New-Home Prospects Know and Accept

CELOTTEX BUILDING PRODUCTS

That's Why Celotex Building Products Build Customer Confidence in You... Increase Customer Satisfaction with the Job... Help to Bring You More Business and Profits!

- More than 20 years of consistent, hard-selling advertising has made the name Celotex a "buy word" among America's new-home prospects.

Year in and year out, Celotex has established these facts in the minds of America's home-building market—

1—that Celotex is the only manufacturer of cane fibre insulating boards in this country.
2—that the long, tough inter-locked cane fibres give them greater strength and insulating value.
3—that only Celotex insulation board products are protected against termites and dry rot by the exclusive, patented Ferox Process.

Small wonder, then, that more new-home prospects know and accept Celotex cane fibre products than any other... and ask for them by name!

What's more, all America has confidence in the Celotex standard of quality. And this outstanding quality at low cost is maintained by continuing research and tests... plus constant improvements in manufacture. Celotex technicians are continually developing new, multiple-function materials incorporating the best features of Celotex cane fibre products with the best of other types of materials.

For you Celotex provides a wide range of building products, under the one banner of quality that America's new-home prospects accept with confidence! And today, there are plenty of these products available to use right now in place of "hard-to-get" lumber!

CELOTTEX 1/2" BUILDING BOARD

This is the famous Celotex Standard Building Board—a 1/2" cane fibre product. Sell it wherever a strong, rigid, light-weight board with heat resisting and sound insulating properties is required. It is smooth ivory-coated on one side—back is natural color. And it is Ferox-Processed against dry rot and termites. Made in sizes 4 feet wide by 6, 7, 8, 9, 10 and 12 feet long.

CELOTTEX ROCK-WOOL BATTS for Home Insulation

It's never too late to sell insulation. Plenty of people put it off until cold weather hits! By insulating now home owners can save up to 40% on fuel during the winter months... provide for cooler, more comfortable homes during the summer! And Celotex Rock-Woof Batt offer insulation of proved efficiency at moderate cost—but with fine profits for you. They're lightweight, clean, easy to handle. Fire-proof too! And their full thickness gives extra insulation! Celotex Rock-Woof is also available for "blow-in" hand applications. And easier Flex-financing is now available to your prospects!
CELO-SIDING... THE MULTIPLE-FUNCTION BUILDING MATERIAL THAT DOES 3 JOBS

Ideal for farm buildings, factories, machine shops, warehouses and general buildings. Combines siding, sheathing and insulation in one weather-resistant, easily applied material. Applied direct to studding. Celo-Siding saves critical lumber, time and labor. Available in bufftone or green colors and in two thicknesses—3⁄8" and 5⁄8". Sizes: 3⁄8" in 4' x 8' and 5⁄8" in 4' x 8' and 4' x 10' with square edges; 5⁄8" in 2' x 8' with T&G joints on long edges. Recommend 5⁄8" for greater strength and insulation value; 3⁄8" for lighter, lower cost construction.

Celo-Rok Weather Proof Siding is a fire-resistant gypsum board—a single structural material which will serve in place of both sheathing and siding. Both surfaces and all edges are treated with a weather-proof compound. Exterior side is finished in green and requires no painting. Available in 1" thickness with ship-lapped long edges and 1⁄2" thickness with T&G long edges, 24 inches wide, in 6, 8, 9, and 10 foot lengths.
Here are the WINNERS of the
“FLEXIBLE HEATING”
COMPETITION

Sponsored by THE BITUMINOUS COAL INSTITUTE
Conducted by KENNETH K. STOWELL, A.I.A. Professional Advisor

JUDGES: PROF. ERNEST PICKERING, University of Cincinnati, Chairman
CAMERON CLARK, New York, N. Y. HARRIS ARMSTRONG, St. Louis, Mo.
ROLAND WANK, Detroit, Mich. CARROLL F. HARDY, Cincinnati, O.

1st PRIZE $1500 WAR BONDS*
ELLIOT L. WHITAKER of the Department of Architecture
Pennsylvania State College, State College, Pennsylvania

2nd Prize $1000 War Bonds*
STEPHEN J. ALLING
7373 Kirkwood Lane, Cincinnati, Ohio

3rd Prize $750 War Bonds*
KENNETH M. NISHIMOTO
44-1-B, Rivers, Arizona

15 AWARDS OF $100 WAR BONDS*
SERIES E MATURITY VALUE

WILLIAM P. BROWER,
641 Doremus Avenue, Glen Rock, N. J.

ROBERT A. DESHON,
3918 West Sixth Street, Fort Worth, Texas

WALTER H. CRUBER,
315 East 200th Street, New York City

HENRY HERRMANN,
409 East 51st Street, New York City

CHARLES K. HINZEL,
8406 109th Street, Richmond Hill, N. Y.

CAPT. KARL KAMRATH,
Corps of Engineers, Ft. Sam Houston, Texas

THEODORE LUDEROWSKI,
1613 Preston Road, Alexandria, Virginia

LEE CHARLES MEILKE, 9754 Hoxie, and LAWRENCE LATTIN SMITH,
9928 S. Hoxie, Chicago, Illinois

WILLIAM G. MOECKEL,
709 West 19th Street, Wilmington, Del.

GEORGE R. RUSSO,
428 Marlton Pike, Camden, New Jersey

SIMON SCHMIDTERER,
5409 Sylvan Ave., New York City

JOSEPH SHLOWITZ,
53 Tomble Avenue, Jersey City, N. J.

FREDERICK W. STRITZEL,
1427 Parsons Avenue, Columbus, Ohio

FRED VAN WAGENEN,
252 West 12th Street, New York City

FREDERICK W. WESTMAN,
116 Warten Avenue, Milton, Mass.

*The purpose of this competition was to stimulate creation of designs for the ideal basement of the post-war small home—incorporating the principle of “Flexible Heating.”

“Flexible Heating” is a descriptive term for a heating plan that permits the use of any fuel—bituminous coal, anthracite, gas, or oil.

In view of the diminishing reserves of certain fuels, public interest has still further increased in bituminous coal—the most plentiful and least expensive of all home-heating fuels. Thus, this contest sought to produce plans which, by providing adequate chimney and basement facilities, would permit the use of any fuel with equal efficiency.

The Bituminous Coal Institute extends congratulations to the winners—and sincere appreciation to all of the many architects who participated.

A selection of the contest entries, including the 18 winning designs, will soon be made available to architects and others interested in building new homes.

BITUMINOUS COAL INSTITUTE, 60 EAST 42nd STREET, NEW YORK 17, N. Y.
THE JOBS...

vote TIME their favorite magazine

Highly important to your business, we are told, are the groups listed below. They are eight of 128 groups of top people* which TIME has recently queried about their magazine reading habits (on blind letterheads).

Leading Realtors in 60 cities that have shown the greatest war-time growth

Members of the Mortgage Bankers Association

Members of the American Institute of Architects

Members of the American Society of Civil Engineers

U. S. Purchasing, Contract & Local Administrative Personnel

These five were asked:
"What is your favorite magazine?"

All of them voted:
"TIME is our favorite magazine."

Officers of all U. S. Engineering Societies

Mayors of U. S. Cities

Directors of Postwar planning in 119 private and public agencies

These three were asked:
"What is the most important magazine published in America today?"

All of them voted:
"TIME is the most important magazine published in America today."

*Among the other groups which (without exception) vote TIME are the businessmen listed in Poor's Register of Directors... key executives in Washington... men and women in Who's Who... M.I.T. graduates... First Citizens of 10 of America's leading cities... Federal, State and City Planning Commission members... customers and prospects of Commercial Credit Company... officers and directors of leading U. S. corporations.
How much punishment can a panel board take?

These men know!
For this Upson Research Laboratory literally is a torture chamber for all types of panel materials used by the building industry.

With the aid of the most modern testing and measuring devices, we learn a great deal. Few laboratories have as complete equipment.

From thousands of hours spent in pioneering research have come the far-reaching improvements which have marked Upson Products through the years. We are constantly searching to make Upson Products better!

From this laboratory too, will come outstanding improvements and developments to better satisfy the needs of aggressive contractors as well as provide ever better quality.

A firmly established time-tested acceptance created by the use of hundreds of millions of feet! An ever-increasing acceptance through continued consumer advertising! We plan to deliver quality products and service fully in keeping with the postwar expectations of America's Building Industry! The Upson Company, Lockport, New York.

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

**UPSON PACEMAKER IN CRACKPROOF PANELS**
To the Editor

Both barrels

To the Editor: I have always thought the American Builder was pretty hot stuff and really without much room for improvement. But I do think that adding your “Builders’ News Review” is really a big drawing card.

Keep pouring out both barrels, particularly on this public housing issue.—DONALD T. POMEROY, Syracuse, N.Y.

Permanent rent control?

To the Editor: Enclosed you will find a booklet “Good Shelter for Everyone” which is a part of a group of booklets mailed out by the P. A. C. of the C.I.O. Here in 24 small pages is the thinking and planning of those who control the thinking and action of our National Government. Read on page 2—how the builders have failed to provide good housing for the lower and middle-income group. How we should now be encouraged to enter any field in which we can operate, but must not be permitted to block development of public and cooperative building. Read on page 17, where rent control should be made a permanent feature of the economy.

I have not been active since the spring of 1942, but have plans laid and property bought for a swing back into it, as soon as restrictions are lifted. Now to find out what support we may expect from the Government certainly is far from encouraging.—C. R. BOYD, Rock Island, Ill.

Wife reads it also

To the Editor: As you no doubt know, Denver has one of the finest and no doubt one of the largest Home Planning Institutes in the country. Our enrollment at the present time is in the neighborhood of seven hundred. Attendance has been so large that it is necessary for us to conduct two classes on each subject covered. At some of these classes the attendance has been as high as 325 and the repeat class over 100.

Enclosed herewith please find a copy of an advertisement which lists the names of supporting members.

Newstrom-Davis & Company of which I am president, has been a subscriber to your fine magazine for several years. Not only is your magazine read by myself and other members of the firm, but my wife also insists upon my bringing it home for her to read.

When restrictions are lifted we intend to build several blocks of homes of the better type. Your October issue contained one plan which is one of the finest floor plans we have seen.—PAUL M. NEWSTROM, Denver, Colo.

Pays many times

To the Editor: I was particularly interested in your article “Mass Displays Move Merchandise.” I will say that a single idea or short cut found in the American Builder pays the subscription price many times.

I am always glad to receive literature on building hardware, building materials, portable houses, millwork, steel windows—in fact anything to build a house with, provided we can procure same from American agents or dealers in Canada. In post-war maybe the restrictions and red tape will be lifted and we can order many things from the U.S. which can be manufactured much cheaper owing to such a big home market.—ARTHUR LAPOINTE, Terrebonne Builders Supply, St. Jerome, Que., Canada.
HIGH SPOTS OF THE
Carey LINE FOR '45

MANY Carey Products are still at war. However, the Carey Line for 1945 is reasonably complete despite wartime limitations. On these pages, we give you a quick picture of the products which make up the basic Carey Line.

As conditions permit, production will be increased, the manufacture of popular pre-war items will be resumed . . . new and improved products will be added.

To make building, repair and remodeling jobs with Carey products a more profitable and easier-to-sell proposition for you, advertising and promotion will be stepped up on all Carey products. So we suggest—for more satisfactory jobs and satisfied customers—

LINE UP WITH THE

ROCK WOOL INSULATION

Carey Rock Wool Batts possess high insulation value—save up to thirty percent on fuel. Every installation is not only profitable for you but saves fuel vitally needed for war. And every installation means increased comfort summer, winter, spring and fall.

Carey Rock Wool comes in easy-to-handle, standard size batts for quick and easy installation. It is fireproof, rotproof, verminproof—has the permanence and stability only Rock Wool can provide.
ASBESTOS SHINGLES AND SIDING

Careystone provides a practical and economical way to give old houses a fireproof facelift—roof and sides. Ideal for other light construction, too.

Asbestos fibres and Portland Cement are combined to give Careystone Shingles and Siding their long lasting beauty, weather-resistant and fireproofing qualities. Minimum upkeep expense. They can't rot or decay. Easy to apply. A range of sizes, weights, colors to choose from.

ROOF coatings and CEMENTS

Carey offers a complete line of protective roof coatings—including several exclusive with Carey. CAREYCLAD BLACK ROOF COATING—a Carey development—renews composition roofs with a continuous one-piece coating that will last twice as long as standard coatings. Won't flow, crack, or alligator. Excellent protection for metal roofs, too.


ROLL ROOFING

Look to Carey for a complete line of ready-to-lay roll roofings to meet your customer's varied needs—from temporary to permanent buildings. Available in various weights, colors, and finishes—smooth or colorful mineral surfaces. Easy to apply.

WATERPROOF BUILDING PAPER AND FELTS—keep out dampness, grit, and wind... assure a cleaner, more comfortable home. Available in various types and weights.

ASBESTOS-CEMENT BOARD

Recommend Carey Coverall Board for interior and exterior surfaces of farm buildings, as a wall and ceiling finish for basement and attic rooms and wherever a fireproof, rotproof, easily worked material is desired. Comes in several thicknesses; sheet size, 48" x 96".

ASPHALT SHINGLES AND SIDING

For customers who want protection—appearance—durability... plus economy, recommend Carey Asphalt Shingles. They combine the lasting protection of a thoroughly saturated tough felt base and a weather-resisting mineral granule surface. A range of colors, sizes, weights, and shapes to choose from. For the low-cost answer to what to do with shoddy exterior walls, sell Carey Roll Brick Siding. Easy to apply. Ends painting. Colors: Red and Buff.

BATHROOM CABINETS

Colonial Cabinets—product of The Miami Division of The Philip Carey Manufacturing Company—are carefully made and quality-finished by the same conscientious craftsmen who have been producing fine Miami Cabinets for years. Recommend them for remodelling jobs in existing houses as well as for new low-cost housing.

CHECK WITH Carey

Product situations can change rapidly these days. We'll make it a point to keep you up-to-date on developments. However, to keep yourself in the best possible position with your customers, we suggest "Checking with Carey First" on any of your requirements. Consult your Carey dealer.
When you use a sales story that is backed by facts—hard facts you can prove in black and white—you've got something that's hot!

That is the case with the Moduflow Control System developed by Minneapolis-Honeywell. The comparative test heating records shown above were taken in similar houses at the same time by the Research Foundation at the Purdue University. One house was equipped with conventional controls, the other with Moduflow. Just a glance at these charts is convincing evidence of the advantages provided by Moduflow. See the variation in temperatures of the conventional "on and off" method of heat supply. Then study the contrast when the Moduflow System controls the supply of heat.

Here is dramatic proof to help you demonstrate how Moduflow brings new home heating comfort and lower fuel costs to your clients... Fill in the coupon today.

These charts are included with other factual information in the new Engineering Guide of the Moduflow Control System for Home Heating and Air Conditioning. The coupon below brings you a free copy.
In typical Certain-teed fashion, the men and women of our Pantex Ordnance Plant at Amarillo are backing our fighting forces. Their excellent performance has earned for this plant the Army-Navy "E." After Victory Certain-teed workers in all of our plants will contribute with equal vigor to the progress of Building!

CERTAIN-TEED BUILDING PRODUCTS

CERTAIN-TEED PRODUCTS CORP., 120 So. LaSalle St.
Chicago 3, Illinois
What the past tells you about the future...

The best attempts to picture the "Post-War" home are, basically, logical outgrowths of experience, ideas and products that time has shown to be good. In a previous post-war period the "revolutionary" idea of a one-piece, non-overflow and quiet water closet became a reality when Case introduced the famous "T/N"—the outcome of experience and good ideas.

Winning immediate acceptance by the architect, engineer, builder and merchant plumber—and the home-owner—the "T/N" has become a mark of excellence in America's finest homes and public buildings, and at an average price of only $50 to $60. Our experience, and your own too, makes this a reasonable promise—that after the war the "T/N" will be better than ever. W. A. Case & Son Mfg. Co., Buffalo 3. Founded 1853.

THE CASE T/N ONE-PIECE
The first and finest one-piece water closet...non-overflow and non-siphoning...quiet and efficient.

DISTRIBUTED NATIONALLY—AVAILABLE NOW
This housing project illustrates clearly why the B & G Monoflo System is the preferred heating system. The amazing economy of operation revealed by the following data is not unusual— it is being duplicated in thousands of large and small installations the country over.

**LOCATION:** Reno, Nevada  
**OWNER:** Mr. Roland Giroux  
**SIZE:** 16 five-room apartments on a 1½ acre tract

**HEATING:** B & G Monoflo System, supplied from a central heating plant, with two main circuits, each equipped with a 3" B & G Booster Pump. The heating of each apartment is individually controlled by a thermostat operating a B & G Motorized Valve. Any thermostat calling for heat opens the Valve and starts the Booster in its respective circuit. Four boilers are installed, with three carrying the heating load and one used as a spare.

**HOT WATER:** Hot water for household use is furnished by a B & G Unitem Tank Heater. Boiler water is circulated through the heater coil by a bronze-bodied B & G Booster, with another Booster used to circulate the domestic water through the buildings.

**OPERATING COST:** Based on a nine month heating season, the operating cost of this system averages $3.44 per apartment per month—an outstanding example of efficiency and economy. Tenant comfort is assured by the individual control of each apartment's heating.

**In the home equipped with a B & G Triple Duty System, temperature is held constant at the desired degree, regardless of weather variations.**

**The Water Heater of a B & G Triple Duty System furnishes a virtually limitless supply of hot water for every household use... summer and winter.**

**$3.44 PER MONTH PER DWELLING**

**FOR HEAT AND HOT WATER!**
This Complete Line of TRUSCON STEEL BUILDING PRODUCTS will be ready for civilian use as soon as our wartime obligations are fulfilled...

- Some of these items, noted thus (*), are now available in limited quantities. And just as quickly as conditions permit we will supply additional products and ultimately the entire line will be available to you. We cannot tell how soon this will be, but up-to-the-minute information on Truscon production schedules and releases will be passed on to you as quickly as possible. Start your postwar planning with these well-known Truscon Building Products now.

THESE ARE TRUSCON ADVANTAGES TO YOU...

As the largest peacetime manufacturer in the steel building products field, Truscon gives you a range and quality of products that enables you to meet every construction requirement.

Truscon Steel Building Products will be available through well-established dealers all over the country, and through strategically-located Truscon warehouses. This means quick service.

The experienced, technically-trained men in Truscon offices always are ready to help solve any building problem you may have. They are at your service to help increase your business.

TRUSCON SWING AND SLIDE DOORS

Truscon swing and slide doors are adaptable for use in basements, rear entrances, boiler rooms, fire exits and similar places in residences, hotels, apartments, schools, churches, shops, warehouses, factories, filling stations and stores. They are durably made for heavy usage. Swing Type Doors can be furnished with heavily reinforced pressed steel door frames, prepared for standard hardware.

TRUSCON COAL CHUTE DOORS

"Break-proof," weathertight and theft-proof. No casting used. Door and frame made entirely of heavy grissled steel. Truscon Coal Chute Doors are complete with positive spring latch, plated hinges, and formed lugs. Two sizes.

TRUSCON STEEL
TRUSCON STEEL BUILDING MATERIALS

*Welded Steel Fabric
Truscon Welded Steel Fabric is made in various sizes for concrete reinforcing in all types of structures, and highways. Each joint is electrically-welded for permanence.

*Reinforcing Bars
Truscon Steel Reinforcing Bars for concrete are special rolled sections of high-grade steel, with a series of cross ribs so designed as to secure maximum grip on the concrete.

*Formed Steel Lintels
Truscon Formed Steel Lintel design includes continuous horizontal ribs which greatly increase the strength of the heavy gauge steel.

TRUSCON RESIDENTIAL STEEL WINDOWS

Truscon Residence Casements
Available in wide range of types and sizes, to meet practically every requirement for distinctive window designs and arrangements. They incorporate all the latest advantages of construction and easy operation. Bonderized, and baked-on priming cost of paint.

Storm Sash and Screens
Standardized low cost combination storm sash and screens for Truscon residential windows. Storm sash comes in two panels to permit easy installation or removal. Lower panel can be opened for controlled ventilation. Screen is interchangeable with lower panel for summer use.

Truscon Residential Double-Hung Windows
Galvanized and bonderized steel with a baked-on priming cost of paint. Easy operation. Weather-tightness assured by continuous double contact around entire window. Windows open in. Furnished complete with all hardware. Steel frame screens also available.

TRUSCON COMMERCIAL STEEL WINDOWS

Truscon Pivoted Windows
Adaptable to all types of industrial and similar buildings. Easy to open and close. Come in wide range of sizes.

Truscon Utility Windows
Popular for use in garages, shops, stores, basements, etc. Ventilator opens in.

Security Windows
For store buildings, warehouses and types of buildings where adequate ventilation and protection are factors.

Commercial Projected Windows
Used widely in buildings where appearance, shading and screening convenience, and low cost are required.

TRUSCON METAL LATH AND ACCESSORIES

*Truscon Doublemesh Herringbone Lath
A plaster saving lath, designed for a perfect mechanical bond. Sheets are usually rigid, allowing wider spacing of supports.

*Truscon Diamond Lath
A flat lath, uniformly expanded throughout the entire sheet. Its use is almost universal. Adaptable for practically all classes of work.

Truscon Rib Lath
A ½" and ¾" lath used for concrete reinforcing and miscellaneous fire-resistant construction.

*Truscon Metal Lath Accessories
Expanded corner bead illustrated. Every type of metal lath accessory available in the Truscon line.

COMPANY

YOUNGSTOWN 1, OHIO
Sales Offices and Warehouses in principal cities
Subsidiary of Republic Steel Corporation
NEW IN WASHINGTON

* 111 UNITS
* 111 ROLLATOR REFRIGERATORS
* 111 SATISFIED FAMILIES

These one- and two-bedroom apartments were built under FHA plans for war workers. Completed in March 1944, these units are assured many years of trouble-free, low-cost refrigeration because Norge Rollator refrigerators were specified.

U. S. Home Builders—be sure to see our exhibit at the National Builders' Exposition and Annual Convention, Hotel Sherman, Chicago, January 15-18, 1945.

SEE NORGE BEFORE YOU BUY

NORGE HOUSEHOLD APPLIANCES

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

ROLLATOR REFRIGERATORS  GAS RANGES  RO-TA-TOR WASHERS  ELECTRIC RANGES  COMMERCIAL REFRIGERATION
No matter what your flooring problem, we only ask that you compare Kentile to any other flooring before you choose. In this ad we can mention but a few extraordinary advantages of Kentile. No other type of flooring can offer every one of these advantages — and Kentile is superior in most of them. For instance, Kentile is amazingly low in cost. In fact, no durable material is lower. Yet, Kentile is surpassingly durable. In the busy corridors of Rockefeller Center, to name only one example, Kentile shows no signs of wear after ten years. But Kentile is not merely a “practical” floor. Kentile is laid tile by tile (not in sheets) and there normally are 44 colors, each available in 15 tile sizes plus strips. Just imagine the design and color combinations possible. Kentile colors go right through to the back so they can’t “rub off.” And if you have grease falling anywhere you use Greaseproof Kentile and no oil or fat known can soften or stain it. Indeed, any Kentile is cleaned by simple mild-soap water mopping. It is one of the world’s easiest floors to maintain. Yet, these are but a few of Kentile’s many advantages. Therefore we say “If you are considering flooring please check on Kentile.” Write to us for the full-color, detailed book we will cheerfully send. You’ll find it most interesting, informative and helpful. With the book we’ll send the name of your local Kentile dealer. Phone or write him to come over — without obligation to you — to show you samples, give you technical details or advice, and an estimate that will amaze you. Just write to David E. Kennedy, Inc. 58 Second Ave., Brooklyn 15, N.Y.
PLAN-AHEADERS ARE

BRUCE

America's Beauty
PLANNING NOW for

Bruce Streamline Floors!

EXPECT a big demand for Bruce Streamline Flooring, just as soon as building begins again. You won’t be disappointed!

For Mr. Homeowner of Tomorrow has heard about this modern flooring sensation from his friends. He’s seen its rich, distinctive beauty in their homes... and he’s going to be demanding it for his own home soon. He’s really sold!

His wife has heard plenty, too. News gets around fast on anything that helps make housework easier... and Bruce Streamline Flooring certainly does! Housewives everywhere praise the ease with which these floors can be kept spic-n-span and the way they retain their good looks through the years.

Sound scientific reasons!
Bruce Streamline Floors are carefully and precisely finished in modern plants by skilled craftsmen. This beautiful and wear-resistant finish actually penetrates into the wood, sealing pores against dirt and wear... assuring ease of cleaning.

Ready to walk on
Bruce Streamline Floors cost no more than ordinary floors—sometimes less. Yet they come expertly finished... ready for home use the minute they’re laid. No costly building delays! No uncertain on-the-job sanding and finishing! Practical and proven! Investigate the many important advantages of Bruce Streamline Floors now. We’ll be glad to hear from you.

E. L. BRUCE CO., MEMPHIS 1, TENN.
Building Managers use panels of Insulux to transmit light and to make old properties more rentable.

Home Owners use panels and partitions of Insulux to brighten up an entry way or to add charm to a kitchen, living room, bedroom or bath.

Store Owners use panels and partitions of Insulux to flood salesrooms with softly-diffused natural daylight.

Manufacturers use panels of Insulux to solve troublesome problems of light, temperature, humidity and dust control.

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

MAIL COUPON FOR FREE BOOKLET

Owens-Illinois Glass Company
Insulux Products Division, Dept. B-14, Toledo, Ohio.

Gentlemen: Please send me, without obligation, your booklet entitled, “Methods of Replacing Worn-Out Windows with Insulux Glass Block.”

Name and Title __________________________

First Name __________________________

Address ______________________________

City ____________________________ State ________
THINK IN TERMS OF

STRAN STEEL

SERVING TODAY IN THE
NAVY'S FAMOUS QUONSET HUT

Stran-Steel, the light steel framing member with the patented nailing groove, has taken its place as a universal building material, bringing new efficiency and flexibility to building design. Small homes, apartment buildings, factories and other commercial structures may be built economically and quickly with Stran-Steel—by builders who are accustomed to other types of construction.

VISIT OUR EXHIBIT AT THE
ANNUAL CONVENTION OF THE NATIONAL ASSOCIATION
OF HOME BUILDERS
HOTEL SHERMAN · CHICAGO, ILL. · JANUARY 15-20, 1945

GREAT LAKES STEEL CORPORATION
STRAN-STEEL DIVISION · DETROIT 26, MICHIGAN
UNIT OF NATIONAL STEEL CORPORATION
This is the standard Crawford "Junior" Door which is three sections high and four panels wide. No provision for glass.

ON GARAGE DOORS FOR THE ARTISTIC SMALL HOME....

Because it is so prominent a part of the "front" of the modern small home, the garage door takes on unusual importance and should be selected with a discerning eye to its appearance in the ensemble.

The example above illustrates how effectively the Crawford Upward-Acting Door conforms with the design motif of a typical cottage-type dwelling—a type which always has been and always will be a leader in popularity.

Thus, even in the "budget" type of dwelling, there is no need to compromise on your garage door preference. For, this modestly priced Crawford unit combines good appearance with fine structural quality and employs the finest hardware in the Crawford line. It is a good door to specify.

CRAWFORD DOOR COMPANY,
401 St. Jean, Detroit 14, Michigan
FOR THAT EXTRA WASHROOM

Nothing pleases the American homeowner more than adequate and well located plumbing fixtures. Any ingenious suggestion that you can make to provide for extra comfort, over and above the basic fixtures themselves, will win warm acceptance from your clients. Call it extra washroom, powder room or lavatory. Locate it in the front entryway, behind the stair well, or adjacent to the rear entrance and kitchen. Even consider its possibilities in the upstairs quarters. No matter its name or placement, the suggestion will find enthusiastic acceptance.

Name ELJER in your specifications. The presence of ELJER plumbing fixtures in houses for sale by the merchant builder assures his client’s or purchaser’s enthusiastic acceptance of the plumbing installations.

ELJER CO. FORD CITY, PA.
The War Production Board found, in a survey conducted in April 1944, that of those who said they would build or buy a house when materials and manpower are available, 2/3 were families with children!

PARENTS' MAGAZINE is the only magazine of large circulation with 100% of its readership among families with children—the only magazine that taps the heart of America's Biggest Home Building and Home Buying Market. Use PARENTS' MAGAZINE to reach your most important market... those progressive young families who buy the most of everything for the home.

MORE THAN
725,000 CIRCULATION
AMONG YOUNG PARENTS
OF HOME-BUILDING AGE

PARENTS' MAGAZINE
52'VANDERBILT AVE., NEW YORK 17 • CHICAGO • BOSTON • ATLANTA • SAN FRANCISCO
"Tru-sized Doors Popular with Lumber Yards ... mean Big Saving to Contractors"—says W. K. Haley, Prominent West Coast Jobber

To save time, money and work, yet be assured of new door beauty and perfect installation, insist on Tru-Sized doors. There is a good selection of designs for both interior and exterior use.
of the Postwar Homes

WILL BE ABLE TO AFFORD ELECTRIC KITCHENS!

And Hotpoint's Powerful Pre-Selling Advertising Has Created a Demand for Electric Kitchens...

A PREDICTION from the United States Chamber of Commerce that "more than seven out of ten postwar homes will cost $3,000 or over" assures a price range in homes that will include all-electric kitchens. After the last war there was a building boom which featured the ultra-modern bathroom. Today the American housewife is well aware that her home is only as modern as its kitchen. Hotpoint’s hard hitting advertising campaign urging the purchase of war bonds now for postwar building has met with a tremendous response. This campaign is continuing and the growing trend toward planned kitchens is fact, not fancy. Over 30,000 inquiries per month, each containing ten cents for the Hotpoint planning guide, "Your Next Kitchen," are proof of the interest in, and consumer preference for, the planned electric kitchen.

Building Prospects Are Bright

Victory will find America with an estimated "pent-up" purchasing power of over a hundred billion dollars. Your future market is unlimited... plan now to take advantage of it. Design and build homes with modern functional kitchens.

In speculative building, electric kitchens will speed turnover and reduce your financing costs. Remodelling will be a big field after the war; surveys show that from three to five times as many as will buy or build new homes, plan to remodel. Also, many people with old, worn appliances, such as ranges, refrigerator, etc., will install a new, planned kitchen instead of replacing individual appliances.

Write Today

Hotpoint's expert staff of kitchen designers is ready to offer you suggestions on any kitchen planning or construction problems. Write for details of "Hotpoint Kitchen Planning Service."

Edison General Electric Appliance Co., Inc.
5641 West Taylor Street, Chicago 44, Ill.

HOTPOINT ELECTRIC KITCHENS
REFRIGERATORS • RANGES • WATER HEATERS • HOME FREEZERS • WASHERS AND IRONERS
CLOTHES DRYERS • DISHWASHERS • DISPOSALS • CABINET-SINK • STEEL CABINETS

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

HOTPOINT REGIONAL SALES OFFICES
Comfort depends primarily on conditioning of air—in these 6 ways:

1. Temperature control.
2. Humidity control.
3. Proper movement of air.
4. Introduction of fresh air.
5. Removal of dust, pollen, and other foreign matter.
6. Removal of bacteria conveyed on dust.

Securing these benefits depends on installing a system that is basically designed to handle and condition air.

Above all, it is important to start right—with a system that takes your client as far as possible along the road to true indoor comfort. That means a Mueller Climatrol system. Then he may later add more of these improvements as they become available or as they fit into his budget.

Today, standards of indoor comfort are higher. To keep up to date and protect your reputation for progressive design and satisfaction, you need to give this matter No. 1 priority in your post-war building budget and allocate a sufficient part to achieve this result.

Start planning now. Get complete facts on the 88-year performance record behind Climatrol equipment—your assurance of efficiency, economy, and the utmost in indoor comfort. Then make your selection from the most complete line on the market...including exactly the right equipment for your needs.

Write for free book.

Units specially designed for the fuel of your choice...gas, oil, or coal.

Equipment for homes of every size, type, and price range—old or new.
Installation of Mesker Steel Windows is Easier... more Economical!

After the war, more people than ever will want Mesker Steel Casements. Your job will be to install them quickly, correctly and with utmost saving of labor and time. With Mesker Steel Casements that's as easy as A B C. Look at the detail on the left. This Mesker Casement is solidly attached to a wood anchor-frame, equipped with drip cap and outside brick molding. To install the whole unit, simply set it in the rough, stud opening, resting it on the sill. Plumb it, wedge it, then nail it on. All in less than five minutes! You have three choices of inside trimming... plaster right up to the steel frame, plaster the jambs and head and finish off with a small quarter round molding, or apply standard wood trim all around. Simple, isn't it? That's why you'll want to use Mesker Steel Casements. That, plus the fact that they'll be in DEMAND... will put your houses in style, and keep them in style!
John M. McGregor
President, McGregor’s, Inc.
Memphis, Tennessee

Had This Experience With Coleman Heating Lines:

"Coleman’s Splendid Name
Sold Thousands Of
Floor Furnaces For Us!"

"On April 1, 1939, we became your distributor for Coleman Floor Furnaces. Right from the start we commenced making sales and enjoyed a most gratifying volume of business on floor furnaces. We confirmed our belief that Coleman had a splendid name in our territory, not only among home owners, but heating contractors as well. Coleman made thousands of new friends and an amazing volume of business for us, as well as for local contractors. Our service complaints were absolutely nil. Coleman heating appliances are built right and will render proper service, for which they are designed, if selection and installation are made with discretion. We look forward to our post-war opportunities with a great deal of enthusiasm."

Coleman franchise dealers are being appointed now by America’s leading distributors for post-war sales of these Coleman Heating Appliance lines: oil heaters; GAS, OIL and LP-gas floor furnaces, water heaters and central heat plants. This franchise is awarded to aggressive dealers who can qualify and handle the volume of Coleman business they can easily develop. Write us for the name of your Coleman distributor, who can tell you the complete story of the Coleman opportunity in the waiting billion-dollar home-heating market. Coleman Lamp and Stove Company, Dept. AB-3X, Wichita 1, Kansas.
American Builder, January 1945,

"Tomorrow's homes must have Modern Walls"

says:

L. MORGAN YOST

"The Homes of tomorrow will present new problems in construction," says L. Morgan Yost, A. I. A., prominent architect of Kenilworth, Illinois, and author of many magazine articles on modern house design.

"Vapor condensation within the walls is a problem that must be faced squarely. Unless walls are so designed as to permit vapor to escape harmlessly to the outside, condensation within the walls will bring many 'headaches' to the architect."

Mr. Yost has designed many homes utilizing the Approved Insulite Wall of Protection. This wall effectively answers the condensation problem, as the drawings below, explaining the wall's scientific principles, will show. Send coupon today for free "Scientific Facts" booklet, quoting outstanding building authorities.

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DOUBLE INSULATION plus VAPOR CONTROL

That's What The Approved Insulite Wall of Protection Gives You

On outer-walls, Insulite Bildrite Sheathing builds a wind-proofed, weather-tight wall of high insulation efficiency, superior bracing strength.

On inner-walls, Insulite Sealed Lok-Joint Lath builds a second wall of insulation, a rigid plastering surface. Lath marks are eliminated, plaster cracks reduced to a minimum.

Sealed Lok-Joint Lath, with asphalt barrier against the studs, retards vapor travel. Bildrite Sheathing, being permeable to vapor, permits what little vapor escapes the barrier to pass towards the outside.
Here's a prewar picture you'll soon be seeing many times

Aluminum Windows have withstood the hazards of reduced wartime maintenance programs

The reason so many builders included Aluminum Windows... less upkeep... has proved out during the war. Windows of Alcoa Aluminum have come through this trying period in fine shape.

Manpower for building maintenance has had to be spread exceedingly thin. To Alcoa, therefore, the fine performance of Aluminum Windows is very gratifying.

The arguments for windows of Alcoa Aluminum are these: Fine appearance, maximum glass area, continued easy opening and closing, no rusting, swelling or rotting. Painting is unnecessary.

ALUMINUM COMPANY OF AMERICA, 1914 Gulf Building, Pittsburgh 19, Pennsylvania.
WHAT makes a profitable door for contractor-builders? For one thing, the installed cost of the door must be low, initially. Secondly, the door must carry sales appeal ... definitely add to the finished appearance of rooms. Thirdly, the door must stand up in use, eliminate expensive service calls.

Look at doors this way, and you'll see why Paine Rezo is so clearly the choice of thousands of hard headed builders. Low in first cost, pre-fitted, easily hung, quickly painted or stained, this light-weight door has no greater an installed cost than an ordinary panel door. The modern, attractive appearance of the Paine Rezo holds a magnetic appeal to women and its rugged, hardwood construction guarantees years of trouble-free service. Backing each door is the experience record of over one million Paine Rezo installations everywhere.

See this better door at the Builders Show — or if you can't attend, write for data bulletin.

Manufactured by the
PAINE LUMBER CO., Ltd. Oshkosh, Wisconsin
ESTABLISHED 1857
A recent survey shows that sixty percent of the people planning to buy new homes want to bring some part of their kitchen equipment with them.

What they are thinking of, largely, are their almost new ranges and refrigerators—well styled, durably built, good for years of service.

When the new homes you build are equipped with modern, all-steel Youngstown Kitchens, these treasured appliances (and any new models that your prospect may prefer) will fit in with complete decorative harmony.

Send for the new Youngstown "Builder's Kitchen" catalog that tells of successful builder experience with Youngstown Kitchens.

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO
Design Engineering Service • Large Pressed Metal Parts
Porcelain Enameled Products

YOUNGSTOWN KITCHENS
Please send me booklet entitled "The Builder's Kitchen"

Name:_____________________
Street:____________________
City:__________________ County:________ State:_________
Dexter-Tubular Screen and Storm Door Latches are available for immediate delivery with trims of plastic Duralin in a choice of walnut, dull black and gloss black. There is no plated finish to wear off, for everlasting Duralin is the same solid, attractive material all the way through.

In fact, you can wholeheartedly recommend these Dexter-Tubular Screen and Storm Door Latches for their high quality — for their dependable service and complete satisfaction — with the knowledge and confidence that every one is backed with the famous Dexter Lifetime Warranty. A Certificate is packed with every one.

Remember, too, this is only one from the complete line of original Dexter-Tubulars. There is a specifically designed — Lifetime Warranted — Dexter-Tubular Lock and Latch for every door in the home.
In Postwar Building--

Save Time
On The Job
With These
Modern
Interior Doors!

FACTRI-FIT
PRECISION-MADE
DOUGLAS FIR
DOORS

Savings on the job more than offset the slight additional cost of FACTRI-FIT features. These new advantages—available on special order—make Douglas Fir Interior Doors the all-purpose doors, economical to install, satisfactory in long-time service, attractive in appearance.

Now available only for essential building, Douglas Fir Doors will be ready for delivery the moment war needs lessen.

FACTRI-FIT
FEATURES

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

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

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

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

Write for catalog showing the complete line of Douglas Fir Interior Doors, Tru-Fit Entrance Doors and new specialty items.

Douglas Fir DOORS
FIR DOOR INSTITUTE
Tacoma 2, Washington

Notice: Douglas Fir Interior Doors are manufactured three ways:
1—STANDARD—Purposely made oversize for fitting to inexact openings.
2—PRE-FIT—Trimmed to size, ready to hang.
3—FACTRI-FIT—Prefit, gained, and bored or mortised.
UNBEATABLE
Smartness

...AND UNBREAKABLE!

Now's the time to line up your products for future business! Place orders at once for Gerity Bathroom Accessories...beautystyled in mirror-luster Chrome that won't crack, peel, break or tarnish. For towel bars, soap dishes, tumbler holders, cabinets or similar items...count on Gerity for leadership. Write for Gerity plans.


FOR LIFETIME BEAUTY

Gerity
CHROME
BATHROOM ACCESSORIES
Whether you plan to build elaborate, modernistic houses or plain, standardized bungalows and cottages, you must employ high speed production methods with modern designed labor saving machinery to meet post-war competition and enjoy post-war profits.

With Monarch UNI-POINT Radial Saw you can take numerous short cuts in precutting operations—at top speed, with dependable and permanent accuracy. Every day operations which UNI-POINT takes in its stride, day in and day out, include simple cuts like 2000 2" x 4" studs in 5 hours, or the more complicated job of notching rafters (cutting both angles at one stroke) at the rate of one per second.

By means of simple attachments your UNI-POINT becomes a router, sander, shaper. You can use it for chamfering, scarfing, rabbing, moulding, dapping, deep grooving,—in fact for nearly all wood-working operations. But most of all you’ll want UNI-POINT for straight and angle sawing—at a speed that will solve your help problem and make real money for you on every contract.

Our new Catalog 60 illustrates the UNI-POINT principle of one point cutting: shows you how many of the operations are made; and gives you an idea of the production speed, modern design, mechanical simplicity, and sturdy construction of this most modern, reasonably priced power saw. Send for your copy today.

Diagrams at right show five common cuts in which UNI-POINT saves time. Your experience and imagination will suggest others. Photo below shows beveling 8 rafters at one stroke.
For BEAUTY...use Pittco Metal

YOUR CHOICE OF TWO OUTSTANDING LINES

Imaginative styling and planned harmony between members are two factors which help to account for the continued popularity of De Luxe Store Front Metal. Pittco De Luxe offers the architect a wide choice of distinctive pieces with which to create sales-winning store fronts. The extruded process of manufacture assures clean, sharp profiles, sturdy strength, perfect color and finish. Pittco De Luxe is intended primarily for high quality work. In the varied bars, mouldings and sash of the De Luxe line, the architect has a pleasing and impressive solution to many problems of modern store front design.

A high degree of architectural symmetry is one distinguishing mark of the new Pittco Premier line of store front metal. Like Pittco De Luxe, Pittco Premier was designed as a unit...each piece styled to complement and heighten the beauty of the other members with which it may be used. Pittco Premier construction can be set more quickly and easily, with greater safety to the glass than other metal constructions. The sash is self-adjusting to various glass thicknesses, yet always maintains a firm grip on the glass. All setting operations are done from the outside and effect a substantial savings in setting time. Pittco Premier is moderately priced, is light in weight, and provides a shallower reveal for show windows than its distinguished companion line.
A RIGHT WINDOW FOR EVERY ROOM IN THE HOUSE

An easy-to-open window—
even over the living room davenport

Here's a window that will be popular with postwar home buyers. It's a big "picture" window (approximately 5'10" x 4'3"), with neat, narrow frame and muntins that allow more sunshine to come in—that permit a grand outdoor view. The two side vents open at a finger's touch to deflect breezes into the room.

There are many other types of Fenestra Steel Casement Windows—windows one to four lights wide and two to five lights high—with swing leaves at left or right, or both. Yet, with all this variety, the Fenestra line for postwar has been simplified to make steel windows easier to use and easier to get.

Write us for full information. We are not making windows now, for we are busy on war work. But we think this information will be of help to you in planning your postwar houses.

The window illustrated in the picture above is a variation of Fenestra Type 4423. This window can be used in the standard type (A), or with muntins removed for various interesting treatments such as suggested in sketches B, C, D and E.

DELTO STEEL PRODUCTS COMPANY
Now Chiefly Engaged in War Goods Manufacture
Pacific Coast Plant, Oakland, California

See the Fenestra Display at the NAHB Convention

Members of the National Association of Home Builders are invited to visit the Fenestra display at the National Convention and Exhibit, Hotel Sherman, Chicago, January 15-18, and to confer with representatives about Fenestra building products for postwar construction.
BUILD FASTER

Fenestra

A COMPLETE ENCLOSURE OF Steel

Fenestra Building Panels enable you to construct durable steel buildings with new speed and economy. The flat surfaces provide walls and floors that are attractive in themselves, and which are suitable for the application of other finishes as desired. Panels are vapor sealed and noncombustible. Walls, floors and ceilings can all be insulated for heating economy and comfort. Further information will be given in Sweet's Catalogs for 1945.

Fenestra's new building panels have been designed for fast construction and savings in field labor. Panels are lightweight, with high strength-weight ratio. Possible variations in length, width, depth and gauge provide great flexibility of building design. Although these panels are not yet available, you can incorporate them in your plans with the expectancy that they will be ready by construction time.

**TYPE A** consists of two channels with top and bottom plate which, with service cover, forms a two cell box beam shape when interlocked with adjacent section. Service cover gives access to cell for installing service facilities. 16" width, 3" to 9" depth elements of sections in combinations of gauges 18 to 10.

**TYPE B** has one flat surface and two channel-type ribs. Can be used with flat side up or down, inside or outside. 16" width, depth 3" to 9" elements of sections in combinations of gauges 18 to 10. As with Type A, this panel permits easy application of wood, concrete or other materials for floors, walls or roofs.

**TYPE C** used horizontally or vertically for walls. Normally filled with insulation at the factory. Corrosion-resistant metal can be used for outside sheet. Walls can be covered, inside or outside. 2" and 3" depth, 16" width. Gauges vary according to application requirements. Readily framed for any desired window treatment.

DETROIT STEEL PRODUCTS COMPANY,
Building Panels Division, (formerly Holorib Div.)
Dept. AB-1, 2260 E. Grand Boulevard,
Detroit 11, Michigan

Please send me information on Fenestra Building Panels.

Name ____________________________

Company __________________________

Address __________________________

GET THE FACTS
SEND FOR
FREE BOOK
Where you can use arches and beams of WOOD AND LAUCKS GLUE

- **BEAM ARCHES**
  Hangars, barns, garages, arenas, natatoriums

- **BEAM ARCHES WITH WALL**
  Commercial structures, shops, halls, warehouses

- **BEAMS**
  Stores, garages, shops, homes (flat ceilings)

- **BOOMERANG ARCH**
  Community halls, theatres, armories

- **PARABOLIC ARCH**
  Hangars, rinks, riding academies, arenas

- **BOWSTRING ARCH**
  Industrial and commercial structures, piers

- **PLYWOOD ARCH**
  Schools, gymnasiums, rural and domestic buildings

- **CANTILEVER BEAM**
  Service stations, station platforms, drive-ins

- **GOTHIC ARCH**
  Churches, chapels, funeral parlors, theatres

Arches and beams laminated with Laucks Construction Glues have won a permanent place in the new architecture of America.

When building construction resumes you'll find them in a multitude of war-demonstrated applications: for hangars, gymnasiums, community halls, churches, passenger stations, in commercial, industrial, rural and even domestic structures.

Architects, builders and owners all appreciate the clean design, the freedom from supports, and the beauty of the material itself. They appreciate the safety and long life insured by new "engineering in wood" principles and the research of Laucks glue chemists that provided the modern construction glues for these strong, enduring structural members.

For full information about Laucks Construction Glues, as used for laminated arches, or plywood, prefabrication, stressed-cover construction, or dry-built construction, contact "America's Glue Headquarters"...

**I. F. LAUCKS, INC.**
A Subsidiary of Monsanto Chemical Company

**LAUXIN GLUES — LAUXITE RESINS**
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**LAUCKS, LTD., CANADA**
Vancouver, B. C. Stanbridge, Que.
... for "TOPS" in PERFORMANCE and LOWER BUILDING COSTS ...

Let DE WALT custom-cut your houses!

Tomorrow — whether you build one house, five houses or fifty houses — this famous "all-purpose" woodworker will make your job faster, easier, better and less costly.

DeWalt puts your job on a "production line" basis — saves layout time, material handling time, reduces cutting time, eliminates material waste, saves countless man hours.

DeWalt accurately cuts material for framing and for roof, interior trim and special jobs. This accuracy gives you quicker fitting and a neater job.

Illustrated on this page is the rugged, compact DeWalt GP model — a favorite money saver for many contractors. Portable — it can easily be transported from house to house, or from job to job.

Investigate DeWalt. Own a DeWalt. DeWalt is available in models ranging from ½ H.P. to 10 H.P. Write for full information. DeWalt Products Corporation, 11 Fountain Avenue, Lancaster, Pa.

De WALT ...and with proper tools makes any cut possible
YOU’LL lose no time getting into high gear when building restrictions are lifted if you remember these and the other 147-odd Gold Bond products! Why? Because these products are available now—most of them are in stock today at your Gold Bond Dealer’s. All of them will help you do a better job! Here are just a few:

GOLD BOND FIREPROOF GYPSUM SHEATHING. Big panels make the work go faster. There’s little or no waste in sawing. It’s wind-tight and the fireproof gypsum gives added protection against fire. Gold Bond Fireproof Gypsum Sheathing’s in stock at your dealer’s.

GOLD BOND FIREPROOF ROCK WOOL. The perfect insulating material for attics and side walls in new homes. Newly developed process makes it easier than ever to handle and install. Fire and vermin proof. Now in stock at your dealer’s.
GOLD BOND FLOATING WALL SYSTEM. Gold Bond Gypsum Lath panels are hung to studs by exclusive Floating Wall Nails. This construction materially reduces the danger to plaster which comes from houses settling. Yet the added cost is little if any more. Get complete information from your dealer.

A GOOD WALL IS KNOWN BY ITS FIRE RATING—GOLD BOND FLOATING WALLS RATE 1 HOUR—AMONG THE BEST

GOLD BOND GYPSUM LATH WITH INSULATING VAPOR-SEAL. A 3-in-1 product that provides a fireproof plaster base that insulates in addition to serving as vapor-seal. Four times as effective as commonly used vapor-seals. See your dealer.

BUILD BETTER WITH GOLD BOND
Wallboard • Lath • Plaster • Lime • Metal Products • Wall Paint • Insulation • Sound Control

NATIONAL GYPSUM COMPANY • EXECUTIVE OFFICES • BUFFALO 2, N.Y.
Contractors who own SKILSAWS and know how to use them fully will be in the best position to build faster at lower cost when the bars are down on home building. And since SKILSAW speeds every cut in construction, these contractors will finish their first jobs quicker ... go on to the next jobs sooner ... and continue to build faster and more profitably on more contracts, even with fewer workers!

Because so many owners do not realize the greater use of SKILSAW, we urge all of you to call your distributor today and ask for a demonstration of the newest and best ways of cutting wood, metal, compositions and all masonry products with SKILSAW!

SKILSAW, INC.
5033-43 Elston Ave., Chicago 30, Ill.
Sales and Factory Branches In All Principal Cities
Remodeling Means More Than Just
"Face-Lifting!"

Here's How You Can Add Real Liveability to the Homes You Remodel

There's nothing that contributes so much to long lasting liveability as clean, comfortable, automatic heating. Without modern heating, the conveniences of all the "face-lifting" in the world can't provide the kind of solid living comfort that makes for satisfied home owners.

Janitrol Gas-Fired Heating Equipment can be installed practically anywhere . . . in basements, attics, utility rooms, even in the living rooms of apartment buildings. Where room sizes are changed, room additions made, or partitions erected, Janitrol's complete line of equipment makes it possible to select an ideal unit for the changed heating requirements.

Most important, design of the home need not be limited by bulky, antiquated heating systems. Janitrol's adaptability lets you plan modern home arrangement from a standpoint of beauty and convenience, rather than warping remodeling plans to fit an outdated heating plant.

When you recommend Janitrol Equipment, you're recommending proven performance. In thousands of homes, apartments, and business establishments all over the country, Janitrol is assuring better gas heating, providing the utmost in liveability, and where necessary, giving more living space.

Janitrol equipment combines more important features in design and construction . . . more user advantages than can be secured with other heating equipment.

For complete information on performance, and model specification data, write Surface Combustion, Toledo 1, Ohio.
YES, IT'S A BEAUTIFUL HOUSE—
BUT IT DOESN'T HAVE
ELECTRIC LIGHTS!

YES, IT'S A FINE HOUSE—
BUT IT ISN'T WIRED FOR
AN ELECTRIC RANGE!

OPEN FOR
INSPECTION

"Ever TRY to sell a woman something she DOESN'T WANT?"

Remember the old saw about "You can lead a horse to water, but you can't make him drink"? Well, it's the same with women. If a house doesn't have what they want, they won't buy. And women now-a-days want the clean, convenient, safe economy of an electric range.

Here are the Facts!
- In 1941, ten times as many consumers demanded Electric Ranges as in 1933. The trend is rapidly towards Electric Cooking.
- The Office of Civilian Requirements recent survey showed that 2.7 times as many families wanted an Electric Range as now own one.
- The large and rapidly growing swing to Electric Cooking is also shown in surveys made by Household Magazine, The J. Walter Thompson Company, The Chicago Tribune, and others.
- The additional cost of wiring for an Electric Range adds less than 12¢ a month to payments on a 20-year F. H. A. Loan! Get the details—now! Write for free booklet, "Wire Ahead." Address:

ELECTRIC RANGE SECTION
NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION
155 E. 44th Street, New York 17, New York

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

FOR EASIER SALES
Wire your houses
FOR ELECTRIC RANGES
WILL TAKE A LICKING—
It looks as though the private building industry is going to take a licking at the Taft Committee hearings scheduled for January 8-23. To my knowledge, no two groups among private advocates of housing have agreed on what they will say before this committee.

It is a disheartening picture: a senatorial committee weighted with men favorably disposed to public housing, and no one in private industry really prepared to prevent a strong united front in defense of a private enterprise solution of the housing picture.

EIGHT SUBJECTS—The Taft Committee's principal subjects of discussion are said to be as follows: (1) Nature of permanent federal housing agencies; (2) Disposal of war houses; (3) Problems of revival of home building and relaxation of war-time controls; (4) Role of federal government in future public housing; (5) Types and methods of private credit aids; (6) Relation of housing agencies to the general credit policy; (7) Effect of veterans' loans on housing; (8) Rural housing and urban rehabilitation.

It is obvious that the whole future of the building business is wound up in these subjects. Every building organization in the country ought to be prepared to present sound and pertinent data to the committee, whose secretary is Robert D. Troutman, Jr., 102 Senate Office Bldg., Washington, D. C.

Why stop at the factory cost, which Mahan quoted as being $1,200 on a $5,000 house? He might as well go a step further and quote the value of the products as they are in the mines, forests, or quarries.

The expense of handling, selling, and servicing building products is just as much a part of the logical ultimate consumer cost as mining, processing, or manufacturing.

MATERIALS ABROAD—Vast shipments of roofing and other building materials have recently been ordered for France and other war-torn countries. Still greater orders are in prospect. The big question is how much shall the American public be asked to suffer in the way of housing material shortages in order to supply what appears to be an unlimited demand abroad?

YEAR 'ROUND WORK—Quite a number of builders I know are definitely working towards employing their key men on a year 'round salary basis. One smart operator who still has some war houses to finish is installing a full time year 'round.

12 CASES OF SCOTCH—In California an Army officer recently offered a reward of twelve cases of scotch and a dozen pairs of nylon stockings for information that would lead him to obtain a two-room apartment or house.

Just shows how scarce houses are! Also suggests how some people are getting around the rent ceiling via the "reward" method. How about throwing in a carton of cigarettes?

BUILDERS LIKE COBBLERS?—An unexpected blast at the private building industry was recently made by L. E. Mahan, president of the Mortgage Bankers Assn., when he said that it is "in about the same position as the shoe industry was when shoes were made by cobblers at the last." Mahan quoted some rather old and discredited figures to the effect that $2,400 out of the cost of a $5,000 house goes for "distribution cost."

He included freight, subcontractor's profits and commissions in this figure—as though these were items that could be eliminated. Certainly a ridiculous type of reasoning.

NECESSARY EXPENSE—There is necessarily a vast difference between the factory cost of building products and the ultimate cost to the consumer when they are installed in a house on his own hillside. To relate the two calls for an understanding of the expense involved in handling, moving, merchandising and servicing building products of a wide variety of types.

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Why stop at the factory cost, which Mahan quoted as being $1,200 on a $5,000 house? He might as well go a step further and quote the value of the products as they are in the mines, forests, or quarries.

The expense of handling, selling, and servicing building products is just as much a part of the logical ultimate consumer cost as mining, processing, or manufacturing.

MATERIALS ABROAD—Vast shipments of roofing and other building materials have recently been ordered for France and other war-torn countries. Still greater orders are in prospect. The big question is how much shall the American public be asked to suffer in the way of housing material shortages in order to supply what appears to be an unlimited demand abroad?

YEAR 'ROUND WORK—Quite a number of builders I know are definitely working towards employing their key men on a year 'round salary basis. One smart operator who still has some war houses to finish is installing a remodeling department, laying special stress on kitchen work.

He is going to open a downtown showroom and expects to develop quite a number of jobs. This business, carried on in conjunction with new home building, will enable him to spot his crews so that he can keep them busy full time year 'round.

SHOPPING CENTERS—Numerous builders have told me of their new interest in shopping centers. They expect to develop some interesting new ideas. Residential builders used to sell off their store sites to some one else, but now they realize that income property is a mighty fine thing to own and in the future they plan to hang on to such property.
Remodeling Means
Pureaire Kitchens

Adjustment to modern conditions has created the tragic problem of too large homes, the pride of an era now past.

Such homes can be transformed into satisfactory income producing assets by remodeling into small apartments. And remodeling means Parsons Pureaire Kitchen equipment.

This compact, complete steel kitchen installs wherever connections are most convenient. Doors closed, Pureaire blends harmoniously into the wall. In use, its patented ventilation feature carries away all surplus heat, vapors and odors, allowing none to escape into the room.

Just uncrate and connect; Pureaire is ready to cook the finest meal you ever ate.

The above plan by Architect Talmage C. Hughes of Detroit is a splendid example of remodeling transformation. No kitchen problems at all—thanks to Pureaire and Mr. Hughes' clever designing! And eight occupancies instead of one! Remodeling will be a huge factor in post-war building. Forward looking architects are preparing for it now. Solve those remodeling kitchen problems with Pureaire.

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

THE PARSONS COMPANY
15000 OAKLAND AVENUE • DETROIT 3, MICHIGAN
The spotlight of public interest is turned full force on the homes being planned now for postwar construction. A large share of the tremendous volume of savings now in savings deposits and invested in war bonds will be spent for new homes.

One thing all potential home buyers are interested in is quality equipment; and in plumbing and heating, they universally recognize the name Crane as standing for high quality.

The Crane postwar line will include fixtures in a wide price range for every type of home, from the modest cottage to the fine estate. Be sure that the homes you are planning to build have the extra sales appeal that Crane equipment can give.
KIMSUL is the only insulation made on the scientifically superior many-layer principle. (There are 44 layers in KIMSUL "Double-Thick" and 22 layers in KIMSUL "Standard-Thick"). These layers are permanently held together by rows of strong stitching, running the length of the entire blanket. Because of this stitching, KIMSUL, unlike ordinary insulating blankets, cannot sag out of place. Cannot drop down and leave large gaps through which heat can escape.

Nor can KIMSUL settle as do loose “bulk insulations”, leaving irregular density or uninsulated spots. KIMSUL provides uniform thickness over an entire area. It stays the same thickness. It stays in place. Even extreme vibration cannot cause it to sift, sag, or settle once the blanket is properly fastened.

The material from which KIMSUL is made—wood fibre impregnated with asphalt—is an extremely durable insulation substance. Permanent moisture-resistance is provided by the asphalt. However, a chemical treatment makes this insulation resistant to mold and fungus growth. And KIMSUL offers no subsistence to insects or vermin.

For lasting protection, specify KIMSUL Insulation.
Resume Normal Building with
MEDUSA CEMENTS AND
CEMENT PRODUCTS

When you resume normal building, you can profit by using these MEDUSA Cements and Cement Products. If you are not familiar with these products, we suggest that you try them now—thus experiencing their advantages for your postwar building. Here are the Medusa Cements and Cement Products:

MEDUSA GRAY PORTLAND CEMENT—a standard Portland Cement.
MEDUSA WATERPROOFED GRAY PORTLAND CEMENT—a regular gray cement with the proper amount of waterproofing ground in at the mill. For use in waterproofing concrete, stucco or mortar.
MEDUSA PORTLAND CEMENT PAINT—for painting concrete and masonry and for weatherproofing and decorating concrete and masonry construction.
MEDUSA WHITE—the original white portland cement. Used wherever a beautiful white or tinted effect is desired (Medusa Waterproofed White Portland Cement can also be furnished). MEDUSA “MEDCO” HIGH EARLY STRENGTH CEMENT gives a normal 5-7 days strength in 24 hours. Unexcelled for winter building and rush work.

MEDUSA BRICKSET MASONRY CEMENT—the prepared mortar cement for laying up masonry units. Just add sand and water.
MEDUSA WATERPROOFING PASTE AND POWDER—used in the mix to waterproof concrete and mortar.

OTHER MEDUSA PRODUCTS: Medusa White Tile Grout Cement ... Medusa StoneseT.

Complete information can be had on the use of any or all these products by writing

MEDUSA
PORTLAND CEMENT CO.
1002 MIDLAND BUILDING,
Dept. A, CLEVELAND 15, OHIO
LUMBER will still be the world’s most important and widely used building material.
What about Lumber
IN THE POSTWAR PERIOD?

We are all doing some sort of postwar planning.

G. I. Joe is thinking about what he wants to do when he gets home. The alert businessman is studying how he can improve his services to his customers. Other businessmen are planning to start planning some day. Governments are planning to reach and hold a favorable world position.

We all know, no matter how good the plans, they cannot become completely effective until the war is over. Every war-time effort and plan is a waste of time if it does not recognize the cold fact that for the remainder of the war only critical needs of civilians can be satisfied.

But facing this fact does not stop G. I. Joe from thinking, and the forward-looking businessman nor an ably directed government from planning. Take lumber, for example. The war needs for lumber are still pressing. Consequently, civilian supplies are now at an all time low. Yet, with reconversion such a simple matter, the moment war orders are filled, the production of lumber, which these orders commanded, will flow quickly and in great quantity to civilian markets. So builders are planning for brisk postwar trade.

Weyerhaeuser plans are rapidly taking shape—new services to aid our customers—a farm building service soon to be announced, the finest ever developed and most complete—a new home building service—new aids for wood engineers—and some new products which will follow along as the close of the war approaches.

Because lumber for civilian use is scarce now this does not mean that the lumber industry is through. The public should be told that in the postwar period, lumber will still be the world’s most important and widely used building material.

WEYERHAEUSER SALES COMPANY
SAINT PAUL 1, MINNESOTA
Superior Provides You
SURE PROFITS

With Quick Discounts - NO GUESSWORK

A well-rounded line of Superior Metal Trim shapes is now available—more are being added every week! Now is the time for you to make a worth-your-while and profitable metal trim connection that will be permanent...permanent because of fair dealing and SOUND business practices.

Your discounts with Superior take effect with your very first order. There is no wait and see attitude—we do business together with mutual and deserving confidence in each other. BETTER YET, you can figure your profits right on the spot—no six months’ delay to figure when, how, and if you made profits. With Superior YOU KNOW at any time that you made profits AND HOW MUCH. If you like this straightforward, no pig in a poke business method, don’t delay any longer in getting Superior’s proposition and list of available numbers. Feel free to use the coupon.

Superior has more than 78 proven money-making shapes available now. Write for descriptive folder.

Warehouses strategically located permit you to do a larger business with less inventory investment.

YOUNGSTOWN MANUFACTURING INC.
66-76 S. PROSPECT ST., YOUNGSTOWN, OHIO

YOUNGSTOWN MFG. INC.
66-76 S. PROSPECT STREET, YOUNGSTOWN, OHIO

Send us your folder showing Metal Trim styles and types

COMPANY NAME
YOUR NAME
CITY STATE
When We've Launched Our Last Warship

After the nations of the world stack arms and the last warship has been sent from our ways, this company, in stride with the leaders of American industry, will be ready for conversion to peace. More than that, we will be prepared to translate the advancements and economies taught by war into epoch-making new products for better living for Americans. As it has for more than 40 years, the Defoe Shipbuilding Company will construct large yachts and commercial vessels. But the major expansion will come in the new Housing Division which will manufacture and distribute low-cost units and component parts for American homes and farms. The industries of this country should turn the experience, new techniques and materials developed by war work toward advancing the standard of living throughout the world. The large scale program of the Housing Division will be Defoe's contribution to the mobilization of American war industries for peace time production and employment.
Much brighter rooms are on the way, with an abundance of healthful, cheerful, eye-saving daylight. Indoor and outdoor beauty will be blended...by “opening” walls with glass, for full enjoyment of gardens, flowers and views.

These are the benefits of Daylight Engineering that add up to a quicker “yes” from prospects...that promise better satisfaction on the part of homeowners...that insure lasting property values.

The pictures on this page show what Daylight Engineering can do for a living room. Same room...same furnishings...but compare them and you’ll see how smart use of glass gives a house extra appeal. Remember, larger glass areas need not be a threat to winter comfort or heating bills. For Libbey-Owens-Ford has developed an amazing windowpane that insulates—Thermopane.

The benefits of Thermopane are described briefly below. For full information, write for our illustrated Thermopane Book and for Data Sheets by Don Graf. Libbey-Owens-Ford Glass Company, 1115 Nicholas Building, Toledo 3, Ohio.

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**Thermopane... the windowpane that insulates**

Makes big windows practical in any climate

Thermopane provides effective insulation because a layer of dehydrated air is hermetically sealed between its two panes of glass. Thanks to the patented Bodnermetic Seal, used to prevent dirt and moisture infiltration, there are only two glass surfaces to clean. This double-glass windowpane fits into a modified sash, just like a single pane of regular glass...stays in all year. It’s a modern, practical way to provide the benefits of bigger windows, with assurance of winter comfort and heating economy.
YOU BUILD WITH

MASONITE
HARDBOARDS

From crisp modern "machine for living" to vaulted chapel, from colorful colonial home to store or office or factory . . . there's not a single building job where you cannot use the versatile Masonite® ligno-cellulose hardboards to advantage!

Made from the fibers of exploded wood, these hard, dense, grainless boards are among the most useful building materials you can find for both interior and exterior uses.

You'll find the Masonite hardboards a great help in remodeling jobs — and a major answer to many problems in new construction. Fitting and application are easy — ordinary carpenter's tools do the trick. And almost any kind of finish may be applied to their smooth, durable surface. They can also be obtained in custom finishes in a wide range of colors, textures and effects.

Start a handy file of data on Masonite Presdwood, Tempered Presdwood and other Masonite hardboards. Drop us a postcard and we'll send you the kind of facts you can use.

Masonite Corporation, Dept. AB-1, 111 W. Washington St., Chicago 2, Illinois.

*Masonite* is a trade-mark registered in the U. S. Pat. Off., and signifies that Masonite Corporation is the source of the product.
A SHOW MODEL
for basement
or utility room

"HEAT EXTRACTOR"
BOILERS
Oil-Gas
Automatic
Heating Units

DISPLAY VALUE
plus
SELLING FEATURES
for remodeling and
new housing programs

Yes, modern National Radiator "Heat Extractor" boilers and automatic heating units have plenty of eye appeal—and sales appeal too. Selling features include quick-heating and economical operation . . . with hand, stoker, oil or gas firing. Compact units require small floor area, 1" diameter mains can be run under floors for utility room installations.

The forced circulation hot water heating system with its automatic control and attractive radiant warmth radiators or convectors recessed under windows is new but proved. Its comfort and convenience spell successful heating for new homes or remodeling projects. No drafts—no heating troubles—just comfortable, satisfied users.

The National Radiator Bond guarantees boiler ratings and quality. It helps convince your prospect that you install good heating.

Write for our new booklet—"Plan To Be Comfortable"—a down-to-earth review of both practical and "Miracle" heating systems promised for postwar.

The NATIONAL RADIATOR Co.
226 CENTRAL AVE. • JOHNSTOWN, PA.

OVER FIFTY YEARS SERVICE TO THE BUILDING INDUSTRY
THERE'S A GROWING APPETITE FOR HOMES

There's a growing appetite for homes. And no "false hunger" about it. Never before in our 20 years of advertising have we had such reader response as there was in 1944. Never before have there been so many requests for our illustrated booklet—"Western Pine Camera Views." Such interest is truly phenomenal in view of Federal restrictions on home building.

Western Pine advertising and promotion plans for 1945 will continue to whet this home-building appetite. The campaign in national magazines will be increased in size and definitely pointed to postwar designs for living. Above all, the beauty, utility, and versatility of Western Pines will be dramatized. This will naturally benefit dealers who carry Western Pines as well as contractors and builders who recommend and use these fine woods.

When the war is over there will be plenty of ripe timber; and new forests are assured under the industry's program for continuous production of forest crops.

Western Pine mills will require no retooling or reconversion but will start cutting for peace time use immediately after war requirements slacken or cease.

Meanwhile our Research Laboratory is constantly working to discover new uses, new values, and to improve the manufacturing and service of Western Pines.

WESTERN PINE ASSOCIATION
Yeon Building, Portland 4, Oregon

Idaho White Pine • Ponderosa Pine • Sugar Pine—THESE ARE THE WESTERN PINES
People want bathrooms like these

The "Standard" Duo-Use Bathroom plan points the way to more useful, more practical and more attractive bathrooms. Its advantages are—it doubles bathroom availability without increasing the number of fixtures and it does not add to piping costs. The only additional cost is the partition and door which divide it into two compartments. It is suitable for either single bathroom or multiple bath dwellings.

The "Standard" Duo-Use Bathroom was first shown in advertisements in the May 1944 trade press; it has since been presented to the public, to architects and to builders. Reaction indicates that it is the bathroom of the future. Write to Pittsburgh (30), Pa., for a circular showing other Duo-Use plans.

Time Payments are available for Heating and Plumbing under regulations prescribed by the Government.

AMERICAN HEATING EQUIPMENT

American-Ideal Boilers are obtainable for essential uses under WPB Limitation orders. Wholesalers' stocks throughout the country are also available. In most cases jackets cannot be furnished, probably for the duration.

AMERICAN RADIATOR & Standard Sanitary

New York CORPORATION Pittsburgh
See or Write These Licensed R. O. W. Window Dealers

ILLINOIS
Chicago—Pacific Mutual Door Co.

KENTUCKY
Louisville—Kister Co.

MICHIGAN
Flint—Flint Sash and Door Co.
Grand Rapids—Porter Hadley Co.
Royal Oak—Royal Oak Wholesale Co.

MISSOURI
St. Louis—Imse-Schilling Sash and Door Co.

NEBRASKA
Grand Island—Sothman Co.

NEW JERSEY
North Bergen—General Woodcraft Co.

NEW YORK
Binghamton—A. Roberson and Sons
Buffalo—Whitmer-Jackson Co.

OHIO
Canton—Mahoneys Sash and Door Co.
Cleveland—Whitmer-Jackson Co.
Columbus—Throop Martin Co.

OKLAHOMA
Muskogee—Hope Lumber Co.

ONTARIO, CANADA
Sarnia—Laidlaw Belton Lumber Co.

PENNSYLVANIA
Pittsburgh—Adelman Lumber Co.

VIRGINIA
Rocky Mount—Rocky Mount Manufacturing Co.

WASHINGTON
Seattle—Acme Millwork Inc.
Spokane—Spokane Sash and Door Co.

WISCONSIN
Merrill—Wisconsin Window Unit Co.

See the R.O.W. Spring Cushion Window at the N.A.H.B. Show

R. O. W.
Spring Cushion Windows
will
SELL MORE HOMES
For You

No Weights, Cords or Pulleys

The homes you build are more “livable” and therefore more readily sold when equipped with R. O. W. Spring Cushion Windows. R. O. W. Windows cost no more than conventional double-hung windows, yet they are furnished as a complete, prefabricated, weatherstripped unit standard in design. Easy to open and close and adjustable to any desired fixed position. Either or both sash can be easily removed without removing stops, allowing 100% window opening for summer ventilation. Variation in frame and trim design incorporating the special R. O. W. Spring Cushion Jamb together with modern trend narrow Mullions and narrow exterior trim are possible. Applicable to all types of construction—frame, brick and stone veneer and solid masonry.

Closely fitted, self-adjusting non-corrosive metal guides, plus conventional weatherstripping at the head, meeting rails and sill give absolute weather- and dust-tight service. Small non-corrosive steel springs on the floating jamb side press the sash weatherstripping guides against the sash with exactly the right amount of pressure, evenly distributed, to permit the raising and lowering of the sash with ease. For further information write to:

R.O.W. Sales Co.
Royal Oak, Michigan
in Post-War BATHROOMS

Steam and moisture will be instantly dispelled with easily-installed, low-cost Victron electric ventilating fans. Bathrooms will be fresh and clean.

and KITCHENS TOO will be ODOR FREE!

Modern kitchen planning will accent complete freedom from cooking odors. Floating grime and grease will be given a quick, safe exit to the outside air. Victron wall and ceiling ventilators will be available with a special model for thin wall prefabricated construction, also a steel sash, panel ventilating fan. Pioneers in residential ventilation, Victor has been first in the development and adoption of many desirable features in ventilating fans. Victor will again be the leader in home ventilating fans after the war. Your request will bring a catalogue showing latest pre-war models and bring you details of new models when ready.
Another Example of THRUSH Zoned

FORCED CIRCULATING HOT WATER HEAT
TO PROVIDE REAL HEATING COMFORT AND ECONOMY

THIS installation of Thrush zoning in the Margaretville Hospital, Margaretville, New York, is an outstanding example of efficient layout and economical heating. Nine heating zones incorporating nine Thrush Water Circulators and Nine Thrush Flow Control Valves give perfect control of temperatures in various parts of the hospital, reducing fuel consumption and increasing comfort because each zone carries the exact temperature needed all of the time. There is no overheating. An additional Thrush Circulator circulates boiler water through a submerged heater in the storage tank, providing the plentiful supply of hot water so constantly needed in hospital service. Have you canvassed your community for opportunities like this to modernize heating equipment and reduce fuel consumption to help the war effort? Get all the facts now from your wholesaler or write Department G-1.
That’s a strong statement. But LUMITE, the new plastic screen woven from Saran®, simply can’t wear out through natural causes!

Rigid tests under every possible condition—in laboratories and by constant use in the Armed Forces—have proven beyond doubt that LUMITE is not affected by acid fumes, salt air, rain, snow, heat or cold.

And because this amazing new plastic screen cloth neither rusts nor corrodes, it is non-staining—no more ugly streaking of sills or sidewalls. Nor does LUMITE itself ever need repainting—a damp cloth restores its new look instantly. And what’s more, LUMITE is strong, resilient. The tensile strength runs as high as 50,000 pounds per square inch, gives sturdy resistance against dents or bulges.

That’s why LUMITE is amazingly long-lasting, and that’s why no other type of screen can offer such unbeatable durability, so many advantages to postwar building.

*A product of the Dow Chemical Co.

CHICOPEE MANUFACTURING CORP.
Lumite Division: 40 Worth St., N. Y. 13, N. Y.
World’s Largest Maker of Plastic Screen Cloth

The screen that can’t wear out!

TESTED IN WAR
READY FOR PEACE

Not just a postwar dream product...millions of feet of LUMITE are now in actual use, protecting the Armed Forces against disease-carrying insects.

★ Will not rust or corrode... long-lasting
★ Non-staining...no streaking of sills or sidewalls
★ Strong, resilient...no dents or bulges
★ Unaffected by fumes or salt air
★ Non-inflammable
★ Will be competitively priced

You can’t afford to miss this amazing proven product
Featuring a scale model of an actual home basement with walls of AR-KE-TEX Ceramic Glazed Structural Tile.

- Shows Recreation Room, Basement Dinette, Laundry and Furnace Room, Storage Room.

**See the AR-KE-TEX DISPLAY**

**BETTER WALLS**

WITH AR-KE-TEX CERAMIC GLAZED STRUCTURAL TILE

Arketex Ceramic Corporation • Brazil, Indiana
The roof blew off... but the shingles held on

Photograph of roof deck blown completely off the house but with practically every Cyclone shingle intact.

*FORD

Cyclone

SAFETY SHINGLES

... HOLD FAST IN STRONGEST WINDS

This shingle is designed specifically as a windproof shingle. The locking notch anchors each butt securely to the lower course so that high winds cannot loosen the shingles or drive snow and rain underneath to cause leaks. The Ford Cyclone, "locked-to-the-roof" shingle, is a sure cure for wind trouble and can be recommended with complete confidence for localities where high winds are encountered. Roofers find the interlocking operation simple and fast in applying.

The Cyclone Safety Shingle is an exclusive Ford product backed by eighty years experience in making quality roofing materials.
If it's BRIGGS—
it has these essential features

**it's safe**
Briggs engineers designed and produced the only real Safety Bottom Bathtubs . . . a maximum area of level bottom, serpentine embossed for safety. This non-slip tread is an exclusive, patented Briggs safety feature. Wide rim seat, low sides and convenient hand-grip are other safety features pioneered by Briggs.

**it fits** — Exactness of dimensions in plumbing fixtures is required today if full advantage of mass production principles in the building industry is to be realized. Briggs Beautyware fixtures meet this requirement because they are die-formed and are engineered to permit easy installation . . . keep construction costs down.

**it's leakproof** — Leaks along the built-in edges of bathtubs are a problem familiar to every builder. Briggs solved this problem with a one inch integral lip flange which provides a perfect flashing — a permanent water seal — tub to walls.

**unnecessary weight is eliminated** — Briggs Beautyware Formed Metal Plumbing Fixtures—one-third the weight of their old-fashioned predecessors—like modern kitchen ranges, are typical examples of how reduction in weight goes hand in hand with increased utility and beauty.
it's smartly styled
Modern and pleasing in appearance, each Briggs Beautyware fixture is designed to give the fullest utility and convenience. A Briggs bathroom is a room of beauty, an enhancement to the charm of the home.

it's colorful — Briggs took the lead in popularizing the use of colored fixtures and has made it possible for home owners with even the most modest budget to enjoy their advantages. Color in a variety of pleasing pastels blends tastefully with the most distinctive wall and floor treatments, and lends a homelike warmth to the room.

it's acid resisting — Briggs Beautyware Fixtures are of one quality— the highest — acid resisting porcelain enamel . . . easy to clean and easy to keep clean . . . and at no extra cost. Acid resisting enamel preserves original fixture beauty and protects it from the etching and surface staining common to regular enameled fixtures.

Sandstone
Sea Green Light
Sky Blue Light
Ivory
Butter Yellow
White
blueprints for tomorrow

When NHA and WPB give the go-signal to the vast housing program that 5,000,000 people are waiting for, House & Garden readers will be ready with blueprints—complete to the last detail.

House & Garden features the important aspects of house-planning — architectural designs, building materials and household equipment. Through our wide coverage of building requisites, our appraisal of innovations in household utilities, thousands of our readers are already potential builders.

House & Garden readers know what they want in their homes of tomorrow. Right now, they are documenting the ideas, the research, the statistics that House & Garden gives them. They have started to build—the blueprint way.

Sell America's ENTERING-WEDGE market with

House & Garden

When housing materials are available...

House & Garden readers will be the first to start building. Reach this ENTERING-WEDGE market now...while tomorrow's blueprints are in the making.
Now Architects, Builders, and home owners can make definite post-war plans — and be sure that Bathe-Rite Shower Cabinets will fit those plans when construction begins!

Bathe-Rite engineers have established standardized sizes and will build all post-war shower cabinets to those standards. Not only will this facilitate and speed up planning now, but it will greatly aid specifications and actual construction.

These standardized sizes will, of course, be available in many attractive designs, to lend themselves readily to modern beauty in every type of surrounding, in homes and public buildings. And they will be rich in many typical — and new — Bathe-Rite “extra-value” features of design, construction, greater strength, easier installation.

Use Bathe-Rite Standardized Sizes in your new plans.
Opens up an entirely new market for dealers and builders. 12 years’ service in peace and war prove it a product of exceptionally high quality.

**FARM BUILDINGS** are better when built of Flexboard. No rot or decay ... no damage from rodents... added fire safety.

**OFFICE BUILDINGS**, stores, etc., can be built economically with Flexboard exteriors. Stone green color makes attractive appearance.
RAFTED early in the war for critical military construction, Johns-Manville Asbestos Flexboard is back on the job, ready to go to work for you and your customers. Its many features will suggest a wide variety of opportunities... jobs which no other product could do as well. And its excellent handling qualities and workability make it a pleasure to use.

Formed of asbestos and cement, Flexboard is pressed and then re-pressed under terrific pressure. The result is a strong, tough, durable yet flexible sheet... one that takes nails easily without drilling holes... one that works easily with ordinary tools.

Flexboard can be used indoors or outdoors. It never needs to be painted and it is unaffected by freeze and thaw. It will not rot or rust, and it is fireproof. Because of its smooth hard surface it is easy to keep clean and sanitary.

Pictured below are just a few of the types of building jobs on which you can use Flexboard to advantage. Dozens of others will occur to you when you see the material itself. Why not write us for full particulars and prices. Address, Johns-Manville, 22 East 40th Street, New York 16, N. Y.

Johns-Manville Asbestos Flexboard

FARM INTERIORS like dairy barns and milk houses are easy to keep spic and span when lined with Flexboard. No paint or whitewash needed.

GARAGE LINING, and also for laundries, workshops, boiler rooms at home... Flexboard is fireproof, resists steam and hot water.

INDUSTRY uses Flexboard in many ways. Here it provides a hood for an outdoor conveyor. Inside, it's ideal for washrooms, offices, etc.

TICKET BOOTHS, roadside stands, counters, etc., are more durable, more economical to maintain when built of Flexboard.
Read these typical statements

**MR. L. M. LILLY, PRESIDENT, First Bancredit Corporation, St. Paul, Minn.**：“A short time ago we had occasion to look over some installations of the Servel All-Year Gas Air Conditioner, and were amazed with the results which were being obtained. We were very much impressed with its simplicity and economy of operation, and are certain that a tremendous demand will accrue for this type of installation once the public becomes acquainted with it.

We will be very happy to finance the installation of this equipment, and think so well of it that we are prepared to extend much longer than usual terms, to permit more people to enjoy the living that goes with a home that is equipped with this type of conditioning.”

**MR. P. A. BENSON, PRESIDENT, The Dime Savings Bank of Brooklyn, Brooklyn, N.Y.**：“In granting mortgages we carefully scrutinize a home not only for its immediate value, but also as to its value ten or twenty years from now. We agree that all-year air conditioning is a development that will be included in more and more homes. A home that has an All-Year Air Conditioner will tend to stay, in our opinion, ‘modern’ and have a greater resale value over a longer period of years.

“It also stands to reason that a home with this type of equipment can be appraised at a higher figure, resulting in a proportionately higher mortgage loan.”
Casas Air Conditioning

Investments!

Mortgages

Investments!

R. G. CARLTON HILL, VICE-PRESIDENT, The Fifth Third
Union Trust Co., Cincinnati, O.: "It is our opinion that
the further development of units such as your Company
is manufacturing, offering the benefits of heating and
air-conditioning to private homes and including the
cooling unit for summer use, will greatly retard the rate
of obsolescence of the present home structure, and will
help to retain a higher sale value."

You can expect favorable financing — higher appraisals
and good terms— when you include Servel All-Year Gas
Air Conditioning in the plans for your post-war homes.
As the typical comments above indicate, mortgage loan
officers all over the country recognize the increased in-
vestment value of homes so equipped.

What's more, you'll get your profits out of your
houses faster, too. Post-war buildings with Servel All-
Year Gas Air Conditioning promise to sell faster. Surveys
show that 72% of the people who plan to build or buy
after the war want all-year air conditioning.

The Servel All-Year Gas Air Conditioner—one sim-
ple unit, controlled by the Servel Selectrol—supplies
clean, filtered air indoors the year round. In summer it
cools the air, removes sticky humidity. In winter it
warms the air, adds just the right amount of humidity.

To help you in planning this "New Quality of Living"
for your post-war homes, your local gas company has
available trained air conditioning engineers. Get in
touch with them now, or write direct to Servel, Inc.,
1501 Morton Avenue, Evansville 20, Indiana.
when the CG4A Glider disgorges men and materials on a new air held front, give a service ribbon to Ceco metal window screens.

For from the engineering and manufacturing skill absorbed in the manufacture of this lightweight, rugged, metal frame screen came hundreds of glider fuselages for the Army Air Forces.

The fabrication of gliders requires the full use of Ceco's engineering skill and experience with lightweight metals. And depend on it—the additional skills learned in the fabrication of this remarkably tough, serviceable Glider will produce an even finer CECO screen for every type opening after the war.

No job, no opening, too difficult for CECO to screen. Ceco became the largest manufacturer of custom screens in the world because Ceco brought to the making of screens the designing ability and precision workmanship of an engineering company. Ceco solved the most difficult screening problems through better engineering, often redesigning and rebuilding openings before screen installation.

The large proportion of CECO screens in government buildings...over 500 U.S. post offices coast to coast, veterans' hospitals, Federal court buildings, Treasury Department offices, etc., is proof of the outstanding quality of this Ceco product.
Reasons why you should specify Ceco Screens!

Greater strength and rigidity... all Ceco metal frame screens are made from cold rolled light gauge metal or tubed sections, all corners expertly welded for additional strength.

Your choice of steel, aluminum, bronze, or copper frames finished in any color specified... paint always baked on. Choice of any screen cloth, including Koolshade.

No screens are rustproofed. Ceco steel frame screens are given a special protective bonderizing treatment.

No warping, shrinking, or swelling with Ceco metal frame screens. Assured ease of operation, installation and removal.

No storing problem with Ceco metal frame screens. Easy to stack... no danger of breakage.

Ceco metal frame screens are lifetime screens. Weatherproof, termite proof and rustproof.

Ceco screens cost no more... cut maintenance cost to minimum, providing substantial savings over a several year period.

CECO STEEL PRODUCTS CORPORATION
General Offices: Omaha, Nebraska
Manufacturing Division: 5701 W. 26th St., Chicago, Ill.
Fact-Finder Florence Paine researching for her scoop “How Quick Freezing Will Affect Your Future Life” consults with John F. Stone, refrigeration expert of Johns-Manville. They discuss the feasibility of building zero-temperature rooms right into the house. It’s no mere pipe-dream, since it’s already been done in pre-war homes on the West Coast.

Digging Out Facts for her article “How Quick Freezing Will Affect Your Future Life” took House Beautiful’s Florence Paine up to Robert M. Ruddick, Air Cargo Area Manager of United Air Lines. Here they discuss the possibility of freezing airflown novelty foods so every meal will be an adventure.

Getting All Angles... is House Beautiful’s job. So Editor Florence Paine investigates the newest packaging materials for Frozen Foods. V. W. Moody, Jr., Eastern Sales Manager, Foil Division, Reynolds Metals, describes the advantages of their new sheet aluminum foil for wrapping foods for both home freezer and refrigerator storage.

Interpreter of Trends... House Beautiful shows the effects of quick freezing on our future life. Here Editor Paine gets a preview of one of the 2,000 Frozen Food Stores Howard R. Roberts, General Sales Manager, Deepfreeze, says will be open by June 1946. Even department stores consider putting in Frozen Food Departments and Delivery.

HOUSE BEAUTIFUL is the magazine that interprets living and markets for you. It’s FIRST in the home field... the must magazine for those who make it their business to know their business.
Is Its BEAUTY only SKIN DEEP?

After all, what is the most important thing in any building designed for human habitation? There is only one answer; it is the plumbing or heating piping system, or both. The building may be the last word in modern design with beautiful and modern bathroom and kitchen fixtures, but they are utterly useless if the arteries which supply them with hot and cold water are defective and unreliable. The building's outward beauty will be only SKIN DEEP.

The informed prospective buyer or tenant of tomorrow will ask a lot of searching questions about plumbing and heating piping systems. He has become "piping conscious" and "rust conscious" too. He will demand a piping system that will not corrode and one that will offer the greatest possible resistance to clogging or leaking.

If you agree that a reliable, rust-proof piping system is a vitally important item in promoting comfort and liveability in the home, why not make a leader of it for post-war building? It can be a most effective sales argument to sell or rent property.

A plumbing or heating system of STREAMLINE Copper Pipe and Fittings, installed under normal conditions means efficient, trouble-free performance without repair bills, year after year, for the life of the building.

Investigate STREAMLINE now, and plan on using it either for remodeling or new, post-war construction. Send for catalog... it gives you the complete story.
COTTON INSULATION

gains EFFICIENCY with AGE!

COTTON INSULATION IS
EASIER TO INSTALL
Simply unroll like a rug. Light in weight and containing no abrasive substances. It is harmless to skin or clothing—leaves surfaces smooth and clean when unwrapped. It is clean—no dust or flying particles when it is installed. Cotton Insulation reduces waste in storage, transportation, and handling on the job.

COTTON INSULATION
DRASTICALLY CUTS WEIGHT
Cotton Insulation weighs about 220 pounds per thousand square feet—three inches thick—as little as one-twelfth of the weight required when using some other insulating materials comparable in efficiency. The added weight of Cotton Insulation is negligible—it places no strain on walls, ceilings, or other structural members of a building utilized for its support. A reduced thickness may be used to provide an equivalent insulating effect. This advantage is important to the practical man.

COTTON INSULATION
DOES NOT DETERIORATE FROM DAMPNESS
Refusing to spoil, Cotton Insulation does not absorb, but sheds, moisture. In processing, the natural water-repel lent waxes of pure cotton are retained. When dried in water for a period of six months, it shows no mildew or capillary attraction. When tested under severe and abnormal conditions, frozen solid and then thawed, it retains full resiliency and efficiency when dried. Cotton Insulation has lifetime durability.

COTTON INSULATION
RESISTS FLAME—REPELS VERMIN
Subjected to a 1600° F. flame from a blowtorch for a period of 20 minutes, it does not burst into flame, only chars. The chemicals used to make the cotton highly flame-resistant are non-volatile under temperature and atmospheric conditions prevailing in the United States. Chemicals render Cotton Insulation vermin-repellent. Examined after years of use, it was found to meet the requirements of the U. S. Department of Agriculture in every respect.

Although available through trained applicators, no special equipment is required for installation. Packaged in blankets that unroll like a rug—handled with ease and safety—the featherweight of its field, these qualities brought instant popularity to Cotton Insulation.

This popularity is merited by facts—facts that clearly indicate a maximum efficiency with a minimum investment—facts that assure the user comfort and safety. It meets or exceeds technical insulation requirements—it is included in standard specifications of FHA and FPHA—no priorities needed. All production is inspected and certified in strict accordance with specifications of the U. S. Department of Agriculture.

The superior value of Cotton Insulation is confirmed by the tests of leading laboratories—tests which show that Cotton Insulation transmits less heat per inch of thickness than any other building insulation material available today. It gains efficiency with age—does not settle from vibration and heat—in fact, tends to fluff to a greater thickness.

The demand for Cotton Insulation, which entered production shortly before the war, has reached such proportions that it promises to be a major factor in the postwar stabilization of agriculture.

For more detailed information and a full account of government tests of this amazing product, write to NATIONAL COTTON COUNCIL, Box 18, Memphis 1, Tenn., for the booklet "Cotton Insulation."

NATIONAL COTTON COUNCIL OF AMERICA

COTTON INSULATION ASSOCIATION

FOR OFFICIAL GOVERNMENT TESTS WRITE NATIONAL COTTON COUNCIL, BOX 18, MEMPHIS, TENNESSEE
Urgent Military Demands
Halt Trend of Building
To an Early Reconversion

GRIM developments in the European war in November and December have led to definite announcement in War Production Board quarters in Washington that there will be no relaxation in building restrictions until V-E day.

Increasingly stubborn German resistance has made it necessary to use greater quantities of material than original Army estimates called for, with the result that many war industries which had already been hit by the exodus of workers to peacetime pursuits have again been called upon to step up their production in order to meet new Army requirements. This is particularly true in the field of munitions and artillery, in following out the U.S. military practice of using vast quantities of materiel in leveling enemy resistance in order to spare American lives. The shortage has shown up also in the supply of heavy truck tires, and these two items are among the leaders in those industries where W.P.B. and the War Manpower Commission are calling for a greater number of employees.

Need 50,000 Units

These changes appear in the recent statement of John B. Blandford, N.H.A. Administrator, to the effect that at least 50,000 additional war housing units are needed in 87 critical localities. Blandford points out that most of these will be supplied by trailers and the movement of temporary, portable shelters from locations where they have already served their purpose. He hopes also to secure a good number of these accommodations through established war housing centers and the opening up of homes in these areas to incoming war workers. Emphasis has shifted from the Area Production Urgency Committees, who had been reluctant to give the required consent in order that N.H.A. and W.P.B. approved H-2 and H-3 housing programs might go forward in certain localities. It is now the apparent intent of the National Housing Agency to postpone, or at least not to encourage, the promotion of two programs intended to relieve congestion in critical areas (H-2), and hardship cases for returning veterans and others, even in areas of non-critical war production (H-3), until the date of the European war's ending can be more clearly seen than at present. Very few H-2 programs had been allowed to get under way since local area production emergency committees were not willing to certify that the manpower to build the houses was available without taking it from war plants.

Year's Housing Half Of 1943; W.P.B. Makes Estimates for 1945

New housing activity for 1944, with a total volume of $685 million, dropped to slightly more than half of the 1943 volume, according to the War Production Board. The biggest drop was in publicly financed construction, which tumbled from $702 million in 1943 to $188 million in 1944, while privately financed housing dropped from a 1943 figure of $616 million to $497 million.

W.P.B.'s estimates for 1945 indicate a further drop to $525 million in the event the war continues throughout the year on both fronts, but a rise to $775 million in the event of Germany's defeat in the spring.

G. J. GOUDREAU

Ohio Home Builders Hold State Conference

Two hundred home builders from all over Ohio gathered at Canton in November in connection with the Charter Members' Conference of the Ohio Home Builders Association. This conference was momentous in that it marked the formal injection of Home Builders into the State-wide matters of State-wide significance.

This gathering was the culmination of the efforts of a few pioneers who met in Washington in September, 1943, during the Directors' Conference of N.A.H.B. Wilburn Kerr was then elected President for the first year.

The newly organized Home Builders Association of Canton were hosts to the Conference, under the aggressive leadership of the local President, A. A. Knoch.

The following new officers were elected for the Year 1945:

G. J. Goudreau, Cleveland President; J. B. Haverstick, Dayton, Vice-President; A. A. Knoch, Canton, Secretary; W. B. Marquard, Cleveland, Treasurer.

These men are to be assisted on the Executive Committee by Charles Malowney of Springfield, who managed the Conference and who is also an Area Vice-President, and by Edward Gensler of Youngstown.

Other Vice-Presidents are: J. B. Stout, Circleville; A. A. Knoch, Canton; George Baum, Youngstown; Harold Sturdevant, Toledo; Thomas McIvain, Cincinnati.

Leaders among those who gathered at Canton included: Mrs. Ed Diller, Columbus, Chief of the N.H.A. field, who managed the Conference; Major G. F. Davis, formerly associated with the N.H.A. and now with the W.P.B., who gave a tough workout inspecting the site of the Oklahoman's 1,000 home post-war "Garden City."
F.H.A. Acts to Expedite G.I. Loans, Protects Vets

All field and district officers of the Federal Housing Administration are set up to accept and process applications for loans to honorably discharged war veterans for the purpose of buying new or existing construction for use as a home, according to announcement from the Federal agency. The more than 13,000 financial institutions approved to F.H.A. insured loans have been informed of new regulations to cover these loans, which may be 20% of the property's value but not to exceed $2,000. Normal F.H.A. requirements forbid the use of borrowed funds for down payment purposes, but this is waived where the loan is made by a discharged service man or woman for home purchase requirements. The agency has also taken steps to warn returning veterans about payment of inflated prices which do not represent true value. In its publicity releases and in a recently prepared series of advertisements for sponsor-approval by banks and other approved lending institutions, the F.H.A. points to the danger of making such mistakes under present market conditions in many areas, and suggests that F.H.A. insurance, with its proved valuation techniques to back it up, will lessen the danger.

Six New Associations Join National Body

Recently added to the roster of the National Association of Home Builders are the following Associations and their officers:

- Home Builders Association of Atlanta, Ga.; J. B. Boggs, President; Carl McMillen, Vice President; Herbert Kaiser, Treasurer.
- Long Island (N.Y.) Chapter of National Association of Home Builders; Gustav A. Metzger, President; O. J. Hartwig, Executive Officer.
- Short Hills-Millburn (N.J.) Builders and Developers Association; Kenneth W. Dalzell, President; H. D. Stevenson, Vice-President; Lloyd Bremer, Secretary; Harry S. Campbell, Treasurer.
- Home Builders Association of Canton (Ohio); A. A. Knock, President.
- Home Builders Association of Mahoning Valley (Ohio); W. H. Hartman, President.
- Stamford (Conn.) Home Builders Association (From Westport, Conn., to the New Yorker real estate); John Smith, President; Patrick Delucca, Vice-President; W. H. Hobby, Sec.

Maryland Builders Hear Gerholz, Cortright, Elects Officers

The fast-growing Home Builders Association of Maryland held its annual dinner meeting December 12th at the Lord Baltimore Hotel, in Baltimore. President Joseph Meyerhoff of the Maryland group, who is also Treasurer of the National Association, presided at the meeting and introduced National President Robert P. Gerholz and Executive Vice-president Francis W. Cortright, who discussed the purposes and aims of the National Association and the prospects for an early resumption of home building.

Officers Re-elected

The Association recently re-elected President Meyerhoff, Vice-president John L. Tregellas, and Treasurer Henry Kolb for a term of one year. C. Philip Pitt is Executive Secretary of the Association and its directors include Henry L. Adler, C. Bradford Jones, Julius Requardt, A. J. Watkins, Victor J. Gavin, Morris Macht, and J. McC. Mowbray, in addition to the officers.

California Contractors Hold 2-Day Meet, Show

The Building Contractors Association of California, Inc., with its 24 Chapter Members, held a recent two-day meeting and Building Material Display at the Los Angeles Elks Club which was addressed by officials of government, private building industry, the manufacturing industry and bankers. Prominent among the speakers were Douglas B. Burrows, Assistant Vice-president of the Security First National Bank, Los Angeles, who discussed post-war financing for builders; George Eason, Vice-president of the National Savings and Loan League whose subject was: The G.I. Bill and Post-war Construction Financing; and Fritz Burns, President emeritus of the National Association of Home Builders who outlined the January Exposition and Conference at Chicago.

One of the leading actions taken by the Congress was passage of a resolution calling for the separation post-war of F.H.A. from all other government agencies. A popular feature of the gathering was the display of building materials which may be expected to go into the post-war homes, which was open to the public. M. J. Brock is president of the Association, and his fellow-officers include Roy Streeter, Vice-president; George Brock, Second Vice-president; Marshall Tilden, Secretary; and Harry Hanson, Treasurer.

Local Associations Report 1945 Officers

The following local chapters of the National Association of Home Builders have sent us their slates of officers for 1945:

- Columbus, Ohio: Home Builders Association: Walter J. Schepfer, President; Ralph Falcomb, Vice President; Roy D. Rech, Secretary.
- Indianapolis, Indiana: Home Builders Association: Harry Dillehay, President; George B. Busch, Vice-President; Roy D. Rech, Secretary.
- New York, New York: Home Builders Association: Edward J. Holm, President; Everett J. Polly, Vice-President; Robert R. Poole, Secretary.
- Connecticut: Home Builders Association of Connecticut: Eugene T. Boulton, President; Charles E. Pollock, Vice-President; Edward J. Holm, Secretary.
- New Jersey: Home Builders Association of New Jersey: W. L. Hartman, President; O. J. Hartwig, Executive Officer.

Potential Employment In Home Building

Some conception of the employment possibilities offered by the housing industry post-war may be gained from a study of recent figures compiled by American Builder's market and research staff and included in its booklet: "Residential and Commercial Building in the Immediate Post-war Years."

In terms of manpower directly employed in erecting one million homes, it takes:

- 25,000 manufacturers and producers,
- 125,000 wholesale and retail distributors,
- 100,000 residential builders and general contractors,
- 200,000 special trade contractors,
- 3,000,000 architects, engineers, draftsmen, skilled and unskilled workers,
- 65,000 banks, building and loan and other lending institutions, as well as miscellaneous other employees, including title examiners, insurance representatives, building inspectors and other government officials.

To this should be added, of course, many rolls of Otis, S. & S. and other manufacturers, and the services of the many local associations and public relations staffs.

Where and When

Another milestone was reached this past year, 60 years ago this year, the non-farm population of less than 200,000 people was enlarged to a little more than 200,000, while 30 years ago the population was less than 150,000.

The story of the national body in the three years, which is written on other pages, is the story of the growth of the nation.

Wire Service

Entertainment regulars were not the only wire service people to realize the drastic change in their professional activities.

Restrictions on California Contractors

Restrictions placed on the building industry during the war year a serious blow to the industry. Where it was once possible to bid for contracts by the building of houses for army, navy, and other government and civilian purposes, it is now impossible. The building industry is still reeling from the effects of the tremendous order cut during the war years and it is obvious that the question of the employment of the industry is not entirely out of the question.
course, the vast employment rolls in the industries that manufacture building products; and the services of a substantial part of the nation's transportation system, as well as those of local public utilities.

Where They Will Be Built
Another interesting fact unearthed by the survey is that in 1941, our last normal building year, 60% of all new homes (non-farm) were built in places of less than 50,000 population; while 38% of that nation's total were erected in places having less than 2500 population. The survey predicted the construction of 1,600,000 new homes in the three immediate post-war years, with 750,000 of that number coming in the third year.

Wire Screen To Be Tight
Enormously increased military requirements for insect wire screen cloth have led to drastic cuts in W.P.B. authorizations for manufactures for civilian requirements.

Restrictions Removed On Cement Manufacture
Restrictions on Portland cement, formerly manufactured by three types, have been removed by W.P.B. included in the order of removal was the rescinding of the prohibition against earmarking of storage bins for individual customers.

The order had been in effect since August, 1942, in which year a record 185 million barrels were consumed, and it was thought that military requirements would boost this figure. However, 1944 consumption is down to an estimated 88 million barrels, and 1945 requirements, based on present construction restrictions, should not exceed 130 million barrels.

Cortright's Column
By Frank W. Cortright
Executive Vice-President, National Association of Home Builders of the United States

The part government should play in the construction industry post-war has suddenly become a major policy problem here in Washington. Since word recently went out that the Taft Committee hearings which start January 8th must be concluded by January 20th, it has become clear that very few organizations have thought through in this involved and important subject. N.H.A. itself has been working overtime to complete its recommendations. The arguments for the continuation of N.H.A. will be predicated upon the assumption that co-ordination, direction, and assistance by government are desirable and necessary. Public housing and organized labor groups will probably support N.H.A.'s proposals, adding a number of suggestions of their own. On the other hand, most associations speaking for construction and finance will urge a wide variety of regrouping plans and express divergent opinions as to the part government should play.

What should permanent setup be?—Should there be co-ordination either by a single administrator or by a board? Should N.H.A.'s constituent agencies be set free or distributed to a federal loan agency, the Federal Works Agency and to other departments of government? The argument is made that some sixteen agencies having an interest in housing should comprise a Department of Housing or a Department of Construction with single control and cabinet stature. To assist members in recalling what happened when N.H.A. was established, we quote from N.A.H.B.'s Washington Letter of February 27, 1942:

"The new National Housing Agency has three main constituent units. They are: (1) The Federal Housing Administration to be headed by Abner Ferguson, its present Administrator, with the title of Commissioner. (2) The Federal Public Housing Authority, an amalgamation of all agencies engaged in public housing. It includes the functions of the U.S.H.A., the Defense Homes Corporation, the non-farm section of the Farm Security Administration, the housing branches now under the Federal Works Agency, housing work of the P.B.A., and War Department and Navy Department housing except on Army or Navy reservations. Leon Keyserling has been named Commissioner of this unit. (3) The Federal Home Loan Bank Administration which takes over all of the functions carried on the H.O.I.C., the Home Loan Bank System and subsidiaries such as the Federal Savings and Loan Insurance Corporation. John H. Fahey, Chairman of the Home Loan Bank Board, will head this new unit with the title of Commissioner."

All are agreed that the consolidation of agencies has served its purpose well during the last three years. Those of us who tried to find our way through the tortuous maze of bureaus and procedures previous to the consolidation can best appreciate the comparative order which followed. However, the fact that N.H.A. has worked well under war-time conditions is not a satisfying argument for its continuance in the post-war...
Modernize with
STANLEY HARDWARE

Hundreds of owners of war-worn homes in the average community are ready to start repairs and improvements. They'll need your experienced advice on many a building question. And they'll need the right kind of hardware — Stanley Hardware.

The Stanley line is so broad in variety and so dependable in quality that you can satisfy practically every requirement. Specify Stanley for complete owner satisfaction. The Stanley Works, New Britain, Connecticut.
N.A.H.B. CONVENTION—a milestone of builder progress and co-operation

In this Convention and Home Show issue, American Builder salutes another milestone in builder progress and co-operation. No better proof of the growing strength and organized power of the residential builders of the country could be given than the huge convention taking place at the Sherman Hotel in Chicago, January 15-20. It is a tribute to the National Association of Home Builders and to the growing power of the residential building industry that more than 3,000 builders are traveling, despite war-time difficulties, from every state of the union and from foreign countries, to attend. When this convention was planned early last year, it was thought that the war would be over by this January 15. Despite the difficulties and disappointments of war-time conditions, the affair will break all records.

Has come of age

Here's evidence that the home building business has come of age. It is no longer a "hammer and saw" trade of little men with little ideas. The builders of today and tomorrow are engaged in big business—are bent on producing scientifically planned and equipped homes and communities such as have never been seen before. The amazing display of materials, equipment, home designs and home models at the N.A.H.B. convention represents an outlay of more than $500,000. Again a startling indication of the fact that the organized residential builders of the country have stepped forward into the limelight of national affairs and national leadership. Advance registrations indicate that builders are coming in groups of 30, 50, 100 or more from such distant cities as Dallas, Oklahoma City, San Francisco, Seattle, and Washington, D. C.

The multi-billion dollar residential field has long needed a forceful organization of active residential builders to represent it in national affairs. The N.A.H.B. convention, attended by delegations of builders from 60 local and regional associations throughout the land demonstrates that such leadership is now being given.

The important part these city, state, and regional associations of residential builders play in the N.A.H.B. setup should not be overlooked. Organizing of such groups has been moving rapidly this past year. At the recent Oklahoma City meeting, for example, more than 300 builders attended a three day conference at which the governor of the state, the mayor of Oklahoma City, and numerous notables took part. Widely publicized and well-attended local meetings are putting the spotlight on the home builder as a progressive, civic-minded leader working for better housing and full employment. Politically these local groups are active and effective in support of legislation beneficial to the industry. On a national scale, the N.A.H.B. is a powerful voice defending the private enterprise builder.

Result of leadership

The growth of N.A.H.B. to the point where such a convention as this is possible is the result of brilliant and unselfish leadership by a relatively small group of men of vision. N.A.H.B. President Robert P. Gerholz is this year traveling more than 20,000 miles, at his own expense, to speak at builder meetings from coast to coast, lending the power of his enthusiasm and inspiration to the organization of new groups. His predecessors, Fritz B. Burns and David D. Bohannon, were also men with genuine qualities of leadership. They also spent thousands of dollars of their own money and countless hours of their time in the service of their fellow builders. Being president of N.A.H.B. is an inspirational, but costly, job.

N.A.H.B. is closing a year of progress and success—the result of vigorous, forward-looking leadership. The convention serves to dramatize this progress and to make residential builders everywhere realize that they are part of a great and important profession. For the home builders of this land are the key men in a new surge of progress which will provide a superabundance of good homes for the people of this nation in the years ahead. Their motto is "homes and jobs."

American Builder dedicates this, its first Convention issue, to the many hard-working individuals who have made the N.A.H.B. show possible. The convention and building exposition opens at the Sherman Hotel in Chicago at 10 A.M. January 15. It is open to all builders, whether N.A.H.B. members or not. The official registration fee is $10.
All Set for Greatest Builders’ Show

N. A. H. B. Convention and Panorama of Building
Progress shatters all records—pictures building future

NEW horizons are rising. Old landmarks are falling. The home building industry has scaled new heights. It moves, and will continue to move, onward and upward.

On January 15, the organized home builders of America will marshal more forces under one roof than ever before in the industry's history. The occasion is the annual convention and building exposition of the National Association of Home Builders of the United States (abbreviated as N.A.H.B.).

From a hundred and twenty-three cities in forty-two states, from coast to coast and border to border, about three thousand of the leading home builders of America will somehow find their way to Chicago on this date despite the handicaps of wartime travel. They’re a hardy crew. They’d get where they want to go if they had to hitch-hike.

But their reason for gathering is in full harmony with the war effort. They will take a post-graduate course on how best to complete their assignment of building homes vital to war production. They will study methods which will better enable them to provide homes of sound value during the transition from war to peace for the deserving members of the armed services under the provisions of the G. I. Bill of Rights.

In giving preference to our honorably discharged service men, home builders will at the same time be readying their organizations to grapple with the tremendous job which lies ahead—the face-lifting of America's residential landscape.

The needs of war are changing and shifting rapidly. This calls for frequent modifications in the planning and programming of war housing. At this convention builders will learn what these changes are, why they are, and how it is proposed to solve them. Top flight housing officials will address the meetings and answer questions on latest rulings by agencies dealing with war housing.
American Builder, January 1945.

and building for veterans—the only categories until Victory in Europe.

New techniques which have been developed to speed and improve construction during the war will be described by men who have employed them recently in large scale projects. Exhibits of these improved methods will be available for further study at the exposition. Through this process builders who have not yet used these advanced methods will learn about them from those who have had actual experience.

Models of Prize Winners

A definite post-war flavor will naturally permeate all discussions and color all exhibits. These are after all the representative operators of the home building field. They are the ones who will be expected to spearhead the building of a million homes a year in the first decade of peace. They and the manufacturers exhibiting are a vital part of the drive for millions of jobs when reversion can again get underway.

Here builders will shape some of their plans for the post-war period which we all pray will come sooner than we now permit ourselves to expect. A focal point under this head will be the excellent studies submitted in the $6,000 house design competition by leading builders and the architects associated with them.

The six first prize winners have been built into large scale models and will be pleasingly arranged on landscaped lots in the "Conference Gardens" of the exposition. This is a 12,000 square foot area with a setting of growing trees, shrubbery and flowers. Comfortable chairs will be generously located in this area for builders and manufacturers to discuss business.

In addition to the display of the prize winners in model form, the builders will have an opportunity to study several hundred other designs submitted. The architectural renderings will be shown in a special Achievement Section.

(Continued to page 150)

HIGHLIGHTS

of N.A.H.B. Convention—Exposition

ATTENDANCE—With over two thousand paid reservations from 123 cities in 42 states, not counting Chicago, at press time, Chairman George F. Nixon estimated an attendance of about 3,000 builders.

DESIGN CONTEST—Large scale models of six prize winning house designs will be shown in the land-planned and landscaped "Conference Gardens." Architectural renderings of hundreds of other designs will be displayed in the "Achievement Section."

WAR HOUSING—What builders will be called on to do in providing more war housing to fill the urgent and fast shifting needs of war production now under a new, severe strain, will come direct from Administrator John B. Blandford, Jr. of N.H.A.; Chairman J. A. Krug of W.P.B., Commissioners Abner H. Ferguson of F.H.A. and Philip H. Klutnick of N.P.H.A.

MATERIALS AND EQUIPMENT—More than 40,000 square feet of floor space will embrace a "pageant of progress" of the materials and equipment which go into home building manufactured by over a hundred leading producers.

Latest tools and machinery for reducing construction costs—mill-fabricated sub-assemblies to speed building—latest, proved air conditioning units—advanced kitchen planning with completely equipped kitchens and laundries—central heating of all types—new glass uses with new installation techniques—improved wiring plans for post-war homes—modular planning carried into construction—hardware as the future cement masonry walls—fruits of research in the use of insulation of various types—these are some of the salient features of the exhibits.

PROGRAM—WELCOMES by Illinois' Governor Dwight H. Green and Chicago's Mayor Edward J. Kelly.


PUBLIC vs. PRIVATE DEBATE featuring two of the most prominent and respected proponents of both fields of housing.

TOP FLIGHT SPEAKERS include Senator Robert A. Taft; Charles F. Gatering, vice-president of General Motors Corporation; Paul M. Hoffman, chairman of Committee on Economic Development; F. J. Thomas, president U.A.W.C.I.O. and chairman C.I.O. Housing and Post-War Planning Committees; Ralph Curney, vice-president, Coleman Lamp and Stove Co.; Curt C. Mack and Carl S. Gardner, F.H.A. chiefs of Underwriting and Land Planning respectively; Seward Mott, director of Urban Land Institute; Ben C. Wilseman, of Midwest City, Okla.
Balanced Home for Family of Four

The winner of this first prize in the N.A.H.B. Design Competition is Hugh G. Selby, president of the Selby Construction Company, Lakewood, Ohio.

The winning design, which was prepared by Architect Edward G. Conrad of Cleveland, is shown on this page, in an American Builder blueprint presentation showing construction details.

The house was planned to accommodate a family of two adults and two children of opposite sexes. This calls for two bedrooms to handle twin beds, and one for a double bed. The attached garage is required by the severe winters where it will be built, and gives space for the third bedroom.

The living room is well organized for furniture placement. Dining room has direct access from living room and is large enough to accommodate sizable parties.
THE Schreiber brothers, Charles, the builder, and Arthur, the architect, of Chicago, Ill., were awarded first prize for the Suburban Home with this design which fits the family which goes for recreation and play.

The recreation space embraces the utility of a dining room, a porch and a bedroom or study. Yet when the occasion demands, it becomes one spacious entertainment and game room. Further, when weather invites, a huge porch can be created by raising the two large windows and lowering a roll-type screen.

CHARLES SCHREIBER, winner of first award for the Suburban Home, whose brother, Arthur, is an architect and planned the winning design.

FROM recreation room living room is seen beyond. Below is view of rear and garden looking toward recreation room terrace. Plan deserves a lot of study.
Flexibility Fits the Farmer

The farm house shown in this exhibit has been conceived as an ideal American Farm House and provides a maximum of flexibility because of the varying requirements of the individual farmer. The basic unit, which is to be built first, includes the living room, dining room, first floor lavatory, kitchen and mud room. It would provide ample livability for the farmer who has only one hired man and does not have immediate use for a garage, using the barn for car storage. The plan is flexible because of the spacious kitchen with excellent dining space. The dining room could also be used as a sleeping chamber.

The basic unit could be built for $9,200 in Northern Illinois, Kastrup says. The garage, bath and second hired man's room would cost an additional $1,200. A further amplification is with a two-car garage and a third hired man's room.
E. C. MAHONEY—who entered this house for a narrow lot and won first award for the Industrial Workers Home. Employed Architects Martin Braun and A. J. Del Bianco, whose designs won awards in several other classes in the contest.

Builder E. C. Mahoney, Chicago, who took first prize in this class with the compact home reproduced here, believes that a home for this class of occupant should be planned for the congested areas which prevail in large industrial cities.

It is characteristic of our large cities that land costs are high, and narrow lots must be used. For this reason the architects were asked to plan a house to meet these requirements.

The house is compact with living quarters and kitchen to the front and all sleeping rooms in the rear for privacy from the traffic of the street. Bathroom is centered for convenience of all rooms.

The kitchen holds large dining area in absence of a separate dining room. The equipment has an ideal arrangement for step saving, and ample outside light. Worth study is the application of the ideal arrangement in the minds of kitchen planning experts—the sink centered between range and refrigerator.

Mahoney claims it can be built for $4700 with $850 to be added for the extra upstairs bedroom and bath. Rent would be $40 to $50 a month.

For the Big City Narrow Lot

E. C. MAHONEY—who entered this house for a narrow lot and won first award for the Industrial Workers Home, employed Architects Martin Braun and A. J. Del Bianco, whose designs won awards in several other classes in the contest.
**Stone Cap**

**Brick**

**Wood Shingles**

**Wood Flower Box**

**Built-up Roofing**

**Ceiling**

**Brick**

**Siding**

**Wood Shingles**

**Wood Flower Box**

**G.I. Gutter**

**Dentils**

**Plaster**

**Brick**

**Trellis**

**Cornice**

**Future Second Floor**

**Bed Room**

**Bed Room**

**HALL**

**Dining**

**Living Room**

**Kitchen**

**Flower Box**

**First Floor Plan**

**Front Elevation**

**North Side Elevation**

**Rear Elevation**

**South Side Elevation**

**American Builder**

**Blueprint Presentation**

**1st Prize**

**Industrial Worker's Home**

**N A H B Home Design Contest**
A One-Unit Apartment House

This winner, submitted by Todd Tibbals and Associates of Columbus, Ohio, was designed to provide an ideal small living unit for working or retired couples, newlyweds, and school teachers or bachelors living together. It affords the complete living accommodations of a modern apartment but preserves the privacy of the single home.

TODD TIBBALS and Associates came in first in the Home for Two class with the neat design shown here. Noverre Musson, architect.
EARL CARROTHERS, who is winner of the first prize in N.A.H.B.'s Design Competition for the Summer Resort Home. His partner in the home building business is Architect Martin Braun, who in association with A. J. Del Bianco, another architect, designed the winner in this class.

For Northern Summer Living

Wood Shingles

REAR ELEVATION

12' Bev Siding

Grade 7

Screams

Wood Shingles

FRONT ELEVATION

12' Bev Siding

Grade 7

Gl Gl Gl Gl Gl
THE statement which Earl Carrothers submitted with this design claims that the home can be built in character in the North, South, East or West. A quick appraisal bespeaks the truth of this claim.

When only the members of the family are present, they would normally have their meals in the kitchen. Yet plenty of outside and inside dining area is available for a crowd of weekend guests.

The blue stone terrace serves also the double duty of an outdoor living room. The fireplace meanwhile takes the chill off cool evenings in the spacious enclosed living quarters.

Study of the plan suggests that it is well adapted also to year round living without any changes.

It is claimed by Carrothers that the house can be built for $2,000 without land. It looks like a lot of house for this much money.
ARCHITECT Ernest G. Peterson believes there will be four main trends in post-war home building. These are: (1) Modern architecture. Nothing too revolutionary, but a definite departure from traditional designs. (2) Large glass areas. This trend, he says, was well under way before the war and will be continued and expanded. (3) Built-in furniture, including bookcases, buffets, bedroom shelving, even davenports. (4) Better heating. Radiant type systems will be adopted progressively, he affirms, because these offer comfort and economy of operation.

Having surveyed the conditions, Mr. Peterson believes the house to be a turning point in the post-war building in turn-of-the-century style and provides a preview of what lies immediately ahead.

"I want to see this house completed," Mr. Peterson has said. "I have seen it developed to where it is now and I believe this type of design will become more and more popular that will be more and more seen in the future.

RIGHT: Second floor plan. BELOW: Ground floor plan.)

PLANS of this house, built on Cape Cod and overlooking the ocean, take advantage of sloping site and show a forward-looking room arrangement. The modern entrance, pictured at the right, is at the lower ground level and combines several materials. E. G. Peterson, Falmouth, Mass., architect.
of operations and are practical for houses with huge window areas.

Having the courage of his convictions, Mr. Peterson built his own house to these standards on a knoll overlooking Vineyard Sound in Massachusetts and now lives in it. It in turn has lived up to all his claims and proves that a home can be modern both inside and outside without relinquishing beauty and serviceability.

In recent months the house as pictured here has attracted hundreds of visitors, among them architects, heating engineers and builders who wanted a preview of what the house of the immediate future may contain.

"I was fortunate in being able to complete this home before too many war-time restrictions were imposed," Mr. Peterson says, adding, "I now have several years' experience to refer to when explaining the characteristics of this design. No attempt was made to be revolutionary; I merely incorporated the best materials and ideas that seem to be permanently desirable." (Continued to page 104)
It is modern, with flat roof sections of 5-ply tar and gravel that serve as sun decks and porches. The house has concrete block walls on the first floor and red cedar clapboards for the second story.

Window areas in all the rooms are very large by traditional standards. For example, the glass area in the living-dining room totals 203 square feet; unglassed outside wall area is only 255 square feet.

Built-in furnishings are the third innovation that Mr. Peterson believes will be used in many homes; his has the usual kitchen and bathroom cabinets and, in addition, a dressing table has been built into one of the bedrooms. The wall separating living room and dining room, is unusual. On the living room side of this wall a bookcase has been built in. The opposite side is a dining room buffet containing drawers at the bottom and cupboard space above. A settee has been built into one corner of the living room and most of the desks and compartments in the first floor studio are also built-ins.

Architect Peterson is a robust champion of radiant heating. He says: "Having passed the last two winters in my radiant heated home with great comfort and the use of a minimum amount of fuel oil, the system has my wholehearted approval. In our living room, where we have the greatest amount of exposed glass, a setting of 68 degrees is required for complete comfort of all members of my family." The radiant heating installation at the Peterson home is the floor slab type, both upstairs and down; installation details are shown below.
All-Year Community Amusement Center

Nashville recreation spot appeals to whole family; air conditioning necessary for successful operation

AMUSEMENT centers have become increasingly popular with the whole family during the war; many communities are now waiting for such combined recreation spots as soon as permitted. Here is a typical suburban real estate development, used exclusively for amusement, that has proved an outstanding success in Nashville, Tenn. It is known as Melrose Center, completed in July, 1942, and operated since then by Crescent Amusement Co., owners and builders.

The development includes a 'block-long building which houses a 1200-seat theatre, a bowling center, a pool and billiard hall and "Teen Town," or boys' club, the latter sponsored by the Y.M.C.A. The center is devoted exclusively to the business of recreation except for a grocery store located next to the bowling alley.

Flanked on all sides by paved parking space, the hollow tile and white stucco building is one story high with a full basement. The basement houses the air conditioning, the boys' club room and half of the 32 bowling alleys. All other activities are located on the ground floor including the theatre, pool room and 16 of the bowling alleys.

Perhaps the outstanding feature of the development other than its all-amusement nature is the air conditioning. According to Tony Sudekum, president of the amusement company, such a project would not have been economically successful without the comfort of modern, all year around air conditioning.

The essentiality of air conditioning in a modern theatre is unquestioned, but it is even more important in a bowling center. That is because the exercise required in bowling is quite strenuous and would be "passed up" by the public in the summer time except for the comfort provided by air conditioning. Particularly has air conditioning helped to popularize bowling and pool among women. Several women teams bowl regularly at this center and in perfect comfort, even on the hottest days.

One central air conditioning installation serves the whole development. It consists of a 250-ton Carrier centrifugal compressor, powered by a 200 HP Westinghouse motor and three air conditioning units. Chilled water is circulated to these units which in turn circulate air of the correct temperature and moisture content to the various conditioned areas. One of the units serves the theatre, another the bowling alleys and another the pool and billiard hall. Johnson controls provide automatic operation for the entire operation.

One unusual feature of the air conditioning was the provision made to cool the bowling alleys at a time when the theatre and other parts of the building might require light heat. This situation was taken care of by installing a secondary, 20-ton General Electric air conditioning machine. It is for the exclusive purpose of supplying the bowling alleys, keep the active bowlers "cooled off" at a time when theatre patrons, who are merely sitting, may want heat.

(Continued to page 158)
An amazing story of builder co-operation and team work is unfolding in Oklahoma City.

Sixteen of the city's largest builders—formerly competitors—have banded together to develop and build a 1,000 home post-war community, the like of which has never before been seen.

These builders have formed a Delaware Corporation, purchased 560 acres of land, hired land planners, architects and engineers and are already well along in planning and promotion of this exceptional "Garden City" of the future.

I have personally examined the contract agreements, articles of incorporation and documents of the organization, known as the Allied Home Builders, Inc. I have also inspected the site of the proposed project—this time on horseback. These Oklahoma builders are a lively, hard-riding crowd and took Robert P. Gerholz, president of the National Association of Home Builders and me on a strenuous horseback inspection which started from the ranch of W. P. "Bill" Atkinson, one of the central figures in the group and active in its promotion.

Most of the Allied Builders took part in the building of the now famed Midwest City, the large war-time project described in the April and May issues of American Builder. This co-operative venture was so successful that a new and revolutionary idea for a co-operative post-war building was decided upon.

Briefly the facts are as follows:

1. Low land cost is assured by the co-operative purchase of a 560-acre tract close to town. Participants have purchased all the lots, which have a total value of $805,000.

2. A Delaware Corporation was formed, known as the Builders Co-op Co., with authorized capital stock of $200,000. The 16 co-operating builders have subscribed to shares of stock in varying amounts.

3. The 560 acres will be subdivided into a model completely planned community. This work will be done by the land planning division of F.H.A. assisted by private consultants who will make the master plans.

4. A corporation was formed, known as the Allied Home Builders, Inc., prepare for post-war expansion: seated (left to right) are John W. Lyon, Sylvanus G. Felix, Steve Pennington, W. P. "Bill" Atkinson and Amos Houze. Standing (left to right) are H. B. Atkinson, Mandly M. Moore, Russell Shoqwalter, Joe B. Scooppins, N. D. Woods, Ed Jensen, Curtis Smith, Ben Wileman, Cord B. Wilson and Roger Givens. Each is a specialist in some phase of building, planning, financing, or subdividing.
The average lot will be of about 1/3 acre and the minimum front foot size will be 85 feet.

5. Every house will be individually designed by licensed architects. The Allied Builders have entered into an agreement with the local organized architects whereby original plans and specifications will be prepared at a cost of 3 per cent with an additional fee of 1 per cent for additional elevation designs or modifications of the same floor plan.

6. Price range of homes is expected to run from $6,000 to $12,000. Preliminary designs call for attractive ranch house styles. Placed on large lots, these low roofed houses will have large glass areas, new type insulation, modern kitchens and laundries with home freezing units, will be well landscaped.

7. Included in the project will be a golf course and riding stables. Facilities will be set up so that individual home owners can maintain large gardens. Many of the participating builders plan to construct their own homes and live on the project.

This in brief outline is the program, already well under way, of Allied Builders. The sparkplug and leader in the original plan was Bill Atkinson who was also in the forefront of the planning and performance of Midwest City. The officers of the corporation are: W. P. Atkinson, president, Steve Pennington, 1st V.P., J. W. Lyon, 2nd V.P., Russell Showalter, secretary, Ben C. Wileman, treasurer, Stanley M. Moore, ass't secretary, Sylvanus G. Feliz, ass't treasurer.

In constructing Midwest City, the builders found that they profited greatly by consulting with each other. Included among the 16 Allied Home Builders are specialists in almost every phase of land planning, building, legal work, financing, subcontracting and purchasing. Each in his way contributes to the pool of knowledge. Great economies result from improved methods and joint efforts.

Each of the builders has purchased stock in the corporation in proportion to his financial ability. At the same time he signed a (Continued on page 164)
REMENDOUS might be the customary word to use in describing the potential possibilities for selling and building homes for veterans, but that term is way too mild. Millions of families will be in line for home purchases at 100 per cent loans, if desired!

There are two sections in the bill, both of which can provide 100 per cent financing. Under Section 501, the interest rate does not exceed 4 per cent. Under Section 505, the rate for the first, or larger loan, which is under F.H.A., is 4½ per cent plus the insurance premium, and the balance or smaller loan which is guaranteed by the Veterans’ Administration, carries 4 per cent interest.

Thus the veteran desiring to buy a home from you can have his financing arranged, by anyone who lends money on home mortgages, to suit his individual needs. Sell him a house or plans for a house and then take him into your lending institution and they will arrange their part of the job to fit the case.

Here are the steps taken by the First Federal Savings and Loan Association of Chicago in making their first G. I. Joe loan. This one is under Section 501 with the association charging only 4 per cent.

1. The loan association made an appraisal of the property.
2. The appraisal satisfied the Association and the buyer filled out an application for financing the home.
3. The loan company checked the buyer’s credit and decided he was a good risk for the balance of the amount to be borrowed over and above the $2,000 guaranteed by the government under the G. I. Bill.
4. The buyer filled out a certificate of eligibility furnished by the local office of the Veterans’ Administration.
5. This certificate was presented by the lending association to the Regional office of the Veterans’ Administration which, in turn, sent it to the

GEORGE KOWALCHUK, veteran of World War II, and his wife Bernice and baby, Carol Ann, look over Builder F. H. Stoltzner’s home plans preparatory to making Veterans’ Loan on their new home.

By James H. Hawkins
Associate Editor

At the right are officers at the First Federal Savings and Loan Assn. of Chicago. O. King the Kowalchuk’s home plans. They are Charles M. Potter, loan guarantee officer of the Veterans’ Administration. Frank Gilmore, vice-pres. of the association and Charles G. Beck, manager of the Illinois Veterans’ Administration office.
ill Flock to Build or Buy Their Homes

The usual office in New York for check on the buyer's right to a credit of $2,000. It was O.K.'ed and re
to the lending association.

The lending institution then went to an outside appraiser qualified by the Veterans' Administration verified that the purchase price in line with the value of the property.

The complete file of papers was turned over to the Veterans' Administration and a guarantee of the application was given the lending association.

This took a total of 13 days and an was made for 20 years at 4 per cent interest.

Under Section 505 the F. H. A. goes into play with an 80 per cent of the loan and then a second mortgage to cover the balance of the property.

The lending institution then obtained an outside appraiser qualified by the Veterans' Administration verified that the purchase price is in line with the value of the property.

The complete file of papers was turned over to the Veterans' Administration and a guarantee of the loan was given the lending association.

The property was appraised and the division of the government-guaranteeing the loan, short, the flood of Veterans to homes will be no small potatoes.
In St. Louis Ralph S. Duke is known as the builder of several hundred quality homes of the $8500 to $20,000 type.

He is also known locally as an active, aggressive leader among building men and a lively supporter of the St. Louis Builders' Guild. Nationally he has become well known as secretary and one of the founders of the National Association of Home Builders.

Yet when you go to St. Louis and travel out to Blackberry Terrace, Duke's attractive residential development in University City, you discover he is first of all a student and lover of just plain people. Because he likes people and is keenly interested in their ideas about living, he is able to tell what they want in houses. He himself lives in the community he has created. The houses he has built stand all about him, and the customers he has sold are his friends and neighbors.

Out of 150 sites in Blackberry Terrace, which was started just before the war, only 20 houses were built. This leaves some 130 plots ready and waiting to receive post-war houses. And Duke is ready to start building the day the go-ahead signal is given. He has given a great deal of thought to the kind of houses and the kind of equipment he will provide.

"Before the war we were building completely equipped labor-saving houses," Duke says.

"Give Them All The Buttons They Can Push," Says Duke

St. Louis builder describes plans for after-war homes to be equipped with "everything buyers can pay for."

"We used and installed all the commonly accepted labor-saving and convenience devices of that time that people could afford."

"Reviewing what we have done and what we believe lies ahead, I fully expect to give post-war buyers all the buttons they can push," he said.

"Of course, you have to modify that statement by adding also 'all they can afford.'"

"The American public is sold on and expects plenty of convenience equipment and labor saving devices. We are going to give them everything we possibly can. Among one of the first houses I build will be one that is going to be so full of push buttons it will take a piano player to operate it."

Duke has the plans drawn and is ready to go on number of the popular models he was building before the war. He believes that a great deal depends, as far as home equipment is concerned, on what manufacturers are able to deliver in regards to price and also on the sort of terms builders can arrange. He believes that the residential builder erecting a considerable volume of homes should be able to buy equipment on a volume basis at prices that will enable him to install a maximum amount, including it under the mortgage payment.

Duke plans to build deluxe small floor area homes the finest construction. These will be of compact
"Our buyers want and expect all the latest equipment, devices, gadgets and conveniences, and that is what we are going to give them in their postwar homes," says Ralph S. Duke. "Our plans are drawn and we are ready to start now." Duke is active in the St. Louis Builders' Guild and secretary of the National Association of Home Builders.

Duke does not believe in mass production methods. He expects to build from 20 to 50 houses at a time, using a small but efficient organization that he can supervise closely himself. He uses a small group of experienced subcontractors whose work he knows he can count on.

Duke's pre-war houses were built with the following equipment, which will be included post-war. (In addition many new items will be included, depending on the cost of equipment and the pocketbook of the buyer.)

Wood burning fireplace with dome damper, Venetian blinds, full aluminum screens, full length door mirror, kitchen exhaust fans, four-foot tile wainscot in kitchen and bath, modern metal kitchen cabinets with double sink, deluxe air circulating gas furnace clock controlled, three-way switch at garage entrance and head of stairs, separate wiring circuit for appliances and laundry, attic fan, dishwasher and garbage disposall, acoustic ceiling, sound deadened bathrooms.

Duke expects to use and install tested devices and improvements as fast as they (Continued on page 148)
WE are almost at the end of the war-time decline in construction volume. Within a few months a modest increase should begin that will put 1945 above 1944 by about 5 per cent. But activity in 1945 will be well below 1943 and so not even approach the volume of the first 2 years (1941 and 1942) nor of the true post-war period.

Volume of new work carried out during 1944 and 1945 by principal types is shown in Table I. The figures presented here are based on the assumption that Germany will hold out until about the middle of 1945, and that the war against Japan will still be in active progress as the year ends.

Private non-farm residential construction—principally houses built for sale—while the most important single type of private work in most years since 1920 (Table 2), has been decreasing in volume since 1941 and will probably end 1944 with a total of $697, millions, nearly 14 per cent below last year. It is expected, however, that 1945 will mark the turning point and non-farm housing activity will start to increase slightly, reaching $765 millions.

While expenditures are likely to increase in 1945, however, the number of private dwelling units to be started will probably be about the same as in 1944, about 140,000. The reason for this is that somewhat better houses will be under construction. In fact, not all of the difference in cost is evident from the figures shown, because work on the units started in the final quarter and on some of those started in the third quarter of 1945 will be carried over into 1946. Since activity has been expanding, the carry-over into 1946 of building started in 1945 will undoubtedly be much greater than in the case of units started in 1944.

Comparatively few of the H-1 houses which so far have made up the private war housing program will be built. It now seems almost certain that 1946 will bring very little in the way of public housing activity, and that the principal activity will be the carrying over into 1946 of uncompleted buildings started in 1945.

The building industry's prospects are expectedly analyzed in this article by an outstanding authority. Herman B. Byer has done more than any individual in either government or industry to set up an authoritative national report of U.S. construction statistics. For a comparison of World Wars I and II, see table at left.
It is very likely that 80 percent of the 1945 houses will be surrendered or allowed, because the builders want to build better houses than the H-1 cities allow. It is very likely that H-3 priorities, used for hardship cases such as replacement of homes destroyed by fire, will continue to be relatively unimportant.

**Too Many Uncertainties**

A precise statement can be made about liberalization of the regulations, because there are too many uncertainties about manpower and materials supply during the re-conversion stages of the war. Some liberalization after defeat of Germany seems likely, however, perhaps in the form of a substantial increase in the quota for H-2 houses. When the work under the more liberal conditions begins, in fact, that priorities will be abandoned for several thousand of them net result—it is disgusting Congress and diverting its attention away from favorable legislation for the great home building industry.

"At the outset let me state that the C.I.O. wants to see attractively planned, soundly constructed private homes, located in properly restricted, well planned subdivisions, built for the workers of America. This is the type of homes we have advocated for and to the members of our own unions in several books which we have published and distributed to our membership. This is a matter of public record well known to many people in the private building field who have taken the trouble to read them.

"On the other hand we must recognize that there is today in America a sizable part of our population..."
Our New System Has Reduced Basement

WE HAVE RECENTLY developed a new system for basement forms which has given us very gratifying results in cutting construction costs. We are using these forms of Douglas fir plywood on our housing project of 50 homes at Fircrest in the outskirts of Tacoma, Wash. Full basements are called for on these side-hill sites; and we are pouring the concrete walls 6" thick by 72" high into these re-usable oiled plywood forms, based on 12" by 6" pre-poured concrete footings.

I had long felt that one weak point in house construction was the concrete forms. So, a short time ago, we set out to devise some improvements. With the help of a local millwork shop to give us forms of machine-accuracy, we developed plywood form panels, 4 by 8 feet in size, that can easily be handled by two men; with all panels, inside and out, interchangeable, except for corners and fireplace, so that they are easily adaptable to a house of any size or shape by merely adding new corners. Even this change could be eliminated by planning all houses to the four foot module as recently recommended. By our method the double 2 x 4 "strongbacks" are held in place without nailing, thereby speeding the setting up and removal of the forms, as well as preserving...
Form Costs 85%

How Plywood Proves Itself in Continuous Hard Use

By Edward P. Miller

EDWARD P. MILLER (right) and his Construction Superintendent, Lloyd Linderson, who together with A. G. Homann, vice president, developed these labor saving concrete forms. Below, workmen are unloading and oiling forms preparatory to setting up for another house.

The strongbacks in good condition for re-use.

We have already poured fifteen basements using this system; and our average labor costs to date for setting, stripping and cleaning the forms has been less than five cents per square foot of wall, as compared to costs as high as 35 to 40 cents per square foot on other similar jobs. The forms are held together by bolts; and even the inside corners are so designed that, upon removal of the bolts, the forms literally fall off the wall. The outside dimensions of the wall are held accurate to a fraction of an inch by adjustable pipe and clamp arrangements, which makes it unnecessary even to nail the forms or strongbacks together at the corners.

We have found the use of bolts much faster and more efficient from the labor standpoint than any other tie system we have used, and in addition, there is no loss of material. Four men (two carpenters and two laborers) will strip, clean, oil and reset forms for one of our houses in 7 hours. They use 12 gals. of form oil for each setting. Neither bolts nor forms have shown any appreciable signs of wear after fifteen applications and we expect them to be good for several hundred basements, which would reduce unit cost.
INGENIOUS plywood core is used for pouring the fireplace ash pit, at a saving of about $30. Photos show workmen lifting out the core form. Top view shows Contractor Miller pointing out to an "American Builder" editor the details of the ash pit recess in basement wall.

for forms to a matter of a dollar or two per house. The original cost of forms, with all attachments was less than $400 per set. We have two complete sets of forms for this project, so that the operation is fairly continuous.

In addition to its labor-saving features, there are other distinct advantages to this system: (1) It eliminates the necessity of sawing boards filled with nails and covered with concrete, thus speeding up other parts of the construction; and (2) the resulting wall is so smooth and attractive that it greatly increases the sales appeal and value of the house. This feature has already attracted considerable attention in this community and many people stop, when passing by, merely to inquire about the smooth walls.

The photographs, taken especially by the Douglas Fir Plywood Ass'n, show many of the important details. Note that the forms are aligned and held in place on the footings by means of small 8-inch blocks nailed down while the concrete was still green. The forms are then held apart by three lines of 3/4-inch bolts put through paper tubes so that they can be easily removed after the wall has set. The bolt holes are afterwards tightly packed full from both sides with a fairly dry mix of 1 to 3 cement and sand.

With this system of strong plywood panel forms for the basement walls, we have also developed an idea for supporting the joists and rough floor temporarily on the forms to give us a working stage while the concrete is being poured. This eliminates the need for scaffolds. We place the 2 x 4 mudsill, unnailed, on top of the inside form (as shown in sketch), then put the floor joists in place and spike them at the ends to the 2 x 8 sill header. We then proceed to pour from the floor through a chute box into the wall forms. After the concrete is poured, it is a simple operation to push the sill off the form to its permanent location on top of the wall, where it is nailed in place. These forms are called "Easyset" and we are glad to pass the idea along to other builders through this publication.
How To Install Glass Block In Frame Construction

ILLUSTRATED at the right is a drawing showing a vertical cross section of glass block installed as panels on both sides of a basement steel sash. Notice that the PC glass block sits on an asphalt emulsion and the top edge has a PC expansion strip. The steel sash has an auxiliary sill raised above the bottom level of the glass block.

The mortar mix for glass block is 1 part Portland cement, 1 part lime, and 4 to 6 parts sand all measured by dry volumes, and integral type waterproofing, all mixed to a consistency as stiff as will permit good working. For interior panels, the waterproofing is omitted.

PC glass blocks are available in 5 1/2", 7 3/4" and 11 3/4" square sizes, and are installed with a 1/4" visible mortar joint.

How To Build Shower With Structural Glass

BUILDING a short partition out from one wall, 30 inches from the corner of the room, as shown in the two drawings below, makes possible a combination shower and lavatory in a minimum of space. This arrangement will be found to be practical in a variety of places, especially in converting old houses into one- and two-room apartments. The plan below shows how 11/32 inch carrara glass is used on three sides and part of the front of the stall. The lavatory is hung on the partition.

How To Joint and Set a Hand Saw

PLACE the saw in a saw clamp with the teeth projecting about 2" above the clamp. Remove the handle from a flat, smooth cut mill file and joint the teeth by moving the file the full length of the saw. Keep this up until the tops of the high teeth have been filed down to the level of the low teeth. Now adjust the saw set to the desired depth and amount of set and set every other tooth over to one side.

How To Handle, Score and Break Stonewall Board

STONEWALL board is a slab of bendable cement reinforced with tough asbestos fibers. Because of its characteristics it should be handled as recommended by Ruberoid’s engineers. Although one man can carry a sheet of this material it is recommended that two men do the carrying by each man holding one long edge, not the end edges. When putting into a truck, put the boards on a flat surface without bolts or rough parts sticking up, and lay flat. Also, store flat and not on edge. This board can be sawed with a cross-cut saw having 6 to 8 teeth per inch, but it is pretty tough on the saw. There are several special saws on the market for this kind of work, such as long-bladed hack saws and saws with removable handles. Abrasive wheel cutting is done by feeding the board into the wheel. The easiest way to break stonewall board is to score it on both sides and then place it flat on the floor with the short end or edge over a piece of 2 by 6. Then by stepping on a piece of 2 by 4 a neat break can be made. If a wide bench is available, the board can be broken over the end of the bench after having been scored.
How To Arrange Interiors of Household Closets

THE arrangement of space and the built-in features of any closet are important in obtaining the maximum amount of convenient storage space. The sizes of cupboards, drawers, hangers and rods depend upon the sizes and shapes of the articles to be stored. Linen closets are used largely for the storage of blankets, sheets and towels. Such a closet may be located in a bath room, hall, or bedroom, or it may be a combination of linen and clothes closet located in a bedroom. The linen part of the closet usually has drawers in the lower portion and shelves above. The drawers, if intended for storage of woolen blankets, can be lined with cedar to help keep moths away.

A clothes closet, such as shown in the illustration, should have a combination of open, pull-out trays or drawers, a compartment with a hanging rod for long garments and one for shorter garments. At one side of the bottom there can be space for shoes as well as traveling bag and suitcase. Two shelves provide storage space for hats, within reach on the lower shelf, and not-so-often-used items on the upper shelf which may take a stool or chair for the smaller person to use in reaching the items stored there.

How To Bend and Fasten Plastic-Surfaced Plywood

KIMPREG is a plastic-surface plywood that has a hard, insoluble surface that has proved itself in war products. This material, in general, can be handled in the same way as ordinary plywood; that is, as for shearing, punching, grinding, sanding, routing, drilling and turning. Sheets can be bent dry to limited radii depending upon the thickness of the sheets and whether they are bent lengthwise or crosswise. One-quarter inch sheets, for instance, will bend lengthwise to a 2-foot radius and crosswise to a 1-foot 3-inch radius. Sheets of Kimpreg plywood may be fastened to other materials with nails, screws, or glue. In gluing, best results are obtained by the use of resin base glues set under heat and pressure, although cold setting under about 15 pounds per square inch will yield satisfactory strength for many purposes. The portable grain storage tank shown at the left is an example of this material bent crosswise.

How To Bend and Fit Presdwood Products

THERE are two methods of bending Presdwood. One is the hot process and the other cold. For tempered presdwood, the material is soaked in cold water for eight to ten hours before bending. For regular presdwood, the screen side of the board is scrubbed with cold water every eight hours for five applications, and kept damp all the time. Avoid soaking the other side, especially if the natural surface is intended to be used as-is. The hot method calls for a heated roll or pipe kept at a temperature between 235 and 250 degrees F. As the material is bent over the roll, as shown in the sketch, it is turned slowly so the moisture is turned into steam and the bend becomes dry as it moves. Have the radius a little bit smaller than the finished bend to allow for a certain amount of spring back. The cold process of bending is similar only that the board is bent wet over a drum of wood slats and held there until thoroughly dry. Steam pipes below the drum will help dry.

Sound Methods for Building a Frame Detached Garage

ALTHOUGH new construction of homes will tend toward the including of the garage under the main roof of the house, the continual building of detached garages will increase with the upkeep and remodeling of both city and farm home properties.

The plate at the right gives many practical details regarding the planning and erection of a good detached garage. Because the construction methods vary from those of a completely sealed structure, such as a house, the details include all parts of the building.

The sash opening is drawn in both plan and elevation to show how it fits into a non-sealed type of building. Two types of floor drainage are given showing the direction of slope. The garage is 12 feet wide in this instance.

PREPARED FOR AMERICAN BUILDER

BY R. J. ALEXANDER

Several types of cornices and returns are given so the garage may be made to harmonize with the architectural details of the house. Either a factory-made door of the upward-acting type can be used or a pair of swing doors can be built on the job. In the latter case, framing and bracing details are suggested, as well as boards suitable for the exterior surface. Foundations as well as floor are important, and here again there is given sound practical information. The bottom plate should be well bolted to the concrete and the framing well spiked to protect the building from strong winds, especially as the doors may be left open to admit wind pressure to the inside. The detail of the door opening head is important, as is the framing, because of its size and the load it carries, especially with swinging doors.
No. 2. Details for Detached Garage. Frame & Drop Siding Construction.

Sectional Plan: Sash Opening.

Detail of Corner.

Sash Detail.

Detail of Door Opening Head.

Detail of Back Framing and Bracing: Carpenter-Built Doors.

Floor Plans showing Suggested Drainage. Arrow indicates direction of slope. Pitch approx. 1/2 to 1 foot.

Check manufacturer's specifications for special supports for track, rough openings for doors, and construction and overhead clearance.

See Fig. B.

Fig. A.

No. 2. Details for Detached Garage. Frame & Drop Siding Construction.

Suggested Cornices and Cornice Returns.

Gardens may be lined with gypsum board or insulation board.

Alternate: Footing Details.

12" of loose gravel, cinders, or crushed rock under slab is recommended.

All other framing members, 1" x 6".
POST-WAR building materials and equipment are on the make. Allegheny Ludlum through its Designer Egmont Arens gives us a peep at the future bathroom in all its glory. (8)

LIGHTING of all kinds, exposed and otherwise, is due for change and improvement, this ceiling model by Spero Electric with its plastox reflecting surfaces suggests.

WHILE the basic functions of kitchens will vary little, the completeness and design of equipment will be outstanding, as the range- ventor by Universal Blower Company shows.

AUTOMATIC is a term that will apply more and more to household equipment, as the gas water heater by Pittsburg Corp. shows in the center picture above. It has "everything."

RESEARCH upon research is the watchword of the times, and results are good. Above research at Revere Copper and Brass shows box copper gutters 65 ft. long taking heat.

"WATCH AVIATION" is to be kept in mind in the housing field from now on. Above is a prefabricated steel hangar for personal use as made by George L. Mesker & Co.

FORETHOUGHT is good business in the planning of buildings, especially in the matter of waterproofing masonry, and American Fluresil Co. specializes for post-war builders.

PRECUTTING on the job will become a feature in building, as this equipment service engineer for George L. Mesker & Co. feels this way and offers equipment.
on New Products Progress

CONSERVATION of heat is an outstanding feature of many building products and equipment, and this goes for the newly designed Servel gas water heater as illustrated above.

SOMETHING new is sliding into the post-war home field (above-left) and that is in the way of Modernfold doors by New Castle Products. Going modern conservatively, maybe.

MORE and more mastics are coming into play in building construction. Above is a mastic surround for simplifying steel window installation by the William Bayley Company.

NATURALLY, air conditioning will be part of the regular equipment in future American homes, and the packaged Airtemp year-round unit by Chrysler is a fair example.

SOMETHING new is sliding into the post-war home field (above-left) and that is in the way of Modernfold doors by New Castle Products. Going modern conservatively, maybe.

AT THE LEFT, above, is a last-minute item of comfort control in the form of a device called a Season-Stat, made by Mueller Furnace Co. installed behind a flush wall plate.

NOT only new products, but the way they are packaged, comes under the F. E. Myers & Bros. Co.'s thinking. Their new Eljer water systems are neat inside and outside.

BIG installations call for big water heaters, and contractors interested in this problem will find comfort in the fact that Crane hasn't been asleep in regard to such large items.

ANTICIPATING the need for automatic equipment in the future "servantless" home, the Westinghouse people designed a laundromat item which harmonizes with other kitchen equipment and also furnishes a flat top.

ON-THE-JOB work in framing and fitting calls for woodworking machinery geared to the times. Boice-Crane Co. gives us a saw and jointer with which to do the job right.
No-Priority Work Galore with Brick Veneering

By Malcom W. Muchmore

One major type of modernization which furnishes a welcome source of business for contractors and for which an ample supply of materials is immediately available is the brick veneering of older frame and stucco buildings.

Inasmuch as veneering not only beautifies and modernizes older houses, but also provides insulation with which to reduce fuel consumption, the War Production Board has removed all restrictions on this type of improvement and permits work to proceed without need for obtaining special authorization.

Current surveys show that there is a plentiful supply of brick and experienced masons are available in almost every community, therefore, contractors can start brick veneering projects as fast as contracts can be arranged.

Home modernization will account for an important part of the post-war construction volume. Recent estimates indicate that for every six dollars spent in building new dwellings, one additional dollar will be spent for residential repairs and modernization.

While many families now residing in older homes would like to purchase a brand new dwelling at the first opportunity, there are many hundreds of thousands of other families who are either unable to acquire new homes or else are not interested in leaving their present location, but these same homeowners do wish to repair and modernize. Of the latter group, some families with young children prefer not to move away from nearby schools. Others are reluctant to leave their friends and neighbors.

Applying brick veneer to older frame structures is a simple operation from a technical standpoint and decidedly economical, considering the advantages gained, yet represents a substantial bit of business for the contractor. Moreover, convenient financing is easily arranged, since homeowners desiring this type of major improvement can obtain insured loans at reasonable rates under Title I of the F.H.A.

The necessary construction involves erecting a wall one brick thick, outside the present structure. A one-inch air space is left between the old wall and the new outer wall. The brick veneer is applied by widening the present foundation slightly to support the new outer wall and using metal clips to anchor the brick wall to the siding. The clips are nailed to the frame wall and imbedded in the mortar joints every fifth course at 24 inch intervals as the new wall is constructed.

Wall openings are carefully flashed to prevent water from entering behind the facing and the application of waterproof paper to the frame wall is recommended. Window sills are extended through the brick wall, and the existing wood trim is finished off against the veneer. Details of the construction are shown in the accompanying sketches.
No one knows better than the architect or builder how important good heating is to a good house. An inferior, or untried system can spoil an otherwise near-perfect plan—and frequently does. In planning post-war homes may we suggest your consideration of Round Oak equipment. Through 74 years it has been developed to a high state of efficiency. Whether your plans call for modern air-conditioning combustion systems employing gas, oil, or coal, or the more simple gravity systems, you will find Round Oak products to meet your requirements, and nearby Round Oak dealers to provide a high standard of service.

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Producers' Council Advances Post-War Program

MEETING in New York for its semi-annual session, the Producers' Council, Inc., recently took further steps to advance and strengthen its program for post-war building.

Douglas Whitlock, president of the council, urged a unified national organization to insure a maximum volume of building throughout the post-war years. Managing director, James Follin, called for "a climate favorable to rapid expansion of construction" in describing the aggressive and carefully worked out program adopted by the various committees of the council.

Representatives of a large number of the leading manufacturers of building materials and equipment of the country took an active part in the program and heard prospects for their industry analyzed by specialists.

A sobering picture of the immediate prospects was presented to them by A. J. McComb, director of the W. P. B. Construction Bureau, who said that the policy of "creeping relaxation" had been halted by changed war conditions and the labor crisis. He indicated that immediate prospects for relaxation of L-41 were slim.

A lively discussion of the Kilgore housing research bill and the policies and principles concerned in government participation in research took place.

Of special interest to builders were the council's recommendations for financing of private residential construction after the war. These were prepared by Frederick M. Babcock, housing consultant, under the direction of the council's residential committee of which Irving W. Clark is chairman. The four major points include the following:

1. Continuing and strengthening the Federal Housing Administration through certain changes required to meet post-war conditions. The council urges that the F.H.A. be permitted to insure mortgages of single-family dwellings occupied by the owner, in amounts up to 90 per cent of the appraised value, provided the appraisal does not exceed $7,000. The increase from the present limit of $6,000 is necessary to meet the increased cost of constructing these small homes.

2. Passage of state legislation permitting holders of trusted funds to make direct investments in rental housing under prescribed conditions.

3. Adoption of mortgage provisions more favorable to borrowers.

4. Discontinuation as soon as possible of Regulation W of the Federal Reserve Board, which restricts the time allowed for repayment of loans made for the modernization and repair of homes.

"The council believes that ample funds will be available to accomplish "the badly needed reform in home ownership."

CATALOGS and HOW-TO-DO-IT INFORMATION

98—MULTI-ROOM AIR CONDITIONING—The Carrier Corp., Syracuse, N. Y., has a booklet available which describes and illustrates their method of installing a weathermaster system by conduits from a central station to all rooms in hotels, hospitals or other multi-room buildings. The over-all system cools, heats, dehumidifies, humidifies, filters, ventilates and circulates air for year 'round air conditioning.

99—NEIGHBORHOOD PLANNING—is fully covered in an excellent book recently put out by Revere Copper and Brass, Inc., N. Y. C. This book is as thorough and understandable as any publication that has come to our attention. It is well illustrated and points out how to go about setting up a local civic headquarters to accomplish this badly needed reform in home ownership.

100—POST-WAR HOME FENESTRATION—is a paramount subject in the creation of buying acceptance. Anderson Corp., Bayport, Minn., have a brand new booklet, "Windowalls" which is chock full of useful ideas on the subject. Also, there is a catalog of window frame and sash details that graphically shows the quality of factory-made window enclosures of wood.

101—"EUREKA" IN FLOOR COVERINGS—is attractively and practically illustrated and described in a new booklet by David E. Kennedy, Inc. in which they show the uses of "Kentile" in homes and buildings. For instance, the colorful front cover of the booklet shows this asphalt tile on the office floor of the famous architect, Edward D. Stone, and he ought to know!

102—LAST WORD IN HOTWATER TANKS—is set forth in unquestionable terms by the A. O. Smith Corp., Milwaukee in their new literature about Permaglas Automatic gas and electric storage water heaters. A most interesting series of photographs shows the entire process of manufacture as well as graphic drawings explanatory of glass-lined tanks.

103—COMMERCIAL TRUCK USERS—will be interested in a 96-page, pocket size book recently offered by the B. F. Goodrich Co., Akron, Ohio. The book is filled with pertinent data in condensed, easy-to-read form. Tire mileage is important at any time and how to save on tire miles is part of the contents of this book.

104—DOUGLAS FIR DOORS—is the title of a handy, pocket size book which gives the popular designs and specifications from 1944. Both Trufit and Factri-fit doors are included in the handy catalog as well as complete lists of dimensions. Some space is also given to garage doors and interior sliding doors.

105—PRE-CAST CONSTRUCTION UNITS—are thoroughly explained with photographs and drawings in a loose-leaf folder offered by the Lok-Blok Products Co., Ashland, Mass. This method of cement block manufacture and their uses is an interesting subject; they even have channels for radiant heating.

106—RETAIL STORE MODERNIZATION—is a large field for profitable work. To this end, Admiral Corp., Chicago, Ill., has made the offer to send a comprehensive book to contractors interested in this type of work. The book covers the entire field of store modernization and will be a most usable sales vehicle for getting such jobs. The colorful book is called Flex-o-plan by Admiral.

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

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OCCUPATION*

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

(Continued to page 146)
There Goes Your Reputation!...

More than shingles go on every roof you build.

Up the ladder, too, goes the customer’s confidence in you.

Your promises, your guarantees, your integrity, your very reputation...nailed into place with every shingle.

And just so long as that roof lives up to expectations... that long is your reputation secure.

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That’s why...through painstaking years of laboratory research, thousands of tests and decades of matchless service in all climates...we have made resistance to weather and temperature extremes a built-in feature of every Flintkote shingle.

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HE EXTRA YEARS OF SERVICE COST NO MORE!
Whether your new buildings be large or small—whether they be commercial or residential—the use of ornamental metals can give them the magic touch of distinction.

Not only do ornamental metals add to the beauty of any structure but they also serve very practical utilitarian purposes as well.

Because of their great versatility, it is possible to achieve almost any effect you want when you use ornamental metals. In both ferrous and non-ferrous metals you have a wide choice of materials, qualities, colors and characteristics to choose from.

As you plan for the future now, consider for a moment how ornamental metals can add distinctive beauty to your new buildings—how their use in doors, stairways, windows, handrails and in any of a hundred and one other types of exterior and interior decorations can help you build better, more distinctive looking buildings. Important to you, too, is the fact that ornamental metals will again be available for use immediately after the war.

The fabricators of ornamental metals are anxious to work with you as you plan now for tomorrow's peacetime building. For Directory of Leading Architectural Metal Fabricators, write today. Address Dept. B-1.
AN ACHIEVEMENT IN SIMPLICITY


For over 10 years Tilt-a-Doors have been in service in the Detroit area. So great has been the demand for these doors that in spite of constantly expanding manufacturing facilities the local demand has absorbed almost our entire output.

Now with a greatly expanded program we will soon be in a position to offer Tilt-a-Doors nationally.

For complete details see Sweet's Architectural File, or write us at address below.

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There is a Tilt-a-Door design to fill every architectural need.
“Competition among builders in the postwar period is going to be keen with the progressive addition of many new home features. One of the best ways to meet this competition is to add summer cooling systems for air conditioning twelve months in the year. The builder whose homes have year 'round air conditioning at an economic installation and operating cost has a plus sales factor, as technical improvements reduce installation and operating costs.”

—BUILDER—
WASHINGTON, D. C.

Build year 'round comfort
Summer Cooling + Automatic

The time-tested Chrysler Airtemp combination heating and cooling unit for the home offers builders a real plus sales factor. Chrysler Airtemp—long pioneers in the development of improved heating units—burning all types of fuels—like-

See the Chrysler Airtemp Exhibit at the National Home
into your postwar homes!

Winter Heating = Greater Sales Value

pioneered “Packaged” cooling back in 1937. That is why you can build Chrysler Airtemp year-round comfort—greater comfort and health for your postwar homes. Mass production brings the cost within reach of home buyers with modest budgets. • Airtemp Division of Chrysler Corporation, Dayton 1, Ohio. • In Canada, Therm-O-Rite Products, Ltd., Toronto

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Gentlemen: Please send me the booklet containing questions and answers on year-round air conditioning.

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A Treat for the Trowel

THE NEW MORTAR CEMENT
WITH CHARACTERISTICS
THAT EVERY MASON WANTS

YIELD...

Unsurpassed in this respect.

Atlas Mortar Cement makes a highly plastic, very smooth, buttery mortar.

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A quality product that complies fully with Federal and ASTM specifications.

Atlas Mortar Cement is outstanding in the desirable properties of mortar cement—in plasticity, yield, water retention, durability and strength. It is easy to handle, hard to beat. Use it for your mortar. Get it from your dealer.

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Glass, in its many forms, will unquestionably play a very important part in the design and construction of postwar homes. You'll want to know the latest about glass. How it can be used effectively and inexpensively. How simple applications should be installed. What products are going to be available for your use.

So be sure to visit us at the "Pittsburgh" Exhibit in the glass division at the Chicago Home Builders' Exposition in Chicago. Let us show you some of the ways in which various kinds of glass can be used to increase the attractiveness, the usefulness and the salability of the postwar homes you build. The "Pittsburgh" Exhibit includes a number of simple, interesting uses of glass... with informative cutaway sections, etc. to show installation procedures. Don't miss it!

And meanwhile, send for our new, free booklet which contains scores of suggestions for the use of glass. The book has many pages of actual detail drawings showing you exactly how each glass application is made.

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...at the Chicago Home Builders' Exposition

Hotel Sherman, Chicago, January 15th to 20th, 1945

"PITTSBURGH"
stands for Quality Glass and Paint
The House that Sold

1. Here are two houses that look exactly alike. They are on similar lots in the same neighborhood.

4. One house sold in a hurry.

5. The other didn't.

According to many leading builders, that's going to be the sales story of postwar home construction.

Here's how they figure it

These are the facts:

First—Surveys by Fortune, U.S. Chamber of Commerce, and various government agencies all agree that electrical equipment is going to have pretty close to first claim on the postwar buying dollar.*

Second—Home buyers have been conditioned to expect better-built—more complete homes after victory.

They're planning now

Market-wise construction men see built-in electrical equipment in the kitchen and laundry as the means to insure a continued sale of new homes after the first buying rush has subsided.

Bankers in all parts of the country recognize that this trend to a better-built, complete home, giving satisfaction to its owner, is one of the best possible payment assurances.

A helpful booklet

As an architect, builder, or banker, you've probably done some thinking along these lines yourself.

To assist you, the General Electric Home Bureau, which has been studying the all-electric home since 1936, will be glad to supply some figures on the cost of equipping and operating such a home.
2. They were built by the same builder.

3. They were financed by the same bank.

6. The difference was simply this—built-in electrical equipment—electric refrigerator, dishwasher, disposal, range. The house that sold had them.

7. The other had only a stove to offer.


FOR VICTORY

General Electric is working night and day to back the attack. You can help, too, by buying and holding more War Bonds than before.


*In an independent survey, 54% of the women interviewed thought that General Electric made the best electrical equipment.
KEEPS BLURMITES* BEHIND THE BARS ... and keeps Customers Coming!

QUESTION ... What interior wall and ceiling paneling will make the biggest hit with customers ... the biggest sales and profits for you?

ANSWER ... Plastic-Finished Marlite ... attractive, colorful and easy-to-clean; quickly installed with regular carpenter tools; never needs refinishing, repainting.

When you stock and sell Marlite, you're handling a pre-finished paneling that's practical for new construction or remodeling; that's durable, versatile, easily installed and moderate in cost. Marlite will delight your customers. Its pioneer high-heat-bake finish protects the surface against dirt and moisture (Blurmites) and makes it extremely easy to clean.

SEND FOR SAMPLES

Marlite is made in plain colors, tile-patterns, horizontaline, genuine wood-veneers and marble-patterns with modern harmonizing moldings. Send for free samples and a complete full-color catalog—today!

*Blurmites—destructive agents, harmful to the finish of many wall, ceiling and counter surfaces.

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1945 THE YEAR TO PLAN 1946

The Building Industry Plans Ahead!

With the strong possibility of released materials and lifted priorities 1945 is going to be a year of preparation and action.

All over the country contractors and designers are compiling files on efficient modern materials ready for immediate and post-war use.

Roof construction and maintenance are a major part of building and ABESTO COLD PROCESS ROOFING MATERIALS offer a method that saves time, labor, hot equipment cost; and a product that builds a quality roof for long-term service.

We have prepared specification sheets for eight different roof constructions and they are available to the trade free of charge. Have the “know how” in today’s changing new world. Use ABESTO COLD PROCESS ROOFING MATERIALS in your roof plans.

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**New BERRY OVERHEAD GARAGE DOOR**

**IT HAS EVERYTHING!**

- Simple...
- Streamlined...
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**Installed in 15 Minutes!**

The door comes with hardware attached. To hang the door merely insert 4 lag screws. Use only 2 screws to attach the lock, and 10 nails to attach the weatherstrip. Then just make a few simple adjustments, that's all!

**ADVANCED COUNTERBALANCING PRINCIPLE**

A revolutionary method that enables us to completely enclose the hardware in the door itself ... no tracks, weights or exposed springs ... a contributing factor to its neat and distinctive appearance.

**NO HEAD ROOM NEEDED**

The ceiling can be plastered flush with the under side of the head jamb.

_The Berry Door Company has combined their long experience in door manufacturing with the latest aeronautical engineering practices of an outstanding aircraft manufacturer. The result, a rigid, sturdy, all-metal door ... light weight and low priced._

---

**BERRY DOOR COMPANY**

BIRMINGHAM, MICHIGAN
Proposals for an independent F.H.A., F.H.L.B. and possibly F.P.H. A. may be expected. Appealing as is the general theory of coordination in government, the operation of constituent agencies too often suffers in effectiveness and freedom of action under a supervising agency. Internal conflicts are kept behind closed doors rather than brought to light before the Congress. Because of the wide divergent interest of public and private enterprise agencies, one must suffer and lose ground under administrative control. Unless industry operations under a total programming of housing is anticipated, combining them seems illogical procedure. Some argue that public housing will run rampant unless controlled through such an arrangement—others claim that it can best flourish there. The fact probably is that this will depend on the ideology of the administrator or the co-ordinating board. Many believe F.P.H.A. should be placed under a federal loan agency rather than under the Public Works Agency where it originally resided—others believe it should be liquidated as rapidly as possible!

Many schools of thought exist as to the part government should play in housing. The most conservative believe that coordination must be kept to an absolute minimum. The various agencies, they argue, should be parcelled out under Finance, Construction and Welfare. Extremists would have the government expand all of the existing agencies, adding additional facilities for research and statistical information to form a department similar to Agriculture or Commerce. They visualize government regulation to the extent of determining the nation's full housing needs and the provision of whatever is necessary in financial assistance, research and programming to meet that need. Recent general recognition of certain inadequacies in our housing supply, and the potential employment the industry can provide, combine to place the subject at the top of the list of important post-war activities. For this reason the recommendations of the Taft Committee may well result in legislation of far-reaching effect upon the industry.

F.H.A. in post-war years will be faced with many new problems. When first created, it was designed to meet
the urgent need of attracting private capital to the residential construction field. The memory of the 1929 crash was fresh in the minds of the public, and mortgage investors were few and far between. It is apparent, however, that the exact opposite situation will exist during the early post-war years when there will be abundant capital available, and an unprecedented backlog of demand for homes and apartments.

F.H.A. policies geared to low prices prevailing when the agency was created, cannot be successfully applied to the conditions ahead. One modification in the law that will be needed is an upward revision of the value of housing eligible for 90 per cent mortgage insurance. It has been suggested that such high coverage loans be permitted up to at least $7,000. Although the $6,000 house represented the top limit of the large medium priced market in 1935 when the act was amended to permit 90 per cent mortgages, building costs have moved up a great deal in that time. Moreover the home purchaser is going to get a better house than ever before—one that comes more completely equipped.

Receive H-2 quotas—After two weeks, during which there have been no allocations for H-2 housing, N.H.A. this week quietly approved three fair-sized and two very small programs. Tennessee was the favored State with allotments totalling 850 units. The other quotas went to Pittsfield, Massachusetts, 50 units, and Tulare, California, 60 units. The largest program provides 350 units for Memphis. These are divided: 200 units for sale at a maximum of $7,500 and 25 for sale to Negroes at $4,000; and, 100 units for rent at $70 and 10 for rent to Negroes at $40.

Owner-occupancy provided in Tulare program. In announcing the 60-unit quota assigned to Tulare, N.H.A. officials pointed out that, for the first time since the inception of the H-2 program, of the 45 units not restricted to rental occupancy, 25 are reserved for owner-occupancy. This is to enable individuals to obtain priorities where they desire to build for their own use. Many future H-2 allocations will undoubtedly recognize this need by setting aside a portion of the priorities for this purpose. The remaining 15 units of the Tulare program are for rental at a ceiling of $50.

California's License Board—Supervising the activities of more than

(Continued to next page)
Garages, both industrial and residential, can use this combination to excellent advantage. The Barcol OVERdoor is a weather-tight, easy-working overhead type door with distinctive features such as roller-crank closing action, self-latching bolts, twin-torsion tailored counterbalancing springs, and continuous vertical track brackets. Thousands of successful installations testify to its acceptance by satisfied and discriminating users all over the country. Barcol Electric Door Operators take the work out of opening and closing all types of doors. Their features include a centrifugal clutch, magnetic brake, accurate electric stop control, a simple manual release, and safety switching arrangements to suit all conditions. People now are looking forward to better business and better living—you can help them achieve their aims by recommending Barcol OVERdoors with Electric Operators.

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with ELECTRIC OPERATOR

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your product can be improved
with a Kimpreg® Surface

A revolutionary new alloy-like material is achieved by fusing to plywood's surface a cured plastic skin of KIMPREG. This resultant material is not a plywood in the ordinary sense, not a conventional plastic laminate. It is a brand new, better structural medium with countless applications in many products—including, very probably, those you plan for post-war production.

With KIMPREG, plywood is converted into an improved substance which can be machined, formed and fastened like ordinary wood—yet has a plastic's smooth, tough surface and beautiful, permanent, paintless finish.

KIMPREG adds the following advantages to plywood: 1, increases durability and flexural strength; 2, provides resistance to moisture and vapor; 3, armor-plates against extreme abrasion; 4, prevents surface checks; 5, diminishes grain-raising effects; 6, makes the material scuffproof, splinterproof, snag-resistant; 7, affords a stainproof, washable, "wipe clean" surface; 8, creates resistance to chemical action, decay, temperature-extremes, fire, vermin, and mold. Moreover, it is warm to the touch, does not have the chill "feel" of metal surfaces.

Today all KIMPREG is required for military needs, ranging from airborne "prefab" huts to glass-smooth tables for packing parachutes without snagging. Hence, the wartime color of KIMPREG is a soldierly olive-drab. Post-war, however, it will be offered in a variety of appealing hues.

Now is the time to investigate the possibilities of KIMPREG-surfaced materials for your peacetime requirements.

Request FREE Kimpreg book from Kimberly-Clark, Neenah, Wisconsin.
Busy Spots — everywhere — have a well earned reason.

Everyone takes the Kitchen, The Busy Spot in the Home, for granted. We suggest you consider this list.

**COST** — Far lower than custom built kitchens, much cheaper than labor and materials in the open market.

**INSTALLATION** — A minor operation for skilled workmen.

**APPEARANCE** — Modern design with simplicity of line guarantees satisfaction.

**DURABLE** — Made of steel to last a lifetime.

**EFFICIENT** — Scientifically planned location of wall and base cabinets prevents needless steps and other lost motion.

**CLEANER** — The spotless white of the new product is easily maintained because of the porcelain enamel finish of the sinks and the DuPont DuLux on the cabinets.

*American Builder, January 1945.*

(Continued from page 138)

with nearly all other programs, was trimmed indiscriminately. The only exceptions were funds directly involving Army and Navy projects. When the bill reaches the Senate, a plea for restoration of the cut will be made and an extra sum requested to care for last minute requirements.

**Testifying before the committee,** Administrator Blandford stressed the fact that private capital could not assume the risks involved in this program. Under close questioning, he explained that a large part of the job lies in moving government owned mobile accommodations, and the balance is for purely temporary housing in isolated areas.

**G-I Bill procedure slow** — Policy in establishing value is the major problem. If the Veterans' Administration insists on appraisals lower than the present market level, no loans will be made and the Bill will fail in its purpose. On the other hand, if mortgages are approved on a high level which collapses in the post-war period, the repercussions will be terrific. The natural result is that the Veterans' Administration is taking a middle course. In our opinion theirs is a realistic approach and F.H.A. should take a cue from them in this respect. Under the 505 procedure, considerable tolerance must be shown and a clear-cut agreement between the two agencies should be promptly reached.

*'Reasonable normal value'* is the term under which the Veterans' Administration must operate. Even when the veteran is willing to put in extra cash of his own, this has forced the V.A. to reject some applications. Another retarding factor is temporarily inadequate facilities for checking service records with the Army and Navy. Applications are running higher in value than has been expected, but the explanation lies in the fact that most of these are from metropolitan areas. Administrator Hines has announced that deductions from a veteran's disability pension will not be made unless there is evidence of intent to defraud, so that Congressional concern regarding this is now satisfied.

**"400 cities to spend billion on housing"** — With this headline caption on a front-page story which appeared in the November 29th issue of the *New York Times*, the story of the "greatest public housing program in history" is given. Stating that the quota for New York City is placed at $150 million, the "nation-wide survey of needs for F.P.H.A." is described. Of course, official approval to the full objectives of the public housing group has not been given as community after community will be enlightened from time to time by similar statements.
IMPORTANT NEWS FOR BUILDERS

Now

ALUMINUM WINDOWS

(IN BOTH DOUBLE HUNG AND CASEMENT STYLES)

AT PRICES YOU'LL EXPECT TO PAY FOR ANY GOOD WINDOW

Down...down...down comes the cost of aluminum windows until now you'll be able to include them in every new house you build.

Smart looking precision-built aluminum windows will soon be coming off the production line at The Aluminum Window Corporation (a subsidiary of General Bronze Corporation). They'll be quality windows produced on a volume scale — windows that will add extra sales appeal to any house.

The low cost of aluminum and new production techniques combine to make these new aluminum windows possible at a surprisingly low cost.

Before you get too far along with your new housing plans be sure to get the full story on these new Aluminum Windows.

SEE OUR EXHIBIT AT THE NATIONAL HOME BUILDER'S SHOW IN CHICAGO, JAN. 15th to 20th, or WRITE TODAY FOR NEW DESCRIPTIVE BOOKLET. ADDRESS DEPT. B-1

THE ALUMINUM WINDOW CORPORATION
(A SUBSIDIARY OF GENERAL BRONZE CORPORATION)
34-19 Tenth Street Long Island City, N. Y.
Worth recording is the fact that America's great war construction projects have not suffered from lack of hand tools. It was nip and tuck, at times, for us to meet the tremendous demand for Stanley Tools. But, through simplification of finish — without sacrifice of quality — Stanley was able to fulfill urgent demands under established priorities.

Builders can plan toward the postwar reconstruction period with confidence that a full line of Stanley Tools in their familiar prewar finish will once more be available. Stanley aims toward the day when the finest in hand tools will again turn out the finest in peace time construction.

Expect Easing of Lumber

In general, reconversion problems do not exist in firms producing non-metallic building materials. Military requirements combined with wartime conditions have caused a shortage among these more in the case of lumber than any others. A very few months is sufficient for overcoming the shortage of logging and lumbering equipment, and manpower shortage in the lumber industry is likely to be alleviated to some extent within the same period. Military needs for crating and other uses will go down, but at the same time expected demand for rehabilitation of war areas will go up. Unless this latter demand is larger than now seems likely, however, the lumber situation will be somewhat improved 6 months after defeat of Japan, but not to a point approaching the needs of the real post-war building program.

Government Stocks May Help

Relaxation of restriction seems likely for the metal products, perhaps not immediately and perhaps not at the same time for different products, but fairly rapidly. We don't know what will become of the surplus government stocks of building materials — that is a question for Congressional decision. It is possible that some will be exported, and that some will be sold in an orderly fashion to speed up the start of construction work here, but at least it seems safe to say that they will not be dumped on the domestic market indiscriminately. There will still be inventory shortages 6 months after Germany is defeated and for some items even several months after the defeat of Japan compared to our pre-war stocks and varieties. But the start of reconversion will mean improvement in this situation, so that a gradually increasing volume of construction will be somewhat more readily supplied with materials than have the jobs carried out during the past year. It also seems exceedingly likely that quality will improve promptly, with brass or steel used where they serve best in place of the substitutions required by wartime shortages.
IN POSTWAR... IT WILL BE

Gas Heating

FOR GAS HEATING... IT'S BRYANT

Study the postwar building surveys that measure the nation's preferences on types of heating equipment, and you will discover they indicate a growing preference for automatic gas heating. Question a few of the people you serve, and you will find that the best-known name in gas heating is Bryant... a reputation won by past performance.

Producing for war has not prevented progress in perfection of Bryant equipment for postwar. Bryant research and development laboratories, now with more scientific ability than ever before, promise product improvements that are practical, proved and salable... modern gas heating equipment which you can recommend, specify and install with confidence. In postwar as in days gone by... it will be best to "let the pup be furnace man."

THE BRYANT HEATER COMPANY
17825 St. Clair Avenue, Cleveland 10, Ohio
One of the Dresser Industries
Post-war Building Will Depend Upon Training Craftsmen Now—

By Lyne S. Metcalfe

Like most other major American industries, construction and building will confront the problem of insuring a supply of trained artisans in the near future, and the solution of the problem will depend, in great measure, upon training men as quickly as possible. Also a large part of the skilled personnel which has been drawn into the armed services and into war industries as a result of the emergency, will need a certain amount of re-training. And a vast number of trained newcomers must be prepared to take jobs in the various phases of construction work.

The importance of having an adequate supply of men skilled in the use of modern woodworking machines and tools is realized by every builder and contractor, and in this connection a new series of visual training aids has recently been prepared by The Jam Handy Organization. These aids comprise a series of 22 slidefilms, "Instructional Program of Safe Practices In Woodworking," fourteen subjects of which cover the proper use of woodworking machinery and tools, while eight deal with safe practices. This form of teaching film has been widely used in the armed services and in war-time industries to more quickly train men and women in the use of machinery equipment and tools. Each of the twenty-two subjects in this series is a strip of 35 mm safety motion picture film; on each segment or "frame" is a picture, special photograph, drawing, chart or other pictorial exhibit, with legends, letterings and labels superimposed on the film and project with the picture to amplify its meaning. All pictures are arranged in logical sequence to provide a procedure pattern for the artisan to follow.

The films may be used in various ways by the building trade:

a) Before practical shop experience, to acquaint the apprentice with the character and purpose of the tool or machine.

b) As procedure patterns—in the shop—for guidance in a given work project.

c) As "refresher" material.

In this connection, an entirely new visual teaching technique has been introduced in this series of films, in that each subject concludes with a set of pointed tests and review questions. The films are broken down into 22 lessons all ready and organized for instructor's or foreman's use in the workroom. The pictures are both lesson plan and lesson. And there is a total of 1,128 pictures.

**KEEP hands out of danger zone over the cutter head.**
Simple Suggestions for More Attractive Wall Design Treatments with Douglas Fir Plywood

No. 1 of a Series

Detailed below is one of the many wall design treatments possible with Douglas fir plywood—a horizontal placement using a three-panel arrangement.

In applying plywood, start at the openings with vertical joints and divide the plain wall spaces in an orderly pattern. Place vertical joints at top of door and at top and bottom of window openings. Where width of wall is 10 feet or less, panels may be run horizontally in two or three pieces with openings cut out. If width of door or window is over four feet, do not hesitate to place panels horizontally. Combinations of vertical and horizontal arrangements may be used in the same room with pleasing effect.

Additional design suggestions will be shown in subsequent advertisements.

CAN PLYWOOD BE SPECIFIED NOW FOR POSTWAR USES?

The increased capacity of the industry will make MORE Douglas fir plywood available for civilian consumption THAN EVER BEFORE, as soon as the needs of the armed services lessen or war restrictions are lifted. There will be no reconversion delays; the same types and grades of Douglas fir plywood that are now being made will flow immediately into peace-time buildings and construction.

DOUGLAS FIR PLYWOOD ASSOCIATION
Tacoma 2, Washington
Collins Made President of Insulation Board Institute

HENRY W. COLLINS of Chicago, vice-president of the Celotex Corporation, was elected president of the Insulation Board Institute at its annual meeting in Chicago recently. He succeeds Stuart H. Ralph of New York City, vice-president of the Flintkote Company, as head of the Institute.

Mr. Collins has been in sales work in the building materials industry for nearly a quarter of a century. He has been associated with the Celotex Corporation since 1923 and has been in charge of the company's merchandising operations since 1938.

Other officers elected by the Institute are: Vice-President, Milton Wunderlich of Insulite, Minneapolis, Minn., and treasurer, Marland S. Wolf, merchandising manager of the United States Gypsum Company, Chicago.

The Institute's new board of directors will include the officers, Ralph, the retiring president, and H. A. Hauptli of the Maizewood Insulation Company, Dubuque, Iowa.

Producers' Council Program

(Continued from page 124)
able in the post-war years for financing necessary housing, but that the financing will be greatly facilitated if the four recommendations are adopted," said Clark. "At no time in the nation's history have mortgage funds been so plentiful and funds for equity payments by prospective home owners or investors so readily available.

"The stringencies of the depression years do not appear (Continued to page 148)
FOR SATISFIED POSTWAR CLIENTS -- PLAN TO SPECIFY THIS IMPROVED CRAW-FIR-DOR!

Now—the door that put you back in the garage door business has been made better than ever to bring you greater postwar volume!

THE moment the reconversion “go-sign” is given a new Craw-Fir-Dor will be ready. The Crawford Door Company, maker of mechanical hardware for this self-energizing, overhead type garage door, is ready to swing into production on a unit made better by two important factors:

FIRST
Crawford has gained valuable manufacturing experience through the production of precision airplane parts.

SECOND
Crawford has carried on an extensive research program to explore and develop every improvement making for easier installation, longer life and trouble-free operation.

FIR DOOR INSTITUTE
The National Association of Fir Door Manufacturers
Tacoma 2, Washington
FAST becoming FIRST in Insulation

Lo-K™ COTTON INSULATION

flame-proofed

Residential, commercial or industrial—regardless of what type of construction, remodeling or new home building, Lo-"K" is fast becoming the favorite for all insulation purposes because it does the job easily, economically, more efficiently.

Lo-"K" is an amazingly efficient, scientifically-processed cotton insulation . . . flame-proofed for extra safety . . . light weight, flexible, easy to install and DECIDELY MORE EFFECTIVE IN PREVENTING HEAT ESCAPE because of its lower thermal conductivity.

Lo-"K" already is first choice of architects, contractors and builders who like to keep one step ahead of the trade.

Available at lumber and building material dealers NOW, in blanket rolls sized in thickness and width, for standard construction.

SEND FOR FULL PARTICULARS TODAY

Lockport Cotton Batting Company
Dept. AB-1—Lockport, New York.

Gentlemen: Send me the facts about Lo-"K" Cotton Insulation for better building—

☐ ARCHITECT ☐ DEALER

☐ CONTRACTOR OR BUILDER

Name

Address

City Zone State

A PRODUCT OF LOCKPORT COTTON BATTING CO.
LOCKPORT, NEW YORK ESTABLISHED 1870

to be in prospect for some time. Accordingly, there is no general need for providing additional financing incentive. Instead, the need is to streamline financing procedures so as to be sure that they are truly sound and provide a check upon unsound methods, both in financing and in construction," he concluded.


(Continued from page 111)

come on the market. Among those he hopes to use are:

- Improved controls to provide more even temperature, big volume ceiling exhaust fans with two speed controls, improved electric dishwasher and garbage disposing sink, electric operated garage doors, laundry dryers and full laundry equipment, electric air purification units, automatic humidifier and filters, deep-freeze units.

Duke believes there will be many other products and materials that will enable him to build and sell even better homes. But he is willing to start with what is available and thoroughly tested.

He exercises a thorough and close control of everything that is done in his project. He employs an architect to prepare plans along the lines he has himself tested with buyers. In the case of plumbing and heating equipment he obtains independent tests and himself specifies the exact models and numbers from manufacturers' catalogues. In the case of a heating plant, for example, a complete set of plans is taken by Duke to the engineering department of the local gas company which gives a statement of the extreme B.T.U. requirement and the size heating unit required for the house.

Ralph Duke does not talk about miracles in post-war houses, but he does expect to provide sound, progressive, quality homes that will give his friends and neighbors better, cheaper, and more comfortable living than they have ever experienced before.

W O O D T H A T R E S I S T S

WOOD THAT RESISTS

Decay—Termites

Warping—Shrinking

The public has been told and retold that the new homes are to be greatly improved. And the single greatest improvement is better wood . . . freedom from termite attack . . . freedom from cracks and raffles, doors that stick and windows that are drafty.

WOODTOX

is a time proven clean treatment of wood. Easily applied and economical in cost. Gives lasting protection against decay, rot, termites, lycus beetles and wood borers . . . and makes wood water repellent to aid in the control of warping, shrinking, checking and grain raising.

SEND FOR BULLETINS

For architects, builders, lumber dealers . . . these bulletins list standard wood treating preparations, giving full descriptions of purposes and methods of applications . . . pointing the way to new sales appeal and better homes.

FOR TERMITE CONTROL

The base of TERRATOX is Pentachlorophenol, accepted as the number one enemy of termites. It concentrates for most effective and economical termite control. Fully descriptive circular on request.

WOOD TREATING CHEMICALS CO.
5137 Southwest Ave. St. Louis 10, Mo.

Sells Agent for MONSANTO CHEMICAL CO.
Stain Control, Wood Preservatives and Moisture Repellents
When the great day comes, all our added knowledge gained from 100 per cent war production — plus our more than three decades in the steel stamping business — will combine to give you something extra special — Pressed Steel Furnaces for all fuels.

In the meantime, if you are interested in some of the details not publicly released, write or wire for the "MOR-SUN NEWS-LETTER" outlining the salient facts of this new and different line of warm air furnaces.

MORRISON STEEL PRODUCTS, INC.
BUFFALO 7, N. Y.
"The Sun Never Sets with MOR-SUN!"
Fitting precisely into Your Present Building Plans

Whatever the size or type of homes you will build, they are going to have fireplaces. Bennett Fireplace Units can contribute to faster, more economical construction, and complete customer satisfaction.

The two Bennett models—the Fresh-Aire unit and the Recirculating Unit enable you to make sure of...

1. Smoke-free draft.
2. Generous, evenly distributed heat.
3. Elimination of cold floor drafts.
4. Stop chilling and heat loss from the other rooms of the house.

Those are outstanding sales advantages.

Now re-engineered for greater efficiency than ever before, the complete Bennett line will be in production immediately after removal of war restrictions. Bennett-Ireland, Fireplace Division, Norwich, N.Y.

All Set for Greatest Builders' Show

(Continued from page 89)

"Heating, insulation, air conditioning and kitchen design lead the list of things in which builders say they are most interested," George F. Nixon, Chicago, general chairman of the Exposition, said in commenting on a survey mailed to several thousand builders who planned to attend.

"We have made their wish come true—and how," Nixon continued. "Not only will they see the latest equipment for what is now called 'Controlled Indoor Climate' and the latest thinking in modern complete kitchen planning, but they will find here the latest of everything that goes into home building for completing our war job, for building for G.I. Joes, and for planning their post-war homes."

A list of the companies exhibiting, with the exception of fourteen who asked their names be withheld, follows in alphabetical order:


(Continued to page 152)

B & T Metal Trims
Trade Marked
CHROMEDGE

No matter what angles you consider in selecting interior trims, you get a better choice in the "B & T line"—the line trade marked CHROMEDGE! They give you the utmost in lustrous, permanent beauty... make installation easier... permit the widest range of color harmonies... offer beautifully matched groups of trims... will not split, crack, chip, warp, or deteriorate with age. All these advantages will be ready for post-war building needs—in a new and improved line of Metal Trims trade marked Chromedge.

The B & T Metals Company
COLUMBUS 16, OHIO
American Builder, January 1945.

The SEABEES GET THINGS DONE!

Get these profitable PARTITION jobs now!

Armstrong's Temlok Insulation Board is quickly erected... low in cost

- Factory Partitions
- Warehouse Partitions
- Garage Partitions
- Office Partitions
- Store Partitions

WITH little new construction being done now, plenty of customers who have factories, garages, or warehouses want to partition off parts of their space for offices or separate workrooms. Temporary partitions, too, are often needed in stores, large offices, and in commercial buildings.

You can profitably handle jobs like this with Armstrong's Temlok Standard Insulating Board. It's big—4' wide and 7' to 12' long—it's light, and it's easy to handle and erect. It goes up fast, can be sawed cleanly and nailed securely. It strengthens the construction, too.

Temlok provides efficient insulation against cold in winter, heat in summer. It also helps to prevent transmission of noise. The attractive golden brown color of Temlok can be left unfinished, or it may be painted any color desired.

It will pay you to go after Temlok partition jobs now. Such jobs build profitable volume at once, and they also make contacts for you which can be developed into larger jobs when restrictions are lifted.

FOR COMPLETE FACTS, samples, and literature write to Armstrong Cork Company, 1601 Ross Street, Lancaster, Pennsylvania.

PORTER-CABLE MACHINE CO.

1721-1 N. Salina St. Syracuse 8, N.Y.

Official U.S. Navy Photo
WHEN YOU HAVE TO BE SURE OF RESULTS

... You must use methods and material you can trust! You have a concrete floor. It is dusting. You have a heavy production schedule in the building which cannot be interrupted. You must dustproof and harden floors for heavy duty. You have to be SURE of results. That's the time to specify LAPIDOLITH Liquid.

You'll get definite, predictable results. LAPIDOLITH Liquid requires no special skill in application. Production need not be stopped during treatment. And you can count on a hard wear-resisting surface that won't dust. Send for your copy of "Concrete and Lapidolith Liquid." Write Dept. A-21.

BUILDING PRODUCTS DIVISION
L. SONNEBORN SONS, Inc.
88 LEXINGTON AVENUE, NEW YORK 16, N. Y.

Mortgage Bankers Assn. of Chicago, L. J. Mueller Furnace Co.

"Builders will give keen attention to these exhibits," Elizabeth Shoemaker, exhibit director, said. "Replies to our questionnaire registered high interest in such things as 'the general availability of new and old materials—major substitutes for old materials—dry wall construction (Methods and Material)—new exterior and interior materials and finishes'."

Irvin A. Blietz, vice-chairman of the Convention-Exposition committee, who made an exhaustive study of the replies to the questionnaire, said, "Interest in personnel and labor relations reaches a new high in the minds of builders as does a desire to learn much more about correct land planning and subdivision development.

"New emphasis is also put on the use of tools for cost reduction, new techniques for basementless house building, how to secure changes in local building, plumbing and electrical codes, prefabrication of units to speed conventional construction," Blietz said.

"Free discussion of labor relations between builders and workmen. A united campaign to reduce taxes on residential (Continued to page 154)
The same high quality
in
McKINNEY
HARDWARE
—Before the war
—After the war

The name McKinney on hardware is a pledge of true value. It is this respect for true values that has made it possible for us to have continued our business of designing and making quality hardware since 1865. This same high quality that characterized McKinney Hardware before the war will continue as McKinney’s standard after the war.

WHAT ROOF
Comes Nearest to
Meeting Your Requirements?

You want a roof that will do you credit... That will improve the appearance of the job, and give it substantial lines.

You want a job that will not blow off in your face, be free of upkeep, leaks and other annoyances.

In short, you want a CERTIGRADE RED CEDAR SHINGLE roof because it meets all the requirements of good building and good design.

The Certigrade Handbook is yours for the asking. Write for your free copy to...

RED CEDAR SHINGLE BUREAU
5508 White Building, Seattle 1, Wash., U.S.A.
or Vancouver, B.C., Canada
It's a wonderful feeling to finish a job and have it turn out better than you've planned. That's the feeling many builders are going to have the first time they install Service Equipment or Load Centers.

Equipped with shock-proof simple-to-operate circuit breakers they are fully automatic and trip on short circuits or sustained overload — returning to service with a flip of the finger. Both flush and surface mountings carry an eye appeal that makes your customer feel you have done him a favor — you have!

Your dealer can give you details, or write for bulletin 63 which we will be glad to send. Frank Adam Electric Company, Box 357, St. Louis, Mo.

Makers of Busduct, Panelboards, Switchboards and Service Equipment

PROUD OF A GOOD JOB!

JUDGES ISSUE STATEMENT

In connection with the $6,000 House Design Competition of the National Association of Home Builders, the judges issued the following statement in a letter to George F. Nixon, chairman, N.A.H.B. Design Contest Committee, after selecting the first prize winners and the honorable mention awards:

Before reaching a final conclusion, the judges found that it was necessary to make certain interpretations of the contest rules in order to avoid error in the selection of the winning designs. These interpretations included the following:

1—Designs which were based upon peculiarities of terrain or location were considered ineligible since buildings of this kind could be built only on the few plots having these same characteristics.

2—Since the contest rules permitted submission of blueprints of working drawings and did not require special preparation, the quality of the presentation was disregarded.

3—In those cases where it was evident that the entry had been made in the wrong classification, such entries were reclassified.

This plate in post-war homes... a sign of good telephone planning

Buyers of post-war homes will expect up-to-date telephone facilities. Provide for them during construction by building conduit into the walls to carry wires out-of-sight to handy outlets.

Today, due to wartime conditions, many people must wait their turn to get telephones. But the day will come when everybody can have service in their new homes, and the time to plan for that is now:

1 Select in advance convenient locations for telephone outlets and mark them on your plans. Your telephone company will be glad to assist you.

2 Include rigid, flexible or thin-wall conduit during construction.
Let your clients know the many advantages of reinforced masonry. This type of construction offers extra durability, fire safety, pleasant appearance and comparatively low cost.

Reinforced masonry has been successfully used for buildings of many types — for foundations, walls, beams, floor slabs, balconies, stairways, chimneys, silos, storage bins, etc.

Any experienced mason contractor or bricklayer will have no difficulty with this type of construction. It offers many new sales opportunities. Write for our booklet, "Reinforced Masonry Simplified." Address Structural Clay Products Institute, 1756 K Street, N.W., Washington, D.C.
You can do a lot with Tile-Tex

Today’s restrictions on construction still make it possible to use Tile-Tex asphalt tile in recreation rooms, kitchens and hallways where the cost of the installation does not exceed $200. Here’s an opportunity for you to keep busy with Tile-Tex on work of this type. Home-owners everywhere are interested in modernizing within today’s limitations. Write today for “Floors that Endure” and the name of the nearest Tile-Tex Contractor.

The Tile-Tex Company

CHICAGO HEIGHTS ILLINOIS

In addition to sawing lumber, you can...

CUT ALL THESE AT LESS COST!

Fred W. Wappat Saws Save Time...Assure Accuracy!

Extremely hard materials are used increasingly in modern building. For cutting such material speedily, accurately, and with maximum safety to operator, many builders depend upon Fred W. Wappat Electric Hand Saws equipped with a suitable blade. Fred W. Wappat Saws are purposely overpowered for greater cutting speed. Cutting line is always visible, and the saw is balanced so that it follows line easily. Both models have automatic cut-off switch, and the famous Fred W. Wappat spring-controlled telescoping guard.

Fast and accurate cutting of tough building materials means money saved—on any building job. Write today for particulars on Fred W. Wappat Electric Hand Saws and Special Blades. There is no obligation.

IMPROVED RADIAL GUIDE

Fred W. Wappat Saws Every Important Feature of a Radial Saw—Ask for details.

FRED W. WAPPAT

135 VALLEY ST., MAYVILLE, N. Y.

(Continued from page 154)

(4)—THE CITY HOME was considered to be one which might occur in a more desirable residential section of a city of average population.

(5)—THE SUBURBAN HOME was considered to be one located at some distance from the center of population of a city of average size and not a home located in a satellite city or village adjacent to a metropolitan center.

(6)—Minor defects in plan arrangement or design were disregarded in those cases where the required correction was obvious and where such minor defects were far outweighed by overall excellence.

Approximately 500 plans were submitted and from these the judges were required to select six first prize winners and 12 honorable mentions. Obviously it was necessary to reject many plans having considerable merit.

A program of this nature is of deep and continuing interest to us since we feel that such efforts by your organization are so vitally essential in post-war home building and are of so much value to prospective home owners and the home building industry.

Mrs. Herbert French.
Raymond J. Ashton.
John A. Stelle.
Abner H. Ferguson.

John Cummings Lindop, president of Chicago Chapter, one of the judges, was unable to take part because of illness.

A $1,000 War Bond will be presented to each of the first prize winners in the six classes which the competition was divided at the close of N.A.H.B.’s annual banquet, January 17. The twelve honorable mention awards will be made at the same time. (A list of the honorable mentions appears in the Builders’ News Review in this issue of American Builder.) Abner H. Ferguson, Commissioner of F.H.A. and one of the judges, will present the awards after an introduction by President Robert P. Gerholz.

Fred W. Wappat Saws Can Be Equipped With—

MITERING BLADE for cutting fine moldings, without use of mitering box.
DADO CUTTER for dovetails, ploughed or gained grooves, rabbets, tenons, etc.

ABRASIVE DISC for cutting or scoring tile, transite, marble, gypsum plank, cement block, stone.
FRiction BLADE for cutting light gauge steel and other light metal sheets.

Kwiltew Plank Moldings

Kwiltew...for 850 words

10-P.|...for 850 words
KWIK-MIX MIXERS

Kwik-Mix convertible 10-S Dandie ... side or end discharge ... change can be made in the field to suit pouring conditions. Special features are: easily accessible drum drive shaft ... flow-line discharge chute ... simplified skip-flow shaker ... enclosed reduction gear assembly in oil ... multiple "V" belt drive. Other sizes are 7-S and 14-S Kwik-Mix Dandies.

KWIK-MIX 10-S DANDIE

Kwik-Mix 3½-S Concrete Mixers ... side or end discharge ... tilting or non-tilting ... anti-friction bearings ... spring mounting ... high speed trailing ... welded construction.

KWIK-MIX 3½-S SIDE DISCHARGE TILTER

KWIK-MIX PLASTER—MORTAR MIXERS

Kwik-Mix Non-Tilting 6-P Plaster or Mortar Mixer ... fast discharge, 7 seconds ... light weight, only 650 pounds ... air cooled engine ... V-belt and worm drive ... low shoveling height. Also 4 wheel 10-P tilting model.

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

GRAND RAPIDS HARDWARE COMPANY GRAND RAPIDS ... MICHIGAN

GRAND RAPIDS Invizable SASH BALANCE

WINDOW PLANNING Begins Now!

In planning post-war construction of hundreds of thousands of new homes, contractors will be forced to take advantage of every product whereby time can be saved without sacrifice of installation time, satisfactory service and dependable performance.

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Community Amusement Center
(Continued from page 105)

Heating is provided by means of a Spencer boiler, fired by an Iron Fireman bin-feed stoker. There is also a hand-fired Spencer boiler for standby. This equipment circulates steam to steam coils in the air conditioning units, which circulate warm air through the same ducts as cool air in the summer.

The sheet metal ducts, insulated with cork, circulate the conditioned air to outlets of the Anemostat type in the various conditioned spaces. In the theatre the air diffusers are combined with the lighting to make a novel fixture. There are six fixtures of this type in the theatre. In the bowling center most of the air is diffused in the player area and no effort is made to condition the rear portion of the alleys.

The amusement center is strictly an afternoon and evening operation, and that includes the bowling, pool and billiard facilities as well as the theatre. Two engineers are required to maintain the air conditioning equipment and other mechanical apparatus at the center. The air conditioning equipment in the building cost between $50,000 and $60,000.

From an architectural standpoint the Melrose Center development is marked by a tree-tall pylon out front which serves as the base for a two-way neon electric sign. This structure is entirely separate from the building itself. The bowling center at the other end of the building is also marked by a pylon of lesser height, attached directly to the marquee.

Marr & Holman of Nashville were the architects; Sumner Construction Co., the general contractors. M. T. Gossett Co., of Nashville installed the air conditioning.
This modern, simple, highly accurate, combination Level-Transit is being used and praised by builders and contractors everywhere. It is especially designed for running levels and taking vertical angles on all survey and check-up work.

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All J&C heating and air conditioning equipment is backed by the engineering skill, experience, and industrial integrity of Jackson & Church Co., founded in 1881.

Thomas of C.I.O.—(Continued from page 113)

earning too small a yearly income to buy or rent a decent home in which to live and raise their families. As a matter of fact over half of all the families in America had incomes of less than $2,000 in the war year of 1942. Over 35 per cent or nearly twelve million families had incomes of less than $1,500 a year in 1942; over 20 per cent or nearly seven million families earned less than $1,000 and 7 per cent or nearly two and one-half million families actually had incomes of less than $500 in that same war year.

"If we are to solve the housing problem, we must begin to think and act in terms of a housing program that will provide healthy and inspiring living environment for slightly over half our American families with yearly incomes of less than $2,000.

"The private home builders as represented by the National Association of Home Builders take the stand before Congress that private builders can provide all the housing needed for all income brackets in America. In its vigorous drive against public housing, the N.A.H.B. will not concede that even the lowest income group should be provided with decent, sanitary shelter through public housing. This in spite of the fact that in 1939, less than 4 per cent of F.H.A. insured mortgages went to borrowers with yearly incomes of less than $1,500. Obviously the housing problem will never be solved with this kind of an attitude.

"What we desire to bring about is a meeting of minds in America on the housing problem; an agreement as to the areas of operation for both private and public enterprise to the end that all American families be properly housed. Representatives of both producer and consumer interests must necessarily reach agreement and present a united front if this job is to be done.

"The C.I.O. will take a definite stand on both private and public housing for the post-war period. What that stand will be can be influenced now, before the war is over, by a thorough discussion of the problems involved (Continued to page 162)

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Additional new appliances are being considered for manufacture after Victory. These additional items will better round out the Company's line of products and will assure capacity production for our expanded facilities and enable us to do our part in providing more jobs for more people.
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(Continued on page 160)

by the leaders of these producer and consumer interests.

"If the officers of N.A.H.B. and other producer interests desire to discuss this proposal with members of the Housing and Post-war Planning Committee of our Union, we stand ready to meet with them at any time in the immediate future," Thomas concluded.

President Gerholz of N.A.H.B.
Acts Favorably on C.I.O. Invitation

"Working shoulder to shoulder with labor and all other public spirited groups, an important start can be made towards the ultimate goal of adequate housing for all," Robert P. Gerholz, president of N.A.H.B., said in commenting on Thomas' statement. "There are many areas of agreement which can be reached by consultation and co-operative effort. These include the strict enforcement of minimum safety and sanitation codes, the demolition of unsound structures, the rehabilitation of structurally sound blighted housing, and the construction by private enterprise of an unprecedented quantity of low-cost housing for sale and rental.

"In a country as vast and productive as America, it is not necessary to follow the housing pattern of central Europe. Our unique Democratic system of private enterprise has made this country great. By intelligent, courageous and united effort it can correct those inadequacies which now exist. "Merely because we cannot agree with U.A.W.-C.I.O. that the needs of the lowest income group should be met by constructing millions of new houses under the U.S.H.A. formula is no reason why we cannot combine forces to accomplish the major part of the housing program. By so doing more constant employment at satisfactory annual wage levels will be assured and an unprecedented quantity of low-cost housing provided.

"We have already invited Mr. Thomas to address our Annual Conference in Chicago next month and have appointed a committee to meet with the Housing and Post-war Planning Committee of U.A.W.-C.I.O.," Gerholz said.

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Contract to purchase a similar pro-rated proportion of the fully improved lots. Each builder will construct and sell his own houses independently as in the past. All of the lots, totaling in value when improved some $805,000, have been purchased by the 16 builders in advance so there will be no sale of vacant property without houses.

Great thought and energy is being put into the planning of the project so that it will be thoroughly suited to the needs of the people of Oklahoma. It is thought that most of the owners will want to have rather large gardens and will want to can their own vegetables or store them in deep freeze units. In some parts of the project provision will be made for the owners to have chickens or to keep saddle horses or a cow.

It is thought that the architectural agreement will result in a new and higher standard of home design in this project. The local architects group with which the agreement was made includes the leading architects in town, and many have already gone to work preparing interesting post-war designs. Engineers and land planners are already at work laying out the project.

No group of builders has ever entered into a project with such enthusiasm as the 16 members of Allied Home Builders. They have spent countless long hours working out every detail of this forward-looking venture. They confidently expect to bring to the citizens of their city a new and finer quality of home community with better values and better environment. They believe that by cooperative action such as this the builders of the country can successfully compete with the threat of public housing.

Certainly this is a project that should be studied and followed with interest by every builder in the country.
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Q. Are Modernfold Doors a recent development?
A. Although comparatively new, Modernfold is already a proved product. It has been specified by architects since 1936—used in all types of openings, small and large.

Q. Is Modernfold confined to ultra-modern architecture?
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Q. How does Modernfold provide flexibility of space?
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Q. Where is Modernfold used and in what homes?
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American Builder, January 1945.
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