lumber yard.

After three years devoted to the organization and improvements necessary to establish a completely integrated lumber yard, the optimistic Comans have one more major expansion project in mind—a department for the application of asphalt roofing.

"Asphalt is the only roofing material we carry," Coman pointed out, "because it is a good profit-maker in these days of close competition. We have been carrying about two carloads of asphalt shingles in inven-

tory, but we expect to more than double our present sales volume when we get started with an application crew. As I see it, there is an excellent market, long neglected, in re-roofing of homes, and in new construction by individual home owners."

In this connection, Coman expressed the opinion that 1949 would be a good business year in his trade area. "The business is there," he said, "that is why we are organizing a roof-application crew. But material dealers should realize that in today's buyer's market, we must offer service and sound advice on the proper selection of materials and good application of them.

"We keep a close watch on every step of our operation to keep the plant at maximum efficiency. This enables us to give the customer the best service at the lowest possible cost."

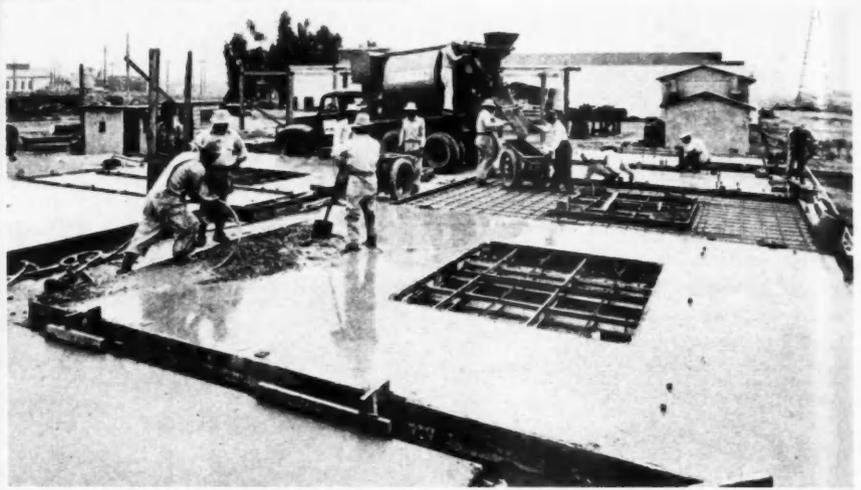
The Comans maintain a complete library of home planning books and offer competent counsel to families who plan to build a house. They welcome opportunities to criticize layouts and to give advice on the selection of materials, financing code requirements and other details—and in three years have helped more than 300 owners to build their homes. Naturally, this has resulted in large materials sales for their firm.

Although they concentrate on the individual home owner, both for new construction and maintenance, the Comans get a large share of the industrial and commercial work from Durham's tobacco, hosiery and cotton industries. Coman's reputation in Durham is responsible for much of this business.

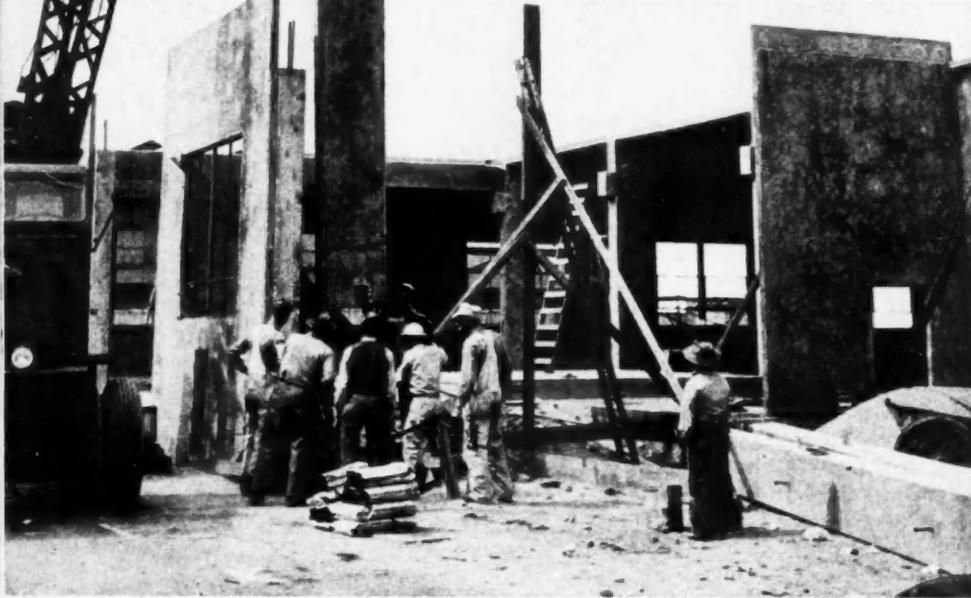
A large factor in the company's rapid growth has been the loyalty of the employees. From the yard laborers to the top men, the efforts of all are directed toward pleasing the customer. "Happy Employees and Satisfied Customers" is a Coman slogan.



J. H. COMAN, president of the Coman Lumber Co., discusses plans with his sons and associates, Bill (left), and Jim, Jr.



CASTING of wall on concrete floor. This step is followed by trowel-finishing, after which panel is hoisted in place



COMPLETED wall section being placed in position by crane. Wall panels and sections are anchored by welding or by pouring column between panels. No separate finishing is required once walls are up

Tilt-up System of Concrete Construction Proves Profitable

THE tilt-up system of concrete wall construction, which eliminates the need for vertical forms, is attracting considerable interest on the West Coast where its use has often resulted in costs substantially below those of conventional concrete wall pouring methods.

Buttress and McClellan, Inc., Los Angeles industrial building contractors who developed the revolutionary technique, called "Panel-Crete," have employed it in the construction of a number of buildings which are also distinguished by attractive modern design.

By the tilt-up system, wall panels are cast on the reinforced concrete floor of the building, leaving the fin-

California firm demonstrates economy of new concrete wall technique in modern industrial building

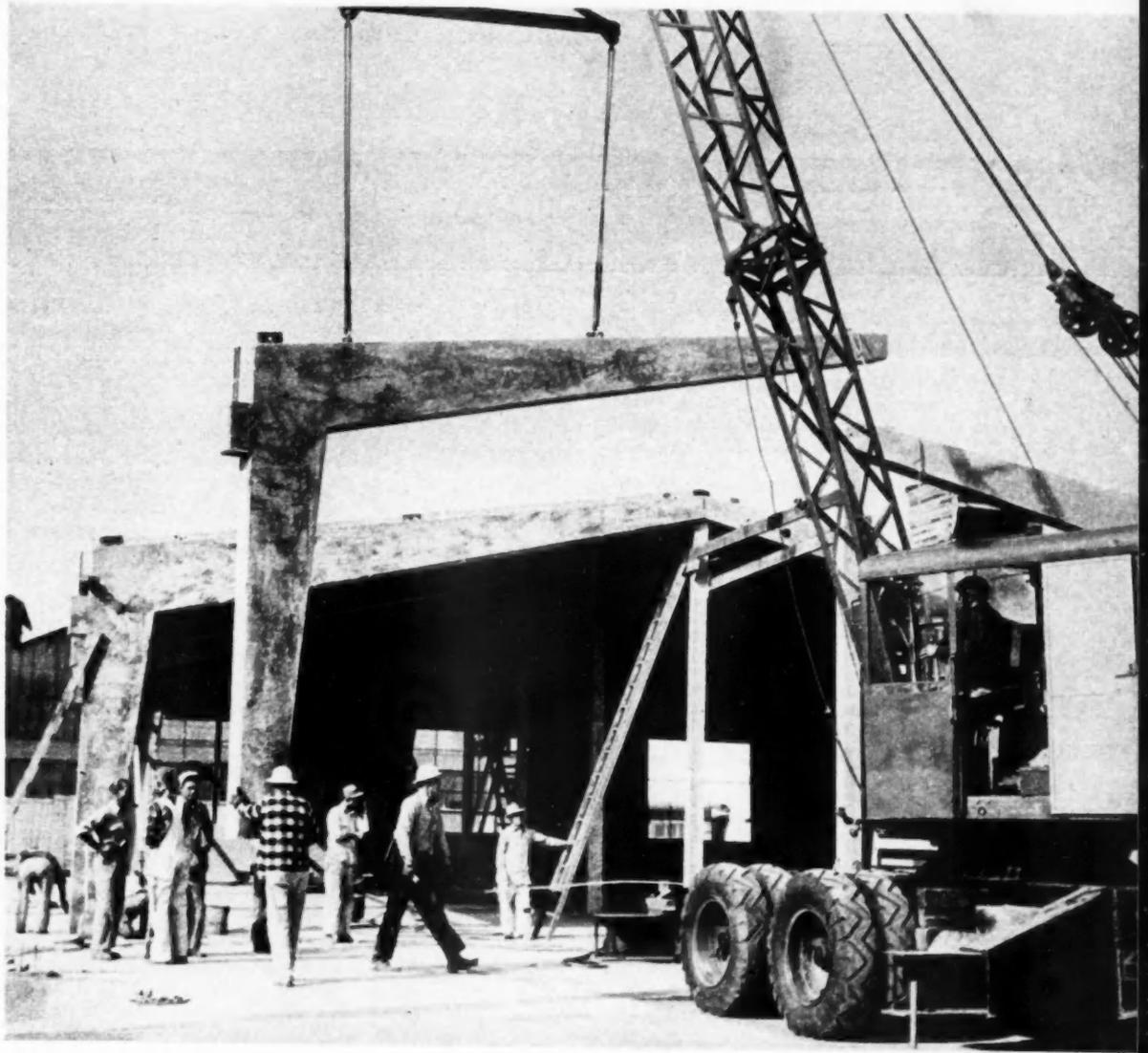
ished walls free of form marks. In addition to saving the cost of vertical forms, the technique provides further construction economies by permitting the setting of sash and door frames in place before concrete is poured, and the setting of reinforcing members while the wall panel is laid out on the floor.

The surface, after the concrete has set, has a smooth, troweled finish, the painting of which is optional. The finish eliminates cracking; if there is

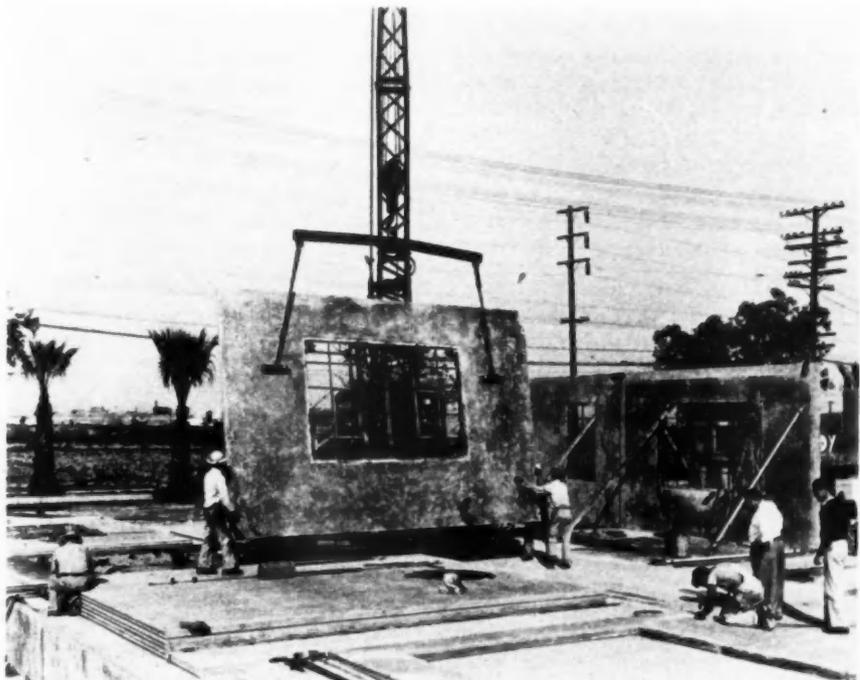
any movement it will occur at the panel joints.

The first step in the Buttress and McClellan operation is the pouring of a reinforced concrete slab, which serves as foundation and floor. The floor is covered with an emulsion, and low curb-like forms are laid in the shape of the wall panels. Reinforcing steel sash and door frames are laid in place; the wall is then poured in horizontal panels directly on the floor, and is trowel-finished, avoiding the separate finishing job required with the use of vertical forms.

The complete wall panels are placed in position by a crane. They are anchored by welding or by pouring columns between panels. The roof



IN ANOTHER Buttress and McClellan project, truss is aligned by crew experienced in tilt-up method. Operations are planned by a unified staff of architects, designers and engineers, specialists in the system

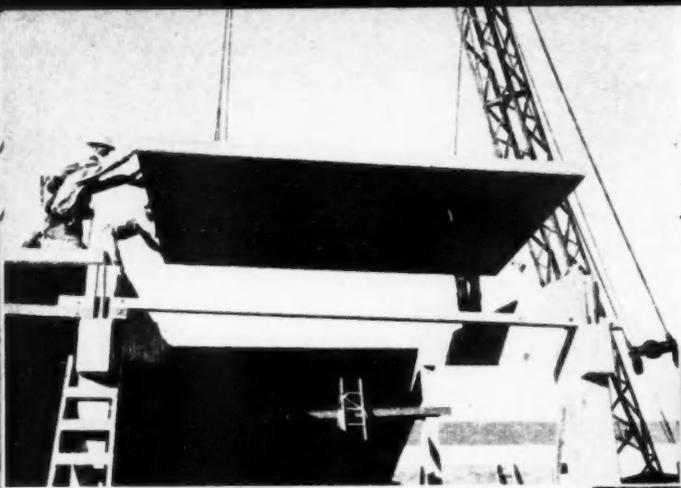


FINISHED panel, complete with sash, is raised to upright position and swung in place

is then constructed, using one of three types of column and truss, depending on the type of building—integral concrete, with the "Panel-Crete" roof; concrete column, steel truss and conventional roof; or patented rigid welded steel frames and conventional roof.

Buttress and McClellan, in estimating the cost of a job, compute their walls at 75 cents a square foot. The comparable figure on brick construction is \$1.10, and on standard poured concrete, \$1.35 to \$1.50.

On a standard warehouse building, truck height, with average lighting, plumbing, painting, etc., and a wood roof, they estimate \$3.75 per square foot on jobs of about 10,000 square feet. This figure can be reduced on



LOWERING roof slab into position with aid of heavy-duty crane. At right is Twin Disc Clutch Co. building in Vernon, Calif., an industrial center near Los Angeles



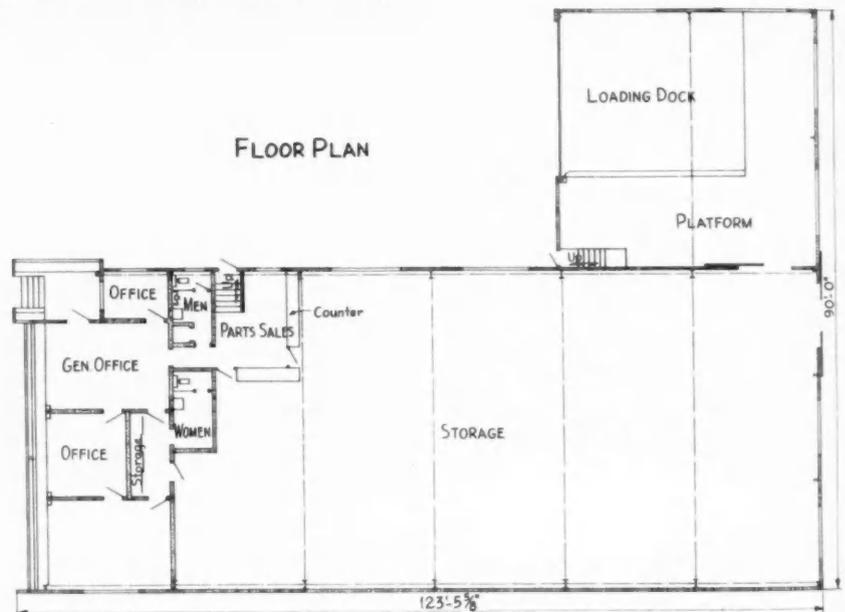
projects of from 40,000 to 50,000 square feet to \$2.80.

On a type one building with a concrete roof, their current quotations are \$4.50 on small jobs and about \$3.00 on large ones.

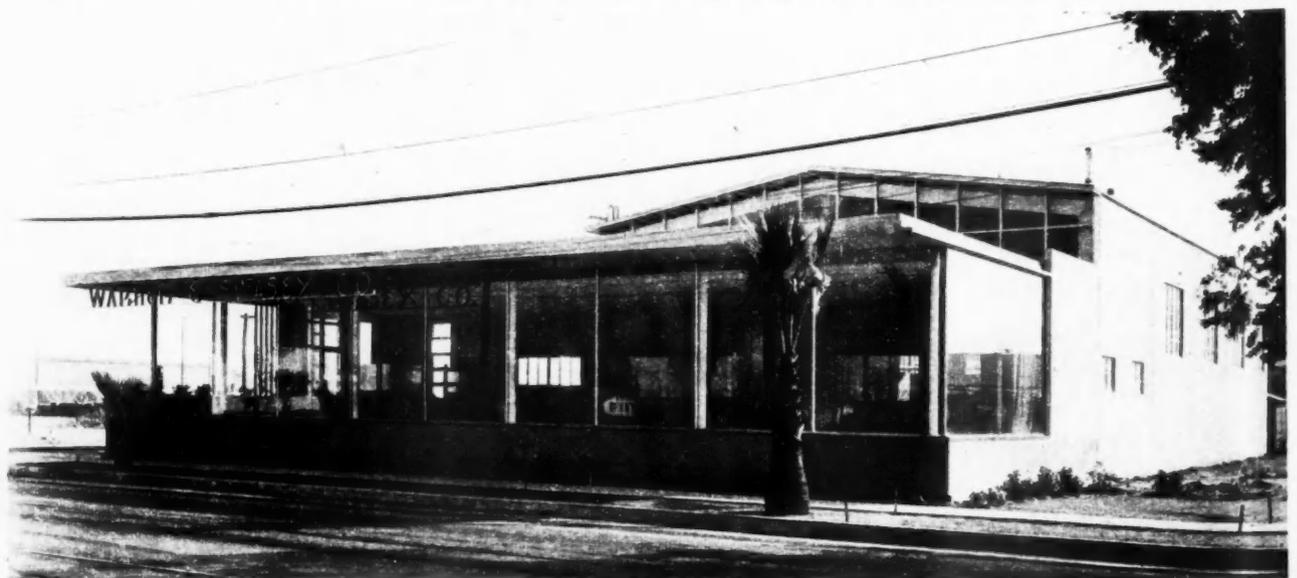
In many cases, Buttress and McClellan complete their buildings in a time appreciably shorter than that required for other types of construction. One of their typical jobs was a combination sales office, warehouse and distribution unit for the Twin Disc Clutch Co., Inc. The building, which was erected in Vernon, Calif., was completed approximately four months after the contract was signed—or 90 days after completion of plans.

The Buttress and McClellan organization maintain an outstanding staff of architects, designers and engineers, and have their own experienced construction crews. They also have a research and survey service for selection of building sites; a property department to arrange for purchase of property; and a mechanical layout department which plans complete industrial building layouts.

PLAN and details of building above. Actual construction required only 90 days



THE Warner and Swasey Co. Los Angeles unit, another typical "Panel Crete" building. Buttress-McClellan's plans are prepared by its own staff of architects and designers



Home Builders Can Weld Their Industry

... through NATIONAL HOME WEEK

A FAVORITE charge leveled by critics of the residential construction industry is that its various components are constantly flying off in different directions, without regard for a common goal.

Of course, nothing could be farther from the truth. This fallacy springs from the fact that the construction business is so complex. Instead of being one step behind the highly mechanized manufacturing industries, such as the automobile industry and others, home builders are actually faced with a more technical problem. They must bring together the products of the manufacturers of building materials and equipment through the specialized services of many artisans in order to turn out the finished home.

The over-all job of calling the public's attention to the far-flung segments of the great home building industry is through National Home Week.

Taking the individual home builder as the focal point, an entire cooperative program can be worked out in every leading city. So let's swing our point of view around to the man who builds the home and see how he can take advantage of National Home Week.

John H. Builder wants to do his part in bringing the attention of the families in his community to the accomplishments of home builders. Besides this, he has a normal interest in drawing their attention directly to the projects that bear his name. How can he do these things?

He can use good publicity releases and pictures. He can advertise in proved media. He can set up direct mail schedules.

But . . . if he is an alert home builder with an eye to present and future markets, he is already doing these things to maintain and improve his market position.

National Home Week, however, is something more than routine merchandising. This is a chance to do something extraordinary. It is a chance that comes only once a year. So extraordinary methods are the order of the day.

To multiply the impact of his merchandising for this special event, John H. Builder turns to the additional advertising power that is held in the hands of the concerns with which he does business. By combin-



ing his public relations with their's he can put on a program that will be the biggest and most profitable he has ever undertaken.

In short, he calls on his own tremendous purchasing power to gain cooperation. The result—better business and better public relations for everyone in the picture.

As the first step in welding his industry, John H. Builder makes a "team roster." He lists every concern which has a job in home production. This roster includes manufacturers, distributors, financial institutions, architects, realtors, material distributors, appliance dealers, department stores, lumber dealers, electrical and other contractors, and utility companies.

Each of these allied groups is undoubtedly engaged in a merchandising program of its own. They are all shooting for their principal target: their customers. At the same time they are all shooting for the great common goal—and this is what the public often fails to see clearly)—the goal of maximum productivity, full employment, and steady sales. These items inevitably add up to more and better homes for America. They mean a higher standard of living based on the bedrock foundation of prosperity.

But how can the individual home builder bring together the companies from whom he buys products and service? Fortunately, when John H. Builder starts on this assignment he finds that he has the backing of his local and national associations and the trade publications which have been working for years for better industry co-ordination.

With sales promotion and publicity material supplied by his association, John H. Builder sets forth to talk business—National Home Week business—with his suppliers. Going di-

rectly to the public relations director or president of each company he points out how cooperative sales promotion programs centered around display homes can increase business for both parties.

He uses examples like this: A utility company can feature National Home Week as a theme in its September advertising and promotion. Better still, the utility company can get its advertising and promotion right into the display which John H. Builder will throw open to the public during National Home Week. Now the cooperation begins to work. In its advertising and promotion—in window displays, newspaper ads, radio programs—the utility company can stress the display homes of John H. Builder which will feature the utility company's services.

That's just the beginning. Let's bring the appliance distributors into the picture. They have their own channels of advertising. For National Home Week these channels can be devoted to John H. Builder's display homes and the service of the utility company which makes possible the labor saving appliances for the home. Thus, you have the appliance distributor promoting his own products and giving a boost to the utility company and home builder who are part of the team.

Another important member of the team can be brought into play. Let's not forget the manufacturers of the appliances which the distributor sells—the appliances which make possible the service of the utility company. The manufacturer has a substantial advertising and promotion budget. He is looking for a good place to put it to work. There is no better place than right in the display homes of John H. Builder.

Now four different concerns are calling the attention of the public to their co-ordinated efforts to make living more enjoyable for the American customer. It begins to look like a real team—with John H. Builder as the manager.

And the cooperation described in the above example is only a start. Multiply this by the kind of cooperation you can also get among financing institutions, lumber dealers, department stores, and you begin to sample the real fruits of National Home Week.

OBJECTIVE: *Better Homes To Sell at Lower Prices*

At a time when inferior dwellings were easily sold, this builder thought of his future reputation and turned out good quality housing at low cost

ABOUT a year ago when F. R. Kimbrough began the construction of 41 two and three bedroom dwellings in a tract outside of Jackson, Miss., the housing shortage was so acute that second or third rate dwellings could have been built and sold at a considerable profit.

Kimbrough's policy was not affected by this situation. Motivated both by desire for personal satisfaction and concern for his future reputation, he set out to build first rate homes which could be sold as cheaply as possible.

The Jackson builder was aware that good materials and skilled labor, which are a requisite of sound construction, were at an all-time high, and that a streamlined procedure of construction would have to be worked out if his objective was to be attained. Through consultation with architects, engineers and business associates, he worked out such a procedure.

Kimbrough's answer to the low cost problem was a two bedroom house with 912 square feet of floor space.

Location is a large landscaped lot on an asphalt street, with all concrete driveways. The home has two floor furnaces, an attic fan, door chimes, six closets, dining room, living room, kitchen and bath. The sale price, from \$8,500 to \$8,750 with \$1,750 down, is covered with an FHA-insured 25-year loan.

Features of the homes include plastered walls, select hardwood flooring, overhead insulation, sewage system, gutters, shower over tub, rubber tile flooring in bathroom and kitchen, side screen porch, subflooring and storm sheeting, down spouts and splash blocks.

His three bedroom homes have 1181 square feet and sell for from \$9,450 to \$9,750, with a down payment of approximately \$2,000.

Although his 41st and last house in the subdivision was not completed until May 1st, it was sold in February to a resident who had "heard of the Kimbrough homes" and was willing to wait, despite the fact that the home



shortage has eased in Jackson and numerous \$9,000 homes are listed daily in the newspapers.

To cut production costs, Kimbrough set up highly mechanized cabinet, framing and finishing shops on the edge of his subdivision. From the time the earth was turned to the final checkup of a finished dwelling, his 75 workmen performed their various duties on a precision schedule of production, which attracted considerable praise from other home builders. The best materials available were purchased and supplies were bought in carload lots.

The first step in the building of a Kimbrough home is the selection of a lot along a newly-completed thoroughfare. After bulldozers have cleared the area, trenches are dug. Concrete of six to eight inch thickness reinforced with steel rods is poured. The concrete driveway is also laid.

Bricklayers then take over and lay between 8,000 and 9,000 bricks in the foundation, with 15 vents interlaced for better ventilation. The house is elevated from 24 to 26 inches to eliminate termites and to afford a better foundation.

Meanwhile, a skilled saw operator has been at work, cutting seasoned lumber to size, thus eliminating hand work on the part of carpenters. At the same time, a framing and finishing crew has fashioned kitchen cabinets, pantries, windows, doors and other pieces to be installed.

As soon as the brick foundation has been laid, carpenters go to work. Floors, walls, partitions and a roof are built and the "birth" of a house is performed without waste of man power or material. Then come the



CUTTING lumber to size. Streamlined techniques result in savings for purchaser

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KIMBROUGH drive, just outside Jackson, Miss., was pine forest less than a year ago

plumbers, electricians, plasterers, painters and the other skilled tradesmen who move from one building to the other at a continuous precision pace.

At this point, plumbing, attic fans and window glass are installed; door chimes are placed in the dining room and oak flooring is laid. The screen porch is also completed, and shrubbery and grass planted.

Final inspection is then made. Foremen check the work of their crews, making sure that all details of

the work have been properly performed.

The Kimbrough organization, in addition to its construction activities, maintains a sales brokerage business with a staff of five men, a mortgage loan department and a fire and casualty insurance agency, thus offering the purchaser a complete one-stop service.

Kimbrough has achieved a statewide reputation as a builder of good low-cost homes. This reputation is already paying dividends.



BUILDER Kimbrough is current president of Jackson Home Builders Association, past NAHB regional vice president, and 1948 president of the Real Estate Board



FLOOR plan and details of Kimbrough three bedroom house which has about 1181 square feet and is in \$9,450 to \$9,750 price range



THREE bedroom home with attached garage located handy to the kitchen



READY for visitors. Shortage has eased but many purchasers wait for Kimbrough Homes



LOW cost homes have attractive settings, feature good workmanship and materials

Engineered House

Construction

Part VII

Interior Walls

Modern planning and the use of new materials are providing greater freedom of function and design for interior walls



AN example of a typical wood stud bearing partition in a frame house. This is a type most frequently used

IN the construction of homes, apartments, small commercial and industrial buildings, there are basically four different types of interior walls in use at the present time. These are frame, masonry, steel, and built-in divisions.

1. FRAME. This type consists of vertical wood structural members of either 2x4's and 2x6's spaced 16 inches on center. These members are placed endwise or flat upon top and bottom plates, as the design condition may require. The primary purpose of wall plates are to tie the studs together to insure their alignment, and to form a base for the structural members above, such as joists and rafters. To complete the wall, surface materials are applied to each side of studs.

A large host of materials in addition to lath and plaster are now available. These include gypsum boards, hardboard products, wood paneling, laminated wood fibre and plywoods.

The advent of prefabricating and site assembly methods gave rise to new construction techniques that included the use of roof trusses to span the distance between exterior walls. This method leaves the entire floor area of the house free for the building of interior partitions on the floor, tilting them up into position when completed. When use is made of dry-wall materials the ceiling over the whole house

can be put in place at one time and before partitions are installed.

The need for an abundance of low cost housing has encouraged builders in the use of short-cut methods in order to save time. A not too common method is to eliminate the use of wood grounds for nailing the finished base. Instead the base is placed directly against the face of the studs and the plaster is brought down to the top of the base; thus the finished base and plaster are flush. Where plaster and base abut, a V-cut is formed. This prevents cracks in the plaster from showing when settlement takes place.

The use of a 2x6 stud dressed four sides to serve as a finished door frame and casing in an interior partition is gaining favor. A wood stop for the door applied to the face of a 2x6 frame, and a small cover mould placed at the intersection of wall material and backside of frame, completes the entire door frame assembly.

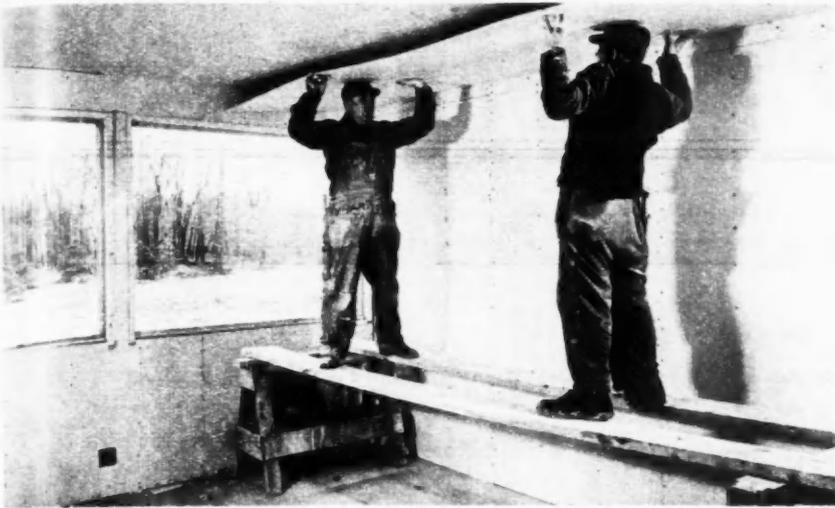
In multiple housing of frame construction an awareness for the need of adequate soundproofing is necessary, particularly in walls separating rental units. A proven method is to stagger the 2x4 studs and weave a heavy blanket type of insulation between them for the full height of the wall. The thickness of the wall should be approximately 6½ inches.

2. MASONRY. This type consists of the use of light aggregate blocks, such as cinder, Haydite, Waylite, Pyrobar, concrete blocks and others of a similar nature. Since the ranch type house with its basementless arrangement and concrete slab has become popular the block wall has come into general use. This wall is usually confined to a four inch thickness. The joints are struck evenly and neatly in preparation for application of paint. Where a plaster finish is desired the walls are furred in preparation for the lath. Plaster can also be applied directly to the block without furring.

Recent years have seen a great



WOOD screen forms room separation



TWO thicknesses of gypsum board being applied, the first layer nailed, the second glued

impetus in the use of so-called exterior materials for the construction of interior walls. This applies particularly to homes of modern design where several different types of materials may be used in the treatment of a single room. A concrete slab or a steel beam is needed to support this type of wall, which can be face brick, stone or glass block.

3. STEEL. For the sake of lightness of weight and economy of space non-bearing partitions are built consisting of $\frac{3}{4}$ inch steel channel studs set vertically 12 inches on centers and bolted to metal runners or tracks below and above. Ribbed metal lath or plaster board is then wired to one side of the channels and plaster is applied to both sides of the lath. Such solid partitions may not be more than $1\frac{1}{2}$ or 2 inches thick. Double partitions $3\frac{1}{2}$ to $7\frac{1}{2}$ inches thick with an air space in the center are likewise constructed of two sections of

metal lath supported on $1\frac{1}{2}$ or 2 inch channel studs. Plaster is then applied to the outside of each section of lath. This type of partition is used primarily in the construction of apartments and small commercial buildings.

4. BUILT-IN DIVISIONS. The current trend in home design is toward open planning. This movement is almost as pronounced as the trend toward built-ins. Open planning is a system of interior partitions of limited height extending from counter to top of doors. This permits the ceiling to extend in an unbroken line through several rooms, giving the impression of increased size to the area. The limited height partition can take the form of a single thickness of striated plywood with supporting frame, or it may be an entire storage wall unit serving as a division between rooms.

Of particular interest to designers and builders is the use of full



GYPSUM block, brick and similar materials are used with concrete slabs

height storage walls as a separation between bedrooms. This is made possible where load-bearing partitions are not required for the support of ceiling or roof members.

The dual purpose room, such as a combination living-dining room, or kitchen and utility room, has encouraged the use of new materials to form partial or complete separations. Full height opaque or corrugated glass is often used as a partial separation between hall and living room, and living and dining rooms. This merely gives the suggestion of separation which is all that is necessary. Glass block is also used above counter tops between the kitchen and utility room.



TWO views in bedrooms showing arrangement of built-in closets occupying an entire wall. In this manner the use of space is planned

DEALER REVIEW



NEWS OF NRLDA AND STATE AND REGIONAL ASSOCIATIONS

Enthusiasm, Large Crowds Mark Closing of Dealer Conventions

REGIONAL and state dealer conventions held in late March and April, like those preceding, were characterized by capacity registration and marked interest in legislation—local, state and national—affecting the industry.

Executive officers and convention committees report that as the annual meetings have increased in size, the furnishing of satisfactory accommodations has been a growing problem, particularly in the smaller cities. At almost all conventions where there were exhibits, all available space was sold.

Reports are in from nearly all of the 1949 meetings. High attendance and interest have been evidence of a fuller realization of the effective work being carried on by the associations.

Texas

An official attendance count of more than 4,000 marked the 63rd annual convention and builders' show of the Lumbermen's Association of Texas, held April 23-26 in the Agricultural Exposition building of the Texas state fair grounds at Dallas. There were 200 exhibitors.

There was a special program for the 400 women who attended the meeting.

The Texas group elected W. B. Henderson of the Chickasaw Lumber Co., Fort Worth, president; and W. B. Milstead, Burton Lumber Corp., Houston, first vice president.

John R. Armstrong, Foxworth-Galbraith Lumber Co., Amarillo, was named second vice president; W. B. Carsow, Alvis and Carsow, Austin, third vice president; Verner McCall, Blalock-McCall Lumber Co., Houston, treasurer; M. T. Bronstad, Lingo-Leeper Lumber Co., Denison, sergeant at arms; Jack Dionne, Gulf Coast Lumberman, Houston, honorary secretary; Gene Ebersole, Houston, executive vice president and secretary-director to national asso-

ciation; and Lynn Boyd, Lynn Boyd "Good Lumber," Pampa, dealer-director to national association.

Guest speakers included NRLDA president C. B. Sweet; Ben H.



W. B. HENDERSON

Wooten, Dallas banker; Dr. George S. Benson, Searcy, Ark.; Elmer Wheeler, of "sizzling steak" fame; T. R. Armstrong, Huttig Sash and Door Co.; R. M. Eagle, president of the Texas Lumber Manufacturers Association; and James D. Arrington, Collins, Miss., mayor.

At the board meeting, the directors unanimously adopted the group health, accident and hospitalization plan for the association. The Prudential Insurance Co. will be the insuring agency. Texas laws forbid the adding of life insurance to this plan.

Mississippi

The 23rd annual convention of the Mississippi Retail Lumber Dealers Association was held April 7-8 at the Buena Vista Hotel, Biloxi, with more than 350 persons attending.

Officers elected for 1949-50 were: president, W. L. Solomon, Y-D Lumber Co., Belzoni; first vice president, Earl M. Jones, Trenton Lumber Co., Jackson; second vice president, R. C. Stockett, Jackson Lumber Co., Jackson; and national dealer-director, R. B. Vaughan,

The President's Column



By C. B. SWEET
President, NRLDA

"Dogs, Cats Are Ordered From Two Local Housing Projects."

A recent news item in our local papers carried the above heading. The article then went on to state "... dog and cat owners who live in Huntington Villa and Freeport Village have been ordered by the local Housing Authority to dispose of their pets by April 15." The order was signed by the chairman of the housing authority and stated that "it was deemed necessary for reasons of health and safety."

It so happens that both of these federally-owned housing projects, Freeport Village and Huntington Villa, are in a community surrounded by privately-owned housing, some of which is empty because the owners cannot compete with the Federal government rents.

If the dogs and cats in the government project have created an unhealthy and dangerous condition, what about the ones across the street in the privately-owned projects which the city council has not found unhealthy or dangerous? These Federal projects were built as a wartime expedient, consequently if they are creating an unhealthy condition why not do away with them and let private enterprise furnish the housing?

No doubt it will be only a matter of time until another order—how familiar the word "order" would sound to the people in Germany and Russia—will be issued by the Housing Authority chairman. The next one may say that only

(Continued on page 164)

Gulf Coast Lumber Co., Biloxi. E. B. (Ted) Lemmons, Jackson, is executive secretary-treasurer.

The delegates to the convention adopted resolutions opposing the proposed government medical and housing programs, and advocating taxation of cooperatives.

A dealers forum was held for the first time at this meeting.

Among the guest speakers were H. R. Northup, executive vice president, NRLDA; Henry J. Munnerlyn, Bennettsville, S. C., dealer; T. R. Armstrong, Huttig Sash and Door Co., St. Louis; Edward G. Gavin, *American Builder* editor; Proctor D. Houston, loan guaranty officer, Veterans Administration; and W. T. Pate, state director, FHA.

Montana

Registrations at the 11th convention of the Montana Retail Lumbermen's Association reached 342, with 380 persons attending the annual dinner. The yearly meeting was held at the Florence Hotel, Missoula, April 11-13.

A "sales opportunity clinic" was a convention feature for the second year. Through this plan representatives of manufacturers and jobbers are given an opportunity to provide details about their products. The Montana Association does not have exhibits.

C. B. Sweet, NRLDA president, was a special speaker.

New officers named at the meeting are: William (Bill) Aldrich, Aldrich and Co., Billings, president; Steve Posterick, Thompson Yards, Inc., Livingston, vice president; and Earl A. Clute, Clute-Polleys Lumber Co., Missoula, treasurer.

New Jersey

One of the highlights of the 65th annual convention of the New Jersey Lumbermen's Association was an "old guard" dinner at which 87 members were awarded "quarter-century" certificates in recognition of continuous membership and meritorious cooperation for 25 or more years. The convention was held April 6-8 at the Traymore Hotel, Atlantic City.

Four hundred and twenty-five persons attended the annual banquet, at which Gov. Driscoll of New Jersey and Mrs. Driscoll were guests.

New officers elected at the convention include: E. Donald Sterner, Sterner Coal and Lumber Co., Belmar, president; Adolph Jaeger, Jaeger Coal and Supply Co., Union, first vice president; and Arthur M.

Mason, Clayton Lumber Co., South River, second vice president. Re-elected were Treasurer G. Bernard Roesler, Fairmount Coal and Lumber Co., Hackensack, and Secretary-Manager Edward C. Frick, Newark.

Southern California

Thomas J. Fox, 1948 vice president, was elected president of the Southern California Retail Lumbermen's Association at the 32nd annual meeting and exhibit of the



THOMAS J. FOX

group April 21-22 in the Ambassador Hotel, Los Angeles. Fox is president of the John W. Fisher Lumber Co., Santa Monica.

The new vice president is C. G. Ward, president of Ward and Herrington Lumber Co. of Santa Ana. Gerald V. Curran, Curran Bros., Pomona, was re-elected treasurer.

Tennessee

A change in the type of meeting marked the 24th annual convention of the Tennessee Lumber, Millwork and Supply Dealers Association

Dealer Review Continued on page 164

March 28-30. The convention was held for the first time in a public building—the Municipal Exposition Building, Knoxville—there being no hotel facilities in the state large



T. O. LASHLEE

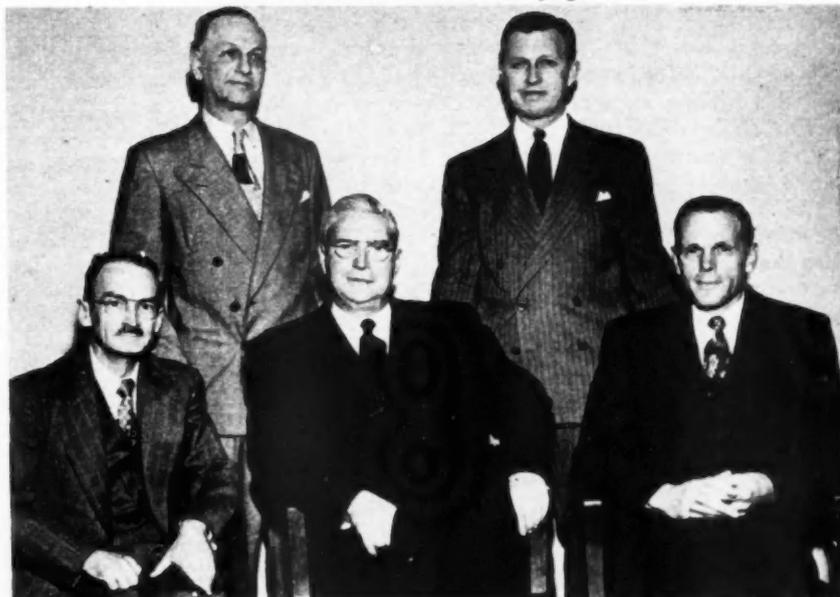
enough to accommodate the jobbers and manufacturers who requested display space.

T. O. Lashlee, Humboldt, was elected president. New vice presidents named were H. P. Tomlin, Jackson; Fleming Smith, Nashville; and Edward Chavannes, Knoxville.

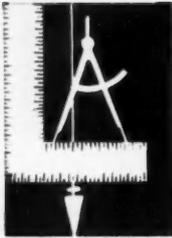
Re-elected were Abner U. Taylor, national director; G. Ralph Cockrum, treasurer; and Robert O. Brownlee, secretary-manager. The five new directors are A. B. Stowers, James P. Wilson, L. T. Stone, M. Price McLean, and John W. Threadgill.

Registration was close to 600. The exhibits, open to the public each evening, attracted 2000 persons.

Convention business included a change in name (the new name of the group is Tennessee Building Material Association); authorization of a group insurance program; action condemning public housing.



OFFICERS of the New Jersey Lumbermen's Association. Seated, from left: Arthur M. Mason, second vice president; E. Donald Sterner, president; Adolph Jaeger, first vice president; standing, G. Bernard Roesler, treasurer; Edward Frick, secretary-manager



TECHNICAL GUIDE for Builders and Craftsmen

Estimating Quantities Of Asphalt Roofing

Area of Complicated Roof Can Be Measured Without Leaving Ground

IN ESTIMATING the quantity of asphalt roofing needed for a roof with ells, dormers, gables or other irregularities, it usually is considered necessary to know the lengths of all eave lines, rakes, valleys, hips and ridges. These dimensions can be obtained easily from drawings. Unfortunately, however, drawings frequently are not available, and the estimator must resort to climbing to the roof.

There is one method, however, by which the dimensions of the area may be determined without climbing the roof and without complicated calculations. This method is based on the fact that at a given pitch and over a given horizontal area, the same number of square feet of asphalt roofing will always be required, regardless of roof design. For example, if a hip roof with several dormers and a simple shed roof each cover a horizontal area of 1,000 square feet and have a pitch of $\frac{1}{3}$, both roofs will require exactly the same amount of asphalt roofing.

To use this method, it is necessary to know two factors—the pitch of the roof and the horizontal area in square feet covered by the roof.

Determining Pitch

Span, rise, run and pitch (or slope) of a gable roof are indicated in Figure 1. The pitch is usually given as the relationship between rise and span. If, for example, the rise is 8 feet and the span 24 feet, the pitch is $\frac{8}{24}$ or $\frac{1}{3}$.

A method of pitch measurement which involves the use of a folding carpenter's rule can be used without leaving the ground.

Form a triangle with the three or four lowest numbered sections of the rule, as illustrated in Figure 2. Stand 40 or 50 feet away from the building and align the roof slope with the sides of the triangle, making sure that the part of the rule which forms the base of the triangle is horizontal. Then take a reading on the rule, as shown by the "reading point" in Figure 2.

In the conversion table (Figure 3), note in the top line headed "rule reading," the point nearest the actual reading taken. The pitch, expressed both as a fraction and in degrees, and the rise, expressed in inches per foot of run, will be found in the column below the appropriate point. In Figure 2, the reading is 22. The nearest point in Figure 3 is $21\frac{1}{8}$, indicating the pitch to be $\frac{1}{3}$, or 8 inches rise per foot of run.

Horizontal Area

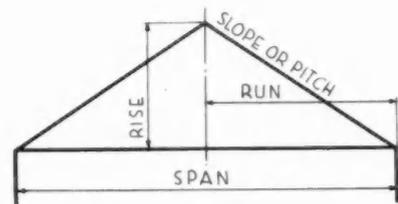
In Figure 4, the projection below the perspective shows the total horizontal area (ground surface) covered by the roof. All measurements needed to draw a

horizontal projection of this sort can be made from the ground or within the attic space of the building. No roof climbing is necessary.

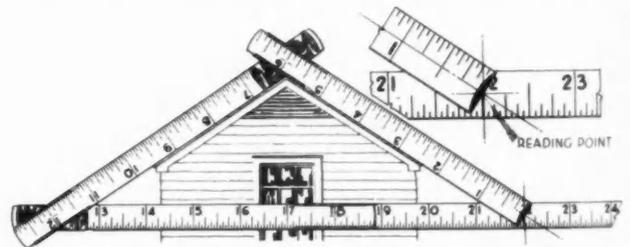
After making horizontal measurements, including extra area for overhang at eaves or rakes, it is a simple matter to figure the horizontal area in square feet. The area must be figured separately for each part of the roof having a different pitch.

In Figure 4, the main roof has a rise of 9 inches per foot, and the roof on the ell and the dormer has a rise of 6 inches per foot.

The horizontal area under the 9 inch slope is



SHOWING span, rise, run and pitch of gable roof shown Figure 1



ROOF pitch can be measured from ground with triangle. Figure 2

RULE READING	18 1/8	19	19 1/4	20 1/8	20 1/4	21	21 1/8	21 1/4	22 1/8	22 1/4	22 3/8	23 1/8
PITCH DEGREES	56°19'	53°0'	49°24'	45°	42°31'	39°48'	36°52'	33°41'	30°16'	26°34'	22°37'	18°28'
PITCH FRACTIONS	7/8	2/3	7/12	1/2	5/8	2/3	3/4	7/8	1 1/8	1 1/4	1 1/2	1 5/8
RISE INCHES PER FT. OF HORIZ. RUN	18"	16"	14"	12"	11"	10"	9"	8"	7"	6"	5"	4"

CONVERSION table indicates pitch and rise of roof. Figure 3

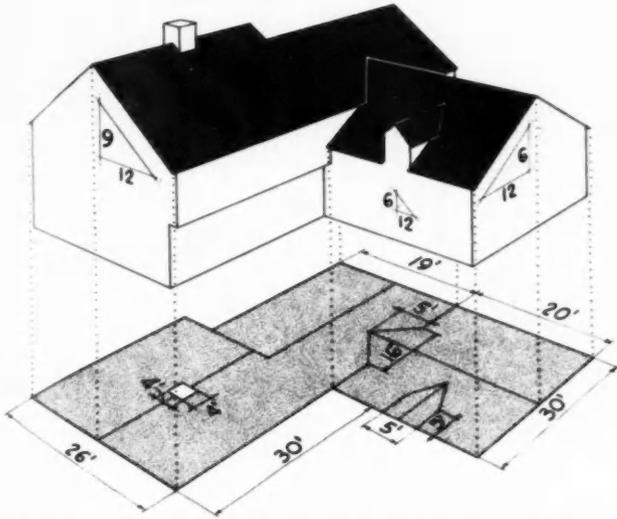
26x30 (780 square feet) and 19x30 (570 square feet), a total of 1,350 square feet.

From this must be subtracted the horizontal area of the chimney and the horizontal area of the triangular section of the main building covered by a projection of the ell roof. These areas are: triangular section, 8x5 (40 square feet) and chimney, 4x4 (16 square feet)—a total of 56 square feet to be subtracted.

Subtracting 56 square feet from 1,350 square feet gives 1,294 square feet of horizontal area covered by the roof with a 9 inch rise.

The horizontal area under a 6 inch slope roof is 20x30 (600 square feet) and 8x5 (40 square feet), a 640 square foot total.

Sometimes one part of a roof, the eaves or the rake, projects over another part, and the duplications must be added to the horizontal area. In Figure 4 there are three duplications:



PERSPECTIVE shows ground surface covered by roof Figure 4

(1) Where the eaves of the main house overhang the ell. Assuming that the eaves project four inches, this duplication would be 2x7 feet by 1/3 foot, or 4 2/3 square feet.

(2) Where the rake of the wider section of the roof of the main house overhangs the roof of the narrower section.

Assuming that the rake also projects four inches, this duplication would amount to 9 1/2 feet by 1/3 foot, or 3-1/6 square feet.

(3) Where the dormer eaves overhang the ell roof. This would be 2x5x1/3, or 3 1/3 square feet.

The first two duplications occur in the roof with a 9 inch rise, and 7-5/6 square feet (the sum of 4 2/3 and 3-1/6) should be added to the preliminary total already figured: preliminary total 1,294 square feet, duplications 8 square feet (the next higher whole number), final total 1,302 square feet.

The third duplication should be added to the preliminary total figured for the roof with a 6 inch per foot rise: preliminary total, 640 square feet, duplication, 4 square feet (the next higher whole number) final total of 644 square feet.

Converting Horizontal Areas to Slope Areas

Horizontal areas can be converted to slope areas by using a conversion table (Figure 5). The exact slope

area for any given horizontal area at any given pitch can be found in the appropriate column across from the horizontal area to be converted.

To convert the horizontal area computed for Figure 4: For the total area of 1,302 square feet under the 9 inch rise section of the roof, the 9 inch rise column in the table is used: horizontal area, 1,000, 300 and 2—a total of 1,302. Slope area, 1,250, 375 and 2.5—1,627.5.

For the 644 square foot horizontal area under the 6 inch rise, use is made of the 6 inch rise column: horizontal area, 600, 40 and 4—644. Slope area, 670.8, 44.7, and 4.5—720.

The two slope areas are now added. Their total (1,627.5 plus 720) equals 2,347.5 square feet, the total roof area.

Roofing is sold in squares, one square covering 100 square feet of roof area. To determine the number of squares of asphalt roofing necessary for a particular roof, divide the number of square feet by 100 and add 10 per cent for waste.

The roof in Figure 4 has an area of 2,347.5 square feet. Increasing this by 10 per cent brings the amount of roofing required to 2,582.2 square feet. Dividing by 100 gives 25.82 or, the next higher whole number—26, the number of asphalt roofing squares needed for the roof.

Estimating Quantities of Roofing Accessories

In addition, it is necessary to determine quantities of starter strips, edging strips, ridge and hip shingles and valley flashing strips. Because eaves and ridges are horizontal, measurements may be taken on the ground.

The true lengths of rakes, however, must be taken from the conversion table (Figure 5). To determine the length of a rake, first measure the horizontal distance over which it extends. In Figure 4, the rakes on the ends of the main building span distances of 26 feet at one end and 19 feet on the other. There is an additional rake footage where the wider section and the narrower rake section join; this amounts, horizontally, to 13 feet plus 3 1/2 feet.

Thus the total horizontal rake footage of the roof with a 9-inch rise is 26 plus 19 plus 13 plus 3 1/2 feet, or 61 1/2 feet altogether.

According to the conversion table (Figure 5), the horizontal length of 61 1/2 feet for the 9-inch rise roof equals 76.9 feet as the true length of the rakes of that roof. For the 6-inch rise roof, the true length is 39.1

(Continued on page 184)

CONVERSION TABLE

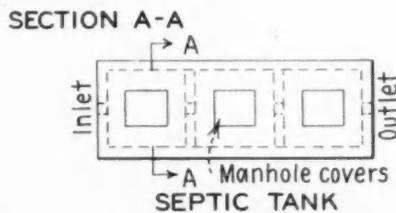
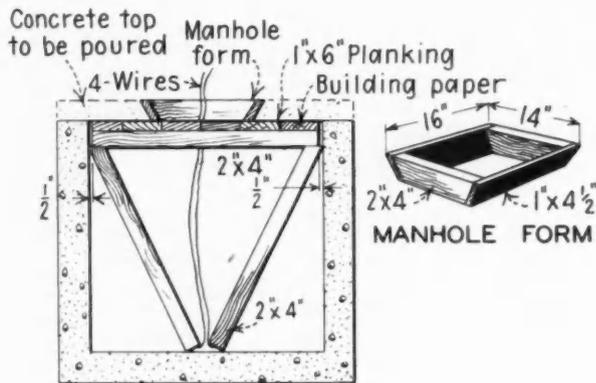
RISE (Inches per foot of horizontal run)	4"	5"	6"	7"	8"	9"	10"	11"	12"
PITCH (Degrees)	18° 26'	22° 37'	26° 34'	30° 16'	33° 41'	36° 52'	39° 48'	42° 31'	45°
PITCH (Fractions)	1/6	5/24	1/4	7/24	1/3	3/8	5/12	11/24	1/2
CONVERSION FACTOR	1.054	1.083	1.118	1.157	1.202	1.250	1.302	1.356	1.414
HORIZONTAL (Area in Sq Ft. or Length in Feet)									
1	1.1	1.1	1.1	1.2	1.2	1.3	1.3	1.4	1.4
2	2.1	2.2	2.2	2.3	2.4	2.5	2.6	2.7	2.8
3	3.2	3.2	3.4	3.5	3.6	3.8	3.9	4.1	4.2
4	4.2	4.3	4.5	4.6	4.8	5.0	5.2	5.4	5.7
5	5.3	5.4	5.6	5.8	6.0	6.3	6.5	6.8	7.1
6	6.3	6.5	6.7	6.9	7.2	7.5	7.8	8.1	8.5
7	7.4	7.6	7.8	8.1	8.4	8.8	9.1	9.5	9.9
8	8.4	8.7	8.9	9.3	9.6	10.0	10.4	10.8	11.3
9	9.5	9.7	10.1	10.4	10.8	11.3	11.7	12.2	12.7
10	10.5	10.8	11.2	11.6	12.0	12.5	13.0	13.6	14.1
20	21.1	21.7	22.4	23.1	24.0	25.0	26.0	27.1	28.3
30	31.6	32.5	33.5	34.7	36.1	37.5	39.1	40.7	42.4
40	42.2	43.3	44.7	46.3	48.1	50.0	52.1	54.2	56.6
50	52.7	54.2	55.9	57.8	60.1	62.5	65.1	67.8	70.7
60	63.2	65.0	67.1	69.4	72.1	75.0	78.1	81.4	84.8
70	73.8	75.8	78.3	81.0	84.1	87.5	91.1	94.9	99.0
80	84.3	86.6	89.4	92.6	96.2	100.0	104.2	108.5	113.1
90	94.9	97.5	100.6	104.1	108.2	112.5	117.2	122.0	127.3
100	105.4	108.3	111.8	115.7	120.2	125.0	130.2	135.6	141.4
200	210.8	216.6	223.6	231.4	240.4	250.0	260.4	271.2	282.8
300	316.2	324.9	335.4	347.1	360.6	375.0	390.6	406.8	424.2
400	421.6	433.2	447.2	462.8	480.8	500.0	520.8	542.4	565.6
500	527.0	541.5	559.0	578.5	601.0	625.0	651.0	678.0	707.0
600	632.4	649.8	670.8	694.2	721.2	750.0	781.2	813.0	846.4
700	737.8	758.1	782.6	809.9	841.4	875.0	911.4	949.2	989.8
800	843.2	864.4	894.4	925.6	961.6	1000.0	1041.6	1084.8	1131.2
900	948.6	974.7	1006.2	1041.3	1081.8	1125.0	1171.8	1220.4	1272.6
1000	1054.0	1083.0	1118.0	1157.0	1202.0	1250.0	1302.0	1356.0	1414.0

HIP AND VALLEY TABLE

RISE (Inches per foot of horizontal run)	4"	5"	6"	7"	8"	9"	10"	11"	12"
PITCH (Degrees)	18° 26'	22° 37'	26° 34'	30° 16'	33° 41'	36° 52'	39° 48'	42° 31'	45°
PITCH (Fractions)	1/6	5/24	1/4	7/24	1/3	3/8	5/12	11/24	1/2
CONVERSION FACTOR	1.452	1.474	1.500	1.524	1.564	1.600	1.642	1.684	1.732
HORIZONTAL (Length in Feet)									
1	1.5	1.5	1.5	1.5	1.6	1.6	1.6	1.7	1.7
2	2.9	3.0	3.0	3.0	3.1	3.2	3.3	3.4	3.5
3	4.4	4.4	4.5	4.6	4.7	4.8	4.9	5.1	5.2
4	5.8	5.9	6.0	6.1	6.3	6.4	6.6	6.7	6.9
5	7.3	7.4	7.5	7.6	7.8	8.0	8.2	8.4	8.7
6	8.7	8.8	9.0	9.1	9.4	9.6	9.9	10.1	10.4
7	10.2	10.3	10.5	10.7	10.9	11.2	11.5	11.8	12.1
8	11.6	11.8	12.0	12.2	12.5	12.8	13.1	13.5	13.9
9	13.1	13.3	13.5	13.7	14.1	14.4	14.8	15.2	15.6
10	14.5	14.7	15.0	15.2	15.6	16.0	16.4	16.8	17.3
20	29.0	29.5	30.0	30.5	31.3	32.0	32.8	33.7	34.6
30	43.6	44.2	45.0	45.7	46.9	48.0	49.3	50.5	52.0
40	58.1	59.0	60.0	61.0	62.6	64.0	65.7	67.4	69.3
50	72.6	73.7	75.0	76.2	78.2	80.0	82.1	84.2	86.6
60	87.1	88.4	90.0	91.4	93.8	96.0	98.5	101.0	103.9
70	101.6	103.2	105.0	106.7	109.5	112.0	114.9	117.9	121.2
80	116.2	117.9	120.0	121.9	125.1	128.0	131.4	134.7	138.6
90	130.7	132.7	135.0	137.2	140.6	144.0	147.8	151.6	155.9
100	145.2	147.4	150.0	152.4	156.4	160.0	164.2	168.4	173.2

HORIZONTAL areas can be converted to slope using table Figure 5; true length of hip and valleys determined Figure 6

TECHNICAL GUIDE
for Builders and Craftsmen



How to Build a Concrete Septic Tank

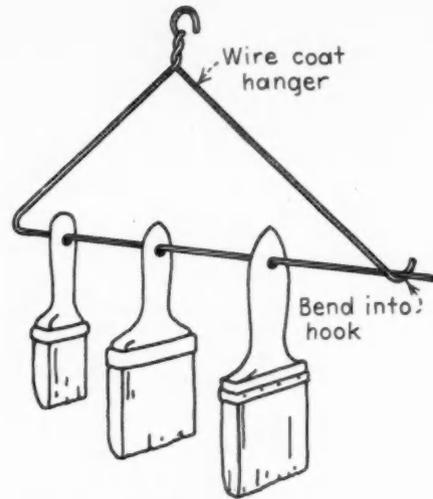
IN SECTIONS of the country where there are no sewer installations available septic tanks are used extensively.

A three cell concrete septic tank takes care of most of the normal requirements. Each cell measures 30 inches square by 30 inches high. The floor, sides and divisions of the tank are built up with forms and poured in the normal manner. The top slab is poured with manholes provided in the slab for each cell using a deadfall type of form.

In order to remove forms for top slab, after top slab has set, the following method is employed: Two 2x4-inch props are placed diagonally in each end of each cell as indicated in drawing. Horizontal 2x4's are placed over the diagonals; 1x6-inch planking is then placed on top of the horizontal 2x4's. These are placed so that one-half inch clearance occurs between ends of planking and the inside face of the concrete walls. None of these members are nailed. They are all placed over each other so that they can collapse when the wires that are attached to the bottom of the diagonal 2x4's and extended up through the manholes are pulled tight. This is done after the top concrete slab has set.

The manhole forms that are placed in the top slab in the center of each cell measure about 14x16 inches. The ends of manhole forms are straight but the sides are sloped as indicated in drawing.

The top slab is poured with manhole forms in place. When the concrete has set the four wires in each cell are pulled up and the 2x4 diagonal props collapse and are pulled up through the manhole. The rest of the forms fall to the bottom of the septic tank and remain there. The manhole form is easily knocked loose with a few taps of the hammer. Another form is built for the concrete cover of the manholes which will conform to the shape of the opening. A bent piece of reinforcing rod is placed in the center of the cover to be used as a handle. When the concrete sets, the rod drops into the manhole. The sloping sides prevent it from falling into the cell. Before pouring the top slab the top of planking is covered with building paper.—W. L. Dodds, Star City, Arkansas.

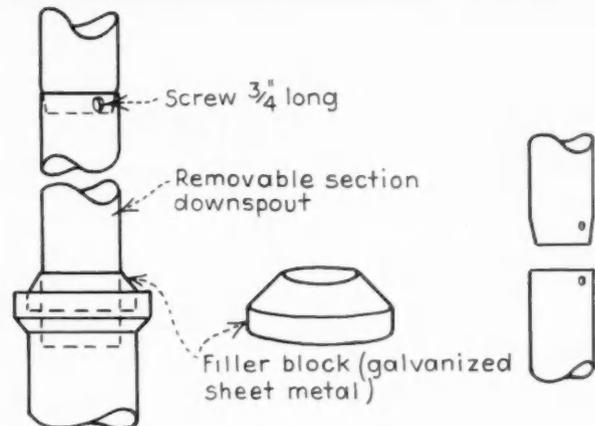


How to Store Paint Brushes

A SIMPLE and effective manner of drying and storing paint brushes is indicated in this suggestion.

An ordinary wire coat hanger is used for this purpose. One end of the wire is clipped. The bottom of the diagonal member is bent into a hook for the horizontal member to rest upon after brushes are hung in place as indicated in drawing.—Einar L. Danielson, Chicago, Ill.

HOW TO DO IT • HOW TO DO IT • HOW



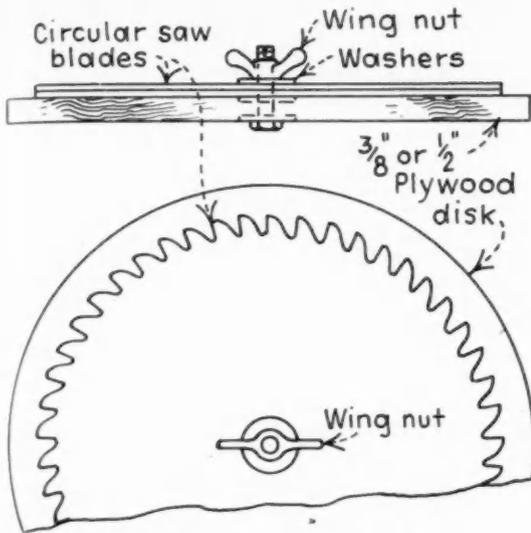
How to Make a Removable Section for Downspout

THE DRAIN tiles which carry away the water from the downspouts often become clogged and need cleaning. In most cases they are not easily removed without damage to the spout or tile, as they are cemented-in at the bottom and the spout is soldered at the joints.

The repair job can be made much simpler if a section of the downspout is made removable with a filler block of galvanized sheet metal to serve as a connection between the tile and downspout.

The outer part of the filler block is made a trifle smaller than the opening at the top of the tile so that it will fit into tile easily. The inner face of the top of filler block is made large enough so that when downspout is inserted into filler block it can be easily moved. The seam or joint between filler block and tile is soldered.

The upper portion of the removable section of downspout is hollowed out for a distance of one-half inch to receive the splayed end of the fixed downspout above. These two members are held together with a three-quarter inch long screw.—Arthur N. Nelson, Kansas City, Mo.

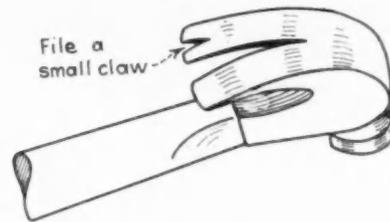


How to Store Circular Saw Blades

THIS suggestion is found to be very helpful in carrying and storing circular saw blades.

A $\frac{3}{8}$ or $\frac{1}{2}$ inch thick plywood disk, of a size somewhat larger than the blade, is used as a base on which to place saw blades. Drill a $\frac{1}{2}$ inch diameter hole in center of plywood to receive a $\frac{3}{8}$ inch diameter carriage bolt.

After saw blades are placed on wood disk, they are secured in position by wing nut on opposite end of carriage bolt. To make both sides of plywood disk available for storage of blades the washers for bolt are countersunk into disk.—G. Pearman Fulton, Milton, Mass.

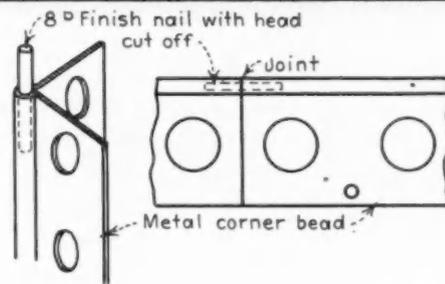


How to Get Extra Service from Hammer

EXTRA service and greater efficiency is obtained from the use of a hammer by making slight alterations to one of the claws.

A small claw is filed out of the left claw of the hammer. This is a big help when pulling out nails in hard to reach places. It is also useful in pulling out small nails and tacks.—Bernie L. Stokes, Wheatridge, Colo.

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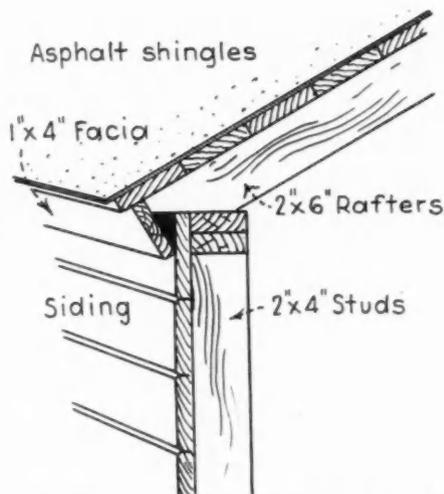


How to Use Short Lengths of Corner Beads

WHEN installing corner beads in cased openings or in the edge of a room projection where the average height is approximately seven or eight feet, a waste of two to three feet occurs when using standard ten foot lengths.

The method suggested anticipates the use of these waste lengths by inserting an eight penny nail in the end of each piece of corner bead after cutting off the head of the nail. By using this method the corner bead will be held true and straight and will appear like a continuous member. The short lengths also can be used in the formation of arches through this method.—William H. Williams, Palmyra, Wis.

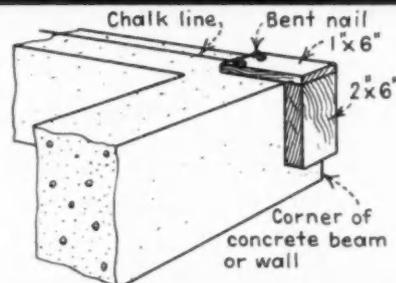
TO DO IT • HOW TO DO IT • HOW TO DO IT



How to Construct Economical Cornice

ECONOMY of construction in the minimum house is the byword for the year 1949. Simplification of some of the standard units of the house is necessary to reduce costs.

The suggestion offered here follows this principle. Mouldings at the eaves are eliminated and in their place a 1x4-inch member is placed under the projecting portion of the roof sheathing at a right angle to the slope of the roof. No blocking is required as roof rafters extend to the back face of the 1x4-inch finished piece.—Batsell Moore, Waco, Texas.



How to Simplify Construction Methods

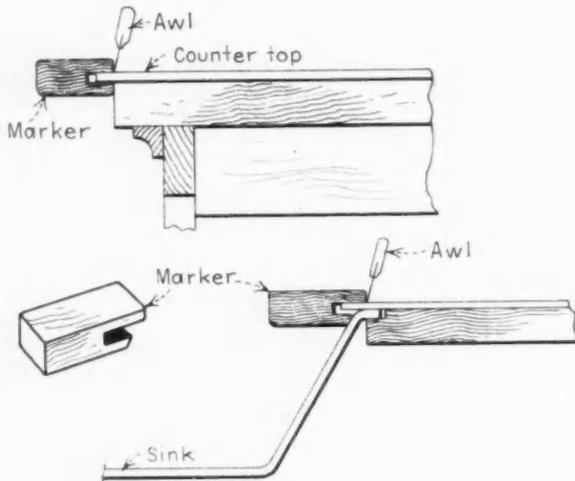
A ONE man method for striking a line on a concrete beam or wall is shown in drawing above.

Securely nail a 1x6-inch wood member approximately ten inches long to the edge of a 2x6-inch block forming an L. The 2x6-inch block should be long enough so that its weight will hold the cord steady.

Two nails are then driven into the far side of the 1x6 piece and bent. Cord is secured to nails in this manner. With a similar device on opposite end of wall or beam one man can easily strike a line.—Batsell Moore, Waco, Texas.



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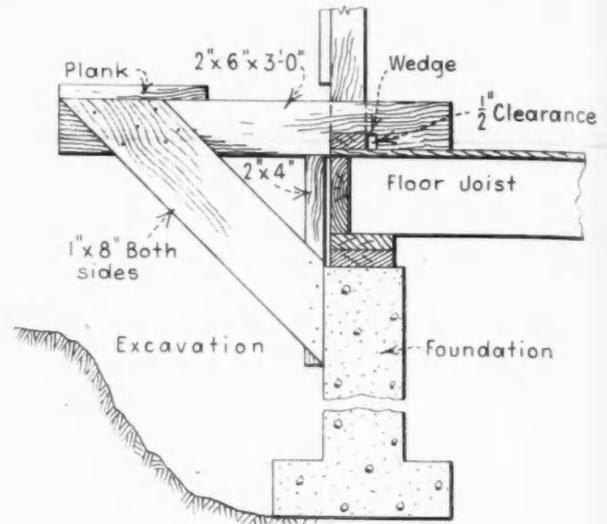


How to Make a Marker for Use When Installing Counter Tops

TWO types of homemade markers are illustrated above for use when installing Masonite or other type of covering on kitchen counters and counters adjoining sink. These markers are made of scrap material 13/16 inch thick.

When installing the counter top, the material is cut about one-half inch oversize and then scribed with the marker. An awl is used to mark the surface material at point of contact with marker.

The lower part of the marker for the sink is rounded where it comes in contact with the vertical surface of sink. This permits a perfect cut of the counter top. The bottom part of the marker that is used for the normal counter top is the same as the top part.—J. L. Carroll, Paris, Texas.



How to Make a Scaffold for Use in First Floor Framing

ON NEW construction where an excavation is made for a foundation, it is necessary to use forms for walls. A wide trench is then left around the outside perimeter of the house until such time as the walls are cured when backfill can be put in place. Until the backfill is placed it becomes difficult to carry on the exterior frame construction work above the first floor line. This condition can be overcome quickly and easily by placing a series of simple scaffold brackets, approximately five feet, on centers against the outside wall and level with the first floor line. This bracket is to be notched over the floor plate to maintain rigidity as indicated in the drawing. A 2x12-inch plank for walking is laid loosely on top of the brackets.

Scaffold is particularly useful when installing corner braces and either wood or fibre sheathing. The bottom pieces of sheathing are left off until the brackets are removed, and area filled in.—Robert Weber, Utica, N.Y.

HOW TO DO IT • HOW TO DO IT

Formal Treatment for Front or Side Entrance

By R. J. Alexander

WARM colored stone, old brick, flagstone and fine detailing of the wood motif combine to make this entrance an interesting study in texture, line and color. The manner in which these elements are used determines the success of the completed design.

The entrance feature in this case is especially pleasing because of its simple, straightforward approach. Its lines are clean-cut and the details sharp and delicate. The blinds on either side are optional. The entrance would be complete in itself without them, yet the application of the blinds add a bold note of color and additional width to place the entrance in proper scale with the large stones of the wall surface.

In attempting to reproduce this design, the builder should be careful of the proportions, keeping the various members such as pilasters, blinds, mouldings and dentils in proper scale. A simple change that would tend to lighten the upper portion of the entablature could be carried out

by raising the position of the cove mould. The back face of the mould would then butt against the end of the 3/4x6-inch top member.

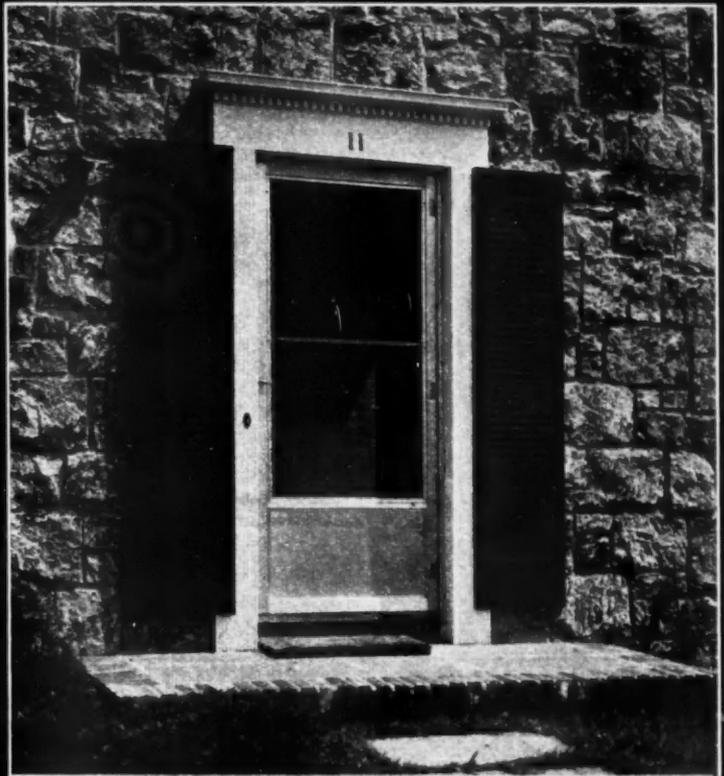
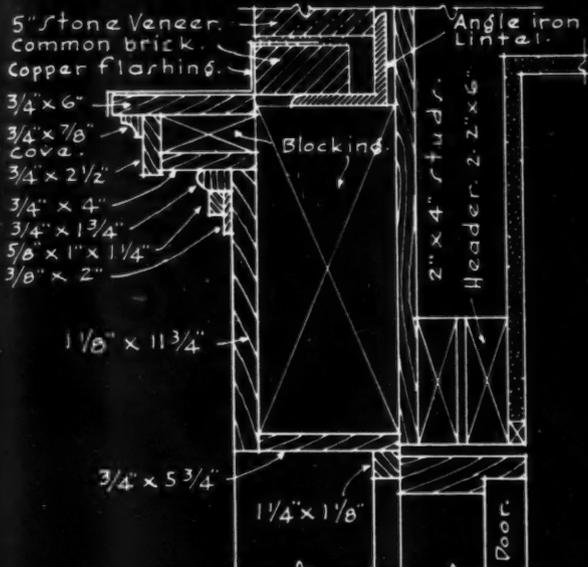
For an interesting composition the stone work of the adjoining walls should contain warm shades of tan, blue and gray, with special attention given to face texture and joints. Similar shadings should be selected for the flagstone stoop and walk. The brick for the stoop border could be reclaimed paving brick with rounded corners and edges, or hard common brick. In either event a deep reddish color would be suitable.

To be effective, the entrance should be constructed of first class materials. The flashings should be of copper, and all places where wood adjoins the stone surface of wall, the joint should be carefully caulked to prevent moisture from getting in back of the wood and causing decay.

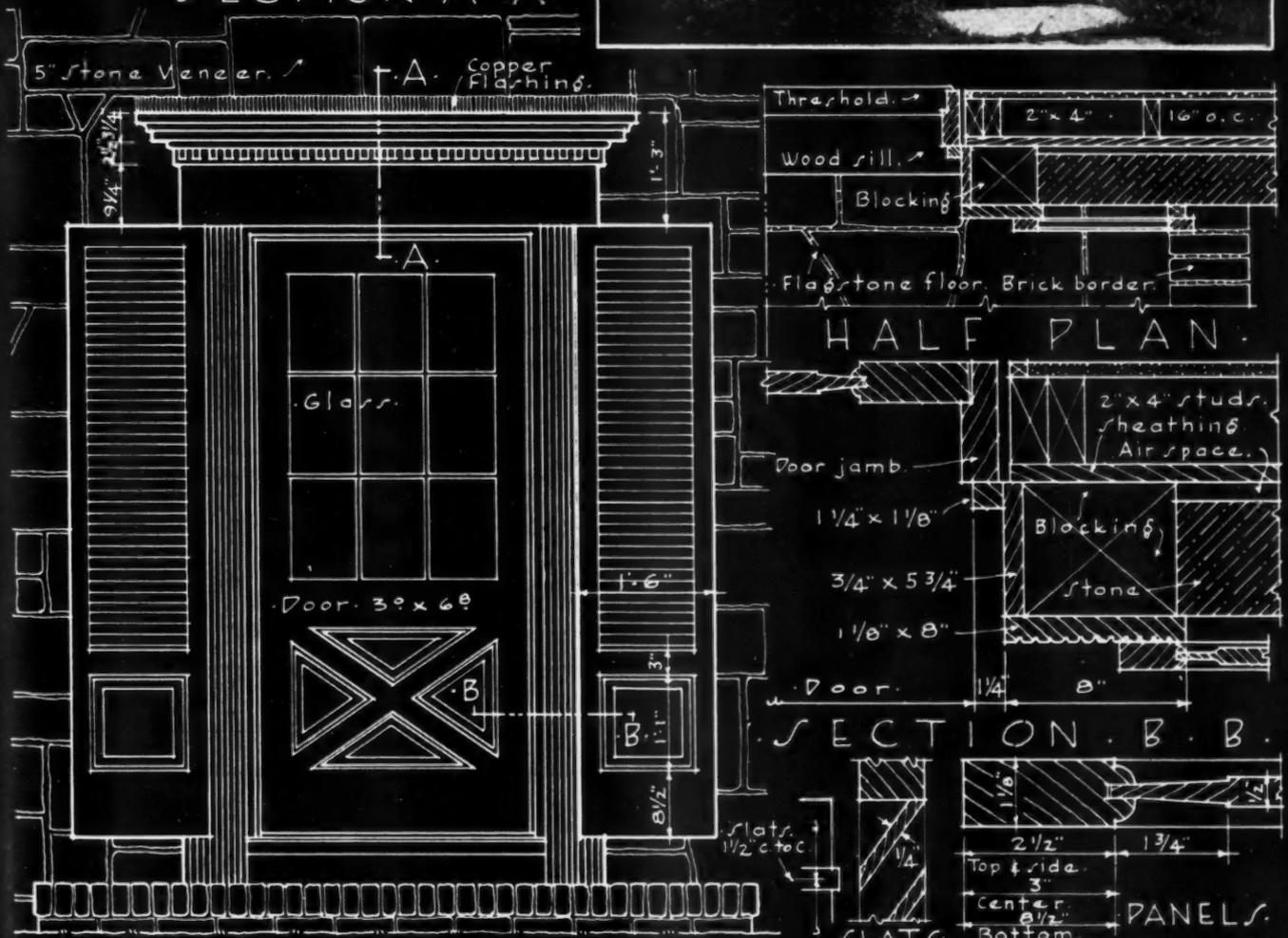
Concrete footings for the stoop should be of ample size and carried well below frost line to insure against settling.

AMERICAN BUILDER'S BETTER DETAIL PLATE

NO. D-55. ENTRANCE. DESIGNED TO MEET TODAY'S STYLE TREND.

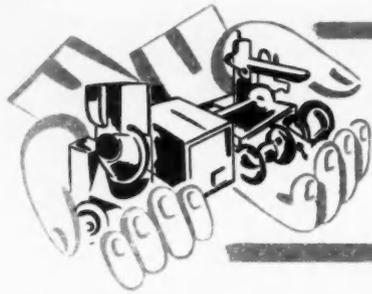


SECTION A-A



HALF PLAN
SECTION B-B
PANELS
BLIND DETAILS.

ELEVATION OF ENTRANCE



NEW PRODUCTS

Offered by Manufacturers

SINK AND COUNTER TOPS AB6942
Sherburne sink and counter tops, custom-fitted to individual kitchens, are available with plastic or linoleum surfaces, trimmed with stainless steel. Trim corners are ma-



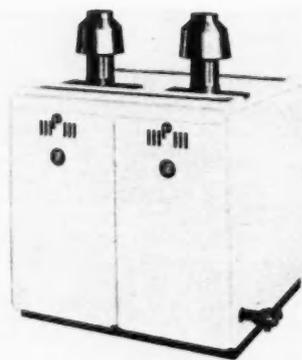
chine-notched and bent, insuring exacting neatness. Trim joints around sink are soldered. Dimensions conform to accepted standards set up by Sink & Countertop Manufacturers Institute. Technical Appliance Corp., Sherburne, N. Y.

OIL-BASE PAINT AB6909

New oil base paint is designed for use without an undercoat or primer, and is effective on ceilings, walls and woodwork of any room in the home. One coat forms long-wearing, washable finish. Leading a new line of all-purpose, single coat interior paint in flat gloss and semi-gloss paint manufactured by the firm, this paint is offered in ten harmonizing colors in light tones. The Eagle-Picher Co., Cincinnati 1, Ohio.

WINTER AIR CONDITIONERS AB6905

Richmond twin unit winter air conditioners, GHA 22, 23 and 24 have B.T.U. output of 180,000, 230,000 and 280,000 respectively, and consist of two heating units paired up



in one "Whiter-white" steel jacket, 42 inches high. Each twin unit is run by one set of controls. Richmond Radiator Co., 19 East 47th St., New York 17, N.Y.

SIDING ATTACHMENT SYSTEM AB6924

"Shadow-Lock" attachment system permits direct application of asbestos cement siding over gypsum sheathing. Shingle courses are joined by aluminum channels, with individual aluminum angles closing corners. Horizontal members used in system are eight feet long. Top leg fits over the head

of the course, and butt edge of succeeding course is secured in the upturn structure of bottom leg. Corner junctures of courses are closed by 1 1/2 inch long corner angles. U.S. Gypsum Co., Dept. 122, 300 W. Adams St., Chicago 6, Ill.

WEATHER STRIPPING AB6908

Twin-Cushion weather strip, easy to install, slides into place without special equipment. Weather strip is solid unit side jamb cover



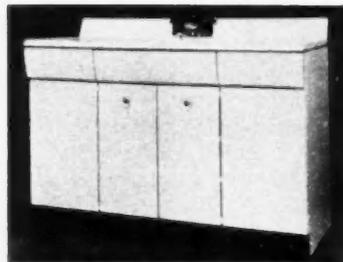
that can be used with any type sash balance. Allows warped sashes to slide freely and easily with weather tight protection. Can be used on either rabbeted or unrabbeted jambs. Department AB, Macklanburg-Duncan Co., Oklahoma City, Okla.

MARBLE FACED BLOCK AB6935

Knighton Process marble faced blocks are available in white and a variety of other colors. Marble face is integral part of block formed, eliminating condensation behind facing which might freeze in cold weather. Unlimited application in design and architecture. May build interior and exterior wall in one masonry operation with a different color on either side. Knighton Process Marble Face Block Licensing Corp. of New York, 1886 Broadway, New York 19, N. Y.

CABINET-SINK UNITS AB6941

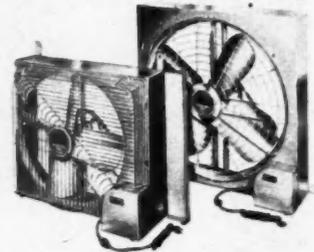
Two cabinet-sink models added to firm's line are ES-4200, a 42-inch cabinet-sink, and Model ES-5400, a 54-inch unit. In



smaller unit, drainboard is available either right or left. Model ES-5400 unit has single bowl, two drainboards, two drawers. American Central Div., AVCO Manufacturing Corp., Connersville, Ind.

WINDOW FAN AB6917

Medium sized homes, apartments and offices are especially recommended for Lau "Niteair" fan. Models come with 24-inch and 30-inch blades. The 24-inch fan is



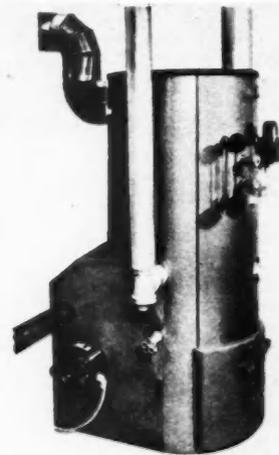
31 inches long, 26 1/2 inches high, 6 inches deep, and has air delivery of 3,783 cubic feet per minute. The 30-inch model moves 5,745 cubic feet of air per minute. On-off switch is fitted in cord. Lau Blower Co., Dayton 7, Ohio.

WOOD BORER AB6925

The Kett "Tall Reach" wood borer requires less than an eight inch clearance; extension provides a reach ten feet from floor. Can be equipped with chuck to take standard drills for holes in steel; and with carbide bits, for holes in concrete. For wood boring, 11/16, 12/16 and 16/16 inch bits are used. Expansion bits have range from 7/8 to 2 3/4 inches. Also takes standard 1/2-inch shank machine bits with 3/8-inch flat. Total weight with ten foot extension is about 15 pounds. Kett Tool Co., 5 E. Third St., Cincinnati 2, Ohio.

AUTOMATIC BOILER-BURNER AB6906

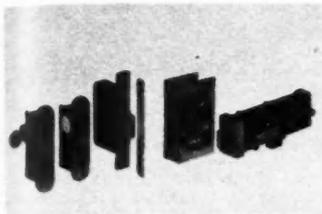
"Fire Chief" boiler-burner unit using anthracite coal has small-sized stoker which feeds even layer of coal across flat, rectangular, perforated plate and drops ashes over the edge into built-in container. Feed



is characterized by a feed-deflector and a "free-floating" worm with flights of varying diameter. C-1 unit develops 80,000 B.T.U. capacity, while C-2 develops 130,000 B.T.U. Coal-O-Matic Co., Trucksville, Pa.

DOOR LOCKS AB6936

Line of Adams-Rite standard locks are designed for narrow stile doors for commercial and industrial use, and for residential sliding doors and panels. Cylinder Dead-lock series has extra narrow backset of 13/16-inches for use on glass door stiles as narrow as 1 5/8 inches. Locks in this series take any standard cylinders, and may



be master-keyed to individual job. Sizes range from 13/16-inch backset, 1 7/8 inches deep to 1 3/4-inch backset, 2 3/8 inches deep. Also available with a 3/4-inch diameter pin tumbler cylinder with 15/16-inch backset. Armored bolt has 5/8-inch throw. Three styles of faces in both bronze and aluminum are interchangeable. Adams-Rite Manufacturing Co., 540 W. Chevy Chase Dr., Glendale 4, Calif.

POWER HAND SAW AB6910

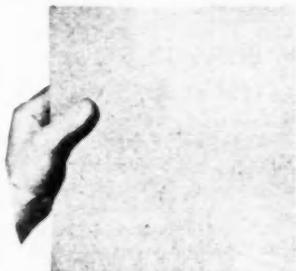
Three sizes of portable electric circular "Hi-Speed Saws" have Helical gears, blades available for cutting through nails, copper, brass, bronze, lead, tile, glass, brick, clay products, concrete, marble, flagstone, asbestos, and cement products as



well as wood. Depth of cut is easily adjusted from zero cut to full capacity. Angle of cut adjustable from 35 to 90 degrees. Blade sizes are 7 1/2, 8 1/4 and 9 1/2 inches for models 944, 964 and 974 respectively. Weights are 17, 19 1/2 and 24 1/2 pounds. Motor operates on 110 volts, AC or DC. Chicago Pneumatic Tool Co., 6 East 44th St., New York 17, N.Y.

RESIN-IMPREGNATED HARDBOARD AB6933

Chapco Board, a resin-impregnated hardboard, is available to contractors east of

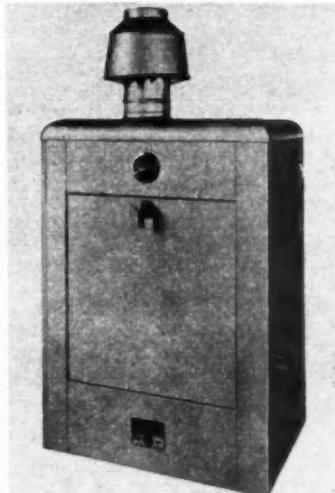


the Rockies. Suitable for use as dry-wall, flooring, sheathing, paneling, cabinet work, and wherever plywood, wallboards, or other hardboards are used. "Light wheat"

color may be used without finishing. May be sawed, planed, routed, drilled, nailed or glued. Available in 4 x 8-inch panels of 1/4 and 3/16-inch thicknesses. Chapman Manufacturing Co., Corvallis, Ore.

WATER BOILER AB6915

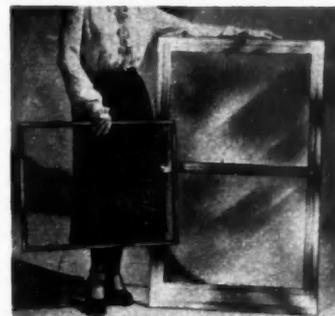
Gas-fired hot water boiler, designed for efficient heating of small dwelling units, operates on any type of natural, manufactured or liquefied gas. Unit is three



feet high, two feet wide and 18 inches deep. Boiler is suitable for radiant heating, or operates with other systems. Input rating from 70,000 to 100,000 B.T.U. A.G.A. approved for installation on combustible flooring. Burkey Div., A. O. Smith Corp., Milwaukee, Wis.

STAINLESS STEEL WINDOWS AB6940

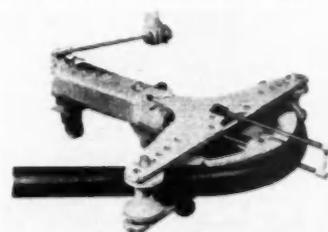
Stainless steel combination storm window, "Steel Age" incorporates rustless screen inserts which are quickly and easily inter-



changed with glass inserts in summer. Window offers resistance to rusting, corrosion and discoloration, and is designed to stand up indefinitely under corrosive salt air. Corry-Jamestown Manufacturing Corp., Corry, Pa.

PIPE BENDER AB6927

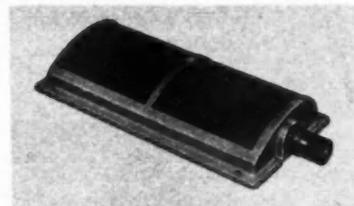
The Tal 4-inch hydraulic pipe bender handles regular and extra heavy pipe, or rigid



conduit from 3/8-inch to 4 inches. Equipped with semi-circular bending formers and indicator showing degree of bend. Machine is mounted on casters. Tal Bender, Inc., Milwaukee, Wis.

ROOM REGISTER AB6932

Individual room temperature control for forced warm-air heating systems has a dial which can be set for any temperature between 60 and 80 degrees. Register provides each room with separate thermostatic control. Keeps room at set temperature by admitting or blocking warm



air from furnace. In operation of thermostat, mixture in base swells under heat-forcing plunger. As unit cools, plunger recedes and register opens. The Dole Valve Co., 1933 Carroll Ave., Chicago 12, Ill.

BOILER-BURNER AB6918

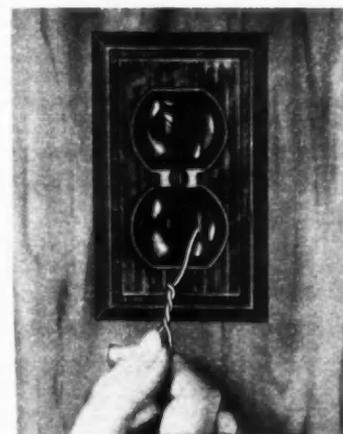
The Delta oil-fired boiler burner unit is manufactured in five sizes for steam or hot water. Net ratings for steam are from 400



to 1100 square feet and for water, 640 to 1,760. Equipped with copper tankless coil which requires no separate hot water storage tank. Delta Heating Corp., 85-07 Northern Blvd., Jackson Heights, N.Y.

SAFETY RECEPTACLE AB6938

SP-49 safety receptacle operates in conventional manner, yet makes contact only when standard or polarized caps are inserted. Heart of receptacle consists of four insulated rollers, two of which have to



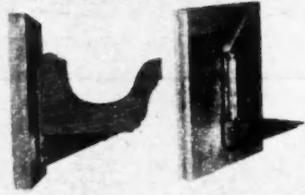
be engaged simultaneously in order to energize the unit. Rollers are located within unit in a manner to prevent activation with metal objects other than standard cap. Approved by Underwriters' Laboratories, Inc. Harvey Hubbell, Inc., Bridgeport, Conn.

(Continued from page 135)

BRACKETS FOR WOOD GUTTERS

AB6939

Unico aluminum brackets support wooden gutters and allow space for overflow between the gutter and the house. The



brackets, built of strong aluminum channels permanently riveted together, are attached with screws and spaced five to six feet apart. Gutters when installed will support weight of a man. Unico, Huntington, L.I., N.Y.

ROOF TRUSS

AB6929

"Power-glued" roof truss is designed particularly for open installation in churches, schools, gymnasiums, etc. "Power glue" process features controlled temperatures and uniform pressure during setting period, makes for rigid cohesion of laminated plies. American Roof Truss Co., 6856 Stony Island Ave., Chicago 49, Ill.

ROTARY SCREEN LOADER

AB6937

Automatic rotary screen loader, operated by one man, separates sand and gravel as it digs and loads into trucks. Consists of Nelson rotary screen mounted on self-



powered Nelson Model Q-10 heavy duty bucket loader. Rotary screen constructed of steel plate channel framing and abrasion resisting wire mesh screen. Screening capacity of dry mixtures: from one to two cubic yards per minute, depending on size of openings and mixture of material. N. P. Nelson Iron Works, Clifton, N.J.

SAWHORSE BRACKETS

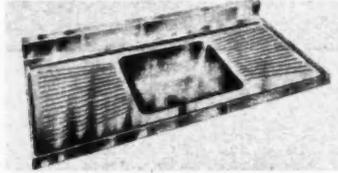
AB6923

Brackets bolt to 2 x 6 cross member and permit set-up of horse by insertion of legs in brackets. Added rigidity obtained by pinning legs to brackets. Height of horse regulated by changing of legs. Franklin Equipment Co., Monticello, Iowa.

STAINLESS STEEL SINK TOPS

AB6911

Sink tops of stainless steel have seamless construction and positive pitched drainboards. No seams or joints visible at juncture of bowl and drainboard. Each drainboard has 15 ribs for reinforcing. Splashback is 4 inches high, and front to back

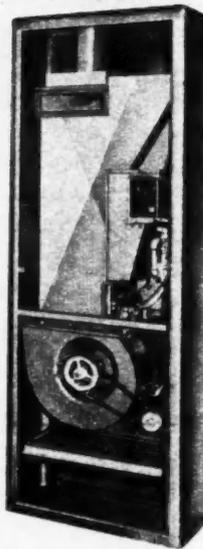


measurement of unit is 25 inches. Sinkhole is 3 1/2 inches. Bowls are sound deadened. Available in single and double bowl units. Bowl sizes range from 15 x 17 3/4 inches to 16 x 20 inches, 7 inches deep. Hercules Food Service Equipment, Inc., 1075 Metropolitan Ave., Brooklyn 6, N.Y.

COMPACT GAS-FIRED FURNACE

AB6926

Model GHF 62-5 gas-fired furnace is only 12 1/4 inches deep, 32 inches wide and 88 inches high, and has input capacity of 62,500 B.T.U.'s. Occupies less than three square feet of floor space. May be installed as a forced-air space heater, or



ducts can be easily connected to built-in plenum chamber for use as blower driven furnace. Fully approved by A.G.A. for natural, manufactured and L. P. gases. Norge Heat Div., Borg-Warner Corp., 672 E. Woodbridge, Detroit 26, Mich.

INSULATING SIDING

AB6922

New lap shingle design product is manufactured on a core of Graylite insulation board; panels are 14 inches long. Edges of panels are shiplapped. Aluminum cor-



ners can be mounted during application of siding or on completion of job. Corners are painted to match color blend of siding. Colors are Charleston white, slate grey, woodland brown and russet. Insulite Div., Minnesota and Ontario Paper Co., 500 Baker Arcade Bldg., Minneapolis 2, Minn.

RUBBER ROLLER SPRING CATCH

AB6921

The Amerock roller spring catch is supplied with two strikes and necessary screws for attachment to any type of cabinet door. In operation, the rubber roller moves to a stop against the strike, eliminating noise by preventing door from striking frame. American Cabinet Hardware Corp., 416 S. Main St., Rockford, Ill.

TILE CUTTING MACHINE

AB6903

Di-Met tile cutting machine, Model 68, is designed for portability. The 1/3 HP drip-proof motor, cutting head and frame are bolted into one compact unit which may be transported by handle provided. Assembly hooks over edge of galvanized



tub which serves for both preliminary soaking of the tile and as a coolant container. Includes detachable aluminum rolling table and built-in coolant pump, equipped with neoprene impeller which circulates coolant to diamond blade at all times. Furnished with 8-inch Kimberley metal bonded diamond wheel with provisions for 6-inch wheel if desired. Felker Manufacturing Co., Torrance, Calif.

BRICKLAYERS RULE

AB6907

Six foot folding bricklayer's spacing rule indicates how many bricks and how much mortar to use. Flexible chemically bonded white background finish, with jet black legible figures and graduations that stand out in relief. Numerals and graduations incased in baked transparent coating, resistant to acid, perspiration, grease, oils or stains. Easy to clean. Rustproof. Goldblatt Tool Co., 1522 Walnut St., Kansas City 8, Mo.

(Continued on page 146)

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BOOK REVIEW

AMERICA'S BEST SMALL HOMES, edited by William J. Hennessey. 196 pages, illustrated; 9 inches by 11 $\frac{1}{2}$ inches. Viking press. \$3.95.

Attractive photographs combined with a sound, easy-to-read text makes this handsome picture-plan book a valuable addition to the builder's bookshelf. Forty new architect-designed houses built in various parts of the country at prices ranging from \$6,000 to \$15,000 have been selected for their good looks, convenience of operation, quality of construction, as well as for the fact that they all contribute to healthy modern family living. The value of the book to *American Builder* readers is in its presentation of practical ideas on budget house design, which can readily be adapted to the climate and topography of any locality.

The editor of the volume has wisely included examples of today's most popular architectural styles together with floor plans and exterior and interior photographs aimed to satisfy both traditional and contemporary tastes. He has also gone to some pains to list specifications (with trade names in most cases) for all the houses described. It is obvious that in claiming these 40 homes to be the best in America, Mr. Hennessey is overstating his case; however there is no denying that a fine selection of moderate priced homes has been made. This is therefore a plan book a cut or two above the average that members of the building trade interested in house design can buy and read with profit.

FAMILY HOUSING, by Deane G. Carter and Keith H. Henscheliff. 265 pages, 160 illustrations, 5 $\frac{1}{2}$ inches by 8 $\frac{1}{2}$ inches. John Wiley & Sons. \$4.00.

This illustrated handbook on how to plan a functional, good-looking home contains a number of ideas that can guide a builder in constructing a house that will meet with a minimum of customer resistance. Since it is a book that tells the buyer what to look for in the way of exterior style and room and utility arrangement in new and old houses, it assists the builder in meeting special customer demands. For example, in the chapter on general house planning problems, the authors estimate the housing requirements for a family of a particular size, then discuss the number of rooms needed, the comparative advantages of various building heights, as well as such supplementary features as the basement, chimney and fireplace location, doors and doorways, and the most suitable types of windows. Other chapters of builder interest deal with kitchen and workroom layouts, living and sleeping area arrangements, plans for remodeling, farmhouses, and cost and material quantities.

It must be admitted that since this is a fairly elementary study, the authors tend to oversimplify the subject of home planning, at least as far as the builder is concerned. Even so, the book has value owing to its emphasis on practicality as well as to the fact that it pays more than passing attention to the necessity of keeping prices to a minimum. Non-technical language together with well-chosen photographs and drawings also help to make this a useful supplementary volume for the home builder seeking to align himself with the customer's special points of view.

HOME BUILDERS MANUAL. 2nd edition. 270 pages, 150 illustrations, 9 $\frac{3}{4}$ inches by 10 $\frac{1}{2}$ inches. 3-ring Fabrikoil binder, Simmons Boardman Publishing Corp. \$5.00.

This Manual is designed to provide a general idea of the special features of homes designed for modern living. It contains complete sets of open specifications, material lists and property records. The loose-leaf binder permits the addition of material of special interest to the builder. Included is *American Builder's* "Blueprint Plans" book offering a choice selection of homes.

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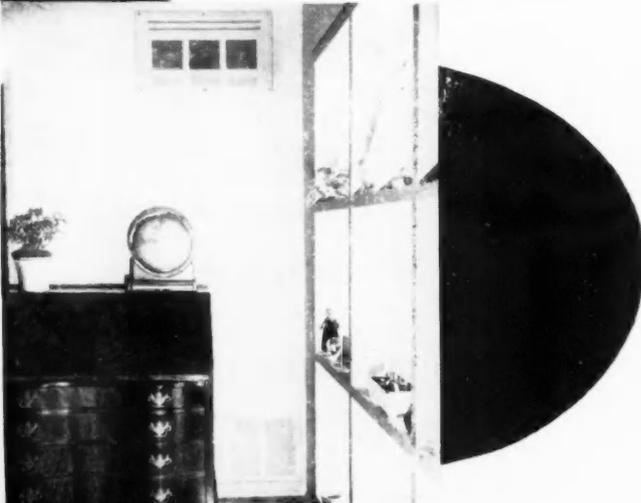
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Catalogs and HOW-TO-DO-IT INFORMATION

572—POWER TOOLS—Descriptions of Speedmatic tools and illustrations of the use of each type are included in Catalog No. 678 of the Porter-Cable Machine Co., Syracuse 8, N.Y. Complete information is given on specifications and performance features of the tools and accessories.

573—WIRE MESH STUCCO REINFORCEMENT—A booklet published by the Keystone Steel and Wire Co., Peoria 7, Ill., gives specifications for the reinforcement of stucco and overcoating with Keymesh steel woven-wire netting. A number of illustrations supplement data about installation of the fabric and the application of overcoating to it.

574—LIGHTING EQUIPMENT—A number of new lighting fixtures are included in a pocket-size catalog recently published by the Edwin F. Guth Co., 2615 Washington Ave., St. Louis, Mo. The catalog, 46-A, contains details about the complete Guth line.

575—ELECTRIC PUMPS AND WATER SYSTEMS—Catalog 48 issued by the Duro Co., Dayton 1, Ohio, contains complete information about the firm's line of pumps, water systems, water softeners and other water conditioning equipment. The factors in selecting water equipment are also discussed.

576—STANDARD BUILDINGS—The recommended uses, construction features, and specifications of standard buildings manufactured by the Luria Engineering Corp., 500 Fifth Ave., New York 18, N.Y., are described in an illustrated booklet issued by the corporation.

577—"MODERN CABINET HARDWARE"—is the title of a booklet issued by the National Lock Co., Rockford, Ill. The booklet describes and illustrates the company's line of packaged, chrome-plated kitchen cabinet hardware and other hardware products.

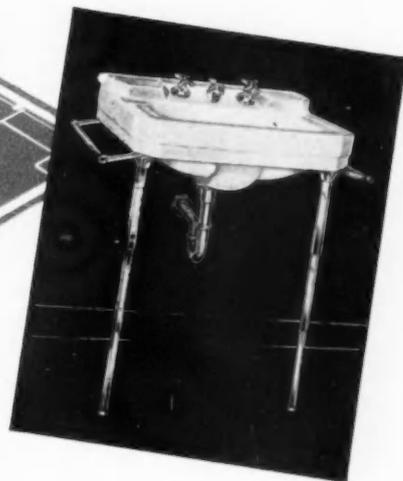
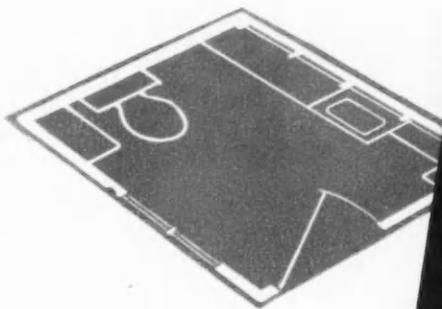
578—BUILDING SUPPLIES—Descriptions and specifications of building equipment, including roof trusses, screens, windows, doors, fireplaces and other supplies, are given in a new catalog by Israel Bros., 1939 E. First St., Dayton, Ohio.

579—LOCKS—In a booklet called "Preview," the Best International Lock Co., Indianapolis, Ind., explains and illustrates the features of its line of locks. Included is a discussion of the factors involved in planning a master key system.

580—LIGHTING FIXTURES—A complete listing of the fixtures manufactured by Daybright Lighting, Inc., 5411 Bulwer Ave., St. Louis 7, Mo., is made in a recently compiled catalog. Specifications and illustrations are given, and the major sections of the publication are indexed.

581—GYPSUM WALLBOARD—"The Amazing Sheetrock Story" is the title of a new 40-page book, published by the U.S. Gypsum Co., 300 W. Adams St., Chicago 6, Ill. The book, which contains 153 illustrations, describes dry wall construction in individual homes, apartments and community building projects. It also contains information on new structural techniques, decorating, and remodeling.

(Continued on page 142)



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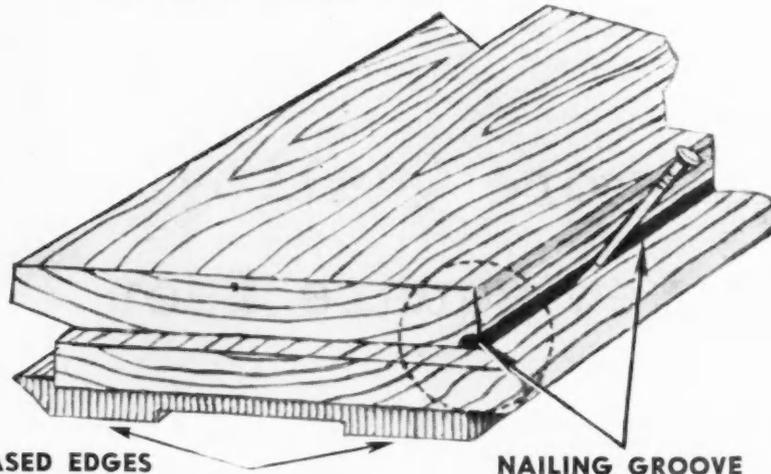


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Mills: Laona, Wisconsin and Connorville, Michigan

Behind The Mills—The Connor Timber Stands

Catalogs

(Continued from page 140)

582—WIRING DEVICES—Catalog No. 49, published by Pass and Seymour, Inc., Syracuse 9, N.Y., contains a completely indexed listing of the firm's line of devices, switches, convenience outlets, sockets, etc. Catalog copy is closely related to accompanying illustrations.

583—AUTOMATIC ELECTRIC WATER HEATING—is the title of a booklet published by the General Electric Co., Bridgeport, Conn., which gives complete details about electric water heating, describes the company's heaters, including their operation, installation and other information.

584—ELECTRICAL APPLIANCES—This booklet, "Everything Electrical for the Modern Home," a publication of the General Electric Co., Bridgeport 2, Conn., has specifications and drawings of a number of appliances and is designed to assist individuals in electrical home planning.

585—ELECTRIC PRODUCTS—Complete details about the "Victron" line, including general features and installation information, are given in this catalog published by Victor Electric Products, Inc., 2950 Robertson Ave., Cincinnati 9, Ohio. Included are a number of models and types of fans, heaters, and ironers.

586—WOOD FIBRE CARVINGS—This booklet, published by the Decorators Supply Corp., 2601 S. Peoria St., Chicago 8, Ill., illustrates a large number of carvings especially designed for mantels, cabinets and architectural trim. Carvings are reproductions of hand carved patterns.

587—"YOUR PORCH"—a booklet issued by the Raymond Porch Shade Co., Janesville, Wis., as a guide for porch enjoyment, gives non-technical information on adding porches, improvement of old porches, furnishings, and uses for porch shades.

588—STOCK RAILINGS CATALOG—Specifications and illustrations of a line of stock hand-wrought iron stoop, porch and balcony railings are included in a new catalog issued by The R. G. Coffman Co., Inc., Orlando, Fla. Other hand-wrought iron products covered include porch and balcony posts, valances, unframed wrought iron panels, canopy brackets, a foundation access door, screen door grilles, house signs, and chimney ornaments.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department (June, 1949)
American Builder,
79 W. Monroe 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.

Save money hanging doors !

WITH THE



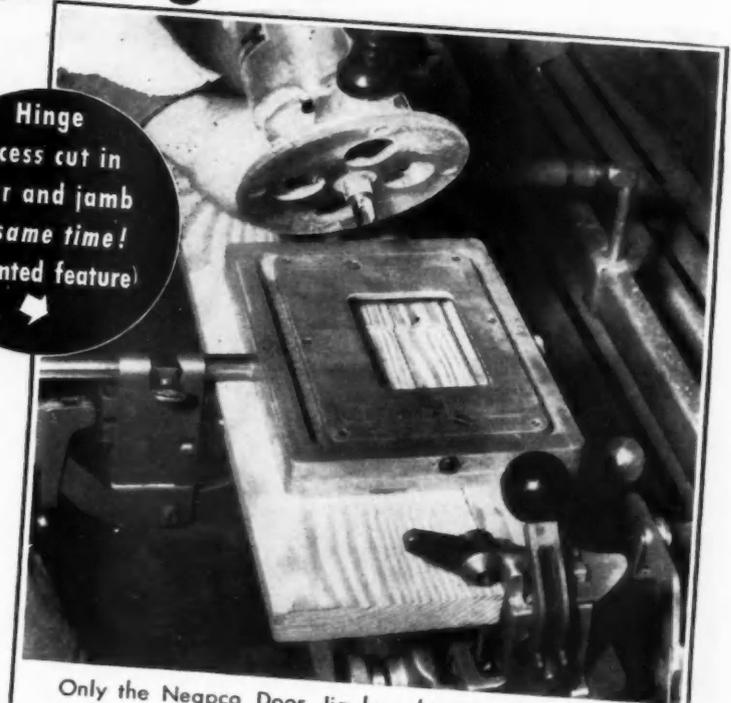
Portable DOOR JIG

The only Device of its kind that cuts hinge recesses in door and jamb at same time !

Hinge doors on the job or in the shop with precision and speed never possible before. Hinge recesses match perfectly, costly cut and try is eliminated, installation is speeded. Handles doors up to 7 feet long, 1 3/4" thick. Can be used for hanging wood doors to metal bucks. Standard size hinge templates included. Pays for itself on 175 all wood openings, 200-250 steel openings.

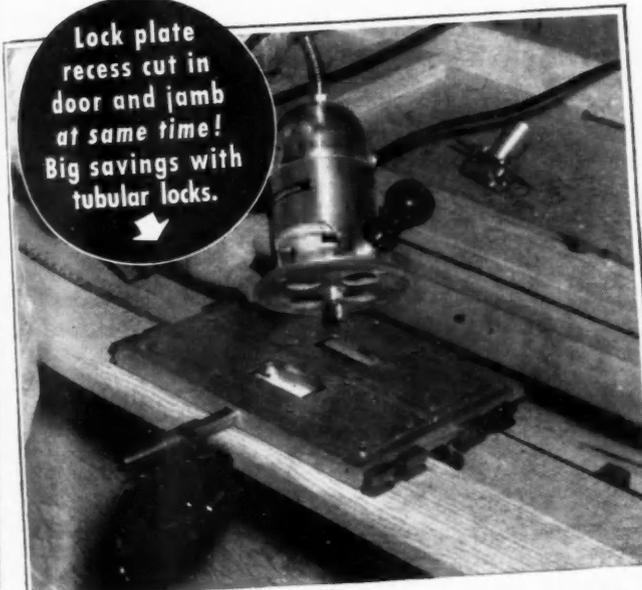
FOR WOOD OR METAL FRAMES

Hinge recess cut in door and jamb at same time! (Patented feature)



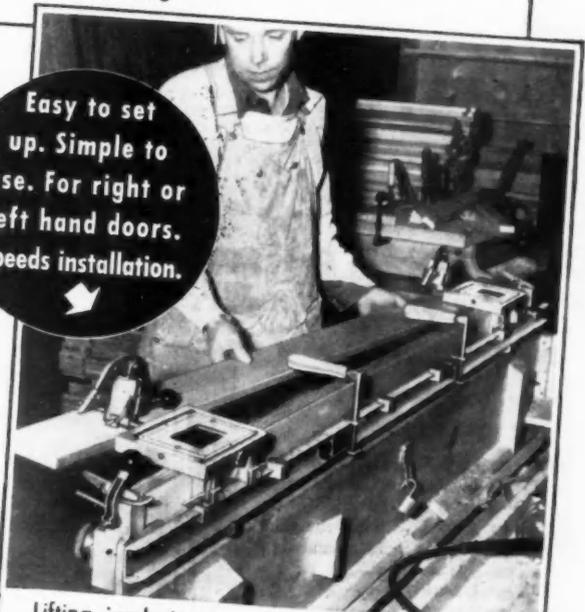
Only the Neapco Door Jig has this patented feature. Hinge recesses always match, proper depth of cut always assured. No edge splitting.

Lock plate recess cut in door and jamb at same time! Big savings with tubular locks.



Lock & striker plate recesses always match. Costly cut & try eliminated. Tubular Drill Guide used for tubular locks.

Easy to set up. Simple to use. For right or left hand doors. Speeds installation.



Lifting jamb into position. Door & jamb are clamped together, hinge recesses cut at same time.



Allentown, Pa., builder saves \$2700.00 on one job with Neapco Door Jig.

Mr. Gottlieb Schneider saved \$3 per opening hanging 900 doors on his Tremont Apts. Inc. #608 F.H.A. Rental Housing Project, Allentown, Pa.

Write for literature

NEAPCO PRODUCTS INC., Dept. A, Pottstown, Pa. Send us without obligation, further information about the new Neapco Portable Door Jig.

NAME: _____

ADDRESS: _____

Demonstrations available to prospective distributors.

NEAPCO PRODUCTS INC., POTTSTOWN, PA.

ORNAMENTAL IRON
BY *Coffman*



**WHAT'S
the
LOAD
CAPACITY
?**
**Coffman's No 100
CORNER POST
WOULD
SUPPORT
4
ELEPHANTS!**

YES, a 7' 6" No. 100 Corner Post will carry 33,050 pounds . . . and that's the equivalent of four circus elephants! Other Coffman Corner Posts support loads of 25,400 to 45,150 pounds.

Tested by Pittsburgh Testing Laboratory

You buy with assurance when you buy Coffman Porch Posts. Careful testing under professional laboratory control gives accurate load carrying statistics; proves Coffman load carrying factors amazingly high.

**HOW TO
Fit a Porch Post . . .
It's Simple with Coffman's**

UNIVERSAL PORCH POST

For Building
or Remodeling

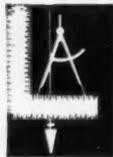
One stock post, Coffman's No. 150, meets any height requirement from 6'-10 1/4" to 8'-0". You simply cut off legs as needed. Comes complete with fittings. This is an outstanding design suitable for building or remodeling. Look for the traditional Coffman "forge drawn tips" at inner ends of scrolls—the mark of true quality in ornamental iron.



Write Department AB, P. O. Box 259, for free catalog of designs, sizes and prices.

Manufacturers of the Original
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of Hand-Wrought Ornamental Iron

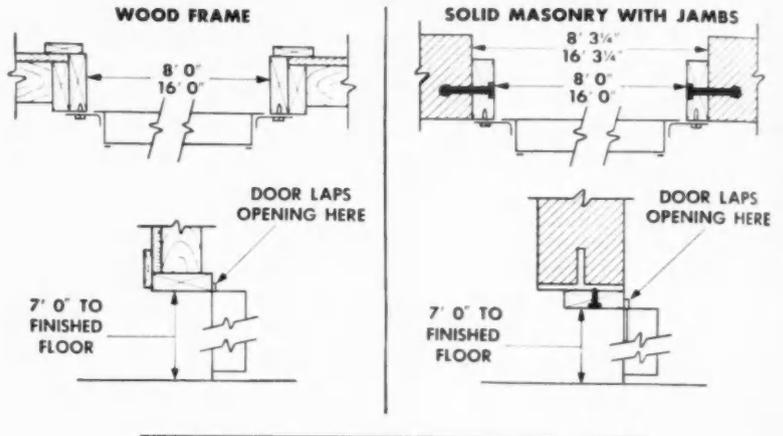
The R. J. Coffman Co. Inc.
ORLANDO, FLORIDA
ESTABLISHED 1925



**TECHNICAL GUIDE
for Builders and Craftsmen**

(Continued from page 132)

How to Build Garage Door Openings



PROPER preparation of the garage door opening for all steel doors is of the first importance if doors are to be installed quickly and easily and operate satisfactorily.

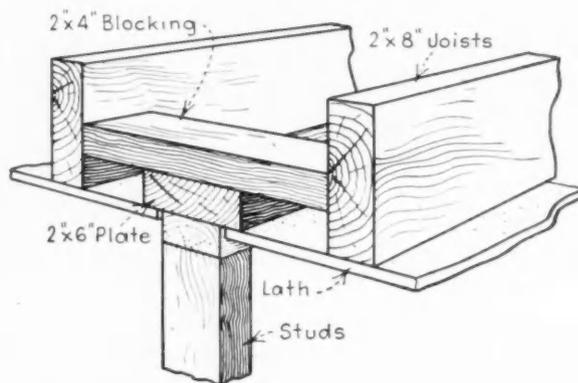
Lumber for the side jambs should be of a good quality, straight, strong and securely fastened to the structure. It must be a minimum of 1 5/8 inches thick (2x4 or 2x6); one inch lumber should not be used for casing.

The dimensions of the opening, in both width and height, must be uniform for the entire opening. For example, an 8 foot or 16 foot width

must measure exactly 8 feet or 16 feet at the top, middle and bottom of the opening. This is also true for the vertical dimension.

Openings should be checked with a level. If the level of the garage floor is to be higher than the drive, a slope from the inside face of the side jamb to the outside is desirable. If the opening is properly prepared according to these standards with openings square and plumb, the installation of steel doors is quick and easy.—Submitted by H. E. Heseltine, Detroit, Mich.

• HOW TO DO IT • HOW TO DO IT • HOW TO DO IT •



**How to Provide Nailing for
Ceiling Lath at Partitions**

THERE are often instances when a non-bearing interior partition, running in the same direction as joists

above, occurs between ceiling joists. When this condition exists there is nothing to which the ceiling lath can be secured. To overcome this condition place a 2x6 member horizontally on the center line of partition, flush with underside of ceiling joists. Provide 2x4-inch blocking between

joists to hold 2x6 plate rigid. Ceiling lath can now be securely nailed to the projecting portion of 2x6-inch plate on each side of partition.—Oscar West, Bryan, Ohio



MINUTES ... CAN MAKE A ROOF LAST YEARS LONGER!

Extra minutes, spent in carrying out every last detail of good roof application, can mean extra years of roof service and satisfaction.

Make those extra minutes a part of every roof job you do. Figure them into your costs. They'll pay off for the owner. They'll pay off for you. Spend them in making sure of a tight roof deck, in sealing all flashing joints, in aligning shingles, in nailing shingle strips with six

nails of proper length properly placed, in cementing tabs where extra wind resistance is needed.

Those extra minutes will pay off in a better roof. And a better roof means dollars to you in two ways: it means fewer call-backs, less trouble-shooting; it means extra roof jobs pre-sold.

Remember, your competitors may use as good materials as you. But, can they build as good a roof?



Ask for your FREE copy of the new booklet, "Good Application Makes a Good Roof Better". 24 pages, pocket size, illustrated with step-by-step diagrams. A useful summary of recommended application practices. Get copies from your supplier—or write the Asphalt Roofing Industry Bureau.

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SPONSORED BY 28 LEADING MANUFACTURERS OF ASPHALT SHINGLES
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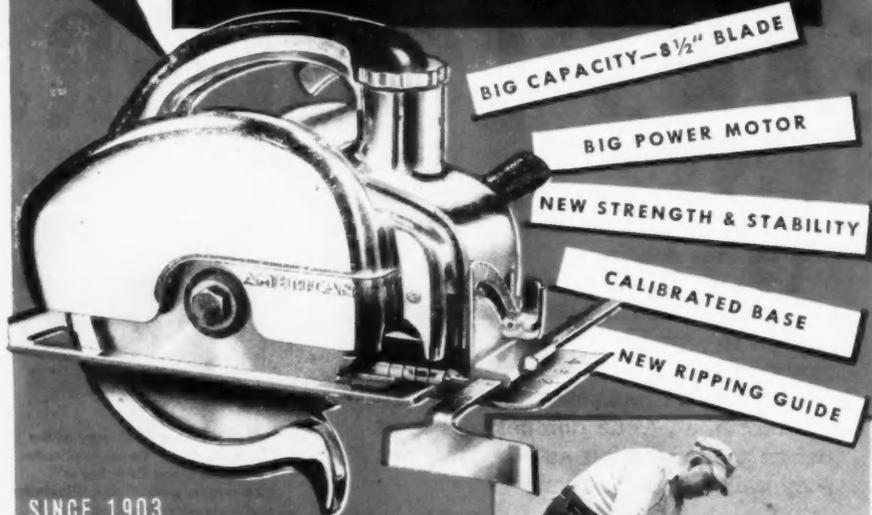
asphalt shingles

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*"Believe me—this
NEW AMERICAN
8 1/2" SAW
cuts faster and
packs more power!"*

"Best saw I ever used—the fastest cutting—most powerful—and easiest handling!"—that's what many are saying about this sensational new AMERICAN 8 1/2" Saw! It's balanced right . . . feels right . . . cuts right in any position. Big power G.E. motor develops 2 1/8 H.P. . . zips right through wood, stone, tile, sheet metal, composition. Will cut a 2 1/8" plank at 45°, or 3" straight cut. Calibrated for ripping . . . holds accurate depth of cut and angle adjustment. See it! Get a FREE demonstration—just ask our nearest distributor. Send coupon and we'll arrange for you to see this Saw in action on the job!



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BIG POWER MOTOR

NEW STRENGTH & STABILITY

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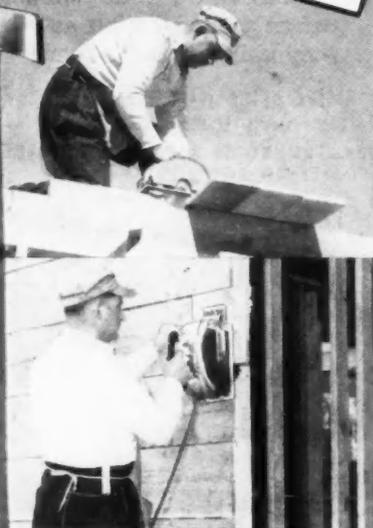
The American Floor Surfacing Machine Co.
511 So. St. Clair St., Toledo 3, Ohio

- Please send illustrated bulletin and price on new American Power Saw. No obligation.
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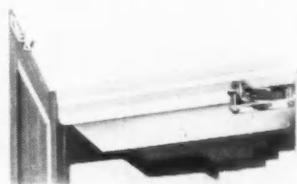


NEW PRODUCTS

(Continued from page 136)

DOOR CLOSING DEVICE AB6919

Win-Dor Snugger closes doors on cabinets, cupboards, or closets. A housekeeper, attached to inside of door, is actuated by a steel spring. When the door is open the



Snugger "finger" is extended from housing one half inch, ready to grab hook on door with one pull. Only slight pressure is needed to open door. Installation requires no mortising, and can be easily done with a screw driver. Casement Hardware Co., 406 N. Wood St., Chicago 22, Ill.

IMPROVED CONCRETE MIX AB6920

Portite, a non-toxic liquid admixture to improve concrete, acts as a controllable air-entraining agent, a wetting or dispersing agent, and a promoter of cement hydration. It is used in the ratio of four ounces of Portite per bag of cement. Hopper Products, Inc., 12 E. 41st St., New York.

METAL WEATHER STRIP RAIL AB6944

One piece metal weather strip rail that can be easily cut to fit any window casing. Both top and bottom sash slide in pre-formed channels of compression rail, which is of one piece construction and serves



both sash. Parting stop is part of the vertical rail. Pressure for holding the sash in desired position is obtained by two continuous rubber strips, functioning as springs, placed on back of vertical rail opposite stiles of sash. Named "Seal-Rite," this weather strip provides draft-tight windows. Seal-Rite Manufacturing Co., 600 Michigan Building, Detroit 26, Mich.

JOINT SEALING STRIPS AB6913

Pre-molded Para-Plastic rubberized asphalt sealing strips provide watertight sealing of vertical and overhead concrete joints. Para-Plastic is obtainable in three types: Para-Lateral, for sealing vertical joints or keyways; Baseal, for sealing expansion and contraction joints at the subgrade, and Para-Plastic coated sponge rubber, a compression joint seal for use in more difficult applications. Serviced Products Corp., 6053 W. 65th St., Chicago, Ill.

(Continued on page 148)

HAVE YOU TRIED BRIXMENT —FOR STUCCO AND PLASTER?

*Speed Memorial Church, Speed,
Indiana
Architects: Nevin, Fischmeyer
and Morgan
Contractors: Minter Homes Cor-
poration
Brixment used exclusively for ex-
terior stucco and interior plaster.*



This beautiful little church was stuccoed and plastered with *Brixment* — in 1924!

Today, 25 years later, the Brixment plaster and stucco are still in perfect condition.

Brixment has just as many advantages for *stucco and plaster* as for masonry. It works smoother and easier, has a more convenient hardening time, resists moisture and weathering. Since the great plasticity of Brixment

permits leaner mixes, it eliminates or greatly reduces hair-checking and crazing. It is mixed and applied like Portland-cement stucco *except that no lime is required.*

If you are one of the thousands who know and prefer Brixment for *masonry*, we enthusiastically recommend Brixment to you, for *stucco and plaster*. Ask your dealer, or write us direct, for a copy of the handbook, "Brixment for Stucco and Plaster."

LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY

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G. E.'s New Electric Heater is easily built right into wall!

For Old Houses . . . for New Houses!

Here's one of those extra, inexpensive luxury features that people look for when they're buying a house.

It's a Built-in Electric Wall Heater, manufactured by the General Electric Company—a wonderful selling feature for any house, old or new.

It was designed with the bathroom in mind, but is installed easily in any room in the house.

Complete, this heater makes any bathroom, any room look more modern. With the snap of a switch, it circulates heat throughout the room by the radiant-convection principle.

And for a very little bit extra, a remote control switch can be attached,



so that the heater can be turned on from the bedside or from another room.

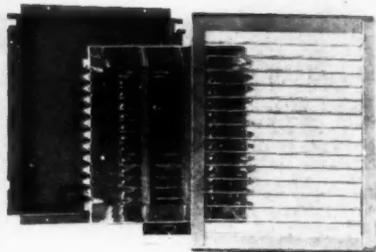
Specifications for General Electric Built-in Wall Heater

1. Comes completely equipped with tumbler switch as integral part.
2. Beautiful Hammertone gray finish—can easily be painted another color.
3. Fits flush with wall—guard projects only 5/8 of an inch.
4. Highly polished corrugated-aluminum reflector that radiates heat in wide zone.
5. Protective grille of high-quality-steel wire—easily removed for cleaning.
6. Two long-life heating elements of nichrome wire—ceramic cores.
7. Rating—1320 watts, 115 volts, a-c/d-c, 4507 Btu.
8. Size: 17 1/8 inches high by 13 1/8 inches wide by 4 inches deep. Wall opening, 14 3/4 by 11 1/2 inches.
9. Shipping weight, 10 pounds.

Amazingly low-priced



BUILT-IN ELECTRIC WALL HEATER



Heater consists of only three separate pieces: a wall box, heating assembly, and guard. Easy to install—instructions attached to each heater.

General Electric Co., Section NN6X
1285 Boston Avenue
Bridgeport 2, Connecticut

Please send me complete information on General Electric's Built-in Wall Heaters.

NAME.....

ADDRESS.....

CITY.....

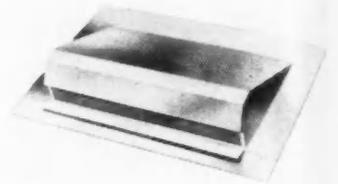
STATE.....

GENERAL  ELECTRIC

NEW PRODUCTS

(Continued from page 146)

SLANT ROOF LOUVER AB6914
Leslie slant roof louver, Model SR-20, is flanged, baffled and screened to provide



a weathertight and insect-proof unit. Auxiliary over-flashing at bottom of opening fits over the shingle ends to assure a weathertight seal. Made from heavy gauge aluminum or galvanized steel. 2943 W. Carroll Ave., Chicago 12, Ill.

UNDERLAYMENT BOARD AB6943

Kapco flooring underlayment board may be used over subflooring of either wood or concrete as an underlayment for linoleum, parquet, asphalt tile, rubber tile or finished wood flooring. When used as base for finished flooring, helps eliminate cold, damp floors by providing 99.96 per cent moisture and vapor barrier. Provides squeak-proofing to finished floor. Keystone Asphalt Products Co., 41 East Ohio St., Chicago, Ill.

STEEL DOOR FRAME AB6930

Interior-exterior steel door frame does not require additional trim. Four corners of the mitred joints are reinforced. Has uni-



versal adjustable brass strike plate and enclosed deep dust box. Hinges are applied at factory. Frames are designed for 1 3/4 and 1 7/8 doors. Steelcraft Manufacturing Co., Rossmoyn, Ohio.

GROUND HYDRANT AB6934

Non-freezing ground hydrant is self-closing and self-locking and closes against pressure. Suitable for farm out-buildings, stock tanks, for watering lawns or for industrial plants, hydrant incorporates self-locking handle that can be locked in open position. Outlet for water is threaded for hose connection. Unnecessary to remove from ground to repair. One valve leather is used which can be replaced by unscrewing hydrant head. Fairbanks-Morse & Co., 600 S. Michigan Ave., Chicago, Ill.

(Continued on page 152)

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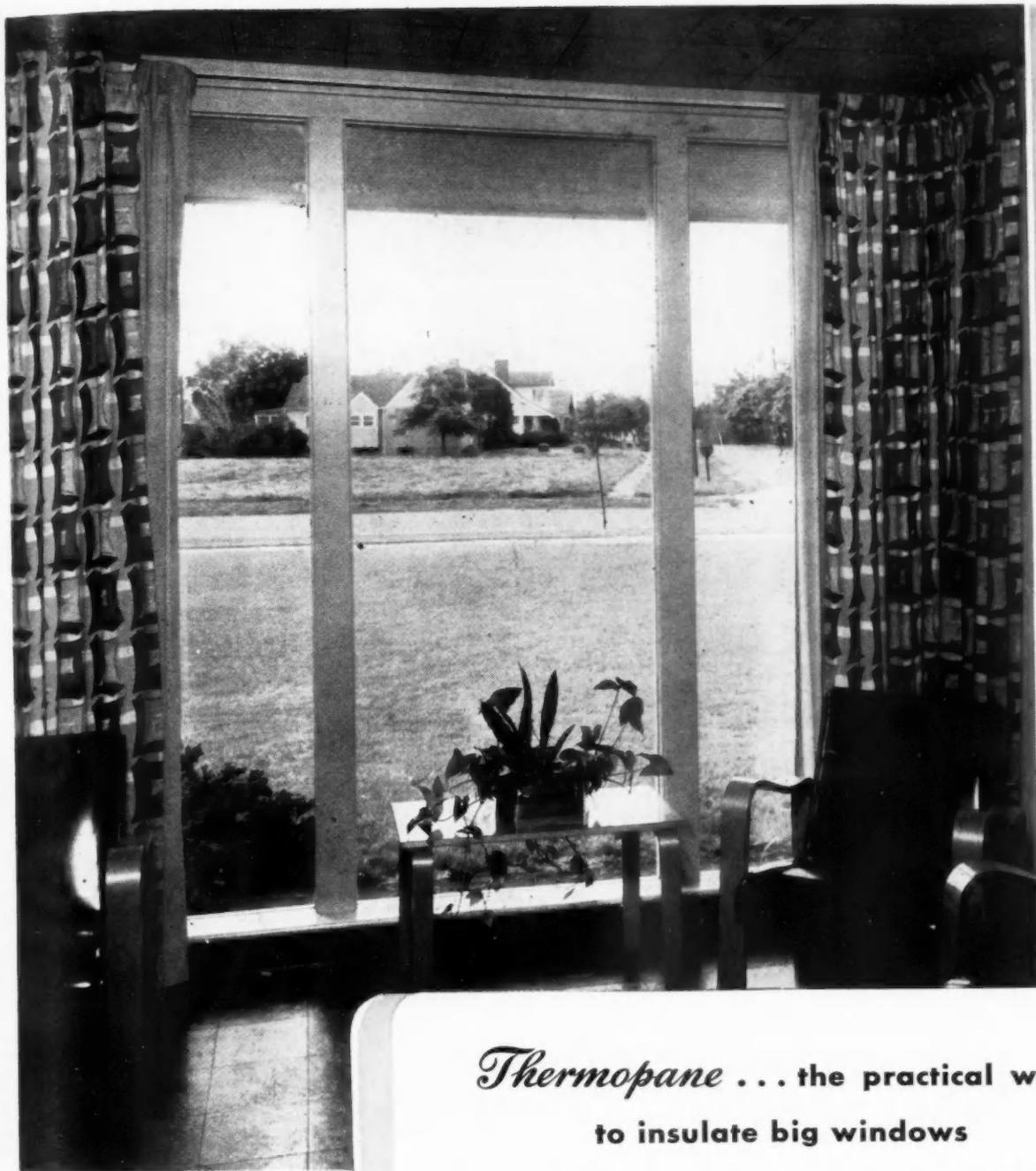
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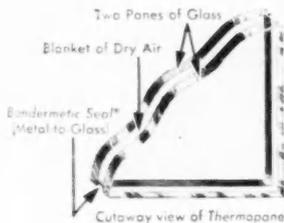
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Architect: Karl B. Hoke, Toledo, Ohio



For better vision specify Thermopane made with polished plate glass.

For full details, write for our Thermopane book and list of over 70 standard sizes.

Thermopane . . . the practical way to insulate big windows

Buying or building . . . people want big windows in their homes. Thermopane* makes them better investments. This sealed, double-glass insulating windowpane assures greater comfort, convenience and heating economy . . . year after year.

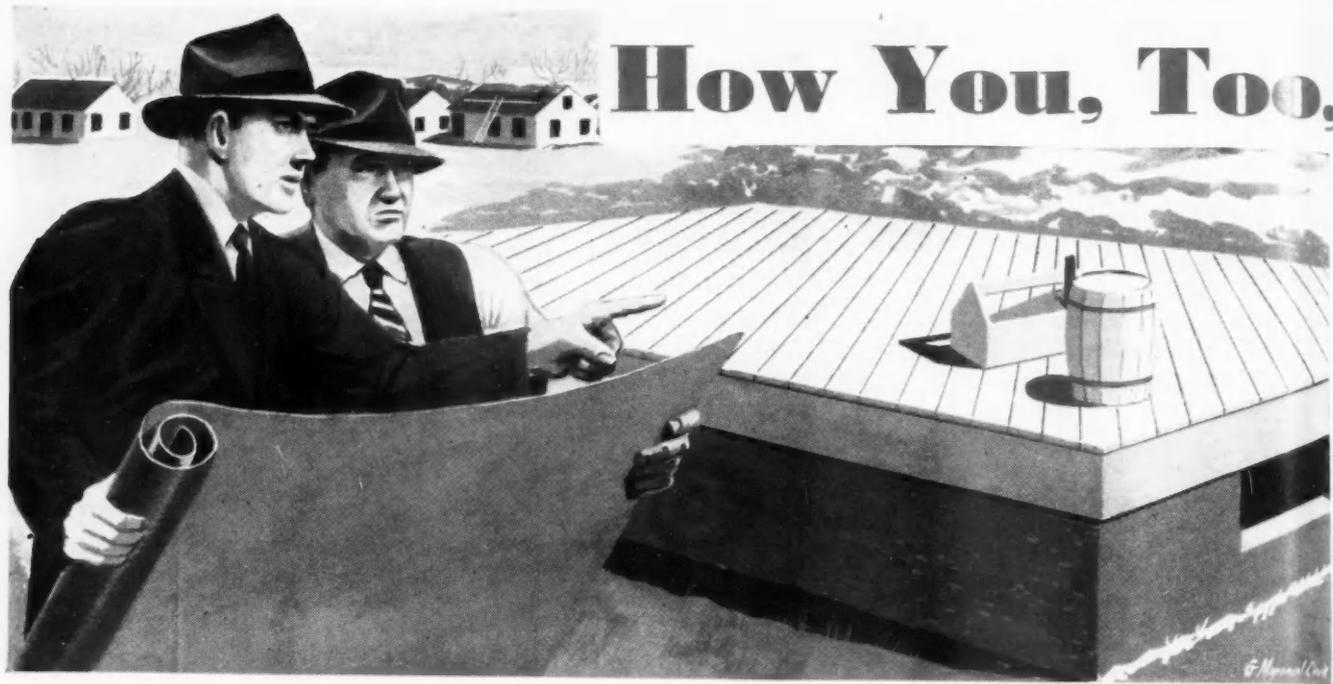
With Thermopane, year-round window insulation is easily built in . . . to stay. No storm sash are needed. Thermopane helps keep rooms cooler in summer. And in winter, it cuts heat loss through glass, reduces downdrafts, minimizes condensation, saves fuel. Installed in fixed or opening sash, Thermopane increases value of the homes people buy or build. *®



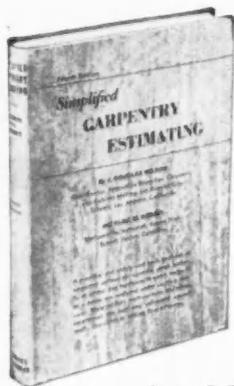
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469 Nicholas Building, Toledo 3, Ohio.



How You, Too,



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By J. Douglas Wilson and Clell M. Rogers

A complete and up-to-date explanation of house carpentry estimating by two experienced instructors. Short cut methods, helpful illustrations and tables, and material check list safeguard against errors and oversights. 4th Ed., 288 pages, 123 illus., 60 tables, index, 5 x 7 $\frac{3}{4}$, solid binding.



\$4.50

House Construction Details

By Nelson L. Burbank

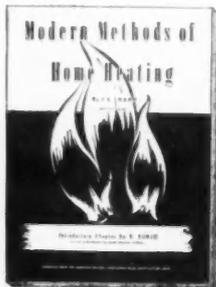
Builders refer to this book when making alterations in a set of stock plans and when drawing up a complete set of plans. Hundreds of detail drawings and photographs, with just enough text to explain general principles. Includes pre-fab construction. 2nd Ed., 314 pages, 1,500 illus., index, 8 $\frac{1}{2}$ x 11, cloth.

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By J. L. Shank

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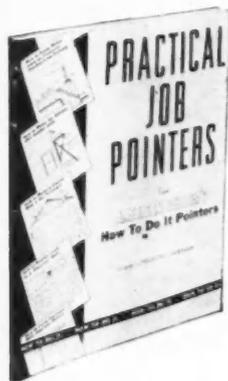
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This unique plan book contains 12 complete blueprints of modern small homes designed by leading architects. Contractors can figure local costs from these 16½ x 11½-in. blueprints drawn to 1/8-in. scale. Includes descriptions and floor plans of 9 other houses, 7 garages and sketches of built-ins. Plastic tube binding to open flat.

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Build Better Fireplaces QUICKER and EASIER with **Fyro-Place**

The Improved Circulating Fireplace Unit

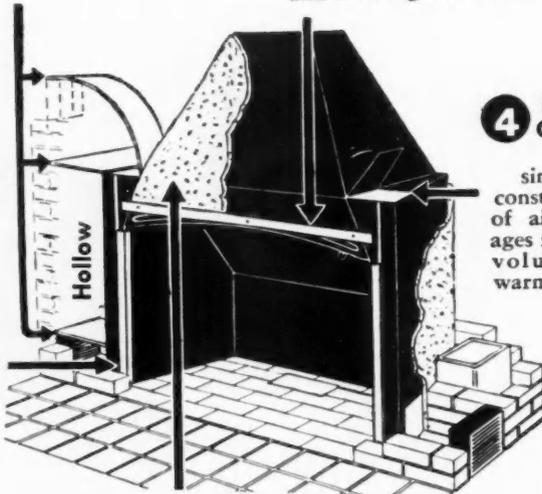
When you build a fireplace using the FYRO-PLACE heat-circulating unit, you give owners a *better-looking, better-performing fireplace*. The mason saves labor, plus the cost of damper, firebrick, etc., largely off-setting its cost.

Here are the time- and money-saving features:

1 **New Ductmakers** save time and materials (up to 40 bricks) improve flow of air.

3 **New Flexible Metal Stop** on apron prevents insulation from slipping down and showing in front.

2 **Expansion Channels** which eliminate the ugly joint between face brick and fireplace form, when masonry dries and falls out.



4 **Larger Outlets** and simplified construction of air passages increase volume of warm air.

5 **New feather-light Blanket-Type Insulation** is more quickly applied and doesn't fall apart to cause extra work.

FYRO-PLACE FORMS are sold by Building Supply Dealers in sizes that fill every need. If your dealer cannot or will not supply a Fyro-Place, write or wire collect and we will arrange a quick delivery.

Our 32-page Book "100 Fireplace Ideas" sent you FREE on request.

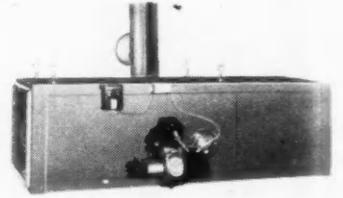
PRICE FIREPLACE HEATER & TANK CORPORATION

99 AUSTIN STREET, BUFFALO 7, N. Y.

NEW PRODUCTS

(Continued from page 148)

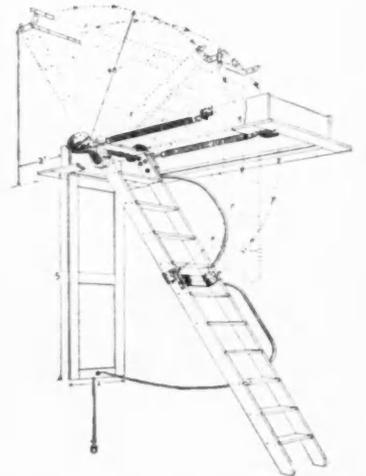
SUSPENDED HEATING UNIT AB6931
Oil-fired suspension unit measures 23x27x74 inches, weighs approximately 575 pounds. Has two stage pump, pressure type oil



burner; and centrifugal blower. Filters are incorporated in blower compartment. Motor is 1/3 HP; B.T.U. output ratings are 112,000 and 145,600. Eyebolts for suspension are installed at four points. Jackson and Church Co., Saginaw, Mich.

FOLDING STAIRWAY AB6901

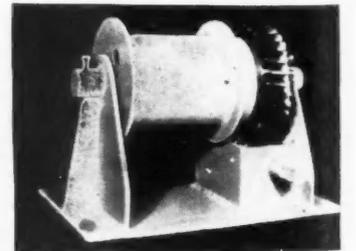
Myer-Lee disappearing stairway can be installed where there is a 4 foot clearance above stair well and two feet at one end of well. Panel, 2 x 5 feet, is made from select wood, left unpainted so that it can



be finished in color desired. Stair hinges at about center, rotates upwardly on shaft fixed into the well. Operates easily. Locked in down position by automatic locking device. Time required to install: about 30 minutes after well is made. Foldaway Stairway Co., Inc., 813 Seaboard St., Portsmouth, Va.

HAND OPERATED WINCH AB6902

Atlas hand operated winch, self-locking, will hold load in any position. All welded



steel construction. Bronze or cast iron worm gear with steel worm. Capacity, one ton. Can be motorized. Atlas Industrial Corp., 849 39th Street, Brooklyn 32, N.Y.

(Continued on page 154)

there's always room
for
Crane
quality



● Take this kitchen, for example. Small . . . compact . . . only 38 inches for the sink.

But that's room enough for Crane quality—room to give your customers the name they prefer! Room here for deep double basins, for cabinet space aplenty. For Crane *Dial-ese* controls, just as on the more commodious Crane sinks. And *commodious* is the word! Crane sinks range all the way from this 38" Kitchen Pride to the six-foot Kitchen Queen. A style for every taste, a price for every budget—and a name that helps you sell!

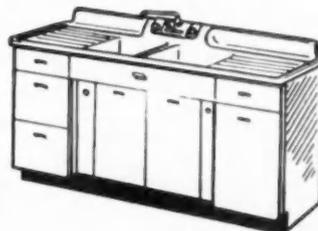
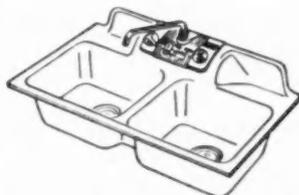
You'll find this same breadth of line in Crane bathrooms, too. And in home heating, Crane supplies *everything required* for any system . . . hot water, warm air, steam . . . coal, coke, oil or gas.

See Sweet's Builders' File for selections from the Crane line—and be sure to check your plans early with your Crane Branch or Crane Wholesaler.

MOST COMPACT: *The Crane Kitchen Pride—double basins in a 38" space!*

MOST LUXURIOUS: *The Crane Kitchen Queen, America's finest. Double basins, double drain-board—six feet of quality. Available with automatic dishwasher, General Electric Disposal.*

MOST UNIQUE: *The Crane All-America—the only countertop with all the features of Crane cabinet sinks. Retractable hose spray . . . 4" shelf back . . . Crane Dial-ese controls.*



CRANE

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

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

Here's new, breathtaking beauty for bathrooms

Crystalchrome

Accessories by

HALL-MACK

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

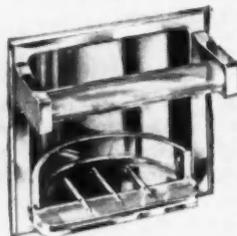


No. 170
PAPER HOLDER

NEW in design...NEW in appearance...NEW in its conception of modern accessories for bathrooms—that is Hall-Mack Crystalchrome!

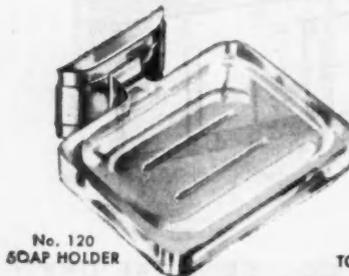
Crystalchrome combines the lasting brilliance of polished chrome on solid forged brass with the added beauty of crystal that is perfectly clear, jewel-like, and easy to clean.

Whatever your designs or building requirements may be, Crystalchrome will bring new beauty to bathroom decoration. Moderately priced to cover a wide range of building needs, Crystalchrome is quickly and easily installed. It is an important new addition to the complete Hall-Mack line of bathroom accessories for every application from millionaire's mansion to modest cottage.

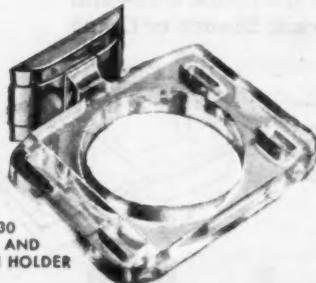


No. 165
RECESSED
SOAP AND GRAB

Crystalchrome is available in towel bars, soap dishes, paper holders, toothbrush and tumbler holders and other accessories—in designs never before achieved in bathroom equipment. *Your copy of the Crystalchrome Catalog will be mailed without obligation on request—write for it today!*



No. 120
SOAP HOLDER



No. 130
TUMBLER AND
TOOTHBRUSH HOLDER

HALL-MACK COMPANY

1344 WEST WASHINGTON BOULEVARD, LOS ANGELES 7, CALIFORNIA
7455 EXCHANGE AVENUE, CHICAGO 49, ILLINOIS

NEW PRODUCTS

(Continued from page 152)

ACOUSTICAL CEILING TILE AB6912

Acoustical ceiling material, tiles and boards made of glass fibers with both plain and perforated surfaces. Available in wide variety of colors which may be repainted



without affecting acoustical properties of material. Acts as insulating material. Incombustible, light weight, it is easy to apply by clips nailed to the furring strips or by any accepted mechanical suspension system. Certain-teed Products Corp., Ardmore, Pa.

AUTOMATIC WASHER AB6928

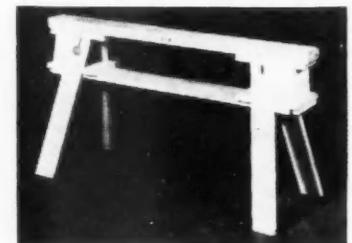
New Maytag washer, when filled to proper level for washing, holds 13½ gallons of water. Controls permit omitting or re-



peating of any operation. Elimination of heavier particles of insoluble dirt is accomplished through perforations in bottom of inner tub where particles settle during washing. Mechanical features include safety lid, torque limiting clutch, sealed-in oil power unit and adjustable legs for leveling. The Maytag Co., Newton, Iowa.

WORKHORSE AB6904

Retractable legs fold under the top rail of this workhorse to produce a portable unit. When folded, unit measures 8 inches



square by 3½ feet long. May be carried in auto trunk, or stored in small closet. Open, the workhorse stands two feet high on a 3½ foot length. Supports 1,000 pound load. Folding Workhorse Co., P. O. Box 63, Long Branch, N. J.

(Continued on page 156)



Attractive store front modernized with
 3/4" thick "Century" APAC.
 White & Prinz, Dallas, Texas, Architects.

Good looks and good service

... you can give both with

K&M "Century" APAC

Many merchants in your town would like to have an attractive store front like this. They know it would create prestige . . . bring in business. Yet they put off modernizing. Why? Because some think it costs "big money" . . . musses up the place . . . takes a lot of time. They're wrong on all three counts so far as "Century" APAC is concerned.

Explain to your customers how economical "Century" APAC is . . . how quickly it can be applied . . . how well and how long it stands up in service. You'll find that it will help to bring you many extra jobs . . . not only remodeling, but new construction as well.

Being made of asbestos and cement, "Century" APAC is fire resistant and proof against weather, rot, rust, corrosion, rodents, termites. It requires no protective paint, and maintenance is at a minimum. Use APAC for interior and exterior walls, ceilings, partitions, almost all flat surfaces.

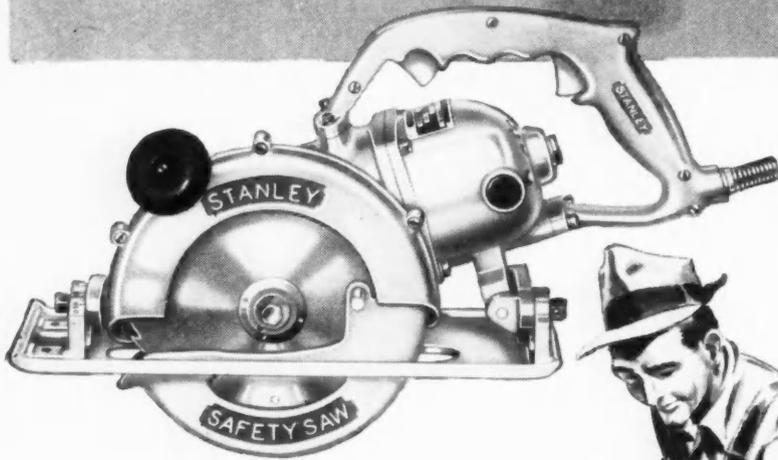
Get full information about "Century" APAC from your K&M Dealer, or write direct to us. We'll attend to your inquiry promptly.



Original manufacturers of
 Asbestos-Cement Roofing
 Shingles in this country

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

Standardize on Stanley
JOB-PROVED *electric tools*

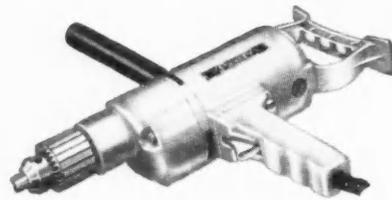


Model W8 Safety Saw
 cuts 0 to 2 3/4"

Stanley W8 is a heavy-duty power saw that handles as easily as a hand saw. Gives machine-perfect accuracy on all kinds of tough jobs... compound angles, stair stringers, floor joists, flooring.

Duplex handle with two switch triggers for convenient handling in any position. Simple wing nut adjustment for depth of cut. Safety guard covers cutting edge at all times. Motor and arbor mounted on sealed ball bearings. Tilting base permits bevel cuts up to 2 1/16" at 45°. Capacity on straight cuts, 0 to 2 3/4". Operates on AC or DC.

See these Stanley Electric Tools at your industrial distributor's. Stanley Electric Tools, New Britain, Conn.



No. 112 Electric Drill, 1/2" . . . Compact, lightweight, general purpose drill for wood and metal. Chuck spindle offset to allow drilling in close quarters without removing either pipe or spade handle. Fast hole saw work. Drill stands available.



Stanley No. 310A Electric Hammer
 Powerful but lightweight for drilling, chipping, channeling, vibrating, tamping, scaling rust . . . all kinds of hammer work. Plugs into any lighting circuit, AC or DC.

THE GREATEST NAME IN TOOLS



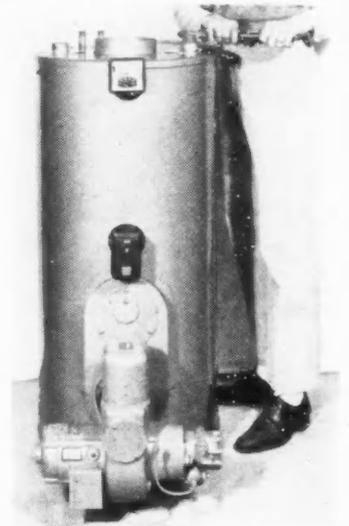
Reg. U.S. Pat. Off.

HARDWARE • HAND TOOLS • ELECTRIC TOOLS • STEEL STRAPPING

NEW PRODUCTS

(Continued from page 154)

BOILER-BURNER AB6916
 The Aldrich "Bantam" boiler-burner stands 45 inches high, is especially designed for the modern small home. Furnishes heat



and domestic hot water. May be used for hot water, steam or radiant heating systems. Maximum rating 100,000 B.T.U. per hour. The Aldrich Co., Wyoming, Ill.

LADDER HOOK FOR PAINT AB6946
 Designed to end swinging pail nuisance when painting or washing windows from



rung ladder. Hook fits over ladder rung and around side of ladder to hold bucket steady and secure. Hook is made of cast aluminum. Beuideal Inc., 821 South Water St., Saginaw, Mich.

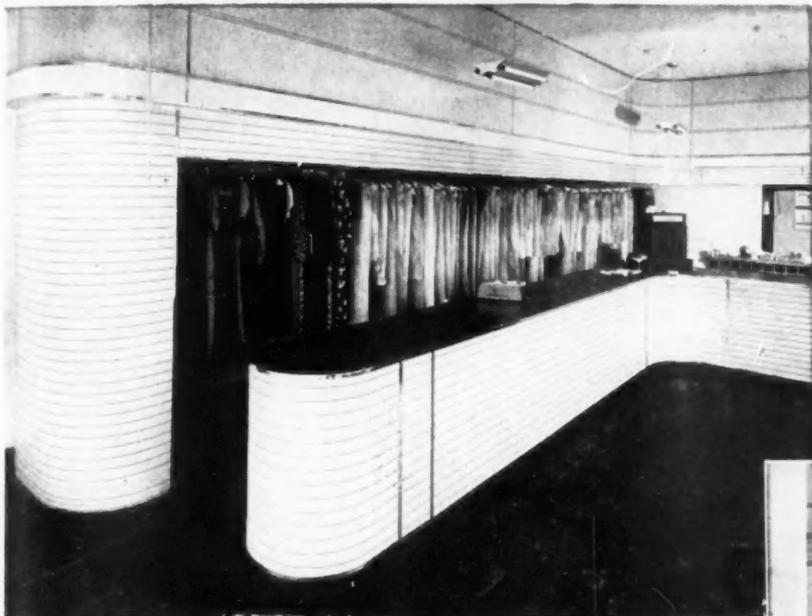
DOOR OPERATOR AB6944
 Crane "400" door operator opens or closes garage door by remote control—from car. Simple to install. Operator can stop door



at any desired height, turn garage lights on or off, floodlight driveway, and lock door securely. Automatic safety clutch slips if door meets an obstacle. H. W. Crane Co., 1443 W. Lake St., Chicago, Ill.

New Business from Old Walls

with



Note the modern, streamline lustre of this Cleaners and Dyers shop where Miracle Walls by TYLAC have done a remarkable conversion job — from old walls to new lustrous beauty.

Ever increasing sales are being made by our dealers and distributors everywhere — with Hi-baked, Plastic Enamel Surface, Miracle Walls by TYLAC. Every interior wall in homes, stores, offices, hospitals, theatres, factories, etc., offers a potential sale.

INTERIORS OF PERMANENT BEAUTY

Old, drab walls are transformed into modern walls of lustrous beauty with Miracle Walls by TYLAC. Your potentials for these superior wall coverings are everywhere: Next door—across the street—around the corner — yes, they're ready, now, for remodelling programs. Show them the 18 gorgeous colors and the 4 modern designs from which unlimited varieties of combinations can be effected—show them how decorative schemes, to fit each individual taste, can be quickly and economically installed.

But, be sure it's Miracle Walls by TYLAC. Made by pioneers in quality wall panelling, they give your customers the advantage of every superior feature of manufacture known to the wall board industry.

You'll make more sales — more profit — with Miracle Walls by TYLAC.

Write us today for our liberal sales plan and many advertising and dealer helps.



The old bath room was transferred from dull "antiquity" into modern streamline beauty—with Miracle Walls by TYLAC. Here is combined beauty — economy — permanence.

TYLAC COMPANY MONTICELLO, ILLINOIS
PIONEERS IN THE PREFABRICATED WALL PANEL INDUSTRY

AMBITIOUS ANDY PUTS SOCK INTO HIS SELLING!

by Your Local **DODGE MAN**

... JUST WHAT I NEED TO DRUM UP PROFITABLE BUILDING CONTRACTS!

RIGHT THIS WAY, ANDY... TO THE MARVELOUS DODGE SALES CARNIVAL!

HEY, THIS LOOKS LIKE A SHORT-CUT TO SURE-FIRE SALES!

DAILY DODGE REPORTS GIVE YOU LAST-MINUTE NEWS - FACTS YOU NEED TO FIND YOUR BEST PROSPECTS!

WOW! THAT GUY HIT A NEW HIGH IN TOP SALES!

HE COULDN'T MISS WITH DODGE REPORTS LEADING HIM TO BETTER BUSINESS... BIGGER PROFITS!

DODGE REPORTS LEAD ME TO THE BIG-PROFIT BUILDING JOBS I WANT!

DODGE IS YOUR TICKET TO BANG-UP SALES! MAIL THIS COUPON TODAY!

FREE...

Without cost or obligation, let me see some current Dodge Reports. I do business east of the Rockies.

NAME _____

FIRM _____

ADDRESS _____

F. W. DODGE CORPORATION
DODGE REPORTS
 CONSTRUCTION NEWS DIVISION
 F. W. DODGE CORPORATION
 119 W. 40th Street - New York 18, N. Y.

Still Going Strong

(Continued from page 93)

unproductivity of certain classes of labor, high wage scale prevalent in all labor classifications and so on.

Good reasons, one and all, for not seeking new worlds to conquer, especially in the low-cost house market, but the all-important point is that the vast majority of the home builders of the nation were far more interested in finding ways and means for licking the problem than in listening to reasons why it can't be done.

And so it doesn't make any particular difference where you go, you'll find companies big, little and in-between tackling the job of building a better home for less money and meeting with a surprising measure of success.

As we said before, this doesn't mean it is now possible to provide an individual house for the very lowest income group any more than it has ever been possible to place an automobile within the reach of every family. On the other hand, it does mean that the home building industry is reaching down farther and farther into the low-cost bracket and coming up with some surprising, satisfactory answers... all things considered.

It doesn't make much difference where you go you'll encounter great concentration on the whole subject of how to get more house for less money. Furthermore, you'll find that the intensive competition between methods and materials is creating better homes at a faster rate than will ever be achieved through any other means known to mankind... and it is this ferocious competition that will bring to America the best homes ever produced in any price classification for every income group.

Out on Long Island the Levitts are creating near riots by offering attractive, four-room houses for \$7,990 (\$90 down and \$58 a month to veterans). Across the Sound in Hartford, Conn., Capitol City Lumber Company, in excellent full-page ads, is extolling the virtues of its "49er" Cape Cod for \$46.96 per month. In Detroit, Mich., Field's contribution to the good of the cause is an attractive \$5,990 home for \$43 a month.

Nor are these surprising values available in metropolitan areas only. Perry Lumber Company, Holdrege, Nebraska, features a 2-bedroom home (24'x31') with full basement, complete on builder's lot for \$6,803. A Fargo, N.D., concern uses half a page to invite the public to attend the official opening of its "Futursized Home"—the basic structure, ready to move onto the builder's lot, \$2,950. Griffins,

(Continued on page 160)

For Guts-to-Go, IT'S A 4-WHEEL-DRIVE WONDER!



The "go-anywhere" guts of 4-wheel-drive traction *plus* low-cost operation and maintenance in light-duty service—you get both in Willys-Overland's sensational 'Jeep' 4-Wheel-Drive Truck.

Four-wheel-drive keeps this Willys-Overland truck moving over roads of all kinds—off the road through churned up building sites—right to the job. Its

5300-lb. GVW and 188-inch wheelbase give you a combination of big carrying capacity with easy driving maneuverability.

'Jeep' 4-Wheel-Drive Trucks are economical on gas, oil and tires—easy to maintain and repair with minimum shop time.

Visit your Willys-Overland dealer and see the many features of these great 'Jeep' 4-Wheel-Drive Trucks for yourself.



Flat, high-clearance fenders allow plenty of unobstructed room for quick tire changes. Fenders are hard to damage—and cost less to repair.

'Jeep' 4-WHEEL-DRIVE TRUCKS *Cut Hauling Costs*

WILLYS-OVERLAND MOTORS • TOLEDO • MAKERS OF AMERICA'S MOST USEFUL VEHICLES



BARTEL HOUSING PROJECT MUNCIE, INDIANA

Fifty-three houses, four rooms and bath. Built to rent at \$50 per month. Builder-Owner: Charles Bartel. Kitchen Maid Kitchens supplied by the C. O. Bridgman Agency.

Friendly WOOD CABINETS

choice of Indiana owner-builder!

Sales appeal and investment value were important considerations when Mr. Charles Bartel selected kitchen cabinets for his 53-house, Muncie, Indiana project. So Mr. Bartel, like many other product-wise builders, chose Kitchen Maid, first of the modern kitchens. The beauty of its Flo-Line styling, the warmth and friendliness of its hardwood construction have a very special appeal, and assure the investor years of dependable service.



Kitchen Maid Cabinet Surfaces are Warm and Friendly to the Touch

MANY PLUS VALUES

Many other features make Kitchen Maid a frequent selection. Quiet aluminum drawers that won't chip or rust and always slide easily, Resinite (prestwood) doors that open and close on cushioned roller catches, permanent wood shelves that won't tip or sag, many work-saving conveniences, three coat factory finish—these are features that architects, builders and owners alike approve and appreciate. Your Kitchen Maid representative will be glad to work with you on any kitchen problem. Feel free to consult him. In the meantime send the coupon below for your copy of famous color booklet and planning guide "Kitchen Hints"—free to architects and builders.

Look for this seal in your dealer's window. It signifies his skill as a member of the nation's oldest kitchen planning organization.



THE KITCHEN MAID CORPORATION
596 Snowden St., Andrews, Indiana

Please send new booklet containing 10 practical kitchens with floor plans and details. I am an Architect Builder Dealer.

Name.....
Street.....
City.....State.....

Still Going Strong

(Continued from page 158)

Hudson Falls, N.Y., describe and illustrate a "new lower cost home," for \$65 a month including lot (no down payment for ex-GI's)—\$900 down for others and \$60 a month. Cowley's, Olathe, Kas., use a double-page spread in their monthly "Homemaker" to describe their "Home-of-the-Month" erected on the owner's lot for \$7,400, and a chart which shows that housing costs have risen less than farm products, factory wages, food prices and clothing prices.

And so you can follow the well-beaten path of progress from the mammoth projects in the largest cities down through the smaller cities and county seats to the smallest towns in America. The picture varies only in the scope of their operations. Each and every builder is shooting at the same target, even to the one-man operator in the town under 500 who is building a one-bedroom home for Widow Jones . . . and doing a right fine job of it.

From there you can jump to the Lustron factory in Ohio where you will find the more-than \$30-million experiment in factory-produced homes in a streamlined operation which must complete a home every few minutes in order to keep going.

Or, if you prefer, you can journey to Detroit where, in 1948, there were persistent rumors of too many homes at too high prices. Today, the situation, as reported in Engineering News-Record, is:

"Public demand for new housing, plus a marked easing in building supplies, has launched a building boom in Metropolitan Detroit—largely in the low-price field. Early results in a poll conducted by local newspapers indicate that within the next six months, 70 contractors, real estate groups and investment companies will build 4,962 single houses, 47 percent of them in the \$7,000-\$11,000 class; 782 rental units; 118 duplex houses, and others. Largest single project is 1,000 custom built homes (to be built on the customer's lot) by Miller Homes, Inc. Prices of these custom built homes will range from \$6,290 to \$9,000."

That's why we claim that the current activities of the home building industry are nothing short of inspiring.

Washington may churn up public housing projects—industrial prophets of gloom may peer anxiously around the corner for signs of the approaching depression—but despite all this the home building industry keeps right on building homes.

BUILDERS SAY

Brick first

FOR FLEXIBILITY OF DESIGN



To put it more simply—*brick fits your plans.*

Fits them better than any other material, according to a recent nationwide builder-survey on non-residential building!

If your plans call for extra structural strength, *it's there*, in brick.

If you want a unique color, surface texture or decorative effect, brick offers you an infinite variety.

If difficult structural lines or shapes are demanded, *use brick!* For this building unit is *sized for flexibility.* Its convenient, modular dimensions make the difficult easy, and they will save you construction time and money, too, particularly in work around openings.

Check all of these advantages against the plans for your next job. Figure, too, on the many other qualities in which brick rates tops—beauty, permanence, real value, fire safety.

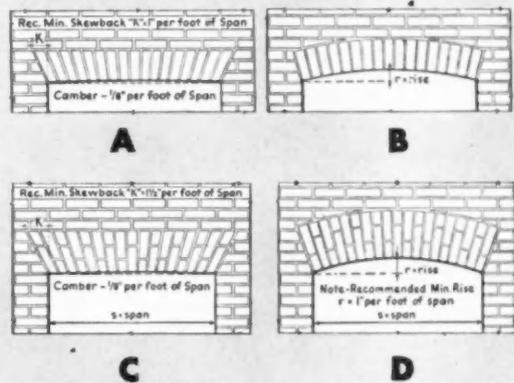
You'll see why we say, and so many of you builders say, "*brick first.*"

GET THESE PLANS FOR 20 ECONOMY ENGINEERED HOMES!

BRAND NEW! 56 pages of valuable home building information—20 labor-saving, cost-reducing house plans, interesting discussions on location of site, selection of plans, financing, interior arrangements and exterior beautification. Just enclose 50¢ with your name and address. Write to the address below, Dept. AB-6, for the new planbook MODERN BRICK HOMES.

TIPS ON GOOD MASONRY PRACTICE

Typical Brick Arch Openings



Figures A and B show arches with continuous soldier courses. Figure A is made of brick with tapered sides and ends while Figure B shows brick with tapered sides only. Figures C and D show arches built of soldier and header combinations, staggered in alternate courses, with Figure C made of brick with tapered sides and ends and Figure D of brick with tapered sides only.

STRUCTURAL CLAY PRODUCTS INSTITUTE
1756 K Street, N. W.

Washington 6, D. C.

Briggs
presents

A NEW
BRIGGS
VITREOUS
At New

NEW, NEW, NEW! A complete line of *vitreous china* lavatories by Briggs to add to the

already outstanding line of Briggs Beautyware plumbing fixtures and brass fittings!

SMART, SMART, SMART! A wide variety of fixtures and fittings to harmonize with any

decorative scheme for new homes or modernization work! **DIFFERENT, DIFFERENT, DIFFERENT!**

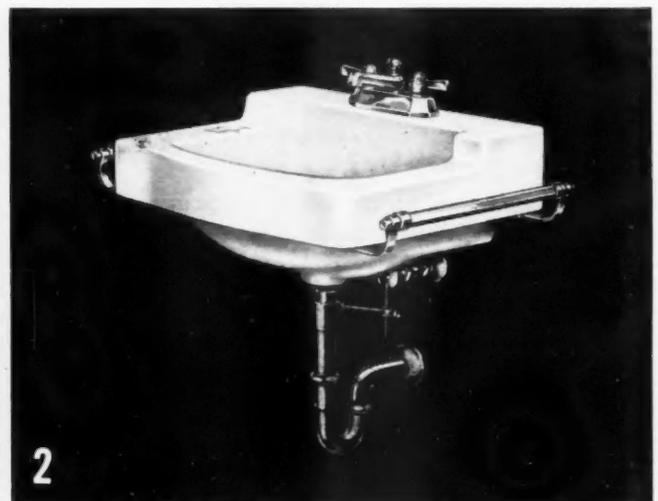
Yes . . . full of design features you'll find in no other lavatories! **COLOR,**

COLOR, COLOR! Sandstone . . . sky blue . . . sea green . . . ivory. **FOUR**

exciting colors, plus white, moderately priced to fit every building budget.



1



2

The new Briggs Beautyware lavatories are:

- 1 THE WHITTIER** (B-3210 HT), 19" x 17", shelf back, wall pattern, with chromium towel bars. Also available with chromium plated legs.
- 2 THE WHITMAN** (B-3310 HT), 20" x 18", ledge back, wall pattern, with chromium towel bars and soap depression. Also available with chromium plated legs.

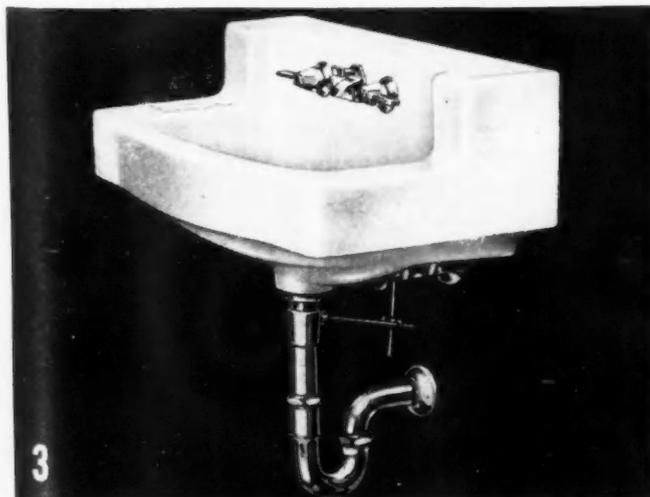
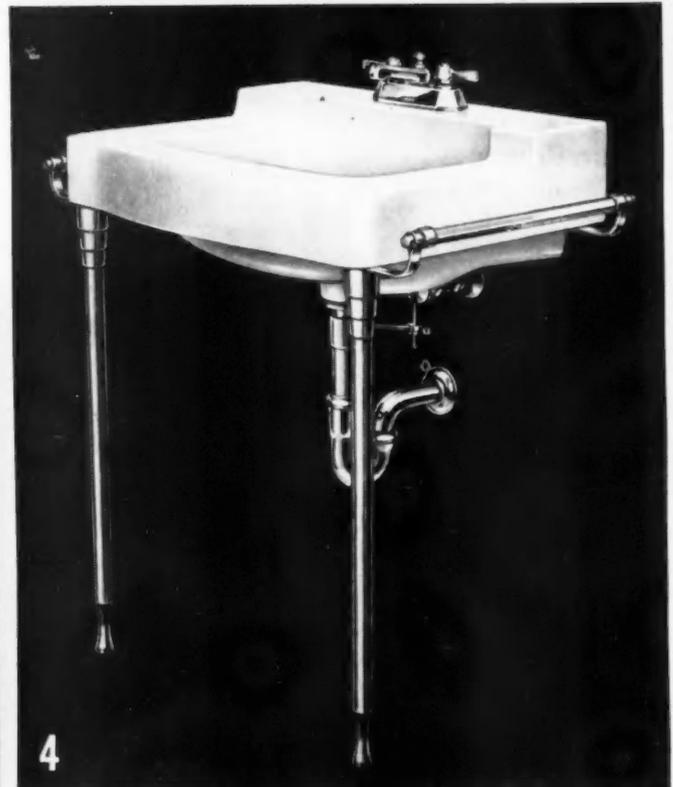
- 3 THE LONGFELLOW** (B-3280 H), 22" x 14", shelf back, wall pattern, with soap depression. A great space saver due to its narrow front-to-back dimensions.
- 4 THE WHITMAN** (B-3370 H), 24" x 20", ledge back, with chromium legs and towel bars, soap depression.
- 5 THE WHITTIER** (B-3270 HT), 22" x 18", shelf back, chromium legs and towel bars, soap depression.

LINE OF

Beautyware CHINA LAVATORIES Low Prices!

Points of superiority in Briggs Beautyware vitreous china lavatories:

- Ample shelf space—"beaded ends and back"—prevent side soiling.
- Double front corner concealed overflows with smooth underbowl front—no unsightly bulge—installation made easier—no cramped quarters.
- Deep anti-splash rim—non-splash with valves open.
- Deep bowl—greater water capacity.
- Special safety-wall-locking feature—"fixture cannot come off hangers".
- No-slip hexagonal towel bars—attached to lavatory, front and back.
- Special easy-fastening methods for towel bars and legs.
- Attractive fittings—hug the back—black index supply handles—quick opening valves.
- Priced right—smaller premium for color.



Copyright 1949, Briggs Manufacturing Co.

Write for complete details to
BRIGGS MANUFACTURING CO.
3025-f Miller Avenue, Detroit 11, Mich.

BRIGGS Beautyware



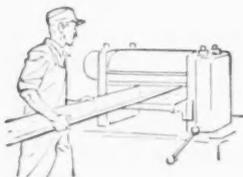
Kohler Electric Plants, mounted on trailers, provide a reliable, easily handled source of independent electric current for S & S Builders, Glendale, California.



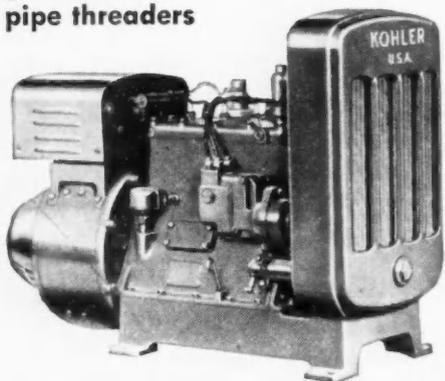
Portable electric power for hand saws



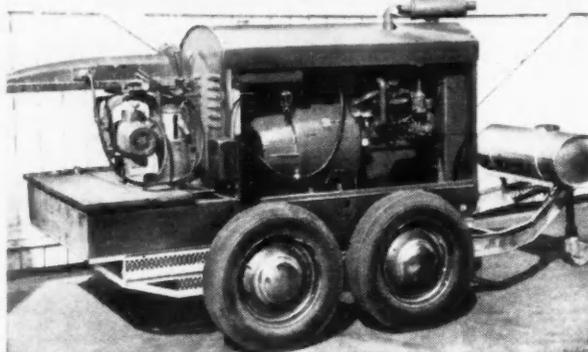
screw drivers ... drills ...



planers ... floor sanders ... grinders ... pipe threaders



Kohler Electric Plant Model 3A21, 3KW, 115 volt AC. Automatic start and stop. Length 41", width 16", height 27 1/4".



SAVE TIME... on many operations with **KOHLER** Electric Plants

Kohler Electric Plants save valuable time in so many different ways that builders say they quickly pay for themselves.

In a recent large housing project, S & S Builders of Glendale, California, used thirteen 1½ KW Kohler Electric Plants throughout the construction area. They were mounted on heavy trailers for quick movement wherever needed for operating electric hand saws, screw drivers, sanders, planers, grinders and other power tools. In addition, two 5KW plants were used to operate 5 H.P. cut-off saws for sawing heavy floor timbers.

Kohler Electric Plants come in sizes from 750 watts to 10KW. A Kohler field representative will gladly advise you as to the most practical model for your needs. Write for illustrated folder E-7. Kohler Co., Kohler, Wisconsin. Established 1873.

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS

Dealer Review The President's Column

(Continued from page 126)

people of a certain faith or political belief may live in the project, or perhaps all people with red hair will be asked to move, or those who own parrots will have to dispose of them for security reasons. Perhaps this sounds silly and far-fetched, but once started, who can tell where the end will be?

When are the American people going to awaken to the fact that their personal liberties are being gradually taken away from them? Don't let it be said, "It can't happen here"—it is happening here, as witness the plight of several hundred youngsters who are losing the companionship of their dogs and cats because some housing official decreed them unhealthy and unsafe for a government project.

West Coast Vacation Tour Is Arranged by Dealers

A West Coast vacation tour for lumbermen and persons in allied industries is being sponsored by the Independent Lumber Dealers Association. The trip will include a number of sightseeing trips, entertainment, and inspections of lumber mills and lumber operations. Dates are July 25 to August 12.

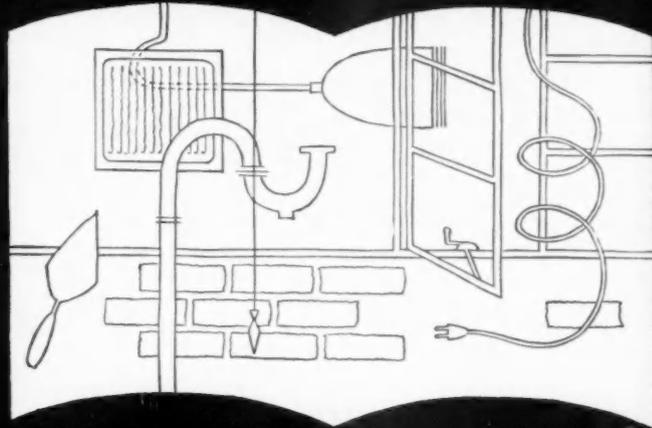
Members of the lumbermen's party will assemble at St. Paul, Minn. The trip will be over the Great Northern railroad.

The cost of the tour is on an all-expense basis, with all items included in a flat rate. Reservations, in charge of Charles Lampland, Lampland Lumber Co., 419 E. 8th St., St. Paul, will close July 15. Refund will be made in the event cancellation is necessary.

Lumber Trade Associations Meet Jointly to Oppose Socialization of Industry

Addressing the first joint meeting ever to be held by the National Lumber Manufacturers Association, the National American Wholesale Lumber Association and NRLDA, C. B. Sweet, NRLDA president, declared that the precedent set by the meeting could make history by "focussing attention on the fact that all industry and all workers, employees and employers alike, have a common cause at the national level—to defeat any proposal to socialize industry or regiment individual living and com-

(Continued on page 168)



Better Homes & Gardens

is selling

these BUILDING PRODUCTS

in *April-May-June*

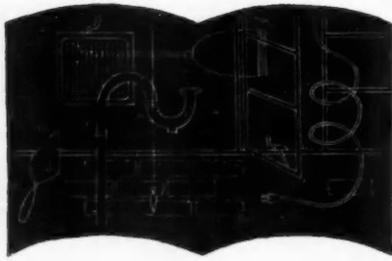
BH & G

.....serves.....so it screens.....so it sells

and here's how it's done:

These Editorial articles

- *Idea house that sets a trend*
- *You can improve your home with picture windows*
- *Aluminum*
- *We made our dream house from a 47-year old bargain*
- *How to cover a counter with linoleum*
- *Make your old kitchen look like new*



LOOK at the article titles above. They all tell *how* to improve home living.

Then notice the list of advertisers below and at the right. Their messages in *Better Homes & Gardens* follow through on the articles—and tell *what to buy* to bring about the improvements.

Here's another example of BH&G 100% service. If the article or ad isn't about better living, it isn't in BH&G. Let the other magazines run fiction and confessions!

Is this no-nonsense content popular? Evidently it is — because it screens in more than 3,000,000 readers who pore over every issue from cover to back page.

They're people with above-average incomes who are eager for new ideas, new products, new facts, pertaining to the home. And they don't care whether the information comes from an article or an ad; the two go hand-in-hand here.

Is it any wonder that so many advertisers in your field use *Better Homes & Gardens* so regularly?

These products are advertised in the April, May and June issues of Better Homes & Gardens

APPLIANCES

- Admiral Range
- Admiral Refrigerator
- Air-Way Sanitizer Vacuum
- Amara Home Freezer
- American Gas Ranges
- American Kitchen Disposer
- Cadillac Vacuum
- Caloric Range
- Coolerator Home Freezer
- Coolerator Range
- Coolerator Refrigerator
- Crosley Refrigerator
- Deepfreeze Home Freezer
- Dexter Washer
- Easy Washer
- Estate Range
- Florence Range
- Frigidaire Home Freezer
- Frigidaire Range
- Frigidaire Refrigerator
- Frigidaire Washer
- General Electric Dishwasher
- General Electric Disposal
- General Electric Range

- General Electric Refrigerator
- General Floor Polisher
- Gibson Home Freezer
- Gibson Range
- Gibson Refrigerator
- Grand Range
- Hamilton Clothes Dryer
- Hardwick Range
- Harvester Home Freezer
- Harvester Refrigerator
- Hoover Vacuum
- Hotpoint Disposal
- Hotpoint Range
- Kelvinator Refrigerator
- L & H Range
- Lewyt Vacuum
- Magic Chef Range
- Majestic Incinerator
- Maytag Washer
- Norge Range
- Philco Refrigerator
- Presteline Range
- Rexair Vacuum
- Roper Range
- Servel Refrigerator

- Speed Queen Ironer
- Speed Queen Washer
- Tappan Range
- Thor Automagic Washer
- Thor Gladiron
- Toastmaster Toaster
- Tyler HarderFreez Home Freezer
- Universal Electric Range
- Universal Vacuum
- Universal Washer
- Westinghouse Laundromat
- Westinghouse Range
- Westinghouse Refrigerator
- Westinghouse Vacuum

AWNINGS, BLINDS & SHADES

- Acme Galva-bond Steel Slats
- Canvas Awning Institute
- Columbia Venetian Blinds
- Coolmor Porch Shades
- Decorator Canvas Awnings
- Flexalum Venetian Blinds
- Kirsch Venetian Blinds
- KoolShade Sun Screen
- Koolvent Venetian Awnings

- Perm-A-Vent Venetian Awnings
- Rusco Venetian Awnings
- Volker Fabric Venetian Blinds
- Zephyr Awnings

FLOORCOVERINGS, HARD

- Armstrong Asphalt Tile
- National Oak Floors
- Pabeo Linoleum
- Sloane Linoleum
- Tile Council
- Wright Rubber Tile

HANDYMAN

- Burgess Vibra-Sprayer
- Die-A-Doo Paint Brush Bath
- Duco Cement
- Durham's Rock Hard Putty
- Home Utility Tools
- Mortell No Drip Tape

These
No-Glaze
Plastic W
Smooth
Speedy S
Three-in-
HARDW
Anchor E
Autovre
Cyclone
Durall E
Eames H
Gerty C
Hall-Ma
Kintrim
Knapp S
L. O. F.
L. O. F.
Lumite
Macklin
Majestic
Moore E
Nationa
Never-S
Page E
Paine W
Reads B
Reynold
Tel-O-E
West H
Yale T
BEAT
Aerop
Aldo B
Americ
Bell &
Bennet
Borubi
Climat
Colem
Contro
Crane
Dearb
Deleo
Dust-
Emer-
Fairbo
Hanco
Heath
Hos
Iron
Janit
Kau-
Kro-
Maj-
Maj-
Oll-O
Palm
Petro
Prie
Roh-
Stev
Terra
Trans
Van-
Vern
Wate
West
Wink
HO
UTE
Arst
Bill
Brid
Daz
Edlo
Edlo
Eke
Ever
Flu
Guar
Ker
Kwi
Met
Mir

are selling these Building products

These products are advertised in the April, May and June issues of Better Homes & Gardens

No-Glaze Putty
 Plastic Wood
 Smooth-On Cement
 Speedy Sprayer Paint Spray
 Three-in-One Oil

HARDWARE
 Anchor Fence
 Auburn Bath Fixtures
 Cyclone Fence
 Durall Tension Screen
 Faries Hi-Dit Cabinets
 Gents Chrome Fixtures
 Hall-Mack Chrome Fixtures
 Knitron Prestite Sink Rim
 Knape & Vogt Closet K-Veniences
 L. O. F. Plate Glass
 L. O. F. Thermopane
 Lumite Screen
 Macklamburg Screen Grille
 Majestic Garbage Receiver
 Moore Push-Pins
 National Brass Door Locks
 Never-Stain Nails
 Page Fence
 Paine Woodworking Devices
 Ready-Lite Electric Lantern
 Reynolds Metals Aluminum Nails
 T-40-Post
 West Dadd Lightning Conductor
 Yale Trim

HEATING
 Aeropel Fans
 Alrich
 American Rad. & Stan. San. Fixtures
 Bell & Gossett
 Bennett-Ireland Fireplace Forms
 Burnham
 Climatrol
 Coleman
 Continental Radiant Glass
 Crane
 Dearborn
 DeLo
 Dust-Stop Air Filters
 Emerson Fans
 Fairbanks, Morse
 Hanscock Outdoor Fireplace Forms
 Heaters-All Fireplace Forms
 Honeywell Controls
 Iron Fireman
 Jantrol
 Kam-time
 Kresky
 Majestic Fireplace Forms
 Majestic Incinerator
 ORO-Matic
 Palmer Sno-Breeze Fans
 Petro
 Price Fireplace Forms
 Robertshaw-Fulton Controls
 Stewart Exhaust Fans
 Torrington Fans
 Trans
 Van-Packer Chimney
 Vornadofan
 Watbury
 Westinghouse Fans
 Winkler

HOUSEHOLD SUPPLIES & UTENSILS
 Anso-Mats
 Ball Canning Equipment
 Budd-ll Knives
 Daze's Kitchen Helps
 Ebband Can Openers
 Ebband Egg Beaters
 Ekenware
 Evelyns Ovenola
 Flint Knives
 Guardian Service
 Kerr Canning Equipment
 Kwake Juicer
 Met-l Top Ironing Table
 Mirro Aluminum

Mirro-Matic Pressure Pan
 Nesco Pressure Pan
 Nichols Aluminum Clothesline
 Paper Plates
 Presto Cooker
 Revereware
 Rubbermaid Housewares
 Sealright Containers
 Taylor Cooking Thermometer
 Tel-Tru Meat Thermometer
 West Bend Aluminum

INSULATION
 Armstrong Temlok
 Balsam-Wood
 Celotex
 Chamberlin
 Eagle-Picher
 Homasote
 Kimsul
 National Cotton Council
 Reynolds Metals
 Zonolite

KITCHENS
 American
 Elgin
 Elkay Lustritone Sink Tops
 Geneva
 Kitchen-Kraft
 Kitchen-Maid
 Shirley
 Youngstown Kitchens by Mullins

LUMBER
 Bruce Hardwood Floors
 Malarkey Plywood
 National Oak Floors
 Ponderosa Pine
 Weldwood Plywood
 West Coast Woods
 Western Pines
 Weyerhaeuser Lumber

MASONRY
 Kreger Cement Molds
 Medusa Cement
 P.C. Glass Blocks
 Portland Cement

METALS
 Acme Metals
 Reynolds Metals
 U. S. Steel

MILLWORK
 Alcoa Window Units
 Alumatic Window Units
 Chamberlin Window Units
 Cinco Window Units
 Crawford Garage Doors
 Curtis Woodwork
 Durall Tension Screens
 Eagle-Picher Window Units
 Faries Bathroom Cabinets
 Malarkey Doors
 Masonite
 Pella Rollerscreens
 R. O. W. Window Units
 Reynolds Metals
 Southern Doors and Cabinets
 Thermoseal Window Units
 Timm Aluminum Casements
 Weisway Shower Cabinets

PAINT
 Acme
 Alcoa Albron
 American Turpentine
 Arco Pad-O-Paint
 Armor Coat
 Bruce Terminus
 Cuprinol
 Dutch Boy
 Eagle-Picher
 Flatlux
 Glidden
 Kyanize
 Lin-x Varnish
 Luminall

Martin-Senour Nu-Hue
 Medusa Rubber Base
 Minwax
 National Paint, Varnish & Lacquer
 O'Brien
 Pittsburgh
 Plucote
 Reynolds Metals
 Truscon
 Wood Life

PLASTICS & MATERIALS
 Bolta
 DuPont Fabrilite
 Duran
 Firestone Foamex
 Flor-Ever
 Goodyear Airfoam
 Koylon
 Lumite
 Naugahyde
 Styron
 Velon
 Vinylite

PLUMBING
 Alcoa Anodes
 American Gas Water Heaters
 American Home Roof Eliminator
 American Rad. & Stan. San. Fixtures
 Briggs Fixtures
 C-F Heatmaster Water Heater
 Coleman Water Heater
 Crane Fixtures
 Culligan Soft Water Service
 Dayton Water System
 Denning Water System
 Eljer Fixtures
 F & W Water System
 Fairbanks, Morse Water System
 Frigidaire Water Heater
 General Electric Water Heater
 Globe Cellar Pump
 Goulds Water Heater
 Goulds Water Pumps
 Kohler Fixtures
 Myers Water System
 Orangeburg Pipe
 Penberthy Sump Pumps
 Permutit Water Softener
 Rheem Water Heater
 Roto-Rooter Sewer Service
 Rudd Water Heater
 Smithway Water Heater
 Toastmaster Water Heater
 Universal Water Heater
 White Water Heater

PREFABS & PLANS
 Aladdin Ready-Cut
 International Mill & Timber Precut

Celotex
 Hastings-Alumitile
 Homasote
 Imperial Wallpaper
 Malarkey Plywood
 Marlite Panels
 Masonite
 Nu-Wood
 Tile Council
 U. S. Gypsum Sheetrock
 United Wallpaper
 Upson Panels
 Wall-Tex Fabric
 Duran
 Nancy Warren Wallpaper
 Weldwood Plywood
 York Wallpaper

WIRING & TELEPHONE
 Autonomic Electric Eye
 Bell System
 Burgess Batteries
 Cutler-Hammer Multi-Breaker
 Davis Ironing Cord
 Delta Lanterns
 Edwards Door Chimes
 Kirlin System Lighting
 Lightolier Fixtures
 Onan Power Plants
 West Dadd Lightening Rods

MISCELLANEOUS BUILDING
 Anthracite Coal
 Consoweld Laminates
 Federal Savings & Loan
 Solvay Air Dryette



America's First Service Magazine

Serves so it Screens so it Sells

Johns-Manville Plans
 Orlyt Greenhouse
ROOFING & SIDING
 Barrett
 Celotex
 Dunstone
 Permastone
 Reynolds Metals
 Ruberoid
WALLBOARDS
 Armstrong Temlock
 Celotex
 Johns-Manville Flexboard
 Malarkey Plywood
 Masonite
 U. S. Gypsum Sheetrock
 Weldwood Plywood
WALLCOVERING
 Armstrong Monowall

THE BEST CRAFTSMEN ALWAYS TAKE PAINE'S...

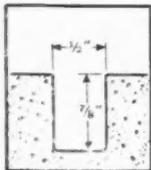
**PAINE
EXPANSION SCREW
ANCHORS**



**SAVE INSTALLATION TIME AND MONEY...
hold up to 10,000 lbs. in any Solid Material**

When you find it necessary to fasten objects such as machinery, shelving and electrical equipment to solid floors, walls and ceiling, you can save yourself time and trouble by using Paine Expansion Screw Anchors No. 900 (screws are not included). These anchors are quickly set in place to make a permanent anchorage that is capable of supporting up to 10,000 lbs., depending on the size used. They can be used in stone, marble, concrete or any other solid material. They are rust proofed and vibration resistant. A Setting Tool comes in every box. The anchors are stamped with size and thread of bolt or screw to use and have a directional arrow identifying which end goes in the hole.

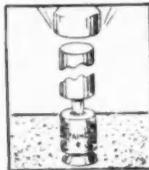
Use a Paine Sudden Depth Rotary Drill bit for quick, accurate holes or, for the occasional user, use a Paine Hand Hammer Star Drill.



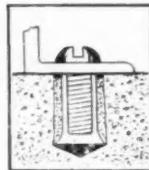
*For the Paine 1/4-20 drill a 1/2" hole, at least 7/8" deep.



Place the anchor in the hole with the arrow on the anchor pointing down.



Place set tool on anchor and pound until anchor is set.



Screw the object to be anchored as tightly as possible.

*Dimensions in first illustration apply to Paine 1/4-20 only.

THE PAINE COMPANY

2959 Carroll Avenue

Chicago 12, Illinois



OTHER

PRODUCTS

- Spring Wing Toggle Bolts
- Expansion Anchors
- "Sudden Depth" Drills
- Wood Screw Anchors
- Pipe and Conduit Clamps and Straps

- Hanger Iron, perforated
- Expansion Shells
- Star Drills
- Malleable Shields
- Special Hanging and Fastening Devices



WRITE FOR CATALOG

Dealer Review

(Continued from page 164)

munity life, no matter what the proposal is called, nor under what fair-sounding name it masquerades."

The meeting was held May 12 at the Shoreham Hotel, Washington.

"One of the charges leveled at us by social planners and some of our friends and acquaintances in government," Sweet said, "is that of disorganization. Certainly this joint meeting of the boards of directors of three major sections of the building industry is evidence that we may not be as disorganized as some people think."

Sweet emphasized the increasing need for industry action in the field of national affairs and legislation, and in public relations, to counteract "... an unprecedented agitation for the socialization of industry and the American way of life."

South Dakota Lumbermen Announce Convention Plans

The 1949 convention of the South Dakota Retail Lumbermen's Association will be held at Rapid City June 9-11. J. S. Kibben, J. S. Kibben Co., Rapid City, is in charge of reservations.

After completion of formal business June 10, there will be a tour of the Black Hills and a fish fry. Tours and entertainment have also been arranged by the Home Stake Mining Co., lumber and timber division; the Black Hills Clay Products Co., and the North West Wood Preserving Co.

Delegates will also be guests of the Deadwood Chamber of Commerce, and will witness an initiation by the Minneapolis Hoo-Hoo team.

Present Don Montgomery with Television Set

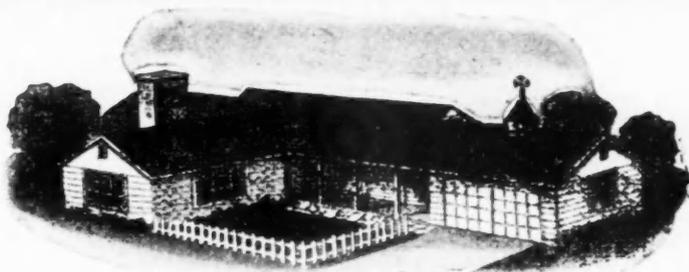
Don S. Montgomery, secretary of the Wisconsin Retail Lumbermen's Association, and widely known throughout the industry through many years of service, recently was presented a television set by members of the association.

The gift came as a surprise to the recipient, having been secretly installed in his apartment.

Nearly all members of the association participated in the award. Offers of others to participate—manufacturers, distributors and friends—were turned down when it was decided to keep the gift within the organization.

(Continued on page 172)

FOR THE MODERN HOME



HONEYWELL COMFORT begins with the Blueprint

WHATEVER a house may cost, it will not be a real *home* unless it is comfortably heated. So, in Honeywell national advertising we are urging home owners to consult their architect or contractor about the heating system while plans are in the blueprint stage.

Here are some of the Honeywell controls and control systems that can be selected, depending upon the size and type of home.

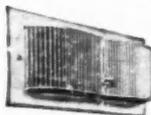
CHRONOTHERM Electric Clock Thermostat



Every home should have the convenience and economy of automatic clock thermostat regulation. Chronotherm automatically switches to lower fuel saving temperature at bedtime. Then in the morning, before the family gets up, it restores daytime comfort temperature. Chronotherm will save 10% or more fuel and will give greater heating comfort and convenience.

HONEYWELL Diffusion Register

Here at last is a forced air register that combines harmonious appearance with superior performance. It is scientifically designed to spread the warm air into every part of the room. It is so low in cost that no home need use old style, unsightly registers.



ELECTRONIC MODUFLOW Control System

The new Honeywell Electronic Moduflow control system will give an entirely new conception of even, continuous heating comfort. Electronic Moduflow combines the magic speed and sensitivity of electronics with the Moduflow principle of continuous flow of heat. It does away with the drafts and cold



floors caused by intermittent heat supply.



Electronic Thermostat

In larger homes and ranch-type homes, more uniform temperatures will be obtained throughout the house by an Electronic Moduflow system with two or more thermostats located in different sections of the house. For basement recreation rooms, a separate thermostat will maintain just the desired temperature without affecting the rest of the house. An Electronic Moduflow Control System will repay its moderate cost many times in added comfort, convenience and fuel economy.

For further information about Honeywell controls and control systems, contact the Honeywell branch office in or near your city. Or, write Minneapolis-Honeywell Regulator Company, 2604 Fourth Avenue South, Minneapolis 8, Minnesota . . . In Canada: Leaside, Toronto 17, Ontario.

MINNEAPOLIS Honeywell

CONTROL SYSTEMS

An Inexpensive Steel that

Sharon



SHARONSTEEL

SHARON STEEL CORPORATION

Sharon, Pennsylvania

DISTRICT SALES OFFICES

CHICAGO, ILL., CINCINNATI, O., CLEVELAND, O., DAYTON, O., DETROIT, MICH., INDIANAPOLIS, IND.,
MILWAUKEE, WIS., NEW YORK, N. Y., PHILADELPHIA, PENNA., ROCHESTER, N. Y.,
LOS ANGELES, CALIF., SAN FRANCISCO, CALIF., ST. LOUIS, MO., MONTREAL, QUE., TORONTO, ONT.

GALV
a s
zinc coa
The resu
resistant
By using
the resis
ideal ba
Galvani
peeling
to rende
it comes
made of
Hundre
fabricat
SHA
DEPT. A

ships the weather

Galvanite

GALVANITE is actually a weatherproof steel. Through a special process, developed by Sharon engineers, a zinc coat is perfectly bonded to high quality Sharon strip. The result is an inexpensive, highly workable rust-resistant steel.

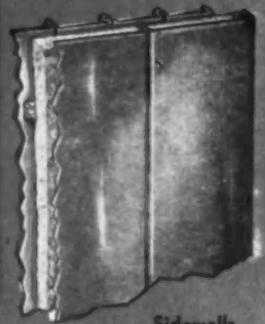
By using products of Galvanite you get the strength of steel, the resistance to atmospheric corrosion of zinc, and an ideal base for painting or baked enameling. And because Galvanite withstands severe forming without flaking, peeling, cracking or powdering, these products are able to render the utmost in serviceability. That's why, when it comes to beating the weather — you can't beat products made of Galvanite.

Hundreds of inexpensive lifetime building products are fabricated of Galvanite.

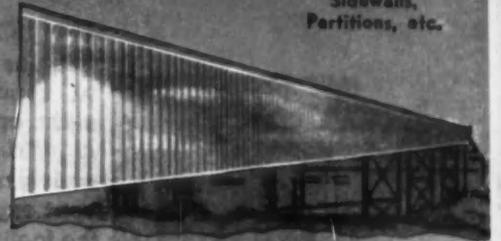
SHARON STEEL CORPORATION

DEPT. AB649

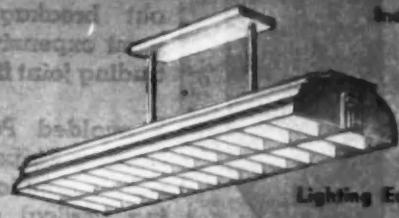
Sharon, Pennsylvania



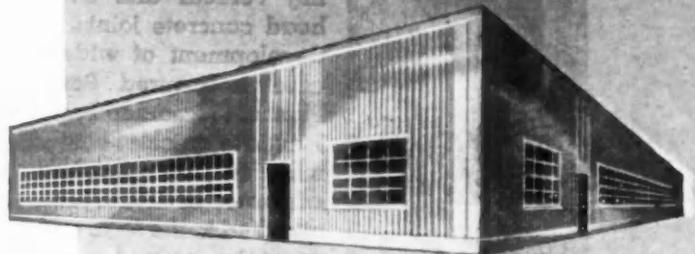
Sidewalls,
Partitions, etc.



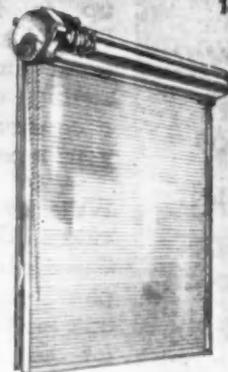
Industrial Tunnels



Lighting Equipment



Industrial and Commercial
Buildings



Commercial and
Industrial Doors



Sash Balances
and Window
Equipment



Write for Galvanite Handbook

Sharon Steel Corporation
Dept. AB649, Sharon, Pa.

Please send me Galvanite Handbook

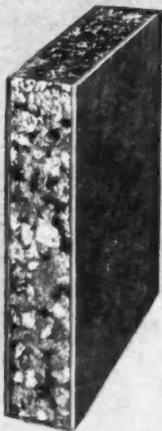
Name _____
Title _____
Company _____
City _____ Zone _____ State _____

better . . . lower cost
CONSTRUCTION
with **KORK-PAK**
 and Premolded
Para-Plastic!

Use KORK-PAK, the waterproof, resilient joint filler between concrete floor slabs and footings in basementless houses and structures with slabs on grade to keep the joint *effectively filled at all times*. KORK-PAK is a good insulator—its cork granules bonded together with asphalt prevent expensive heat loss from the slab through the footings. KORK-PAK is readily handled without breakage—is the least expensive non-extruding joint filler made.

Premolded Para-Plastic Sealing Strips offer the simple solution to sealing vertical and overhead concrete joints. A development of widely used hot-poured Para-Plastic, Premolded Para-Plastic is quickly, easily installed on finished concrete, or it may be attached to the form and concrete poured right up to it. Premolded Para-Plastic is effecting great time and labor savings on every type of construction. Try it on your next job.

Write for illustrated circulars describing the Servicised Line of asphalt, cork and rubber composition products for the construction industry.



KORK-PAK
 THE IDEAL
 JOINT
 FILLER

Because:

- WATER-PROOF
- RESILIENT
- NON-EXTRUDING
- HAS GOOD INSULATING QUALITIES



SERVICISED PRODUCTS CORP.
 6051 W. 65th ST., CHICAGO 38, ILL.

**Premolded
Para-Plastic
 JOINT SEALERS**

**Premolded
 PRESSURE SEAL**

**SAVES TIME and
 COSTS in DIFFICULT
 JOINT SEALING
 APPLICATIONS**

3-TYPES

- Para-Lateral
- Baseal
- Premolded Pressure Seal

See our
 Catalog
 in Sweet's

Dealer Review

(Continued from page 168)

New York State Lumber Firm Supervises Work on Home Won in Contest

An Industry Engineered Home, won by Mrs. Virginia MacAllister, Warrensburg, N.Y., widow, in a nation-wide contest sponsored by Photoplay magazine, will be built on a one acre lot in Warrensburg under the supervision of the Griffin Lumber Co., Hudson Falls, N.Y.

Publicity on the home and contest, which has been carried in several issues of the magazine, will



MRS. Virginia MacAllister, winner of the Industry Engineered Home in Photoplay magazine contest, discusses construction details with Lawrence Griffin in Griffin Lumber Co. store, at Glen Falls, N.Y.

be continued through the completion of the house. Formal presentation of the home to Mrs. MacAllister is tentatively scheduled for June.

Merrill Smith of the Griffin Lumber Co., who will supervise and coordinate the various phases in the construction of the home, has already held several meetings with participating local contractors and subcontractors. Progress on the home, which will feature the most modern conveniences, will be constantly inspected and publicized.

The Mengel Furniture Co. of Louisville, Ky., will furnish the contest-winning home in Warrensburg. They have made an offer to furnish other Industry Engineered Homes built for display purposes with identical furniture.

The Griffin Lumber Co. has built several IE homes in Hudson Falls and recently advertised this home to veterans at a price of \$8,000 with no down payment, provided the purchaser owned the lot. They plan to build other IE model homes.

(Continued on page 176)

Here's further proof.....

Laboratory Controlled



FACTORY WAXED

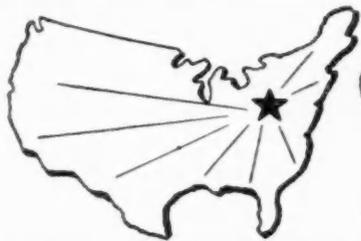
ASPHALT TILE

is the profit line for '49



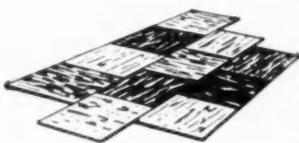
1

Price cuts up to 18.2%



2

New F. O. B. Pricing Basis



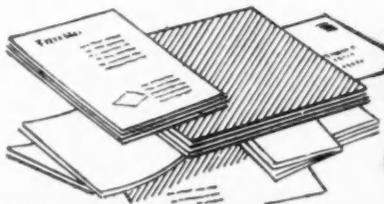
3

11 New Pastel Colors



4

New Floor Planner



5

Greatest Promotion Program
in  History

Phone, Wire or Write
NOW for Complete Details

HACHMEISTER-*Incorporated*

PITTSBURGH, PA. • CABLE ADDRESS "HAKO"

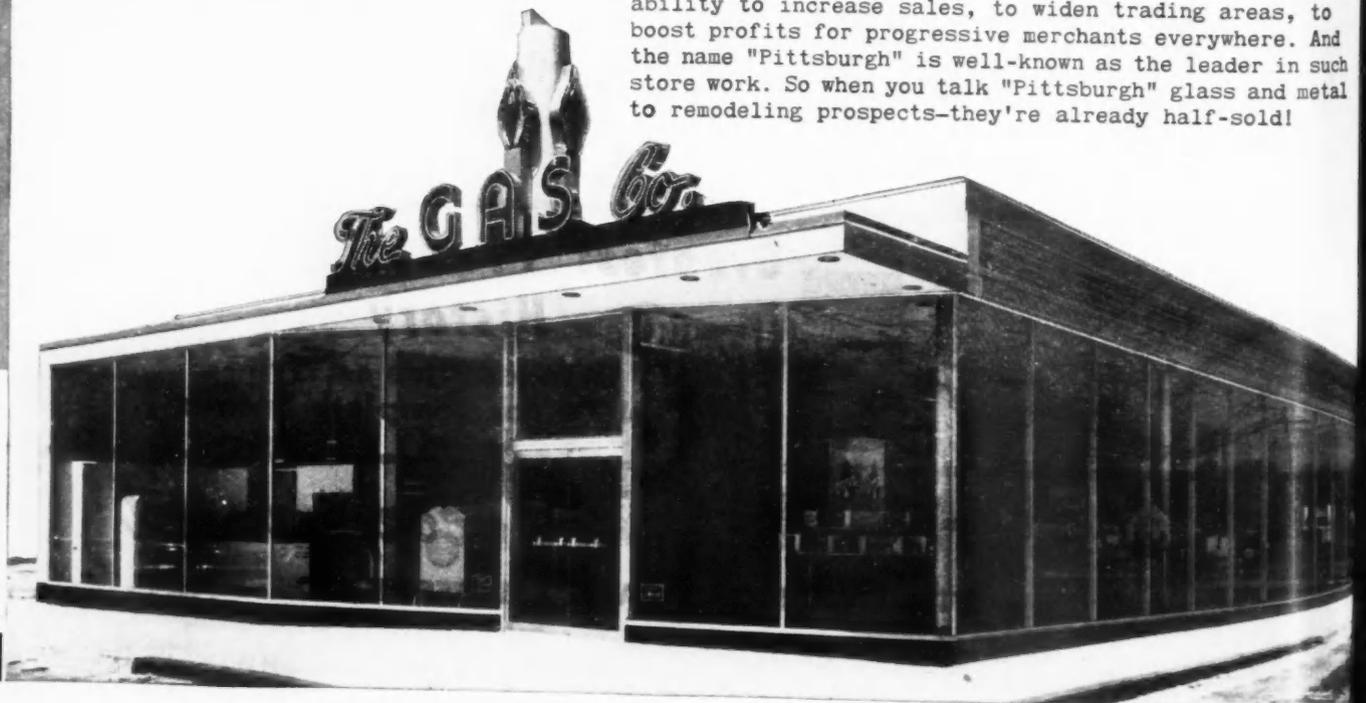
More Glass means

*here's proof
from
"Pittsburgh"*



FOR THE WALLS of bathrooms and kitchens, Carrara Structural Glass is not only extremely good-looking, but highly practical as well. It won't craze, check, fade or absorb odors. It is easily cleaned by merely wiping it with a damp cloth. It's impervious to moisture, chemicals, pencil marks. Available in 10 attractive colors.

PITTSBURGH "open-vision" store fronts have proved their ability to increase sales, to widen trading areas, to boost profits for progressive merchants everywhere. And the name "Pittsburgh" is well-known as the leader in such store work. So when you talk "Pittsburgh" glass and metal to remodeling prospects—they're already half-sold!

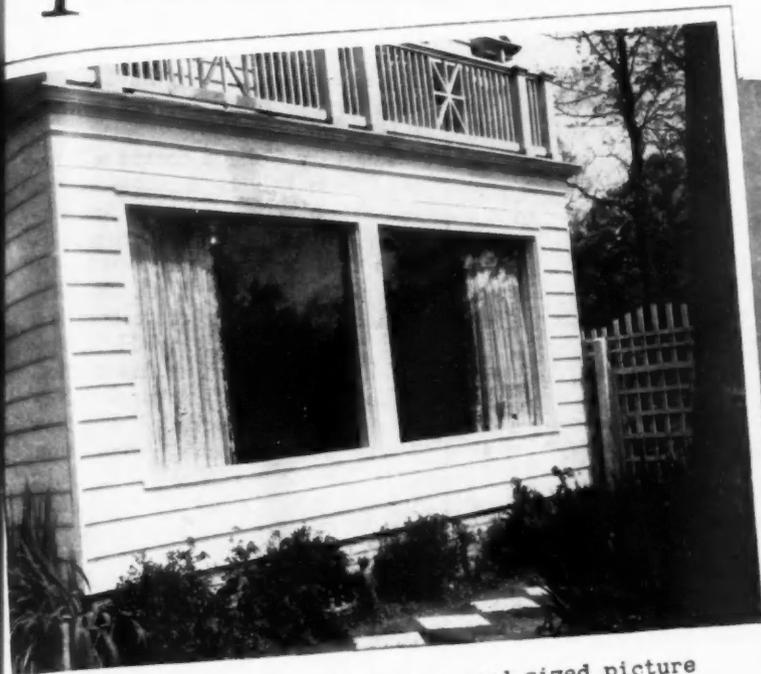


EVERY
windo
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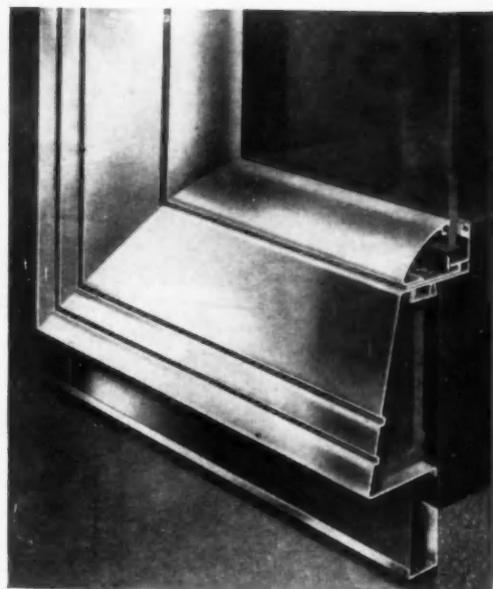
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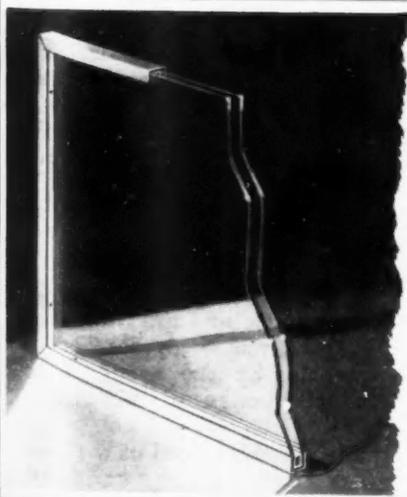
practical buildings



EVERY HOMEOWNER WANTS at least one good-sized picture window. Pittsburgh Polished Plate Glass makes an ideal picture window under normal conditions. When insulated windows are required, you'll find Twindow, "Pittsburgh's" window with built-in insulation, will do the job.



IN THIS NEW Pittco DeLuxe sill-sash combination, sill and sash are separate members, designed to be used together. Because they are installed separately, they reduce glass breakage. The Carrara Glass bulkhead is recessed, thus providing toe room and protection against breakage. This versatile new combination is invertible—may be combined effectively with any of the sashes in the Pittco DeLuxe line.



THE STAINLESS STEEL CHANNEL around each double-glazed Twindow unit protects the unit against breakage and edge damage in the field . . . simplifies handling . . . makes it easier and safer to install. This development is typical of the work being done in "Pittsburgh" laboratories to improve the performance and quality of all "Pittsburgh" products.

Free! We will gladly send you free our special "Builders Kit" which includes illustrated literature showing how you can use glass effectively on all types of jobs in which you are interested.

Pittsburgh Plate Glass Company
2174-9 Grant Building, Pittsburgh 19, Pa.
Please send me without obligation your "Builders Kit" of illustrated literature.

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

* Build it better with

Pittsburgh Glass



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

Give it "BUY APPEAL!"

...install "PYROFAX" GAS

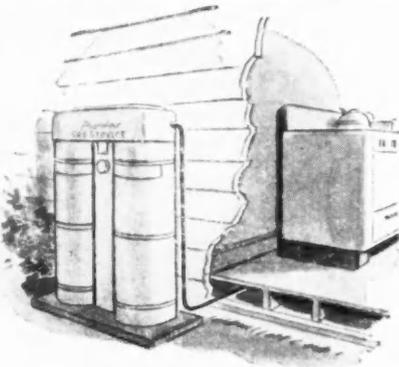


PYROFAX Gas
is the choice!

In hundreds of thousands of homes all over the country PYROFAX Gas is the choice for cooking, water heating, refrigeration. Users know by experience that it is the cleanest, finest fuel obtainable... New home buyers with a choice will take the home that features PYROFAX Gas.

PYROFAX Gas is easy to install!

Twin steel cylinders are placed outside the house, and PYROFAX Gas is piped directly to the range, water heater, refrigerator or other gas appliance... It's good to know too that PYROFAX Gas supply is assured; quality is uniform; and the user gets full value in every cylinder.



Nationally Advertised Appliances

Magic Chef ranges, Servel refrigerators, Ruud and Bryant water heaters, and other gas appliances are available for use with PYROFAX Gas—from our distributors in 30 states east of the Rockies.

Pyrofax
TRADE MARK

Superior BOTTLED GAS Service



For full information see SWEET'S CATALOG or address Dept. AB.

PYROFAX GAS DIVISION

Carbide and Carbon Chemicals Corporation, 30 East 42nd Street, New York 17, N.Y.

Unit of Union Carbide and Carbon Corporation

"Pyrofax" is a registered trade-mark of Carbide and Carbon Chemicals Corporation.

Dealer Review

(Continued from page 172)

Two Colleges Schedule Summer Lumber Courses

Two schools, City College of New York and North Carolina State College, Raleigh, have scheduled 30 day retail lumber courses this summer.

The City College course will extend from July 11 through August 12. School representatives are Victor E. Musso, supervisor, and B. Franklin, assistant supervisor, 430 W. 50th St., New York 19, N.Y. Dealer association representatives for the course are R. W. Holt, New York Lumber Trade Association, Grand Central Terminal, New York, N.Y.; Edward C. Frick, New Jersey Lumbermen's Association, 1060 Broad St., Newark 2, N.J.; and Paul S. Collier, Northeastern Retail Lumbermen's Association, Rochester 4, N.Y.

The dates of the North Carolina State course are June 13 to July 8. Its director is Edward W. Ruggles, College Extension division, N.C. State College, Raleigh, N.C. Representative of the sponsoring Carolina Lumber and Building Supply Association, 114 Builders Building, Charlotte, N.C., is Maurice Garner.

NRLDA Confers with College, Government Authorities on Grain Storage Construction

Representatives of NRLDA met with Federal government and state agricultural college representatives April 14 in a discussion of grain storage. Topics included anticipated storage needs, construction specifications for adequate storage, and the typical storage plans now being prepared for distribution.

The purpose of the meeting, which was held at Iowa State College, Ames, was to prepare emergency plans in the event of an excess production of wheat and corn.

Wallace Ashby, head of the division of farm buildings and rural buildings of the U.S. Department of Agriculture, pointed out that while it is too early to predict the probable yields in the North Central States this season, even moderately large harvests are expected to cause a serious grain storage problem, and local problems may be expected to develop in other states.

The NRLDA representatives re-emphasized the ability of retail

(Continued on page 180)

Leigh ORNAMENTAL SHUTTERS



add Sales Appeal to
LOW COST HOMES

**BUILDERS! MULTIPLY THE SELLING VALUE OF YOUR HOMES
WITH THESE ATTRACTIVE ALUMINUM SHUTTERS**

Leigh Shutters add so much to the appearance of your homes — at a surprisingly low cost. "Just another house" with Leigh Shutters becomes a smartly styled home. They'll increase their saleability.

They're smartly designed, they're attractive — use them on new homes, use them on old homes, use them for remodeling jobs.

- Made in two designs. **LOUVER DESIGN**, built of heavy gauge rust-proof aluminum, full 1" depth, can never rattle or warp. Far superior to the wood shutter. **PANEL DESIGN**. Two recessed panels. Top panel has attractive pine tree cutout design. This design is built of steel and is slightly lower in cost than the louver design. Shutters come packed 1 pair per carton.
- There is a size to fit all standard windows. See your Leigh Dealer or write for price and sizes.
- Leigh Shutters are quick and easy to install. No cutting or fitting. Shutters come with infra-red baked prime coat. Give them one coat of paint to match the house trim and they are ready to install.

If you are not already using Leigh Shutters, check today with your Leigh Building Products Dealer. You will be surprised at how little it will cost you to add this extra value to your homes.



Write today for Catalog 47-L, showing the complete line of Leigh Building Products — Ventilators, Dust Chutes, Clothes Chute Doors, Milk and Package Receivers, House Signs, Grille Guards, etc.

Styled and Built by
AIR CONTROL PRODUCTS INC.
Coopersville Dept.-B Michigan



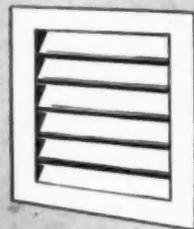
403 TRIANGLE ATTIC VENTILATOR

Meets your demand for low cost, peak type ventilators.

MADE IN TWO SIZES

9-12 PITCH

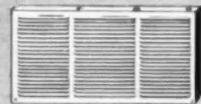
6-12 PITCH



400 ATTIC VENTILATOR



402 ROOF VENTILATOR SLANT ROOF TYPE



BRICK AND FOUNDATION VENTILATORS



- Also -*
- DUST CHUTES
 - CLOTHES CHUTE DOORS
 - HOUSE SIGNS
 - GRILLE GUARDS
 - PACKAGE RECEIVERS

Always **NEW**.. Always



Your Weyerhaeuser 4-Square Dealer has this Service available for the use of you and your prospects. He will also supply you each month with a folder showing elevation, interior view and floor plan of the latest house design. Use this Service in your selling.

MODERN •• *Always* AHEAD

BECAUSE EACH MONTH A NEW AND INTERESTING DESIGN IS ADDED TO THE WEYERHAEUSER 4-SQUARE HOME BUILDING SERVICE

PEOPLE are always hungry for value regardless of market conditions. Today's eager buyers and tomorrow's tough shoppers all seek greater value.

In homes, particularly, they hope to find the solid assurance that they will get their money's worth. They look for good architectural design and sound construction. They want low upkeep, long life, and good resale value.

With the Weyerhaeuser 4-Square Home Building Service you can demonstrate how these qualities can be obtained. You can show scores of houses that illustrate the principles of good construction. You can explain how every home in your 4-Square Service is Weyerhaeuser engineered—assurance of sound planning with wise, economical use of materials.

You can show people the section illustrating how architects, commissioned by Weyerhaeuser, design for com-

fort, convenience, and lasting satisfaction. So much for basic assurance of sound value. Now for the assurance which young people want—that which is new, which is exciting, yet architecturally correct.

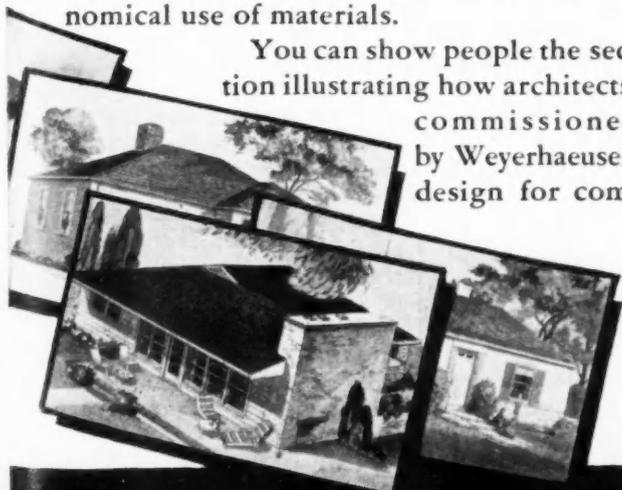
A NEW DESIGN EACH MONTH

Many new houses have been added since the Service was established. Therefore, you can show solar houses, ranch houses, modern adaptations of traditional—all proved and acceptable designs.

Every month a crisp, new design is added to the Service. This practice is assurance that one of your most effective selling tools will never lose its bright appeal and selling strength—that you will have the latest and best of architectural styles and structural practices to offer prospective home owners.

Weyerhaeuser 4-Square Dealers make this live, ever-growing Service available to you as a means of strengthening your position in the home building field. The Service will help you to deliver to home owners the best in modern small home values.

WEYERHAEUSER SALES COMPANY
FIRST NATIONAL BANK BLDG. • ST. PAUL 1, MINNESOTA



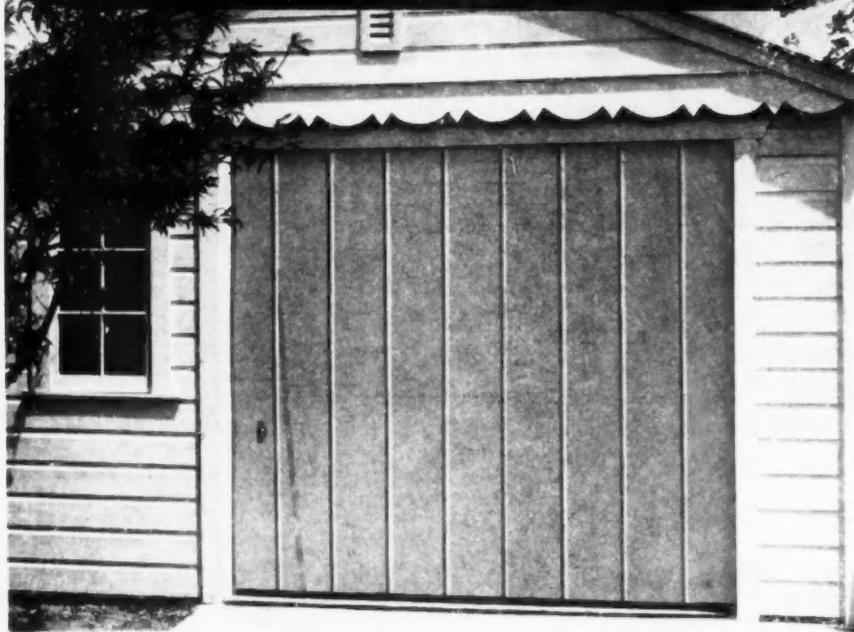
WEYERHAEUSER 4-SQUARE LUMBER AND SERVICES

It's Easy to Sell the Door Home Owners Want!

GLIDE-AWAY

LIFETIME GARAGE DOORS

MADE OF N-A-X HIGH TENSILE STEEL



THE ONLY DOOR WITH ALL THESE ADVANTAGES:

"Glide-Away" is the *only* overhead-type garage door made of N-A-X High Tensile Steel for 50% greater resistance to distortion and denting, and 4 to 5 times greater resistance to rust and corrosion. And look at the other features: One piece, all-welded construction for extreme rigidity. Edges are completely flanged to eliminate all sharp surfaces. Full recessing with only 2½" of headroom required. Space-saver, jamb-type hardware that provides smooth, gliding action without sacrificing interior space. Distinctive jamb-aligner and weather seal that assures perfect closure even for out-of-plumb openings; and easily-adjusted, spring-balanced mechanism that provides effortless operation. Yes, "Glide-Aways" are just what home owners want, because they're built for a lifetime of trouble-free service, good looks and utmost protection.

DESIGNED FOR QUICK, FOOLPROOF INSTALLATION

"Glide-Aways" are so simple to install that anyone can do it quickly and without special tools. Standard sizes include the popular 8' 6" x 7' door for wide, late model cars, in addition to 8' x 7', 8' x 7' 6" and 8' x 8'. Double size is 16' x 7'. Special sizes available up to 16' wide by 8' high. Prices are competitive.

**STEEL DOOR DIVISION
STAMPING PRODUCTS
AND MFG. CO.**

628 E. FOREST AVE. • DETROIT 1, MICH.

Stamping Products and Mfg. Co.
Steel Door Division
628 E. Forest Ave., Detroit 1, Mich.
Please send detailed information on "Glide-Away"
Garage Doors.
I am a Builder, Dealer, Prospective Buyer

NAME _____
ADDRESS _____
CITY _____ STATE _____

Dealer Review

(Continued from page 176)

lumber and building material dealers in the grain belt to furnish all the materials and fabricating facilities necessary to provide sufficient storage space to meet the needs of the program.

NRLDA was represented by Glen R. Newton, Newton Lumber Co., Nevada, Iowa, and W. H. Badeaux, Northwestern Lumbermen's Association, Minneapolis.

Lift Export Restriction on Forest Products

Improved domestic supply and the decline of orders from principal importing countries (largely the result of shortage of dollar exchange) has resulted in removal by the Office of International Trade of all export restrictions on forest products, with the exception of Port Orford cedar, to all destinations outside of Europe and adjacent areas.

All forms of Port Orford cedar, the required wood for special types of battery separators, still require validated license for export to all destinations, but are no longer subject to quota restrictions.

OIT officials have stated that the effect of this decontrol will be closely watched, particularly the effect on the housing program. If the volume of exports threatens domestic supply, controls will be restored to affected items.

Building Material Dealers Urge Jobs for Veterans

In response to an industry-wide appeal to trade groups to support veteran employment preference, the Building Material Dealers Association of Southern California at a recent meeting unanimously adopted a resolution enacting a wide program for veteran preference in all classifications.

John R. Metzger, association president, sent the following message to Mayor Fletcher Bowron of Los Angeles: "In response to your plea for veteran employment, this trade association takes immediate and whole hearted action to employ veterans in preference to all others.

"This is not lip service but a national service giving service men preference when job openings occur, as warehousemen, truck drivers, clerks, salesmen and other classifications which now employ over 5,000 men purveying building materials to the contracting trades."

REDUCE STRESS

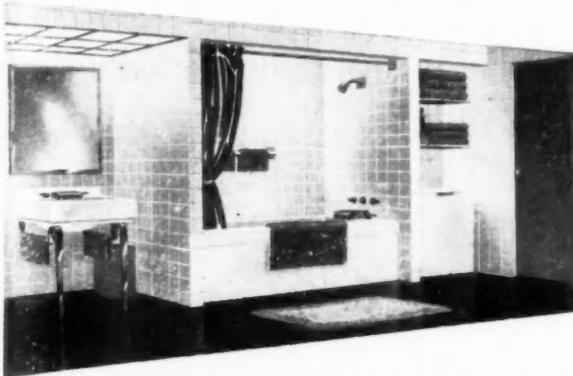
with **alumitile** . . . the featherweight wall tile.

The tons of structural weight that you save when you specify HASTINGS alumitile on large structures is but one of your many savings. You also save hundreds of man hours and thousands of dollars. For HASTINGS alumitile is low in cost, fast to install, and easy to handle. Yet it offers all the advantages of wall tile—enduring beauty, easy-to-clean surfaces, brilliant decorator colors.

Excellent territories still open for enterprising distributors.

For complete information see Sweet's Catalog or MAIL THE COUPON.

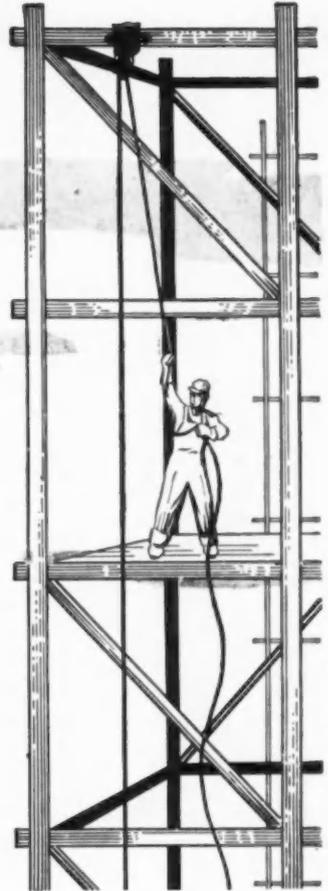
FREE 



HASTINGS alumitile

Metal Tile Products, Inc.
Hastings, Michigan
Please send me complete facts on Alumitile including prices, discounts without obligation.

Name _____
Business _____
Address _____
City _____
State _____



The Sensationally **NEW** Low-Priced



PARKS No. 20 20" PLANER

Here is a modernly designed, rugged, high-speed, low-priced planer that is ideally suited for every shop and industrial plant requiring a quality surfacer. The Parks No. 20 Planer has a four-knife cutterhead with a speed of 3600 R.P.M. and offers two feed speeds — 20 and 40 F.P.M., and 40 and 80 F.P.M. Write for complete descriptive literature.



The PARKS Heavy-Duty 12" x 4" Planer

A compact, sturdy, thickness planer that offers mill planer precision and ruggedness at a sensationally low price. Write for descriptive catalog sheet.

The PARKS WOODWORKING MACHINE CO., Dept. 30-AA, 1546 Knowlton St., Cincinnati 23, O.



Your clients will thank you for the low-cost, lasting beauty of VIKON METAL TILES

When you recommend Vikon Metal Tile, you're on the right road to real client satisfaction. Stay within the building budget with Vikon's sturdy steel, aluminum or stainless steel tiles. The initial cost is most modest . . . no upkeep. You'll find them ideal for new homes and excellent for remodeling existing homes and apartments.

Vikon Tiles are adaptable to any smooth surface. No need for extra wall strengthening—they're feather-light. And these are *individual* tiles. You buy only the number you need for the job. For smarter-looking baths, kitchens, utility rooms, look to Vikon... the leader in tile style. Mail coupon below today!

- 27 fade-resistant decorator colors and stainless steel
- will not warp, crack or craze
- resists heat and household chemicals
- fire-resistant, waterproof, seals out insects

See our catalog in Sweet's Files



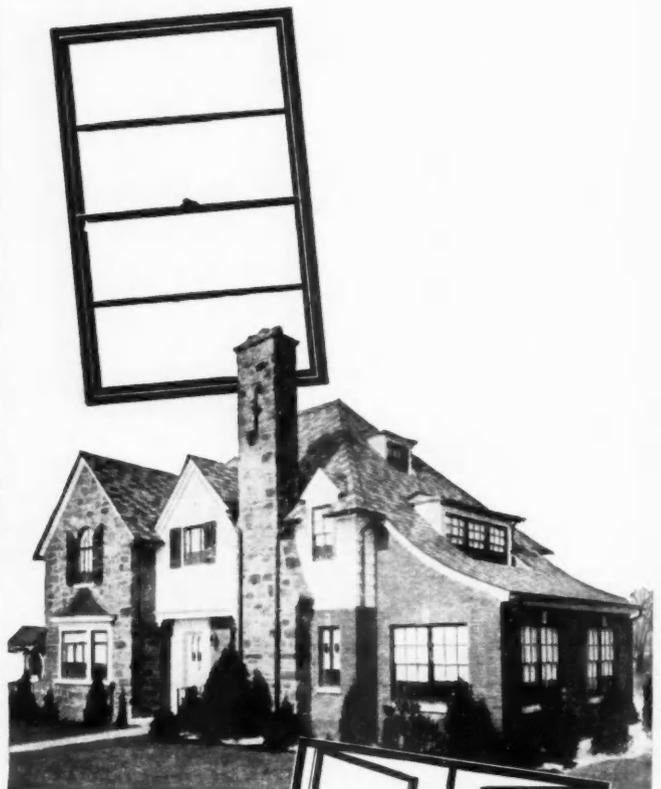
MAIL THIS COUPON TODAY

VIKON TILE CORPORATION Dept. 28
Washington, New Jersey

Please send me, without obligation or cost, a full-color brochure and "How to Install" booklet

NAME _____ (Please Print)
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

*top quality—
low cost*



THORN ALUMINUM WINDOWS

Performance that will match the most expensive metal windows.

Expert metal window engineering and the finest production equipment, enables us to produce these fine aluminum windows, actually at a lower cost than ordinary windows.

J. S. THORN COMPANY
PHILADELPHIA 32, PENNA.

Planning a hospital



or a hangar



Build it better with *** DURAPLASTIC**

In planning the structural jobs of today and tomorrow, architects, engineers and contractors specify Atlas *Duraplastic air-entraining portland cement. To the outstanding flexibility of concrete design, Duraplastic brings added durability and improved appearance. Its advantages apply equally to all types of mass and structural concrete—for foundations, columns, walls and floors in buildings, for paving and other construction. Duraplastic is adaptable to slip-form, gunite, stucco and many other uses. It makes *better concrete at no extra cost.*

With Duraplastic cement, less mixing water is needed for a given slump of concrete. The resultant mix is more *plastic, more workable, more cohesive*

and more *uniform.* It's easy to place and finish. Water-gain and segregation are effectively minimized. The concrete is highly resistant to the effects of freezing-thawing weather and exposure.

Atlas Duraplastic calls for no added expense or unusual changes in procedure. It conforms with ASTM and Federal specifications. Send for further information to Universal Atlas Cement Company (United States Steel Corporation Subsidiary), Chrysler Building, New York 17, N. Y.

OFFICES: Albany, Birmingham, Boston, Chicago, Dayton, Des Moines, Kansas City, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, Waco.

**Duraplastic* is the registered trade mark of the air-entraining portland cement manufactured by Universal Atlas Cement Company.

ATLAS DURAPLASTIC

AIR-ENTRAINING PORTLAND CEMENT

MAKES BETTER CONCRETE AT NO EXTRA COST



TRADE MARK REG.
U. A. C. CO.

AB-D-86

"THE THEATRE GUILD ON THE AIR"—Sponsored by U. S. Steel Subsidiaries—Sunday Evenings—ABC Network



for a **UNIVERSAL ALL-PURPOSE FLOORING**

FIRST CHOICE among architects, builders, contractors and property managers as the *universal, all-purpose flooring* is asphalt tile—and the finest asphalt tile made is AZPHLEX!

Here's why AZPHLEX ranks as "the best of the best":

HIGHEST GREASE RESISTANCE — will not soften or stain in contact with animal, mineral or vegetable greases, alkalis, alcohol or mild acid solutions.

TOUGH — virtually immune to scarring and scuffing; very resistant to indentation by rolling or standing loads. Surface will take very high polish — and *keep it*.

COLORFUL — sharp, clear marbleized colors go all the way through; wide range of colors makes possible many color and pattern combinations.

MODERATELY PRICED — far below the luxury classification despite its premium qualities. Installed cost is only slightly higher than that of standard asphalt tile — an important factor in today's low-cost housing program.



AZPHLEX is the asphalt tile that has everything — that comes closest to being the universal, all-purpose flooring!

For complete information see your AZROCK-AZPHLEX dealer, or refer to Sweet's Architectural File — or, if you prefer, write directly to Department "B" — Please classify your business as builder, contractor, dealer, etc.

UVALDE ROCK ASPHALT CO.
Makers of AZROCK and AZPHLEX Asphalt Tile
FROST BANK BLDG. SAN ANTONIO, TEXAS

Asphalt Roofing

(Continued from page 129)

feet. When these amounts are added to the total length of the eaves, the result is a figure on which to base an estimate of the quantity of edging required. To determine the true length of hips and valleys, it is necessary to know the run of the common rafter and to use the hip and valley table (Figure 6). The run of the common rafter is half the distance which the roof spans, as measured at the lower end of the valley.

In Figure 4, the portion of the ell roof which projects over the main roof has a span of 16 feet at the lower ends of the valleys; therefore, the common rafter has a run of half that distance, or 8 feet. However, because there are two valleys at this roof intersection, for ease of computation the total run can be considered to be 16 feet.

Conversion of the common rafter run to valley length is complicated in this case because the two roof sections which intersect to form the valleys are of different pitches. Consequently, the valley length for each rise must be determined and the average of the two taken.

The valley length can be found in the hip and valley table (Figure 6).

Robert C. Ebenreiter, Widely-Known Wisconsin Lumberman, Dies at 88

ROBERT C. EBENREITER, founder and president for more than 50 years of the Ebenreiter Lumber



Co. Sheboygan, Wis., died May 5 following a heart attack at a Sheboygan hospital. He was 88.

A native of Sheboygan county, Mr. Ebenreiter entered the contracting business in Sheboygan in 1881 after five years experience as an apprentice carpenter in that city and in Chicago.

One of the oldest active lumbermen in Wisconsin, he was widely known throughout the industry, particularly in the Middle West and on the West Coast.

SAFE . . . SAFER . . . SAFEST
for sidewall and ladder work



SCAFFOLD BRACKETS

Simplify the installation of safe working platforms for many types of sidewall work. "TroubleSavers" are light, easy to handle and extra strong.

Made of rail steel in nail-attached, studding and bolt-attached types. They do not bend.



LADDER JACKS

ONE-MAN Ladder Jacks (top) adjust to any pitch on either side of the ladder. Weight is distributed on three rungs. New rail type jack (bottom) provides added safety by using side rails of ladder for support.



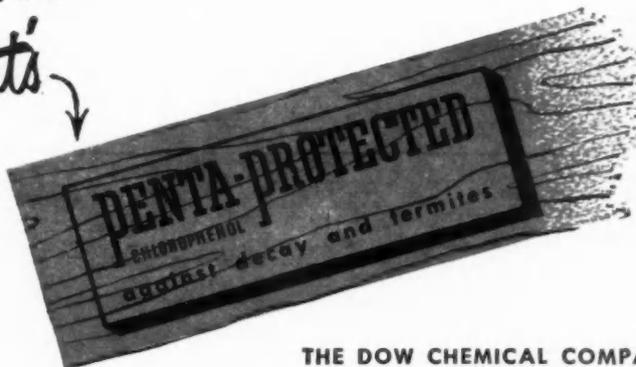
Builders and contractors are quick to see the time and money-saving advantages of "Trouble Saver" Equipment... and the extra safety provided. Use of "Trouble Saver" Scaffold brackets and ladder jacks speeds work and eliminates many working hazards that cause costly accidents. Safe working platforms help your men do more and better work.

Write for catalog "M" on "Trouble Saver" Scaffolding Accessories

THE STEEL SCAFFOLDING COMPANY, Inc.
856 HUMBOLDT STREET BROOKLYN 22, NEW YORK
Telephone: EVergreen 3-5510



*build
with
lumber
that's*



this year

53,000,000

readers are

learning the

advantages of

building with

penta-*treated lumber*
chlorophenol

Today you can offer your customers a plus building value—one that will increase your prestige as a quality builder. It's "PENTA"-protected wood—lumber that's protected from termites, decay and mold.

Water repellent toxic solutions containing PENTA are now available which not only protect wood, but also increase its resistance to warping and checking. Costly annoyances such as sticking windows, peeling paint and ill-fitting trim are practically eliminated.

Lay a sound foundation for repeat business—build with PENTA-PROTECTED wood! Write to Dow about where to obtain PENTA-treated lumber. Address Dept. PE 60.

THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN



SUPER-TOUGH *Superlite* PANELS CAN TAKE IT!



**Baked surface
resists wear**

SUPERLITE PANELS now are surfaced with a new high-gloss, plastic finish, *BAKED ON* for extra lustre and extra resistance to abrasion.

New rounded-edge score lines mean less dust collection and greater ease in cleaning. Just a wipe of a damp cloth over Superlite Panel's high-gloss surface and they're glistening again!

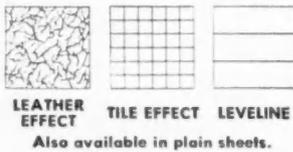
Large sheet size means reduced application cost. And no fuss and muss as in the application of plaster or similar materials!

Superlite Panels for interior walls and ceilings, either in new construction or renovation, are available in eleven pleasing colors.

Your customers will be pleased with Superlite Paneling because of its beauty and durability. Ideal for kitchens, bathrooms, game rooms, restaurants, hospitals—and other institutions.

Use the coupon below for descriptive literature and other pertinent information.

Superlite Panels are sheets of Masonite Presdwood, surfaced with a high-gloss, baked-on plastic finish. Eleven colors (including black and white) are offered, with a variety of colors in the score line. Available in sheet sizes 4 ft. wide, and 4 ft., 6 ft., 8 ft. and 12 ft. long. Finished four ways: plain colors, tile design (4" x 4" square), Leveline (horizontal lines on 8" centers) and in a grained leather effect, in four colors and in sheet sizes 4 ft. x 4 ft. and 4 ft. x 8 ft.



SUPERIOR WALL PRODUCTS CO.

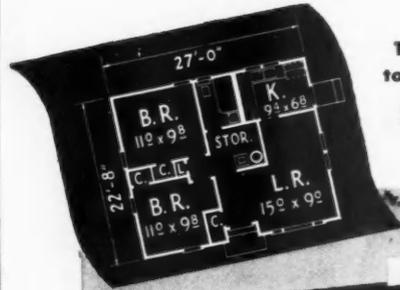
Philadelphia 40, Penna.

"for more than a decade"

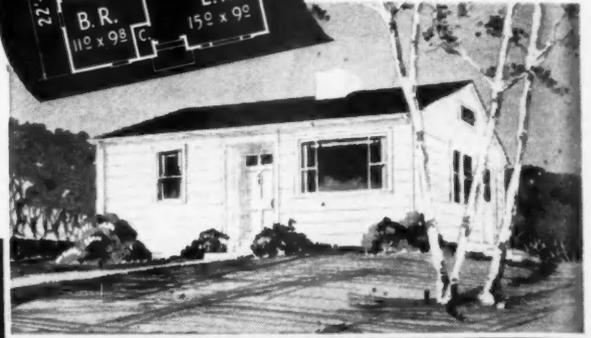
SUPERIOR WALL PRODUCTS CO., 4403 N. American St., Philadelphia 40, Pa.

- Send us descriptive literature.
- Tell us the advantages of handling Superlite Panels.

NAME _____
ADDRESS _____
CITY _____ STATE _____



This house can be built to sell for approximately
\$6,500



**THESE PLANS
ARE AVAILABLE
FOR YOUR USE**



This house can be built to sell for approximately
\$7,800

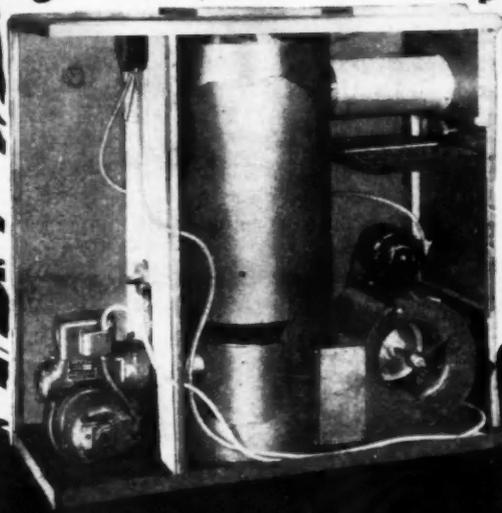
These houses are among the results of a \$500,000 research program conducted by the Homasote Company over the past 12 years. Every detail of their construction has been fully proved. Houses of both types have been built and are being lived in. At unusually low selling prices for today's market, these houses exceed FHA minimum requirements. (Naturally, the building costs vary slightly according to local conditions.) . . . Homasote is happy to make details available to any interested architect or builder. The only charge is \$15 — for 7 complete sets of blueprints and specifications.



**... oldest and strongest
insulating and
building board
on the market**

**HOMASOTE COMPANY
Trenton 3, New Jersey**

NEW Low Cost Penn Packaged Furnace



Takes the "Heating Squeeze" off the Builders Profits!

NOW—You Can Provide Luxury Heat for Homes Under \$10,000 . . . and NOT Sacrifice Your Fair Profit

The conscientious builder need no longer slice profit thin to provide top quality heat for homes priced under \$10,000. For—PENN has priced its new *Packaged Air Conditioner Furnace* in anticipation of big volume—and has pared the profit at the factory.

This compact heating unit—49" long x 50" high by 21½" wide—is delivered completely assembled in the jacket with all wiring done at the factory. It's as easily installed as an electric refrigerator. Stainless steel construction will probably outlast the residence. Production is limited—so write today for full details.



PENN BOILER AND BURNER MANUFACTURING CORP.
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and kitchen equipment

. . . they sell themselves

Universal-Rundle Vitreous China and Vitreous Enameled Cast Iron wares work like magic into clients' plans. Customer reaction to carefully designed eye appeal sells U-R bathroom fixtures and kitchen equipment on sight. Quality is self-evident.

Practical engineering assures lasting satisfaction.

Universal-Rundle wares adapt easily into your varied plans and lend a touch of sharpness that lifts presentations out of the ordinary.

Compare Universal-Rundle quality and design with others, then specify U-R fixtures for new construction or remodeling.



Fine Bathroom Fixtures and Kitchen Equipment

UNIVERSAL-RUNDLE CORPORATION
NEW CASTLE, PENNSYLVANIA

PLANTS IN *New Castle, Pa.; Camden, N. J.; Milwaukee, Wis.; Redlands, Calif.*

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STOCK ENTRANCES

offer handsome styling
and expert workmanship.

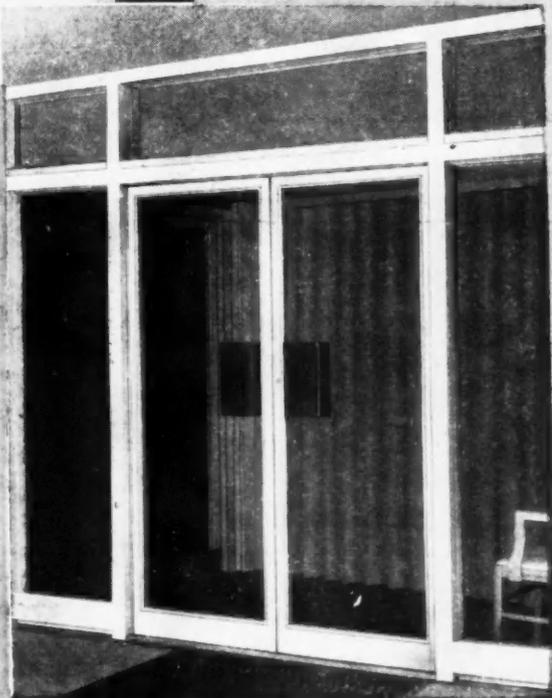


Narrow stile entrance



Free standing entrance

Full vision entrance



Narrow stile entrance with side lights and transom

Plus

MAJOR ECONOMIES price, availability, installation

You save money for your client and yourself when you specify Kawneer Stock Entrances, Doors, and Glass-Door Frames.

Kawneer Stock units cost far less than custom-made entrances—they reduce the expenses of drafting and detailing—they eliminate costly delays.

Your local Kawneer distributor stocks these units—they are immediately available as complete packaged units with all hardware and accessories included. Installation is quick and simple.

The clean lines, smooth surfaces, and narrow houvettes of a Kawneer Entrance reflect the high standards of modern architecture.

Careful engineering and workmanship insure smooth, trouble-free operation year after year. Doors and frames are inside welded for long-term rigidity and uniform finish.

Kawneer metal-glass construction protects interiors against drafts, dust, soot, and rain—it also helps prevent the escape of warmed air in the winter and cool air in the summer. Write for construction details: 223 North Front Street., Niles, Michigan; 2523 St., Berkeley, Calif.; 817 East Third St., Lexington,

THE
Kawneer
COMPANY

Store Front Metals • Modern Entrances
Facing Materials • Aluminum Louvered Ceiling
Aluminum Roll-Type Awnings

● THE ASHLAR STONE DESIGN...



Another New

**FLINTKOTE
INSULATED
SIDING!**



Another business-getter
in this popular line of
Home Modernization
Material

Excitingly new, arrestingly beautiful, the new Ashlar Stone Design of Flintkote Insulated Sidings opens new opportunities for profitable business. Available nationally in the distinctive Silver Gray Blend, and in the West also in the exclusive Lannonstone Blend.

Sharpen up your pencil. Get ready for the orders that should be yours . . . when you let customers know you have this strikingly beautiful new siding.

For here's a re-siding material that simulates the most expensive cut-stone masonry . . . and gives home-owners the value of insulation to boot!

The small, flat, stone-like surface of Flintkote's Ashlar Stone Design is especially well adapted to residential construction, bringing out the finest architectural features of a home and its setting. Another excellent market is commercial and institutional structures and public buildings such as stores, schools, churches, libraries, etc.

From the standpoint of application, the Ashlar Stone Design brings another important advantage. The design, itself, eliminates "patterning." It's not necessary to use time and material matching panels in order to get an attractive finished job.

Get full particulars on the new Ashlar Stone Design, as well as all the other Flintkote Insulated Sidings. And don't forget . . . there's a lot of free sales promotional and local advertising material, custom-built to help you sell. See your local Flintkote Sales Representative for details.

THE FLINTKOTE COMPANY, *Building Materials Division*,
30 Rockefeller Plaza, New York 20, N. Y.

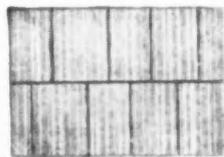
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the extra years of service cost no more!

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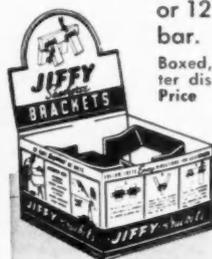
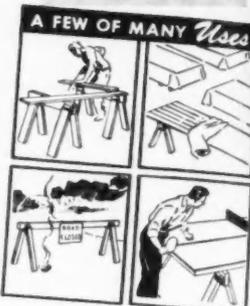
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This makes dollars ...and sense!

●An average timber truss is made up of something like ten separate pieces. Each piece must be sawed at both ends . . . that's twenty cuts. Each piece must be accurately fitted into the truss . . . perhaps trimmed a bit here and there for precision. Big heavy steel gusset plates must be fitted on . . . and bolted down. Dozens of bolt holes must be drilled.

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It's simple . . . build with Rilco Trusses. They're complete, pre-engineered, pre-fabricated structural

units. They come to your job all ready to be swung into position, without so much as a tack to be driven. They're made in a variety of types for clear spans up to 200 feet.

Write today . . . let us show you how Rilco Trusses can cut days off your schedules and dollars off your payroll.

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Everywhere!

more SKIL Saws in use than any other portable electric saw!

SKIL Saw has led the portable electric saw field for 25 years, for just one reason: most builders have checked and chosen SKIL Saw. Here's what they've found: SKIL Saw gives you power and performance. SKIL Saw gives you stamina and sawing speed. SKIL Saw gives you lightness, compactness, balance . . . handling ease.

Why? SKIL Saw engineering is more advanced. SKIL Saw construction is more painstaking. SKIL Saw materials are higher quality. For proof ask your SKIL Tools Distributor for an on-the-job demonstration today!

**HERE'S WHY SKIL Saw
LEADS THE FIELD!**

SKIL Saw IS FAST!

Oversize motors supply extra power to handle every job quicker . . . easier!

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Quickly adjusts for bevel and depth of cut. Crosscuts, rips, miters. Handles every sawing job from cellar to roof...faster, easier.

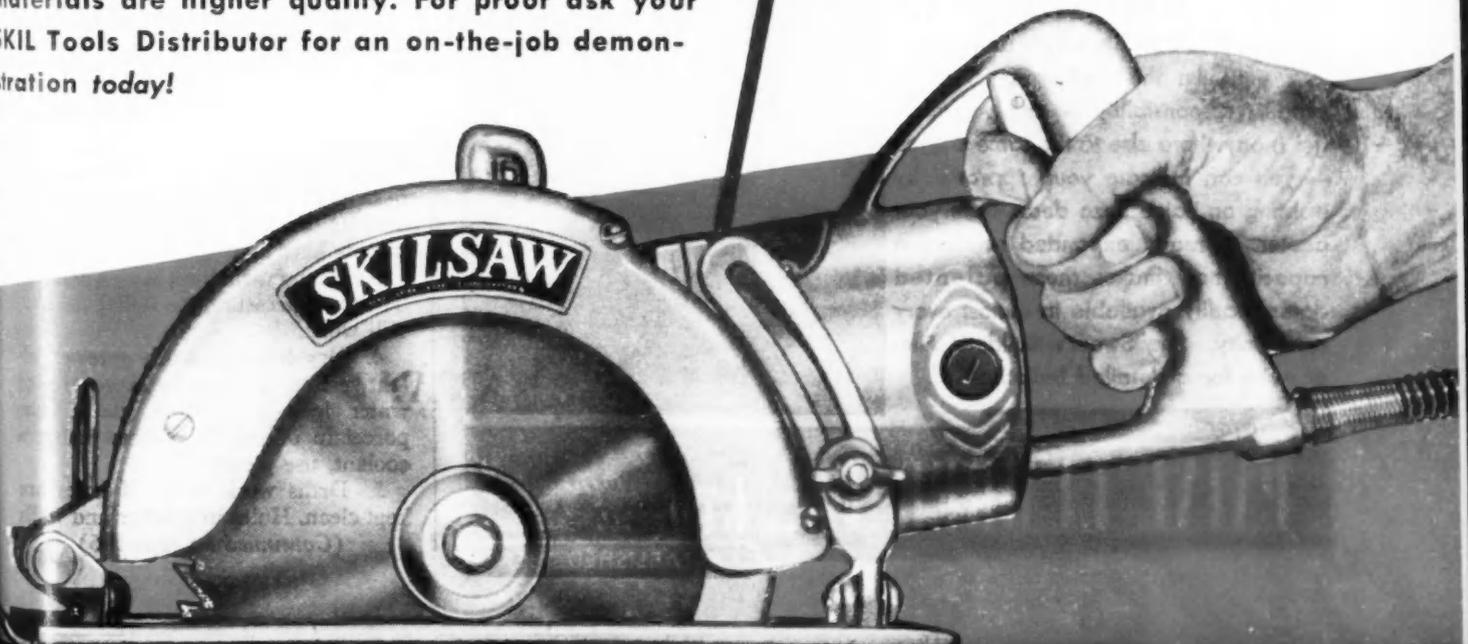
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SKILTOOLS ARE MADE
ONLY BY SKILSAW, INC.

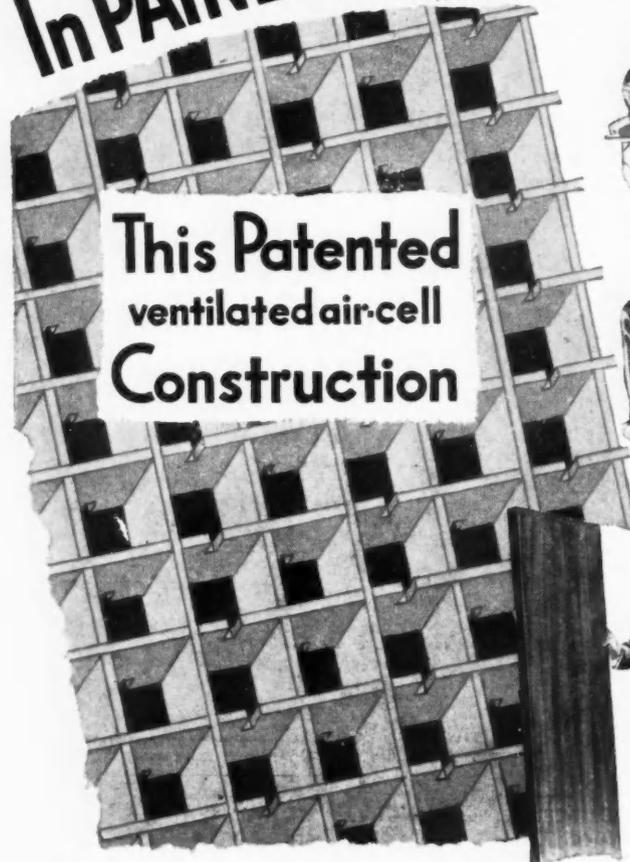
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This Patented
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Back of your order for Paine Rezo doors is the greatest experience in flush door construction — both from the approach of volume production and years of service. The trouble-free performance of the Paine Rezo door is time-tested and time-proved . . . for since 1938 more than three million have been installed in every type of climate from coast to coast. That's why the Paine Rezo guarantee is so significant, more so than any other, anywhere. It stands squarely behind you, backs up your good name at all times, assures all-round lasting satisfaction to the building owner and to you.

If you like this forthright brand of product responsibility — and you can't get it anywhere else to the same degree — you can indicate your approval by insisting on Paine Rezo doors from your dealer. Greatly expanded productive capacity now makes these patented doors readily available in almost every community. See Sweet's Builders' File, or write for a detailed bulletin.



Manufactured by the

PAINE LUMBER CO., LTD. Oshkosh Wisconsin

ESTABLISHED 1853

Correct Use of Masonry Drills

AS A RESULT of wide-spread experience in industry and trades with Carboly masonry drills, it is now possible to give a number of rules for the use and maintenance of these tools in order to get the most out of them. There are two types of Carboly masonry drills:

1. *Round Shank* for drilling comparatively short holes such as anchor bolt holes and holes for installing expansion shields.

2. *Fluted-Shank Drills* used for drilling both shallow holes and holes as deep as the shank will reach (since the flute allows "chips" to escape).

Either type may be—and is—used to drill most ordinary types of floor and wall materials such as concrete, brick, tile, marble, and slate, as well as copper, brass, and other soft metals. In industry, widest use for these drills is for drilling holes in concrete for anchor bolts.

How To Use

1. Carbide drills may be used in any portable electric rotary drill, drill press, or hand brace. Hammer-type percussion equipment is *not* recommended.

2. Normal speeds of portable electric drills are satisfactory for drilling

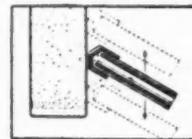


Fig. 1

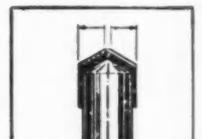


Fig. 2

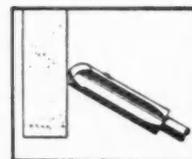


Fig. 4

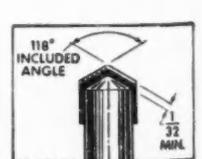


Fig. 3

usual masonry materials and soft metals. For harder, very abrasive materials, use 200 to 400 r.p.m. The slowest possible speeds attainable are desirable on extremely hard materials such as tile, marble and concrete containing hard aggregate.

3. Bear down hard when drilling. The more pressure, the better the drill will work.

4. Dry drilling usually gives excellent results. Turpentine, kerosene, or water help in drilling glazed tile, porcelain or marble. When using a coolant, use plenty.

5. Drills work better if holes are kept clean. Holes in ceilings and walls

(Continued on page 196)

NEW!

INSULITE INSULATING WOOL

MADE OF
FIBERGLAS
T. M. REG. U. S. PAT. OFF.
MANUFACTURED BY
OWENS-CORNING FIBERGLAS CORPORATION

High quality construction at a low price—that's what prospective home owners are demanding. And when it comes to flexible insulation, **INSULITE Insulating Wool** is made to order to meet just such demands. Here, then, is a permanent, highly efficient insulation—competitively priced!

LOOK AT ALL THESE ADVANTAGES

Made of fine fibers of glass, forming millions of tiny air pockets, it is a highly efficient barrier to the flow of heat.

INSULITE Insulating Wool, being light in weight and highly resilient, stays put—doesn't disintegrate or pack down.

INSULITE Insulating Wool can not rot or burn. It is highly resistant to moisture and vermin. You can rely on efficient insulation for the full life of your buildings.

Immediately available in a wide choice of standard and special forms designed to serve particular purposes and to simplify application. Paper enclosed **Batt** and **Roll Blankets** have a proper vapor barrier to control moisture condensation... nailing flange for easy recessed application. **Utility Batts** for packing between 16" or 24" studding—no paper enclosure or vapor barrier. **Pouring Wool** for hand pouring over finished ceilings... packing in narrow and irregular spaces. Nodulated for easy, even spreading.

These advantages are sales advantages that help sell homes.



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BLANKETS



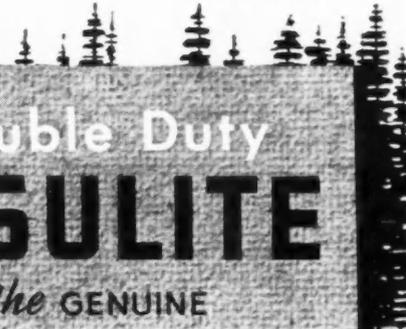
UTILITY
BATTS



POURING
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See Sweet's File
for Builders — 2c/11

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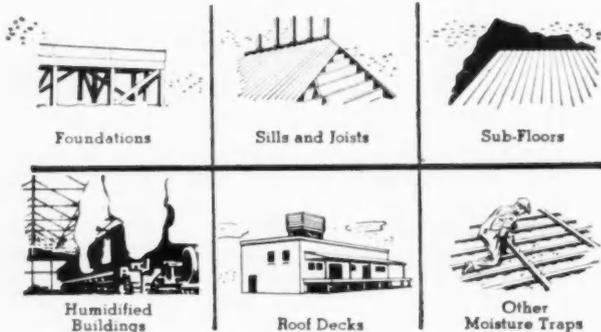
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INSULITE DIVISION  MINNESOTA & ONTARIO
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Where Wood Needs Protection
from DECAY and TERMITES

WOLMANIZED
PRESSURE
TREATED LUMBER

Makes Lasting Customers for You



Here are six common, unsafe conditions where WOLMANIZED* Pressure-Treated Lumber provides protection from wood decay and termites:

1. Where excessive ground moisture, rain or thaws cause early decay failures.
2. Where wood near the ground is open to termite attacks.
3. Where wood is in contact with concrete or masonry.
4. Where steam and vapor from industrial processes promote wood decay.
5. Where walls, floors, ceilings are subject to condensation from refrigeration.
6. Where wood is exposed to moisture in humidified buildings or farm buildings.

Investigations by qualified technologists prove that on installations where decay and termites ordinarily shorten lumber life, WOLMANIZED Pressure-Treated Lumber lasts THREE TO FIVE TIMES LONGER than untreated wood.

Such lasting protection is assured because penetrating preservative solutions are forced, by vacuum-pressure treatment, deeply into the wood fibres of WOLMANIZED Lumber. And, WOLMANIZED Lumber is clean, odorless, paintable, non-corrosive, non-leaching and glueable. Only WOLMANIZED Lumber offers all these extra advantages.

For Better Building—
Read This Booklet

Get all the facts on how WOLMANIZED Pressure-Treated Lumber stops wood decay and termites. See how it can help you and your business. Write today for this valuable booklet.



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MORE YARDS PER DAY
Concrete or Mortar



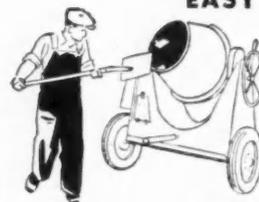
with the *New*
REX 3 1/2-S TILTER!

HERE'S
WHY—

NEW
4-POINT
SUSPENSION

Wider wheel spread, low center of gravity plus two sturdy legs assure stability while mixing . . . no "teetering" and shifting. Tows smoothly, too. 62-inch wheel spread assures a mixer that is tops for towing speed and safety.

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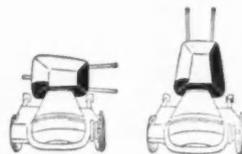
Big 19-inch drum opening is low to the ground for faster, easier shoveling. 3 hoe-type mixing blades give you fast, thorough mixing action.

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Here's the easiest handling tilter on the market. Rex Tele-pole towing tongue, easy-rolling pneumatic tires mounted with Timken bearings, plus accurate balance and light weight, make it easy for one man to spot the mixer . . . fast.

TWO-POSITION LOADING



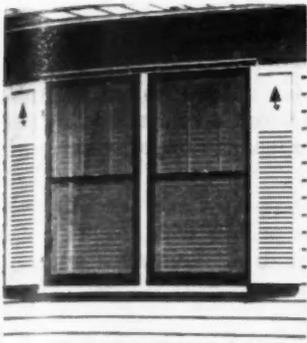
You can bring a wheelbarrow straight to the drum, head-on or sideways. Big, easy-acting hand-wheel tilts the batch into the barrow in a hurry. ADD UP these features and you'll see why Rex gives you more batches per day . . . more profit for you.

CHAIN BELT COMPANY

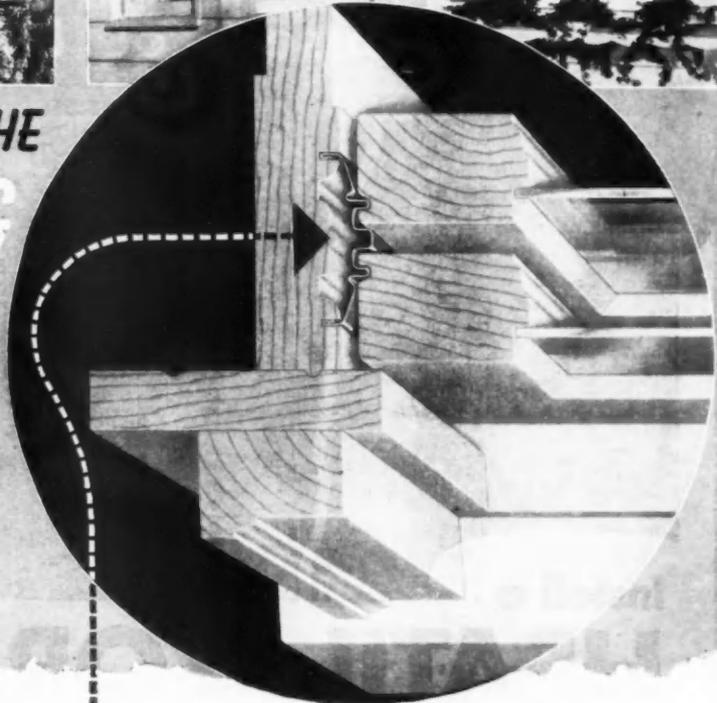
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CONSTRUCTION MACHINERY



THERE ARE REASONS FOR THE
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 SUPERIORITY OF THE
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SUPERIOR
 UNIT WINDOW



The outstanding feature of the Superior Unit Window is its "Jamb-Liner Weatherstrip." This exclusive, flexible patented "Jamb-Liner" automatically compensates for all possible swelling or shrinking. If the sash swells slightly in wet weather, the windows will still slide smoothly. And,—if shrinkage takes place later, the "Jamb-Liner Weatherstrip" will spring back forming a snug, compact contact with the sash.

This is only one of the many reasons why leading architects, prominent builders and reliable dealers prefer the Bilt-Well Superior Unit Wood Window.

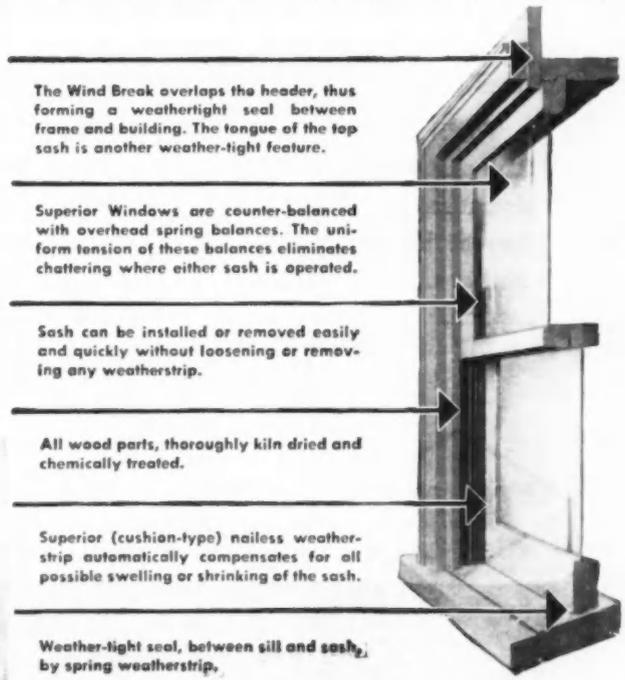
CARR, ADAMS & COLLIER CO. **BILT-WELL WOOD WORK**
 Dubuque, Iowa

The Bilt-Well Woodwork Line

- Basement Windows • Breakfast Nooks • Bilt-Well Storm Sash & Screen Unit
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SUPERIOR "Jamb-Liner Weatherstrip"

provides a wood to metal contact which eliminates the most common of all window problems—sticking and rattling. This "Jamb-Liner Weatherstrip" is applied at the factory—rolled into the grooved jamb and becomes an integral part of the frame. The sash slip into the frame without removing any of the weatherstrip (after plastering) in the final stages of building.



The Wind Break overlaps the header, thus forming a weathertight seal between frame and building. The tongue of the top sash is another weather-tight feature.

Superior Windows are counter-balanced with overhead spring balances. The uniform tension of these balances eliminates chattering where either sash is operated.

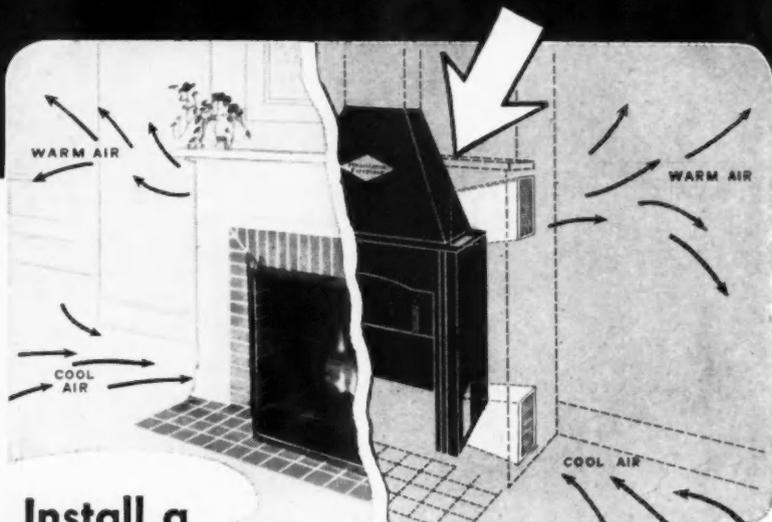
Sash can be installed or removed easily and quickly without loosening or removing any weatherstrip.

All wood parts, thoroughly kiln dried and chemically treated.

Superior (cushion-type) nailless weatherstrip automatically compensates for all possible swelling or shrinking of the sash.

Weather-tight seal, between sill and sash, by spring weatherstrip.

Increase the Value of the Houses You Build!



Install a

HEATILATOR* Fireplace

Make every house you build more desirable—*easier to sell*—by installing a Heatilator Fireplace. A Heatilator unit satisfies the prospective home buyer on many counts. It assures him a correctly operating fireplace that will not smoke . . . that circulates heat to far corners of the room and even adjoining rooms.

You'll find, too, that a Heatilator Fireplace is easier to build. The unit is complete from floor to flue—smoke dome, throat, downdraft shelf and damper are built-in parts. This assures correct fireplace construction on every job, eliminates the possibility of costly repairs or rebuilding, guarantees owner satisfaction.

Accept no substitute. See the Heatilator unit at your building materials dealer—or write for further details to . . .



HEATILATOR, INC.
352 E. Brighton Ave.
Syracuse, N. Y.

Heatilator is the registered trade mark of Heatilator, Inc.

HEATILATOR Fireplace

Masonry Drills

(Continued from page 192)

keep clean automatically. For deep holes in floors, a compressed air blast or a continuous flow of water works well.

6. Break any exceptionally hard glazes or pebbles with a center punch or a star drill. This saves time and prevents premature dulling of the blade.

7. Although carbide drills have no trouble cutting reinforcing rods, be careful when drilling reinforced concrete. A drill wedged beside a reinforcing bar may break the carbide blade.

8. Keep drill sharp. When drill shows a 1/64-inch or larger flat on cutting edge, it is time to sharpen it.

9. For faster, easier drilling of holes with diameters greater than 3/4 inch, first drill a pilot hole approximately 1/4 inch. (Figure 1)

Sharpening Drills

To sharpen a dull drill, use C100-18-V or C80-18-V silicon carbide grinding wheels on a pedestal or bench-type grinder. Or mount a portable drill on a drill stand and insert a wheel arbor with a small silicon carbide wheel into the chuck.

1. Carbide masonry drills have a 15 degree relief angle. This is the angle to grind when sharpening. Unless this angle is maintained, drill will not cut properly.

2. Using a moderate pressure, keep drill moving back and forth across wheel to avoid overheating. Never dip heated drills into liquids, always allow drills to cool gradually.

3. Keep cutting edges of drill of equal length to prevent drill from cutting over-size (Figure 2).

4. Carbide tip must project at least 1/32 inch degree beyond steel shank to cut properly. If necessary, back off steel free-hand at about 35 degrees, grinding away from 1/32 to 1/16 inch of steel (Figure 3).

5. A correctly sharpened drill is shown in Figure 4.

Coast Group Publishes Pamphlet on Lumber

A PAMPHLET recently published by the West Coast Lumbermen's Association titled, "A Talk About White Pocket Lumber" provides information about the characteristics and uses of "white pocket" or, as it is sometimes called, "white speck" lumber.

The pamphlet may be obtained in quantity without charge from the Association at 1410 Morrison St., Portland 5, Ore.

today's lowest price long-lasting floor.....

Dollar-for-dollar, MA-TI-CO asphalt tile will cost you less than that of any other applied type of flooring. Just shop . . . compare!

WRITE

for full-color literature showing complete sample line and design patterns to: **MASTIC TILE SALES CORP.** Dept. E, 153 W. 57th St. New York 19, N. Y.

QUALITY CONTROLLED*

MA-TI-CO
ASPHALT TILE
FLOORING

SAVE in Maintenance

Daily dusting and an occasional mopping and waxing is all you need to keep your MA-TI-CO floor clean and beautiful. MA-TI-CO is odorless, sanitary, safe . . . will not wear slippery with use.

SAVE in Long Wear

Because it is made to Federal specifications, MA-TI-CO tile must be right! In close to 200 million sq. ft. of installations, MA-TI-CO is proving its endurance to wear under the most rugged conditions.

SAVE in Replacement

Should undue abuse or accident necessitate repairs, new MA-TI-CO tile units are easily inserted. Expansion of floor, as in remodeling, is just as simple with minimum disruption of normal store or plant operation.

... It's Factory-Waxed!

- 27 beautiful colors, plain and marbled, including new pastel and decorator shades.
- Thru 'n' thru colors can't rub off.
- Limitless design possibilities.
- Resists moisture. Ideal for use over concrete when in contact with the ground.

MASTIC TILE Corporation OF AMERICA

FACTORIES: NEWBURGH, N. Y. • LONG BEACH, CALIF.

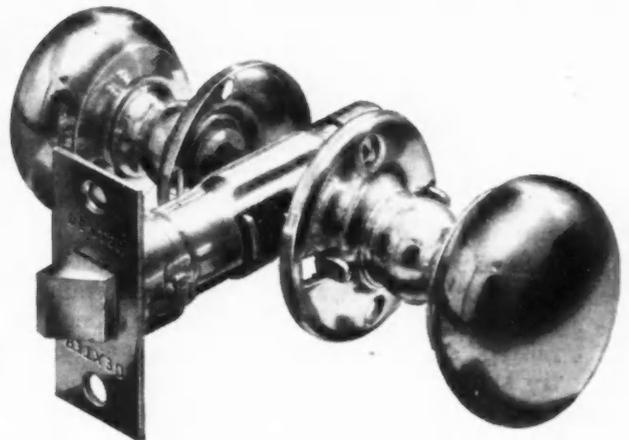
Sold By: MASTIC TILE SALES CORP., 153 West 57th Street, New York 19, N. Y.



Free of die-castings—inside parts of rust-protected steel—trim of solid brass.
DEXTER-TUBULAR

There's Nothing Bullheaded about DEXTER LATCHES

IF SOME SMALL BUG creeps into the installation work on a Dexter Latch — don't worry about it. Dexter Latches will right the matter with a self-adjusting alignment feature so that there will be no sticking and binding. That's the way it is with Dexter Latches all the way through — they've had thorobred features engineered into them like no other latch. But these superiorities are only part of the story — there's also that speedy new way of making a complete Dexter installation in *less than six minutes* which is a mighty important factor with budget-wise people.



DEXTERS

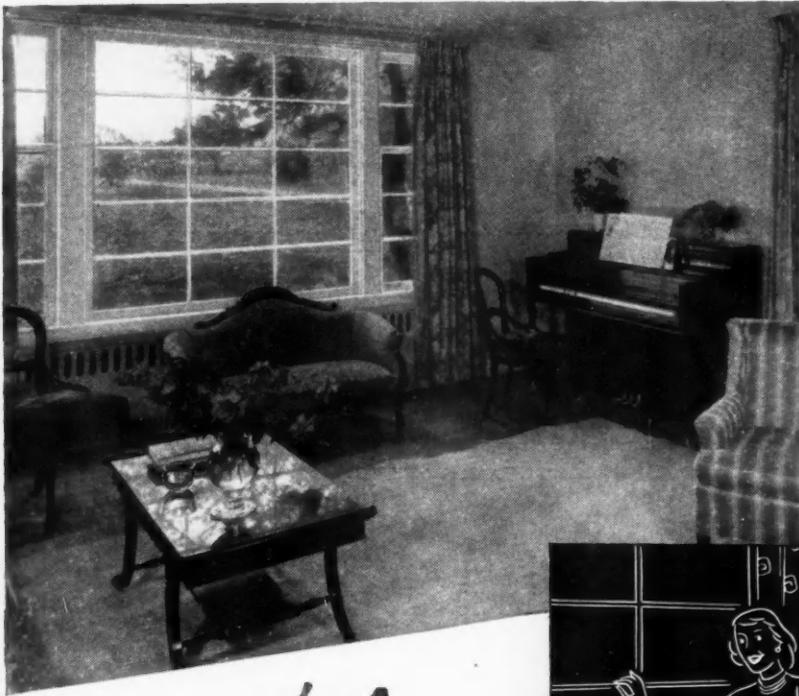
HAVE THE FEATURES THAT MAKE EVERYBODY HAPPY — DEALER — CONTRACTOR — USER.

NATIONAL BRASS COMPANY
 Grand Rapids, Michigan

MAKERS OF BUILDERS, CABINET, SCREEN DOOR AND SHELF HARDWARE

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario

**LIFE-TIME
 WARRANTED**
 LOCKS AND LATCH SETS



You can *feel*
the difference



When you choose these *Wood Windows*

Feeling is believing . . . and that's a major reason why Ponderosa Pine windows are so widely preferred. For these windows *feel* more comfortable . . . they have the warmth of wood, a natural insulating material. In addition, because wood does not readily transmit cold, it does not encourage condensation—a frequent cause of redecorating problems.

Ponderosa Pine is a high quality wood—yet Ponderosa Pine woodwork is moderate in cost. Even grained, smooth in texture and low in density, it takes paint or other finishes without “grain raising” and holds them lastingly. In accordance with high industry standards, Ponderosa Pine windows are available toxic preservative treated at the factory—an additional safeguard against moisture, decay or insect attack. And Ponderosa Pine windows and doors offer you a wide scope of choice, because they are made in many styles to fit any style of architecture.

for friendly living

Ponderosa Pine WOODWORK



Mail the coupon for your copy of “Today’s Idea House”—a 32-page booklet full of photographs and useful information about Ponderosa Pine windows, doors and frames.

Ponderosa Pine Woodwork
Dept. SAB-6, 38 South Dearborn Street
Chicago 3, Illinois
Please send me a copy of “Today’s Idea House.” (Please print)

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

Wire Netting Used To Reinforce Interior Plaster

BECAUSE of its resistance to surface cracks, woven-wire netting is maintaining a wide use in the reinforcement of interior plaster, particularly in homes in the middle-price range.

According to representatives of the Keystone Steel and Wire Co., Peoria, Ill., manufacturers of Key-mesh netting, the addition of the steel wire reinforcement adds to the cost of lathing but improves the plaster’s durability, thereby adding



1. WIRE netting is applied to rock lath



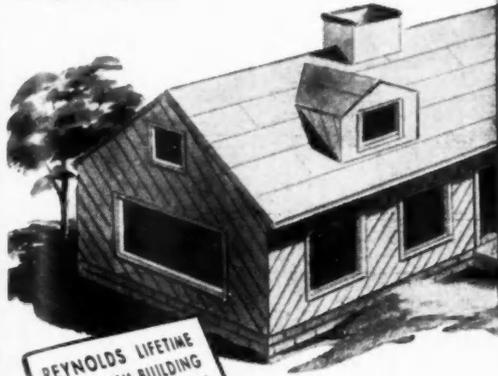
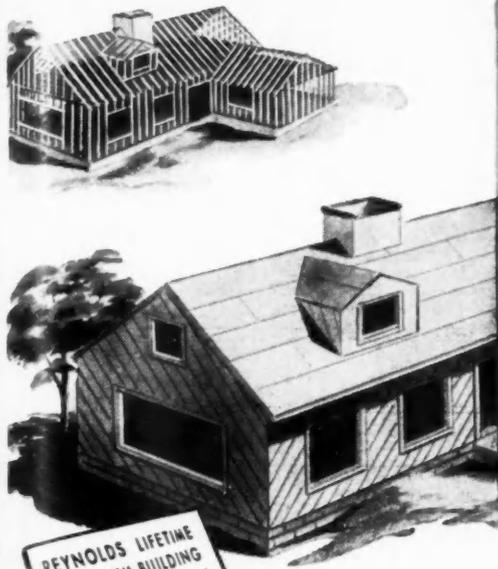
2. FIRST plaster imbeds reinforcement



3. FURRING nails space fabric at 1/4 inch

a value to the home which outweighs the extra cost.

(Continued on page 204)



REYNOLDS LIFETIME ALUMINUM BUILDING PRODUCTS USED IN THIS CONSTRUCTION

The closer you get to windows—the more clearly you see Reynolds four-point superiority

REYNOLDS ALUMINUM RESIDENTIAL CASEMENT, FIXED AND PICTURE WINDOWS

Four-point superiority in engineering detail, complete in all fittings for any kind of construction. 98 types and sizes available. Write for 16-page booklet, including installation diagrams. Reynolds Metals Company, Window Division, Louisville 1, Ky. Offices in 32 principal cities.

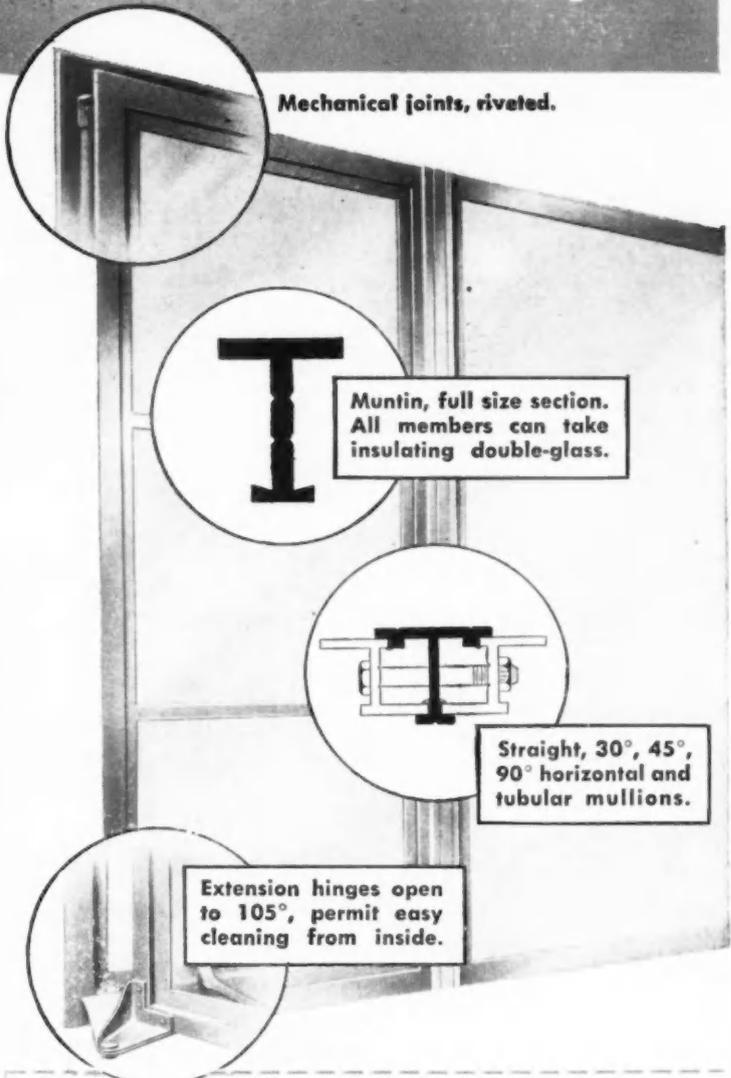


Reynolds Lifetime Aluminum Gutters and Downspouts

Fastproof permanence at about half the price of other fastproof materials. Exclusive Reynolds stipple-embossed finish... half-round style also available plain. Slip-joint application — no soldering.

WORLD'S LARGEST PRODUCER OF ALUMINUM BUILDING PRODUCTS

IF YOU SEE RUST YOU KNOW IT'S NOT ALUMINUM



Mechanical joints, riveted.

Muntin, full size section. All members can take insulating double-glass.

Straight, 30°, 45°, 90° horizontal and tubular mullions.

Extension hinges open to 105°, permit easy cleaning from inside.

Reynolds Metals Company, Building Products Division, 2003 South Ninth Street, Louisville 1, Ky.

Please send detailed literature on the products checked:

- *Corrugated
- *Snap-Seal Roofing
- Industrial Corrugated
- *Built-up Roofing
- Reflective Insulation
- *5-V Crimp
- *Weatherboard Siding
- *Gutters and Downspouts
- *Flashing
- Windows
- *Stipple-embossed finish

Name _____
Address _____

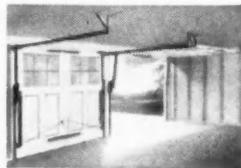


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this Summer**

**NEW RICHARDS-WILCOX 999
GARAGE DOOR HARDWARE**

Get started now! Check your garage door prospects and start selling them the advantages of converting out-dated swinging doors to modern overhead doors with Richards-Wilcox Garage Door Hardware. Comes complete. Packed in one convenient carton. Easy to handle. Includes all hardware needed for installation and operation. Can be easily and quickly installed by the customer.

Backed by over 69 years of experience and engineering skill in the design and manufacture of all kinds of door hardware, Richards-Wilcox 999 Garage Door Hardware is one of your best bets for a profitable summer. For further information, please telephone, write or wire our nearest office, today.



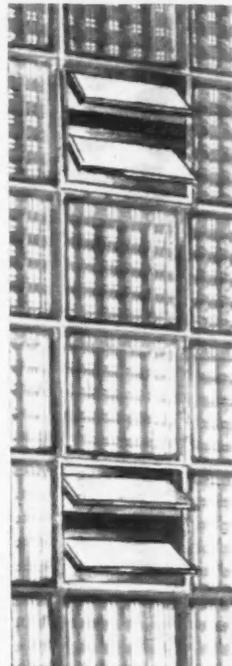
1880 LEADERS IN DOOR HARDWARE OVER 69 YEARS 1949

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 "A HANGER FOR ANY DOOR THAT SLIDES"
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Branches: New York, Chicago, Boston, Philadelphia, Cleveland, Cincinnati, Washington, D.C., Indianapolis, St. Louis, New Orleans, Des Moines, Minneapolis, Kansas City, Los Angeles, San Francisco, Denver, Seattle, Detroit, Atlanta, Pittsburgh

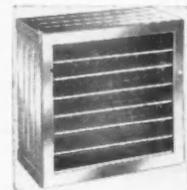


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 THE ORIGINAL ULTRA MODERN
Ventilator INDIVIDUAL UNIT
 FOR GLASS BLOCK



in HOMES, STORES, OFFICES.

Easy to install in new or old glass block installations. Stainless steel body. 3 sizes to replace 3 standard sizes of glass block. Inside glass louvres easily adjustable.



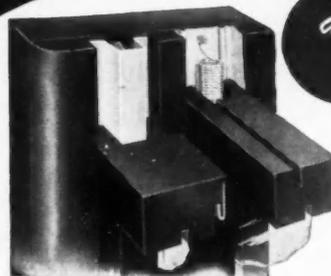
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Available through your Glass Block Dealer
 Also Nationally Distributed By
 Winco Ventilator Co., St. Louis, Mo.

WEATHER - BLOC
 Trade Mark Patent Applied For

A Product of AIR RECTIFIERS, INC.
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*The Milwaukee Combination
 Sash Balance
 and Weatherstrip*



- ★ Efficient
- ★ Low Cost
- ★ For New Or Old Building

WRITE FOR DETAILS TODAY!

Simple installation slashes labor cost! One man easily installs 25 or more windows in 8 hours. NO high-priced, skilled labor needed. Get more satisfied customers at lower cost . . . higher profit!

Available with or without bronze covers that completely hide springs, as shown above.

Mail this coupon today!

MILWAUKEE STRIP SERVICE INC.
 4621-23 W. Lisbon Ave.
 Milwaukee 8, Wisconsin

Please rush me folder A-6 and price list on Milwaukee Combination Sash Balance Weatherstrip.

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



Smooth, positive action,
 accurate balance plus seal
 against draft, dust, moisture.



For your quality installations
RODDISCRRAFT HARDWOOD PLYWOOD



Jack-of-All-Trades
FIR PLYWOOD
Interior and Exterior

Roddiscraft

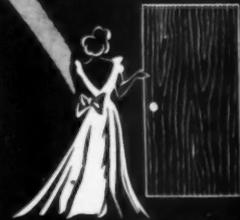
WAREHOUSE SERVICE FOR ALL YOUR NEEDS



For the booming residen-
tial building trade —
The new Roddiscraft
HOUSEMART
Lightweight Door.



For your fine fixture work—
The profit twin to plywood
BEAUTY BONDED FORMICA



For the biggest public and
institutional building year in
history — The Roddiscraft
SOLID CORE FLUSH VENEER DOOR
Cream of the industry.

Roddiscraft warehouse service-centers offer you complete
on-hand stocks of plywood, doors, Formica and allied items.

Now that quality is again important, it will pay you more than ever to
identify yourself with Roddiscraft quality products. Roddiscraft quality
will sell your customers—Roddiscraft warehouse service will sell you.

It's a profit combination proved for over half a century.

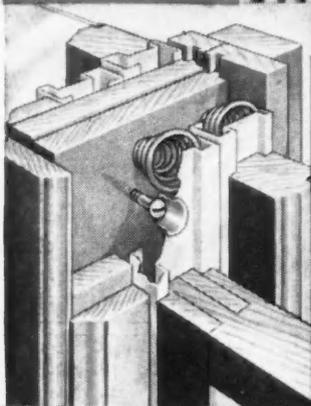
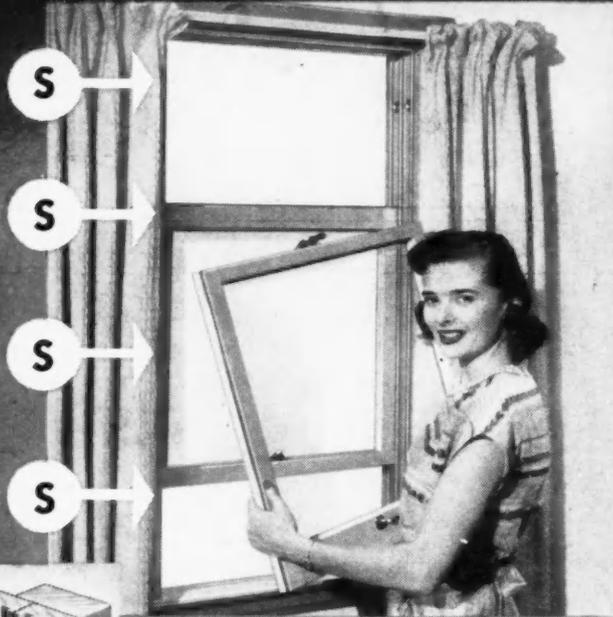
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RODDIS PLYWOOD CORPORATION
formerly Roddis Lumber & Veneer Co.
MARSHFIELD, WISCONSIN

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Chicago 8, Ill.....	1440 W. Cermak Rd.	Marshfield, Wis.....	115 S. Palmetto St.
Cincinnati 2, Ohio.....	457 E. Sixth St.	Milwaukee 8, Wis.....	4601 W. State St.
Dallas 10, Texas.....	2800 Medill St.	New York 55, N. Y.....	920 E. 149th St.
Detroit 14, Mich.....	11855 E. Jefferson St.	Port Newark 5, N. J.....	103 Marsh St.
Kansas City 3, Kan.....	35-43 Southwest Blvd.	St. Louis, Mo.....	4453 Duncan Ave.
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The REMOVABLE Window is the Window Women Want!



She moves the lower sash up, the upper sash down, presses each window to the left against spring cushion, and REMOVES. Wood-against-metal sliding action gives easy operation, prevents rattling. Spring cushion (S) above) adjusts for weather changes. It's easy to see why women want R•O•W Windows:

**YOU WASH BOTH SIDES
—INDOORS!**

R•O•W is the Removable Window that costs no more than ordinary good wood windows. Millions in use are giving complete satisfaction. R•O•W means:

**Removable
Opens Easily
Weatherstripped**



Architects, Builders, and Dealers appreciate the many R•O•W features. No weights, cords, or pulleys. No air leaking "sash clearance." Saves on-the-job labor; can be delivered as a complete, pre-fit unit. 47 R•O•W distributors: one near you gives prompt, efficient service. For his name, write R•O•W Sales Co., Dept. AB, Royal Oak, Mich. Look for the R•O•W Catalog in Sweet's Architectural and Builders Files.

Public Unfamiliar With Maple Floor Gratings, MFMA President Says

BUILDING OWNERS, factory operators, school authorities and householders do not understand the meaning of the three grading designations used by manufacturers of maple flooring, according to W. C. Abendroth, president of the Maple Flooring Manufacturers Association.

Abendroth, addressing a group of Northern flooring manufacturers in Chicago recently, said that "architects, engineers and lumber people in general are quite familiar with the true significance of these grading terms," but they rarely have the time and opportunity to explain them to the public.

Pointing out Third Grade Northern Hard Maple to illustrate the point, Abendroth said "as inspected, graded and marked by the Association, it differs but very slightly in its service characteristics from the higher grades."

Interesting grain formations, more pronounced variations in coloration, permitted in the Third Grade classification, often appeal to the craftsman who admires fine wood for the beauty that nature put into it, he said.

While Third Grade Northern Hard Maple flooring is less desirable for industrial floors where very heavy trucking is carried on, the flooring was recommended for many normal uses.

Sewall Paint & Varnish Co. Gets New Sales Manager

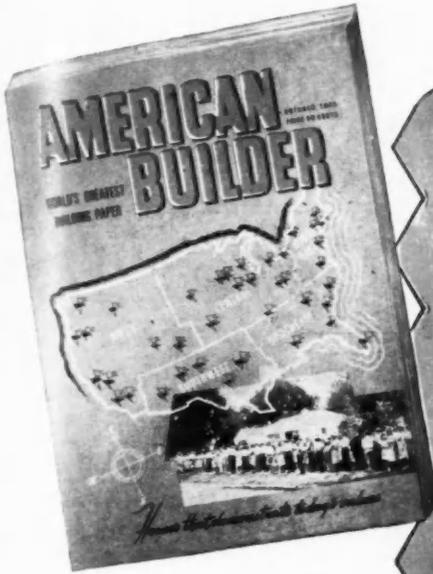
W. C. McCASLIN, general manager of Sewall Paint & Varnish Co. and vice president of American-Marietta Co., the parent organization, announces the appointment of Fred Cummins as manager of trade sales and factory branch offices, with headquarters in Kansas City, Mo.

Cummins, who was assistant sales manager for Sewall at the time of his advancement, has been associated with the company for 16 years in sales and administrative service.

Wire Netting

(Continued from page 200)

The Keymesh netting used in covering ordinary rock laths in ceilings is one inch by 20 gauge. This is applied in 3 foot widths, lapped 2 inches at the edges, and down 4 inches on walls. A lath nail is tapped in, then bent to fasten the fabric close to the lath.



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- Builders and Contractors specializing in Residential or Light Commercial or Light Industrial Building.
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Subscriptions accepted only from those directly connected with the building industry.

(Good only in United States, Possessions and Canada)

New! THE HOMEOWNER
PAYS ONLY \$46.50
FOR THIS AMAZING
OVER-THE-TOP²
DOOR UNIT



● Extra-powered springs give "self-lifting" action.

● Rigid lifting arms made of heavy gauge steel give safe, sure support.

● Ball-bearing wheels provide quiet running, effortless operation.

● Steel weather-stripping seals out cold and elements—locates hardware for quick, easy installation.



Here's building history in the making! \$46.50 is the retail price for the newest "Over-the-Top" Door Unit by Frantz. NOW—you can offer the modern convenience of over-head doors in your mass produced or low cost housing projects. Use this amazingly simple and inexpensive Unit as a selling feature.

The low-priced No. 77 Unit is made to fit openings 8' wide by 6'8" high. The 24-plywood-panel door is substantially built. Has 1/8" stiles and rails . . . is fully water-repellent and toxic treated to resist rot. It's pre-fitted and pre-bored for quick, easy installation.

The completely new No. 77 embodies many of the established and popular features of Frantz "Over-the-Top" Door Equipment. Write today for complete information.



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for
*Accurate
Craftsmen...*
EMPIRE LEVELS

No. 151 ALUMINUM LEVEL
WITH 3 SETS OF
**INTERCHANGEABLE
VIAL CASES**

EMPIRE LEVEL MFG. CO.
BOX 97, DEPT. 723, MILWAUKEE 13, WISCONSIN

Eliminate
COSTLY HAND SANDING

● Pays its way quickly on new or refinished work—**SANDS CLOSED CORNERS CLEAN**—fine on dry wall construction—plaster patches—treads and risers—cabinets—

8750
F.O.B.

A PENINSULA TOOL

JITTERBUG SANDER COMPANY, INC.
MENOMINEE, MICH.

Write for 10-Day Free Trial Offer

Here's something Bill the Builder will never say



Here's why . . . Bill *never* has to "tear hair and swear" while he waits out window deliveries because he gets the aluminum window he wants . . . delivered quickly in the size and style he wants . . . sent straight to the job . . . ready to install!

* * *

Yes, Bill and lots of other smart builders the country over *always* say "Alwintite." They know it's a good way to save time, trouble and money on every job.

When you say Alwintite, you get your windows right out of stock—*direct* from a dealer in your area. No waiting for orders to go "back to the factory." No time lost while shipments travel cross-country.

All your window requirements are filled from one source. No need to "scatter" your order. You order once—and that's it!

With Alwintite's new combination Fin-Trim, installation is only a matter of seconds. Just open the carton, set 'em in place and nail 'em in. That's all there is to it. There's no painting, no "extras" to buy, no adjustments to make.

Your Alwintite dealer offers you a complete line—25 stock sizes and eight styles to choose from, plus million windows, picture windows, basement windows, screens and storm sash. All meet F.H.A. requirements. For complete information write to THE ALUMINUM WINDOW CORPORATION, a subsidiary of General Bronze Corp., 606 Stewart Ave., Garden City, N. Y.



ALWAYS SAY



ALWINTITE*

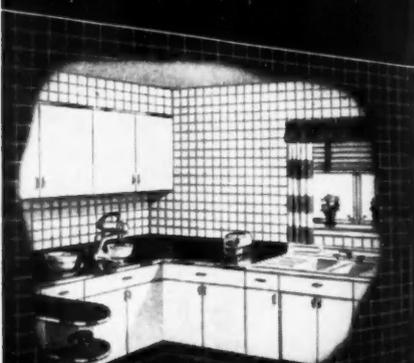
DOUBLE-HUNG

ALUMINUM WINDOWS

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



There's a big profit in tileboard! And for new or old homes Prestile is your best bet! It's easy to sell because your customers know the Prestile name. They see Prestile advertised in their favorite magazines... know it is a colorful, smart wall paneling that costs less to install... keeps its bright beauty for years and years. And remember, Prestile supplies you with many important merchandising aids. Yes, in every way Prestile means more profits for you.



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Free Clip this handy memo to your letterhead and mail today!

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Please send me free samples and Dealer's Merchandising Kit—"How to Make More Profits from Tileboard." **B**

Your Name _____

NEW WARM AIR HEATING METHOD

DEVELOPMENT of a new heating method which blankets the cold outer walls of a room with warm air has been announced by the General Electric Co., Bloomfield, N.J.

Use of a standard four-inch stove-pipe in place of tailor-made rectangular ducts will cut installation costs as much as 50 per cent, and design features will provide for more efficient heating, according to Harold F. Smiddy, company vice president and general manager of the Air Conditioning department.

The new method of warm air heat distribution, known as "General Electric Air-Wall Heating" was displayed to the general public for the first time at the National Association of Home Builders Exposition in Chicago. Several test installations have been made in newly constructed homes.

Registers and grilles of the new system direct the forced warm air upward in a fan-like pattern in front of the wall, and, according to the company's engineers, no movement of air can be detected several inches from the front of the grille.

Good circulation of air within the room with this system reduces the tendency of warm air to cling to the ceiling and brings about warmer floor

temperatures, the engineers said. Freedom of furniture placement is possible, since pieces may be placed directly in front of the register without interfering with air circulation, and draft problems are minimized.

The new unit circulates approximately 30 per cent less air than customary warm air systems, engineers



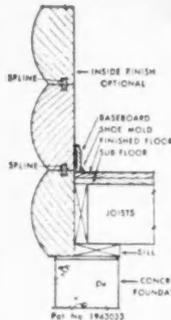
FITTING register to register box on cut-away model of typical home installation stated. Air is supplied at somewhat higher temperatures for mixing with room air as it leaves the registers. (Continued on page 212)

BUILD NEW BUSINESS AND FAST PROFITS



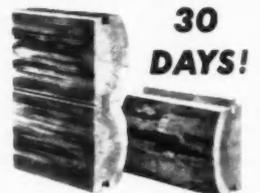
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RANCH HOMES
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Here's a virtually untapped market ready and waiting for you. Low cost, exceptionally attractive real log homes in 30 days — approved for FHA financing. Walls 3 to 3½" thick of healthy, precision-cut Douglas fir logs, treated to prevent discoloration and deterioration — ample insulation — no studding required. Adaptable to any floor plan, residential or commercial — hundreds of attractive designs already built!

LOW COST HOMES IN 30 DAYS!



Distributors in Principal Cities

A FEW CHOICE DEALER TERRITORIES STILL OPEN

Write or wire for complete information

LOG STRUCTURES OF THE SOUTHWEST, INC.

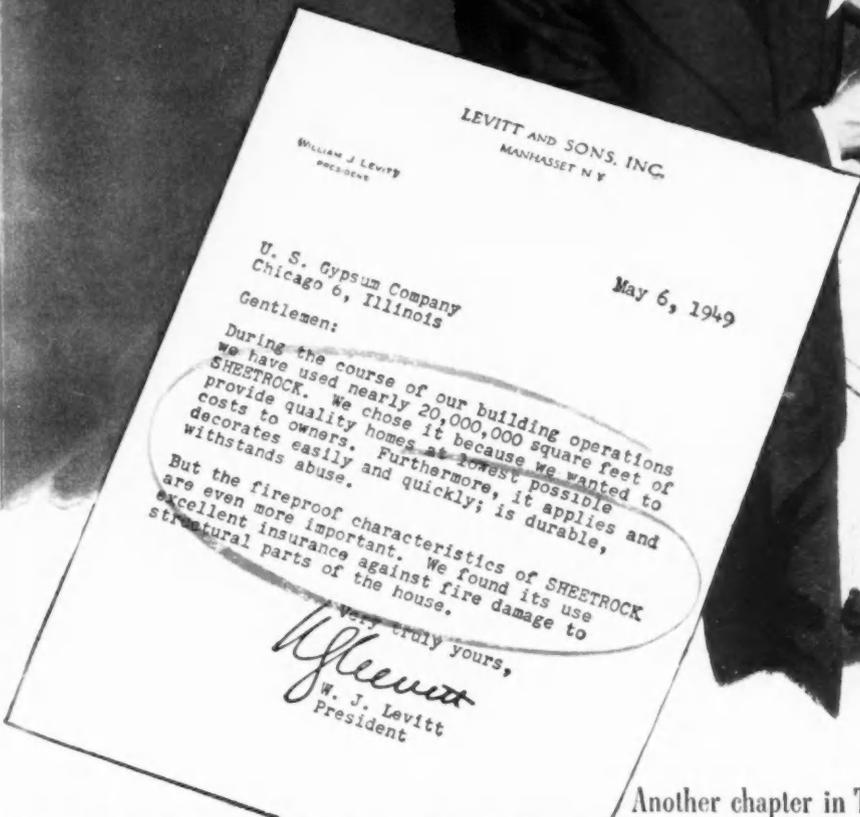
344 W. Colorado Street, Glendale 4, Calif.

We've used 20,000,000 feet of SHEETROCK

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Fireproof Gypsum Wallboard

to build
fine interiors
at the lowest
possible cost



LEVITT AND SONS, INC.
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WILLIAM J. LEVITT
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May 6, 1949

Gentlemen:

During the course of our building operations we have used nearly 20,000,000 square feet of SHEETROCK. We chose it because we wanted to provide quality homes at lowest possible costs to owners. Furthermore, it applies and decorates easily and quickly; is durable, withstands abuse.

But the fireproof characteristics of SHEETROCK are even more important. We found its use excellent insurance against fire damage to structural parts of the house.

Very truly yours,
W. J. Levitt
W. J. Levitt
President

Another chapter in THE AMAZING SHEETROCK STORY



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REGULAR OR
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WALNUT
GRAINED



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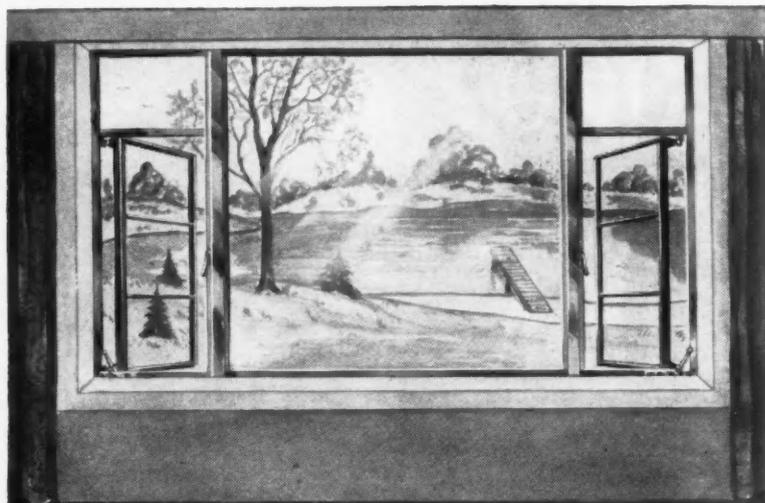


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Alcasco ALUMINUM CASEMENTS

**EASY
OPERATION**

**LIFETIME
QUALITY**



**ARCHITECTURAL
BEAUTY**

**ECONOMICAL
INSTALLATION**

Typical Alcasco Picture Window with Insulated Glass

Examine Alcasco Aluminum Window Casements. See their premium quality, beautiful appearance and fine construction features. Alcasco also meets FHA requirements. Aluminum casements are more and more in demand. . . . Assure your share of this profitable business with Alcasco

Aluminum Casements. Prompt shipments from warehouse stock.

Dealers! Here's a real sales opportunity!

Write now for literature on Alcasco Aluminum Casements and basement windows.

Alcasco PRODUCTS, INC.

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Compare these features with any others.

- 7/16" tip
- Clearly etched graduations both sides of blade
- Lever brake—no creeping blade
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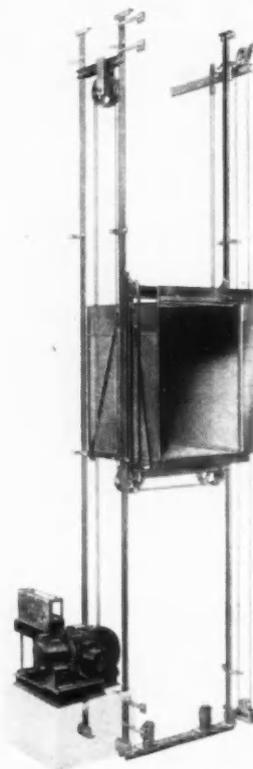
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I enclose \$2.25 for the 6 ft. Streamline
\$2.50 for the 8 ft. Streamline

Engrave my name (75c extra). Please print clearly.

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New Electric Freight Elevator is Self-Supporting Inexpensive to Install



A new self-supporting elevator has been designed to provide a low-cost, electric elevator installation for every type of business and institution that requires vertical freight transportation, but does not need heavy-duty freight elevators. It fills a long-felt need by making materials handling considerably easier and less costly for small business. The elevator is being made in three standard sizes of 1,500, 2,000 and 2,500 pounds capacity. Vertical rise is limited to 35 feet—sufficient for a three story building. As illustrated, the elevator is installed as a complete unit in a new or existing hoistway. Only 11 feet of headroom is needed above the top floor landing. Expensive construction, such as a penthouse on top of the building for the electric motors and other operating machinery, overhead supports, roof alteration and building reinforcement, is eliminated. As the elevator supports itself, no heavy strain is placed on the building. The weight of car, load, hoist ropes and sheaves is carried by three guide rails in the hoistway and transferred to the bottom of the shaft. The elevator can be operated by any employee without special training. For complete details, write for Bulletin B-720H. Address: Otis Elevator Company, 260 11th Avenue, New York 1, N. Y.



Main Entrance for Victor Carlson Prospects is Through

HOTPOINT All-Electric Kitchens



CARL V. CARLSON
President, Victor Carlson Sons
Minneapolis, Minn.

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• **THAT'S THE ENTHUSIASTIC** report of Carl V. Carlson whose home-building firm has installed 160 Hotpoint All-Electric Kitchens and plans a substantial increase in these sales-clinchers for the future.

• **MORE AND MORE** builders and architects are finding that Hotpoint Kitchens add that magic touch of

extra value needed to justify today's prices. Financing is easy because in most states the cost of kitchen and house can be combined in a "package mortgage."

• **IT WILL PAY YOU** to investigate the extra value Hotpoint Kitchens will give your houses. Consult your Hotpoint distributor or write to Hotpoint Inc. (A General Electric Affiliate) 5600 West Taylor Street, Chicago 44, Illinois.

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GENERAL OFFICES COR. SPRUCE ST. AND DENNISON AVE.

COLUMBUS 8, OHIO

New Heating Method

(Continued from page 208)

The small stovepipe ducts dampen furnace noises thoroughly; and register louvres are designed to diffuse



OPENING and closing Air-Wall Heating Register is very easily accomplished

the air silently. A positive shut-off on the register prevents "whistling" when closed.

A feature of the new system, in keeping with the present need for low-cost housing, is the low installation cost, Smiddy pointed out. The prefabricated ducts are easily assembled, and two men can install the ducts in the average six-room house in one day, he estimated.

Use of adjustable elbows eliminates the hand-tailoring now necessary where rectangular ducts are used. The standard pipes and elbows, and factory-built register boxes and grilles, constitute a "package heating system" that is sent as a unit to the home site, Smiddy added.

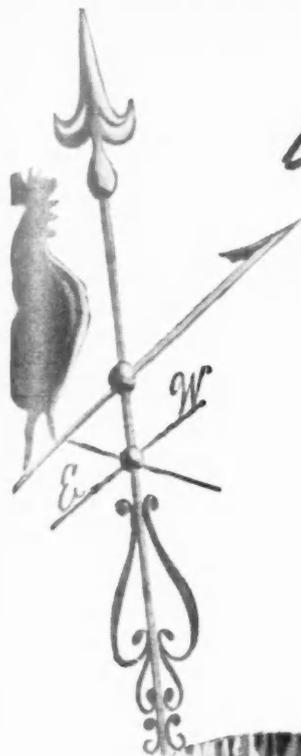
The new system can be used with either the company's gas or oil-fired furnaces. Each small duct comes directly from a plenum chamber above the heating unit, and can be adjusted by the home-owner without disturbing heat distribution or balance in other rooms.

FHA-Insured Loans Since 1934 Set at \$3 1/3 Billion

THE Federal Housing Administration, from August, 1934, through December, 1948, insured \$3,338,550,288 of Property Investment Loans under Title I of the National Housing Act., according to an announcement by Arthur J. Frentz, assistant commissioner.

NPDA-NBMDA Meet Set For June in Chicago

THE seventh annual convention of the National Plywood Distributors Association and the National Building Materials Distributors Association will be held at the Edgewater Beach hotel, Chicago from June 13 to 15.



bring in the beauty

but . . . shut out the weather!

Today, you can give home-owners plenty of "view"—*plus* new, scientific protection from wind, dust, heat and cold! That's why Curtis Silentite windows are so often first choice where comfort and fuel savings are important. These Curtis windows are truly *weather-tight*.

Curtis Silentite® double-hung windows have exclusive weather-stripping features, such as the patented "floating"

weather-strips that press snugly against the sides of the sash...yet allow easy movement. Silentite windows, too, are *wood*—with the natural insulating qualities for which wood is well-known. Made of Ponderosa Pine, toxic and water-repellent treated, Silentite windows also provide extra durability and long-lasting value. And, of course, they have no weights, cords or pulleys to get out of order.

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When in New York, visit the Curtis Woodwork Display at Architects' Samples Corporation, 101 Park Ave.



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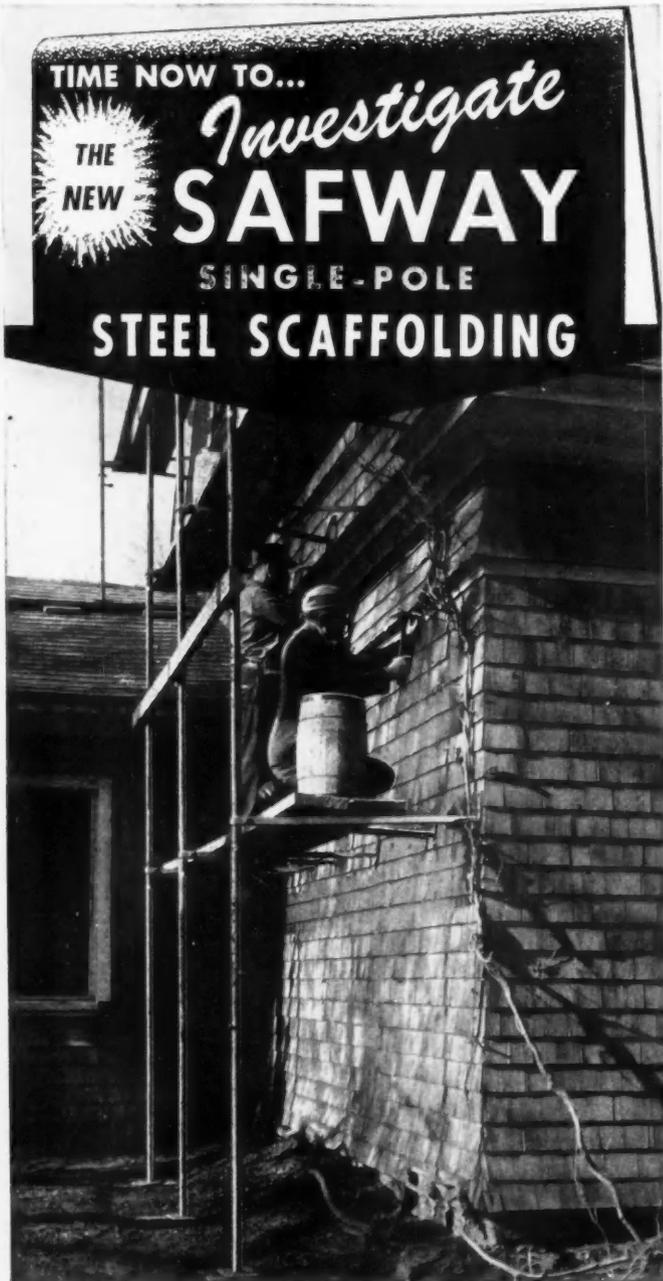
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AB-6P Curtis Building, Clinton, Iowa

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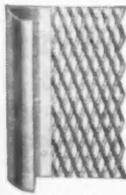
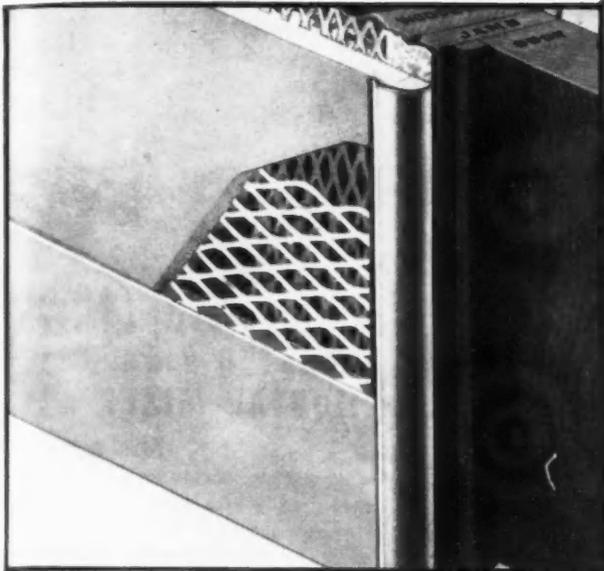
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Results of Study on Kitchen Cabinet Space Published by Hotpoint

RECOMMENDATIONS as to the amount of cabinet space needed in modern kitchens using factory-built cabinets, based on research conducted by the University of Illinois, have recently been published in a bulletin by Hotpoint, Inc., Chicago, Ill.

The current bulletin is in addition to the manufacturers' monthly "Plan-It" series, produced to supplement regularly scheduled kitchen planning schools for dealers. The University's Small Homes Council and Agricultural Experiment Station cooperated in the special study under a grant made by Hotpoint. A University circular, one of a series on small homes, also contains the findings of the research.

The study furnishes specifications on ample and limited space for liberal and limited kitchen supplies and discusses problems in the storing of supplies without crowding. It recommends that cabinets be grouped around four functional work centers—mix center, range, sink and serve center—each equipped with storage cabinets, work surfaces and the appliance associated with its function.

Other recommendations were: (1) That the height of top shelves in cabinets should not exceed 72 inches, a figure described as the maximum reach-grasp for a woman of average height; (2) Use of cabinet widths designated for limited list of supplies for families of less than four; for larger families use of cabinet widths for the liberal list; (3) Where cost makes it necessary to use minimum space requirements as a temporary measure, the architect and builder should allow enough wall space to increase cabinet space for later needs.

The Small Homes Council's recommendations were intended as a guide for architectural planning.

The study of small house plans revealed that, in general, kitchens were inadequate and poorly arranged. Particularly neglected in small home planning was provision for adequate cabinet storage space in kitchens.

The special cabinet storage bulletin is being made available to any one interested in the study, the manufacturers said. The regular monthly bulletins are mailed on a nominal subscription basis.



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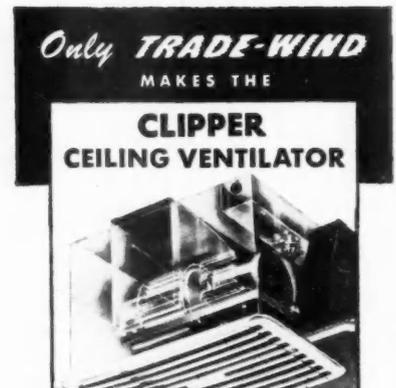


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Tilters, Non-Tilters, Plaster Mixers,
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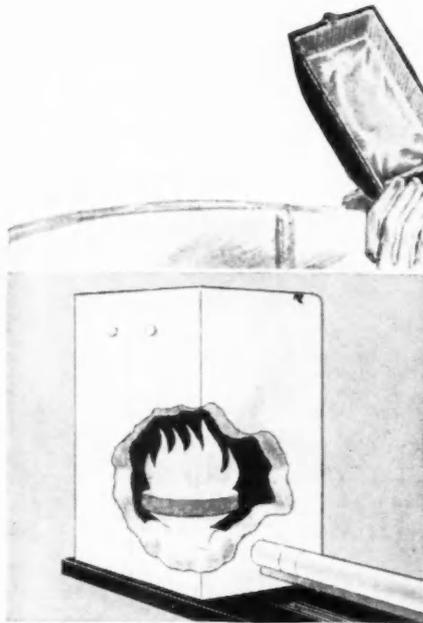
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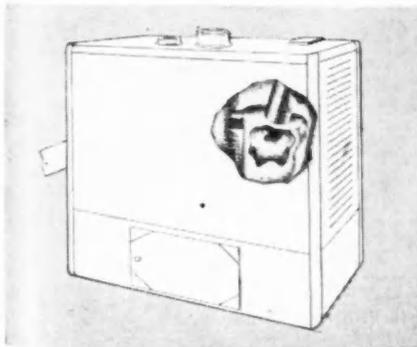
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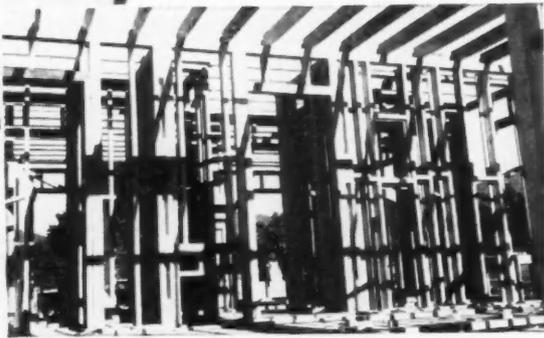
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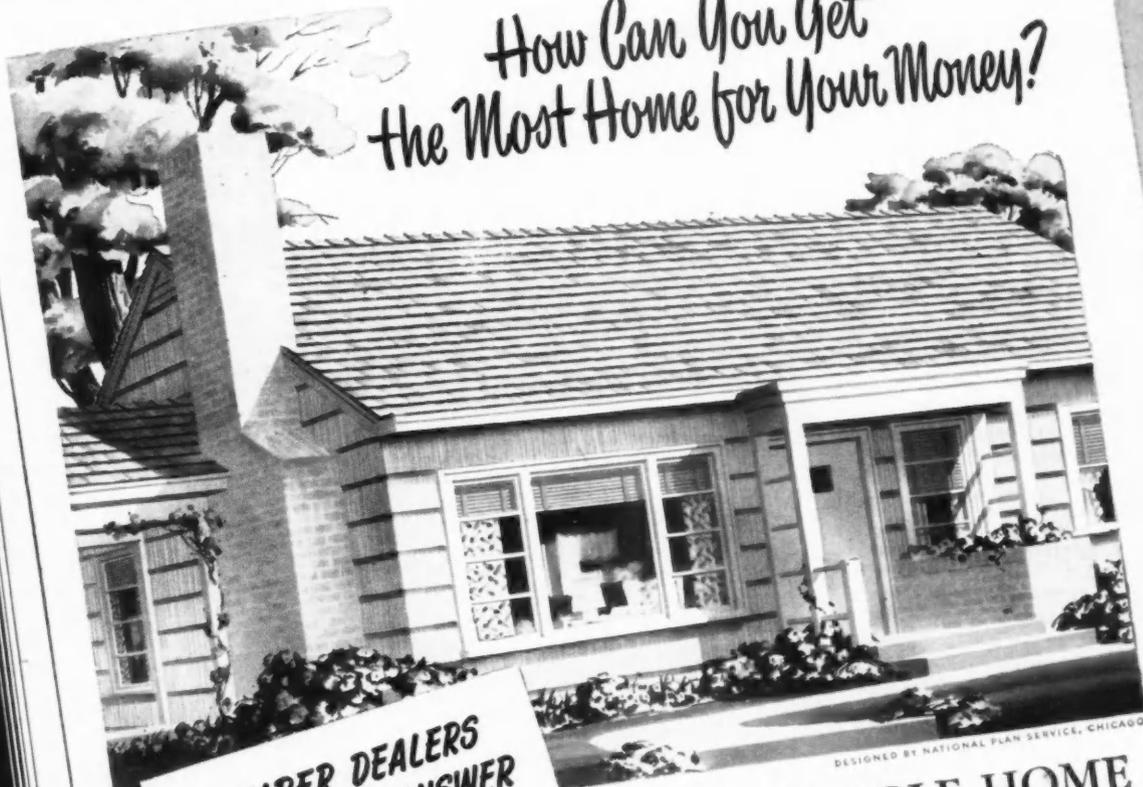
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THE SATURDAY EVENING POST

How Can You Get the Most Home for Your Money?



DESIGNED BY NATIONAL PLAN SERVICE, CHICAGO.

LUMBER DEALERS PROVIDE THE ANSWER WITH THIS—

CEDAR SHINGLE HOME



MAKE HOME PLANNING EASY... "Homes of Beauty" shows seven attractive small homes in full color with floor plans. Send for this book plan a "Visograph" that shows the items you will have to select in planning your home. You'll receive, too, a color picture and "Vis-a-plan" dimension chart of the "Certigrade National Home".

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5510 White Building, Seattle 1, Washington

Gentlemen:
I enclose 25¢ for my copy of "Homes of Beauty," the Visograph, Vis-a-plan, and a color picture of the Certigrade National Home.

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You can have this lovely Certigrade National Home for surprisingly low cost. Your lumber dealer is prepared to provide the complete blueprints and material lists, as well as friendly advice, in building this carefully-engineered home of cedar shingles and shakes.

The Certigrade National Home has the character and quality most families are seeking. Note the three large bedrooms, the spacious living and dining areas, the popular "ranch-type" one-level plan that is truly livable. Architecturally smart, the house costs far less than you might expect. Complete blueprints and material lists, for example, cost less than ten dollars.

Secret of the luxury appearance at low cost is the use of modern stained cedar shingles or shakes for the exterior walls, and cedar shingles for the roof.

These quality products are essential to the economy of the house—both the initial saving in construction and the even more important economy of long years of care-free service afforded by cedar shingles and shakes.

If you want more information about the Certigrade National Home and seven other low cost houses, send the coupon for your "Home Planning Kit," a service provided you in behalf of the lumber dealer in your community.



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METROPOLITAN BUILDING • VANCOUVER, B. C., CANADA

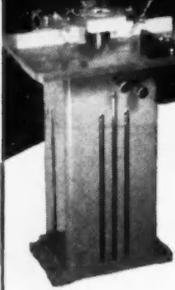
Four million families will see the above advertisement in the June 25th issue of the Saturday Evening Post. It is the second Post page in a series describing the Certigrade National Home, an extensive home building promotion program developed by the Red Cedar Shingle Bureau and designed to steer inquiries your way. Detailed blueprint plans and material lists for this well-designed home are

available to retail lumber dealers from National Plan Service, Chicago. Be prepared to capitalize on this program. Order free point-of-sale helps, including newspaper mats, large color poster, etc., from—

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BE INDEPENDENT OF THE MILL!

Save **BIG** money and unnecessary trips to the mill by owning a



BOICE-CRANE NO. 2120 SPINDLE SHAPER

Turns out commercial grade sash, fine moldings, coped joints, stair treads, drawer and cupboard fronts and other millwork.

Boice-Crane offers a complete line of cutters for this large capacity shaper for producing commercial sash, doors and millwork. You can run wide moldings and raised panels in one cut with our Ogee Sash Cutter sets.

The Boice-Crane is the only shaper using both 1/2" and 3/4" bore cutters on a solid, one-piece vanadium steel spindle—stronger, more accurate and safer than any 2-piece type. Merely invert the quill to change from 3/4" to 1/2" arbor without special tools.

Large 1" diameter precision ground spindle, carried on two high quality dust and grease sealed ball bearings, stays true even after years of running wide, deep cuts.

The 20" x 27 1/2" table features a large opening with provision for nested table rings, with these advantages: (1) All cutters, up to 6 1/4" diameter lower below table to undercut for greater safety. (2) Undercutting lessens danger of springing spindle. (3) Undercutting brings cutters closer to spindle bearings to reduce strain and wear.

SPECIFICATIONS:

Table with Front Wing: 28" x 27 1/2".
Table-Opening Diameters: 6 1/2", 3 1/2", and 2". Widest Bevel Edge Knife

Capacity: 2 1/2".
Widest Wing-Type Cutter Capacity: 3".
Vertical Spindle Travel: 1 3/4".
Height from Floor to Table: 35".
Power: 1/2 h.p. for Cutters 3 1/2" and less, 1 h.p. for cutters over 3 1/2".



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How Tools With Indented Letters Can Be Cleaned

WHEN the indented letters or figures of measuring tools, squares, or other tools become blurred from age the accumulations of dirt in the indentations can be removed with a wire brush. But, though the tool may still be in good condition, its days of usefulness are over unless its figures and letters are clear enough for easy, accurate reading.

An easy way to clean and repaint these indentations, with materials available in nearly every home, is explained in a "How-To-Do-It" suggestion by Raymond R. Neal, Phoenix, Ariz.:

If there is enamel present, it can be removed from the indentations with common lye. Acid may also be used, but lye is safer. Make a strong lye solution and apply to indentations with an old tooth brush or paint brush. Allow the solution to act for a few minutes and then dry with cloth. Repeat the lye treatment if any enamel remains; enamel should be completely removed in order to assure thorough spreading of new paint over small indentations.

Pour a small quantity of vinegar over tool to stop action of the lye; then wash with soap and water to remove lye and vinegar. This minimizes the possibility of incurring burns from lye solution. Then dry the tool thoroughly, either by heating or placing in the sun.

Repaint with the desired color of paint or enamel, covering the entire tool. After the paint has set for a few minutes, remove it with a cloth, applying strong pressure; sufficient paint will still remain in the indentations. If all paint cannot be removed before it dries, sand off the remainder with a fine grade of emery paper, taking care not to scratch the tool badly.

Allow tool to dry several hours before using it, in order to prevent dirt or grease from marring the new paint surface.

If the tool is badly scarred or dented, it should be filed or sanded before removal of enamel.

Fremont Company Expands

THE ADDITION of fifty per cent more floor space and the installation of twice the amount of their present equipment is part of an expansion program announced by the Fremont Rubber Co., Fremont, Ohio. By August 1, this will result in a 100 per cent increase in the production of Fremont rubber floor tile, according to R. P. Johnson, president of the company.

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FOR LESS MONEY
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 * **AUTOMATIC KITCHEN VENTILATOR**

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Changes air in average kitchen every three minutes! Quickly, quietly whisks out heat, odors, grease and dust... without drafts. Attractive... easy to clean. Just one control operates both outside door and fan.

Models available for all size kitchens, all wall thicknesses.
 WRITE! Literature will be sent promptly.

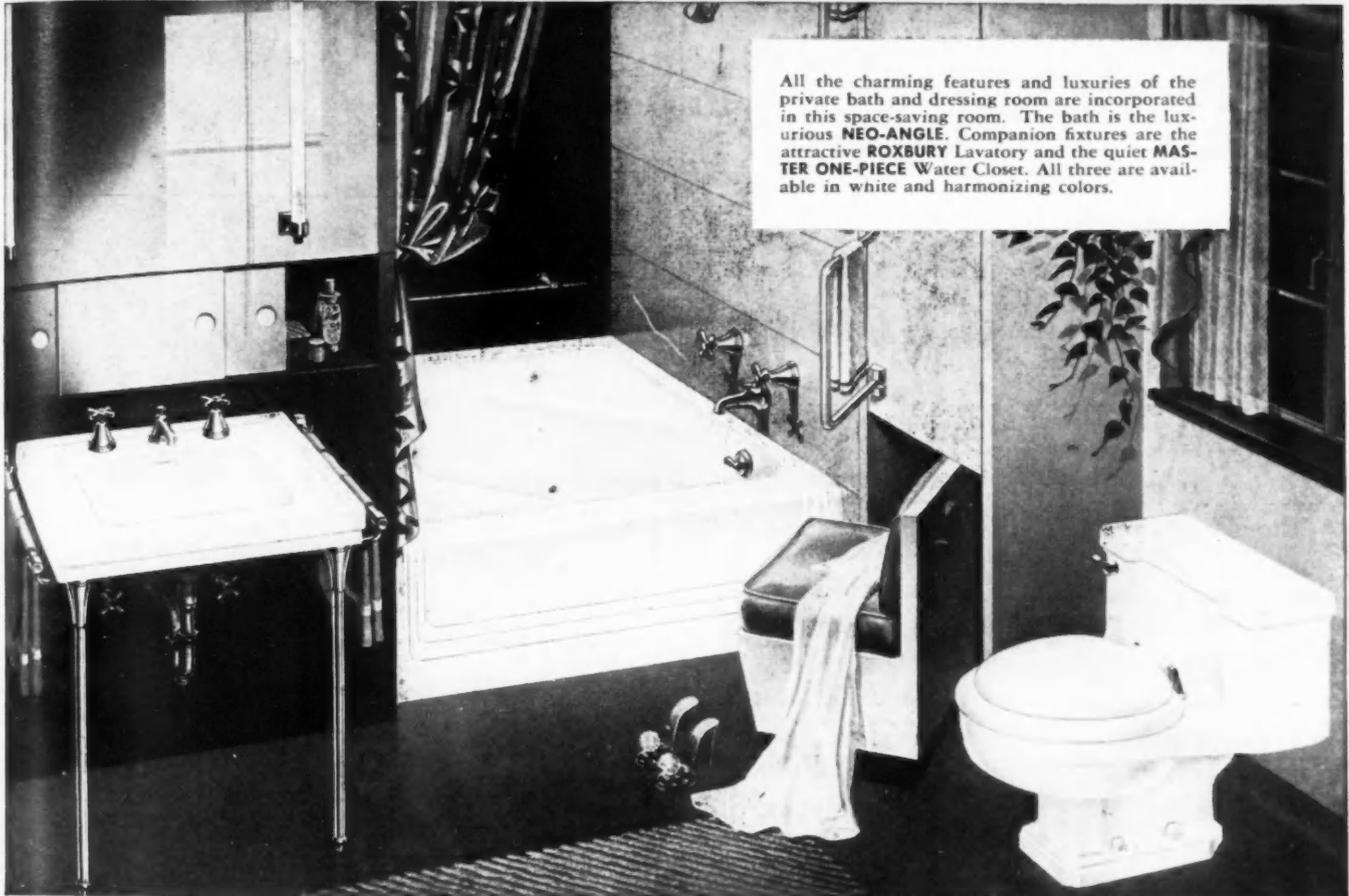
*Standard Equipment in 9000 LEVITT HOMES! ... and in many other developments by America's leading builders.



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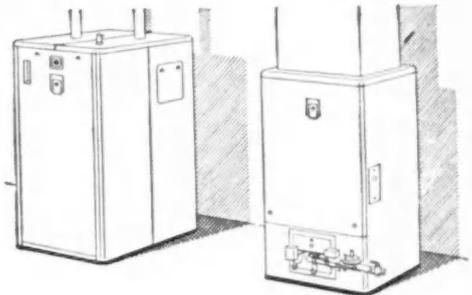
First in heating . . . first in plumbing



All the charming features and luxuries of the private bath and dressing room are incorporated in this space-saving room. The bath is the luxurious **NEO-ANGLE**. Companion fixtures are the attractive **ROXBURY** Lavatory and the quiet **MAS-TER ONE-PIECE** Water Closet. All three are available in white and harmonizing colors.

Beauty that's more than skin deep...

■ American-Standard products are styled to stand out in any setting. But their good looks go a lot deeper than their trim lines, smooth finishes and striking colors. It's the beautiful way they perform and stand up in actual installations—the efficient, trouble-free service they give in the home—that make them the finest heating equipment and plumbing fixtures that money can buy. For information about the complete line, contact your Heating and Plumbing Contractor. **American Radiator & Standard Sanitary Corporation, P. O. Box 1226, Pittsburgh 30, Pa.**



Two of the many modern heating units made by American-Standard. Left—The oil fired **OAK-MONT** Boiler. Right—The gas fired **SHAWNEE** Warm Air Furnace. The complete line covers equipment for every type of heating . . . and for every kind of fuel.

Look for this  Mark of Merit

Serving home and industry

AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS • DETROIT LUBRICATOR • KEWANEE BOILER • ROSS HEATER • TONAWANDA IRON

Use Both

SISALATION & SISALKRAFT

for insulated DRY WALL construction at very low cost



This modern insulated

DRY WALL CONSTRUCTION

meets FHA Vapor-Barrier Requirements

(Class A, Federal Specifications UU-P-147)

This new insulated DRY WALL construction (SISALATION plus SISALKRAFT) combines insulation and vapor-barrier advantages at very low cost . . . helps stop passage of harmful moisture into walls! SISALATION, bowed in between studs, provides TWO insulating air spaces, and its reflective surface helps keep homes warmer in winter, cooler in summer. Heavily reinforced by cross-laid sisal fibres, tough and strong, SISALATION and SISALKRAFT remain in place, permanently and effectively, for the life of the building. Here is quality construction with true economy!

The SISALKRAFT Co., 205 W. Wacker Dr., Chicago 6, Ill.
New York 17, N. Y. • San Francisco 5, Calif.

MAIL THIS COUPON NOW!

The SISALKRAFT Co., Dept. AB, Chicago 6, Ill.

Please send samples of SISALKRAFT and SISALATION for modern DRY WALL construction.

Name

Address

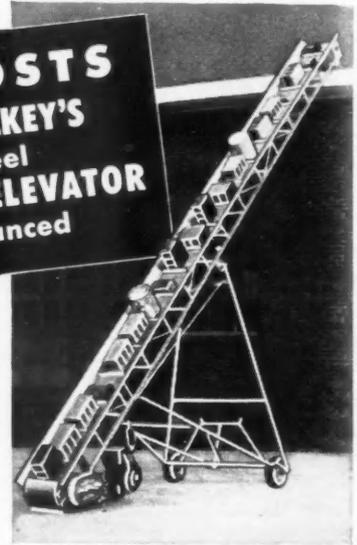
City & Zone..... State.....

Modern DRY WALL CONSTRUCTION

merits your endorsement

BUILDERS • CONTRACTORS

CUT COSTS
With **MULKEY'S**
All-Steel
PORTABLE ELEVATOR
It's Balanced



★ For bricks, blocks, mortar in buckets, sand, roofing, lumber, boxes, dirt, sacks, etc.

★ One man can handle and operate...easily trailed up to 35 miles per hour.

★ Clutch and Brake Assembly *own* design (Extra)

Basic Length 24 ft. • 17½ ft. Maximum Lift 8' and 14' Extensions Available Also Available: 16' Elevator (Same Design)

Write for **FREE Literature and Prices!**

SAM MULKEY COMPANY

1621-KG Locust

Kansas City 8, Mo.

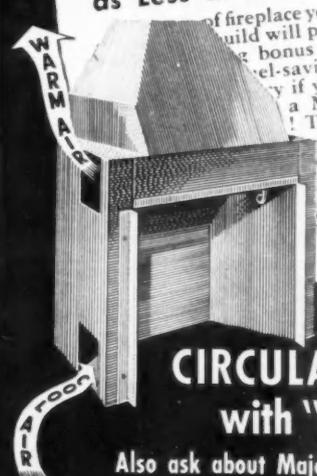
FIREPLACE

EXTRA *The* **Huntington**
HUNTINGTON, INDIANA

Vol. 78 No. 57 ***

45% MORE HEAT RADIATING SURFACE AT NO EXTRA COST

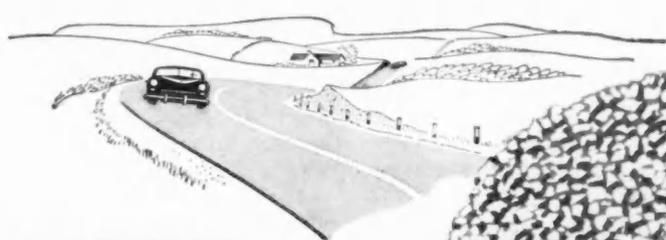
Now, *Majestic's Famous "Radiant Blade" Circulator Can Be Installed at Same Price as Less Efficient, Conventional Units!*



More fireplace heating surface means more room heat. The *Majestic Circulator's* steel fins or "Radiant Blades," welded to back of fire-box, channel air over unit's hottest surface and give 45% more usable heat radiating surface at no extra cost! Also many other "extra-value" features. Write the *Majestic Company*, 100-B Erie St., Huntington, Ind.

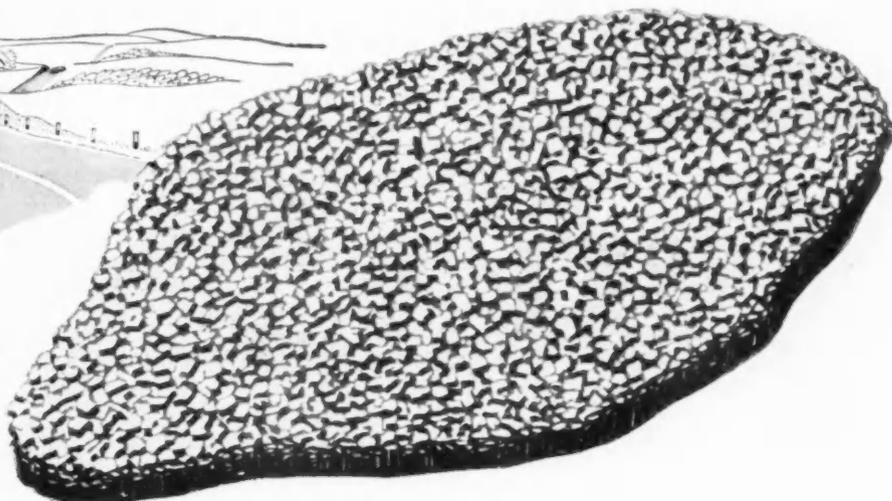
Majestic
CIRCULATOR FIREPLACE
with "Radiant Blades"

Also ask about *Majestic's Outdoor Fireplace Units*



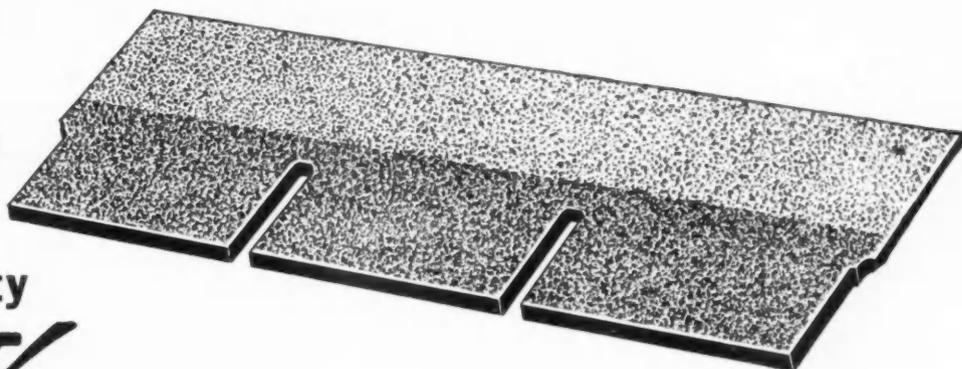
IN A ROAD
it's crushed stone
and High Quality

ASPHALT!



IN A ROOF
it's granules
and High Quality

ASPHALT!



**... and TEXACO is one of the world's
largest producers of high quality asphalt!**

ACTUALLY a good road and a good roof are much alike. They're basically the same—crushed stone, or granules, and *high quality asphalt*, the greatest weather- and waterproofing element known. That's why both can stand up under the punishment they must take.

In a good road, crushed stone, carefully selected and graded, is combined with *high quality asphalt*—to produce a resilient, weather-, water- and wear-resistant surface. In a good roof, mineral granules, carefully selected, colored, screened and graded, are imbedded in *high quality asphalt*—to produce a resilient, weather-, water- and wear-resistant surface.

Thousands of miles of roads are paved with *high quality Texaco asphalt*. And thousands of homes, farm and commercial buildings are roofed with *high quality Texaco asphalt*.

Producing and refining crude petroleum, Texaco is in a unique position to select the exact right grades of asphalt for every product. This *asphalt know-how* means mighty good roofs for America—and mighty fine products for Texaco Roofing Dealers.



TEXACO

MEMBER OF THE ASPHALT ROOFING INDUSTRY BUREAU

**ASPHALT SHINGLES
and ROOFING**

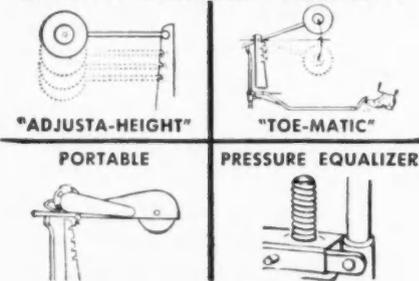
SOLID ROOFING ASPHALT

**Your COSTS COME DOWN
with EVEREADY BRIKSAW**



Lowest masonry cutting costs are yours... you can actually save the cost of your EVEREADY BRIKSAW on 1 job and you can do better work faster because BRIKSAW has these

Exclusive EVEREADY FEATURES



WET OR DRY CUTTING

Take your choice... change in a second from dry cutting to dustless wet cutting. 4 seconds to adjust cutting head height with "Adjusta-Height"! Blade pressure automatically adjusts to hardness of material. "Toe-Matic" provides instant head angularity control. 21 seconds to remove cutting head, instant portability.

**CUT ANY MATERIAL
IN 4 TO 21
SECONDS**



EVEREADY slices through ANY material ANY SIZE in seconds... wet or dry. Can be bought equipped originally for dry cutting. Later inexpensive wet cutting kit can be installed in a few minutes.

WRITE FOR NAME OF
NEAREST DISTRIBUTOR

EVEREADY BRIKSAW CO.

1505 S. Michigan Blvd., Chicago 5, Ill.

Without obligation send information on EVEREADY BRIKSAW and blades for cutting . . .

NAME _____
ADDRESS _____
CITY _____ STATE _____

**New Soil Pipe For
Above Ground Use**

NEW TYPE soil pipe and fittings for above ground plumbing installations are now available, offered by the General Aluminum Supply Corp., Kansas City, Mo. Made of aluminum, a five-foot length of 4-inch single hub soil pipe weighs 13 pounds, and a stack of several joints may be handled by one plumber.

The soil pipe, GASCO, caulks conventionally with lead and oakum. While lead is the conventional caulking material, molten sulphur can be used advantageously.

Plumbers use the conventional cold chisel method of cutting the aluminum soil pipe. By this method it will not crack or split. A cutting tool or hack saw may also be employed to cut the material.

Protection for the aluminum is obtained by dipping the pipe and fittings, to give it a special coat of corrosion resisting asphalt. The pipes and fittings should not be used where excessive quantities of strong alkaline solutions are in constant use as a waste product. While some soap solutions are alkaline in character, the ordinary soaps do not contain materials which damage aluminum.

It is recommended that aluminum fittings be used with aluminum pipe wherever possible. Acceptable cathodic protection for bell and spigot joints connecting aluminum to iron may be obtained by centering and seating the pipe on an insulating washer such as neoprene or mica, caulking the bottom of the joint tightly with oakum, basolite or equal and filling the remainder with molten sulphur or lead. It is best not to connect brass or copper directly to aluminum pipe.

**New Distributor For
Fiberglas Announced**

APPOINTMENT of the Insulite division of the Minnesota and Ontario Paper Co., Minneapolis, Minn., as a national distributor for Fiberglas insulating wool was announced recently by M. C. Fairfield, Insulite sales manager. The wool insulating material is manufactured by Owens-Corning Fiberglas Corp., Toledo, Ohio.

Fairchild said that Fiberglas insulating wool would supplement the present Insulite line of structural insulation boards. The new insulating wool will be produced as a batt, roll blanket, general utility batt and as a pouring wool, in one, two and three inch blanket thicknesses.

**Pamphlet Describes
Housing in Europe**

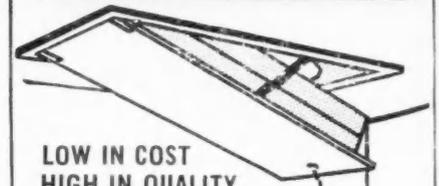
A PAMPHLET describing the part bureaucracy and government controls play in intensifying the housing shortage in Europe, where it is more severe than here, has been recently published by the Realtors' Washington Committee of the National Association of Real Estate Boards. Its title is "Notes on Housing in Europe."

The illustrated pamphlet was written by Charles T. Stewart, NAREB public relations director, who made a housing study on a European trip last summer.

**Credit Convention Told
Promise Fulfillment Is
Measure of Integrity**

THE credit of the world rests upon the fulfillment of promises, and it is the duty of credit executives to insist that promises be made good so that faith in mankind will not suffer, Henry H. Heimann of New York City, executive manager of the National Association of Credit Men, told the delegates to the 53rd Annual Convention of the nation-wide credit men's organization. Approximately 2,000 delegates from all of the larger markets in the United States applauded Heimann's address on the general theme of "Promises vs. Performance."

**HIDE-A-WAY
DISAPPEARING STAIRWAY**



**LOW IN COST
HIGH IN QUALITY**

- Economical, modern space saver—makes attic space available for use
- One size fits any ceiling from 7'-9"
- No head room needed in attic—stairway folds when not in use
- Rough ceiling opening 26" x 54" required
- Comes complete—ready to install
- Safe—sturdily built
- Simple to operate
- Comes down easily by pulling chain—cannot drop suddenly

FORMERLY \$60.00
NOW ONLY



\$36.95

Discounts to quantity users
Check, M.O. or C.O.D.
**MONEY BACK
GUARANTEE**
Immediate delivery

SHIPPED FREE
ANYWHERE
IN THE EAST

AMERICAN LADDER CO., INC.
504 Springfield Ave., Newark, N.J.

**In Homes You Build
Give Bathrooms
The Sparkle of**

Fixtures that stay Young



● Beautiful bathrooms win more acclaim from home owners and their guests than practically any other room in the home. So the bathrooms of your houses are long-lasting advertisements of your discrimination as a quality builder.

Buyers of the homes you build will be enthusiastic in their joy with the sparkle of AllianceWare porcelain-on-steel sanitary fixtures that stay young year after year. The beauty of AllianceWare makes a wonderful appeal to home owners.

Your customers will be delighted, too, with the convenience of the wide seat which is an integral part of the outer rim of the AllianceWare tub illustrated here.

And you, as the builder, will appreciate AllianceWare's wallguard construction — an integral flange extending upward a full inch from the rim of the tub where it joins the wall. Concealed behind the wall tile or plaster, this wallguard provides a permanent water-tight seal of tub to walls. Neither can an AllianceWare tub shift from its permanent position — the AllianceWare method of installation prevents shifting and settling.

Builders from coast to coast are finding complete satisfaction for both themselves and their owners with AllianceWare. Your plumbing contractor can give full details of AllianceWare. Or write us for catalog sheets.

ALLIANCEWARE, INC. • Alliance, Ohio

Bathtubs • Lavatories • Sinks

AllianceWare
PORCELAIN ON STEEL



An
Extra
Hand
For
Every
Man

**Bostitch H2 Self-Feeding Hammers
DO TWICE THE WORK
WITH HALF THE EFFORT**

See what you gain when these Bostitch Self-Feeding Hammers replace hammer and nails for putting up insulation and building paper, laying roofing, and for other light nailing jobs. Every effortless flick of the wrist places and drives home a sturdy staple (up to 1/2" long) like a two-pointed nail. The other hand is free for closer control and faster placing of the work. No fumbling nails . . . no mouth infection . . . no finger injuries. The rubber grip protects the worker's hand. Quick and easy to load. Add up all these advantages and you'll agree that you, too, can do *twice the work with half the effort* with Bostitch H2 Self-Feeding Hammers. Try them and you'll agree with a big contractor who says: "We are able to bid lower on jobs and they have made a marked increase in our volume of work."



New Hammer for Roofing. Here's the new H4 version of the popular Bostitch Self-Feeding Hammer. Drives heavy wire staples up to 3/4" long with a single blow. Cuts roofing time in half or more. Its longer reach also cuts down staging needs. Many other uses in construction work.



How to Speed up Tacking. This Bostitch T5 Gun Tacker shoots staples in . . . within 1/16" of corners, closer than any other tacker. A time-saver for applying insulation, metal lath over joints and corners . . . a cost cutter on dozens of jobs.

LOOK INTO BOSTITCH

In building, as in other industries, you'll find Bostitch stapling tools fasten better and faster at lower costs. Fill in the coupon and get the proof.

BOSTITCH — 386 Mechanic Street, Westerly, Rhode Island

Please send me complete information about the time-saving, cost-cutting uses for Bostitch machines in construction work.

Name Title

Firm

Address

City Zone State

BOSTITCH®
AND FASTER
fastens it better, with wire

ALL TYPES OF MACHINES
FOR APPLYING STAPLES
ALL TYPES OF STAPLES
APPLIED BY MACHINES

MR. DEALER:

**Insure against gremlins when . . .
buying Steel Kitchen Cabinets**

These cabinets had hidden weaknesses when new, and constant use has broken them down.

**APPROVED BY
QUALITY TESTED**
STEEL KITCHEN CABINET INSTITUTE

These cabinets have withstood years of constant use because they were "Quality Tested" and bear the SEAL OF APPROVAL.

For your Protection

Buy steel cabinets bearing this Seal of Approval.

*If you don't know the hidden weaknesses which the gremlins are sure to find in untested steel kitchen cabinets, write for a copy of bulletin number A6.



STEEL KITCHEN CABINET INSTITUTE

140 PUBLIC SQUARE • CLEVELAND 14, OHIO

**SPEED CONSTRUCTION,
REDUCE COST
WITH ZONOLITE* VERMICULITE PLASTER**



LIGHTWEIGHT
sticks better,
fewer droppings



NOT BRITTLE
absorbs shock
and impact



LESS SETTLEMENT
eliminates source
of many cracks

**Only ZONOLITE Plaster Gives ALL
These Extra Advantages:**

- Three times lighter than ordinary plaster.
- Four times more fire resistant than ordinary plaster.
- Resists chipping and cracking.
- Fireproofs steel columns, beams, etc.
- Applies easier—less tiring to workmen.
- Ends plasterer's biggest headache—the frozen sand pile.

For FREE information about Zonolite Plaster, write to Dept. AB-69.



ZONOLITE COMPANY
135 South LaSalle Street
Chicago 3, Ill.

*Zonolite is a registered trademark of Zonolite Company

Manhattan Shoppers Vote on Magazine Preference

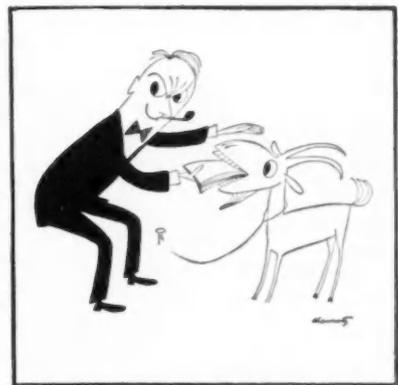
Fact Finders Associates, Inc., well-known research organization, recently sent investigators into the home furnishings departments of one of the largest department stores in New York City to determine their magazine reading habits. The thinking behind this study, which was also conducted in other cities across the country, was that the real value of a magazine is determined by the amount of Sales Action it creates at the point-of-sale. It is obvious that some magazines, because of their function and their editorial techniques, are more influential in creating this Sales Action than others. And, in the last analysis, it is this ability to deliver purchasers at the point-of-sale that makes a magazine valuable to the manufacturer.

■ One of the questions asked by Fact Finders was: "What magazine featuring home furnishings have you read in the past month?" Shoppers replied as follows:

House Beautiful	104
Good Housekeeping	70
Better Homes & Gardens	67
House & Garden	66
Ladies' Home Journal	65
American Home	61
Woman's Home Companion	35
McCall's	25
Life	9
Saturday Evening Post	8

Other magazines received so few mentions that their inclusion in this tabulation would serve no useful purpose.

These figures are especially indicative when it is considered that all but one of the magazines listed have several times as much circulation in New York City as *House Beautiful*. This is a further demonstration of the fact that the active quality market supplied to advertisers by *House Beautiful* has the surplus spending power to produce volume sales economically.



DON'T LET YOUR WIFE READ HOUSE BEAUTIFUL unless you want her to buy a house.



*They read
House Beautiful
because
they want the
finest
building
materials
and they get
the finest because
they read*

House Beautiful

*The magazine that
creates more Sales Action*



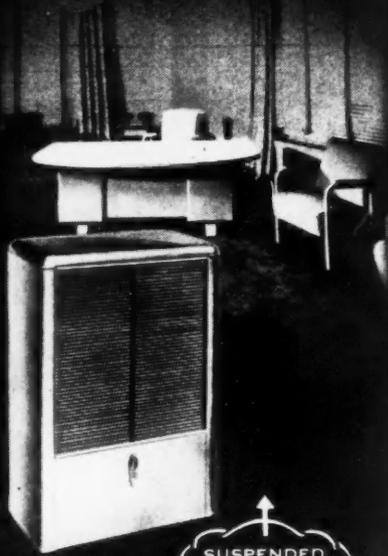
*He reads
House Beautiful
because
he builds
houses
and he
builds more houses
because he reads*

House Beautiful

*The magazine that
sells both sides of the counter*



Automatic
REZNOR
gas fired unit heaters



**SUMMER AND
WINTER COMFORT**

You get air circulation in summer and automatic gas heat in winter all from one Reznor Heater. More Reznors in use than any other... exclusive gas heater manufacturers since 1888. Summer installations are quick and easy. Catalog shows extra features. Write today.

- FULLY AUTOMATIC
-
- EXTRA LARGE FAN
-
- SPECIAL HEAT EXCHANGER
-
- STRONGER CONSTRUCTION
-
- MORE ECONOMICAL
-
- LOW COST INSTALLATION
-
- ALUMINIZED STEEL INTERIOR UNIT

REZNOR MANUFACTURING CO.

17 UNION ST. • MERCER, PENNA.

Gas Heaters Since 1888

Certain-teed President Names Meyer as Assistant

MALCOLM MEYER has been appointed assistant to the president of Certain-teed Products Corp., Ard-



MALCOLM MEYER

more, Pa., the firm's president, Rawson G. Lizars has announced.

A native of California, Meyer joined Certain-teed in 1937 and has worked in various capacities in the company's West Coast facilities. He will now make his headquarters at the general offices in Ardmore.

Price Cut Announced

THE Thor Corporation, Chicago, recently announced a 13 per cent cut in the retail price of its line of automatic clothes and dishwashers.

Announce Appointment of Assistant to Fiberglas General Sales Manager

APPOINTMENT of E. W. "Pat" Smith as special assistant to the general sales manager of Owens-Corning Fiberglas Corp. is announced by Ben S. Wright, general sales manager.

Smith, until recently, was vice president of sales for the Philip Carey Manufacturing Co. Previously he served in various sales capacities with Johns-Manville Corp. and Certain-teed Products Corp. He is president of the Asbestos-Cement Products Association, past chairman of the board of governors of the Asphalt Roofing Industry Bureau, a committeeman of the Producers' Council, and a director of the National Mineral Wool Association.

A member of the American Society of Civil Engineers, Smith is a graduate of the University of Illinois.

Fast Moving Job Performed

THREE houses in Albany, N.Y., were moved a distance of 300 feet within seven hours by a giant 20 ton Lorain Moto-Crane, manufactured by the Thew Shovel Co., Lorain, Ohio. The houses were picked up by slings attached to long eye bolts at each corner. Kilby Bros., Albany, did the work.

Art in Iron All Yours for \$179!



Yes, the complete cost of Ornamental Iron on this job came to \$179....all custom made from a builders specifications. Compare Artcraft's workmanship and prices with that of any other. You'll see why more and more builders are continually buying more from Artcraft.

Cost Breakdown of Ornamental Iron Used.

No.	Item	Price
1	Style = 21 Corner Column—Posts 1" square solid steel	\$ 36.00
3	Style = 21 Single Columns—Design 1/2" round hand forged	60.00
20'	Rail—alternated twisted & square bars —1/2" square solid steel	62.00
3	Style = 15—Panels in rail—1/2" round hand forged	21.00
TOTAL PRICE (contractors & dealers prices)		\$179.00

Send your specifications in today for custom-made ornamental iron or for stock items. Delivery: 2 weeks for custom work, one week for stock items. Terms: Payment with order or C.O.D. Write for FREE catalog today.

Artcraft Ornamental Iron Co.
710 E. Hudson Street Columbus 11, Ohio

Artcraft Ornamental Iron Co.
710 E. Hudson Street, Columbus 11, Ohio
Send me FREE by return mail my copy of your new 40-page catalogue titled "ART in IRON."

NAME _____
ADDRESS _____
CITY _____ STATE _____
OCCUPATION _____

**For a
BETTER
Day's Work**

**Long Handle
CEMENTERS'
TROWEL**



LEFT—Long Handle Trowel, steel-mounted ash handle 7 feet long, 18-inch blade, \$8.00—24-inch—\$9.00—30-inch, \$10.50—36-inch, \$12.50. (Shipped by Express, transportation charges collect.)

RIGHT—Plastering Trowel No. 25—Aluminum mounting; 10½ or 11 inch lengths Each \$3.35



**PLASTERERS'
TROWEL**

**CEMENTERS'
TROWEL**



LEFT—Cementers' Trowel No. 45—12-in., \$3.35—14-in., \$3.60—16-in., \$3.85—18-in., \$4.10 each.

**Equip your mechanics with lighter • faster
longer-wearing • dual-purpose • self-cleaning
GOLDBLATT TOOLS**

Goldblatt masonry tools save time, work, money. For 64 years, skilled craftsmen have chosen Goldblatt because Goldblatt tools are forged stronger, balanced better, more comfortable, non-corrosive. Every Goldblatt tool is guaranteed for materials and workmanship.

Look to Goldblatt for the finest in masonry tools—and the finest in service. All orders shipped within 24 hours. Please send money order or check with your order. Add 5% for packaging and postage.

Write Today for FREE Catalog

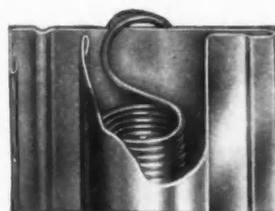
Send for 1949 80-page illustrated catalog describing largest and most complete line of masonry tools for your trade, including Steel Mortar Boxes and Transit Levels.

Goldblatt Tool Co.

1515 Walnut St. Kansas City 8, Mo.



FIRST CHOICE OF THE TRADE FOR 64 YEARS

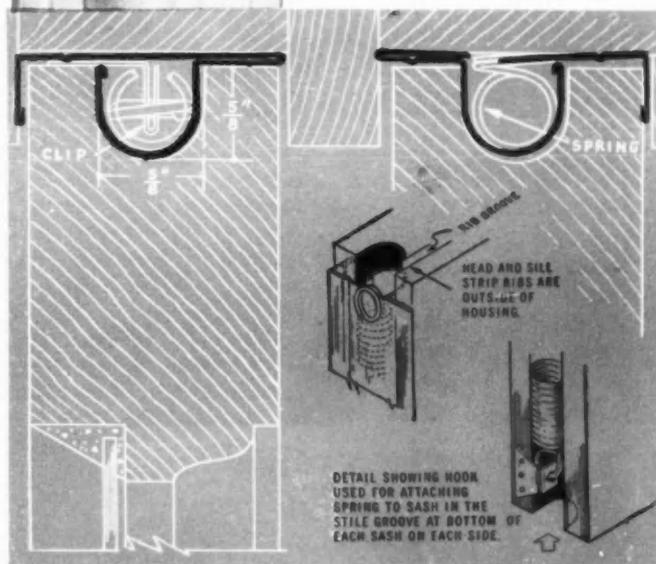


LOOK!

**Balance Sash and
Weatherstrip with
One Enclosed Unit**

THE ALLMETAL SASH BALANCE & WEATHERSTRIP UNIT

MAKE IT EASY FOR YOURSELF. Give your client a better installation and better sash control by using this combination Sash Balance and Weatherstrip Unit. The ALLMETAL Sash Balance is rolled from one piece of metal and new engineering principles have been applied, to give true two-way balance action—making use of both spring tension and metal tension—thus gaining stability. In raising and lowering sash, spring housing (in itself the most effective weatherstrip) compresses against groove yet does not hinder vertical movement. Hemmed side ribbing against the stops gives additional weatherstrip protection. Spring never shows. It is completely enclosed.



1. Spring for vertical tension.
2. Enclosed housing for lateral stability and neater appearance.
3. Complete metal runway coverage.
4. One-piece tubular housing conceals spring.
5. Specially designed sash clip for secure spring holding.
6. Full 3/8" x 3/8" sash groove (after fitting).

Write today for complete details about this new, better, economical window equipment which saves so much in labor and time.

**ALLMETAL
WEATHERSTRIP COMPANY**

2243 North Knox Avenue • Chicago 39, Illinois

ALLMETAL WEATHERSTRIP CO.
2243 North Knox Avenue, Chicago 39, Illinois

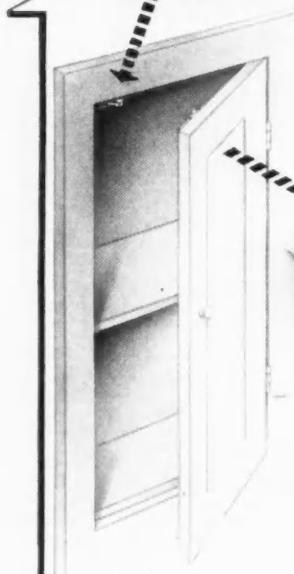
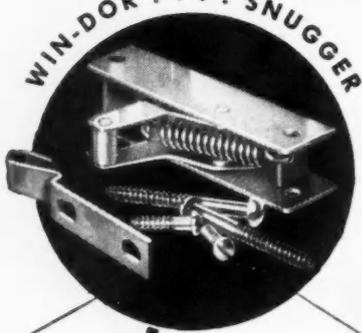
Gentlemen: Please send me complete information and prices.

Name _____

Address _____

City _____ Zone _____ State _____

little..... BUT
oh, what
a
BIG
sales
FEATURE



Here is an "automatic hand" that actually reaches out and pulls doors shut. — Even warped doors... obviously a boon to every home owner.

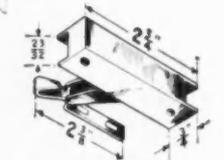
NO
MORTISING
•
SURFACE
ATTACHMENT
CONCEALED
OPERATION

Win-Dor Snugger is a simple fool-proof spring-activated automatic closing device that works like magic on any size door. There is a properly tensioned spring housed for horizontal or vertical installation (at top, bottom or sides in cabinets and cupboards). This spring activates a lever which projects out beyond the housing to engage a hook on the door. The two parts are easily adjusted at time of installation and require no future attention.

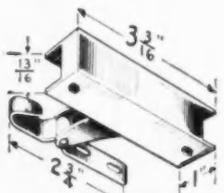
On small, light cabinet and cupboard doors with a "whip" there is no rebound — just smooth positive closing.

On larger doors there is a Snugger with 8 lb. pull. Snugger does the work of a latch so the economies as illustrated, add up in mighty worthwhile savings on large building projects. You save plenty of labor and hardware, for with the Snugger, only a knob is required.

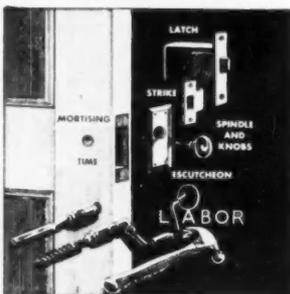
See Your Builder's
Hardware Dealer



Series 47 Snugger 4 lb. pull



Series 48 Snugger 6 lb. pull



PULLS DOORS SNUG!

The Casement Hardware Co.

406 NO. WOOD ST., DEPT. A, CHICAGO 22, ILL.

MORE APPEAL IN YOUR HOMES
 with **MODERNFOLD DOORS**

WHERE CLOSURE PROBLEMS ARE TRICKY, employ Modernfold magic. It simplifies closing off Pullman kitchens, bedrooms, alcoves, etc.

AS A "MOVABLE" WALL Modernfold can be used to divide a large room into small private rooms.

TO SAVE SPACE for all types of interior openings — approximately 8 sq. ft. of space — space swinging doors waste.

Modernfold Doors are accordion-like in opening and closing... add sparkle with their beautiful, washable fabric covering... are rigid and strong—thanks to a sturdy metal frame. Write for full details.

NEW CASTLE PRODUCTS
 New Castle Indiana
 In Canada: Raymond Mfg. Co., Ltd., Montreal
 Consult your local telephone book for the names of our Installing Distributors

Proved
In The Field

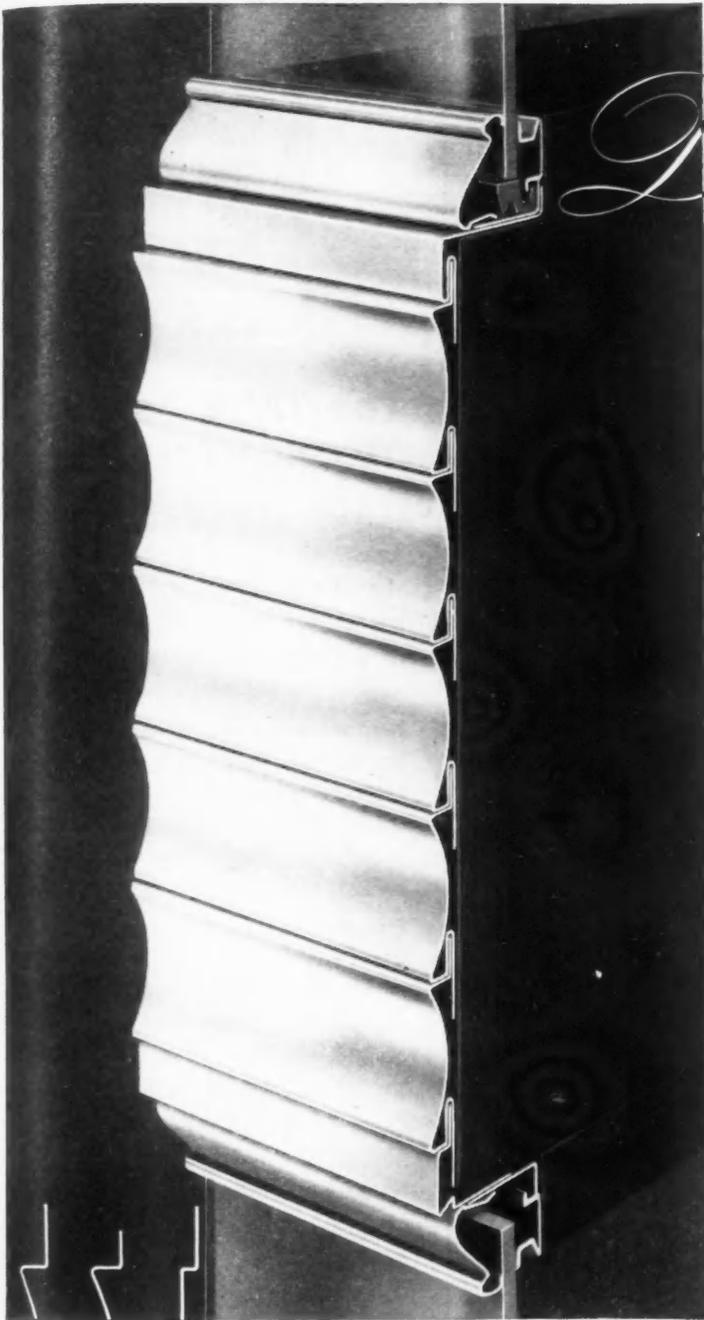
Dual Prime Centrifugal PUMPS

Here's a handy pump that gives long, faithful service at lowest cost. This CMC DUAL PRIME Model 3M gives you the big advantages of exclusive CMC dual jet construction and advanced centrifugal design. Pumps up to 3000 gallons per hour. Open thrash type impeller handles solids up to 3/8".

Write today for latest catalog. CMC DUAL PRIME models are available in sizes from 1 1/2" to 10" — capacity from 3000 to 200,000 gallons per hour.

- Unmatched Self-Priming Speed.
- Suction Lifts of at Least 25'.
- Operates Successfully when Ordinary Pumps Lose Prime and Become Air-Bound.
- Tested Under Most Severe Conditions.

CONSTRUCTION **M**ACHINERY **C**O'S.
 WATERLOO, IOWA, U.S.A.



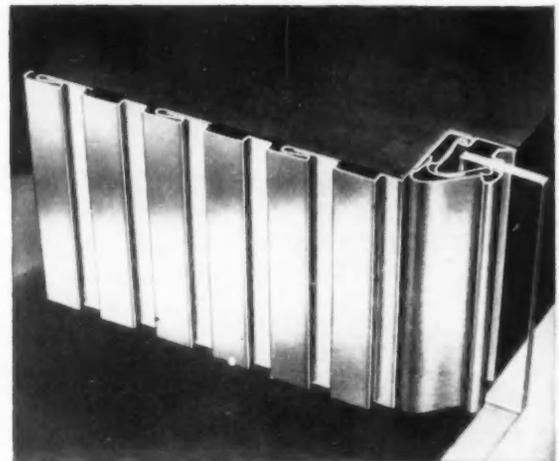
*Distinctive
Design*

WITH THE NEW
**Pittco Premier
Moulding Kit**

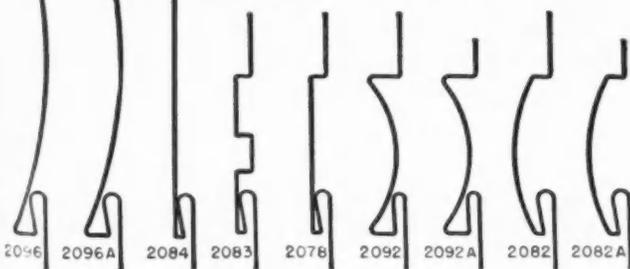
• Most of the basic mouldings in the new Pittco Premier Moulding Kit are interchangeable, and may be combined, both horizontally and vertically, in a wide range of attractive patterns. Thus, a builder can give a distinctively different appearance to each of several adjacent store fronts through the selection and arrangement of a variety of mouldings.

The transom bar and jamb shown here illustrate two of the many moulding combinations possible with the new Pittco Premier Moulding Kit. Its basic shapes are detailed below, at left.

This versatile Moulding Kit combines easy, rapid installation with fresh style and beauty in the field of Store Front design... another result of "Pittsburgh's" constant research to be first with the solution to architectural and building problems encountered in the field.



BASIC SHAPES OF MOULDING KIT (1/2 SIZE)



PITTCO STORE FRONT METAL

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS



PITTSBURGH PLATE GLASS COMPANY

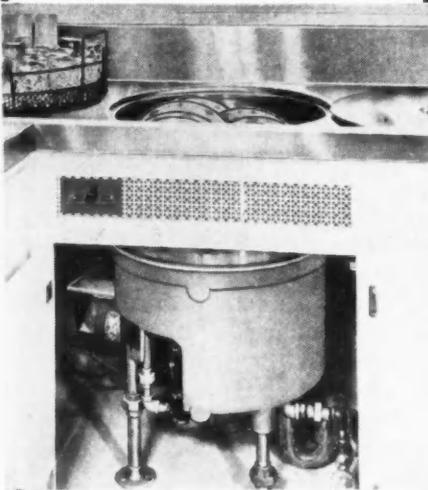
BUILDERS!

INSTALL
THE BEST!

Specify—

JACKSON BUILT - IN - HOME DISHWASHER

For more "SELL" to the homes you build, equip the kitchen with a JACKSON DISHWASHER. No other unit can equal the performance of this extremely fast-operating, dependable machine.



To install, simply cut hole in drain board and make hot water and drain connections.

- 70 SECOND OPERATION!
- EXCLUSIVE DOUBLE-REVOLVING SPRAYS!
- WASH WATER RECIRCULATED BY PUMP SYSTEM!
- FITS BEAUTIFULLY IN EVERY TYPE KITCHEN—NEW HOMES OR OLD.
- BACKED BY 24 YEARS EXPERIENCE IN THE DISHWASHING FIELD. PROVEN PERFORMANCE!

Write Today

for illustrated literature.

THE
JACKSON DISHWASHER
COMPANY

DISHWASHING SPECIALISTS SINCE 1925
3703 EAST 93rd STREET CLEVELAND 5, OHIO

Dealer Sales Promotion Program is Organized By Wood-Treating Firm

A COMPLETE dealer sales promotion program, the first organized by a wood-preserving company, is now being made available to lumber retailers by the American Lumber and Treating Co., Chicago 4, Ill. The program provides a wide selection of advertising mate-



1. DISPLAY of items in sales promotion kit of American Lumber and Treating Co.



2. MANUALS describe treating processes

material for the firm's "Wolmanized" lumber, which has been chemically treated for protection against decay and termites.

The promotional plan includes an explanatory manual which describes pressure-treating processes and illustrates the specific places in buildings where lumber needs preservative protection; and a bulletin which outlines the merchandising plan.

The promotional program, designed to assist retailers in merchandising treated wood on a local, small lot basis, is also being sponsored, in cooperation with the treating company, by manufacturers and wholesalers who supply "Wolmanized" treated products.

Other items in the promotional kit are three descriptive folders (covering the major building markets), a newspaper advertising mat service, and direct mail campaigns.



The TRUE "ECONOMY HOUSE"

YOUR PROBLEM: How to build houses more economically . . . yet of good appearance and of sound construction.

OUR ANSWER: Good appearance and sound construction cannot be achieved more economically than with interior plastering.

When wallboard is nailed directly to the rough framing, the resulting wall surface is no more true and even than any job of rough carpentry can be. The accepted standard APPEARANCE of a well plastered wall cannot be matched economically by means of rough carpentry.

Especially where houses are joined together of prefabricated frame units, plaster becomes all the more important, because plastering makes ceiling and walls of each room into one monolithic surface, free of joints. This accepted standard of sound CONSTRUCTION cannot be matched at all by means of any wallboard application.

For buildings large and small, finishing lime from Northwestern Ohio has long been the accepted standard.

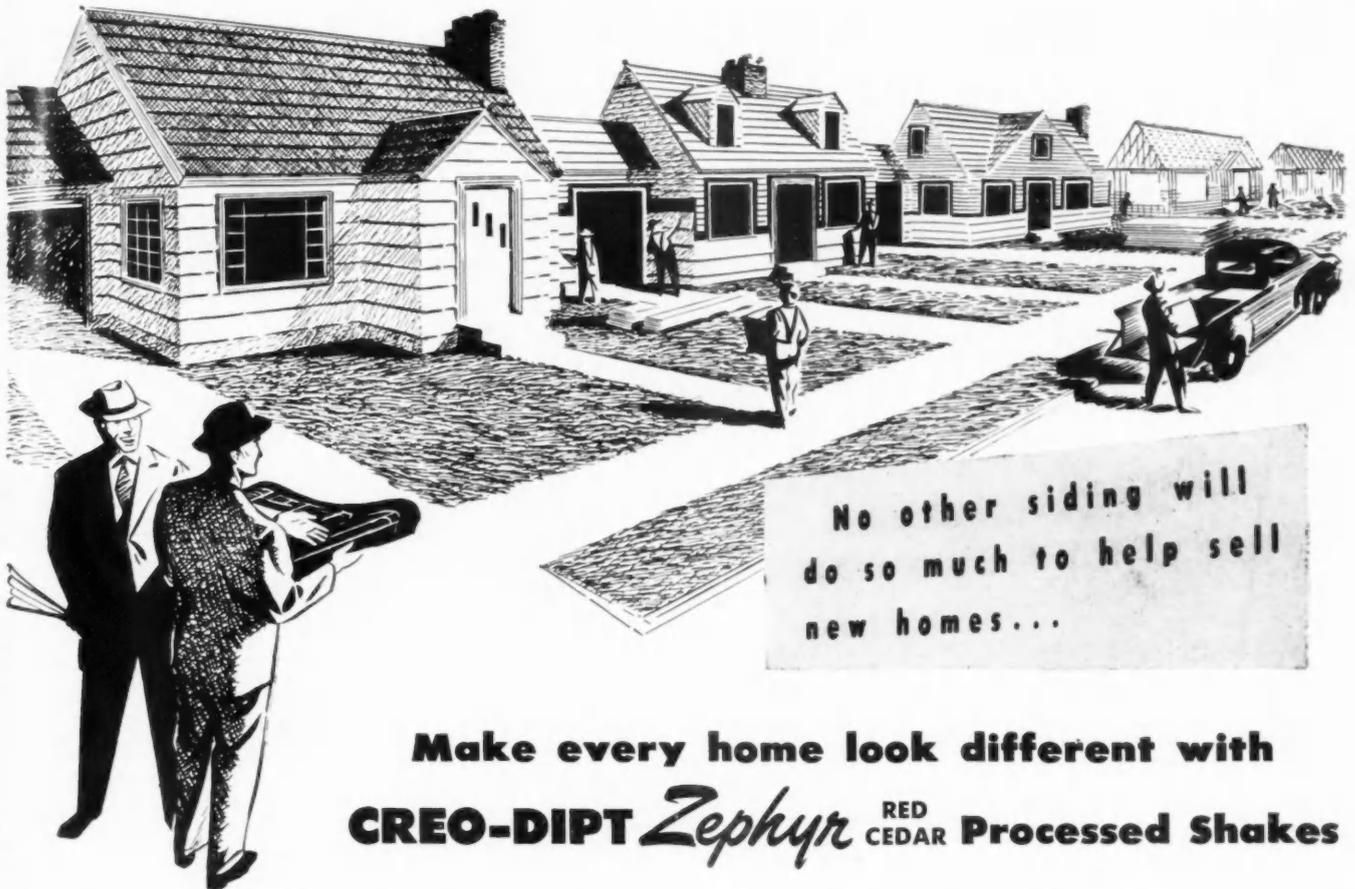
Our twin brands: Ohio White Finish and Hawk Spread, scientifically processed from hand picked, kiln burned rock, are always of uniform good quality, 99 1/2% pure.

Easily identified by their zigzag bags, they should have your wholehearted approval. There is none better.

The OHIO HYDRATE & SUPPLY Co.
WOODVILLE, OHIO



Americ
CRE
ZEB
RED
PRO
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CRE



Make every home look different with
CREO-DIPT *Zephyr* ^{RED} CEDAR Processed Shakes

Because they are available in a wide range of colors, CREO-DIPT Red Cedar Processed Shakes enable you to vary sides and trim to give every house in a row individuality. That means more buyer interest—more home sales. No other siding material can equal

the rustic hand-split look or the beauty imparted by the long exposure, rich texture and heavy butt lines of CREO-DIPT Processed Shakes. Another strong selling point is the durability of these shakes. They won't crack, chip or fade as do so many substitutes and imitations. Use CREO-DIPT Red Cedar Processed Shakes on sidewalls and CREO-DIPT Stained Shingles on roofs. Their quality will enhance your reputation as a builder—help you sell more homes.

DOUBLE WALL METHOD PROVIDES GREATER INSULATION AND AN EFFECTIVE WINDBREAK



We recommend applying CREO-DIPT Zephyr Processed Shakes over an underwall of Zephyr asphalt-treated, weather-resisting insulating board. On new homes over wood sheathing, the Double Wall Method provides an excellent windbreak—will save so much in fuel and repainting costs that it is much more economical than clapboard per year of use.

ANY CARPENTER CAN APPLY THEM

No cutting, fitting or painting on the job. The butts and edges of CREO-DIPT Zephyr Red Cedar Processed Shakes are trimmed so that edges are parallel and at right angles to the butt. The job is further speeded and simplified by the DOUBLE WALL METHOD. A template inserted in every third carton of Shakes makes it easy to get tight, clean corners.



100 SQUARE FEET UNITS

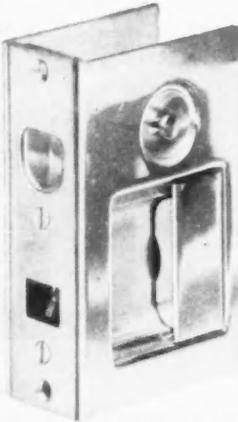
Each unit includes outer wall red cedar Zephyr Shakes, a package of Zephyr backing board for Double Wall Construction or undercoursing shingles for Double Coursing Construction, plus sufficient special, small head, rust-resisting nails for recommended exposure.

Let your CREO-DIPT dealer show you the attractive colors and explain how easy it is to build more saleable homes with CREO-DIPT Red Cedar PROCESSED SHAKES for sidewalls—CREO-DIPT STAINED SHINGLES for roofs.

QUALITY LOOKS

from ADAMS-RITE

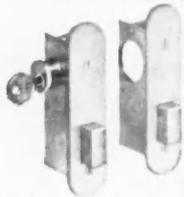
THE ORIGINAL RITE-LOCK for SLIDING DOORS



Single assembly easily installed by simple cut-out, even in narrow stiles. No mortising. 3 types fit doors 1 1/8" — 1 5/8" thickness, with a 3/4" wardrobe type. Latch and thumb button types with emergency unlocking feature adaptable to either hand. Pin tumbler cylinder in escutcheon is optional. Exterior parts solid brass. Escutcheons measure 4 1/2" x 2 7/8".

MINIMUM BACKSET DEADLOCKS FOR STANDARD CYLINDERS

Can Be Keyed to Any Job



For narrowest extruded aluminum, structural steel and wood stiles. Series 970 Deadlocks for standard cylinders have 1/16" backset, 1 7/16" depth. Fifteen other standard backsets to 1 3/4". Series 980 identical

except for 3/4" dia. pin tumbler cylinder and 1/16" backset. Rugged steel and brass construction, armored bolt with 3/8" throw, bronze or aluminum face and strike. Radius, flat and bevelled faces interchangeable.

TEMPERED GLASS DOOR DEADLOCK

Takes the place of 2 locks. Has single or double bolts and 1 or 2 cylinders. Handle operates bolts in sequence, cylinder locks handle. Designed for and can be installed in any tempered glass door top or bottom channel. 4 sizes: 1-15/16" High x 1-13/32" Wide.



CYLINDER SLIDING DOOR LOCK

Operates by cylinder from one or both sides. Fits all standard cylinders with adapter cams furnished, (specify when using Yale). Solid bronze face, strike & bolt. Heat treated aluminum alloy case. Use your own cylinders and trim. Also used as jimmy-proof lock.

Also—Adams-Rite Solid Brass Sliding Door Flush and Edge Pulls, Surface and Jam Bolts and Ball Latches



Asphalt Roof Shipments Up 76 Per Cent in 10 Years

SEVENTY-SEVEN million squares of asphalt roofing, an increase of 76 per cent in 10 years, were shipped in 1948, according to statistics of the U.S. Department of Commerce. Last year's figure, which excludes saturated felt, is 30 per cent higher than in 1941, pre-war peak production year. Asphalt roofing has been supplying 84 per cent of the nation's roofing require-

ments.

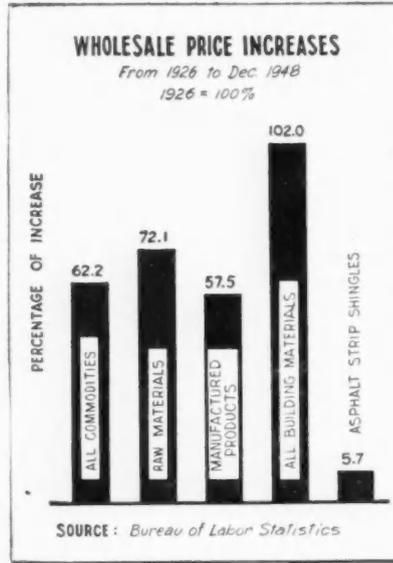
The Bureau of Labor Statistics reports that in December, 1948, the wholesale price of asphalt strip shingles was only 5.7 per cent above 1926, the base year from which the rise and fall of whole prices is computed. This compares to an increase of 102 per cent for all building materials; 62.2 per cent for all commodities; 72.1 per cent for raw materials; and 57.5 per cent for manufactured products.

The Asphalt Roofing Industry Bureau has reported that production in 1949 is expected to enable the industry to meet the heavy demand for both repairs and new construction.

Heintz Named President Of Creo-Dipt Company

CHARLES E. HEINTZ, formerly director of sales for the Creo-Dipt Co., Inc., North Tonawanda, N.Y. and its Canadian subsidiary, Creo-Dipt of Canada, Ltd., has been elected president of both companies, succeeding Paul H. Puffer, who has held the position since 1945.

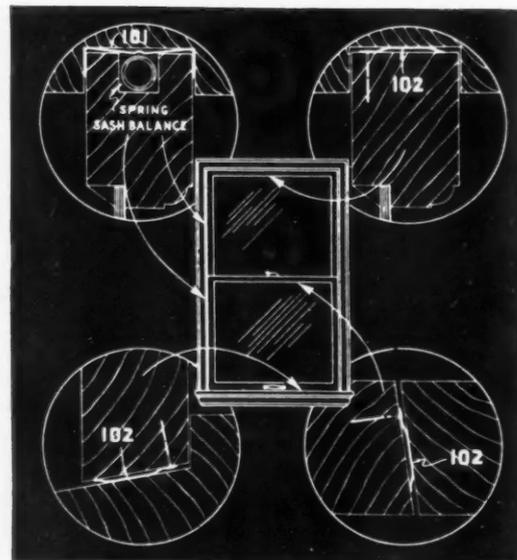
Heintz, who holds the degree of mechanical engineer from Stevens Institute of Technology and an M.S. degree from Harvard, joined the Creo-Dipt company in 1948.



HETTINGER'S

Triple Seal

PATENT NO. 2,172,580
WINDOW COMBINATION



Thousands of dealers are now getting their TRIPLE SEAL requirements from these jobbers and many others:

- American Sash & Door Co. Kansas City, Mo.
- E. E. Bach Millwork Co. Minneapolis, Minn.
- Bardwell-Robinson Co. Fargo, N. D.
- Builders Wholesale Supply Co. Sioux City, Iowa
- Carr & Moehl Co. Des Moines, Iowa
- W. P. Fuller Co. Portland, Oregon
- Houston Sash & Door Co. Houston, Texas
- Indiana Wholesalers, Inc. Evansville, Ind.
- Rock Island Lumber Co. Buffalo, N. Y.
- Scott Graff Co. Duluth, Minn.
- Texas Sash & Door Co. Fort Worth, Texas
- Whitmer-Jackson Co. Rochester, N. Y.

Many profitable trade areas still open. We welcome dealer and jobber inquiries.

SASH BALANCES AND SPRING BRONZE METAL WEATHERSTRIPPING

Complete Unit Carton Packaged - Any Size \$3.50

SEE YOUR LUMBER DEALER

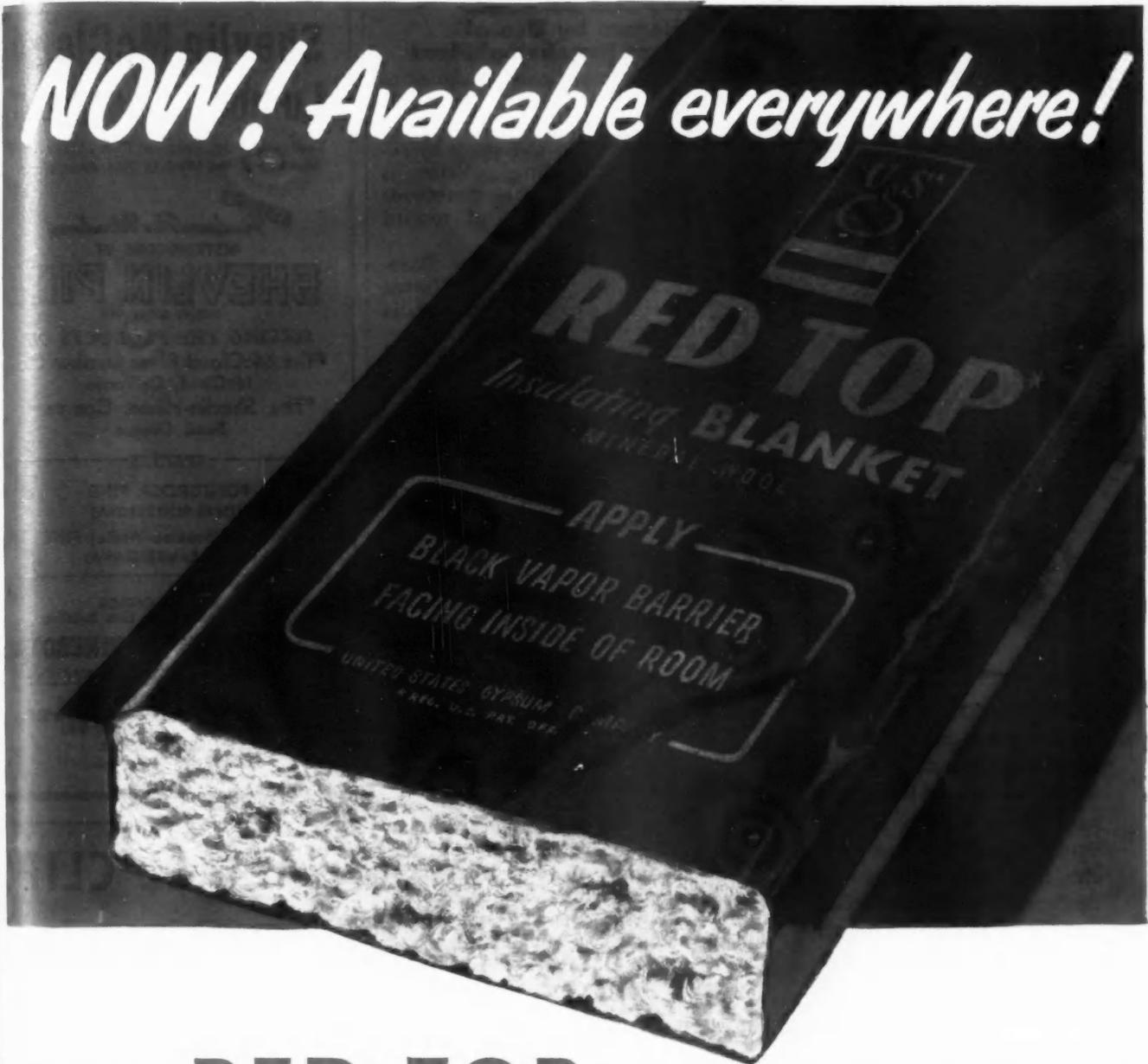
THE WEATHERPROOF PRODUCTS CORPORATION

329 Westport Road

Kansas City 2, Missouri

Jefferson 3133

NOW! Available everywhere!



NEW RED TOP BLANKET BATTS

T. M. Reg. U. S. Pat. Off.



New RED TOP mineral wool blanket batts are now available on a nation-wide basis. Builders everywhere are hailing this product for fulfilling every modern insulation requirement. Now, RED TOP blanket batts are enclosed for cleaner, easier handling . . . are built with a triple-strength application flange that saves time and labor. Always look for the bright red jacket for the best in insulating value!

See your USG representative, or write Department 143, 300 W. Adams St., Chicago 6, Illinois



United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint



IT'S THE
Colors
THAT COUNT

CABOT'S HOUSE PAINTS, made by our patented collopaking process, offer you a wide choice of beautiful, non-fading colors. Development builders can find the right color for every design and a variety of color combinations that give each house in a group pleasing individuality.

Cabot's Collopakes produce a porcelain-smooth surface that shows no brush marks and resists the elements for years.

*Cabot's
Collopakes*

Write Today for color card
and complete information!

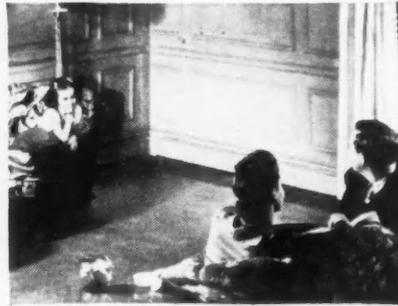
Samuel Cabot
INCORPORATED

624 Oliver Building
Boston 9, Mass.

Space Can Be Added To Homes by Use of Radiant Baseboard Heat

RADIANT baseboard, designed to occupy approximately the same space as conventional wooden baseboard and to free space by replacing the standing radiator, is one of the newer heating methods well-suited to the trend toward smaller homes.

The U.S. Comfort Ray Baseboard, manufactured by the United States Radiator Corp., Detroit, is



designed for use with hot water heating systems, and distributes heat by convection and by radiation. The baseboard is usually installed along the cold or exposed outer wall of a room, but can be extended around corners or around the entire room.

Among the advantages of radiant baseboard pointed out by the manufacturers are space-saving, which permits greater flexibility in furniture arrangement, inconspicuousness and greater comfort through floor level heat. Tests made in a home equipped with radiant baseboard during sub-zero weather showed a floor-to-ceiling temperature differential of only a few degrees.

Since installation of the units requires no change in building construction, they may be used for remodeling and modernization, as well as for new homes. The baseboards can be painted to harmonize with surroundings.

New Chart Valuable In Plywood Estimating

A QUICK-ESTIMATING cutting chart for computation of plywood panel sizes, prepared by the sales and engineering department of the Davis Plywood Corp., Cleveland, Ohio, is now being made available to lumbermen.

The chart, a time-saver in estimating panel size needs, can be obtained free by writing to the corporation at 12555 Berea Road, Cleveland 11, Ohio.

Shevlin-McCloud Lumber Company

Successors to Shevlin Pine Sales Co.
*Member of the Western Pine Association.

Ponderosa Pine Woodwork
DISTRIBUTORS OF

SHEVLIN PINE
REG. U. S. PAT. OFF.

SELLING THE PRODUCTS OF
*The McCloud River Lumber Co.
McCloud, California
*The Shevlin-Hixon Company
Bend, Oregon

SPECIES

PONDEROSA PINE
(PINUS PONDEROSA)
SUGAR (Genuine White) PINE
(PINUS LAMBERTIANA)

EXECUTIVE OFFICE
900 First National Soo Line Building

MINNEAPOLIS 2, MINNESOTA
DISTRICT SALES OFFICES:

NEW YORK 17 CHICAGO 1
1604 Graybar Bldg. 1863 LaSalle-Wacker Bldg.
Lexington 2-9117 Central 9182

SAN FRANCISCO 5
1030 Monadnock Bldg.
Exbrook 2-7041

SEAL-ALL CLIPS



Actual size
of Seal-All Clip

A simple sturdy clip designed to interlock shingle sections and prevent raising of asphalt shingle tabs. The perfect clip for hexagonals, 3 in 1 strips and

individuals laidup Dutch Lap method.

- Made of solid copper wire—pliable yet strong enough to anchor single sections.
- Cannot rust out.
- Hammer is only tool necessary.
- Easy to handle.
- Beauty of roof unmarred.
- Perfect on repair jobs to correct leaky, unsightly roofs
- Millions in use since 1935.

SEAL-ALL CLIP COMPANY

BOX 302A

FLINT 1, MICH.



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AIR TEMPERATURE INSIDE DUCT — °F.

THIS CO
Kaiser

Perman



EACH OF THE 1000 HOMES in the Richland, Washington, Housing Project has aluminum heating ducts throughout. Central

Service Company, Seattle, is the builder, J. Fletcher Lankton—John N. Ziegele, Peoria, Ill., Architects and Engineers.

Aluminum ducts cut installation and fuel costs in 1000 home project!

HERE'S HOW: Thanks mainly to reduced surface radiation loss, 5 to 30 per cent *more* heat is delivered through ducts of Kaiser Aluminum than through ducts of other materials—even though initial air temperatures are identical!

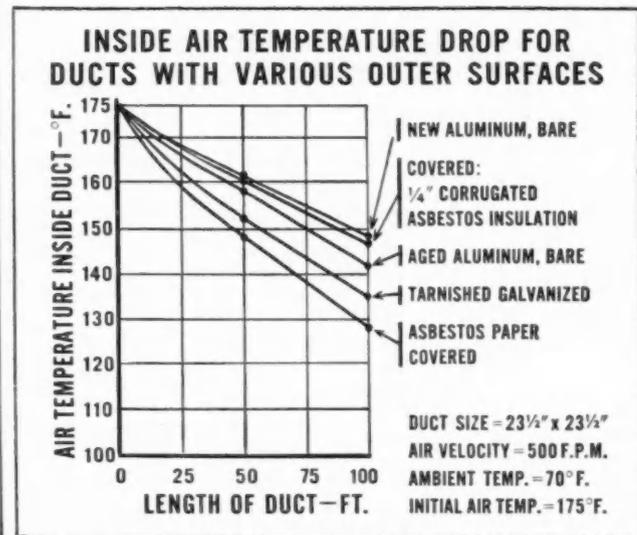
Result: Installation savings are possible through elimination of insulation. And fuel consumption is cut because of lower required B.T.U. input.

These facts were proved in tests made by Aladdin Heating Corporation, Oakland, under the direction of a Professor of Mechanical Engineering and a Research Engineer of a

major U. S. university. (Name of school on request.)

On the left, below, is a graph showing results of their tests. Note that new, bare Kaiser Aluminum is even more efficient than a far more costly material! And that *aged*, bare Kaiser Aluminum delivers only slightly less heat than the costlier material!

What's more, ducts made of Kaiser Aluminum are light, easy to handle, yet *tough*. During installation they mean less worker fatigue, less wear on shop equipment, fewer steps in handling. On *your* next job, specify ducts of Kaiser Aluminum!



THIS COMPARISON of duct materials proves why you should choose Kaiser Aluminum for all heating system ductwork!

Permanente Metals

PRODUCER OF

Kaiser Aluminum

NEW! FREE BOOKLET with complete specifications to show you how you can cut duct installation costs and offer clients lower fuel costs with Kaiser Aluminum. Write for "New Conceptions in Ductwork." Consumer Service Dept. AB-6, Permanente Products Company, Kaiser Building, Oakland 12, California.

NAME _____ TITLE _____
 FIRM _____
 ADDRESS _____
 CITY _____ STATE _____

Permanente Products Company, Kaiser Building, Oakland 12, Calif. • Sales Offices and Warehouse Distributors in principal cities.

Here's BUILT-IN Sales Appeal

Built-In Radio Installations in Kitchens, Bedrooms, Bath, Etc.



THE Flush Wall Radio fits in perfectly with today's popular trend to built-in appliances and appointments in the modern home. Architects and builders find it gives that touch of individuality and charm which means added sales appeal.

And homeowners are enthusiastic about the Flush Wall Radio for it enables them to enjoy the convenience of several fine quality radios throughout the house—in kitchen, bathroom, bedrooms, study, recreation room, children's rooms—in addition to their large conventional living room radio.

FLUSH WALL RADIO FEATURES:

1. 5-tube AC-DC Superheterodyne Licensed by RCA and Hazeltine.
2. Easy Installation—Comes with Steel Box, 6 1/2" x 9 5/8" x 3 7/8" deep, which Goes Between Studding. As Easy to Install as an Electrical Receptacle Outlet.
3. Easy to Service—Chassis Swings Out On Patented Adjustable Slotted Hinges.
4. Attractive Instrument Panel 7-13/16" x 11-7/16". Plastic panels available in Wide Choice of Colors to Harmonize with Room Decoration.
5. Approved by Underwriters' Laboratories for Built-in Installation.

Retail Price, Radio, Model 5P **\$34.95**
Panels Extra From \$2.45 to \$4.45



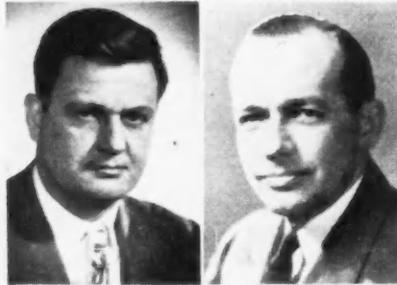
FLUSH WALL RADIO

BUILDERS AND DEALERS! Write today for SPECIAL TRADE NET PRICES and complete information, etc., to FLUSH WALL RADIO CO., Dept. 6-A, 9 West Park Street, Newark 2, N. J.

Minnesota and Ontario Announce Personnel Change

THREE ORGANIZATIONAL changes in the Minnesota and Ontario Paper Co., Minneapolis, Minn., including the creation of the post of Insulite sales promotion manager, have been announced by C. T. McMurray, vice president in charge of sales.

G. F. Hoppe, formerly advertising manager, has been appointed to the promotion position and will be in charge of executive planning of all



G. H. ALARIK

G. F. HOPPE

Insulite sales promotion programs. Hoppe, who has been affiliated with several leading building material manufacturers, joined the organization in 1938.

The new advertising manager for all operating divisions is George H. Alarik, who joined the firm in 1948 as assistant to the advertising manager. He is a former account executive for Melamed-Hobbs advertising agency, Minneapolis.

Clark Taube has been assigned as assistant to the advertising manager. Taube has been with the organization since 1947 as a market analyst.

Allis-Chalmers Elects Walter Geist to Eighth Term as President

IN a meeting May 5, stockholders of the Allis-Chalmers Manufacturing Co., Milwaukee, Wis., elected Walter Geist to his eighth term as president, re-electing at the same time all officers and directors of the company.

Directors re-elected at the annual meeting are James M. Barker, Chicago; W. C. Buchanan, Milwaukee; Ernest Mahler, Neenah, Wis.; Arthur W. Butler, New York; Hugh Comer, Sylacauga, Ala.; Louis Quarles, Milwaukee; James D. Cunningham, Chicago; W. C. Johnson, Milwaukee, executive vice president of the general machinery division; Walter Kasten, Milwaukee; Leigh Willard, Cleveland; and W. A. Roberts, Milwaukee, executive vice president of the tractor division. Geist was also re-elected to the board.

RESIDENTIAL WALL INCINERATOR



WASTE KING
AGA Approved

DISPOSES OF GARBAGE AND RUBBISH

ESSENTIAL WITH AUTOMATIC HEAT

Easy even-block installation. Fits in base of chimney. A low cost packaged unit, completely insulated. Write direct for information.

Residential and industrial territories still open.

INCINERATOR PRODUCTS CO.
667 POST S. DETROIT 17, MICH.

NEW CS1 Red Devil SUPER SCRAPER with genuine CARBOLOY BLADE

STAYS SHARP 100 TIMES LONGER THE HARDEST METAL MADE BY MAN

4 EDGES
4 SHAPED CORNERS
AMAZINGLY FAST!

Cleanly Removes, Paint, Finish, Rust, etc. from Wood, Metal and Masonry, gets in corners. Extra blades individually packed. **NATIONALLY ADVERTISED**

A Product of **Red Devil Tools.**
Irvington 11, N. J., U. S. A.

Easier to install because it's **MATCHING CABINET HARDWARE**
Preferred because it's **STANLEY**



Architect, builder, home-owner—everyone profits when Stanley Matching Cabinet Hardware is recommended and installed.

It's distinctive and long-lasting—adds to the value of a house. Latches and hinges, door and drawer pulls *match*—no need for guesswork in selecting the right combination for cabinets. It's

made by Stanley, a name recognized and trusted by home-owners—builds client confidence.

To make the homes you build more desirable and easier to sell, specify Stanley Matching Cabinet Hardware. Nothing can match it for customer satisfaction. In gleaming chrome or solid brass. The Stanley Works, New Britain, Conn.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • HAND TOOLS • ELECTRIC TOOLS • STEEL STRAPPING



Everybody's
Happy

with

Hidalift

the 100% concealed sash balance



THE ARCHITECT is all smiles because with Hidalift he can design more beautiful windows without unsightly parts of balances showing.



THE BUILDER is all for Hidalift because he knows it's faster and easier to install.



THE HOMEOWNERS love Hidalift because of its positive action, ease of operation and lifetime wear.



WE (at T & S) like Hidalift because our faith in its superiority has been proven by its amazing sales record. A comparison will prove that Hidalift has all the desirable features a truly modern sash balance should have.

WRITE FOR our illustrated folder which includes all installation details and lists sizes and specifications on Hidalift for all standard sash. Use coupon below or your own letterhead.



1848 **T & S** 1949
Torrington
Starting Our Second Century

HIDALIFT DIVISION—THE TURNER & SEYMOUR MFG. CO., TORRINGTON, CONN.

Gentlemen:

- Send complete literature and prices on Hidalift
- Send sample Hidalift
- Send name of nearest distributor

NAME

ADDRESS

CITYZONE.....STATE.....

New houses sell faster when builders can say...

"Every Home I Build Has a SENTRY Built-in Wall Safe!"



Amazingly low-priced in quantities

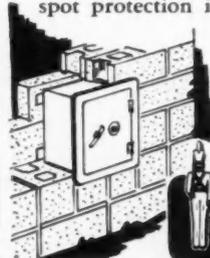
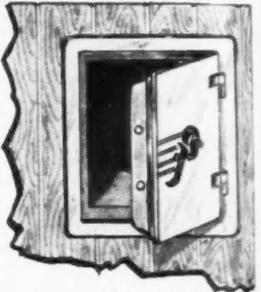
Crime wave sharpens interest of home seekers everywhere in the protection from theft as well as fire provided by Sentry built-in wall safes.

Built into masonry walls, Sentry withstands heat of blast furnace intensity. Dial ring embossed in door, combination is muddle proof. Built-in precision machined lock is welded to one-piece 12-gauge insulated door, cannot be punched.

Perfect hide-away for valuables, Sentry can't be carted off. Its on-the-spot protection is welcome relief from provoking safe deposit box restrictions.

Have Sentry for a "talking point" in every home you build. See how little it costs, how much value it adds. Write now for complete information.

15" high, 12" wide, 9 1/2" deep



BRUSH-PUNNETT CO.

SENTRY SAFES 545 West Avenue, Rochester 11, N.Y.

Universal
LEVEL-TRANSIT



with coated optics

Rugged — accurate — highly dependable, the Universal Level-Transit offers builders an all-purpose instrument of unexcelled practicality and versatility. Quickly converted from a precision level to a highly accurate transit in two easy motions.

Patented ball-bearing race assures perfect adjustment under severest conditions. Telescope 12" long, 25 power, horizontal circle 4 1/2" with Verniers to 5 minutes. Write today for full information — also free booklet, "How To Lay Out Building Lots." We repair all makes of instruments

DAVID WHITE
COMPANY

311 West Court Street, Milwaukee 12, Wisconsin

Manufacturers of instruments for engineers, surveyors and builders.

Hardware that helps you sell the house!



400 ADL-5-pin tumbler entry locking set, with deadlatch, for exterior doors.

Kwikset

LOCKSETS

**Unconditionally
guaranteed against
defective materials
or workmanship!
Over 4,000,000
now in use!**

Handsome in design, beautifully lustrous in hand-finished brass, bronze or chrome, Kwikset Locks are a credit to any residence. And for economy, they're tops... new low prices and fast, simple 2-hole installation produce savings up to 20 percent!

But that's not the whole story on Kwikset! For *underneath*, where quality counts, these rugged locks have what it takes, too! Working parts are of brass stampings or pressure-cast Zamak No. 5, the modern high-test alloy that stands up under years of heavy service.* The more than 4 million Kwikset Locks now in use have proved it!

There's a complete line of Kwikset residential locksets—available for all standard installations and in all popular U.S. finishes, with or without deadlatches.

**Tensile strength, 45,400 lbs./sq. in.; compression strength, 87,300 lbs./sq. in.; impact strength, 18 ft. lb.*

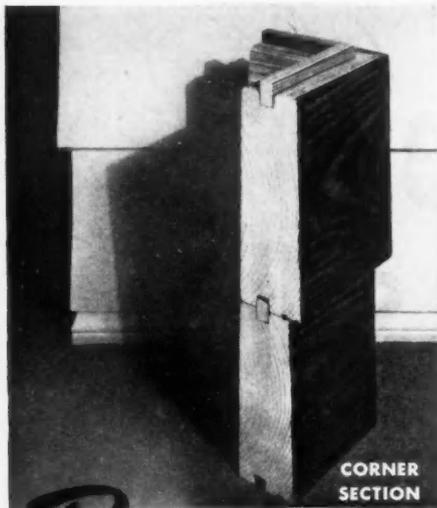
Manufactured by KWIKSET LOCKS, INC., Anaheim, California

Distributed by
PETKO INDUSTRIES, INC.
1107 East Eighth Street
Los Angeles 21, California

Please send me complete information on Kwikset locksets and name of my nearest dealer. NOTE: Openings for distributors are still available in a few select territories. Write for details.

AB-2

Name _____ Company _____
Street & No. _____ City _____ State _____



Profit points to new **SPEED-WALL**

Patents Pending

You build much faster with exterior and partition Speed-Wall, the new, amazingly practical materials-method approach to construction. Exterior Speed-Wall is precision-cut from 4" x 12s" random length. Makes studding, diagonal bracing, fire-blocking, insulation, plaster and stucco obsolete. Suited for all types of residential or commercial building. May be pre-cut to any floor plan. Exterior and Interior surfaces may be finished natural, stained, painted or varnished. Interior surfaces may be papered, calsumined or paneled. Bath rooms, kitchens may be tiled. Speed-Wall provides 25 to 34% more insulation than ordinary plaster and stucco walls. Designed, engineered to meet building codes. Assures tremendous savings in labor. Speed-Wall is positively the new, quick way to profit in the building field.

To those properly qualified, some **EXCLUSIVE** and profitable distributor and dealerships are still available. Wire or write Speed-Wall General Offices.



EXCLUSIVE FEATURES

Made from No. 1 and better air dry Douglas Fir (o.p.). Full floating door and window frames allow for expansion and contraction. Speed-Wall homes give approximately 5% more usable floor space. All electrical wiring and plumbing concealed. Superbly fire-resistant.

SPEED-WALL
INC.
General Offices
332 SO. BEVERLY DRIVE • BEVERLY HILLS, CALIF.

P. & F. Corbin Division Makes Sales Staff Changes

THREE changes in the executive sales staff of the P. and F. Corbin division have been announced by Earl V. Pomeroy, vice president of the American Hardware Corp., New Britain, Conn.

Geddes Parsons, former assistant sales manager, has been promoted to the post of sales manager. Assistant Sales Manager William J. O'Day was



GEDDES PARSONS

named manager of stock sales, a newly-created position; and W. R. T. Crolius, the firm's service manager, was appointed assistant sales manager.

Parsons, the third generation of his family to serve P. and F. Corbin in an executive capacity, was educated at Yale University. He joined the firm in 1942 as a production department trainee and was appointed assistant sales manager in 1945.

A graduate of Morse College, Hartford, Conn., O'Day has been associated with the company 13 years. He became assistant sales manager and a member of the sales staff in 1947.

Crolius, a Brown University graduate and a Navy officer in the last war, became affiliated with the firm in 1945. In 1947 he took over the post of service manager.

Combine Surface Combustion Divisions Under One General Sales Manager

THE Janitrol Divisions of the Surface Combustion Corp., Toledo, Ohio, comprising the Aircraft-Automotive Heating division and the Domestic-Commercial Heating division, have been combined under one general sales management, with sales managers for each of the two divisions, C. B. Phillips, vice president of the company, has announced. Robin A. Bell has been appointed general sales manager.

The consolidation was concurrent with the announcement of the separation of Eugene A. Weaver from the organization.

Brown's **SUPERCEDAR**



Red Cedar Closet Lining

Guaranteed 90% Red Heart or Better

Only SUPERCEDAR is of the same uniform high quality standard that guarantees every package to contain 90% Red Heart or better, and 100% oil content which produces the pleasing aroma.

100% oil content
Suggest Cedar Lined Closets to Every Home Builder. There is Nothing Better than



SEALED
PACKAGED
LABELED

More home builders are specifying cedar lined closets today than ever—and Brown's SUPERCEDAR is nationally advertised to thousands of new home prospects, architects and builders. SUPERCEDAR closet lining is surfaced, tongue and grooved, ready to put on with no waste. Packaged and sealed with the Geo. C. Brown label and guarantee, famous since 1886.

Product of
GEO. C. BROWN & CO.
GREENSBORO, N. C. ESTABLISHED 1886
LARGEST MANUFACTURERS OF
AROMATIC RED CEDAR IN THE WORLD

Build Treads and Risers

NEW EASY WAY

Etco
AUTOMATIC TEMPLATE

Save Time and Money

- Carpenters can cut stair treads and risers in less than half the usual time. Flooring in alcoves, small rooms and closets, are easily measured with the Eliason Automatic Template.
- Cabinetmakers save time and material on shelves in closets and other hard-to-get-at places. Accurate wall-to-wall measurements are made quickly and automatically.
- Linoleum Layers get a perfect fit in nooks and crannies, stairways and closets, when measuring with the Eliason Template. Better workmanship in less time.
- Craftsmen will find the Eliason Template valuable for hundreds of uses in remodeling and repair work. True inside measurements and angle variations between two surfaces. Ideal for gables, valleys, etc.

Special Introductory **\$19.95**
Offer

A new low price to introduce the Eliason Automatic Template to the building trade.

Measures from 30" to 42". Automatically adjusts to length and angle variations. Metal parts of nickel-plated steel. Write today.

ELIASON TOOL COMPANY
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Minneapolis 17, Minnesota



SMITH and HILL, INC.
 Des Plaines, Illinois, builders
 have demonstrated to Chi-
 cago the advantages of site
 fabrication, expert architect-
 ural advice, labor cooper-
 ation and LUMITE screening,
 in mass producing houses that
 exceed the local average in
 everything but price.

Illinois Builders Choose Lumite

"We chose LUMITE screening because buyers recognize the value of screening that is immune to rust, rot and corrosion . . . a screening that will not stain or discolor paint under windows . . . a screening that will resist children's rough handling without sagging or bulging."

M. E. Smith
 SMITH and HILL, INC.
 Des Plaines, Illinois

Facts for Architects and Builders

EFFECTS OF ACIDS, ALKALIES AND SOLVENTS—
 Essentially none.

NON-INFLAMMABLE — LUMITE will not support combustion . . . is self-extinguishing. Softening point 240°F.

TENSILE STRENGTH, ULTIMATE (of filament)—Up to 40,000 lbs. per square inch.

IMPACT STRENGTH—Greater than conventional screening.

INSTALLATION—Cut with ordinary scissors. Fold cut edges under 1/2". Tack or staple the screening smoothly and evenly every 1 1/2". Because of inherent characteristics, LUMITE will gradually draw itself into a snug, firm fit.

Architects and builders everywhere specify LUMITE screening knowing that it provides years and years of care-free, dependable service. They've learned that LUMITE is a screening that can take it—that can stand up against every enemy known to conventional screening.

Yes, when you do the job with LUMITE you know it's done right. It's rustproof . . . can never stain walls. It lasts longer and costs far less than any other quality screening—11 1/2 to 12¢ per square foot, retail. Give your clients the benefit of this new plastic screening. Ask your building supply dealer about LUMITE today.

Sold through hardware, lumber and building supply dealers and screen manufacturers.

*Registered Trade-mark



For further information consult Sweet's File or write Dept. AB-3, LUMITE DIVISION, Chicopee Manufacturing Corporation of Georgia, 47 Worth Street, New York 13, N. Y.



E-A-S-Y

- installation
- operation
- maintenance
- on the purse

The CAPITOL Taper Seal GARAGE DOOR

BOTH you and your customer will be satisfied if you install CAPITOL Taper Seal doors on that next garage job, and you'll recommend them consistently, for they're by far the easiest door to install.

Precision built of finest materials and hardware, parts fit perfectly with minimum labor — tracks automatically line up — four hinged sections and short radius require but minimum clearance — unique rabbet seals section joints.

CUSTOMERS LIKE THESE TAPER SEAL FEATURES

Modern Beauty - Balanced Action on Ball Bearing Rollers for "Feather Touch" operation - Complete Taper Seal Weather Protection - Long Trouble-free Service Life - Reasonable Price.

SIZES AVAILABLE

8'0x6'6,	8'0x 7'0
8'0x7'6,	8'0x 8'0
9'0x8'0,	10'0x 7'0
10'0x8'0,	10'0x10'0

See Your Lumber Dealer or Write Us For Prices

CAPITOL PRODUCTS 311 East Adams St. SPRINGFIELD, ILL.

An Established **BEST SELLER...**

NOW *in brass!*

**NATIONAL LOCK
DELUXE
CABINET HARDWARE**



An outstanding new addition to the NATIONAL LOCK line of saleable, profitable merchandise. The distinctively-styled, deluxe matched set of cabinet hardware . . . made of brass material with bright brass and lacquered finish. Assortment comes complete with FREE birch counter display board to help you sell.

ASK YOUR JOBBER ABOUT N-90 TODAY

NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION



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This book-full of
money-making,
dollar-saving
IDEAS

Stanley Electric Tools, Stanley-Carter Sales Dept.
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Please send me your free booklet, No. C52, "Saving Money with Carter Machines."

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Company _____

Address _____



How to make machines make money for you. Pages from the records of successful builders and shops, operation pictures, shortcuts on elaborate jobs, down to earth ideas you can put to work right away. Not a catalog, but a logbook of woodworking experiences with Stanley-Carter Routers and Planes. Just one of these ideas will pay you handsomely for mailing this coupon.



Reg. U.S. Pat. Off.

HARDWARE - HAND TOOLS - ELECTRIC TOOLS

SAVE 9 STEPS in Door Installation!

...WITH THIS FENESTRA PACKAGE

HERE'S ALL YOU HAVE TO DO . . .



1. Bolt the strong steel frame together.



2. Erect frame, and brace.



3. Attach hinges to door and frame and hang door.



4. Attach lock.

HERE'S ALL YOU DON'T HAVE TO DO

Fenestra* Metal Doors come to you complete with frames and hardware.

Mortising, drilling, tapping and prime painting are all done for you at the factory. Then each Fenestra Door is carefully wrapped to protect the finish. Your dealer has plenty in stock right now. His name is in the yellow pages of the phone book. Call him today.

Doors are also available with the Underwriters' B Label. For further information, call the nearest Fenestra Office, or write to Detroit Steel Products Company, Dept. AB-6, 2260 East Grand Boulevard, Detroit 11, Michigan.

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1. Cut and fit jambs.
2. Cut and fit stops.
3. Cut and fit trim.
4. Mortise frame and door for hinges.
5. Mortise frame and door for locks and strikes.
6. Cut and fit door.
7. Countersink holes.
8. Putty holes.
9. Prime paint.

Fenestra **STANDARD STOCK METAL SWING AND SLIDE DOORS**



SUMMER

at

Deer Trail Lodge

● Summertime is most delightful at Deer Trail Lodge — warm days and cool nights.

There are thrills of horseback riding along beautiful trails, to say nothing of boating on Lake Nokomis with its 45 miles of shoreline. In fact, there is not a dull moment any time of the year for old and young.

Tennis courts, shuffle board, badminton courts, horseshoe courts, archery ranges, swimming — pool and beach, baseball, croquet, bicycling, bowling, trapshooting—all in the midst of Wisconsin's pine country. American plan. Distinguished clientele.

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ILLUSTRATED BOOKLET

Deer Trail Lodge

HEAFFORD JUNCTION,
WISCONSIN

Zinc Alloy Used for All Sheet Metal Work in 196-Unit Apartment Project

AN ALLOY of zinc, copper and magnesium, Eraydo Alloy, manufactured by the Illinois Zinc Co., Chicago, has been used in fabricating all of the termite shields, roof valleys, flashing, gutters and downspouts in a 196-unit New Jersey garden apartment project.

The development is Oakwood Manor at Woodbury, constructed by the Oakwood Building Corp., of which Lewis M. Bleznak is president and



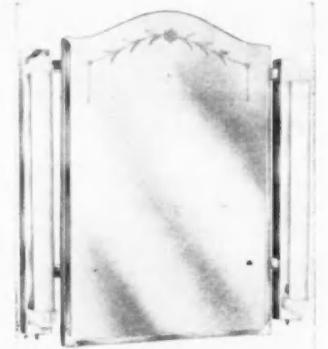
UNIT of Oakwood Manor, Woodbury, N. J.

David A. Bleznak, vice president. The project, originally planned for 148 one and two-bedroom units, is being expanded with a 48 family addition.

The use of pure zinc and zinc alloy sheets for roofing, rain carrying goods and sheet building material specialties has been established in Europe for considerable time, but their appreciable use in the United States has been taking place only in comparatively recent years. Among the advantages of zinc and alloys, the Illinois Zinc Co. pointed out, are its resistance to corrosion in salt atmosphere and to atmospheric pollution in industrial areas, and to the fact that it does not require painting and will not stain surrounding areas of the structure on which installed. Maintenance costs are cut by the non-red rusting quality of the products.

In the Oakwood project, the gutters are half round and the downspouting is round corrugated pipe. Installation was made by I. Alper Co., Camden, N.J. Potts-Farrington of Philadelphia supplied the Eraydo Alloy in sheets and rolls. The product meets FHA specifications.

NATIONAL HOME WEEK
September 11-17



Attention DEALERS, BUILDERS, AND CONTRACTORS

The most beautiful all chrome finish fluorescent medicine cabinet with plate engraved Everlast mirror, all General Electric equipment, plastic caps, Underwriters' approved, retails at \$43.75. This medicine cabinet unit is built for the purpose of saving all wiring and fixtures necessary for the bathroom as it contains all the wiring and switches necessary and also a convenience outlet for electric razor or any other use. Each fixture has a separate switch so that you may light one or two lights as you desire and will provide sufficient light for any bathroom without any extra fixtures. The only thing necessary is to connect the cabinet with the main line.

The price of this cabinet is very reasonable and at the same time it covers all the cost of wiring and fixtures for the bathroom.

Manufacturers representatives and distributors invited.

Manufactured by

FLUORESCENT LIGHTING CO.

MONTICELLO, N. Y.

TOMORROW'S



**AUTOMATIC
CONTROLS
TODAY.**

GENERAL CONTROLS
MODERN, COMPACT
SNAP-ACTION THERMOSTAT

Sets a new standard of Functional Beauty and Accuracy in remote control of room temperatures. This graceful, streamlined instrument extending only 1" from wall, has a stainless housing mounted on an ivory plastic base and lends enhancement to any scheme of room decoration.

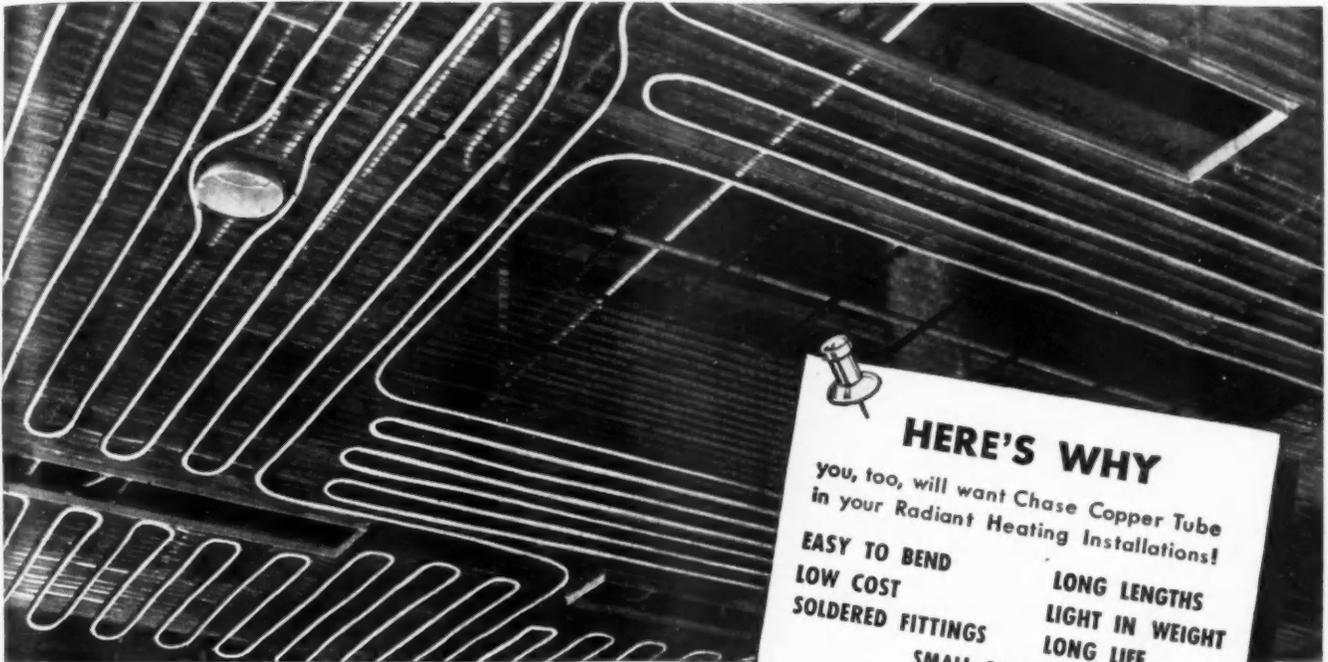
Can be used either with the famed GENERAL CONTROLS B-60 "All-Gas" or T-30 low voltage control systems, or any other standard low voltage control circuit.

REQUEST LITERATURE T-70

GENERAL CONTROLS
801 ALLEN AVE.  **GLENDALE 1, CAL.**

Manufacturers of Automatic Pressure, Temperature, Level and Flow Controls
FACTORY BRANCHES AND DISTRIBUTORS
IN PRINCIPAL CITIES

CONTRACTOR INSTALLS CHASE COPPER TUBE RADIANT HEATING IN \$250,000 HOME!



Ceiling installation of Chase Copper Tube for radiant heating in \$250,000 home. Long 60 and 100 ft. lengths of tube eliminate many connections. Heating Contractor: Wm. J. Coombs, Bloomsburg, Pa. Heating Engineer: George Heath, Mechanicsburg, Pa. Architect: D'Entremont & Berninger, Jenkintown, Pa. Building Contractor: Percy Swank, Elysburg, Pa.

HERE'S WHY
 you, too, will want Chase Copper Tube in your Radiant Heating Installations!

- EASY TO BEND
- LOW COST
- SOLDERED FITTINGS
- SMALL DIAMETERS
- LONG LENGTHS
- LIGHT IN WEIGHT
- LONG LIFE

LIGHT weight . . . small diameter . . . two outstanding reasons why builders of huge homes and small homes use Chase Copper Tube for radiant heating. These facts are important because they make for economy. For instance, no more than the usual amount of plaster is needed for ceiling installations. Equally important are the long 60 and 100 ft. lengths of Chase Copper Tube which reduce considerably the number of connections.

Flexibility, too, is another advantage—Chase tube is easily bent and shaped by hand. And no fittings are needed at bends! All these Chase Copper Tube advantages, and many more, are worth your investigation. For up-to-the-minute information being distributed throughout the building field, request our new book on radiant heating. Write Dept. AB 69.

Send for **FREE** book
 "Suggestions for Designing
 RADIANT PANEL HEATING
 with Copper Tube."
MAIL THIS COUPON TODAY!

Chase Brass & Copper Co., Dept. AB-69
 Waterbury 20, Conn.

Please forward your book "Suggestions for Designing Radiant Panel Heating with Copper Tube."

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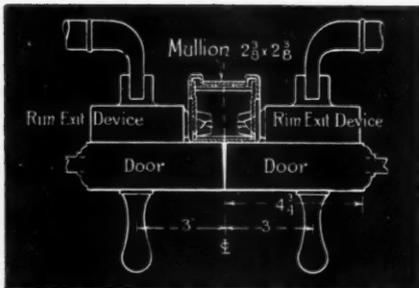
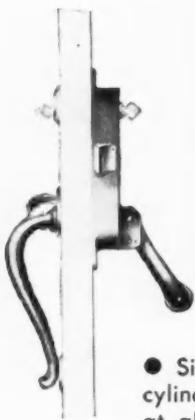
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ALBANY! ATLANTA BALTIMORE BOSTON CHICAGO CINCINNATI CLEVELAND DALLAS DETROIT HOUSTON! INDIANAPOLIS KANSAS CITY, MO. LOS ANGELES MILWAUKEE MINNEAPOLIS NEWARK NEW ORLEANS NEW YORK PHILADELPHIA PITTSBURGH PROVIDENCE ROCHESTER! ST. LOUIS SAN FRANCISCO SEATTLE WATERBURY (Sales Office Only)

CORBIN AUTOMATIC EXIT DEVICES



• Approved over a period of years by installation in places of public assembly. Cast brass or bronze. Rim Set #2586 designed for surface application where low labor cost is a factor. Mortise rim and vertical rod types for single or double doors are also available.



• Typical installation of rim set on double doors with removable mullion.

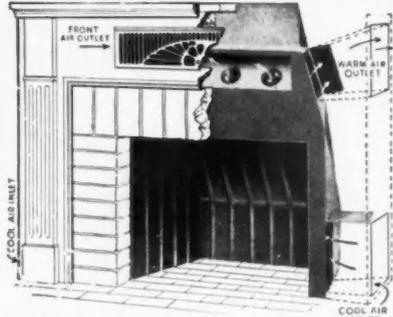
• Side elevation showing outside handle and cylinder collar. Door can be opened instantly at all times from inside.

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 DIVISION
 THE AMERICAN HARDWARE CORPORATION
 New Britain, Connecticut
 100 YEARS
 GOOD BUILDINGS DESERVE GOOD HARDWARE
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The *Superior* Heat Circulating Fireplace
 • most efficient and durable of all •
TRADE MARK REG.

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HEATFORM in use all over America for 27 years. . . . Nationally advertised in home magazines and Dodge Corp. Home Owner's Catalog.

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comparison proves HEATFORM produces more heat and provides longer years of service because of these exclusive features:

- ribbed reinforced firebox
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SYMONS FORMING SYSTEM



"Seven men set-up the forms for a 26' x 27' basement in one hour and fifteen minutes."—Harry G. Dehring, Carpenter Foreman, Taylor Brothers, South Bend, Indiana.

SAVES TIME

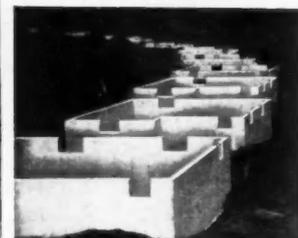
There are only three essential pieces of hardware . . . bolt, wedge and form tie. The tie remains in the concrete . . . bolt and wedge are used again and again.

Bolt holds forms together and also holds tie both ways. No nails or spreaders are used.

To remove forms, tap out wedges, remove bolts, then easily pull forms up or out without tools. The ties will break back inside the wall, 1" from the surface by twisting loop 1/2 turn.

SAVES LABOR

The Symons System speeds erection and stripping of forms. Forming labor is cut 50%.



"We have used these forms 60 times without appreciable wear. We expect to get at least 60 more reuses."—Homer L. Short, Supt. Reed Construction Company, Mishawaka, Indiana.

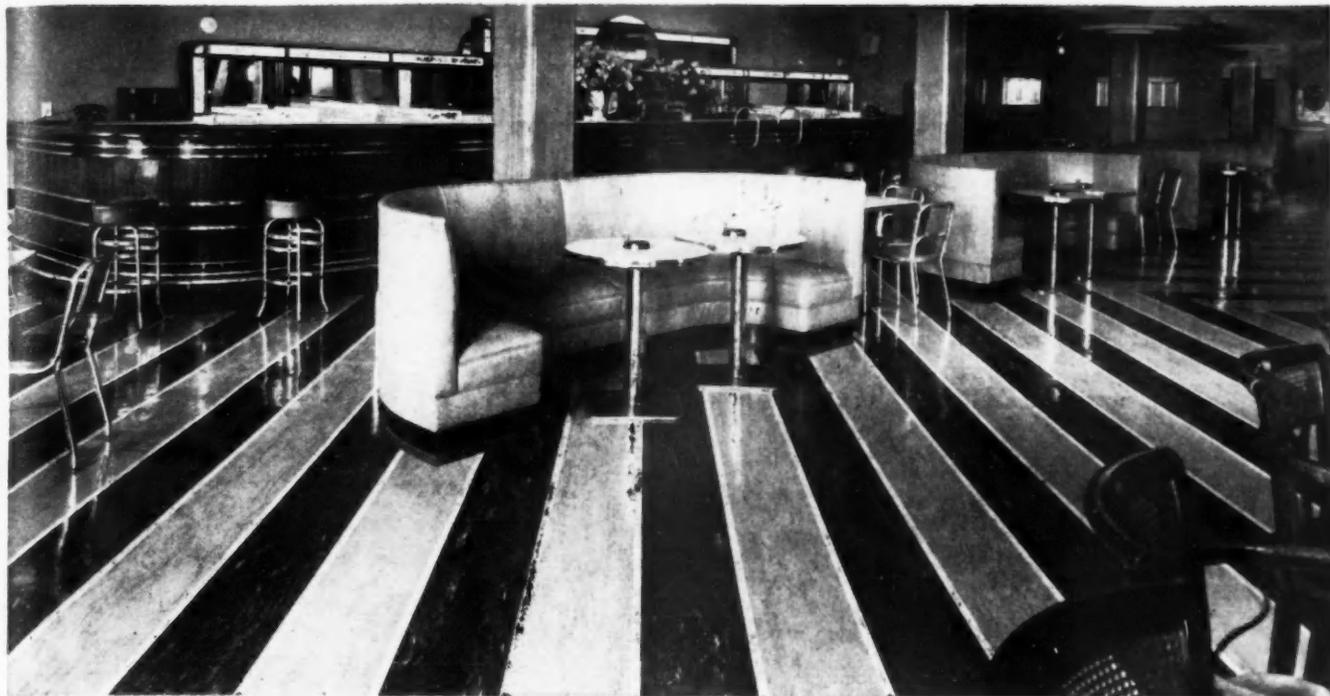
SAVES COSTS

With Time and Labor cut in two . . . Plus savings in nails, spreaders, walers and bracing . . . Plus for greater reuse of forms . . . Costs drop to new low.

Symons Forms can be rented with purchase option or you may purchase the hardware with free blueprints to make your own forms.

WRITE TODAY for your free copy of our 36 page catalog. If you will enclose dimensions of your next form job you will receive a free form layout and estimate.

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Help Your Clients Attract More Customers With WRIGHT RUBBER TILE

WRIGHTFLOR—the only hard surface rubber tile on the market—is by far the best floor covering for commercial installations. It makes the most beautiful, longest-lasting, easiest-to-maintain floor your client has ever seen.

The extra beauty attracts customers. Long life and low maintenance increase profits by reducing costs.

You can recommend WRIGHTFLOR with confidence because it has long been the first choice floor covering for heavy traffic areas. One of the nation's largest retailers has over 7 million feet of WRIGHTFLOR in their own stores—They are more than pleased with its beauty and long life.

Write for sample tiles, descriptive literature and the name of your nearest WRIGHT RUBBER TILE dealer. WRIGHT MANUFACTURING CO., 5203 Post Oak Road, Houston 5, Texas.

Make Your Houses Easier To Sell . . .

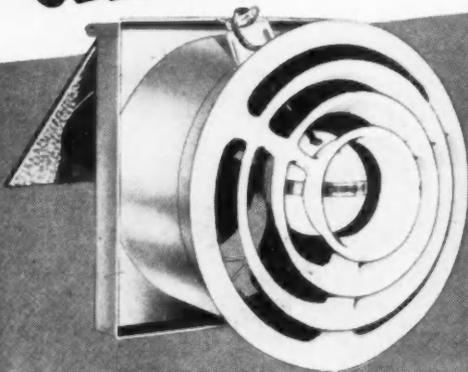
by installing WRIGHTEX soft rubber tile in kitchens, bathrooms and dens. The vivid beauty of WRIGHTEX makes buyers out of prospects.

NOW..COVE BASE IN COLOR

WRIGHT-ON-TOP Compression Cove Base is now available in color as well as black. Write for colors and sizes available.

WRIGHT RUBBER TILE
FLOORS OF DISTINCTION

**SELL BRIGHTER
CLEANER HOMES**



**WITH THE
Westinghouse
*Poweraire
HOME VENTILATOR**

The cleaner home . . . the well-ventilated home . . . is the home that sells. The new Westinghouse Poweraire Home Ventilator, with the *Air-Injector Grille*, will help to keep your home bright and clean. It can completely change the air in an average kitchen every TWO MINUTES.

LOOK AT THESE ADDITIONAL FEATURES!

- Modern streamlined design
- Insulated outside door
- Easy to install in practically any wall thickness
- White, snap-on, Air-Injector grille
- Easy to clean
- Single pull-chain control
- Economical to operate

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Electric Appliance Division, Dept. A • Springfield 2, Mass.

*T. M. Reg. U. S. Pat. Off.

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Appliance Div., Dept. A, Springfield 2, Mass.

**YOU CAN BE SURE..IF IT'S
Westinghouse**

**Specialization Pays
Pittsburgh Contractor**

COMPLETION of more than 1,000 siding jobs during the six years in which he has been in business for himself is the record of Albert Cocco, Pittsburgh siding and roofing contractor.

Before starting his own business, Cocco was a mechanic for customer-dealers of Jones and Brown, Inc., national distributors of Inselbric siding, which is manufactured by the Mastic Asphalt Corp., South Bend, Ind.

Within the space of one city block, on Pearl Street in Pittsburgh's Bloomfield district, Cocco in the last three



1. Pittsburgh house before siding operation

2. SAME house after renovation and application of Inselbric siding by Cocco's crew



years has applied siding to 12 houses. On one job a storefront dwelling was completely renovated and converted into a neat house.

Another special job recently done by the contractor was the fashioning of a false mantel piece and fireplace. This was accomplished by building a wooden box and covering it with Inselstone siding.

Cocco's brother and business partner, Frank, supervises a four-man applicator crew. Frank, one of the first men in the country to apply Inselbric siding, worked as an applicator in Virginia and the Carolinas before joining his brother.

Customers' confidence in his work has played an important part in the rapid expansion of Cocco's contracting business. His advice about jobs is often sought. When asked about color he usually recommends red for city dwellings and buff or stone for cleaner rural areas.

In addition to work on houses, Cocco has made applications on churches, clubs, restaurants, taverns and stores.

**Request for Mortgage Insurance
on Rentals Increasing**

A MARKED upward trend in the number of applications by private home builders for mortgage insurance on rental housing projects throughout the United States during the first two months of 1949 is announced by Franklin D. Richards, Federal Housing Commissioner.

There was a total of 42,836 new dwelling units covered by such applications during January and February.



Picture of a House NINE-TENTHS SOLD

When house hunters see Westinghouse Electric Ranges in the kitchens of your new houses, you can bet they'll be interested. They've seen Westinghouse Ranges advertised for years. And, they're probably among the 30 million satisfied users of appliances made by Westinghouse.

The Westinghouse name will reflect the quality of your houses. It can be seen. Most of the other trademarks of the quality materials you use are hidden.

A Westinghouse Range is simplicity itself to install. Of course, it's **ELECTRIC!** There's a model and size for every house requirement. Requires

only the usual 220-volt range circuit. You eliminate expensive piping and fuel storage facilities.

Get in touch with us today for full details on Westinghouse Ranges and other appliances which will help you sell houses faster.



Westinghouse Electric Corporation
Appliance Division—Mansfield, Ohio

Please send me your booklet "How to Sell Houses Faster".

Name _____

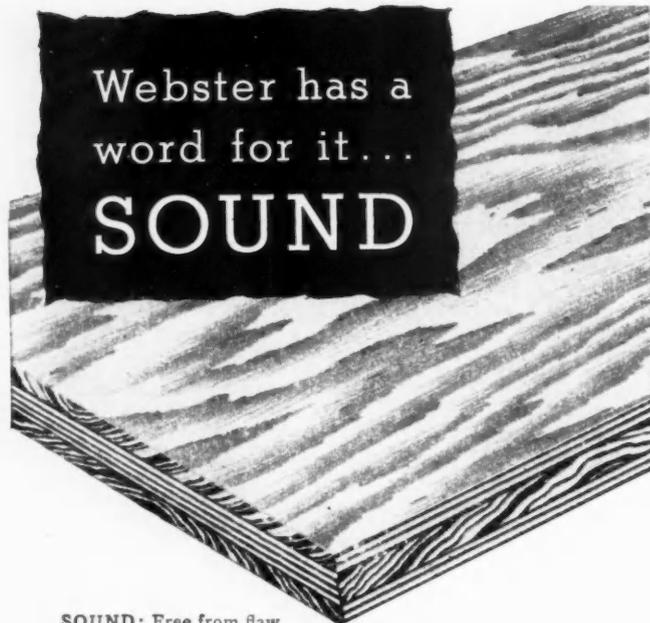
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City & State _____

WESTINGHOUSE ELECTRIC CORPORATION

Plants in 28 Cities

Offices Everywhere



Webster has a
word for it...
SOUND

SOUND: Free from flaw, defect or decay; perfect of the kind; firm; strong; trustworthy.

Smart buyers apply the definition not only to a product, but to the manufacturer as well.

Out here in the Pacific Northwest, at Associated Plywood Mills offices and plants, we put the "sound" yardstick to the test all along the line from logs in ponds to finished plywood in warehouses. It has been so for 28 years. That is why APMI plywood is bought with confidence and why stocks are quickly available in 14 locations from coast to coast.

We invite your inquiry at our general office or at any of the addresses given below.



ASSOCIATED PLYWOOD MILLS, INC.

GENERAL OFFICE — EUGENE, OREGON

MILLS: Eugene, Oregon, and Willamina, Oregon

BRANCH SALES WAREHOUSES: Eugene and Willamina, Oregon; 925 Toland St., San Francisco 24, Calif.; 4814 Bengal St., Dallas 9, Tex.; 4268 Utah St., St. Louis 16, Mo.

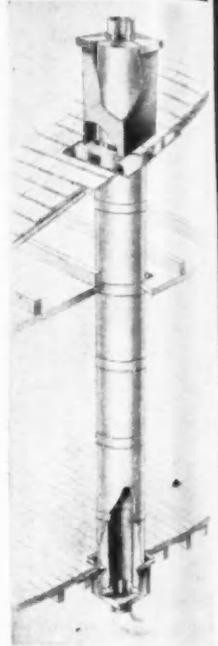
SALES WAREHOUSES: Bessonet & Eckstrom, 2719 S. Compton, Los Angeles 11, Calif.; Pacific Mutual Door Co., 626 Tacoma Bldg. (Home Office), Tacoma, Wn.; 1407 Fleet St., Baltimore 31, Md.; 2141 Throop St., Chicago 8, Ill.; 516 South Ave., Garwood, N. J.; Adams and Shawnee Sts., Kansas City; 2235 Territorial Road., St. Paul 4, Minn.

A NATURAL VAN-PACKER CHIMNEY for TITLE II ECONOMY HOUSE

CEILING SUSPENDED
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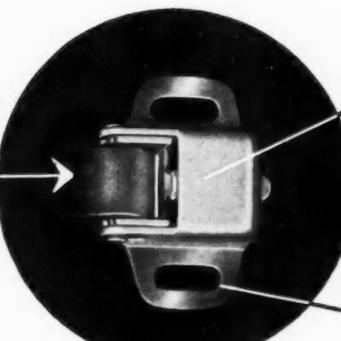
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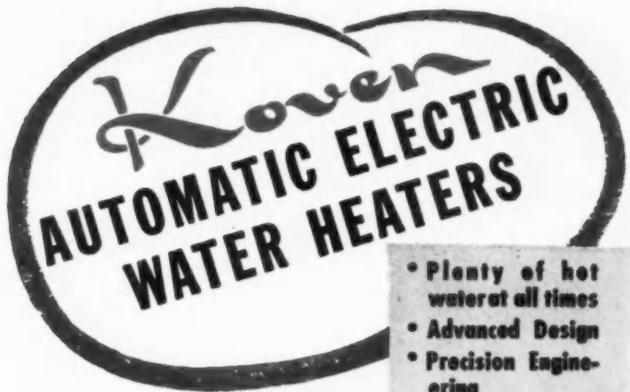
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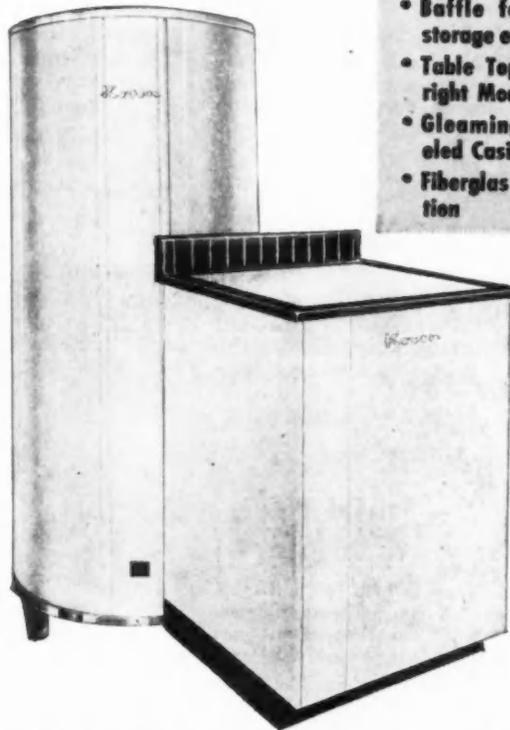
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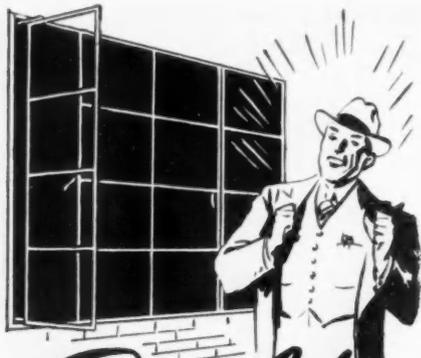
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Philip Carey Board Elects Officers

JOHN W. HUMPHREY, formerly executive vice president of the Philip Carey Manufacturing Co., was elected to the presidency of that company at its recent board of directors annual organization meeting. He succeeds



JOHN W. HUMPHREY

Robert S. King, who became chairman of the board, succeeding George A. Rentschler who continues as chairman of Carey's executive committee.

L. W. Clarke, formerly general sales manager of the firm, was elected vice president in charge of sales. He succeeds E. W. Smith who resigned.

Store Modernization Show Expected to Draw 15,000

ATTENDANCE at the 1949 Store Modernization Show, scheduled for June 19-24 at Grand Central Palace, New York, is expected to be more than 15,000, according to an announcement by John W. H. Evans, president of the Store Modernization Institute and managing director of the annual exhibition. Included will be retailers, architects, designers, contractors, builders and business property owners. Admission is again by registration only.

Features of the show will be "cost conscious" clinics, conducted by the New York University School of Retailing, with a number of prominent speakers participating. Subjects include "Store Layout and Traffic," "Store Lighting and Color," "Displays and Fixturing," "Store Fronts" and "Planning and Modernization."

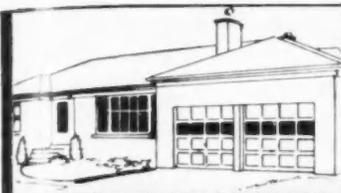
On exhibit at the show will be entries in the national competition for the "Best Modernized Store of the Year." Seven cash prizes, totaling \$500, have been donated by Evans. A committee of retail executives and architects, nationally known for their store modernization work, will serve as judges.

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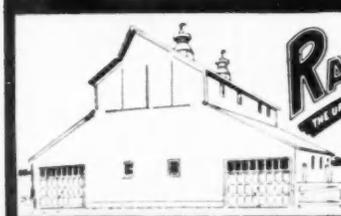
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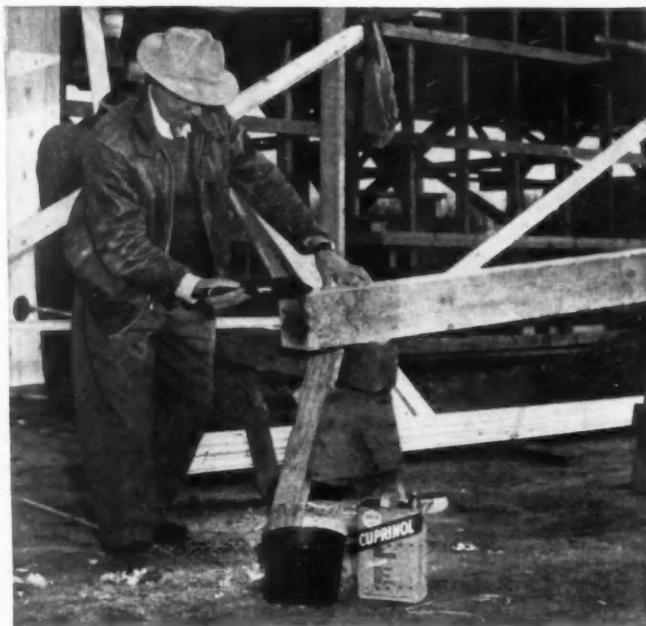
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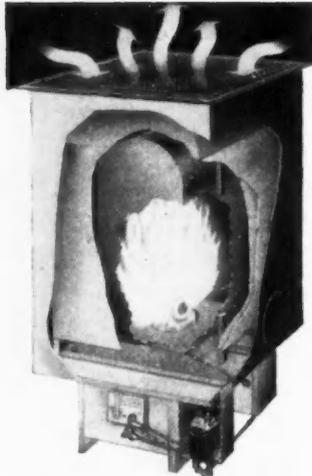
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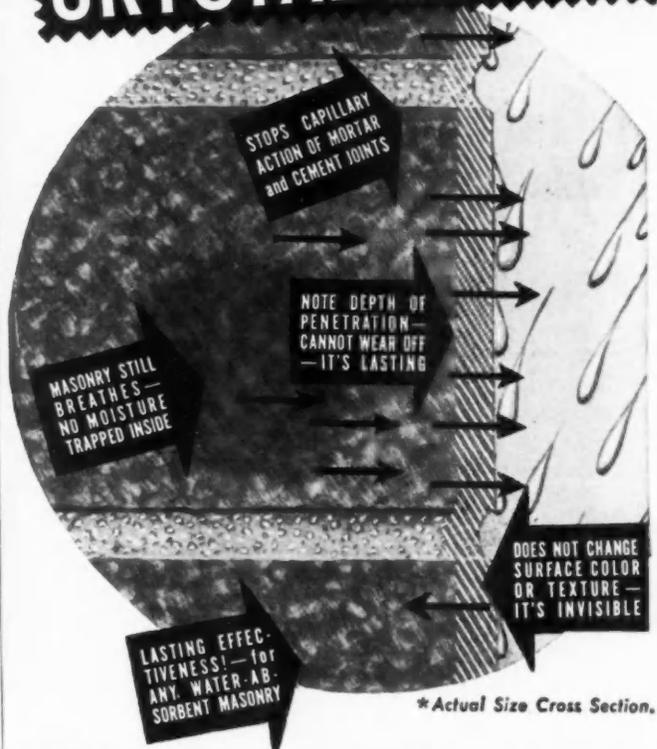
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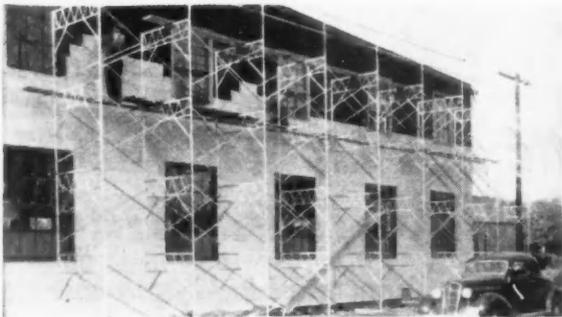
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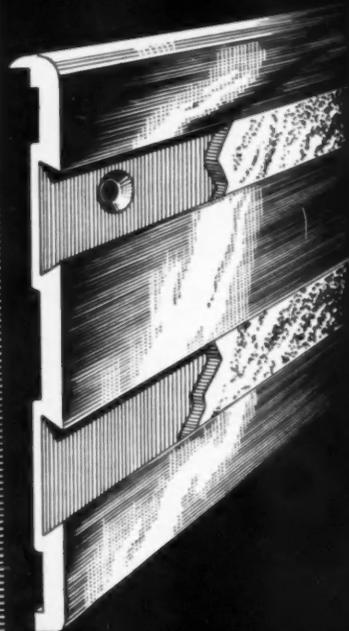
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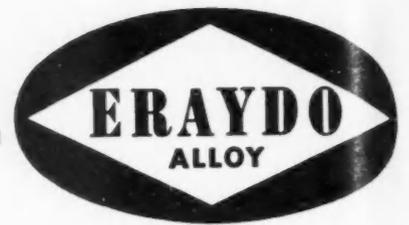
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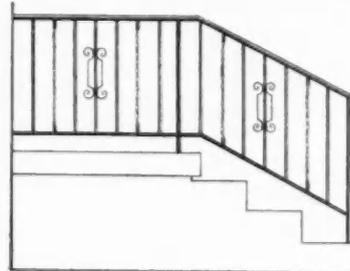
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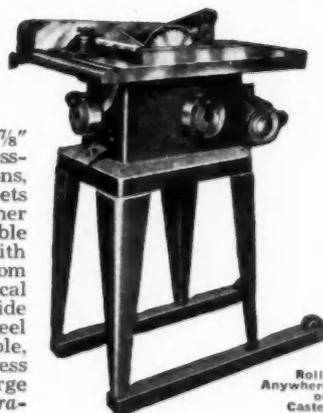
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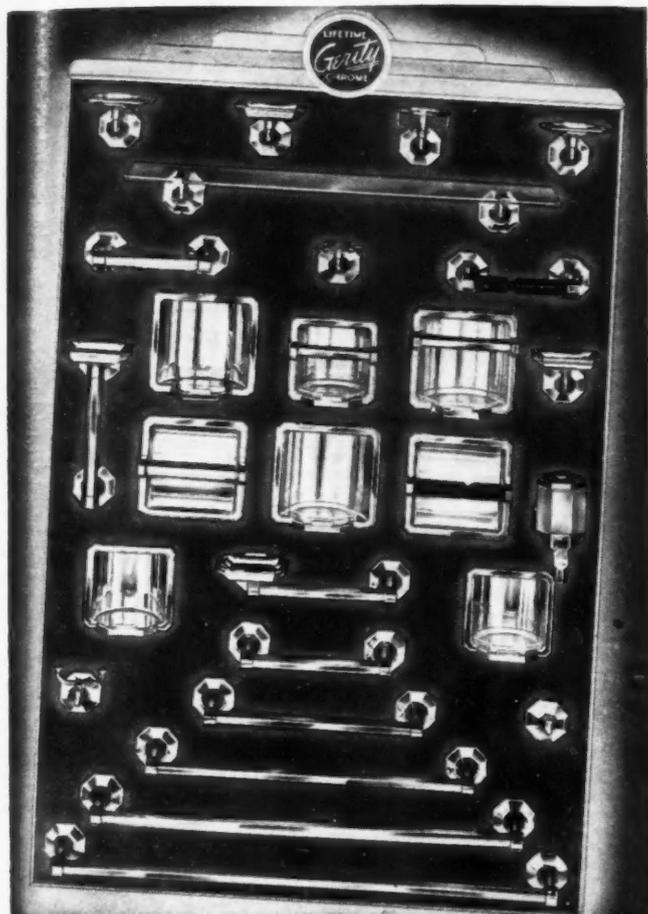


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