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Contractors everywhere are finding it Good Business to Modernize with 4-Square Precision Lumber.

Ask your dealer for information concerning this improved product and the modernizing and financing services available to help you sell jobs.

WEYERHAEUSER SALES COMPANY
SAINT PAUL, MINNESOTA
Which Depression Shall We Fight NOW?

The home building industry is fortunate. In the National Housing Act it has the only measure passed in Washington within the last two years that is actually promoting economic recovery by increasing private expenditure and private business.

Congress has been in session four months. What has it been doing? Virtually nothing except considering the five billion dollar work-relief bill, social security, veterans' bonuses, and how to take the profits out of war.

The work-relief bill deals with the effects, not the causes, of the depression. It will give temporary government employment. Those in need should be given relief. But the vital problem is to provide permanent jobs for the unemployed, and to restore the pre-depression incomes of the 40,000,000 who are employed. This can be done only by reviving private business.

Reasonable security legislation may have good effects during the next depression, but will contribute nothing toward ending the present depression. The more taxes for security are imposed now on business and the 40,000,000 now employed, the more they will be handicapped in doing what only they can do to end the present depression. The time to levy taxes for security will be when the incomes of business and the employed have been restored by restoration of production and commerce.

Likewise regarding veterans' bonuses. Their payment now will delay recovery by taking, through sale of government bonds or increased taxation, funds that their present owners should be allowed and encouraged to use.

And why all the bother about war profits now, when lack of profits in all business is postponing recovery? The terribly depressed "capital goods" industries can be revived only by providing other industries with enough actual and prospective profits to cause them largely to increase their buying from the "capital goods" industries.

We are beset by the twin devils of ignorant selfishness and politics. Ignorant selfishness causes almost every class to demand policies regarding prices, wages and government spending that are inimical to recovery. The sole aim of most politicians, in talking and taxing, is vote-getting.

The National Housing Act is working because it is a non-political, non-taxing, constructive measure to help revive private business. This depression would soon be ended if all classes, and especially the politicians, would fight it more with similar measures, and devote less time, talking and taxing to fighting the next depression and the next war.
DURABLE...finished in STUCCO

BECAUSE of something Architect Henry L. Kamphoefner said about this unusual concrete music pavilion erected as a CWA project in Sioux City, you will be interested, from the building angle, in its finish.

"The work," said the architect, "...gives promise of great durability."

The finish—and here's where your interest lies—is stucco, made with Atlas White portland cement.

Here's a structure exposed to the toughest kind of weather conditions, unprotected on all sides, built of concrete for permanence. And the finish is white portland cement stucco. Doesn't that mean something in connection with the finish of new and remodeled commercial structures, homes, apartment buildings? If you agree with us that it does, and will drop us a postcard, we'll send you quickly complete information on durable, beautiful, economical stucco that you'll find useful and profitable. Write Universal Atlas Cement Co. (United States Steel Corporation Subsidiary), 208 South LaSalle Street, Chicago.

STUCCO made with ATLAS WHITE PORTLAND CEMENT

"Because of the winter dampness on the interior of the building," says Architect Kamphoefner, "the six dressing rooms and toilet rooms were plastered the same as the exterior." That means with durable, beautiful Atlas White portland cement stucco.

Winters are not mild in Sioux City—and it takes plenty of hot summer weather to grow Iowa's famous corn. So this music pavilion has to take plenty of weather. It will take it, and come up smiling, because it is built of concrete with a permanent, durable finish of Atlas White stucco.
ENCOURAGING news of building starting up is coming in from all parts of the country. Dodge residential contract figures for March showed a gain of 92 per cent over February; and now April bids fair to add 55 per cent more. Estimating the April total on the basis of the recorded performance of the first 15 days gives April a residential contract total of over $41,000,000, which is the largest of any month since November 1931. This rise from $16,600,000 in February to $41,000,000 in April is the most spectacular seasonal upturn since the spring of 1930.

Geographically, this increase in home building activity is well distributed, ranging from 20 per cent in New England, as compared with last year, to more than 500 per cent in the South Atlantic region and 116 per cent in Illinois, according to an analysis of new residential permit figures made by the U. S. Department of Labor.

Also, the mortgage money situation is greatly improved. Reports from the building and loan associations show that for the first quarter of 1935 more loans were made than for any like period for the past three years; this year registers a 69 per cent increase over last in volume of association financing. Other sources of mortgage money also are coming forward, thanks to FHA encouragement, to refinance existing properties and to provide money for new home building. Federal Housing Administrator James A. Moffett announced on April 16 that a total of $138,000,000 of mortgage applications was then on hand for FHA insurance, and that new loans were coming in at the rate of half a million to one million dollars daily. Thirty percent, he stated, is for new construction. April 15, he said, was the “biggest day” the FHA has had so far, with $1,261,000 of mortgages to be insured under Title II and $750,000 of modernizing loans under Title I.

Gloomy Outlook for Renters

Rising rents and scarcity of suitable houses in many communities are laying a solid economic ground work for an extensive home building program. A survey just completed by the Mortgage Bankers Association of America shows that residential occupancy in many cities is close to the 100 per cent mark. In Detroit, Mich., and Des Moines, Ia., practically every house and apartment is occupied. In Milwaukee occupancy is 98 per cent, in Chicago 95 per cent. A sound, conservative home building program is called for; and the contractors and builders who step forward now to meet this demand will be well rewarded.

The buying public is expecting something new, and much better, today in home construction, style and equipment than satisfied them ten years or even five years ago. They know that great advances have been made and they want to be shown. AMERICAN BUILDER has been urging that model or demonstration homes should be built in every community so that the home seekers can get a practical education in present day home comfort standards—also a taste of home buying or building enthusiasm. Now is the time for the enterprising men among the builders in every town to get busy on a display home.

Build Demonstration Homes!

Fortunately there are right now two big nation-wide movements for demonstration homes which builders can tie in with. They are the FHA Model Homes Campaign and the G-E Prize Competition New American Design Demonstration.

The plan and scope of the FHA campaign calling for the erection of a new model home in every important city and town are outlined in official instructions under date of April 11, to regional, state and district directors. These instructions read, in part:

“May 25 will be designated as National Better Housing Day. Field representatives will immediately take steps to urge the construction of one or more new model homes in every important city and town in their area, ground to be broken simultaneously for all of these homes on that day.

“May 25 will be a nation-wide ceremony in which President Roosevelt will be asked to take part. Local Committees will be asked to arrange suitable ceremonies as part of the national program. Nation-wide publicity will be arranged through the press, the radio and other mediums.

“The Field Organization should set as the goal of local committees at least 1,000 new model homes, to be launched simultaneously on this day. This means at least one home in every city of 10,000 or over, and in addition several homes in the largest cities.”

The General Electric Company, also, is planning to assist in the immediate construction of about 1300 model demonstration homes featuring modern electrical equipment and the new styling of homes as developed in the recent $21,000 architectural competition. Builders are urged to participate actively in this nation-wide demonstration.

New ideas, progress, more comfort, greater value—all these helps to popular interest, approval and sales are at the command of the home building industry this year as activity gets under way in volume after almost five years of hibernation. New houses can be and are being built to compete in price with the old distress houses.
still on the market. Enterprising builders in practically every locality have demonstrated that this can be done. Every house built this spring should be a demonstration of the latest and best in design, materials and equipment. Renewed effort now on the part of every individual connected with the home building industry will push this present upturn of activity to higher and higher levels throughout the year.

ENCOURAGE MORTGAGE BUYING!

Contrary to the assumption on which much recent federal mortgage action is premised, private individuals hold a very considerable share of present home mortgages. They are the capital source for what appears to be approximately one-third of the home mortgages of the country, according to estimates made by correspondents of the National Association of Real Estate Boards in 82 cities. The cities included represent a population of more than 13½ million persons.

Out of the 83 cities, 55 report that 25 per cent or more of all mortgages on homes are held by private individuals. And of these, 25 cities report that 50 per cent or more of their home mortgages are so held. Some cities report as high as 75 per cent or even 80 per cent of existing home mortgages are held by or for private individuals.

American Builder still contends that FHA rules should be liberalized to permit these private investors to acquire home mortgages insured under Title II of the National Housing Act.

COMPETENT PLANS REQUIRED

Some of the old time builders and even a few of the architects are finding themselves in the embarrassing plight these days—applying for FHA mortgage approval—of having their plans and specifications handed back with the request—polite, but firm—to make said plans and specs. more definite and more presentable. Drawings hastily sketched on brown paper, tentative plans and brief outline specifications will not serve as an adequate basis for a loan commitment and the Housing Administrator is acting with ordinary business prudence when he insists that really competent working papers must accompany each application for loan insurance under Title II of the National Housing Act.

Very likely the result will be that a good many practical builders will have to take a course in drafting and a good many craftsmen will have to improve their style. Greater care will have to be exercised in writing up the specifications. Planning and deciding as the job goes along won't do on FHA financed houses; everything must be definitely fixed in advance; and this will mean a better job at a lower cost.

For the information of American Builder readers, we are privileged to print the memorandum of the Chief Architectural Supervisor to the district offices of FHA, outlining the requirements for plans and specifications to be submitted in connection with new construction:

"The minimum requirements of the Federal Housing Administration regarding exhibits required in connection with applications for new construction are quoted as follows:

"Where new construction is involved, the applicant must submit with the application complete plans and specifications both of which must have been approved by both mortgagor and general contractor, if any. The inspection of proposed new buildings prior to commitment to insure, involves the examination and approval of the working drawings and specifications. The drawings should include plot plans, floor plans (including basement and attic), each elevation, sections, and details sufficiently complete to indicate clearly the extent of the work and the design and construction. The specifications should cover quality of materials, equipment, construction and workmanship."

"Working drawings and specifications will be examined from the standpoint of their adequacy as contract documents to produce a suitable building complete and ready for occupancy."

"All drawings must be made to scale and clearly dimensioned. While only one set of plans is required for submission with the application, it should be noted that this set will not be returned to the owner or contractor, since it is necessary for the Federal Housing Administration to retain it. Consequently, plans should be made on tracing paper or cloth, or other material from which additional blue prints can be obtained for the use of the contractor during construction operations. Drawings submitted on wrapping paper or similar material will therefore be considered ineligible. They should be blue prints, or some similar process, indicating that additional copies are available."

THE COST OF FEAR

The accompanying diagram based on figures from the Cleveland Trust Company Business Bulletin illustrates not only a remarkable parallel between automobile and residential construction, from 1919 to the fall of 1932, but also shows how disastrous the unsound money policies current since the fall of 1932 have been to the home building industry. Automobile buying, involving a relatively small and short time commitment, has forged ahead under the stimulus of consumer demand, while home building, requiring a larger investment and a long term financing program, has been stagnated.

The greatest need of the home building industry has been and still is a sound credit and long term financing basis under which funds can be borrowed and pledges exchanged without fear of moratorium or repudiation. According to the chart, fear has cost the home building industry 60 points of increase since the fall of '32.
THE JOYOUS SOUNDS of busy hammers and saws once more ring forth in the Building Industry; new homes are being erected in increasing numbers. Among them are to be seen new designs and ideas of recent development. Into them are going new materials. New methods are being used. Standards of convenience and comfort are raised by including all the latest features, yet these new homes compete in sale price with the old—thanks to progress being made in production efficiency. Other structures, still fundamentally sound, are being salvaged by the installation of modern equipment and remodeled throughout. AMERICAN BUILDER presents in this issue four outstanding groups of NEW IDEA material for progressive industry men.
Electric Homes Win Prizes

First Three Prize Winners in General Electric Home Competition

Program Announced for Construction of Many Demonstration Homes

ARCHITECTURAL firms in Cleveland and Chicago shared the two grand prizes and architects in New York carried off the two first awards in the home electric architectural competition sponsored by the General Electric Company in cooperation with the Federal Housing Administration. The contest opened January 1, continued 10 weeks, and more than 2,000 sets of plans were submitted, competitors coming from every state in the union.

A total of $21,000 was awarded in 52 prizes. The two grand prizes, each for $2,500, were awarded to Hays and Simpson of Cleveland and to Paul Schweikher and Theodore Warren Lamb of Chicago. The two first prizes, each for $1,500, were awarded to Stephen J. Alling, a young architect who finished his studies at the Massachusetts Institute of Technology but a year and one-half ago, and to J. Andre Fouilhoux and Don E. Hatch, jointly, both of New York City.

The Jury of Awards consisted of eleven members; seven architects representing the different sections of the United States; one expert in child training; one domestic science expert; one general contractor; and one realtor. Ralph T. Walker, of Voorhees, Gmelin and Walker, New York City architects, was chairman.

The home of the future, as indicated by these plans, will be of the flat roof, modern type, somewhat as displayed at the Century of Progress in Chicago.

Fully 75 per cent of the plans not only depicted this type but offered other radical changes in home construction. The tendency is for the garage to be placed at the front of the house with the kitchen adjoining, and the living room across the rear, facing the yard and garden. All plans gave particular attention to the layout of the yard with its shrubbery and flowers. Although all plans permitted any type of construction, the tendency as shown by the flat roof type of home would be to build it of concrete, stucco or brick.

Greater utilization of the cellar or basement, now commonly used for the furnace and perhaps the laundry, was also brought out in the many designs. The new tendency is to use this space for a recreation or play room for children. This is made possible by the use of automatic heat, such as supplied by the oil or gas furnace.

The drawings showed that time-saving, step-saving, and labor-saving had been the rule in the studies of the architects. The plans indicated that the majority of competitors sensed that this was to be a competition in which emphasis would be laid upon planning, rather than on exterior design.

A comprehensive program is planned by the General Electric Company for model demonstration homes to be built in many cities using some of these prize winning designs. Quoting from the preliminary announcement:

"The general plan is to offer selected builders throughout the country, new ideas, prize-winning drawings, substantial discounts and terms on electrical equipment, and national and local advertising and support; all in consideration of the construction by these builders of demonstration "New American" style houses.

"The public is receptive. There is a surprising undercurrent of curiosity and interest in housing. People want to be 'sold.' They can only be 'sold' by actually showing and demonstrating the latest and best in houses and doing it in such a way as to spread confidence and create a demand for them. These new houses will establish new standards and the modernization of old homes will naturally follow on a large scale.

"Our aim is to have built one house for each 100,000 of population by September 1, 1935, so that it will be opened for demonstration to the public during the months of September and October. There are no limitations as to the size of the communities or the total number of houses except as may be provided by the local committees."

AMERICAN BUILDER is informed that, in carrying out this contemplated program of demonstration home construction, builders will be selected or approved by the local General Electric distributor and that these three points will be observed:

1. Each demonstration should be built substantially in accordance with the prize-winning plans selected. 2. Eligible houses must include the General Electric equipment specified, all of which will be furnished at a discount of about one-third off the established prices, as may be decided locally. 3. Builders will not be required to pay for the electrical equipment until the approved houses are actually sold.
Grand Prize, $2500
Small Home, South

Submitted by
JOHN BYERS HAYS
and RUSSELL SIMPSON
of Cleveland, O.

COMMENT BY THE COMPETITORS: As befits its southern location, this house makes possible through its plan, construction and details a maximum of outdoor living. The east wall of the garage is opened, providing besides economy of shelter, easy circulation from service and play yard to the combined laundry-kitchen. The basement has been reduced to a minimum for heating and storage. The guest room is located on the first floor, its adjacent bath serving the double function of the first floor lavatory. Large, flexible living room and dining room are placed on the rear, a fireplace on the west wall and a provision for dividing the rooms by curtains when desired. Both rooms have access to a terrace, covered with trellis, or awnings, which invites outdoor dining, reading and relaxation.

KEY TO GENERAL ELECTRIC EQUIPMENT

1 CLoCK 10 COFFEE MAKER 18 CURLING IRON 27 CONDENSER
2 CLEANER 11 MIXER 19 DISC STOVE 28 WORK SHOP
3 SUN LAMP 12 HOT PLATE 20 HEAT PAD 21 WASHER 29 STOVE
4 RADIO 13 IRON 21 FLAT PLATE 30 SOLDER 30 DISH WASHER
5 FAN 14 VENTILATING FAN 23 SOLDER 31 COLDER
6 WAFFLE IRON 15 HEATER 24 WATER 32 DISH WASHER
7 TOASTER 16 INFRARED LAMP 25 GAS BOILER 33 DISH WASHING MACHINE
8 PERCOLATOR 17 RAZOR 26 CONDITOR
9 CHAFING DISH 18 CURLING IRON 27 CONDENSER
10 SHARPENER 19 DISC STOVE 28 WORK SHOP
11 DISC STOVE 29 STOVE 30 SOLDER 30 DISH WASHER
12 HOT PLATE 20 HEAT PAD 21 WASHER 29 STOVE
13 IRON 21 FLAT PLATE 30 SOLDER 30 DISH WASHER
14 VENTILATING FAN 23 SOLDER 31 COLDER
15 HEATER 24 WATER 32 DISH WASHING MACHINE
16 INFRARED LAMP 25 GAS BOILER 33 DISH WASHING MACHINE
17 RAZOR 26 CONDITOR
18 CURLING IRON 27 CONDENSER
19 DISC STOVE 28 WORK SHOP
COMMENTS BY THE COMPETITORS: This southern home designed for outdoor living. Each room for living has its own secluded garden or deck. Entire walls of sliding glass panels, Japanese style, open into gardens. Floors of gardens nearest rooms all paved in tile, only two inches lower than interior. Roof extends three feet over windows thus extending the shelter of the interior to a portion of the exterior. Kitchen accessible to front door and to laundry. Natural light from two sides. Artificial light by indirect cove lighting. U-shaped arrangement of equipment. South wall of glass blocks, brings south light without heat while insuring privacy of dining terrace.
COMMENT BY THE COMPETITOR: It is intended that the house be of a modern steel construction, fully insulated, with exterior of plaster and a copper roof. The windows have aluminum casements. Glass bricks are used on the stair landing, and before the desk on the first floor. All columns in the plan are chromium-plated. The living and dining rooms are combined, but may be separated by curtains. Sliding doors in the west wall open onto a terrace. In the electric kitchen the alcove opposite the windows is lined with blue mirrors and has a planning desk below, the top of which, when closed, forms part of the serving center. The second-floor master bedroom opens onto a sun terrace, which may also be reached from the garden by a companionway staircase.

First Prize, $1500
Small Home, North

Submitted by
STEPHEN J. ALLING
of New York City
Code Protested by Home Builders

Realtor Organization Petitions Senate Finance Committee to Abrogate Construction Code or Remove Home Building from Its Provisions

PROTEST against application of the construction code to homebuilding is made by the National Association of Real Estate Boards in a statement which was filed early in April with the Senate Finance Committee, which has under study the whole question of N.R.A. operations. The Association requests the Committee to report to the Congress:

First: That the Construction Code should be abrogated.
Second: That in any event the business of development and selling of building sites and the business of building and selling of residential accommodations should not be included under the Construction Code.

In a letter addressed to President Roosevelt the Association also makes clear its opinion that the Construction Code should not in any way be applied to home building, and that the efforts to do so have retarded recovery in this important field.

Construction Code Adverse to Public Interest Has Increased Home Building Costs, Is Decreasing Employment

The Construction Code is adverse to the public interest. It has increased costs, discourages new construction, and is decreasing employment, the Association declares. Addressing the Senate Finance Committee, it states:

"To aid home ownership and home building, the Congress has passed a number of important measures, including the Home Loan Bank Act, the Home Loan Corporation Act and the National Housing Act. The effects of these acts, which were welcomed by the nation at large, have been nullified by price increases due to codes.

"The average cost of a small home today is approximately thirty per cent greater than it was two years ago. In the home building field, price increases do not stimulate activity if such price increases merely result in placing home ownership out of the reach of the average man.

"Early in 1933 there were some evidences of recovery in home building. In the fall of 1933 when a Construction Code seemed assured, and prices of building began to increase rapidly, home building immediately began to decline again. As a result, in 1934 new family accommodations erected dropped to a new all-time low point."

The whole matter of code freedom for home building has been pending for more than a year. To protect the interests of its members the Association has filed a special code for land development and home building and has received from the National Recovery Administration a stay with respect to the provisions of the Construction Code except those having to do with child labor, minimum wages and maximum hours.

In the National Recovery Administration three Advisory Boards, namely the Consumers Advisory Board, the Industrial Advisory Board, and the Research and Planning Board, have recognized that home building should not be subjected to the costs and innumerable regulations which the Construction Code seeks to impose, and have recommended the granting of the independent code for home building filed by the Association.

Six-Count Indictment of Construction Code

The Association, in addressing the Senate Finance Committee, objects to the Construction Code not only as adverse to the public interest, as delaying new home building, retarding home ownership and deterring employment, but also on further grounds stated as follows:

"1. The Development of Land and the Construction of Building Is Not Inter-State Commerce. The fact that certain objects and materials used in the building of a house may have been transported from one state to another does not make the process of building the house itself interstate commerce as contemplated by the National Recovery Act. If the words 'inter-state commerce' can be expanded to include an activity of this kind, the term will have lost its meaning and all business must be classified as inter-state commerce.
"2. The Construction Code Seeks, by Definition, to Control Activities Not Commercial in Character. Under the definition in the Construction Code, any construction in the United States costing more than two thousand dollars is subject to its provision. This means that the family undertaking to build a barn is subject to its Code. So is the man who undertakes to build his own house with his own hands. So is the man who desires to build an addition to his home and employs for this purpose a local carpenter or small contractor. It seems to us questionable whether such persons, of whom there are millions, can be said to be engaged in either commerce or industry in preparing such facilities or houses for their own use or enjoyment. Nevertheless, the Construction Code now requires that all such citizens, located on farms, in villages and in cities, must report their intentions and activities to the Code Authority of the Construction Code in Washington, and must conduct their operations under regulations so detailed and complex that they cannot be understood by a layman. We believe that such activities are of such private and personal character that it was never contemplated by Congress or by the law that they be classified either as 'industry' or as 'interstate commerce.'

"3. Construction Is Not an Industry. The Construction Code seeks to define all construction costing two thousand dollars or over as a part of the so-called 'Construction Industry.' We believe that this defines a function but not an industry. In the field of construction there are a great number of varied lines of business, often highly competitive, seeking to sell goods and services to the public. These various lines of business have no common purpose, no common policy, no common management. In fact, they have few common problems. To put all these lines of business, each of which there are scores, as a coherent unit which might be called an industry is contrary to all fact and all experience. All efforts to organize the construction field through voluntary association in past years have failed. The Construction Code will fail to do so because the attempt is illogical. The attempt to group all construction activities under one heading as an industry is just as illogical as it would be to attempt to set up a code governing all machinery and the activities concerned with machinery under one heading and to seek to designate this as an industry to which a code should be applied.

"4. The Code Authority of the Construction Code Is Not Representative. The present Construction Code which is a group of architects and contractors and homebuilders in Washington, is not a Code Authority of the Construction Code consists today largely of similar persons.

"5. The Construction Code Levies Forced Contributions on Those Not Represented in the Code Authority. That millions of citizens should be constrained to make such contributions to a Code Authority in which selection they have had no voice and of whose plans and purposes they have no knowledge, or else be in violation of federal law, is repugnant to all American tradition and usage.

"6. The Construction Code Is Impractical Because It Can Not Be Administered. In addition to the general Construction Code, there are a number of supplementary codes, governing in detail various phases of the process of building. All of this constitutes a mass of material, having legal effect, which it would require weeks of study of well qualified lawyers to understand. To seek to apply this mass of regulations to the activities of millions of citizens and small business men, most of them unsympathetic with the objects sought, is an undertaking so remote from the power of any administrative body, and possibly of any government."
Forest Service Experiments with
PLYWOOD PANEL HOUSE

The Madison (Wis.) Home Show, March 27 to 31, the headliner exhibit was the first showing of the low cost all-wood "prefabricated house" developed experimentally by the engineers of the Forest Products Laboratory. A 4-room and bath, straight line, one-story design, it was erected in the exposition building by two carpenters and five helpers in 21 hours.

Wallace W. Weber, engineer in charge of publication of results of the Laboratory research, explained to American Builder that neither this house as shown nor any other like it is on the market today. It is an experiment, he said, indicating a logical next development in the nation-wide housing movement, and it illustrates possibilities which industrialized wood fabrication has to offer in economical and efficient home building.

George W. Trayer, senior engineer, has been conducting studies for some time in plywood as a structural covering for wall and floor panels and was the designer of this sample house. He went over the job in person with the writer.

The unit panels of which the house is built are all of the same width, approximately four feet. In length they range from 8 to 14 feet. All utilize the "stressed covering" principle, so successfully applied in aircraft construction to secure strength and lightness; that is, plywood sheets forming the panel faces are glued to both sides of the structural framing and thus become a definite part of the load-carrying system instead of being a dead load on the supports as in ordinary nailed construction. In this way the framing members can be materially lightened without any sacrifice of strength or rigidity. For example, the depth of the joists in the floor and roof panels has been reduced from the conventional 10 inches to 6 inches.

The roof panels, to insure ample strength and permanent alignment, are of the same construction as the floor panels in the present design, but are made two feet longer to provide for overhang at the eaves. The sides of the floor and roof panels are recessed and splined to secure a strong interlocking fit with adjacent units.

The wall panels, by utilizing effectively the strength of the exterior and interior plywood, need to be less than 2 inches thick instead of the customary wall thickness of 6 to 8 inches. Secure but easy-fitting joints are provided by upright Mullions with double grooves to receive the edges of the inner and outer plywood.

The standard unit wall panels are of four main types. Doors and high and low windows are carried in three types, while the other type, for both exterior and partition walls, is plain. All panels are insulated against sound as well as heat and cold, and all necessary electrical wiring and outlets for servicing the house are built into the units. The entire system is being developed with a view to quick
and ready final assembly on the site with a minimum of tool work and without cutting or trimming.

The finished floors of the house are prefabricated. The small pieces of which they are made are factory-produced and assembled on 4-foot squares of plywood, so that all that remains to be done on the site is to lay them in place and secure them to the floor panels by means of the parting strips which surround each square. The bathroom floor is a new wood product under development at the Forest Products Laboratory. Maple sawdust, chemically treated, is molded under pressure to form a dense, black impervious plastic. Discs 4½ inches in diameter, the largest size made with present experimental equipment, are machined into hexagons and squares to form the main body of the floor and its border. In quantity production the whole floor would undoubtedly be molded from this plastic in a single unit.

FLEXIBILITY OF DESIGN: The fact that the house is made up of standard parts does not mean that any two houses so built must be identical in design and appearance. By interchanging various units, different conditions can be met; for instance, if the orientation of the house were different, another totally different floor plan could be used, windows could be moved to other locations, roof design could be altered, and entrances could be placed to suit the requirements of the site. The use of standard factory-made parts does not mean standard house units identical in every part, but it offers, so the Forest Products Laboratory engineers feel, the possibility for individuals to have individual houses at lower cost than is possible today. Industrialization of house building merely substitutes wall, floor, and roof panels for timbers, boards, and shingles.

The adaptability of the all-wood section house system to construction in any region and at any time of the year is thought to be a special advantage. The plastering problem is definitely eliminated with this use of plywood interiors. There is no waiting for plaster to dry, no warping of woodwork from lurking dampness. The interior lends itself to any scheme of decoration and furnishing that owners may demand—plain or ornate, modernistic or conventional. Decoration and finishing in the house displayed was under the direction of the Related Art Department of the home economics faculty of the University of Wisconsin.
Operations Start in River Forest

FIRST FHA Insured Loans in the Chicago Area on Homes Built to Sell Made by the Prairie State Bank of Oak Park to Frank P. Ross of the Rossell Real Estate Improvement Co.

JOHN Cummings Lindop to Handle Sales; Buurma Bros. to Do the Building; Charles A. Kristen the Architect; Specifications call for modern equipment and high grade construction.

"We are building new homes today—modern in every respect—at costs to compete with the old houses now on the market," declared L. Buurma, president of the Buurma Home Builders Corporation and pioneer operator in River Forest, Chicago Suburb, where he has 300 good homes to his credit, when encountered "on the job" on Bonnie Brae, where he is erecting Chicago’s first FHA financed home built to sell. "New construction is on the bargain counter now," he added, "because everybody connected with the job is contributing his services practically without profit, so as to help get things started."

This probably accounts for the big values that are being offered by operative builders in many suburban communities right now as home building for sale is being revived. In spite of the numerous old "distress" properties still available, the low cost and the up to date features of the new offerings seem to be sufficient to interest the buyers.

This first Chicago FHA financed operatively built house is interesting because of its quality features as shown in the architect’s perspective and plans and in the builder’s specifications presented on page 38. This 8-room home to cost approximately $20,000 is now under construction. The cost is being covered in part by a $12,500 FHA loan, made through the Prairie State Bank of Oak Park.

This is one of several dwellings being erected by Frank P. Ross on an operative basis and receiving mortgage insurance under Title II of the Na-

JOHN CUMMINGS LINDOP, exclusive agent for Frank P. Ross of Oak Park, L. R. Putman, associate director of Northern Illinois, (American Builder marketing editor on leave), and Carroll H. Sudler, district director, FHA, conclude approval of Government insurance for a loan to build a $20,000 residence in River Forest, the first to be built for sale in this area.
According to John Cummings Lindop, exclusive agent for Mr. Ross, seven other residences in the $15,000 and above class are to be completed this year with anticipated aid of FHA loans.

The houses now being built are owned by the Rosell Real Estate Improvement Company, an Illinois corporation which is in turn owned by Frank P. Ross and members of his family. Mr. Ross, with his brother-in-law, organized the Jewel Tea Company in 1900. The business was started with the operation of one wagon selling direct to the consumer; and when Mr. Ross retired from the business in 1919, it had grown to be one of the largest food distributors in the United States, doing a business at that time of about eighteen million dollars per year.

A few years ago he acquired six blocks of vacant property in River Forest and subdivided the same under the name of Bonnie Brae Addition to River Forest, and it is on this property that he is now beginning active building operations.

The home shown here, designed by Charles A. Kristen, Oak Park architect, and built by Buurma Brothers on a site 60 x 188 feet, includes two baths, and a modernistic clubroom in the basement. The exterior is of whitewashed brick. “Built-in” features, air conditioning, automatic gas heating, liberal use of rock wool insulation and other modern improvements are featured. Specifications for this house are on the following page.

“There is a brisk demand this spring for architectural service,” Mr. Kristen informed American Builder. “I
Another Buurma job now going up on Williams St., River Forest. This he calls a modern "streamlined" French design. Floor plan is similar to Kristen sketch on this page, but reversed.

have had to double my drafting staff and office space. Professional men who formerly invested in stocks and bonds are now turning to home buying as their best investment."

ROSS SPECIFICATIONS ARE FAVORED TODAY BY RIVER FOREST HOME BUYERS

The specifications for the house being constructed by Buurma Bros., under the supervision of John Cummings Lindop Real Estate, Inc., for Frank P. Ross are as follows:

CONCRETE AND CEMENT WORK: All foundation walls footings, area walls, of 1:3:5 mix concrete, stair slabs, reinforced concrete and floors of 1:2:4 mix concrete.

CUT STONE: All door and window sills to be cut stone as shown on drawings. Same to be "Fenestra," "Truscon" or equal.

STEEL SASH: Furnish and install steel basement sash as shown on drawings. Same to be "Fenestra," "Truscon" or equal.

WAINSCOTES: Master bath to be 4'6" high, showers 60" high, to be Exite tile with necessary fixtures.

STAIRS: All risers to be of stone with slate treads. All landings to be of stone with slate hearth, fire brick lining, Colonial damper and ash dump.

CEILING: Ceiling will be of embossed tin. The ingredients of the composition will be embossed tin, drywall, and plaster. The ceiling will be painted before application and after the plaster has been floated and chalked. The ceiling will be painted white with a semi-gloss finish.

SHEET METAL WORK: All gutters, downspouts and flashing to be "Fenestra," "Truscon" or equal.

ROOFING: All pitched roof surfaces are to be covered with 3/16" thick Black Bangor Slate secured to the roof boards with copper nails. Before applying slate the roof boards are to be covered with 30 pound saturated felt. The roof of garage is to receive a 4-ply built-up asphalt roof, consisting of one layer of 30-pound felt and two layers of 15-pound felt, mopping between layers.

TILE WORK: There will be a ceramic tile floor in both bath rooms and in the first floor lavatory.

HEATING: There will be an air conditioned system installed in this home manufactured by the Mueller Furnace Company equipped with a furnastat, humidrator, and Minneapolis thermostat.

WIRELESS THERMOSTAT: The entire second floor ceiling is to be insulated with 4" of rockwool between the joists. All doors and windows will have plaster returns, except the kitchen, bathrooms, and lavatory which will have a back-band trim. Overhead doors for the garage.

PLUMBING: MAIN BATH: Water closet to be Crane C 11125-J Neubton vitreous china plain rim closet with jet, 2" back spud and C 13558 Ipswich 6 gallon vitr. china tank and plain seat and cover.

LAUNDRY: Crane C 155 22x27" Norwich vitr. china laundry with rectangular basin, supported on C 33725-C square metal legs, fitted with all metal handles and escutcheons and combination lavatory fixture with pop-up waste. All plumbing fixtures in this bath room to be white and all exposed metal parts to be chromium plated.

FIRST FLOOR LAVATORY: Water closet: Same as for main bath.

Laundry tubs: 3 part, 24"x72" granite laundry trays with out back, set on iron legs, fitted with combination swing spout with hose end.

Hot water heater: 35 gal. capacity Superior Gas Hot Water Heater. This contractor will guarantee all of his work for the term of one year from the time of final acceptance and will repair and replace any defective work or material during this time.

GUTTERS: All gutters, downspouts and flashing to be "Fenestra," "Truscon" or equal.

WEATHERSTRIPPING: Segar or equal metal weatherstripping to be installed on all outside doors and windows for first and second floors, using interlocking type, and brass thresholds for the doors.

Hot water heater: 35 gal. capacity Superior Gas Hot Water Heater. This contractor will guarantee all of his work for the term of one year from the time of final acceptance and will repair and replace any defective work or material during this time.

GUTTERS: All gutters, downspouts and flashing to be "Fenestra," "Truscon" or equal.

WEATHERSTRIPPING: Segar or equal metal weatherstripping to be installed on all outside doors and windows for first and second floors, using interlocking type, and brass thresholds for the doors.

American Builder, May 1935.
Fifteen homes sold in one week by Walter Mezick, builder, Teaneck, New Jersey

The eyes of all Eastern operative builders were turned on Teaneck, New Jersey, Sunday, April 14, watching the first spectacular model home opening of the year, conducted by operative builder Walter Mezick in conjunction with the New York Evening Journal. “Would people come out?” they asked. People certainly would, and did.

It was a rainy day but long before noon cars were parked for blocks in all directions. More than 12,000 people jammed through the three model homes on exhibit Sunday. Five houses were sold Sunday; a sixth on Monday, and by the end of the week fifteen deals were closed.

It was the most successful model home opening since 1929. Building men take it to mean that the public is once more interested in home-buying.

Walter Mezick has sold 85 homes in his Teaneck, New Jersey, section in the past two years. Last year was very slow. Since February this year Mezick and practically every other operative builder in the Eastern territory has seen a remarkable change in public sentiment and in home-building prospects. March was so good that he decided to stage a real model home opening. The results are encouraging to builders everywhere, for when people start coming out in spite of bad weather in such

The unusual response to this advertisement which appeared in the Saturday, April 13, N.Y. Journal was the greatest since 1929. Crowds surpassed all expectations, indicating that for the first time in five years a real revival in home-building interest is taking place.
crowds as they did on this Sunday, it means they are really interested.

Mezick buys his materials and equipment locally, is a careful student of quality products and selects all items himself. He is a long-time AMERICAN BUILDER reader.

The houses are being financed with 20-year amortized mortgages paid off on low monthly installments. Mezick advertisements feature “no renewal fees.”

MEZICK SPECIFICATIONS

The following specifications for the Colonial Model Home illustrated below are given only in part, but they will give some indication of the nature of the house he is selling complete with land for $6,900:

FOOTINGS—Base course under all walls and piers, concrete 1 part portland cement, 3 parts clean sharp sand, 5 parts clean course gravel.

FOUNDATION WALLS—First quality cement blocks laid in cement mortar; 1 part portland cement; 4 parts clean sharp sand. Walls to be solidly bonded, built to a line, perfectly plumb and straight, close joints flushed full with mortar.

CHIMNEY—Hard burned bricks laid close, cement mortar 1 part portland cement; 3 parts clean sharp sand. Line flues with well burned terra cotta flue pipe, ends cemented tight.

FOOTINGS—First quality cement blocks laid in cement mortar; 1 part portland cement; 4 parts clean sharp sand. Walls to be solidly bonded, built to a line, perfectly plumb and straight, close joints flushed full with mortar.

CEMENT WORK—4" floor; 1 part portland cement; 3 parts clean sharp sand; 5 parts clean gravel. Finish with 3/4" top coat composed of 1 part portland cement, 3 parts clean sharp sand. Trowel to a smooth hard surface, plastered below grade with 1 coat 1 part portland cement, 3 parts clean sharp sand and not more than 5% lime putty to bulk. Joints struck out and grouted flush with white portland cement.

TIMBERS—Sawn die square, well-seasoned, free from shakes, large knots or other imperfections. Floor beams 3 1/8"; 2nd floor beams 2 1/8"; rafters 2 5/8".

FRAME—Building to be box framed in thoroughly substantial manner. Joints well spiked at ends to bearings and to each other. Doors and window stud headers and trimmers doubled. Cellar girder set on 3 1/2" Lally columns.

FLASHING—Copper flashing wherever required to make water tight.

SHEATHING AND ROOF PLANKING—Sides and roof 1"x10" tongue and groove N.C. pine boards laid tight to all openings and nailed to each stud or beam. Cover all roofs with 1"x6" roofers.

INTERIOR TRIMMING—Trimming, molding, fascia, face boards, panels, all well spiked together in cabinet-like manner.

DOORS—Interior doors 1st floor 1 3/4", “Climax” 1 panel doors; front and rear door white pine.

STAIRS—3/4" pine risers, 1" N.C. pine treads, both to be tongue and grooved together and housed into 1" N.C. pine strings. Strings and stairs to be finished with base wall moulding; treads to be finished with a light cove.

CLOSETS—All bedroom closets 1 shelf 12" supplied with coat hooks. Linen closet 4, 12" shelves.

MEDICINE CABINET—Venetian steel cabinet with 2 glass shelves.

PLUMBING AND HEATING—Cast iron pipes uncoated, free from cracks. Joints gas and water tight with picked oakum well caulked into hubs flushed with soft pig lead. Horizontal roughing to have a pitch at least 1/8" to the foot. Wrought iron pipes and fittings used in connection with roughing to be galvanized. Water piping 3/8" brass pipe. Exposed pipes in kitchen and bathroom heavy nickel-plated brass. Wastes to have traps as accessible as possible; brass and nickel-plated clean-out caps. 1 30-gallon copper boiler, to be hung horizontally, with brass fittings. Boiler to be connected to steam boiler.

WATER SUPPLY—From top at curb run 3/4" lead pipe into cellar and continue with 3/4" brass to various risers. All risers to be at least 1/2" brass pipe. Grade supply lines so they can be completely emptied at the lowest points. Place brass connections cock to each of the hot and cold water risers, boiler supply pipe, and hose line and a treated hbl on extermination of hose line.

BATHROOM FIXTURES—“Standard” or equal 5"6" recessed tub, “Standard” 20"x24" lavatory, syphon-action water closet, fitted with seat and cover.

KITCHEN—Porcelain-enamelled iron I-piece sink and drain, 4-burner console type, insulated gas range.

LAUNDRY—2-part cement laundry tubs set on iron frame. fitted with rubber plug stoppers, hearth, boil water in copper kettle, screened at least 72 hrs. before using. Finish coat to be thoroughly mixed, 3/4" thick troweled to hard, smooth, even, polished surface.

TILE WORK—Floors of bathroom 1st quality unglazed hexagon floor tile. Wall tile of bathroom 4"x4" glazed tile, color to be selected, laid to a height of 4', 2"x6" tile with cove cap and a 4"x4" base. Bathroom accessories; soap holder, brush holder, towel holder, grip and soap holder, towel bar, roll paper holder. Tile work set in cement mortar composed of 1 part of portland cement, 3 parts clean coarse sand and not more than 5% lime putty to bulk. Joints struck out and grouted flush with white portland cement.

SKETCH OF THE COLONIAL HOME priced at $6,990, plans of which are shown above.
BUILDING BEAUTY

OF EQUAL IMPORTANCE to the present day trend of building to last, is the choosing of the style of architecture in which the home shall be done. Two important factors that enter into this choice are the climatic and geographic conditions of the locality and the type of homes already built, to provide that the structure shall be in harmony with nature and the neighborhood. Such is the home Albert M. Pyke designed, a garden view being shown above. Other illustrations and plans follow on the next two pages.
French Norman Charm

This 6-room home reflects the personal preferences of an architect, since Albert M. Pyke designed it for himself. It gives the atmosphere of the French Norman influence characteristic of the houses along the Loire Valley. Details are well done and create a charming rustic effect.

The large living room can be entered from the front or by way of the terrace. Characteristic are the wide medieval fireplace, stairway to the balcony and wood batten doors with iron strap hinges.
THE PLANS OF THE PYKE HOME are interesting both in the interior arrangement of the rooms and the placement on a 50-foot city lot. A successful solution gives economy of space and allows the garden to become a livable part of the plan. Both the living and dining rooms have an enjoyable garden view and easy access to the terrace for outside living. The octagonal dining room has a vaulted ceiling decorated in medieval style. The well lighted kitchen has a large enclosed rear porch.

Cost Key (second floor unfinished) is 1,976-185-1453-61-23-28.
A Four-Level House
Cuts Building Costs

THE FOUR-LEVEL HOUSE is not a new idea, and a number of designs of this type have been popular for years. An increase of interest in this style has been shown recently, however, and one of the houses at A Century of Progress featured the four-level arrangement. This design gives unusually spacious living quarters at very reasonable cost, eliminating all waste basement space. Excavation and filling costs are kept at a minimum. Cost Key is 2,230-145-(1,120)-(47)-25-23.

THIS IS AN EXCELLENT FLOOR PLAN with living room-dining room arrangement one of the most popular today. The large recreation room is just a few steps down from the kitchen, and can be handsomely finished. Opening out of it is the heating room and laundry, which is also light, warm and comfortable for working purposes. Two bedroom and bath are located above the recreation room, a few steps up from the living room. The large bedroom above the living room can be finished later if desired.
Western Bungalow Style
Still Popular

THIS SOMEWHAT MODERNIZED VERSION of the old Western bungalow home was built in Green Bay, Wis., late in 1934, and comments show that this type of house is still popular with many people. It was designed by O. R. Knab of Green Bay.

STUDY OF THE FLOOR PLAN will show one reason why this type of house is popular. It is simple to build and supplies all the needed requirements for the average home. Although only the first floor plan is shown at left, there is ample room for two bedrooms and a bathroom on the second floor. If the home owner desires, the dining room can be separated from the living room by doors instead of the wide arched opening as indicated on this plan.

THERE IS A DISTINCT TREND in popular taste in regard to smaller cornices. The old type Western bungalow had a huge overhanging cornice. This has gradually been reduced and today most modern homes have very small or inconspicuous cornices. In the design above the overhang has been greatly reduced and the Western bungalow design simplified.

THIS IS THE POPULAR Western bungalow floor plan. If desired, dining room can be shut off from living room by doors instead of the arched opening. This opening is desirable, however, as it gives spaciousness to both living room and dining room. Although the second floor is not shown, there is ample space upstairs for two or three bedrooms and a bathroom.—Cost Key is 1.305-137-1112-46-17-16.
ECONOMY NARROW-LOT HOME

R. C. HUNTER, Architect

Charming English Style Design

Provides 8 Rooms, 3 Baths and Attached Garage

Cost Key 1,968—129—790—33—26—18

Current investigations among home buyers indicate the continued popularity of the English type in homes of medium size. Simplified and chastened somewhat by the influence of modernism or, more properly designated as contemporary trends in styling, these sharply pitched roof houses with their interesting variety of exterior materials, their casement windows and look of stability and homelike charm have a lasting appeal. The well known New York City home designing architect, R. C. Hunter, offers a compact design in 47 feet 7 inches by 37 feet 9 inches over all, containing 4 bedrooms and 2 baths on the second floor, maid's room and bath on the third floor, an ample entrance hall, large living room, commodious dining room, well arranged kitchen and a well placed garage or motor room on the first floor, while in the full excavated basement is space for a large recreation room, a laundry, fruit and vegetable storeroom and fuel storage. The outside walls are of brick up to the line of the second floor, wide siding to the eaves, half timber stucco work in the gable end, and a slate roof. The specifications which accompany the rather complete drawings show this house to be well insulated and provided with those features of modern equipment which assure a thoroughly comfortable, easily maintained home. Such a house can be placed on a comparatively narrow city lot and still assure good light and air to all rooms.

SPECIFICATIONS

By the Architect

THE more important items in the specifications as prepared by R. C. Hunter, architect, are as follows:

EXCAVATING: For foundation walls to extend at least 12" outside of the walls.

LEADERS AND DRAINS: GARAGE DRAIN: Rain water leaders to be connected up at grade with 6" salt glazed tile drain pipes to dry wells. Provide as dry wells, a barrel of dry fieldstone sunk beneath each leader, and about 10' from the foundation wall.

Run 6" salt glazed tile drain pipe from drain in garage floor through foundation wall and discharge in dry well. Build dry well 3' in diameter.

FOOTINGS, FOUNDATIONS: Build all footings, foundation and trench walls, cellar floor, air space floor, garage floor and runway, platforms, steps, porch floors, window areas, etc., of concrete as shown, using 1-2-5 mix of portland cement, sand and coarse gravel or broken stone.

Cellar floor, garage floor and runway to have 3" of concrete and 1" of 1 to 3 cement finish; build pits where required. Furnish and set 8"x8" C.I. floor drain in garage. Pitch garage floor to drain.

Living porch floor and platforms to have 12" cinders, 3" concrete screened level. On top of concrete bed of entrance platform lay a complete finished brick floor, brick to be selected face brick bedded in 1 to 2 cement mortar and tied all joints. Living porch floor to have 1" of 1 to 2 cement mortar finish colored and marked off and a complete brick edging. Brick same as for entrance platform. Rear platform and runway to have 1 to 2 cement mortar finish colored and marked off.

Window areas to have concrete bottoms, and one length of 4" agriculture tile set in floor and leading to stone pocket below.

CHIMNEY: Build chimney as shown, of common brick laid in 1 to 3 cement mortar. All exposed surfaces to be faced with clinker brick and all joints neatly pointed and struck. Foundation to 1st floor to be concrete. Construct ash pit with iron cleanout doors in cellar. Line flues their entire length with terra cotta flue lining. Provide and set C.I. cleanout doors for all flues. Provide trimmer arch for hearth.

Construct fireplace in living room. Face hearth and jambs with face brick as will be seen.

(Specifications continued to page 48)
CONSTRUCTION POINTS FROM ARCHITECT’S SPECS

Specifications for House of The Month

(Continued from page 40)

lected. Line with fire brick and provide “Co- vert” or equal cast iron throat and damper of phosphor bronze. DRY DAM PROOFING: Inside of all masonry walls to be coated with 10% solution of Toch Bros. Paper with 2 coats of Toch Bros. B.W. dam proofing paint. TOUCO: Properly apply all exterior paint and varnish. Furnish and set all steel lintels where shown. To be of proper size and carefully fitted to the wall. Paint all lintels one coat of paint of red lead at shop. Provide and set 3½"x16" an- cher bolts to all steel lintels. Bolts to be set to .375" o.c. and have nuts and washers provided. Finish cost to be of proper size and finished to match sash. For all masonry walls above grade, except in shown, 4" cement filled “Lally” columns. To be of proper length with caps, etc. Anchor caps to wood girders. Each slate to be fitted in place with two copper nails. Furnish and erect all sheet metal work required to complete the building, including metal roofs and decks, gutters, leaders, flashings, etc. All to be 16 oz. copper. Chimney breast in rooms to be furred. Sills, 4"x6", halved at corners. STUDS, 2"x4", set 16" o.c. HIPS and(Document was cut off before completion)
MODERNIZATION

"which makes buildings of all kinds more cheerful, more livable and more salable"

Kitchen Magic
Is Making Sales

MUCH can be done to make almost every kitchen more convenient and attractive. The accompanying illustration shows a kitchen on Lunt Avenue, Chicago, which was far from unserviceable before modernization. The principal objection was that there was considerable waste space, with consequent lack of storage facilities, and it was felt that both utility and appearance could be improved without too great expense. The first change was removal of an old style self-supporting sink and replacement with a modern cabinet type, two-bowl monel metal fixture; the new unit was moved to a location under the larger window, with an additional lighting fixture above, to insure better light at all hours. This change provided almost as much working surface as the entire original kitchen equipment; however, this was not considered sufficient, so two additional cabinets with monel metal tops to match the new sink were supplied. A cabinet type range was then installed, giving still more working space.
No Defeat At Waterloo (Iowa)

Successful Remodeling Job Sponsored by Chamber of Commerce Sets Example for Midwestern Groups

By MERRILL S. GAFFNEY

To stimulate home remodeling and repair, the Waterloo (Iowa) Junior Chamber of Commerce last winter completed a project which entailed the remodeling of a 63-year-old, three-family dwelling into a modern Colonial six-room home.

In February, the delegates to a five-state Junior Chamber of Commerce convention at Des Moines heard a complete report of the project. As a result, many junior chamber groups in Iowa, Minnesota, Nebraska, South Dakota and Missouri decided to inaugurate similar schemes. Twenty Iowa organizations have announced their intentions of remodeling homes to stimulate building and repair. Cities in which such plans are being considered, or are under way, include Cedar Rapids, Boone, Ames, Iowa City, Dubuque, Ottumwa, Hawarden and Marshalltown, all in Iowa, and Freeport in Illinois.

The Waterloo Junior Chamber group, which is composed of young business and professional men, between the ages of twenty and thirty-one, purchased the residence and the lot on which it stood in a residential section just outside the business district. Although affiliated with the senior Chamber of Commerce, the younger men carry out their plans without active participation by the older group.

Building crafts unions and dealers in building materials and furnishings co-operated by donating most of the materials and labor, but computations showed that the full cost would have been approximately $4,000.

Mortimer B. Cleveland, architect, drew the plans for converting the dilapidated structure into the comfortable home which attracted 4,000 visitors on the day it
was dedicated. There was no general contractor employed, the whole project being under the supervision of A. K. Pingeno, a local paint merchant and vice-president of the Junior Chamber of Commerce.

The house of frame construction, typical of a half century ago, contained heavy timbers and sills of six-by-eights. Few marked structural changes were made, the original dimensions of 32 by 48 feet being unchanged. Another second floor bedroom was built over the wing on the back of the house and a four-foot addition to allow for the study and garage was made as shown in the plans.

When the remodeled home was opened for public inspection, many of the visitors were prompted to purchase materials and modern equipment.

A house to house canvass made in Waterloo the latter part of March under the auspices of the Federal Housing Administration revealed $62,380 in needed improvements on 668 homes. A majority of the owners announced their intention of making the improvements.
Will Rogers Can Now Buy His Gas in Style

$4,000 ALTERATION JOB at Claremore, Okla., Brings New Life to "Horse-and-Buggy" Type Station

The old home town in the Southwest demonstrated the ability to keep up with its famous actor son when it went Hollywood to the extent of doing a good job of "face-lifting" on this gas station. The Cross Construction Co., general contractors of Tulsa, Okla., were the "doctors" in charge and did the work in such a manner that the operators were open for business all during construction.

The station is owned by the Barnsdall Oil Company. Before modernizing, the appearance was that of the type of service station built by distributors in the first boom days of the business. Stations went up "over night," mushroom-like—some gaudy, others drab stucco. Very few were planned to serve their customers efficiently and still fewer had architectural beauty.

With competition so keen, these obsolete structures must give way to the more modern ones. The owners found that remodeling into an up-to-the-minute service station of this type increased business. For that reason, the plan has been adopted for all future Barnsdall stations.

Modernization done on the building included eliminating the low, overhanging roof and giving the building simple, modern lines. The glazing of windows and doors and their placing were changed to harmonize with the general design. A wash- and grease-room was added to the original building. The Barnsdall name and trade mark stand out against the snow-white exterior in an eye-catching manner.

The new equipment necessary to handle the increased facilities of the enlarged unit was installed; a concrete driveway with approaches and curbing completed the job. The total cost of all these changes amounted to $4,000.

At night the exterior of the building is brilliantly flood-lighted by fixtures set flush with the driveway in such a manner as to give indirect lighting. Beams playing on the white walls produce a dazzling spectacle; sharp contrasts increase the attention value to attract patronage. The show windows, which now can be better arranged to display various lines of accessories attractively, have 200 watt lamps and reflectors to supplement the outside lights.

William M. Cross of the Cross Construction Co., the builders employed on this job, said, "Work of this type may be financed through the Federal Housing Administration opening up another field for re-employment in the building industry." The soundness of such modernizing, as an investment that pays with increased business, appeals to the operators. With the passing of these obsolete relics, the driving public is better served, the appearance of the property is improved, and civic pride is heightened.

AT THE TOP OF THE PAGE, the obsolete "horse-and-buggy" type station is shown before a $4000 modernizing job changed it to the attractive and efficient service station pictured in the lower illustration. Increased business justifies such remodeling projects.
HOME EQUIPMENT

Nothing Down—5% Interest—Up to 20 Years to Pay

New opportunities for lower costs under FHA financing. Heating, plumbing, electrical, air conditioning planned in advance and included under one contract give added responsibility.

By V. L. SHERMAN
Department of Mechanical Engineering,
Lewis Institute of Technology, Chicago

THE Federal Housing Administration is definitely opening the way to the prospective home owner by placing the loan under a single, long-term mortgage at the very low interest rate of five per-cent. The FHA is protecting the prospective home owner by requiring full plans and specifications which are to be inspected and endorsed before building operations begin. For the owner conditions are nothing short of ideal compared to what they were in years gone by.

But for the intelligent general contractor who knows the ins and outs of building the proposals of the FHA should present an even rosier future. He is now in a position which, in the past, has seemed to be at the end of a rainbow. The welcome requirements of the FHA call for a substantially built and completely equipped home. He is in a position to talk sense into the head of the owner and to show how the costs can be suitably apportioned to provide for completeness and permanence. What future home owner can argue less than quality equipment or complete equipment when the full cost is spread over a long term of years and at a very low interest rate. In truth there is no argument at all between an intelligent contractor and a sensible borrower. But the future owner must have reasons for depending on the judgment of the general contractor. The latter's knowledge of equipment is essential, and his ability to judge of its quality. He must point out the liabilities of poor equipment and the reliabilities of genuine materials.

What is meant by a completely equipped home? Does it have to have a built-in radio? Does it have to have heat in the garage? Does it have to have lightning rods? There are a multitude of such questions broached. But if the matter of completeness of equipment for a home is turned over in the mind of one with some experience the answer is reasonable. A completely equipped home is one that, for its location and capacity, provides the dwellers with complete physical and mental comfort. Perhaps it might better be said that a completely equipped home is one that meets the necessities of the owner with reasonable permanence.

Lightning rods are hardly necessities on homes with grounded connections in a well populated district. Country homes are not to be classed rigidly with suburban homes, and still less with town houses. But they all have certain common requirements to meet when we consider the daily family life. The kitchen, the laundry, the bath, illumination, ample supply of electric current outlets, the heating plant with its humidifying provision, perhaps a cooling and dehumidifying plant, refrigeration, and most of all reliability in all of these every-day comforts.

One has only to study the charts of the country's temperatures to note where the heating units are of the greatest importance and where the possibility of cooling and dehumidifying has the greatest attraction. To be comfortable through all of the months of the year is surely most important.

But there are many things that the prospective home owner may know nothing of, and yet with reason expect the contractor to provide for. In one town nearby it would be folly to suppose that a home was completely equipped if it lacked a water-softener. I do not mean to say that it is a matter of the complexions of the folks living there. It is a matter concerning the water supply...
MECHANICAL EQUIPMENT FOR 20-YEAR FINANCED HOUSES

in general, for drinking, for the heating plant, for the laundry, for the plumbing. Over a period of years the expense of living without the uses of a water-softener would be a considerable item in money and comfort. Such a water softener as shown in Figure 1 is as much a part of a completely equipped home in some localities as is any of the rest of it. Especially where we are dealing with the higher temperatures that are coming commonly with automatic heating, stoker, gas, or oil, is it necessary to provide water that will not injure the heating and the plumbing lines and fixtures and the porcelain surfaces. If these points of advantage are not open to the owner’s eye some one or two are quite likely to call his attention in a severe way to the tough work in the laundry department.

Besides the make-up of the water throughout the home there is the question of controlled pressure of the water in the system. Where city provision is adequate there may be no need of a pump, but there are so many instances where water-pressures are variable or even nothing at all. In such cases a reliable pump which can be conveniently located without obstructing and without endangering by exposed moving parts is surely a part of complete equipment. Figure 2 is an up-to-date piece of equipment. It does not have the appearance of the older types or of the cheaper types, and it goes to show that manufacturers have been thorough in their progress over the last few years.

There has been a definite change in regard to the protection of water supply in the home. For a number of years the study has been carried on to provide against seepage at the main source and in the pumping stations. But within the last year or two there has been a strong movement made against the chances which we used to pass without thought. The distinct feature brought out under this study is the vacuum breaker. One of these is shown in the section sketch of Figure 3.

On a windy day, when the pressure at the top of the soil stack varies, the level of the water in the bowl of the water-closet rises and falls with the pressure. If the soil stack were to be closed at the top, and the pressure reduced therein, the water from the bowl of closet would flow into the stack. Now there are an increasing number of flushing valves being used in residential work to replace the tank and valve, and in these cases as in all newer types of equipment, troubles may develop unless the equipment is complete.

Without a vacuum breaker connected into the supply line to the closet there is a through connection between the water-supply system and the water and contents of the closet bowl whenever the level in the bowl rises above the point of the flushing discharge. So long as the water pressure in the immediate connections is maintained there is no particular harm. But if through any one of many ways in which pressures suddenly drop there is a slight vacuum produced on the supply side of the connections then the polluted water from the closet bowl will be drawn back into the supply side. It takes little pollution from one small source to contaminate a whole supply source.

To the right in Figure 3 is a sketch of the fittings between the supply line and the water-closet when a flushing valve is used in residential work to replace the tank and valve, and in these cases as in all newer types of equipment, troubles may develop unless the equipment is complete.

When properly adjusted the flushing valve will discharge the right amount of water and then close automatically whether the handle is pushed once or held over for some time.

The vacuum breaker which is attached below the flushing valve is shown cut away in the sketch to the left. When there is no flow of water from the valve above the ring
Vacuum breakers are now required to prevent supply-water pollution by syphonage if the flow-in level is below high-water level of any fixture.

Within, the vacuum breaker drops to a seat on the cup, as is shown by the dotted lines. This allows the outside air to vent through the fitting at B. When the flushing valve is operated the flow of water immediately lifts the ring to its seat to prevent any of the rushing water to escape. Thus there is no connection between the supply line and the closet bowl except when the water pressure is on the supply side.

There are an amazing number of instances where the openings for the water supply to a fixture, wash-bowl, bath-tub, sink, or laundry tray, are below the possible level of the contents of the fixture. In any one of these cases there is the chance for back-syphonage from the fixture into the water main. Plumbing design is changing to meet this very obvious condition (now that our attention has been called to it). But there are many instances where the use of a vacuum breaker is to be preferred to a change in design.

And city ordinances are being changed to provide against this often overlooked chance of supply pollution. The contractor may well look into this side of it because his foresight will add to his reputation for thoroughness.

Would it be too much to say that a man’s temper is often determined by the state of the faucets in his home? He has only one temper and if the faucets are many and cheap his temper is a total loss. One plumber told me that unless he installed the best quality of faucets he soon found himself on the defensive. There is every argument for the best quality in faucets and none at all for the cheaper sort.

“Faucets will wear out.” That is true, if they are given time. But it is the parts of a faucet which do the wearing out. If these parts can be depended on to live out their natural span of life and can readily be replaced then the faucet becomes an unthought of convenience instead of an ever-present aggravation. The one shown in Figure 4 is smoothly surfaced for the cleanser, flat faced around the stuffing-box for the wrench, broached at the top of the stem for increasing the surface of contact with the handle. If there is one particular requirement for a satisfactory faucet it is a snug fitting handle.

I have seen so many misstatements regarding some phases of air conditioning that I would like to make one or two points clear in these last paragraphs. The statements were wrong through carelessness or lack of understanding. If a house is to be air conditioned throughout by means of a single unit there must be complete control of the air coming into the house. And there should be complete control of the temperatures along exposed walls, windows, doors, and other openings. When the house is to be air conditioned by means of individual units, placed as required, the capacity of the unit determines the amount of possible ventilation.

In the first case a unit is provided to take fresh air from out of doors, probably to mix it with some recirculated air, bring the mixture to its proper temperature and percentage of relative humidity, deliver it to the rooms where it can give up heat and moisture or pick up heat and moisture, and thence part of the air to be exhausted and part returned for recirculation through the conditioner.

If, in the summer, outside air is allowed to come into the house by infiltration or carelessness the heat and moisture of this air merely imposes an extra load on the refrigerating unit if it is set to maintain certain conditions. If, in the winter, the outside air gets in because of infiltration or carelessness there is an additional load on the conditioner for heat and humidification.

The conditioner can not be regulated to lessen its load for promiscuous ventilation. Ventilation is a certainty through proper air conditioning, and promiscuous ventilation is the very opposite of air conditioning.
HOW TO MAKE
Leak-Tight, Economical
WINDOWS
By OSCAR G. KNECHT
Chief Building Inspector, San Diego, Calif.

IN HIS 14 years as Chief Building Inspector of San Diego the author of this article has corrected many building errors. In this article he tells how to avoid leaky windows in stucco houses. This is the second of a series by Mr. Knecht; the first was last November. In a later issue he will write on "Some Stair Framing Suggestions"—The Editor.

To make windows leak-tight with no thought of cost should be an easy task, but to accomplish leak-tight economical construction, and avoid special milling, special moldings, weather stripping and other extra frills require much study and careful planning. On the accompanying drawings will be seen four economical methods of simple design. These windows are designed for ordinary frame stucco houses plastered both interior and exterior. The drawings are more or less self-explanatory. Consequently, certain essential and special features only will be pointed out and described.

There is a great demand for framed details showing very little, if any, outside casing. The details shown have reduced the exterior exposed woodwork to a minimum. The designs are plain, simple and economical. We have purposely avoided extra heavy sills, boards, 1 1/8 inch pulley stiles, rebate and groove connections between outer casing and yoke, metal flashings, etc. It is our intention to provide low cost, simple leak-tight frames. When good kiln-dried appropriate finishing lumber and good workmanship are available, the designs as detailed will prove a success and accomplish the desired results.

The rough framing consists of 2x4 studs sized to exactly 17 3/4 x 3 3/4 inches in size, which is the custom followed by a majority of our local builders. Also, the rough sheathing is usually sized to 3/4 of an inch in thickness. Consequently, the window frames are designed accordingly. Note that the doubled header at (X) is placed vertically and not flatwise. Our local building laws, as well as the Uniform Code, require this, on account of the fact that the doubled header, when placed as shown, develops twice the strength of a doubled header placed flatwise.

The stucco reinforcing usually consists of 16 gauge 2 inch galvanized wire mesh furred out 3/4 inch from the backing and secured with galvanized nails and furring clips. The waterproof paper must be not less than 15 pound saturated roofing felt doubled back at least 4 inches around all openings. For obvious reasons, the turned back 4" piece should be next to the sheathing when placed across top of window, thus making a double layer at these points. This acts as a flashing and will last indefinitely under the stucco. The flashing marked ("f") under the sills consists of a single layer of 30 pound saturated felt, "or sheet metal," and is made to extend out and lap down at ("g") over the vertical waterproof membrane. The membrane at "f" is made about 16 inches in length and is placed near and under the jambs and not full length under entire sill.

Attention is called to the temporary nails marked ("j") beneath the sills. See figure 3 and 4. When the plasterer completes his exterior plastering these nails are withdrawn. This permits the nail holes through the plaster to act as weep holes for the escape of moisture or condensation, which may accumulate immediately underneath the wooden sill (F). The shim space ("W") is often filled with a waterproofing compound, but this is not necessary when the membrane ("f") is used. A waterproof coating, one which will not run or thoroughly harden, is recommended for the location marked ("h") between stool and sill.

A window sill should NEVER be let or gained into the pulley stile. The sill must extend beneath the pulley stile to the rough studding. The pulley style should be let into a dado formed in the sill, and the bottom of this dado should slope with the sill in order to prevent leaks at this point. Immediately upon being assembled, the entire window frame, with the exception of the sash runways, should be thoroughly covered with an approved priming coat of paint. The sash runways should be heavily coated with linseed oil or an approved oil stain.

The members (D) and (B) should be thoroughly and effectively nailed together. Some builders provide a rebate and groove connection at this point. But this is not absolutely necessary for the average dwelling house window. Screens may be placed at (b) or (b'). How-
ever, for obvious reasons, the location at (b) is to be preferred. The different drips are marked (d) and are self-explanatory. These drips, though often omitted, are quite essential. The sill flashing must always bend down over the wall waterproof membrane. This is clearly shown at (g). Also, note that the exterior stucco is forced into the groove (e) beneath each sill. Sill members F should have a slope or pitch of not less than one inch rise to a five inch run. (1 in 5)

The groove shown along top at (a) will not be affected by dampness when thoroughly painted and filled with stucco. Note that the waterproof paper and the stucco reinforcing extends into the groove marked (a). Both should be carefully and effectively secured at this point, using appropriate nails suitable for the purpose. Wooden lath are shown in Figures 1 and 2 and plaster lath is shown in Figures 3 and 4. Either may be used.

Figure 1: This detail is especially provided with a stucco mold “A”. This mold also acts as a ground for the exterior stucco. The stucco reinforcing, waterproof paper and the stucco must be carefully and effectively worked into the groove (a). Note the location and the design for the lower sash drip marked (d).

Figure 2: This detail omits the stucco mold and provides for a bull-nosed stucco effect. A special groove is provided at (a). This furnishes a partial key and permits an extra and necessary depth of stucco at the bull nose. The deep groove at (a) weakens the casing (B), and it is advisable to add the reinforcing strip or “blind stop” (C).

Figure 3: Here we have detailed a stucco mold marked “A”. This mold does not act as a ground and is used where the rough “Spanish effect” stucco is applied without grounds. At (k) the dotted lines indicate drainage grooves leading from the gutter below the drip (d) at bottom of sash. The gutter and grooves may be entirely omitted under ordinary favorable conditions.

Figure 4: Here we show a common method of substituting a combination metal ground and molding in lieu of interior trim. Note that the reinforcing strips (E) have been added and usually prove necessary unless the members (D) are increased to not less than 1½ inches in thickness.

The exterior casing (B) is made one inch in thickness and also serves as a ground. (C) shows that the waterproof paper laps down over the metal cap flashing. The metal flashing may be omitted at (a) and the groove (a') substituted, provided that the groove (a') be partially filled with a waterproof compound (mastic) after the mesh and waterproof paper have been secured in place.

The detail marked (a') works nicely for the side casing. All frames should be manufactured from thoroughly seasoned clear kiln-dried lumber, Douglas fir being the most commonly used lumber in this vicinity. Redwood exterior finishing lumber, clear kiln-dried California sugar pine and Western white pine sash are also used extensively.

THE EDITORS OF AMERICAN BUILDER invite builders and architects to submit sketches and descriptions of construction details which they have found to be particularly good.
Does the Builder Get Business from Local Newspaper Advertising?

By ARTHUR J. PEEL


This question has exercised the minds of many building contractors, and many more have answered it with an emphatic "No!" Nevertheless, here and there we discover building construction men who are doing effective newspaper advertising ... that is, effective from the point of view of the professional advertising man, who in one form or another, applies the advertising test rule: Does it get attention? Does it interest? Does it create a desire for building service? And will it produce action on the part of the interested reader? But the answer to these questions, is, after all, only the theoretical opinion of an individual. Whatever theories one may have about advertising, it is the advertising that sells the product or service, that is good advertising. And we may as well admit that some advertising that would pass the professional test, because of the prominence that is being given to modernization at this time, one mentions building alterations, the other stresses it. One of these advertisements drew a blank as far as traceable results could be shown. The other brought in inquiries from interested parties. Though these advertisements did not appear in the same paper, the media were comparable in circulation and class of reader ... both were first-class newspapers.

It is not necessary to state which pulled and which didn't ... The answer is obvious.

In a previous article on the subject of contractors' advertising, I called attention to the fact that the building contractor has only one thing to sell ... his service. But this implies a lot: Competency, character, and costs; and when advertising, service should be interpreted in terms that mean something definite to the prospective buyer of the builder's service. This is just as true of newspaper advertising as it is of direct-mail promotional effort, such as letters, and printed literature.

In order that we may see the problem of newspaper advertising the building contractor's service in proper sequence, let us take each factor in the order in which it should be considered by the prospective advertiser: (1) The message. What have you to tell people about building service? Many building contractors think they have nothing to say beyond the fact that they do building construction work, remodeling, modernizing, and so forth; and they think that the mere announcement of this fact can interest newspaper readers. In the first place it is hard to imagine that anyone wanting to engage a builder would look in the advertising columns of a newspaper to find the name of a suitable contractor. On the other hand anybody who is interested in a building project, or anticipates building, might be arrested by some advertisement that showed a little originality and presented an argument for building.

Often one comes up against this argument: "What can I say about my service that would be different from what other building contractors can say?" Probably, nothing. But you can mention a lot of things about building service that other contractors don't talk about, even though they could. This is being done all the time by advertisers in other lines of business and industry. "Lucky Strike" cigarettes are not the only cigarettes made from "toasted" tobacco, though the advertising might lead one to assume that only "Luckies" are toasted. People are influenced by definite statements, and the building contractor ... more, perhaps, than many other classes of advertisers ... should not take for granted that the majority of people realize what they are buying when they buy good building construction service. On this page will be found additional pieces of newspaper copy prepared for a building construction firm in New York, each of which emphasizes a special angle, which suggest reasons why owners of property should give consideration to building or building alterations. No doubt there are many good building con-

Examples of Advertising

Let us take two examples (1 & 2, Page 60) of building contractor's advertising, both occupying the same space in the newspapers; neither having any advantage over the other in position given, and both appearing the same week in the same city. Because of the prominence that is being given to modernization at this time, one mentions building alterations, the other stresses it. One of these advertisements drew a blank as far as traceable results could be shown. The other brought in inquiries from interested parties. Though these advertisements did not appear in the same paper, the media were comparable in circulation and class of reader ... both were first-class newspapers.

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There is one vital difference, however, between letters written to sell building service, and newspaper copy for advertising. In a letter one can say a great deal, even on a small size; in a piece of newspaper copy the message is so concentrated that every word must be essential and hand-picked. The chances of getting even twenty words of newspaper advertising read by the public depends entirely on the character of the message, the set-up, the position on the page, and, of course, the interest the reader has in the product or service advertised. For these reasons the preparation of a newspaper advertisement involves more than merely writing copy.

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IN THIS ARTICLE, Mr. Peel, an advertising executive, lists the essential features of newspaper advertising, as they are of value to the builder. Details about such publicity are discussed under six headings: (1) The message; (2) The medium; (3) The time; (4) The physical appearance; (5) The size; (6) Continuity.

The author has previously (in the May, 1934, issue) taken up the problems of direct mail campaigns under the title "How to Advertise Profitably."—The Editor.
Community of 100 homes in northern Indiana where Paint Test was made. Three leading kinds of paint were tested. Two of the paints failed in two years. Eagle Pure White Lead gave satisfactory service for five years!

5-YEAR PAINT TEST PROVES WHAT PAINT IS LONGEST WEARING, MOST ECONOMICAL!

Mail coupon for complete story.

No contractor needs risk paint failures on the houses he builds. A sensational paint test just completed now proves there is one paint that you can safely specify for all exterior work.

That paint is Eagle Pure White Lead. It out-wore other paints tested in the Indiana community paint test by more than 3 years!

One hundred houses were painted in this impartial test. Two of the paints cracked and peeled in less than 2 years. But the third paint, although its initial cost was approximately the same, did not fail. Houses painted with Eagle Pure White Lead were not repainted until the end of the fifth year!

Eagle Pure White Lead wears down by a gradual, even chalking process. It doesn’t crack or peel. Mail coupon for complete picture story of the Indiana community paint test. You’ll be convinced that Eagle Pure White Lead is the longest-wearing, most economical paint you can use.

MAIL COUPON • The Eagle-Picher Lead Company, Dept. AB5, Cincinnati, Ohio. Please send me a copy of the folder that tells the complete story of the Indiana community paint test.

DEALERS: Quick profits on this new item! • Eagle Self-Fluxing Paste Solder sells itself. This new product is a metal solder—not a glue. Ideal for all metals except aluminum. Handy tube retails at 99c. Also comes in 1 and 5 lb. cans. Write for complete information.

MAIL COUPON • The Eagle-Picher Lead Company, Dept. AB5, Cincinnati, Ohio. Please send me a copy of the folder that tells the complete story of the Indiana community paint test.

Name ____________________________
Address __________________________
City _____________________________ State ___
Dealer’s Name ____________________
struction firms that could use this kind of advertising copy, but very few advertising building contractors are using this "reason-why" type of copy.

(2) The Medium. Having decided what one wants to talk about, and how to express it, the next thing is, where shall we tell our story? This necessitates not only the choice of a newspaper or papers, but the page, and the position on the page where the advertising should appear.

As to the choice of the newspaper medium, it is obvious that the building contractor should select those papers that are read by people who have the financial ability to pay for building service, and while it is true that practically all newspapers include some of this class, there are newspapers, usually with smaller circulation, that have a circulation that includes the higher income classes. A jobbing builder would have a different proposition; he could select the most widely read newspaper circulating among small home owners. But the building contractor who is interested in new buildings, or remodeling and other structural alterations that involve fairly large expenditures, and often requiring architectural service, must choose his media more carefully. The papers that have a circulation among the higher income classes, that are read by executives and principals, are logical media for this type of advertising.

When we come to consider page, position, or section, we are faced with another problem. All metropolitan papers have a Home or Building section or page. This page is read by people interested in buildings, architecture, building service, real estate, and properties for rental. Obviously it should prove a good page for building contractors' advertising.

But there may be occasions when a feature story concerning some new construction or big structural alteration project is being run in some other part of the paper. In such cases the building contractor's advertisement might well be run on the same page, particularly if he was employed to carry through the project.

Another point to consider is the company in which the contractor's advertising will run. This means not only class of advertisers but the physical appearance of contiguous advertisements; whether they have heavy borders, striking illustrations, and what not. A good advertisement, judged from the point of view of typography, make-up, space and border . . . may be almost nullified by its neighbors and so lose its original attention-value as an independent piece of advertising.

Few building contractors are appreciative of the value of advertising agency service; nor do they know what a good advertising service can do for them. But it is just at this point that the trained advertising man can help to secure for the builder's advertising, a place on the page that will give it the greatest chance of being read and noticed. And for this service the advertiser pays only 15 per cent above the cost of the space bought for the advertiser, if he has the advantage of what is known as the "local rate" which is given to local advertisers. If the advertiser pays "national rates" however, the agency service costs him nothing more than the cost of the space, because the publishers allow a 15 per cent commission to the agency, and this covers the cost of his service to the advertiser for preparing the advertisement, writing the copy, and securing position.

Time Element is Important

(3) The time. When the advertisement should be run is another important consideration. If the building contractor uses the Home or Building section, or the Real Estate page, he is limited to the days on which these feature pages are run, of course. But if he uses any other part of the paper, depending on the march of events of local or national importance, and which may have some bearing on new building or remodeling, he should plan to have his advertising run when the thought of the public is specially directed towards home-building or other types of construction. The publication of the Government's home-building loan plan, for example, provided a splendid opportunity to advertise building service. The publicity given to the building Code, was another opportunity to bring home to the people interested in building, the possibility of increasing building costs as a result of the operation of the Code.

(4) The physical appearance of the advertisement. Whether the readers of newspaper advertisements are conscious of it or not, they are influenced by the physical set-up of an advertisement. Here, again, the competent and experienced advertising man can do a great deal to make the builder's advertising more arresting and interesting, by the selection or creation of a good lay-out, the right type, and unusual borders. Even white space round an advertisement may be as valuable as type matter, if it

To Members of Church Building Committees

If your building capacity is over-taxed, the need may be met satisfactorily by remodeling and modernization of all types of buildings in New York and environs. Consult us regarding your building problem. We will gladly furnish estimates of cost and plans for all types of construction. The Blank Construction Company, 30 East 42nd St., New York City. (Address).

American Builder, May 1935.

Modernized Buildings Can Be Profitably Leased

For over thirteen years we have specialized in remodeling and modernization of all types of buildings in New York and environs, to make them more profitable to owners and managers. Consult us regarding your building problem. We will gladly furnish estimates for surveying your building.

(ADDRESS)

Have You a "White Elephant" on Your Hands?

Property that does not yield a profit to its owners is a burden. Remodeling or modernization will increase opportunities to obtain profitable rentals. We will gladly furnish estimates to owners of buildings in New York and environs, after surveying buildings.

(ADDRESS)
The Barrett Monthly Payment Plan opens the door to Better Roofing Sales

In your community there are scores of homes which need new roofs. You can help yourself to sales by calling on the owners. The story of Barrett quality and the Barrett Monthly Payment Plan is bound to interest them.

The Barrett Company provides what the aggressive roofing dealer or applicator needs to build up a sound and profitable business—

1. Finest quality asphalt shingles, roll roofings and roof repair materials, backed by a manufacturer with 81 years of successful roofing experience.

2. A simple, easy-working, practical monthly payment plan which enables applicators to sell roofs on terms as convenient as offered to buyers of automobiles, radios, refrigerators, etc.

If you are not familiar with the terms of the Barrett Monthly Payment Plan, we will send a representative to see you. The Barrett Monthly Payment Plan enables building owners to purchase Barrett Roofs without down payment and with as long as three years in which to pay. The applicator is paid with cash in full when the job is finished.

Take advantage of this Barrett Monthly Payment Plan to build your business. It's simple, safe, profitable. All we ask is assurance of good workmanship. Phone, wire or write our nearest office today.

THE BARRETT COMPANY, 40 RECTOR STREET, NEW YORK, N. Y.

2800 So. Sacramento Avenue, Chicago, Illinois • Birmingham, Alabama
Does the Builder Get Business by Advertising?

(Continued from page 60)

brings out the advertisement on the page.

(5) The size of the advertisement. Bigness is not always an indication of attention-getting value for an advertisement. Few builders could afford to take a full-page or even a half-page to tell his story. The advertisements shown here (3 & 4, Page 60) are two-inches on one column. They were used in metropolitan papers and cost in the neighborhood of $10 each. Small advertisements...yes!...but they produced results, interpreted in inquiries from interested parties.

(6) Newspaper advertising continuity. How long should the building contractor run his advertising in the newspapers? This, perhaps, is the most difficult question to answer, and it is not easy to convince a building contractor that a one-time advertisement is almost worthless. The chief value of advertising in any form is constant reiteration of the advertising message. Resistance is broken down only by multiple impressions...this is as true of the human mind as it is of breaking stones.

The general building contractor, or the specialized building contractor, who has the courage and the determination to run his newspaper advertising week after week, changing the message to meet new conditions as they arise, and introducing new appeals to cover the widest range of prospects for building service, sooner or later will discover that his advertising is being seen...and read. His name will become more widely known; his work will be better publicized; and the realization of the fact that he is a permanent factor in the industrial life of his town or locality will eventually bring him more business.

Many contractors claim that they can do more by personal calls on architects and other prospects for building service than by advertising by mail or in the newspapers. For the sake of argument we will admit this; but is it not an indisputable fact, that...like insurance agents...the problem is to know where are the prospects? Advertising spots the prospects; it opens avenues for approach to people who are interested in new construction or building alterations. And it gives the advertising building contractor an opportunity to get his name before the public, and explain his service to large groups of people he could not possibly call on, even if he had the time and the selling organization to make the attempt.

For building contractors with sufficient funds to appropriate for advertising purposes, and who are doing the kind of work which can be presented effectively in pictures, the illustrated advertisement in which a picture of completed construction, or some interesting remodeling job, is shown, can be very compelling. The great majority of people are interested in new construction in their town or city. A well set-up advertisement showing the completed or remodeled building, such as is commonly shown on the real estate pages of metropolitan papers, but featuring strongly the name of the contractor, is good advertising for the builder. Usually the name of the architect is made prominent in write-ups of new buildings; the name of the contractor is nearly always subordinated; and very rarely does the write-up or advertising stress the service rendered by the builder.
Up-to-Date Building Books

Types of Houses

A Century of Progress Homes and Furnishings
Edited by Dorothy Raley
Outside and inside views with descriptions of modern homes in the housing exhibit at the Century of Progress Exposition. Shows the Armco-Ferro-Mayflower House and Guest House; the Brick House; Crystal House; Cyprus Log Cabin; Florida Tropical House; General Houses' Steel House; "The House of Tomorrow"; Lumber House; Masonite House; Steel-Irwin Town House and Garden Home; Universal House's Country Home; Weiboldt-Rostone House.
1934. 127 pages, illus., 8 x 11 inches, bound in permanex, $2.50.

The Colonial and Federal House
By Rexford Newcomb
The Dean of the College of Fine and Applied Arts of the University of Illinois describes America's most important architectural type of house. Features of good Colonial homes are described and detailed plans of 100 antique and modern houses are shown. The author tells how to build an authentic Colonial house.
1933. 174 pages, 100 illus., 7 x 9½ inches, cloth, $3.50.

Houses of Stone
By Frasier Forman Peters
The author is a practical builder and in this book he describes with pictures some of the 100 stone and concrete houses which he built in Oak Hill Village, Newton Center, Massachusetts. Following a discussion of the stone masonry house the author explains their planning and gives "Technical Details of Flagg Masonry Construction.”
1933. 163 pages, 43 illus., 8 x 11 inches, cloth, $2.50.

Plan Books

The House to Live In
Views of 40 houses with floor plans and brief descriptions of each. Includes wood, stucco and brick veneer in English and Colonial design. Each house has been designed for a particular need or climate by an experienced architect. Plans are available at small extra cost.
1932. 22 pages, illus., 8½ x 11 inches, paper, $1.00.

Face Brick Homes
Sketches of small houses with floor plans and brief descriptions of the building, construction details and lot size. Plans are available.
1931. 32 pages, illus., 8½ x 11 inches, paper, $.65.

By Duncan Hunter
Plates showing homes of various sizes and types designed in modern style and giving wide variety in treatment of details and materials. The plan layouts are suited to conditions of modern living. Complete working drawings for 25 of these buildings can be supplied.
1930. 25 plates, 6¼ x 8¾, paper folder, $.60.

Bungalows
By Harry Marchak
Sketches, floor plans and brief descriptions of 16 bungalows of modern style and of Eastern design. These houses are practical and can be built at low cost. Plans and specifications are available.
1932. 20 pages, illus., 9 x 7 inches, paper, $.35.

Camps in the Woods
By Augustus D. Shepard
Photographs, sketches and floor plans explaining the designing of camps which serve as summer homes. These are in the higher cost class, built for permanent occupancy and provided with every modern convenience.
1931. 104 pages, illus., 9½ x 12½ inches, cloth, $6.00.

Summer Cottages, Log Cabins and Garages
By J. W. Lindstrom
Plans and photographs of exteriors, including 10 in color. This is a good selection of Minnesota types. Blueprints are available.
1931. 64 pages, illus., 7½ x 11½ inches, paper, $1.00.

Log Camps and Cabins
By W. A. Bruette
Explains the construction of log cabins in the woods where luxurious equipment is not possible. It shows how to build simple fishing, hunting and week-end camps out of materials at hand. Illustrations and plans were drawn by prominent architects and include details.
1934. 96 pages, 88 illus., 8 x 5½ inches, cloth, $1.50.

FREE—Book Guide
A copy of the "Building Age Book Guide," brought up-to-date with a mimeographed supplement, is free upon request. All of the books described, including those listed on this page, are sold on a "money back if not satisfied" guarantee.

Book Service Department
AMERICAN BUILDER and BUILDING AGE
30 Church Street
New York, N. Y.
Where Can You Get Facts on Termites?

The comparatively sudden popular recognition of the problem of termite control results in some confusion as to sources of authentic information. Government bureaus and technical associations have made comprehensive reports of research on this subject. These reports are available to those interested. Write us for copies if you are not familiar with this material.

Authorities unanimously agree on the effectiveness of two preservatives, creosote and zinc chloride. These have been used for a sufficient period of time to have long passed the experimental stage. Their approval rests on the only sound basis—many years of service in termite-infested regions with highly satisfactory results.

In view of the facts mentioned above, and the results of years of experience, The American Creosoting Company uses only these two proven preservatives in American Creosoted Pressure Treated Timber.

Code Authority Answers Charges

(Continued from page 33)

The National Association of Real Estate Boards asserts that the Code Authority of the Construction Code is not representative. The reason they express is that the business of land development and home building is not represented. Your attention is invited to the fact that a member of that group serves as a member of a divisional code authority of the Construction Code. Further, under the provisions of the Construction Code if this group qualifies with sufficient representation to become a Chapter of the Code, a representative is automatically seated on the Construction Code Authority and becomes a member with full privileges. As set forth above, at least 75 per cent of the homes built in this country are constructed by contractors who are members of the construction industry as codified. The National Association of Real Estate Boards represents less than 25 per cent of home building of the country but as such attempts to dominate the field of home construction.

It is alleged that the Construction Code is impractical because it cannot be administered. The Construction Industry Code represents the integration of the industry and is a charter of fair trade practice and regulations for the government of the industry in its entirety. It consists of the basic Code, known as Chapter I, which covers general rules and regulations for the government of the industry and the rules governing the relations between employers and employees. In addition to this basic code, each division of the industry has a separate chapter which includes rules necessary to the particular problems of its branch. Progress in administering this Code has been more successful than has been contemplated in the integration and coordination of so great an industry.

With respect to the allegation that the Construction Code is averse to public interest because the effects of the Home Loan Bank, the Home Owners Loan Corporation and the Nation Housing Act have been nullified by price increases thus placing home ownership out of range of the average citizen, your attention is respectfully directed to the fact that the Construction Code does not embrace materials, therefore, any price increase with respect to materials must be chargeable to some factor other than the Construction Code. May we again repeat that the Construction Code has increased cost only by the establishment of a forty-hour week and a forty cents an hour minimum wage. It is respectfully presented that this increase is infinitesimal when compared with the average cost that the prospective home buyer is called upon to pay in the purchase of a home from a speculative builder governed by no code, particularly with reference to the original cost of the land and the price at which it is included in the final sale. Likewise, in the actual building of the structure the opportunity of using the cheapest material and workmanship that it is possible to secure exists, and lastly, the finance charges including a possible resale of existing mortgages at a discount which is all part of the price the buyer pays for the home.

In conclusion, this attack upon the Construction Code can only be construed as an attempt by a minority group to exclude itself from all rules and regulations of the National Recovery Administration so that it may proceed without interference with the above outlined practices, to the detriment of the consumer.

Respectfully submitted,

"Stephen F. Voorhees, Chairman Construction Code Authority, Incorporated."
An average service of 30 years has been established by test for Samson Spot Cord. More than forty years of actual use substantiates these tests.

Samson Spot Cord is specified by architects because such specification is definite and positive—Spot Cord is made in one grade only and is identified by the trade mark, the colored spots. Substitution is easily detected and is unnecessary because Samson Spot Cord is available to contractors and builders through Hardware and Supply dealers in every section of the United States.

SAMSON CORDAGE WORKS
89 Broad St. Boston, Mass.

Here are two valuable painting and decorating helps now available to contractors. They are the Lowe Brothers Pictorial Color Chart and the Lowe Brothers Specification Book.

The Pictorial Color Chart eliminates all guessing about color schemes for interiors and exteriors. It contains large, full color illustrations of various types of houses and every kind of room—all painted with actual paint. And the dealer who handles Lowe Brothers products in your community will be glad to have you use one of these charts, at any time, without cost or obligation.

The Specification Book will save time for you in preparing bids. It will assure a complete understanding by all parties concerned regarding what work is to be done and how it is to be done. This aid to contractors can also be obtained from your local Lowe Brothers dealer—free.

When bidding in competition with contractors who specify “cheap” paint be sure that the prospective purchaser understands the reason for the difference in price between “cheap” paint and high quality paint. Analysis shows that some “cheap” paints contain as much as 63% water and other evaporating liquids. In contrast, Lowe Brothers High Standard Paint contains 90% film-forming solids. Thus, it covers more surface, lasts longer, costs much less in the end.

It will pay you to become acquainted with the many ways in which the Lowe Brothers dealer can help you. See him today. The Lowe Brothers Company, Dayton, Ohio.

Lowe Brothers
PAINTS • VARNISHES
QUALITY UNSURPASSED SINCE 1869
That was the situation in Lynn, Mass., before these apartments were remodeled. Outmoded bathrooms helped keep customers away!

\[\text{BEFORE - AFTER}\]

... was the result of remodeling. Bathrooms were brought up-to-date with the help of Armstrong's Linoleum.

\[\text{... and NEW FLOORS helped to do it}\]

THE Magrane Realty Trust Company of Lynn remodeled about two hundred apartments with the result that rents have practically doubled, and there is a long waiting list. Before remodeling, many of the apartments stood vacant.

In remodeling, the Magrane Company paid particular attention to floors. Armstrong's Heavy Marbelle Linoleum has been used in bathrooms, kitchens, stairs, and halls. These colorful long-lived floors are quickly paying for themselves because of the way they are attracting more tenants at higher rent figures.

The same procedure used by Magrane will help any owner to sell or rent homes or apartments. Install floors of Armstrong's Linoleum and its reasonable first cost will be quickly repaid by the results obtained. Write today for full information, Armstrong Cork Products Co., Floor Division, 1218 State Street, Lancaster, Pa.

**Armstrong's LINOLEUM FLOORS**

**NEWS OF THE MONTH**

**Building Activities**

**Moffett on Leave of Absence**

FEDERAL HOUSING Administrator James A. Moffett is to make a ninety-day trip around the world as a semi-official observer of foreign trade conditions for the United States government, according to recent word from the White House.

Mr. Moffett, whose resignation had been reported as imminent for some time, was asked to take a leave of absence instead of resigning, and it was also stated that the Moffett organization would remain as is, with Stewart McDonald, one of Moffett's chief aids, as acting administrator.

Mr. McDonald was formerly a midwest manufacturer of automobiles, farm implements, electrical apparatus, and allied industries; one time police commissioner of the City of St. Louis; and identified with financial affairs as director of banks and trust companies.

Mr. Moffett, a former official of the Standard Oil company of New Jersey, has been intensely interested for some time in foreign trade of the United States, revival of which would go a long way toward helping restore prosperity.

**12-Year Repair Loans Promised**

FORTHCOMING revision of the regulations under Title I (modernization and repair loans) of the Housing Act applicable to savings, building and loan associations, agreed upon by Federal Housing authorities will make it possible to insure long-term loans of the associations up to 12 years instead of the present 5 year maximum.

As to the effect of such change, Morton Bodfish, executive vice-president of the United States Building and Loan League, stated, "... . In four months beginning with September, our institutions placed $38,500,000 in remodeling loans, and December was the highest of the four months. This total compares with $32,700,000 insured by the Federal Housing Administration, for other types of modernization lenders. With the liberalization of some of the rules and regulations under Title I, there will be more substantial use of the insurance feature by the associations and therefore a greater stimulus to their stepping up modernization activities."

**Briggs Extends Plumbing Ware**

ANNOUNCEMENT that the Briggs Manufacturing Company will become a major producer of plumbing ware and fixtures has been made by W. P. Brown, general manager of the company. Revolutionary new methods and processes of mass production, which will make possible new designing and styling of bathtubs, wash stands, sinks and other fixtures, will be applied to the manufacture of the new line. Brown declared that the development will make Detroit one of the largest plumbing manufacturing centers in the world.

John A. Callahan, for more than three years actively identified with the Briggs Manufacturing Company, Detroit, has been appointed to take complete charge of all operations of the company's new plumbing division, it was announced. Mr. Callahan has directed the company's developmental work in plumbing for more than two years and has had a wide training in both the manufacturing and selling field.

Further word comes that the company's Hamtramck plant, which has been remodeled and equipped for the production of plumbing ware, definitely is scheduled to begin operations the latter part of April.
This machine and process completely solves the problem of permanently renovizing masonry buildings, walls, etc. It fuses a waterproof plastic mixture on any masonry surface. It fills all cracks and checks and can be applied in any thickness desired and in 30 colors and shades. Fully proven by over six years actual use under all conditions and in practically every climate.

Big Money in Renovizing

WITH THIS MACHINE

Buildings everywhere need this permanent resurfacing process. With Colorcrete machine and process, you can offer this surface at amazingly low cost. Many operators report costs of 8¢ to 10¢ per sq. yd. and sell at 20¢ to 35¢ per sq. yd. Machine capacity 40 sq. yds. per hour. Some have paid for their equipment from first job. Spraying machine furnished on 10 days free trial and easy payments. Prepare now to cash in on the big government modernization financing campaign opening up much greater possibilities for you. Write today for Bulletin C-4.

COLORCRETE INDUSTRIES, Inc.
500 Ottawa Ave., Holland, Mich.

Interior decoration with Fibre Board made Easy..Economical..Profitable with

Stanley Fibre Board Cutter No. 193

Cutting off or slitting with the Fibre Board Cutter is easy and fast with the edges left remarkably smooth. Recommended and used by fibre board manufacturers for beveling, grooving and mitering. Excellent for making bevel edge batten, ship lap joints and circles. See this remarkable tool at your hard ware dealer’s or write for Folder P-47 which gives full description.

STANLEY TOOLS
New Britain, Conn.

A COMPANION ITEM TO THE FAMOUS STANLEY BAILEY PLANE
Five million homes are going to be built . . . twenty million homes are ready for modernization. That's the ready market. GAR WOOD Industries offers builders a better way to build homes . . . and an easier way to sell them. Home equipment in the basement is today's sales clincher. GAR WOOD Automatic Oil Heating and Air Conditioning Systems are lowest in operating costs according to owners, who say GAR WOOD Heat costs less than coal. Write or wire us today for free literature and "Heating Data" about GAR WOOD Heating and Air Conditioning Systems.

Low Cost Housing Job Started

FEDERAL Housing Administrator James A. Moffett donned overalls, climbed into the operator's seat of a big steam shovel and started construction on the first low cost housing project insured under Section 207 of the National Housing Act to get under way. The ceremony was held on the site of Colonial Village, Inc., near Clarendon, Va.

Arrangements to start actual construction were made immediately after Mr. Moffett had signed the final papers for insuring the $875,000 mortgage on the property, taken by the New York Life Insurance Company. Total cost of the entire project is estimated at $1,128,600.

Approved plans call for the erection on the 11½ acre site, six groups of two-story brick Colonial apartment dwellings, 45 buildings in all, containing 276 units of three to five rooms each. There will be playrooms and laundries in the community basements, and playgrounds, gardens and 76 garages located in the center of the plan. Rentals will range from $37.50 to $62.50 a month. Harvey H. Warwick is the architect.

$8,000,000 Housing Project

ANNOUNCEMENT has been made regarding formal approval of the insurance of a mortgage loan of $5,500,000 on an $8,000,000 project in Brooklyn. Joseph P. Day, prominent realtor, is sponsoring the corporation to which approval has been given. Similarly connected with the enterprise is Andrew J. Eken, of Starrett Brothers and Eken, builders. The New York Life Insurance Company has accepted the loan.

The project is named the Brooklyn Beach Garden Apartments, Inc. and will consist of a group of eight, fire-proof apartment buildings, each six stories high to be built on thirteen acres of ground. There will later be thirty-eight additional acres of made ground along the water front. The property has approximately 2000 feet of frontage overlooking lower New York Bay, and the same amount on Cropsey Avenue. Shreve, Lamb and Harmon are the architects.

It is estimated that the construction will employ 2500 workmen as soon as actual operations are started, and 7500 more will be required in the production of materials.

Glass Factory Reopens

OPERATIONS at the window glass factory of the Pittsburgh Plate Glass Co., Mt. Vernon, Ohio, are being resumed, this company has announced. The factory has been closed since December, 1931. The starting of the plant puts 400 men to work and it relieves local unemployment to a great extent.

The Pittsburgh Plate Glass Company, in conjunction with the Westinghouse Manufacturing Company, is producing five visomatic films on the subject of store modernization, both from the structural and the illuminating standpoints. These films should be of interest to groups of business men who have any interest in property because it will deal not only on the theory of modernization but will show many actual examples of what has been done. These films will be made available through the many branch offices of the Pittsburgh Plate Glass Company, and the Westinghouse Company. Trade organizations or business groups can arrange to make use of this material both to stimulate interest in this phase of modernizing, and to provide technical information to the trade groups.

FHA School Contest

A NATIONAL Better Housing Educational Contest open to all high schools in the country was launched April 1st, it has been announced by the Federal Housing Administration. Its purpose is to focus the attention of the youth of America on the Better Housing Program and its influence on home life. The contest will be based on an essay written in speech form not to exceed six minutes to deliver orally.
American Builder, May 1935.

Tom Belk tells how DUNBRIK made money for him—A good investment for his associates—A going industry for his town—Cut building costs for his community and built a business for himself. Read his letter—Then send for "4 Keys to Success" and learn how DUNBRIK can do as much for you in your territory.

W. E. DUNN MFG. CO., 450 W. 24th ST., HOLLAND, MICH.

The "SEAL-TITE" Feature GETS THE BUSINESS!

Most important improvement in the history of overhead doors. A simple gravity operated cam (Fig. B) instantly frees the lower section of the door in opening, and just as effectively seals the door draft-tight on closing. This valuable feature—the patented Seal-Tite Molding—eliminates 90% of the usual amount of friction and is found only on—

RO-WAY OVERHEAD DOORS

Other reasons why you have a better chance to land orders with Ro-Way Doors, are, first—they are priced right, and second—Ro-Way installations are simpler in new building and require fewer alterations in old buildings. They leave you more net profit on every job.

16 Different Types for Commercial and Residential Use with headroom requirements of 8' ½ to 21 inches. All standard sizes, as well as special sizes and heavy duty doors with special heavy tracking are available. Ask especially about the Ro-Way low priced doors for residence garages and the Ro-Way specially designed torsion spring high lift doors for use in public service stations.

Write for Complete Catalog Folder ROWE MANUFACTURING CO.

719 Holton St.
Galesburg, Ill., U.S.A.
NEW MODEL "A"
PLANING MILL SPECIAL
8 MACHINES IN ONE
ALL BALL BEARING

$685 without motor

Largest working surface of any combination machine on the market. 8 full-sized machines in one, each independently operated. All bearings high-grade ball bearings.

Includes cast-iron double table rip and cross-cut saw, 22" band saw, swing cut-off saw, 12" jointer, tenoner, upright hollow chisel mortiser and borer, reversible spindle shaper, and 18" sanding disc.

Send for descriptive circular

THE PARKS WOODWORKING MACHINE CO.
Dept. BL-5, 1524 Knowlton St., Cincinnati, O.

Faster
Scaffolding

Ever figure how long it takes—what it costs to erect and tear down scaffolding. Its cost will surprise you. That is why thousands of builders are using Reliable Scaffolding Brackets. They're stronger and cheaper to use than costly wooden scaffolding. You can erect and remove them faster. Use them on wood or stucco. Let us prove their value. Send for free catalog; then ask us to ship first pair C.O.D. for your inspection and trial. You'll never do without them again.

Reliable Jack Company, 1401 West Second St., Dayton, Ohio

FHA News Flashes

ACCELERATED by the FHA Better Housing Program building activity, including modernizing, repairs and new construction, is proceeding at an encouraging pace throughout the country.

On April 19, pledges for modernization and repair jobs obtained by the canvasses being conducted in numerous communities had reached $351,274,822. This is an increase of $6,614,960 for the week. The total funds that had been advanced under the Modernization Credit Plan on the same date amounted to $56,507,871, an increase of $2,538,806 for the week. Individual credit advances by April 19 numbered 134,794, an increase of 6,313 over the previous week's figure.

Insurance contracts issued to lending institutions totaled 13,501 on April 19. This represents an increase of 54 for the week. There were 7,119 community campaigns organized or being organized on that date, which is an increase of 111 over the preceding week's total.

In each of the 48 states in the country rural advisory committees have been formed. These committees are co-operating with the farm representatives and the state offices of the Federal Housing Administration in promoting the better farm homes program.

A comparison of building permits issued in the five boroughs of New York shows that repairs amounted to $3,664,027 in March, 1935, as compared with $2,344,357 in March, 1934. New residential construction shows a startling gain, with $1,423,300 in March, 1935, as compared with $371,250 for the same month last year.

C. G. Johnson, Door Executive, Dies

G. JOHNSON, president of Overhead Door Corporation, Hartford City, Ind., died on March 22. Mr. Johnson was the creator of the upward-acting garage door and pioneered in its development. He was well known in the field, having spent much time in Washington doing work on the Code of Fair Practice for the garage door industry. Mr. Johnson was 45 years of age.

New Crane Co. Officers

Mr. C. B. Nolte has been elected president of Crane Co. to succeed J. B. Berryman who became chairman of the Board.

Mr. Berryman has been connected with the Crane organization since 1892, and has been its president since 1931. Since receiving his Bachelor of Science degree in Mechanical Engineering at the University of Illinois in 1909, Mr. Nolte has been with the Robert W. Hunt Company, consulting, testing and inspecting engineers. Successively he became division manager, manager, vice-president and general manager, until in 1930, he was appointed president and general manager of the Hunt Co. This position he held until he was elected to his new office with Crane. He is a member of the American Society of Civil Engineers, American Society of Mechanical Engineers, American Society for Testing Materials, American Railway Engineering Association, Western Society of Engineers, and Pacific Railway Club.
SALES INSURANCE
FOR THE HOMES
YOU BUILD

HEATING and HOT
WATER with Gas

IDEAL GAS-FIRED BOILERS
AGP AUTOMATIC HOT WATER

YOUR prospects know the advantages of clean
gas heat and automatic hot water. Your homes
will sell more quickly when you point out these two aids
to home comfort. And point out the AGP emblem—
for that means cleanliness, efficiency and economical
operation. Write today for literature showing the
types and sizes of Ideal Gas Boilers and AGP Auto-
matic Storage Water Heaters for every type of home.

AMERICAN GAS PRODUCTS CORPORATION
DIVISION OF AMERICAN RADIATOR COMPANY
40 WEST 50th STREET, NEW YORK, N.Y.

PEERLESS

DOME DAMPERS

When modernizing or building a new home, in-
clude a fireplace in your plans. Be sure of per-
fect operation by installing the Peerless Dome
Dampers. Built of heavy stove plate cast iron
they will last a lifetime. Three models to choose
from. Rotary control—Fleer control—Chain con-
trol. All standard sizes.

WRITE TODAY FOR PRICES AND DESCRIPTIVE
LITERATURE.

PEERLESS MANUFACTURING CORP.
1400 W. Ormsby Ave.

IRON RAILING

of every description
FOR INTERIOR AND
EXTERIOR USE

Also
Iron Fence, Gates, Iron
and Wire window
guards, Chain Link
Wire Fence, etc.

Send measurements
showing your require-
ments and we will for-
ward illustrations suit-
able for your enclosure.

CINCINNATI IRON FENCE CO. INC.
3008 Spring Grove Ave.

CINCINNATI
OHIO

Most built-in features of a home can be
discarded and replaced—like a modern
Hollywood husband—if you tire of them
or find they don’t do all you expected.
But building paper is like an old-fashioned
spouse. It cannot be renewed without
practically rebuilding the home. Obvi-
ously, then, the choice of building paper
deserves careful consideration—before it
is too late to change.

When you wrap a house in Sisalkraft
you get effective and lasting protection
because: (1) it is so well reenforced that
it can stand abuse or careless handling in
application without ripping or puncturing,
and (2) its double asphalt membrane is
covered to prevent drying out and crack-
ing during the life of the house. Sisalkraft
is unique in its combination of these qual-
ities.

Let us send you typical specifications
covering the applications of Sisalkraft as
used by leading architects.

THE SISALKRAFT CO.
295 W. Wacker Drive, Chicago, Ill.

SISALKRAFT
REG. U. S. PAT. OFFICE
EDWARDS metal
Spanish TILE

Combine Beauty with Economy

A ROOF of Edwards Metal Spanish Tile gives elegance and distinction to any building. Its graceful curves cast heavy shadow lines from ridge to gutters creating a “massive” effect usually possible only at great cost. Yet these tiles are really lighter in weight than wood shingles, requiring no special roof construction. Easily and inexpensively installed with all joints interlocking. They can’t rot, curl, buckle or blow loose. Protect from fire and lightning.

Write for Metal Tile Catalog No. 72 and send your roof plans for estimate.

THE EDWARDS MANUFACTURING CO.
542-562 Eggleston Ave. Cincinnati, Ohio
Manufacturers of Metal Roofings, Siding, Ceilings and Sheet Metal Building Materials

ATTENTION CARPENTERS!

Increase your profits by selling and installing TILE-TEX Resilient Floor Tile.

TILE-TEX is a high quality floor covering made in many colors and sizes, suitable for use in homes, public buildings, stores, etc. The only type of resilient floor guaranteed to give satisfaction in basements. Easily installed, no special training required.

Write today for our free illustrated catalogue, installation manual, and details of Contractor’s franchise.

THE TILE-TEX COMPANY
1223 McKinley Avenue Chicago Heights, Illinois

This Improved

FIREPLACE

Circulates Heat
Will Not Smoke
Cuts Heating Costs
Easier to Build
Assures Satisfaction

Write today for complete information — facts that will prove valuable to you on every new or remodeling job that includes a new fireplace.

Heatilator Co., 915 E. Brighton Ave., Syracuse, N. Y.

Heatilator Fireplace

NEW PRODUCTS

FOR FURTHER INFORMATION about any new product write the American Builder Information Exchange, 105 West Adams Street, Chicago, Ill.

New Garage Door Hardware

A NEW garage door hardware set, known as Tip-Top Door Hardware, which contains the necessary equipment for converting standard garage doors, of the swinging, folding and sliding type, into a one-piece, upward-acting door, has just been announced by The Kinneal Manufacturing Co., Columbus, Ohio. Features of the set are: counterbalance is obtained by interchangeable compensating weights placed on the jambs at each side of the door; vertical sealing movement forces the door against weatherstrips (supplied with set) which is said to make the door weather-tight; a cylinder type lock secures the door at 5 points.

New Asbestos Siding

THE RUBEROID CO. of New York City has announced a new Eternit Timbertex, thatched siding made of asbestos-cement. A wood-textured surface and irregular butt line simulate an effect of weathered cypress “thatched” shingles. Details of the product are given as, size: 12 x 24 inches, requiring 60 shingles per square to be laid over strip asphalt roofing (illustrated to left) with bronze casing nails for face nailing. Weight, approximately 200 pounds per square. Colors: silver gray and silver green.

Cabinet Type Gas Boilers

THE FIRST SHOWING of the new 1935 models of “Empire” gas fired boilers was held April 12 in the Peoples Gas Building, Chicago. American Gas Products Corp., a division of American Radiator Co., New York, is the manufacturer of this line which is comprised of 18 sizes for small or large homes. The cabinets have no exposed mechanisms; all pipe connections and flue openings are placed in the rear to attach to concealed connections.

Heatilator Co., 915 E. Brighton Ave., Syracuse, N. Y.
**KWIK-MIX MIXERS**


3½-S Trailer — Roller Bearing — Spring Mounting.

**NEW LOW PRICE**

Write for information and new low prices on Kwik-Mix Trailer Mixers

Plaster and Mortar Mixers

Trailer and 4 Wheel Type.

Write for Catalog AB

KWIK-MIX CONCRETE MIXER CO.
PORT WASHINGTON . . . WISCONSIN

**SpeedWay Electric SAWS**

Cuts Wood, Tile, Marble Cement, Slate ... with ease.

For Stamina and Speed, for all-around usefulness take the SpeedWay 185. It has the power (1 1/5 h.p.) and speed (4,600 r.p.m.) to handle any job, still weighs only 25 lbs. Ball bearing thrust. Guaranteed spiral-bevel gears. Grease twice a year. Rippling guide. Accurate bevel adjustment. 5 other types.

More Tool for the Money

SpeedWay Manufacturing Co.,
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MACHINES CUT WOOD—METAL—STONE

Machines for Single Purpose Operations or Variety Uses up to 29 Distinct Operations Sizes from 3/4 to 15 H.P.

Write for full information

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**In your remodeling work WALL-TEX DECORATION offers you opportunity for EXTRA PROFITS . . .**

This man can make you money

Increasing numbers of contractors are including Wall-Tex in their bids for remodeling or additions. Extra profit is only one of the five reasons why it will pay you to recommend this decorative wall canvas.

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More than 185 patterns for every room—every decorative scheme.

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Dept. AB-55, Columbus, Ohio

Please send me Wall-Tex file folder 28-C-1, including Wall-Tex samples.

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decorative wall canvas
In old homes or new, whether for renting or selling, "PERFECTION" BRAND Oak Floors give service and satisfaction. The greatest value for the money. Take advantage of the new Housing Administration Act and sell good Oak Floors on your modernizing jobs. "PERFECTION" BRAND Oak Flooring as furnished by your local dealer is carefully manufactured from selected timber, scientifically seasoned and kiln dried, evenly finished. Ask your dealer today to show you the "PERFECTION" BRAND.

Complete information is yours for the asking. Write us today. Sold only through retail lumber dealers.

ARKANSAS OAK FLOORING CO.
PINE BLUFF
ARKANSAS

NEW AIR-TIGHT WINDOWS

Arkansas Oak Flooring Co.
Pine Bluff, Arkansas

New—simple—low priced Window Frames . . . ideal for farm buildings and the many other structures. Price of $1.25 includes gait, metal casing, metal ventilating wings and metal frames. Easily installed. Take regular wood or VITA-Glass at small additional cost. VITA-Glass—vital glass, a substitute, augments a continuous flow of health-bringing Ultra Violet Rays to poultry and livestock. Write for prices.

CLAY EQUIPMENT CORPORATION Dept. A-8
Cedar Falls, Ia.

BEVIL-DEVIL
for Beveling, Slicing and Grooving all Insulation Boards

Bevil-Devil helps you develop new and artistic effects with insulation board. Cuts a clean smooth edge. Special attachments for cutting circles from 4" to 48" in diameter also available. Decorative designs FREE on request.

KIMBALL MANUFACTURING CO., INC.
1714 Roseland, Royal Oak, Mich.

New Products Department

(Continued from page 72)

Larger Boiler-Burner

Due to popular demand, a larger size of the Gar-Wood Model R Boiler-burner units is now being built, with a capacity of 750 square feet of net steam radiation, by the Gar Wood Industries, Inc., Detroit, Mich. The original unit has been redesigned and its capacity increased from 450 to 475 square feet of net steam radiation.


Basement Window

A COMPLETE basement window unit including frame, sash, screen and hardware, ready for use with sash and screen fitted and hardware applied, is now being manufactured by the Andersen Frame Corporation of Bayport, Minn.

The frame is manufactured of clear pine and completely primed with aluminum paint before assembly. The design of the frame makes it suitable for any wall. Mortar clinch grooves anchor the frame and eliminate leaking of water, dust and air around the frame. The frame is set up and all hardware is applied at the factory.

The screen is factory fitted, 16 mesh aluminum screen cloth. Stiles and rails are completely primed with aluminum paint before assembly. The screen is installed in frame at factory.

Boiler-burner unit with increased capacity

Complete basement window unit
**American Builder, May 1935.**

**Over-the-Top Door Equipment**

**CAN REPLACEMENT BE MADE SO INEXPENSIVELY...EASILY**

- This radically different device transforms hard-to-operate doors into modern, overhead operating doors—in a few hours and for a few dollars. "Over-the-Top" Door Equipment is just the thing for remodeling jobs released under the National Housing Act. With the old doors fitted into the opening, the hardware is quickly bolted in place. Low ceilings are no problem—"Over-the-Top" Door Equipment requires only 8 4/4" above the standard opening. There is a size for every opening. Write for complete information.

**FRANTZ MANUFACTURING CO.** Sterling, Ill.

**Better Accommodations**

**Keystone Copper Steel Sheets**

Excel in the Building Field

Use sheets of recognized reputation and value. For roofing, siding, gutters, spouting, air conditioning systems, and general sheet metal work—Keystone Copper Steel gives maximum rust resistance. Insist upon AMERICAN Black Sheets, Keystone Rust Resisting Copper Steel Sheets, Apollo Best Bloom Galvanized Sheets, Galvannealed Sheets, Heavy-Coated Galvanized Sheets, Formed Roofing and Siding Products, Terne Plates, etc. Write for information.

**AMERICAN SHEET AND TIN PLATE COMPANY**

Pittsburgh, Pa.

**2-Switch Combination No. TL-11 controls bracket lights and overhead.**

Duplex Convenience Outlet No. 1913 provides for plugging-in bed light and appliance such as electric heating pad. (Other Outlets should provide for electric cleaner and dresser conveniences such as curling irons, table lamps, etc.). Pilot Light and Switch Combination No. TL-61 controls light in closet and signals red when light is left ON. Radio Outlet No. 2145 provides aerial, ground and power connections for radio set. Fan Hanger Outlet No. 7750 provides mechanical support and electrical connection for wall fan...

Mail the Coupon below for illustrated data-sheets on any or all of the above numbers indicated for the modern bedroom.

**THE ARROW-HART & HEGEMAN ELECTRIC CO.**

HARTFORD, CONNECTICUT, U.S.A.

**COUPON:** To Arrow-Hart & Hegeman Electric Co., Hartford, Conn.

SEND ME illustrated data-sheets on the following numbers:

Name and address

My Electrical Contractor is
LETTERS from readers on all subjects

Facts, opinions and advice welcomed here

We Are NOT in the Stock Plan Business

Washington, D.C.

To the Editor:

We are constantly receiving requests from retail lumber merchants asking that they be directed to sources where good plans for small homes may be obtained.

If you are in a position to furnish plans to home owners and dealers, we wonder if you could give us full information on your service so that we may accurately report to our inquirers.

NATIONAL LUMBER MANUFACTURERS ASSOCIATION,

By C. R. French.

Answer: Replying to your letter, although the AMERICAN Builder illustrates a great many well designed homes, we are not in the architectural or stock plan business. The majority of AMERICAN Builder readers are rendering an efficient home planning and architectural service in their local communities, and we prefer not to put ourselves into competition with them in the matter of furnishing stock plans. While we recognize the value of such plans over no plans at all, or rough sketches drafted on the side of a board, nevertheless we feel that in the majority of cases the best service to the property owner is through consultation with competent local men.

We have a new book of home designs entitled, "American Builder New Era Home Designs and Modernization Plans." It is a book of 178 pages, size 8½ x 11½, containing 16 chapter title pages in full color and illustrating a large number of home designs by leading architects and builders across the country. A considerable department on farm buildings is also included. The price is $1.00.

The designs in this book, like those published monthly in the AMERICAN Builder, are presented for their suggestive value to architects and builders, to assist in their own planning functions.

—Editor AMERICAN BUILDER.

Eleven More from Canada

Winnipeg, Man., Can.

To the Editor:

I wish to compliment you on the class of material which has appeared in your publication during the past year. In fact, I am so impressed with its value as to desire having it placed in the hands of each of our eleven Departments. To carry this out, I am having the magazine sent to the residence of the Heads of each of the Departments of the Monarch Lumber Company, Ltd., in order that it may be on their reading table where it is available and will be picked up from time to time and studied.

A. K. GODFREY, Pres. & Gen. Mgr.,
The Monarch Lumber Company, Ltd.

Small House Fan

Hazardville, Conn.

To the Editor:

Would say that I am under the impression that there is a real pent-up demand for the small homes and am going to build a couple out of brick this spring. Now when I say small houses, that is just what I mean.

A living room, good size, say 12x18 or better; absolutely no dining room; one and two bedrooms, and a good size kitchen. And last of all there must be a garage as a part of the house as everybody has a car, and they are keen on getting out of the car into the house. Now I think the artists who draw up the plans in all the plan books should wake up and turn out some plans in this small field with a garage.

CLARENCE L. MARTIN.
MADE IN ANY SIZE FOR ANY OPENING FROM A HANGAR TO A PRIVATE GARAGE

PRIVATE GARAGE
PUBLIC GARAGE
WAREHOUSE
FILLING STATION
HANGAR
WOOD DOORS
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OTHER BUILDINGS
ELECTRIC CONTROLS

Please send me literature and full information regarding your product. I am interested in doors for the particular purpose as checked.

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THE "OVERHEAD DOOR"
is perfectly tight, top, bottom and sides, when closed, occupies no valuable space when open; any or all sections may be arranged for glass. An ELECTRIC CONTROL gives complete door operation from any location.

1. INCLINED ROLLED STEEL TRACKS
2. HINGES OF GRADUATED HEIGHTS
3. FLOATING BALL BEARING ROLLERS
4. INDEPENDENT EXTENSION SPRINGS
5. HINGE - ROLLER - TRACK COMBINATION

A National Service Organization assumes the responsibility of all erection and service.

For Old or New Buildings Opening Preparation
The usual door jamb and casing construction, with normal headroom is all that is required.

OVERHEAD DOOR CORPORATION
HARTFORD CITY, INDIANA U.S.A.

Rates:
Small letters 50c per word.
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Minimum twenty words.

Business Opportunities
For Sale and Exchange
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To Insure Insertion Remittance Must Accompany Order

WANTED:—Commission or consignment accounts for good lines of building supplies or specialties already established as jobbers of steel products, Dallas and adjacent territory. Continental Fence & Wire Co., Dallas, Texas.

ROOF FRAMING TABLES
for Steel Square and Protractors
By Ira Griffith

These tables provide in convenient form all the information needed to frame the various members of square and octagonal roofs. This information, given in terms for use with the steel square or protractor, is in part on a card arranged to be read in connection and through a slot in a celluloid container on which additional information is printed. An 8-page booklet of instructions accompanies the Tables. With these Tables you can save time necessary to figure layouts and cuts.

4½ x 5¼ inches, in a leather case, $1.00
Money Back if Not Satisfied

Book Department
American Builder and Building Age
30 Church Street, New York
This remarkable machine cuts costs as quickly and as surely as it cuts wood! Does the work of five ordinary machines—eighteen different everyday jobs—faster and at less cost! Cross-cut saw, rip saw, jointer, shaper and router—five machines in one... at the cost of one. Ball-bearing throughout. Write for full particulars.

AMERICAN SAW MILL MACHINERY CO.
61 Main Street  Hackettstown, N. J.

LETTERS—Continued

Personal, We Favor Porches

To the Editor:
We have received the pamphlet which you mailed us March 7, together with letter enclosed. We note that every house design in the pamphlet shows unprotected entrances. We do not consider this proper architecture, inasmuch as provision has not been properly made for the comfort of the home dweller and his guests. To have the entrance of the home opening directly into the weather with no protection whatever, strikes us as being the height of poor taste.

The opinion we have expressed above is not our own opinion entirely, but is based upon thousands of contacts we have had with home-dwellers and architects.

We do not know who is responsible for the fad of porchless homes, and homes with unprotected entrances that swept the country during the last few years, but we are convinced that the owners of the homes themselves, or the dwellers therein, realize the great discomfort to which they are being subjected by this improper home planning.

WASHINGTON MANUFACTURING COMPANY,
By T. L. Manley, Secretary.

Fun on the Side

To the Editor:
Since writing you a year ago, I have completed another border station on the west side of the Rockies, shot a grizzly bear and had a rug mounting made of the hide, fished considerably for fighting mountain trout; was transferred last summer to the Chicago district office where I served for several months as administrative assistant to the District Engineer; now find myself supervising post office construction in Iowa.

I have read with a good deal of interest your statistical studies and stimulating articles on the home building industry. The AMERICAN BUILDER is a welcome monthly visitor to my office.

J. D. LEVIN,
Construction Engineer, Treasury Dept.

Thank You!

To the Editor:
I have read your magazine for several years. You are certainly doing more than your share to further general construction and help builders.

VICTOR HAUBNER
Contractor and Builder.

Likes the Barn Plans

To the Editor:
I wish to compliment you on the article and plans of a big barn by H. A. Heimbeck, Rock Island, Ill., in the February issue of the AMERICAN BUILDER. Let's have at least one farm building in detail in every issue of the AMERICAN BUILDER hereafter. I am sure that there are many problems that a lot of us would like to have solved in this class of buildings.

As a suggestion, why not detail several types of farm roofs, graineries, corn cribs, machine sheds, farm houses, dairy buildings, etc.

W. C. SPOUSTA,
Industrial Engineer.

To Restore Confidence

To the Editor:
The AMERICAN BUILDER is attempting a very difficult but certainly an essential thing in trying to bring about a restoration of confidence in the present generation of building.

Confidence once lost cannot easily be regained, but it must be done all the way along the line before we see good times again—especially is this so in our industry. And so you have my approval for what you are now doing. The AMERICAN BUILDER is doing its part.

HOWARD CLARK.
Selected List of Manufacturers' Literature
For the Service of Builders, Contractors, Architects and Dealers

THE publications listed on these pages may be obtained without charge either by using the coupon, listing the numbers of the catalogs desired and mailing to AMERICAN BUILDER, 105 West Adams Street, Chicago, or by applying on your business stationery to the manufacturers direct, in which case kindly mention this publication. Either the titles or the numbers may be used in ordering. This list is an editorial feature for convience of our readers.

OF TIMELY INTEREST

PORTLAND CEMENT ASSN., 33 W. Grand Ave., Chicago, Ill.

337—Profits—“It Pays to Own a Fireproof Home—Here’s How It’s Built”; 20 pages, illustrated. A step-by-step description with photos and drawings of the principal details of a concrete home.

338—Designs—“Suggested Designs for Small Fireproof Homes”; 20 pages presenting 8 designs with estimates of concrete materials. Includes outline specifications. Recommends employment of local architect to adapt designs to specific needs.

SKILSAW, INC., 3310 Elston Ave., Chicago, Ill.

339—For Landscape Gardeners—“A Home Owner’s Manual of Hedges”; 29 pages of most interesting material on ornamental hedges and how to trim them, featuring the new Skilsaw Electrimmer.

JOHNS-MANVILLE, New York City

340—Profits from Modernizing—“The Johns-Manville ‘Before and After’ Sales Plan for 1935,” a detailed presentation of all the help to remodeling and modernizing business prepared by the J-M merchandising experts for the assistance of dealers and contractors.

FREDERICK BLANK & CO., New York Central Bldg., New York City

341—Washable Wall Coverings—“A Period Collection of Wall Coverings for the American Home”; 8 pages illustrating and describing Salubra wall coverings.

NORTH BANGOR SLATE CO., Bangor, Pa.

342—Roofing Slate—Information and illustrations showing how to lay slate roofing in standard lay, thatch lay and random lay. The durability and economy of slate roofing are demonstrated.

INSULATION AND ACOUSTICS

THE INSULITE CO., Minneapolis, Minn.

343—Summer Cottage Plans—“How to Build Comfort into Your Summer Cottage”; working plans and bill of material for a very attractive 5-room summer cottage of Insulite board. How to keep a summer cottage cool in hot weather.

WORLD CONVERSION CO., St. Paul, Minn.

344—Poultry Insulation—“There’s Something About Eggs,” an informative folder showing why it pays to insulate poultry houses.

THERMAX CO., Farmers Bank Bldg., Pittsburgh, Pa.

345—Acoustical Construction—“Absorbex Acoustical Corrective”; 16 pages of diagrams and data presenting the three types of Absorbex, A, B, and C, and explaining their uses.

AMERICAN FLANGE & MANUFACTURING CO., INC., 26 Broadway, New York City.

346—Metal Insulation—“Ferro-Therm Metal Insulation for All Purposes,” an 8-page illustrated data sheet on cold storage construction and house insulation with Ferro-Therm.

ALPINE INSULATION CO., INC., Chrysler Bldg., New York City.

347—Foil Insulation—“Stop Burning Your Dollars!”; a 4-page illustrated data sheet on this new type insulation and its many uses.

EQUIPMENT FOR BUILDINGS

THE BESSLER DISAPPEARING STAIR-WAY CO., Akron, O.

348—Folding Stairs—Information regarding the 10 models now available in Beasler disappearing stairs, ranging in price from $15.00 to $700.00.

THE SWARTWOUT CO., 18511 Euclid Ave., Cleveland, Ohio

349—Ridge Ventilator—“Dexter Heat Valve,” a 6-page technical bulletin showing details of the ventilating ridge for cooling attic spaces and contributing to home comfort.

OTIS ELEVATOR CO., 600 Eleventh Ave., New York City

350—Dumbwaiters for Stores—“The Otis Undercounter Dumbwaiter for Stores, Hotels, Hospitals and Restaurants” is a technical folder presenting this improved device for merchandise handling.

SEDGWICK MACHINE WORKS, West 15th St., New York City

351—Dumb Waiters, Elevators, Fuel Lifts—“Sedgwick Mechanical Servants in the Home,” a 6-page booklet, illustrated, giving recommended sizes for four types of equipment used in thousands of homes.

352—Residence Elevators—“Toward the Distant Hills of Life,” a 6-page brochure, illustrating and describing the different types of residential elevators.

THE KINNEAR MFG. CO., Columbus, Ohio

353—Simplified Garage Door—“Makes the Ideal Door Using Old or New Panels,” a 2-page circular on the Kinnear Tip-Top door hardware which was demonstrated at the retail lumber conventions last winter.

TUTTLE & BAILEY, INC., New Britain, Conn.

354—Grilles and Registers—New catalog No. 40 on “Air Conditioning Grilles and Registers” including a full line of this equipment for modern homes.

THE DONLEY BROTHERS CO., 13900 Miles Ave., Cleveland, Ohio

355—Donley Devices—“The Donley Catalog of Helps for the Home Owner and Builder”; the 16th Edition dated February 1935 of this valuable reference book presents 36 pages of detailed information on fireplace construction and equipment, coal chutes, package receivers, built-in mail boxes, garbage receivers and mason’s iron work.

COLONIAL FIREPLACE CO., 4603 Roosevelt Rd., Chicago, Ill.

356—Fireplace Necessities—“Mantel-Pieces and Fireplace Equipment”; 2 catalogs presenting in great detail the line of mantels and fireplace hardware and fittings offered by this old, established concern.

THE SHELBY SPRING HINGE CO., Shelby, Ohio

357—Builders Hardware—“No. 35 General Catalog” presents the Shelby double-acting and single-acting checking door hinges and other items in the Shelby line.

THE ADVANCE METAL WEATHERSTRIP & SCREEN MFG. CO., 1283 Hayden Ave., Cleveland, O.

358—Window and Door Weatherstrips—Information in 12-page illustrated catalog of the Advance metal weatherstrips and how to apply them.

L. O. KOVEN & BROTHER, INC., 154 Ogden Ave., Jersey City, N.J.

359—Industrial Equipment—A portfolio of data sheets on Koven industrial equipment for hotels, restaurants, institutions and buildings, including tanks and special metal work of all kinds.


360—Alundum Safety Treads—“It’s Easy Now to Make Stairways Safe,” a 12-page brochure on stair construction showing different methods of installing safety treads.

METAL DOORS AND WINDOWS

KAWNEER CO., Niles, Mich.

361—Kawneer Rustless Metal Doors—New 8-page data sheet illustrating built-to-last heavy-duty doors for use with Kawneer store fronts and in all types of buildings.
American Builder, May 1935.

Please have the following Catalogs listed in this issue sent me—

Numbers

Name

Street

City

State

OCCUPATION*

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