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MAY 1945

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WORLD'S GREATEST
BUILDING PAPER

A NEW BUILDING PAPER

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Private Building Plans for V-E Day and Post-War

IT PAYS TO FEATURE THE LEADER!

CELOTEX

The Brand that New-Home Prospects Accept with Confidence

**The Sales Appeal of the Celotex Name
Helps You Close More Jobs and
Make More Profits**

You can depend on it! New-home prospects are "sold" on Celotex Building Products!

They are "sold" because more than 20 years of consistent advertising has *told* them these important facts:

1. Celotex is the only manufacturer of cane fibre building boards in this country.
2. The long, tough interlocking cane fibres give

these Celotex boards great strength and insulating value.

3. Only Celotex cane fibre insulation board products are protected against termites and dry rot by the exclusive Ferox Process.

By establishing these facts, Celotex has also established *leadership!* And Celotex *continues* that leadership today by making available a complete line of building products under one famous name.

Celotex is maintaining its high quality standards, too—by continuing research and steady improvements in manufacture. See your Celotex dealer *now* for Celotex Building Products.

CELOTEX 1/2" BUILDING BOARD

Celotex standard cane fibre building board—for use wherever strength, rigidity, light weight and insulating properties are required. Smooth ivory-coated on one side; natural on back. Ferox-Processed against dry rot and termites. Sizes: 4'x6', 7', 8', 9', 10' and 12'.



CELO-ROK WALLBOARD AND WEATHER-PROOF SIDING



Celo-Rok gypsum wallboard is fire-resistant—won't warp, expand or contract. Light weight makes board easy to handle—yet they are strong and durable. 1/4" thick with square edge; 3/8" and 1/2" thick with square edge; recessed or beveled edge. Sizes: 4' x 6', 7', 8', 9', 10', 11' and 12'.



Celo-Rok Weather-Proof Siding is a fire-resistant gypsum board for use in place of both sheathing and siding. Treated with weather-proofing compound. Green-finished exterior requires no painting. 1" thick with T&G long edges. Sizes: 24" x 6', 8', 9' and 10'.

**CELO-SIDING... THE MULTIPLE-FUNCTION MATERIAL
THAT DOES 3 JOBS—SIDING, SHEATHING, INSULATION**



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FOR HOME INSULATION**



For proved efficiency at moderate cost—but with fine profit to you. Fire-proof. Full stud thickness—can be applied between attic floor joists or rafters. Celotex Rock Wool also available for "blow-in" application. Easier FHA financing now available to your prospects.

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and Keep ALL the Bonds You Buy!

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BUILDING PRODUCTS

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- Celotex Insulating Sheathing
- Celotex Insulating Lath
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- Celotex Triple Sealed Shingles
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- Celo-Rok Plasters
- Celo-Rok Anchor Lath
- Celo-Rok Sheathing
- Flexcell Expansion Joint

THE CELOTEX CORPORATION, CHICAGO 3, ILLINOIS

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in these NEW FENESTRA BUILDING PANELS

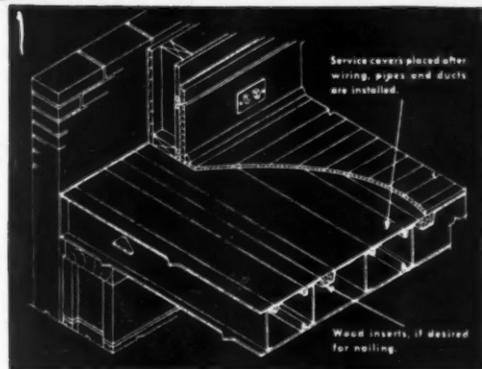
Here is a system of steel flooring that is designed right . . . and priced right . . . for tomorrow's houses, large or small, built individually or in large groups.

SAVE TIME. Fenestra Building Panels can be laid in single spans in small homes—from center beam to foundation or wall in larger houses. They interlock to a tight fit . . . with a smooth steel surface, ready for application of hardwood flooring, or plywood and carpet or linoleum.

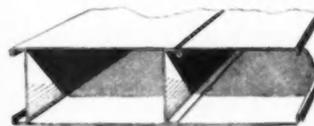
SAVE FIELD LABOR. No special skill is required to lay Fenestra Panels. The sections are uniform. They come to the job cut to specified lengths, ready to lay.

A BETTER FLOOR THAT WILL APPEAL TO HOME BUYERS. They'll like the extra fire protection of steel between floors . . . the trim appearance of the basement ceiling . . . the strength of these sturdy floors.

Get all the facts. Mail the coupon now for our free folder that gives details as to sizes, weights, load-bearing qualities and other data.



FOUR TYPES



TYPE A. Two channels with top and bottom plate which, with service cover, form two-cell box beam.



TYPE B. One flat surface, two channel-type ribs. Flat side up or down, inside or outside.



TYPE C. Horizontally or vertically, for walls. Normally filled with insulation at the factory.



HOLORIB. Steel Roof Deck with triangular-shaped ribs 6" on centers, 1½" deep, for spans to 8'.

Standard width of Type A, B and C Panels, 16", in #20 to #10 gages. Holorib in #20 and #18 gages.

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WALLS
FLOORS

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Name _____
Company _____
Address _____



IT'S HOME SWEET HOME IN THE BASEMENT WITH THE **J&C** FURNACE

Home Sweet Home originates right at the bottom of it all—in the basement where a streamlined furnace that harmonizes nicely with finished surroundings efficiently produces cheery warmth for the entire house.

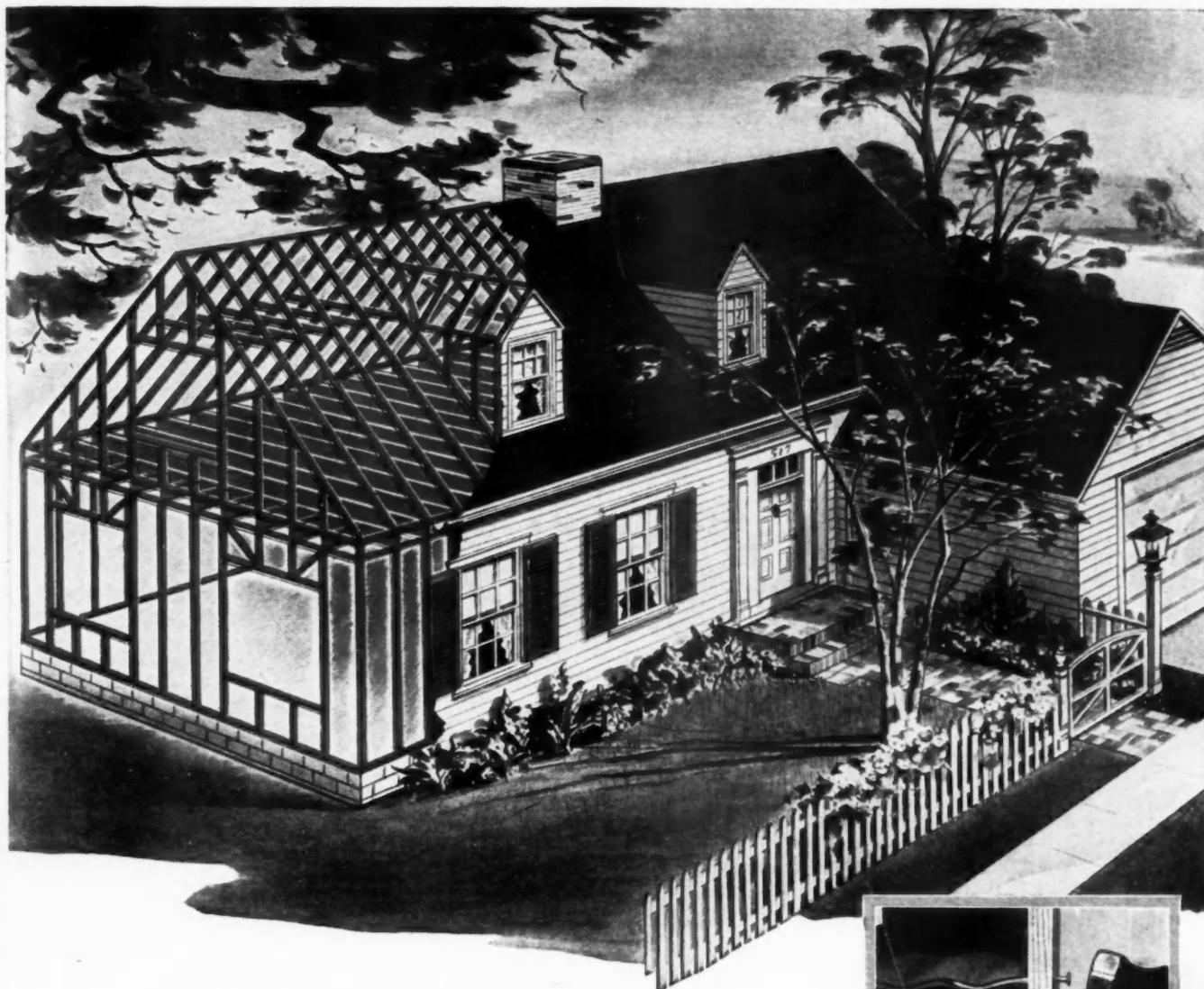
A J & C Furnace will healthfully and economically heat a home—and it will do the job efficiently. J & C Furnaces contain a blower system that floods the house with warm filtered air and changes it as often

as every ten minutes. Its 90% direct radiation surface enables this sturdy unit to produce more heat on less fuel. It easily can be adapted to burn either coal, gas, or oil. Its sound construction of heavy gauge steel insures long, dependable service.

Dealers and home owners alike will want to profit from a J & C installation. Write for complete particulars.



JACKSON & CHURCH COMPANY
SAGINAW, MICHIGAN



Designs that last deserve the permanence of steel

As long as grace, charm and simplicity have architectural currency, many traditional forms are going to retain an important place in the home-building picture. They have survived drastic changes in customs and ways of life in the past, and will probably survive them in the future.

But adherence to traditional design does not preclude progress. The most important developments will take place *within*—where Stran-Steel framing introduces new permanence, fire-safety and rigidity. Alert architects and builders are thinking in terms of Stran-Steel as a medium for better homes, better values.

The Stran-Steel framing system, new and improved, is versatile, efficient, speedy. Serving today as the steel "backbone" of the Navy's famous Quonset hut, it is ready for its assignment in tomorrow's homes, housing projects, apartments, commercial buildings and industrial structures.

Think in terms of

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QUONSET HUT

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

STRAN-STEEL DIVISION • 37TH FLOOR PENOBSCOT BUILDING
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... OF NATIONAL STEEL CORPORATION

Do These Facts Surprise You?

Two out of every three homes today
have cracked walls and ceilings

One home owner in every four says
cracked plaster needs attention

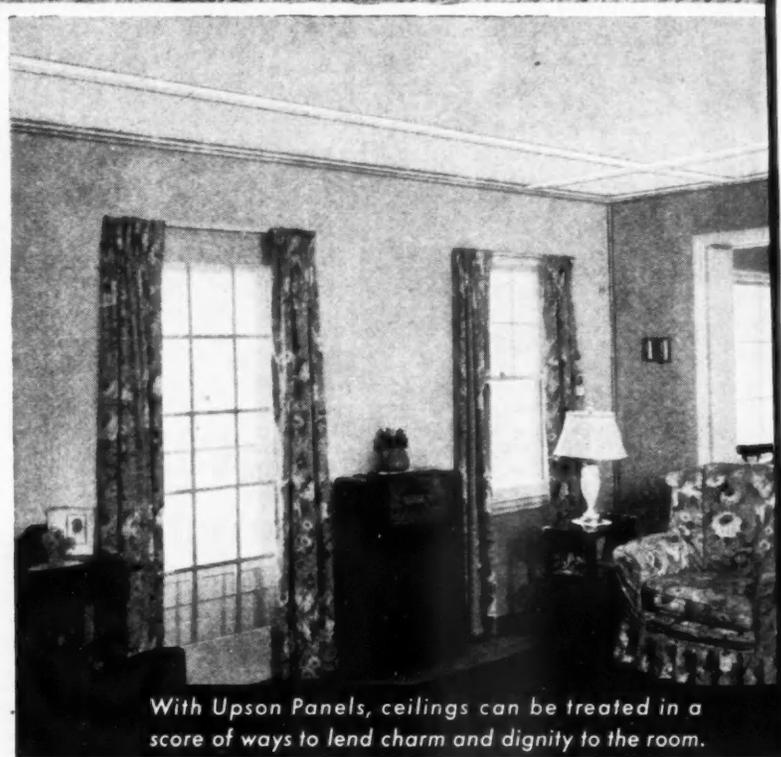
THESE FIGURES are not ours. They were revealed in a nation-wide survey made by the Reader-Consumer Panel of American Home Magazine.

If they surprise you, it's time to take serious notice *now* of the large number of Upson wall and ceiling jobs you can sell and install when material restrictions are lifted.

For, what other type of job will you have a chance to sell to one home owner in every four?

UPSON

P A C E M A K E R I N C R A C K P R O O F P A N E L S



With Upson Panels, ceilings can be treated in a score of ways to lend charm and dignity to the room.

Application is simple and profitable. The finished job is beautiful to look at—and permanently *crackproof!* Upson Kuver-Krak Panels, 1/4" thick, are made of the only material produced specifically for re-covering cracked plaster.

Consult your lumber dealer or write us for details on how you can begin. The Upson Co., Lockport, N. Y.

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by The Famous Blue-Center

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LETTERS

Wants better basements

To the Editor: Strictly as a "layman" may I offer some remarks and suggestions: A young friend, living in a neighboring suburban community, built his house just before the present war. In the modern practice his first floor is close to grade. He has had endless trouble from ground water. A cellar pump was the only (immediate) solution. And the pump is running merrily at the present time—he is frightened on thinking what would happen if it failed. Most of his neighbors are in the same fix. And I know of other communities where similar conditions prevail.

All this brings to mind the thought that the modern practice of setting the first floor close to grade is a mistake—and was so recognized by older generations. Was it Ruskin who remarked that architecture that disregarded utility was bad practice—regardless of beauty of exterior design?—ALFRED COCHRAN, Ridge-wood, N. J.

From a pleased subscriber

To the Editor: The various plans that you have been showing in your magazine of recent months we have found to be very fine. In fact we have been assembling them together with many other of the ideas and How-To-Do-It items which you have been publishing and now have quite an assortment which we feel will be very helpful from time to time.

We wish also to take this opportunity of expressing our appreciation of the splendid amount of material which you have been giving in your magazine. You are certainly covering the many problems confronting our industry in a very complete manner.—R. H. REDDING, Rock Island Lumber Co., Rock Island, Ill.

Asks about leased homes

To the Editor: Your article on lower monthly payments, in the March issue of the *American Builder*, was interesting in that it proved that there isn't much possibility of going much further along this line. A dollar or two may be shaved off here or there—but that doesn't make much difference to the occupant of such a house, who in the meantime is going onto the payroll for a new radio, or \$40 a month payments on a new or second hand car. When you see nice cars, not the lowest price group, parked day and night in front of old cold water flats in New York City, as I have for years when I lived there, you will realize that the market for homes doesn't depend entirely on income, as there are hundreds of thousands who can afford houses but who prefer to buy cars, radios, and all the rest of the luxuries, and live in a dump.

I understand that in England, the only title many have to a home is a 99-year lease. Isn't some such arrangement the solution here, rather than nominal ownership under a 40 year amortization plan?—PHILIP W. PORRITT, Stamford, Conn.

Against 40-year loans

To the Editor: I've just read your article in the March, 1945, issue of *American Builder*, advocating 5 per cent down payments and 40-year amortization for home loans.

(Continued to page 128)

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FOUNDED—1879

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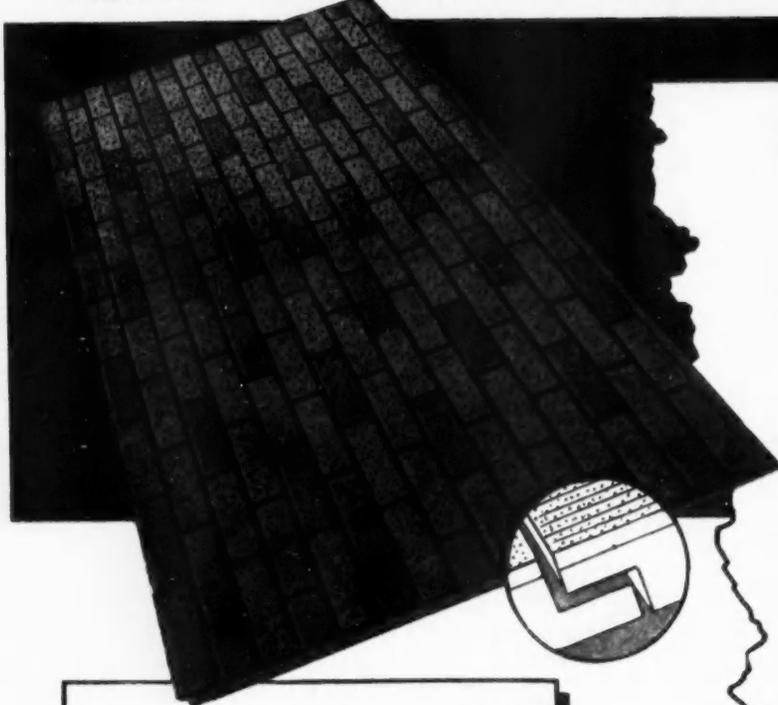
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CONVENIENT INSELBRIC UNITS GET CONTRACTORS' HEARTY O.K.



Left: Wire-cut Slab gives two-tone effect.



Corner Units are reinforced, air-tight.



Below: Belt Slab for start or second floor line.



Soldier Course Slab



Trim Unit

LOOK FOR THIS NAME

INSELBRIC

ON BACK OF EVERY PANEL

The Nation's Fastest Selling Insulated Brick-Design Siding

Write for details of our NEW INSELBRIC STORE PLAN

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Makers of Inselbric and Inselstone
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American Builder said it!

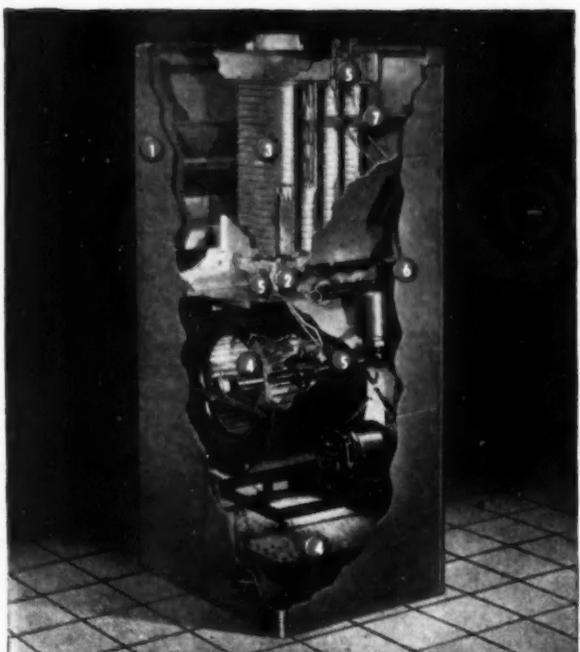
...radios, comforts, and of course, better homes. Better homes rank first in any consideration of the nation's standard of living. They contribute more than all others.

They expect a lot

So when planning for the future, it seems obvious that the building industry must promise the American people better planned, better equipped, and finer living accommodations than ever in history. As an industry we should make a *higher standard of living* a paramount goal. Not only for the well-to-do but for people of low income. In fact it is in low cost housing that the greatest emphasis must be placed.

For the truth is that the American public will... plete... Amer... build... as-v... beli... this... see... forty-... may be... ing for... In t... develo... tech...

...and they'll expect modern-as-the-minute HEATING



Here skillful engineering, modern design and careful construction means real long-lasting heating efficiency. 1. Complete factory assembly on most models. 2. Unexcelled Amplifire burners. 3. Long-life Cast Iron Multi-Thermex Tubes. 4. Large capacity blower and filters. 5. Famous Janitrol controls. 6. Ready accessibility of all operating parts and controls. 7. Positive Thermo-drip humidifier.

WE at Surface Combustion have always insisted that you can't provide real home comfort without completely automatic heating.

And for over 30 years Janitrol has directed every effort to make available the finest gas-fired heating equipment that modern engineering and research skill can produce.

This unique experience has resulted in developing equipment that is today unmatched in advanced design and performance. This has been Janitrol's contribution to a higher standard of living . . . it promises an even greater measure of comfort and heating economy for more people when wide scale building gets under way again.

The compactness and simplicity of design, plus the great flexibility of Janitrol Gas-Fired equipment will make it practical to install these units in modern designed homes. Continued heating economy will be assured by the combination of high combustion efficiency, proven performance and reasonable gas rates.

Remember, no other gas heating equipment has all the advantages Surface Combustion engineers have combined in Janitrol!

For further information on the complete line of heating equipment Janitrol will offer as soon as possible, write Surface Combustion, Toledo 1, Ohio.

Janitrol

GAS-FIRED HEATING EQUIPMENT



Water Air Conditioner



Gravity Furnace



Conversion Burner



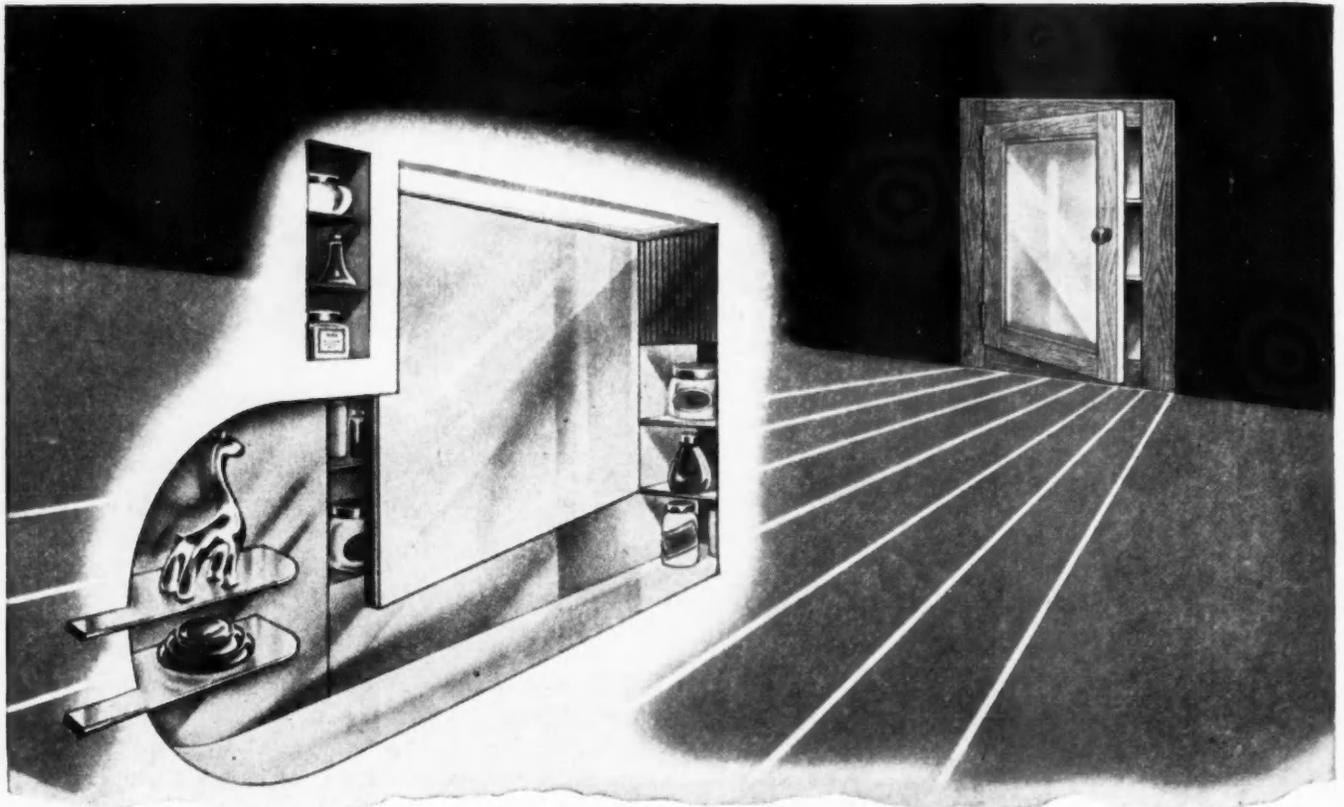
Unit Heater



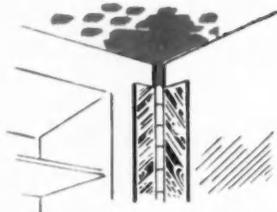
Boiler



Floor Type Shower Unit



Who first made something of a "hole-in-the-wall"?



NO SAG--NO WARP--NO STICK.
Miami-Carey was first with piano-type hinges and one-piece mirror frames.



ROSETTES "WENT OUT" when Miami-Carey introduced the mirror clip—now standard in the industry.

MIAMI-CAREY did. Until Miami-Carey introduced the first real bathroom cabinet in 1925 (complete with electric lights), a box-in-the-wall was the height of convenience.

Since then, most of the "firsts" in cabinet design have come from Miami-Carey.

Further, no one approaches Miami-Carey in range of models, sizes, prices. Nor in the quality-features that have made these cabinets the best buy for over two decades . . . steel construction that won't rust, plate-glass quality mirrors guaranteed 5 years against silver spoilage, high quality finishes, solid brass hinges, mirror frames and many others.

For information on models currently available write—



CONCEALED LIGHTING — another Miami-Carey first in beauty and convenience.



THE ROUND MIRROR CABINET — another Miami-Carey first.

THE PHILIP CAREY MANUFACTURING CO.
LOCKLAND, CINCINNATI 15, OHIO

Carey

THE MIAMI-CABINET DIVISION,
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THE *Moduflow* RESET METHOD

A Single Thermostat Control System Equally Suitable for Old or New Installations!

Whether you are talking to a prospect about a new home or about modernizing an old one, the Moduflow Reset Method provides you with a forceful sales feature. Exactly the proper amount of heat is supplied to offset the loss from the home.

With the Moduflow Reset Method, the thermostat measures the rate of heat loss and automatically re-sets a limit control to cause the burner to increase or decrease the boiler or furnace temperature to balance the heat lost . . . The result — even room temperature without

overheating or underheating.

Actually, this new development by Minneapolis-Honeywell accomplishes — automatically — what would manually require the services of two engineers — one watching the thermometer and ordering heat and the other setting a limit control which determines the amount of heat to be delivered.

The booklet offered in the coupon shows you the many advantages of Moduflow Control and points out how you can prepare for this latest home heating development. Send for it now.



MINNEAPOLIS
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CONTROL SYSTEMS

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Please send my free copy of the new "Engineering Guide of the Moduflow Control System for Home Heating and Air Conditioning."

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Address.....
City..... State.....

Is There a Fireman in the House?



SHEETROCK *Fireproof WALL and CEILING PANELS*



You can't build a live fireman into a house, of course. But you can build in fire protection with Sheetrock wall and ceiling panels. Sheetrock is made of gypsum, the fire-resisting mineral that cannot burn. Sheetrock panels shield the framework over which they are applied till help has a chance to arrive.

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can start the minute the last panel is nailed up. Plus that, you can have sweeping, unbroken surfaces with the Perf-A-Tape system or make an asset of the joints with the decorative beveled edge Sheetrock. You can apply Wood-grained Sheetrock that's finished in faithful woodgrain reproductions of knotty pine, bleached mahogany or walnut. Available now. For more problem-solving information, write us today. United States Gypsum, 300 West Adams Street, Chicago 6, Illinois.

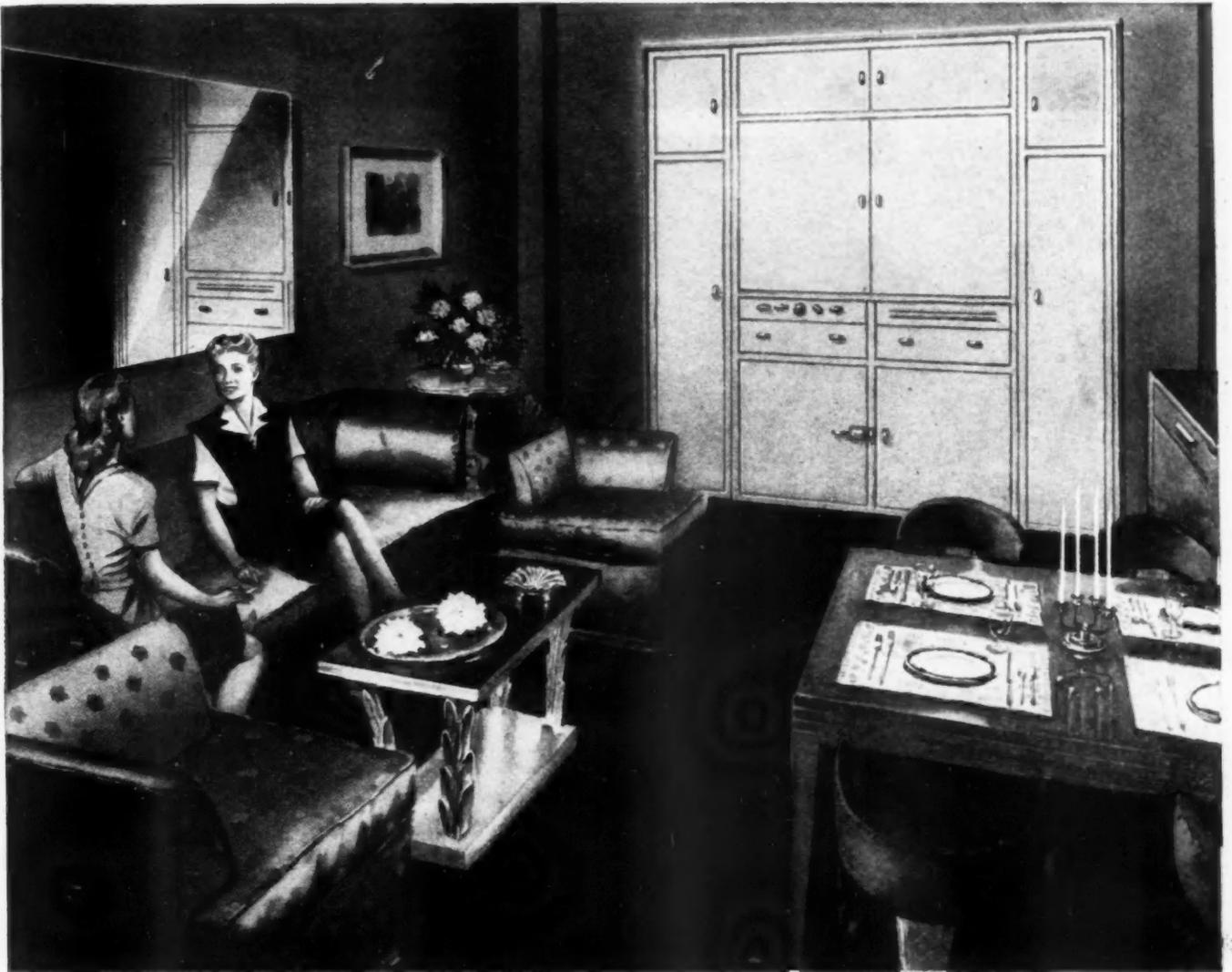
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United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint



Yes! Beefsteak with onions can be a complete surprise!

Apartment cookery is often a smelly operation. Long before serving, everybody in the apartment—or in adjacent hallways—knows the bill of fare.

But not so with Parsons Pureaire Kitchen!

For Pureaire cooks **BEHIND CLOSED STEEL DOORS**. Its patented ventilation feature pulls all odors, vapors and surplus heat into a flue and the outer air. Even beefsteak with onions can be a complete surprise.

Tenants also like the amazing completeness of Pureaire. With all its compactness—it uses less than 8 sq. ft. of floorspace—Pureaire does everything a conventional kitchen will do.

Yet Pureaire cost—thanks to standardized volume and expert production engineering—is little if any more than that of an old-style kitchen of scattered units.

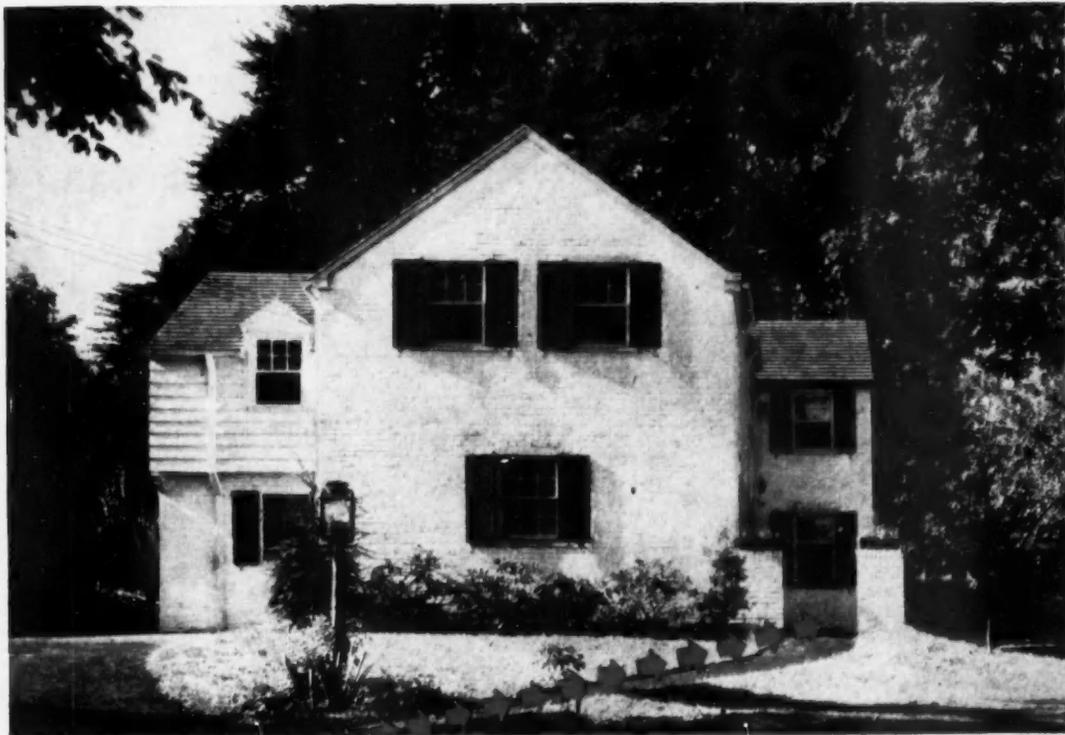
Save room, increase revenue, **HOLD TENANTS** by planning Pureaire Kitchens into every apartment of 3 rooms or less.

ARCHITECTS:—Your Sweet's Catalog carries full Pureaire specifications. Or write us.

THE PARSONS COMPANY

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TIME Subscriber 12-75-AHH08-238—WILLIAM C. OTTER owns this house in Chestnut Hill. It has been selected by the editors of Architectural Forum as one of the recently constructed U. S. homes most likely to influence new trends.

Architect: J. Linard Conarroe

Photo: C. V. D. Hubbard

Presenting THE SHOW-ROOM HOMES *of the Nation*

THE OTTER HOUSE IN CHESTNUT HILL, one of Philadelphia's choicest suburbs, is a show-room home—one of the large or small, modern or traditional homes of the more-than-a-million readers of **TIME**—homes in which 748,000 **TIME** families entertain one or more guests per week—homes where your best prospects will first see the building products you want them to want—being used and enjoyed and boasted about.

With almost twice the U. S. income (they own 108 cars per 100 families), **TIME**'s million alert, progressive families can afford to own more homes and better homes—the kind of homes that will be admired and copied by 30,000,000 other U. S. families. In a very real sense, this market of a million sets the home building pace for the rest of America.



GATEWAY TO THE BUILDING MARKET

P. S. Surveys made among test-groups of **TIME** families in seven large cities show that 180,000 **TIME** families are *already* planning to build; 109,000 more, to remodel!

Look- MONARCH UNI-POINT RADIAL SAW

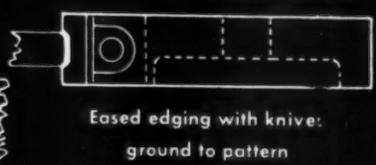
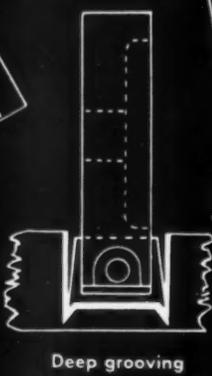
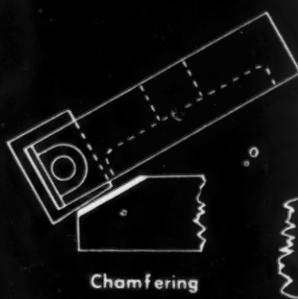
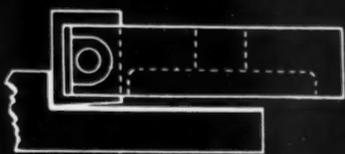
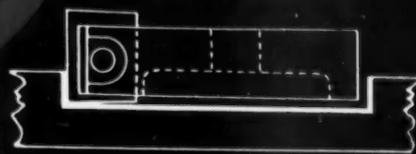


With
4-Knife Cutterhead Attachment!

You can greatly increase the output of your shop—save money and valuable manhours, too—by using a MONARCH UNI-POINT RADIAL SAW WITH 4-Knife Countersunk Cutterhead attached directly to motor.

Diagrams on this page show a few of the common building and shop operations that can be done quickly and smoothly with this simple attachment on a precutting production basis. Note how both angles of rafter notch can be cut at one stroke—six or more rafters at a time. This in addition to UNI-POINT'S tremendous time saving features on all angle cross cutting operations, due to the unique engineering principle of *one-point cutting*.

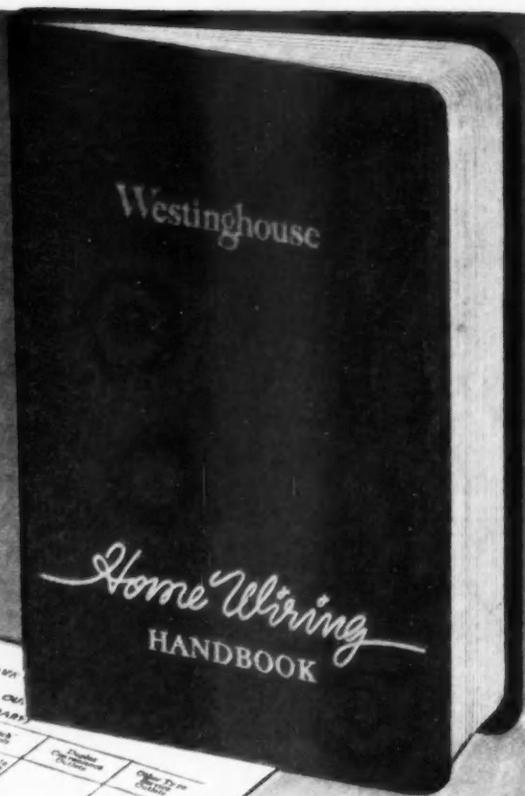
Learn full details of this safe and permanently accurate woodworking machine, the choice of successful contractors. Send for Catalog 60.



AMERICAN SAW MILL MACHINERY CO.
60 MAIN STREET HACKETTSTOWN, N. J. Established 1903

WHAT PEOPLE
REALLY WANT IS
Electrical Living

**THIS NEW HANDBOOK SUMMARIZES
MINIMUM OUTLET REQUIREMENTS
FOR MODERN ELECTRICAL LIVING**



LIVING ROOM (OPEN LIBRARY)		BATHROOM		KITCHEN		DINING ROOM		BED ROOM	
Room	Area	Room	Area	Room	Area	Room	Area	Room	Area
Living Room	12' x 12'	Bathroom	5' x 7'	Kitchen	8' x 10'	Dining Room	10' x 12'	Bed Room	12' x 12'
Living Room	12' x 12'	Bathroom	5' x 7'	Kitchen	8' x 10'	Dining Room	10' x 12'	Bed Room	12' x 12'
Living Room	12' x 12'	Bathroom	5' x 7'	Kitchen	8' x 10'	Dining Room	10' x 12'	Bed Room	12' x 12'

Room by room, for each of four groups of homes in the popular priced class, the minimum outlet requirements are clearly outlined in this new Home Wiring Handbook.

For example, by referring to Chapter III you can quickly specify the correct number, type and location of fixed lighting outlets, switch controls, duplex convenience outlets and other service outlets to install.

Every electrical wiring detail required in homes for

full convenience Electrical Living is explained and summarized in the same comprehensive, concise way. Control centers, feeders, circuits, circuit protection, signal systems, and facilities for telephone and radio are included.

Every architect, engineer, builder, prefabricator and electrical contractor in the housing field will value this timesaving, 120-page guide to what people really want, electrically.

J-91529



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PLANTS IN 25 CITIES... OFFICES EVERYWHERE

BETTER HOMES DEPARTMENT

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

ORDER YOUR COPY NOW

Westinghouse Electric & Mfg. Co.
Extension Training—Industrial Relations Department
306 Fourth Avenue, Pittsburgh 30, Pa.

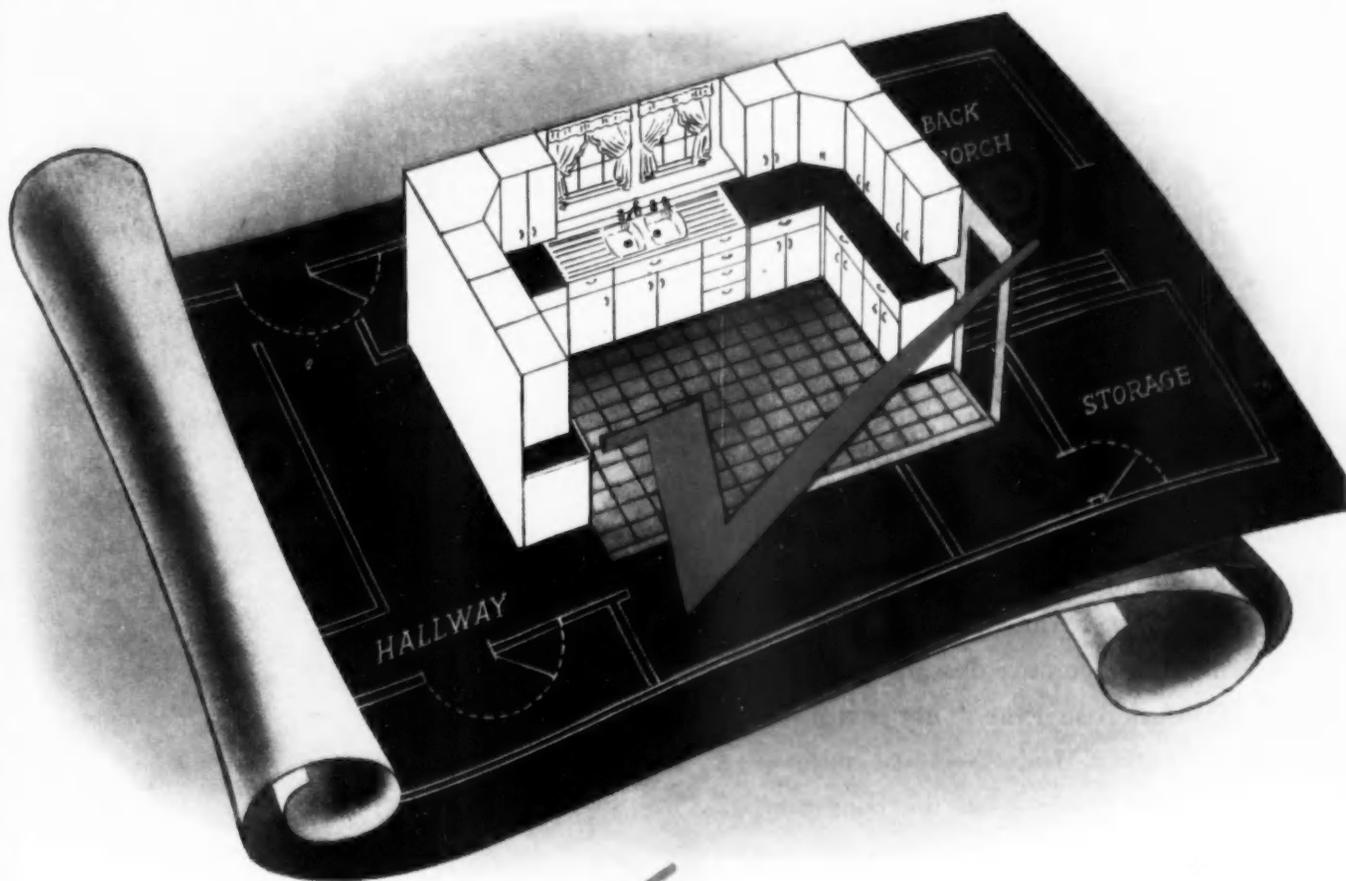
Gentlemen:

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

Name

Street

City State



THE EASIEST ROOM TO SELL

You sell a house as a whole, but the prospect is sold on it ROOM BY ROOM.

- ◆ When the kitchen is modern, all-steel by Youngstown, there is little left to be said about that room.
- ◆ The imposing, glistening, Youngstown Kitchenaid, instead of an old fashioned

sink, catches every woman's fancy. The streamlined, sturdy, sound-insulated cabinets are quality to the eye and to the touch.

- ◆ Send for the new "Builder's Kitchen" catalog and see what builders all over the nation say about Youngstown Kitchens.

Until the last shot is fired — buy bonds — give blood — salvage fats and paper — work for Victory. Then do your part to ...



The FREE American Way

MULLINS MANUFACTURING CORPORATION WARREN, OHIO

Design Engineering Service • Large Pressed Metal Parts • Porcelain Enameled Products



YOUNGSTOWN KITCHENS
MULLINS MANUFACTURING CORPORATION
Dept. AB 545, Warren, Ohio

Please send me booklet entitled, "Builder's Kitchen"
Builder Contractor Architect

Name _____
Street _____
City _____ County _____ State _____

Where PRIVACY Is a "Must"

Here's how doors of
Ponderosa Pine can help you!

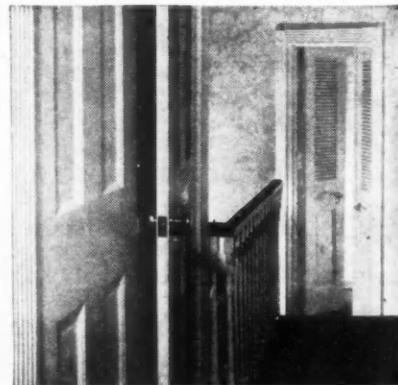
Tired of war-crowded homes . . . faced with the problems of growing families . . . people today yearn for privacy. And providing greater privacy in the home you are designing is a job for doors of Ponderosa Pine. This is pointed out in the "New Open House"—32-page, profusely illustrated idea book. Mail the coupon today for your free file copy.



PRIVACY FOR YOUR DEN OR LIBRARY—It could have been an open archway, but this beautifully proportioned door of Ponderosa Pine provides seclusion for quiet rest or study. Note also the well designed Ponderosa Pine stock design window.



PRIVACY IN THE DINING ROOM—Note how the louvered doors of Ponderosa Pine increase the effect of restfulness and quiet, yet without sacrifice of ventilation. Stock design doors and windows of Ponderosa Pine will be available in designs for every need and purse.



PRIVACY FOR BEDROOMS—Privacy is gained without sacrifice of ventilation with the use of louvered doors. Such doors add a delightfully informal note to this hallway, yet have plenty of dignity of their own. Note also, in the foreground, the double doors of Ponderosa Pine.

SEND FOR THIS FREE IDEA BOOK!

The "New Open House" contains valuable suggestions on using Ponderosa Pine doors, windows and woodwork for every room of the house. Profusely illustrated. A copy is yours for the asking—mail coupon.



PONDEROSA PINE WOODWORK
Dept. MAB-5, 111 West Washington Street
Chicago 2, Illinois

Please send me a free copy of "New Open House."

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

Ponderosa Pine
WOODWORK
THE BEST IS YOURS . . . WITH PONDEROSA PINE

★ ANOTHER PROMINENT BUILDER RECOMMENDS WHEELER OSGOOD

Tru-sized DOORS

Valencia 3400

NILS E. JOHNSON

REALTOR
REAL ESTATE AND INSURANCE
Contractor and Builder
3260 SILVER AVENUE • SAN FRANCISCO

December 7, 1944

Wheeler Osgood Co.
Tacoma
Washington

Gentlemen:

This replies to your letter which you state you are sending to several other builders across the country to obtain a general consensus of builder's opinions as to the post-war acceptance of Tru-Sized doors.

If our experience is a criterion, and we certainly believe it should be, the response to your inquiries will reveal the greatest bunch of boosters ever on your list of consumers. It took the war to show us, but now we know that for plain all-around common sense, Tru-Sized doors are the one and only buy, and they should have become the custom years ago. With your range of designs you offer to meet the taste and price, you should feel every confidence in a soaring post-war demand. That goes for every man in our organization.

Very truly yours,

★ Read What Nils E. Johnson
Leading San Francisco
Builder Says—

Each Tru-Sized Door is precision made to exact book opening and requires no sawing—no planing—no fitting. This saves 55 minutes hanging each door. If ordered fully machined for hardware the saving is increased to 70 minutes.

Tru-Sized Doors are the product of the master craftsmanship of America's largest door manufacturer. The result is uniformly high quality—the best in modern design and workmanship.

For these reasons, more and more progressive builders are enthusiastic users of Tru-Sized Doors—they find they obtain better, more uniform results at lower cost.

- NO SAWING
- NO PLANING
- NO FITTING

MAIL COUPON TODAY

The Wheeler, Osgood Company, Dept. 7-28
Tacoma 1, Washington

Please send me free literature and detailed guide sheet for ordering Tru-Sized Doors.

Name _____

Firm _____

Address _____

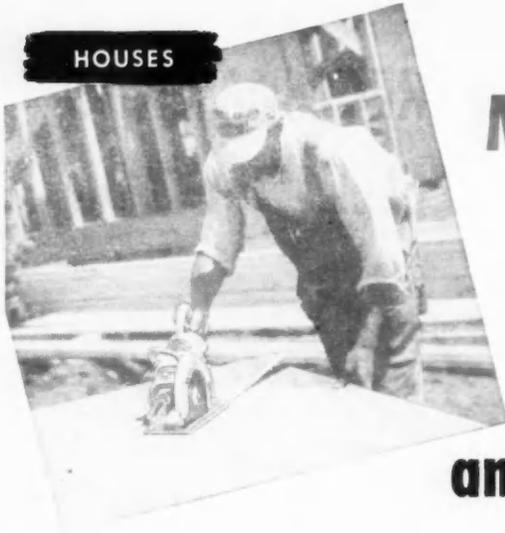
City _____ Zone _____ State _____

AMERICA'S
MODERN DOOR

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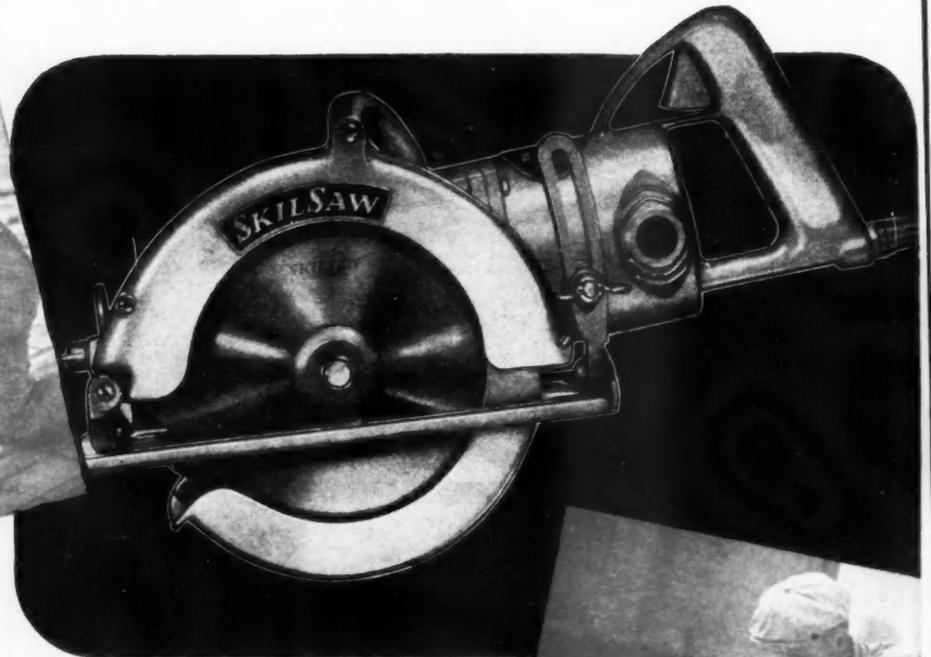
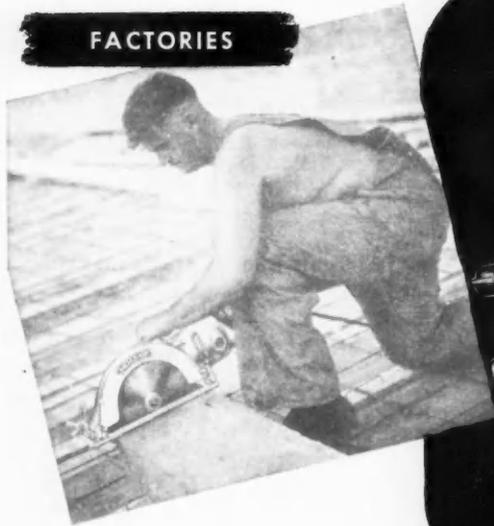
K!

HOUSES

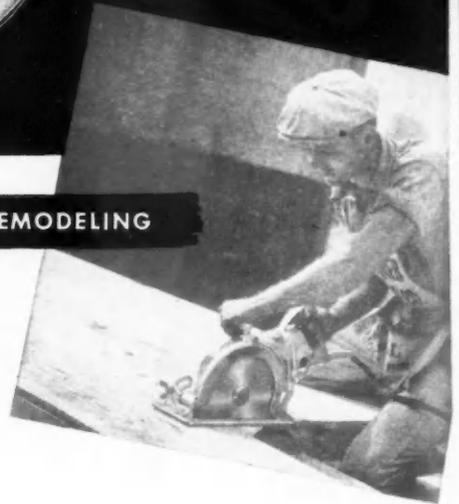


In War or Peace
 MORE BUILDERS BUILD FASTER
 AT LOWER COST with
SKILSAW than with
 any other portable electric saw!

FACTORIES



REMODELING



• The *quick cuts* that SKILSAW makes in all building materials mean *short cuts* on everything you build. On every sawing job . . . on foundation forms, masonry products, flooring, studding, joists . . . SKILSAW saves time, labor and material handling, helps you *build more structures more profitably*.

SKILSAW'S superiority in design, engineering and construction pays off in *easier handling, more cuts per hour and longer trouble-free life* on the job. No wonder more SKILSAWS are in use than all other makes of portable electric handsaws combined!

SKILSAW, INC.

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Factory Branches in All Principal Cities

PORTABLE ELECTRIC

SKILTOOLS

MADE BY SKILSAW, INC.

WHAT DO I THINK OF INSULITE?

"I built my own home with it!"

says Adam Schad
OF SCHAD BROS. CO.,
 Contractors of Peoria, Illinois

"When I started in the contracting business," says Adam Schad, "I used Insulite from the outset. I always liked Insulite products.



The home of Adam Schad, Peoria, Ill., constructed with the Approved Insulite Wall of Protection.

"Insulite Sheathing is a time-saver — the big boards go up quickly, they are easy to handle, and save a lot of labor. The vapor seal on Insulite Lok-Joint Lath is one of the most important advances in building in recent years. When I build with the Approved Insulite Wall of Protection, I'm certain that I'll never have trouble with moisture in the walls.

"That's why I built my own home with Insulite all the way—the complete Wall of Protection."

For complete details on the Approved Insulite Wall of Protection, send coupon below.



DOUBLE INSULATION
plus
VAPOR CONTROL

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



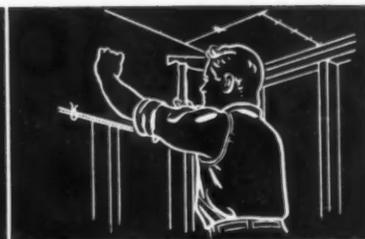
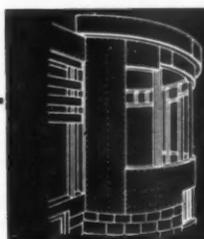
On outer - walls, Insulite Bildrite Sheathing builds a wind - proofed, weather - tight wall of high insulation efficiency, superior bracing strength, and a wall free from cracks.



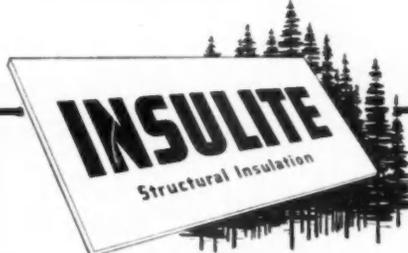
On inner - walls, Insulite Sealed Lok-Joint Lath builds a second wall of insulation, a strong, rigid plastering surface. Lath marks are eliminated, plaster cracks reduced.



Sealed Lok - Joint Lath, with 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.



- Apply Bildrite Board over studing. Commence nailing down one side. Gradually bend and nail along top and bottom and to intermediate stud. Nails should be placed closer than on flat surface nailing.
- Start at top and work down. Nail in center to hold, then nail securely with 5 nails per stud on 18" width. Loks to face down so next unit can be inserted beneath. Even, level surface makes plastering easier.



Made Exclusively From Wood

INSULITE, Dept. AB55
 Minneapolis 2, Minn.



Please send me your free booklet, "Scientific Facts."

Name

Address City State

Builders' Foresight in the KITCHEN Will Sell Many a Postwar Home!



1900 "We wouldn't have bought this house, if it hadn't been wired for **ELECTRIC LIGHTS.**"



194X "We wouldn't have bought this house, if it hadn't been wired for an **ELECTRIC RANGE.**"

Just a *little* foresight now in planning your postwar homes might make the difference between quick, profitable sales and slow, costly sales! Keep in mind the fact that *most people* want Electric Ranges, so plan to wire your houses for this modern convenience during building!

LOOK AT THESE 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 want 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, McCALL'S MAGAZINE, SUCCESSFUL FARMING, and others.

• The additional cost of wiring for an Electric Range adds less than 12c a month to payments on a 20-year F.H.A. loan! Learn the details. Write—today—for FREE booklet, "WIRE AHEAD". Address:

Electric Range Section, NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION, 155 East 44th Street, New York 17, New York

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• HOT POINT • KELVINATOR • MONARCH • NORGE • QUALITY • UNIVERSAL • WESTINGHOUSE

FOR EASIER SALES

Wire your houses

FOR ELECTRIC RANGES



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News, Views
and Comments

On and Off the Record

IT IS AND IT AIN'T—The other night Patrick Sullivan took 30 minutes in Chicago to deny everything said about him in a recent magazine article dealing with out-of-date building codes. Toward the close of a brilliant burst of oratory Sullivan committed an error that came as a surprise from such an experienced platform campaigner. After denying everything he made the mistake of trying to explain, and admitted that he was going to protect the citizens of Chicago from building materials impregnated with rat poison. That constituted an admission that at least one of the charges made against him was valid. The scattered applause probably came from a handful of plasterers present.

HATS FOR WOMEN—One of the things the happiness boys overlooked in promising Mrs. America a revolutionary push button dream home right after the war is the different attitude Mrs. A. has when buying a hat and buying a house. She wants to startle her neighbors with her bold individuality, and that explains her hats. But she knows it is hard enough to handle a family in the kind of house they have always lived in without trying to teach both herself and the family how to live with a battery of push buttons. Then, too, Mr. A. is a pretty conservative guy, and she knows it. That is only one thing that was overlooked by the happiness clan.

MENTAL RECONVERSION—Learning how to live under war-time restrictions was not an easy chore. We did it, but I wonder if we did it so thoroughly that learning how to live under peace time conditions is going to be just as hard. The reason for wondering is a number of plans for small post-war houses I have seen recently. Too many of them are just minor variations of sub-standard war time shelters—not houses. Of course there has been a lot of emphasis on the minimum house, but post-war will see a great demand for the adequate house. Does this prove a need for mental reconversion?

HOUSING RESTRICTIONS—The end of Germany will be the beginning of production for civilian use of many items of building material and equipment. That does not mean the end of L-41. It probably will

mean some lifting of the limits on modernization, more items available for maintenance and repair. The principal business will continue to be the total defeat of Japan, but as lumber becomes available, perhaps very slowly for a while, we can expect gradual relaxation and no run-away program of public works. The production program is intended to start stock piling for the day when building gets the green light.

G.I. CORRESPONDENCE—If the letters I get from the 37 boys in the Army and Navy with whom I correspond represent the attitude of most of the men in the service the great majority intend to come back home, pick up where they left off, and live in the kind of houses they were raised in—with the normal improvements that can be expected. Had a combat veteran living in my home for a month while he was on leave. When he came he looked and felt pretty tough. When he left he was the same round faced easy going kid he had been before four major battles. For my money most of them will slip back into civilian life just as quickly and easily as they slipped into military life.

LOCAL ORGANIZATIONS—Word from Texas indicates what amounts to a wave of organization on the part of builders. A half dozen local associations are reported to be formed, forming or contemplated. It is doubtful if anything was needed to prove the value of organization, but if proof was needed, the war provided it. The problems of peace are likely to be as grave as the problems of war, and thus the need for builders' organizations equally important.

WAR MEMORIALS—What has happened to the erstwhile vigorous opponents of marble blocks and bronze tablets for veterans' memorials? I hope that their sudden quiet is because they have won their case. I have no quarrel with the well intentioned people who financed and erected the blocks and tablets that sprang from earlier wars, but we have outgrown that kind of appreciation. Let us have the so-called living memorials—schools, playgrounds, camp sites, libraries, anything that contributes to the kind of better living for which the dead of this war gave their lives.



35%
Already
in Step
behind the
Electric
WATER HEATER

The march is on! With right foot forward, 35% of today's home owners who plan to replace their present water heaters, intend to buy an electric water heater (according to a survey made for the National Electrical Manufacturers Association).

And here's why. The electric water heater is

- SAFE**—Flameless, fumeless
- CLEAN**—Smokeless, sootless
- EASILY INSTALLED**—Requires no flues, vents, or lengthy hot water pipes
- TROUBLE FREE**—as electric light!

Be sure you give home buyers and builders what they want. Install electric water heaters in all the homes you build. Then *you'll* be in step!

ELECTRIC WATER HEATER SECTION
NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION

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**A House Wired For An
ELECTRIC RANGE Is Already**

wired
for an
Electric

WATER HEATER!

Notes for Tomorrow's Homes

*Everybody Admires
Massive Appearance
of Roof* →



*(better specify
Bird Master-Bilt Shingles)*

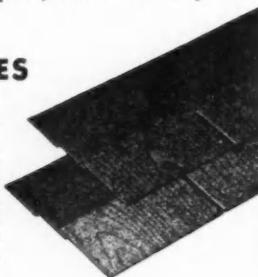
Explanation: Massive appearance with heavy shadow lines is a feature of Bird Master-Bilt asphalt shingles. Combined result of extra-thick butts and deeply embedded mineral granules. Available in a wide range of modern high-lighted colors. Permanence of color, longer life, freedom from repair assured by Bird's exclusive method of Controlled Production. Gives a luxury look to medium-priced homes.

P. S. These shingles meet all F. H. A. requirements, and are approved by Underwriters' Laboratories, Inc., as fire-resistant.

N. B. Get full details from Sweet's File, Architectural, catalog 8 b/1. Send for a descriptive folder to Bird & Son, inc., East Walpole, Massachusetts, Dept. CD-45.

Master-Bilt SHINGLES

Master-Bilt Shingles, in a wide variety of colors and blends, are only one of Bird's many quality products for building, repairing and modernizing homes and industrial buildings. See also Sweet's File, Architectural, 8 a/3 for Bird Built-Up Roofs, 9 b/1 for Bird Neponset Black Building Paper for use as vapor barrier with insulation.



TIME-SAVING SPECIFICATION DETAILS FOR BIRD Master-Bilt ROOFS — Eave Treatment



Install rigid drip edge extending $\frac{3}{8}$ " beyond fascia board. Use galvanized iron painted both sides. As starter strip use Bird Black Mineral Surfaced Roofing at least 6" wider than roof overhang. Lay parallel to eaves with lower edge flush with drip edge. Spot nail in place. Apply shingles.

SINCE **BIRD** PRODUCTS 1795

*Men who know
the best know*

BIRD

1795 — OUR 150th ANNIVERSARY — 1945

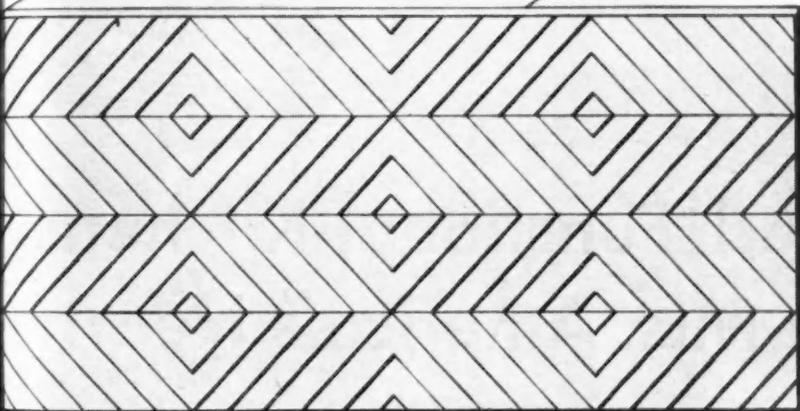
- ASPHALT SHINGLES • INSULATED SIDINGS • INSULATION BOARDS
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BIRD & SON, inc., East Walpole, Mass. • NEW YORK • SHREVEPORT, LA. • CHICAGO, ILL.



This door, custom-built by Crawford, is a four-section, two-car unit, mounted in Crawford standard hardware. The sections consist of a sturdy framework covered with plywood in which the design is reproduced by routing.

HERE'S OUR SLANT



on Custom-Built Garage Doors...

Although Crawford stock doors for residential garage application are so designed that they fit gracefully into all the popular and accepted architectural styles there will still be in postwar years as in previous years, a certain percentage of instances when doors of individual design will be indicated, especially so when the garage front is an integral part of the front of the house, as in the example illustrated.

Creating garage doors of individual design for mounting in Crawford standard hardware is sound architectural practice because it permits complete latitude in individual expression combined with the structural, installation, operating and servicing advantages of the standard Crawford mechanism which has proved its superiority in so many thousands of installations during the past 15 years.

Crawford Door Company, 401 St. Jean, Detroit 14, Mich.

Crawford

UPWARD - ACTING

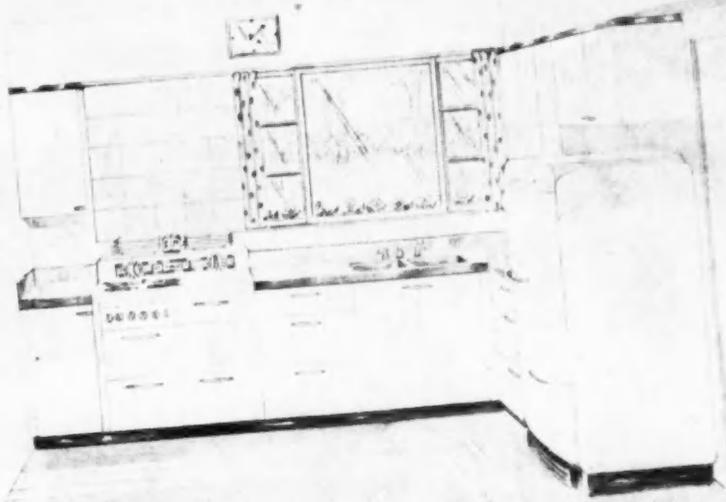
DOORS

Residential Garage Doors
Commercial & Industrial Doors
Hand or Power Operated Doors

★ Crawford Fir Doors ★

77% of Postwar Home Buyers Will Be Able to Afford Electric Kitchens!

TYPICAL HOTPOINT ELECTRIC KITCHEN FOR A \$6000 HOME



RECOMMENDED EQUIPMENT			
ITEM	QTY.	DESCRIPTION	CAT. NO.
1	1	RANGE	
2	1	REFRIGERATOR	
3	1	SINK CABINET #	
		DOUBLE BOWL	SC 30
5	1	BASE CABINET	DBC 24
6	2	" "	DP-C 21
7	1	" "	CBC 30
8	1	UTILITY CABINET	DUCR 24
9	2	WALL CABINET	WC 3015
10	2	" "	WC 3024
11	3	" "	WC 3030
12	1	" "	WC 1936
13	1	FILLER	WSF 30
14	1	" "	BSF 34
15	1	" "	BSF 34
16	1	" "	BSF 34

SCALE: 3/8" = 1'-0" DATE: 10-7-44 DRAWN: *Ally* APPROVED: *Ally*
Hotpoint KITCHEN SALES DIVISION
 EDISON GENERAL ELECTRIC APPLIANCE CO., INC. CHICAGO, ILL.
 5600 W. TAYLOR ST. DRAWING NO. AKL 44116

... Planned, Functional Kitchens Are Capturing Mrs. America's Heart!

THE United States Chamber of Commerce predicts: "More than seven out of ten postwar homes will cost \$3,000 or over." With that price range probable, tomorrow's modern home will demand an all-electric kitchen. In the building boom after the last war, the fancy of the public was caught by the ultra-modern bathroom. Today Mrs. Housewife is well aware that the modernity of her home is set by her kitchen.

Electric Kitchen Inquiries Pour In!
Proof of the interest in, and consumer preference for, the planned electric kitchen is seen in the thousands of requests each month for the Hotpoint Planning

Guide "Your Next Kitchen." Many prospects, inspired by Hotpoint's hard-hitting advertising campaign, are purchasing war bonds now for postwar building. The response has been tremendous and the campaign is continuing.

Plan Now for Profitable Postwar Building
 A pent-up purchasing power of over a hundred billion dollars will be available in America when Victory comes. Your new home market is unlimited... plan now to design and build homes with modern, functional kitchens. You'll find they speed turnover and reduce financial costs in speculative building. Another

profitable market is the remodeling of homes... still another is the replacing of old, worn appliances with a complete all-electric kitchen.

Write Hotpoint 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 the "Hotpoint Kitchen Planning Service."

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

Hotpoint Dependability Assured by 40 Years Experience!

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

HOTPOINT ELECTRIC KITCHENS

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

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

John A. White

J. A. White Distributing Co.

Grand Rapids, Mich.



Tells Why Dealers Prefer To Handle Coleman Heating Line:

“Dealers Stay With Coleman Because Of Unequalled Sales Support And Finest Performance For The User!”

“The Coleman Heating Appliance line has always been a ‘top-notch’ with us, and we recommend it highly to our dealers. Coleman Heating Appliances are beyond comparison; they give utmost satisfaction in heating performance to the user. Coleman dealers stay with Coleman because factory sales support is unequalled, the line meets their every requirement, and

gives them a satisfactory margin of profit. We and our dealers are very proud to recommend all Coleman products.”

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 Co., Dept. AB-40X, Wichita 1, Kansas.

THE “HOT” NAME IN HOME HEATING

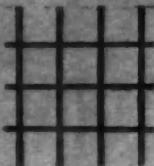


THE COLEMAN LAMP AND STOVE COMPANY • WICHITA 1 • CHICAGO 11 • PHILADELPHIA 8 • LOS ANGELES 54 • TORONTO, CANADA

BUILDERS WISE

Trusconize!

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.
Available Now



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.
Available Now



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

TRUSCON RESIDENTIAL STEEL WINDOWS



Truscon Residence Casements
Made in a 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 coat of paint.
Not Available Now



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.
Not Available Now



Truscon Residential Double-Hung Windows
Galvanized and bonderized steel with a baked-on priming coat of paint, gas-tight spring balances, factory installed weatherstripping, and attractive hardware. Shipped assembled and adjusted.
Not Available Now

TRUSCON BASEMENT WINDOWS



Made of heavy, hot-rolled sections. Bonderized. Baked-on priming coat of paint. Easy operation. Weather-tightness assured by continuous double contact around entire window.
Not Available Now

TRUSCON STEEL

These Are Truscon Advantages to You!

1. As soon as our wartime obligations are fulfilled, Truscon will have available for your use a wide range of quality steel building products from one source of supply, that will enable you to profitably meet every demand of your building market.
2. These quality steel building products will be delivered to you with the greatest possible speed and efficiency, from many Truscon Dealers and warehouses throughout the country.
3. Experienced, technically-trained Truscon men will be ready to assist you in solving your

building problems and in many other ways materially aid in increasing your business.

4. Sizes and types of many Postwar Building Products have been decided and literature is rapidly becoming available.

The Truscon Steel Building Materials so noted, now are available in limited quantities. Just as quickly as conditions permit, we will supply additional products, and ultimately the entire line will be available to you. *Builders wise Trusconize . . .* start your postwar planning with these well-known Truscon Steel Building Products now!

TRUSCON COMMERCIAL STEEL WINDOWS



Truscon Pivoted Windows

Adaptable to all types of industrial and similar buildings. Easy to open and close. Come in a wide range of sizes. *Not Available Now*



Truscon Utility Windows

Popular for use in garages, shops, stores, basements, etc. Ventilator opens in. *Not Available Now*



Security Windows

For store buildings, warehouses and types of buildings where adequate ventilation and protection are factors. *Not Available Now*



Commercial Prefixed Windows

Used widely in buildings where appearance, shading and screening convenience, and low cost are required. *Not Available Now*

TRUSCON COAL CHUTE DOOR



"Break-proof," weathertight and thief-proof. No castings used. Door and frame made entirely of heavy pressed steel. *Not Available Now*

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. *Not Available Now*

TRUSCON METAL LATH AND ACCESSORIES



Truscon Doublemesh Herringbone Lath

A plaster saving lath, designed for a perfect mechanical bond. Sheets are unusually rigid, allowing wider spacing of supports. *Not Available Now*



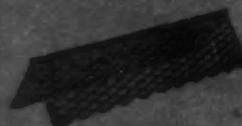
Truscon Diamond Lath

A flat lath, uniformly expanded throughout the entire sheet. Its use is almost universal. Adaptable for practically all classes of work. *Not Available Now*



Truscon Rib Lath

A W" and W" lath used for concrete reinforcing and miscellaneous fire-resistant construction. *Not Available Now*



Truscon Metal Lath Accessories

Expanded corner bead illustrated. Every type of metal lath accessory available in the Truscon line. *Not Available Now*

COMPANY

YOUNGSTOWN 1, OHIO

Sales Offices and Warehouses in principal cities

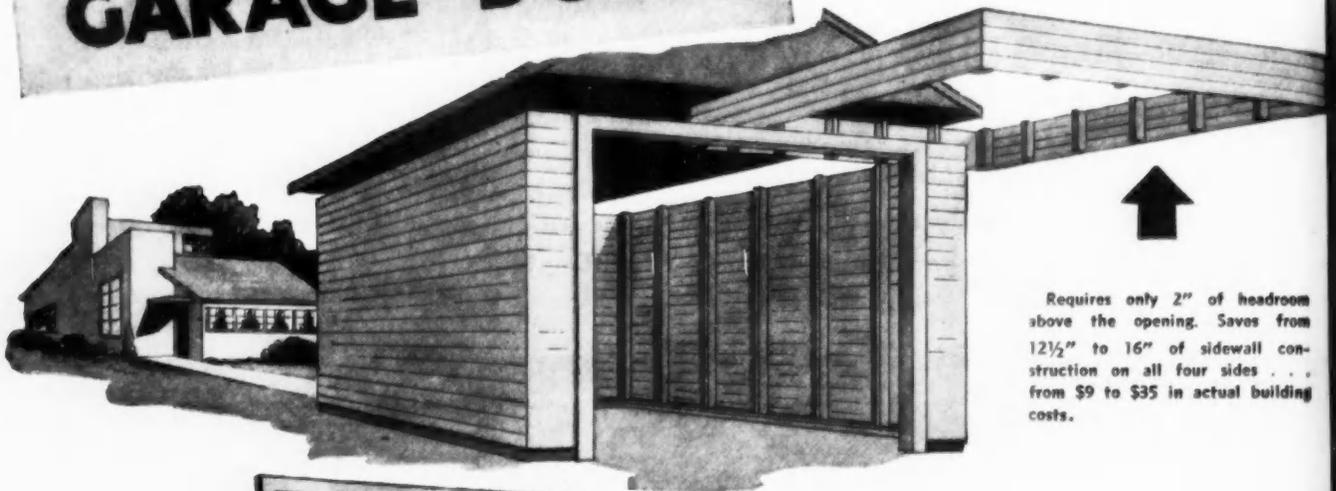
Subsidiary of Republic Steel Corporation

Craw-Fir-Dor

SELF-ENERGIZING · ONE PIECE · OVERHEAD TYPE

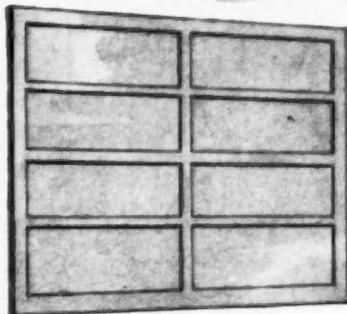
GARAGE DOOR

—SAVE Space and
COST in Garage
Construction



Requires only 2" of headroom above the opening. Saves from 12½" to 16" of sidewall construction on all four sides . . . from \$9 to \$35 in actual building costs.

PREFIT TO SIZE
One size only. Prefit to standard 8 by 7 foot residential garage openings.



Attractive

Designed to blend with any style of architecture.

Strong

Made of durable Douglas fir, structurally strong!

Weatherproof

Panels are of Exterior plywood —the type used in PT boats!

Easy-to-Install

Easy to Install! Hardware 97% pre-assembled. Installed in less than 45 minutes!

Few Tools Needed

A hammer, screwdriver, level, saw, brace and bit do the job!

This new improved Craw-Fir-Dor will be ready for production the moment war restrictions are lifted. Low in cost — within the reach of every home owner — it will be easier to install, easier to operate, strong, durable and attractive. Backed by a large industry — approved and sold as a standard product by the eight leading fir door mills in the United States — Craw-Fir-Dor will help you speed and improve every postwar garage job.

Put Craw-Fir-Dor in your plans — now.

AVAILABLE EVERYWHERE IN THE UNITED STATES

Craw-Fir-Dor is sold by lumber dealers in every part of the country. Keep in touch with YOUR dealer; he'll have Craw-Fir-Dors the moment conditions permit!

For special residential or industrial installations, write: Crawford Door Company, Detroit, Michigan—maker of a complete line of sectional overhead-type doors.



FIR DOOR INSTITUTE

Tacoma 2, Washington

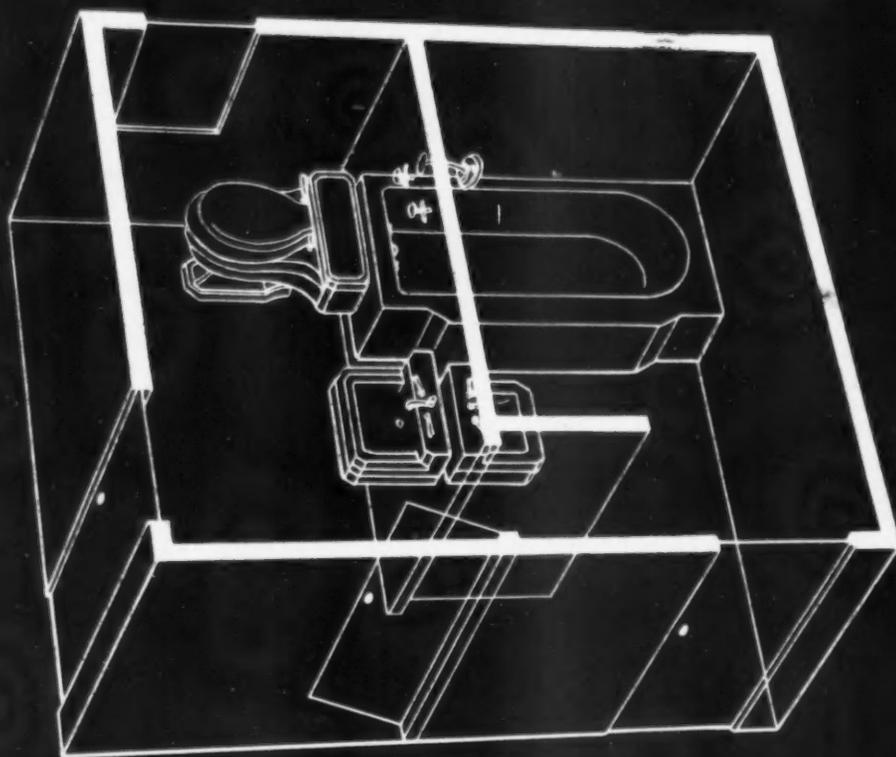
The National Association of Fir Door Manufacturers

nd
ge
ion

Clients will thank
you for this new kind
of bathroom...



edroom
from
con-
...
uilding



TWIN-DUTY

TES



pany,
rs.

E

ers

Case "Twin-Duty" bathrooms provide the perfect answer to the popular demand that every square foot be made to *count*.

Through ingenious layouts of two compartments, the customary space is made to serve two people at the same time, with full privacy for each.

Featured prominently in "Save-for-a-Home" displays at leading Savings Banks, these bathrooms have already drawn wide praise

for the "Twin-Duty" idea from many sources.

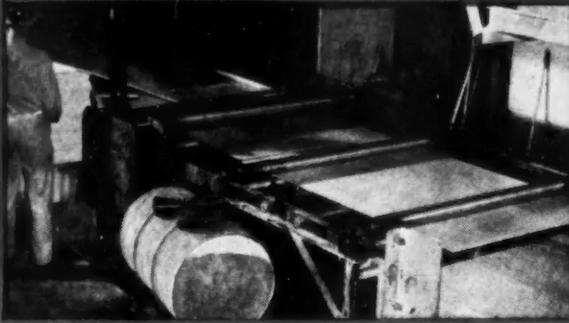
From our book of sketches comes this practical and compact design. One compartment has a tub, the other a water closet, while each has its own lavatory. Entrances from the hall and master bedroom, and inter-communicating door. Piping is all in one location.

W. A. Case & Son Mfg. Co.
Buffalo 3, N.Y. Founded 1853.

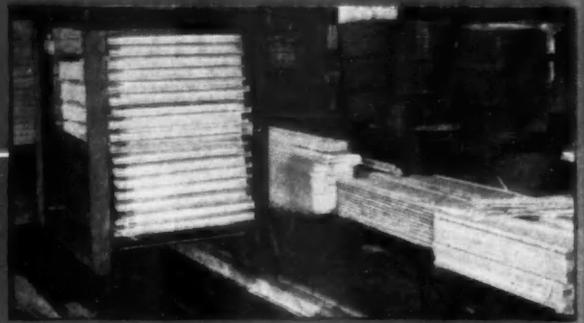
Style with

Case

Lifetime Plumbing Fixtures



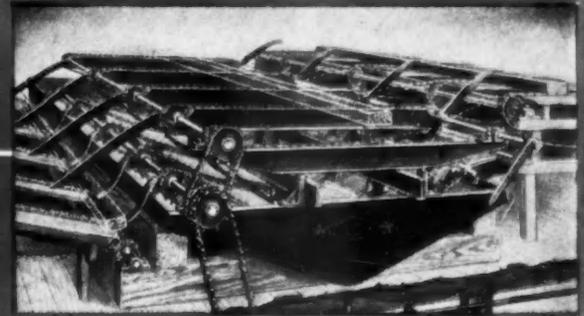
* In most plywood mills a Rezing machine is used to treat panels. This is a flood-spreader type of machine for the application of Laucks plywood treating solutions.



* A mono-rail basket in operation. Materials to be treated are carried in a weighted cage and "dunked" in Laucks preservative water-repellents. This type of tank is generally used for the treatment of sash, doors, etc.



* This is a hydraulic-plunger type of operation. In this model dead weights are eliminated, submerging is achieved by top side pressure. Tanks of this type are used for structural members and for fabricated pre-shaped stock, such as the Quonset arches pictured. Quantities of stock handled per immersion are comparatively small.



* Mechanical dip tank. Timbers as large as 6 x 8 inches can be handled over the chains, which have a speed of about 30 feet per minute. Formerly used in mills for dipping to prevent sapstain, these tanks are now used to dip pontoon stock, siding, dimensional lumber, etc., in FUNGISEAL. These tanks are generally 10 feet wide and are made any length to suit conditions.

Four ways to apply REZITE AND FUNGISEAL

For best results in any wood treating operation the proper dipping *equipment*, as well as the proper *wood treating materials* are required. In advancing the use of Laucks, two outstanding wood treating chemicals, Rezite and Fungiseal, Laucks wood treating experts have been privileged to work with leading wood treatment operators for years, devising the most practical methods . . . of which the four presented here are typical. May we help you?

SUBMERGING WEIGHT SCHEDULE

	Wood	Sub. Wt.
W. R. CEDAR	1920	2700
MAPLE	2703	1920
FIR	2250	2400
RED OAK	3669	960
PINE	2250	2400
COTTONWOOD	2330	2300
BIRCH	3669	960

(Weights per M board feet of lumber at 12% moisture content)

I. F. LAUCKS, INC.

In the West:
Seattle 4,
Wash.
Los Angeles 1,
Calif.

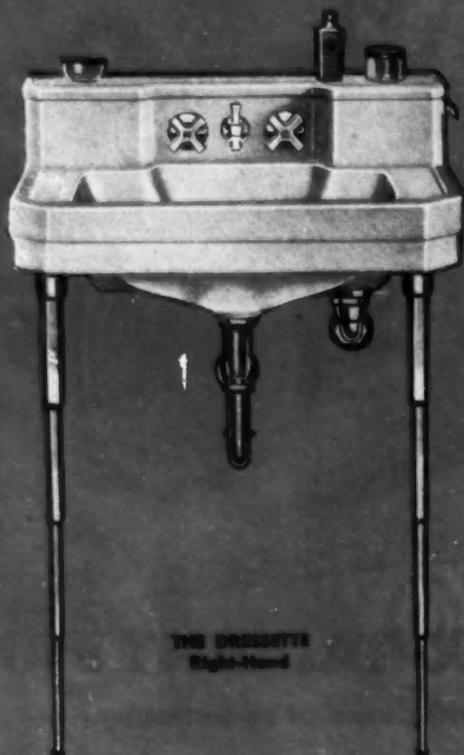
In the East:
Lockport,
N. Y.
Portsmouth,
Va.

In Canada:
Laucks Ltd.
Vancouver, B. C.
Stanbridge,
Que.



ELJER

SPOTLIGHT
FEATURES



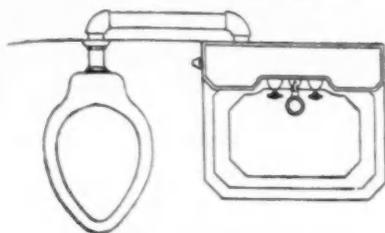
THE DRESSETTE
Right-Hand



THE JUNIOR DRESSETTE
Left-Hand



SPOTLIGHT
FEATURE



THE DRESSETTE FLOOR PLAN

Right or left-hand installations provided. The Junior Dressette offers spacesaving features for the small bathroom or powder room.

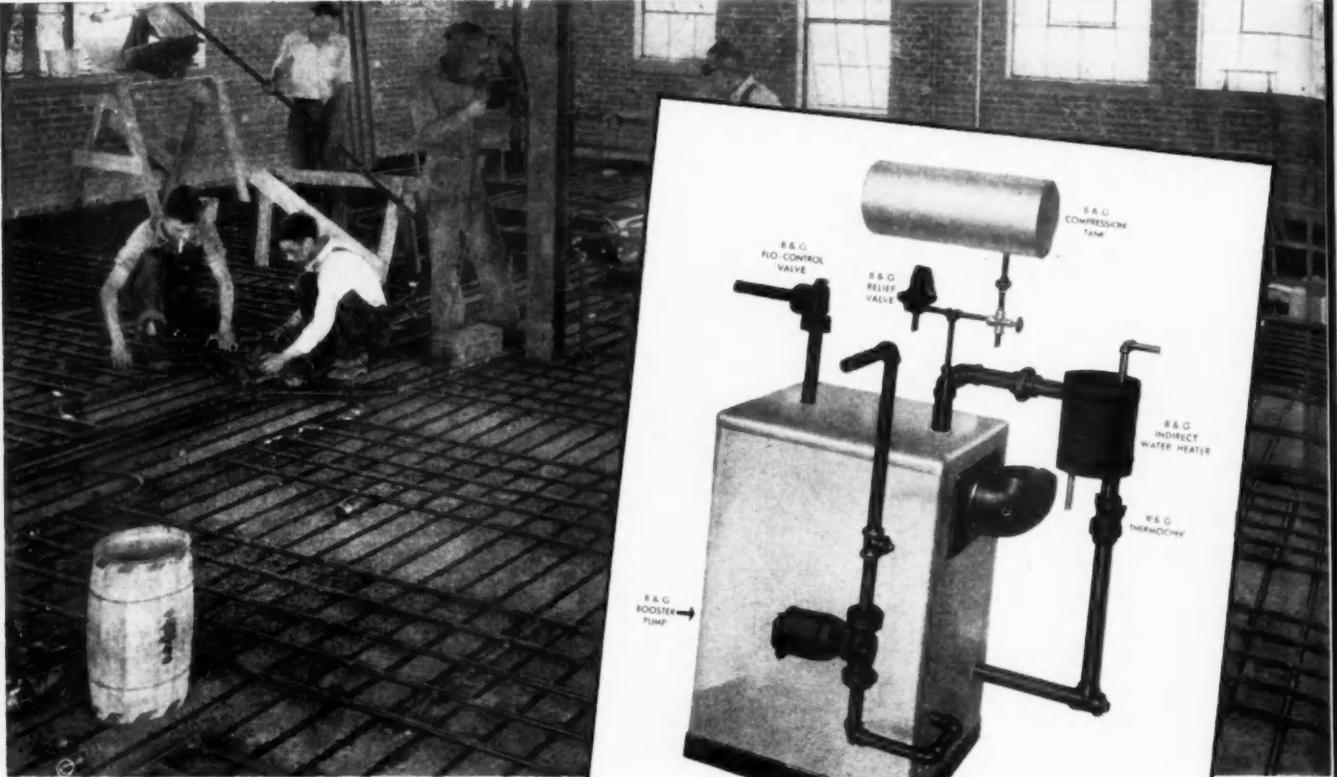
The Eljer Dressette combines a high-quality and modernly designed lavatory and closet in an efficient unit . . . an Eljer *spotlight feature* that gives profitable distinction to your bathroom planning and building.

In the Dressette, the usual visible tank is replaced by a separate unit built under the shelf of the lavatory. The water flows through a concealed pipe to provide an extremely quiet

flushing action. The flush lever is on the side of the lavatory. The same principles are offered in a smaller size by the Junior Dressette. Both are made for right or left-hand installations.

These Dressette units represent the sound foresight found in all Eljer planning and engineering. Assure yourself of client and customer acceptance . . . specify Eljer and build with Eljer plumbing fixtures.

ELJER CO. • FORD CITY, PA.
SINCE 1907 MAKERS OF FINE PLUMBING FIXTURES



THE *IDEAL* HEATING MEDIUM FOR RADIANT PANELS

(or, for that matter, any other kind of radiation)

Radiant Heating has taken a firm grip on the interest of both home and industrial builders. More freedom in planning room arrangements—greater cleanliness—more comfort at lower air temperatures—lower operating cost . . . these are a few of the reasons people are asking questions about this *completely concealed kind of heating*.

Successful Radiant Heating depends upon the use of comparatively large heating surfaces *at low temperatures!* What other heating medium can satisfy these requirements as easily, accurately and economically as *Forced Hot Water!*

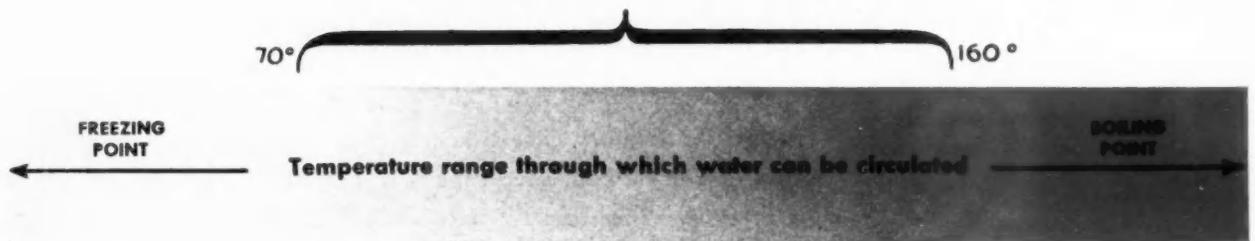
The chart below shows the range of heating medium temperatures required by Radiant Heating. Forced Hot

Water can be positively controlled to circulate through the panels at any of these lower temperatures—*using only the simplest kind of equipment!* It can be circulated at any level, either above or below the boiler.

And, in addition, the B & G Forced Hot Water System provides a year 'round supply of low-cost hot water for every household use. No separate heater needed—the same boiler that heats the house also heats the domestic water.

For years, the insignia "B & G" has stood for pioneering work and continuous improvement in forced hot water heating systems. It is logical, therefore, to look to this organization for new developments which will further advance heating comfort and fuel economy.

PRACTICAL TEMPERATURE RANGE FOR RADIANT PANEL HEATING



B & G

BELL & GOSSETT COMPANY
Morton Grove, Illinois
Canadian Licensee: S. A. Armstrong, Ltd.
115 Dupont St., Toronto



SEND FOR THIS DESCRIPTIVE BOOKLET ON B & G FORCED HOT WATER HEATING

FORCED HOT WATER HEATING SYSTEMS



THIS MAN IS
Your neighbor
... IF YOUR FLOOR
SANDER REQUIRES SERVICE

He's a factory trained service engineer and when it comes to keeping your floor sanding equipment in tip-top condition, he is without equal. And he really is your neighbor too, because you can easily find him in any one of the many service departments maintained by American Distributors in all principal cities in the United States.

Only the American Floor Surfacing Machine Company offers floormen this dependable, time and money saving service on such an extensive scale. If an American machine requires parts or service you can find an American Distributor nearby. Correspondence with a home office or factory a couple of thousand miles away is unnecessary, for if there isn't a distributor in your city there is one just a short distance away. Mail will always reach him overnight and your orders can be filled from his stock and shipped back to you the same day they are received.

Thousands of American owners have found from experience that this service pays real dividends because it keeps their machines on the job. Continuous operation, without loss of time waiting for parts, naturally means greater profits. Present conditions may occasionally cause some inconvenience, but American owners will tell you, **OUR SERVICE IS UNEQUALLED THROUGHOUT THE LAND.**

Throughout the land, American Distributors carry a complete stock of Genuine Replacement Parts for all American floor machines.



Some new machines will soon be available. Send for descriptive literature and details about our priority plan. No obligation—just write:



AMERICAN
FLOOR SURFACING MACHINE CO.
511 SOUTH SAINT CLAIR ST.
TOLEDO, OHIO



It's Homemaking Time Again

THIS little home-building, feathered fellow with his jaunty Defoe yachting cap and his pretty mate symbolize what thousands of American families would be doing about now if this were a normal, peaceful spring.

- ● Perhaps next spring will be—and *you* will be building a new home. In the meantime, you can keep adding to your nest-egg of War Bonds which will help finance it. And we at Defoe can plan ahead for the surprising and thrilling things we will be able to build into it for you.
- ● Of course, Defoe's engineering experience and production facilities are now being used only

to build more warships and badly needed cargo ships for the Navy. However, the postwar plans of our Housing Division are progressing. New methods of manufacture are being worked out and a host of building materials put through a series of exhaustive tests to make certain that the new Defoe homes will set the pace for living comfort, efficient functional design, beauty and individuality of exterior treatment.

- ● Follow the story of Defoe's little home-making birds in subsequent advertisements and let them lead you to eye-opening developments in a new concept of housing for Americans.

HOUSING DIVISION - DEFOE SHIPBUILDING COMPANY, BAY CITY, MICH.

Defoe



☆☆☆☆ Five White Star Renewal Citations now decorate the Navy "E" Award won by Defoe workers.

BACK THE ATTACK
-BUY WAR BONDS

SHIPS FOR VICTORY
SERVANTS FOR PEACE

NA



This man weighed 150 lbs.
—but Cotton Insulation *wouldn't pack!*

When the weight was removed, the insulation came back as light, fluffy, and efficient as ever.

Cotton Insulation made from the live, springy fibers of specially treated cotton possesses phenomenal qualities of resiliency. Neither time nor vibration will cause it to pack or settle—it only increases its fluffiness.

More efficient by from 4% to 36% (U. S. Gov't. tests), Cotton Insulation has many advantages. Light in weight. Safe to handle. Flame proof. Easily installed.

New construction everywhere is demanding Cotton Insulation. Existing structures are taking advantage of its easy adaptability. Full details are given in the book, "COTTON INSULATION". Send for it.

NATIONAL COTTON COUNCIL OF AMERICA
COTTON INSULATION ASSOCIATION



HANDLES EASILY

One person can insulate an attic in a few hours, or experienced applicators are available to install Cotton Insulation.

SIMPLE TO INSTALL

To lay it flat, just unroll it like a rug. For upright installations, you simply clip it on. Not abrasive. Harmless to skin and clothing.

MAXIMUM INSULATION

Exceeds other materials 4% to 36% in insulating effectiveness. Can cut fuel bills up to 30%.

LIGHT IN WEIGHT

With 20% to 25% less bulk required, Cotton Insulation represents a structural-load factor 40% to 90% less than the same thickness of other materials.

WILL NOT BURN

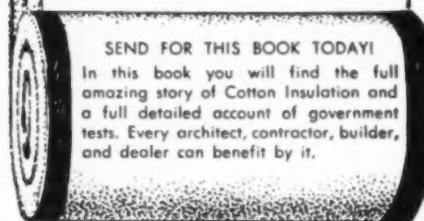
Even a blowtorch at 1800° will not make it burn. Nor will freezing affect it. Does not attract vermin.

WILL NOT PACK DOWN

It stays fluffed and efficient with permanent resiliency. Neither age nor vibration will pack it down.

MADE TO GOV'T STANDARDS

Production is government inspected. FHA and FPMA approved. No priorities needed.



SEND FOR THIS BOOK TODAY!

In this book you will find the full amazing story of Cotton Insulation and a full detailed account of government tests. Every architect, contractor, builder, and dealer can benefit by it.

National Cotton Council
P. O. Box 18, Dept. 71
Memphis 1, Tennessee

Please send me your book containing government analyses of the properties and use of Cotton Insulation.

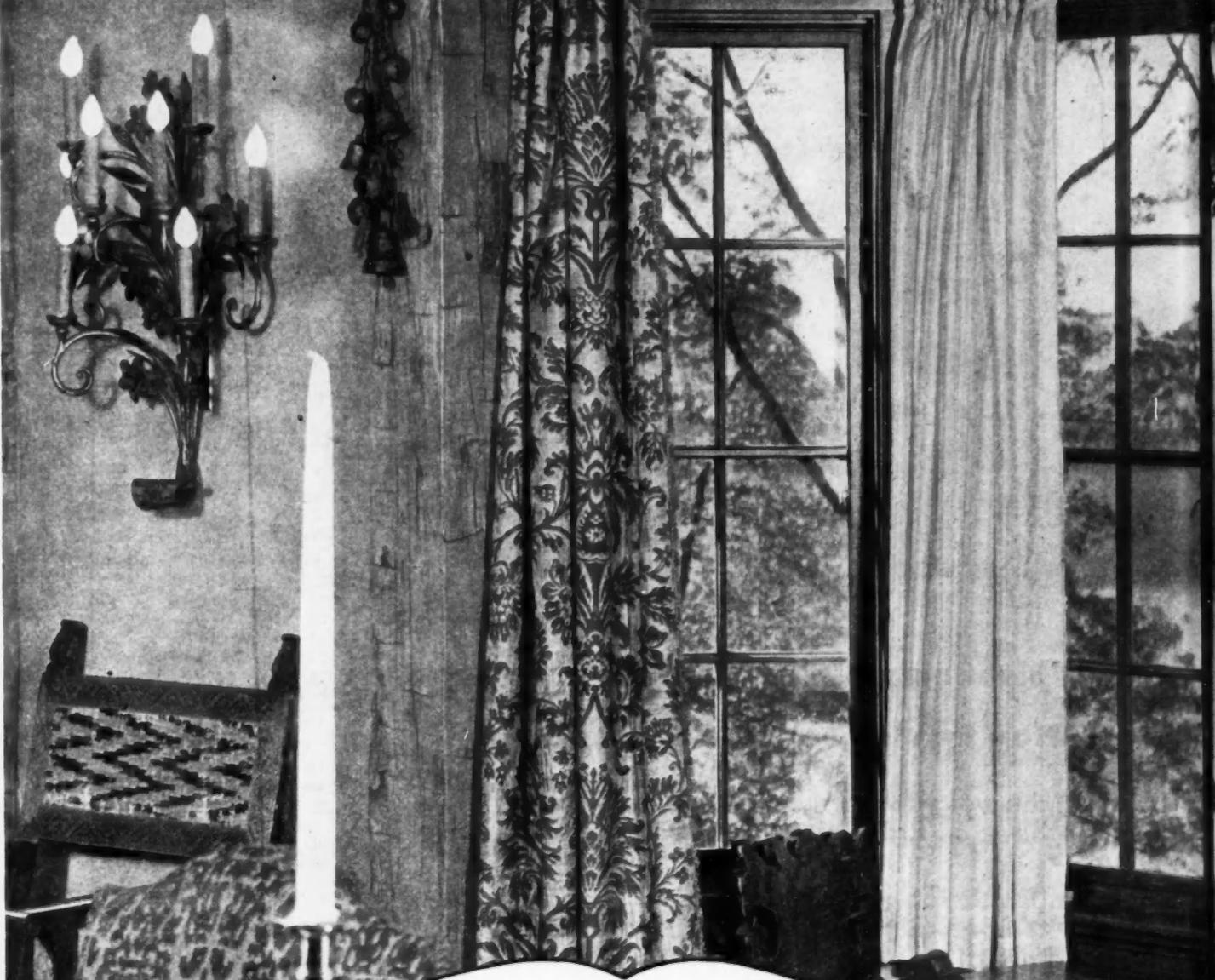
Name.....

Occupation.....

Address.....

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

Windowalls



A PERIOD SETTING FOR ANDERSEN COMPLETE WOOD WINDOW UNITS

Windowalls... windows that function both as walls and windows... can be placed to bring the beauties of the outdoors into the comfort of the indoors.

In this attractive Columbus, Ohio home, an angle bay of Andersen Casement Window Units, including a picture window, forms an intimate dining space looking out on ever-changing scenery. Meanwhile, the wall section formed by windows is weathertight.

The Andersen Casement is highly regarded by architects because of its superior weathertightness, its convenience of operation and its precision construction.

Andersen Casement Units, Number 2418, placed at a 45° angle with Andersen Casement Picture Window Unit, Number P-5411. Over-all rough opening width: 9' 9½".

For additional details, consult Sweet's Catalog, or write Andersen Corporation.

Andersen Corporation

BAYPORT, MINNESOTA



A FRONT ROW SEAT FOR NATURE'S SHOW





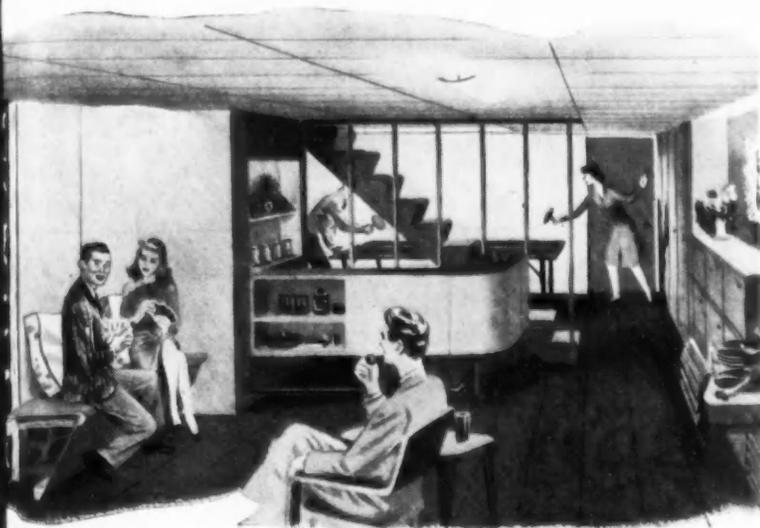
**blueprint
strategy...**

House & Garden recognizes that remodelling will play the first part in post-war building. New schemes and *workable plans* for home owners are regularly featured in the section, Blueprints for Tomorrow. The May issue presents the revolutionary idea of "Sun in Your Cellar", accompanied by practical floor plans. Good design converts a once-dank storage space into a sunlit garden room.

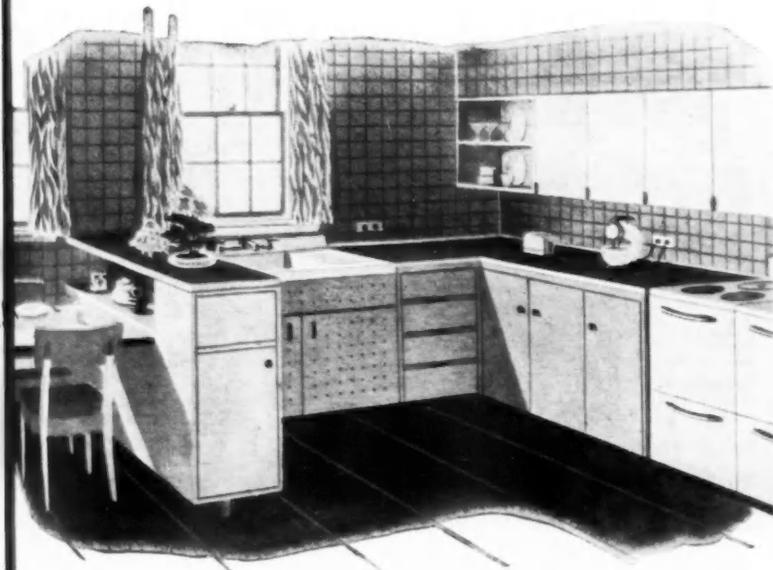
After the war, 30% of House & Garden readers will remodel. 45% will build or buy. Some will do both. Here is a market that is vitally interested in new building developments. Tell *your* story to the most alert families in America. House & Garden readers have money to spend. Blueprints for Tomorrow shows them how to spend it...on better planned homes.

House & Garden

A CONDÉ NAST PUBLICATION.



trade them
rooms
for space!



Home owners have set aside a lot of money for post-war remodeling—but the ideas and the planning will have to come from you.

Show them how to change waste space into useful rooms . . . an unfinished cellar into a game and hobby room, a cluttered attic into a double-duty guest-and-play-room—and how the smooth, versatile Masonite* Presdwoods can do most of the job, going up right over old construction. As wall, ceiling and furniture panels, durable work and play surfaces, they may be finished for any effect you want.

Bright, new modern kitchens, remade bathrooms are high on the list—you can make major changes easily and at modest cost with the Masonite hardboards. Specify them smooth or with pressed-in tile patterns, custom-finished or ready to paint, wax or varnish on the job. Grainless, splinterless, resistant to moisture and heat, dense and hard, you'll prefer them for many purposes.

Write for complete data on all the Masonite building products—Masonite Corporation, Dept. AB-5, 111 W. Washington Street, Chicago 2, Illinois.

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

MASONITE



BRAND PRODUCTS

REG. U. S. PAT. OFF.

SYLVANIA NEWS

HOME CONSTRUCTION EDITION

MAY

Published in the Interests of Better Sight and Sound

1945

Survey Reveals Strong Trend to Fluorescent Lighting in the Home

Owners Show Particular Interest in Kitchen, Living Room Installations

Preliminary reports of the impartial survey conducted by a leading market research organization—at the request of Sylvania Electric's Sales Research Department—indicate that the postwar era is likely to see a considerable expansion in residential use of fluorescent lighting.

To determine the public's interest in this type of illumination, more than 3,000 personal interviews were conducted. Of those interviewed, only about 10% now have fluorescent lighting, but almost half of those plan further installations after the war. Of the homes now without fluorescent lighting, 16% plan to install it.

As a guide to builders in planning for home fluorescent lighting, the survey also covered public preference by room. Among those not having fluorescent, but planning to install it, the kitchen is the most popular room by a wide margin. (The chart below shows the relative percentages in this group.) Living room, bathroom, bedroom, dining room and basement follow in order.

Among those now having fluorescent and planning additional installations, the kitchen also ranked first, with bathroom second and living room third. The order in the rest of the list was the same.

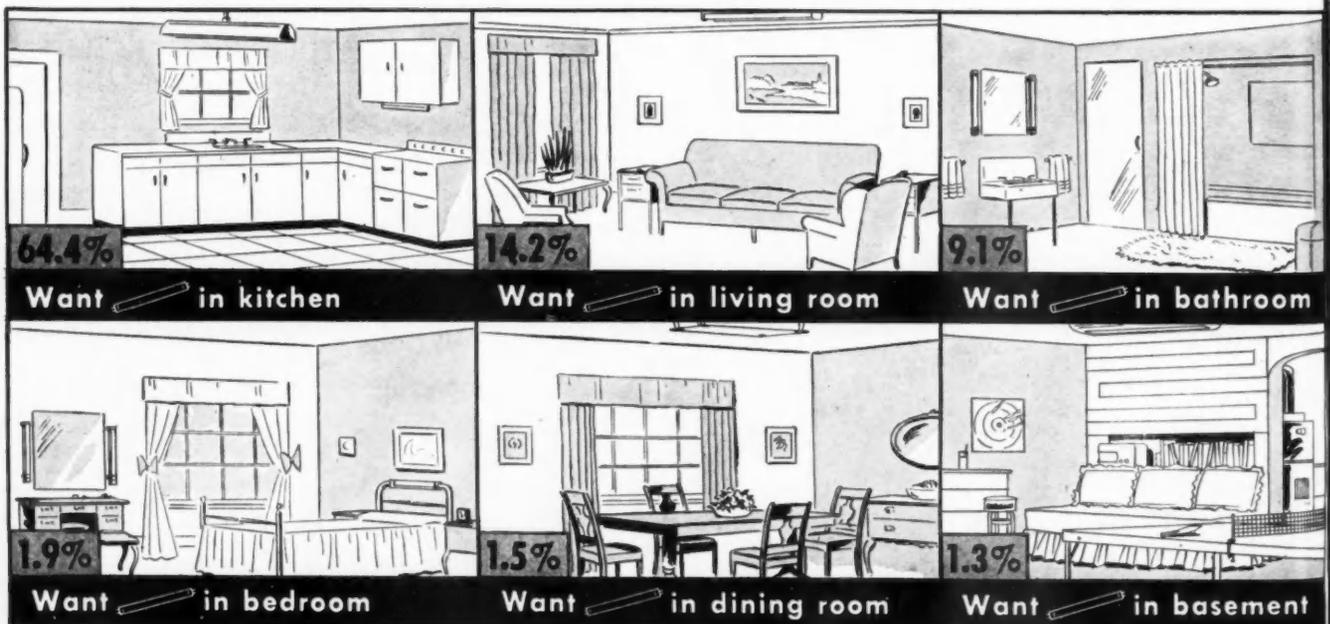
SYLVESTER SURVEY



"You plan to have fluorescent lighting in both the kitchen and bathroom. Now, how about the basement?"

DID YOU KNOW...

That 79% of the people having fluorescent lighting in their homes expressed themselves as *entirely* satisfied with it.



SYLVANIA ELECTRIC

SYLVANIA ELECTRIC PRODUCTS INC., Salem, Massachusetts

MAKERS OF FLUORESCENT LAMPS, FIXTURES, ACCESSORIES; INCANDESCENT LAMPS; RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES

She and her husband bought an old house eight years ago and planned to fix it up—but the children's expenses were too heavy. Today, the family has a greater income than ever before, and the house now definitely needs repair. But they still put it off! He's too busy, and she doesn't know how to go about it. You can make it easy for both of them. Tell her about the quality materials you sell, and the expert services and experience you can make available.

This woman

wants

to know you



In spite of war and material and manpower shortages, essential maintenance and repairs must go on. Unfortunately, however, many property owners don't know that necessary products *are* available and that the Government wants property values protected.

Why not canvass the likely prospects in your community? Let the owners know that you can supply genuine Barrett products—Barrett Roofings and Sidings, Rock Wool Insulation and other aids to property protection. These products are on the "non-critical" list, and most of them are in the "ready-to-apply" class that minimize the manpower shortage.

Here's a way to build profitable business *today!* Tried and proved promotional material on all Barrett products is yours for the asking. And Barrett advertising in The Saturday Evening Post, American Home, Farm Journal and other publications is in there pitching for you, too!

Sell these Barrett Extra-Profit Products Now

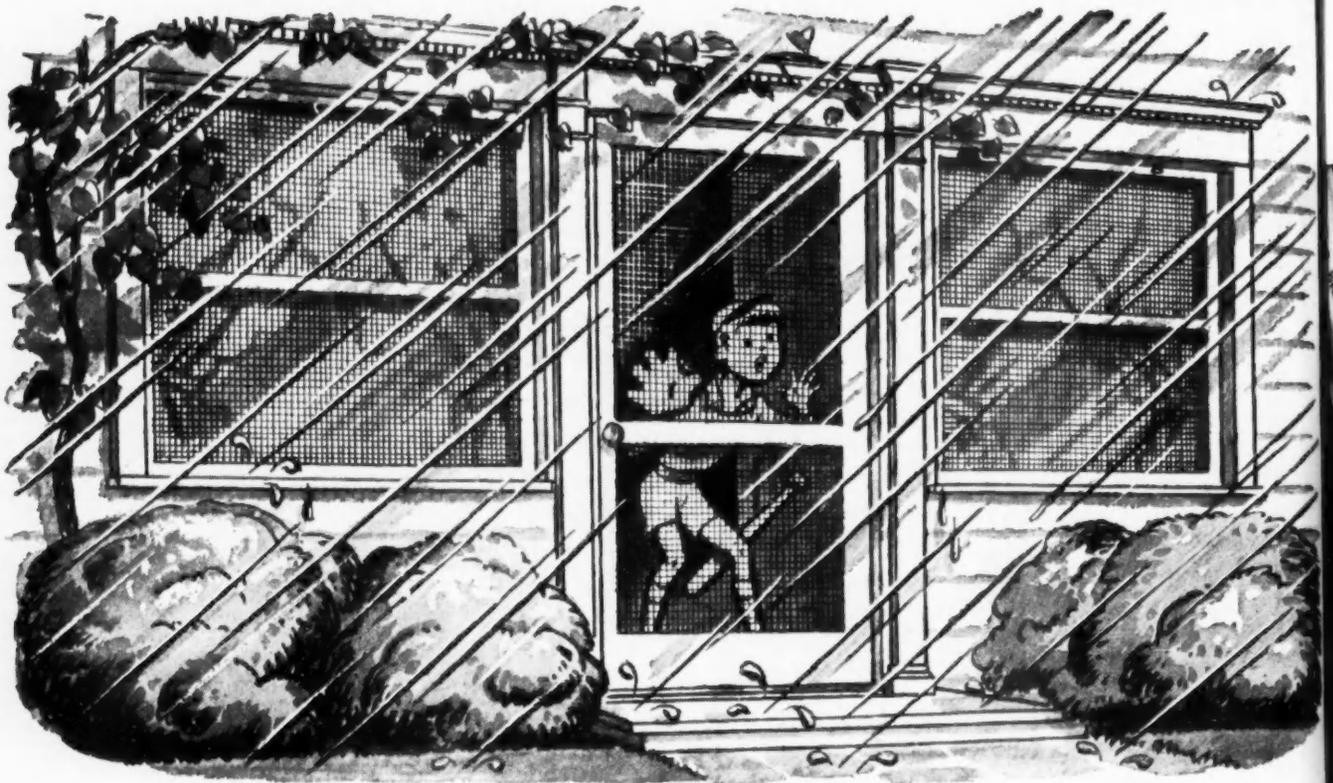
- Barrett Shingles and Sidings
- Barrett Rock Wool Insulation
- Barrett Roll Roofings
- Barrett Protective Paints

THE BARRETT DIVISION
 ALLIED CHEMICAL & DYE CORPORATION
 40 Rector Street, New York 6, N. Y.

2800 So. Sacramento Avenue
 Chicago 23, Ill.

Birmingham
 Alabama





A Glutton for Punishment

● Unlike old-fashioned type screens, LUMITE, the new plastic screen cloth woven from Saran*, takes a beating—and likes it! Durable—because of its extreme resiliency, LUMITE will not dent or bulge! Long-lasting, because LUMITE will neither rust nor corrode!

Unaffected by smoke, salt air, rain, snow, heat or cold, this revolutionary new plastic screen cloth is non-staining, saves frequent repainting of sills and sidewalls—and never needs painting itself. A simple wipe-off with a damp cloth restores its fresh look, immediately.

LUMITE is a *proven* scientific advance that makes old-fashioned window screening obsolete—lasts longer because it withstands wear from natural causes!

Tested daily by the Armed Forces under every possible climatic condition through actual use, LUMITE is well worth waiting for—and planning for—in the postwar building that's ahead. Your jobber can't ship any LUMITE until after the war, but we will gladly send samples and information, now!

*A product of the Dow Chemical Co.

**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 smoke or salt air
- ★ Non-inflammable
- ★ Will be priced competitively with better grades of wire screen cloth.

The new plastic insect screen cloth

LUMITE

CHICOPEE MANUFACTURING CORP. Lumite Div. 40 WORTH ST., NEW YORK 13, N. Y.

World's Largest Manufacturer of Plastic Screen Cloth



**Conservation of Space
Efficiency in Service
both depend on**

Streamline

TRADE MARK REG. U. S. PAT. OFFICE

The installation of STREAMLINE Copper Pipe and Solder Type Fittings under normal water conditions assures many, many years of trouble-free, efficient service at low cost. Copper and bronze do not rust. STREAMLINE Pipe is made from pure copper. STREAMLINE Fittings are manufactured in copper and bronze.

Conservation of space is a very important consideration, especially in large public buildings and hotels. The more space that can be utilized, the more income produced. Since STREAMLINE Fittings are not connected by flaring or threading, no room is required for wrench play to tighten the Fittings into place, nor need any allowance be made for protruding valve stems, which on threaded pipe, must be swung in an arc to secure. Valves and fittings are installed in a minimum of space, they are located exactly where required, and soldered.

Copper Pipe loses less heat by radiation than ferrous piping, particularly if the surface is kept polished, although copper itself is a very rapid conductor of heat. Therefore, it naturally follows that there is considerably less heat loss when the heated element, water or steam, is being conveyed from the point of generation to the points of distribution through copper pipe of uniform, unclogged, internal conducting area.

Plan on specifying and installing STREAMLINE Copper Pipe for your postwar construction—or for replacement.

**STREAMLINE
PIPE AND FITTINGS DIVISION
MUELLER BRASS CO.
PORT HURON, MICHIGAN**

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...again three more

BECOME PARTNERS IN

DRESSER INDUSTRIES, INC.

Dresser Industries continues its growth toward more efficient, more comprehensive service to customers. Three new partners now enlarge our scope of usefulness to the gas and oil industries.

Day & Night Manufacturing Co., supplies a remarkably efficient hot water heater for the home. Payne Furnace Company is unexcelled, particularly throughout the West, for its gas-fired steel heating equipment. These two companies perfectly complement and augment Bryant Heater Company, a Dresser Industries member which for 35 years has produced fully automatic, quality gas-fired heating appliances, most extensively used in the East.

Kobe, Inc., makes an ingenious hydraulically actuated oil-well pump, a fundamental development in view of the nation's need to go ever deeper for oil. This pump dovetails with oil-well drilling and production equipment offered by two other Dresser Industries members, Pacific Pumps, Inc., and International Derrick & Equipment Company.

Dresser Industries is now a team of thirteen companies pooling their resources for better products, better service to their customers.

Dresser Industries, Inc.
Terminal Tower, Cleveland 13, Ohio

ROOTS-CONNERSVILLE Blower Corp.
Connersville, Ind.

STACEY BROS. Gas Construction Co.
Cincinnati, Ohio

BOVAIRD & SEYFANG Mfg. Company
Bradford, Pa.

DRESSER Manufacturing Co., Ltd.
Toronto, Ont., Canada

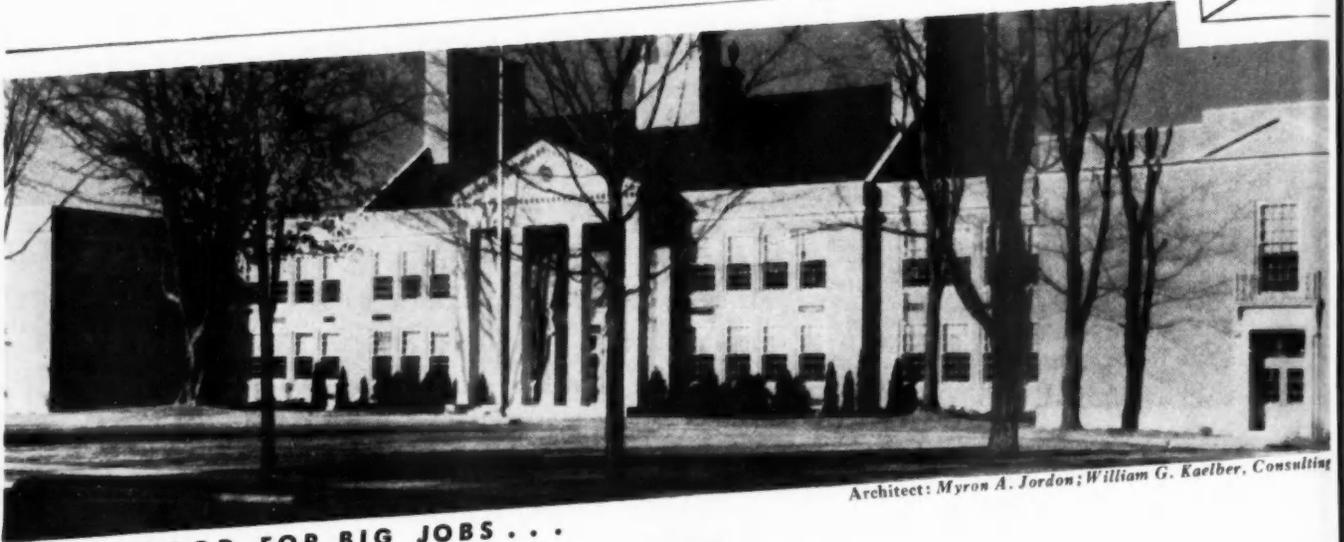
VAN DER HORST Corp. of America,
Olean, N. Y. and Cleveland, Ohio

ment Co.,
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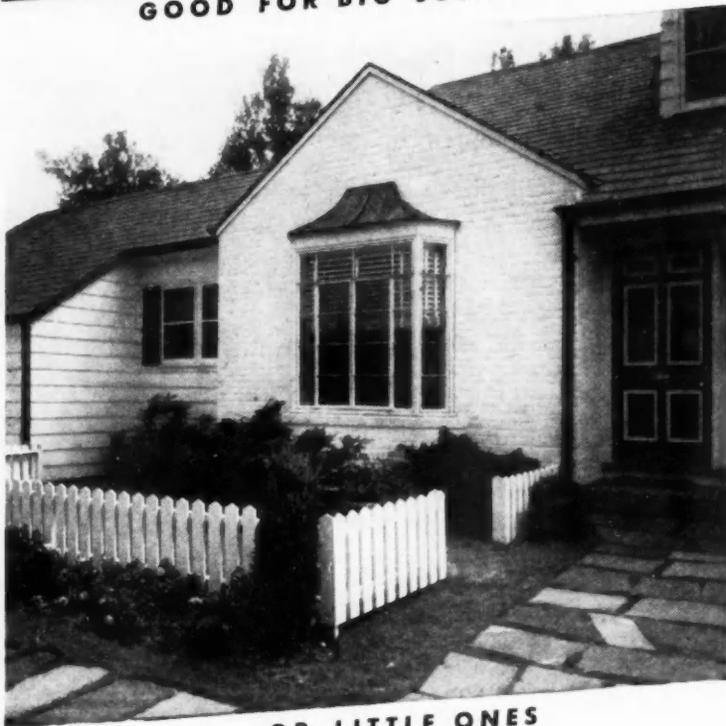
ark, Calif.

USE "PENNVERNON" ... not just "Window Glass"



Architect: Myron A. Jordan; William G. Kaelber, Consulting

GOOD FOR BIG JOBS . . .



. . . OR LITTLE ONES

BIG BUILDINGS? Pennvernon has the transparency, beauty, and good visual properties to assure quality glazing — as in this Pennvernon-glazed Central School at Richfield Springs, New York.

MODEST HOMES? The same high standards of Pennvernon quality make this window glass ideal for residential glazing.

For big buildings or small, use Pennvernon . . . the window glass that has made a name for itself!



PENNVERNON window glass

PITTSBURGH PLATE GLASS COMPANY
2237-5 GRANT BUILDING, PITTSBURGH 19, PA.

"PITTSBURGH" stands for Quality Glass and Paint

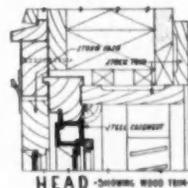


BUILD BETTER HOMES *with* MESKER STEEL WINDOWS

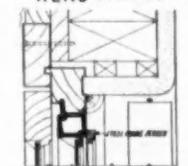
Jiffy Installation

Post-war home buyers the country over have a place for Mesker Steel Windows in their plans. And this means much to you, for Mesker Steel Windows can be installed in a jiffy . . . saving you time and labor, *reducing building costs*. To install the window merely set it in the rough stud opening, resting it on the sill. Then plumb it, wedge it, nail it on. All in less than 5 minutes! Satisfy your customers, satisfy yourself . . . build a better house . . . use Mesker Steel Windows!

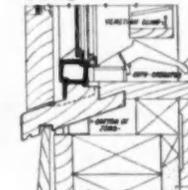
WITH
HAMMER
AND
NAILS



HEAD - SHOWING WOOD TERN



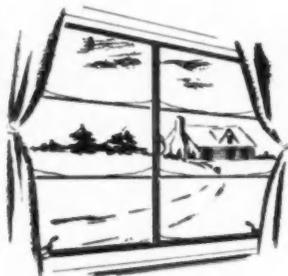
JAMB - SHOWING PLASTER BELTOW



SILL

No Winter Sweating!

WITH
STORM
SASH



Here's the solution to your customers' biggest window problem. You can *now* use steel windows in your homes and eliminate WINTER SWEATING. For Mesker Steel Windows can be furnished with a close-up hinge that allows room for storm sash on the outside, any low cost stock storm sash will do. Here also is the answer to making your homes *easier to sell* . . . equip them with Mesker Steel Windows. For further information on how to eliminate WINTER SWEATING, use the coupon below!

Even with storm sash on the outside, notice how much room is left for recessing VENE-TIAN BLINDS into the window reveal.

Mesker
STEEL WINDOWS

COUPON

Mesker Brothers, Dept. AB 55
430 S. Seventh St., St. Louis 2, Mo.

Please send me information on how to eliminate WINTER SWEATING of steel windows.

Name _____

Address _____

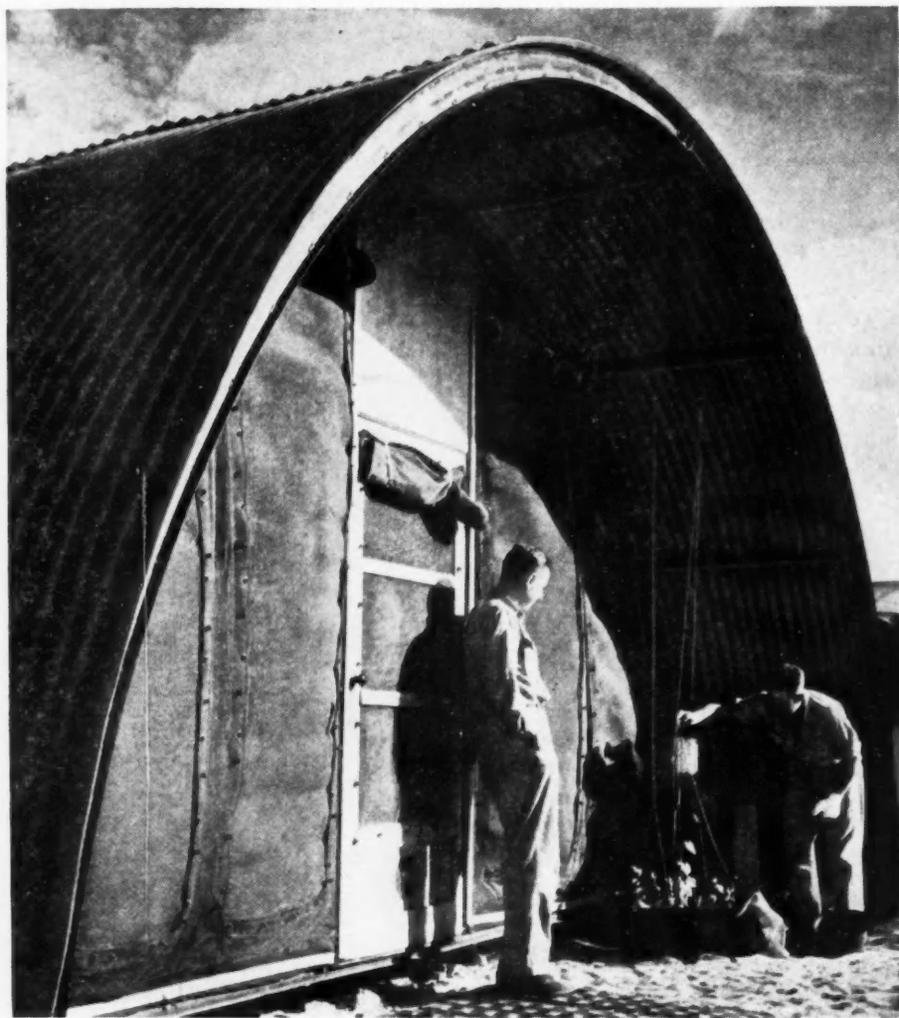
City and State _____

MESKER BROTHERS • 430 SOUTH 7TH ST. • SAINT LOUIS (2)

The Navy's "Sweetheart"
in every port—



A Quonset Hut Insulated with KIMSUL*



Official U. S. Navy Photo

When the Navy puts a man ashore for land duty—whether it's on a tropical island in the South Pacific or an arctic port in the Aleutians—the sailor knows that he'll probably eat, sleep and work in a Quonset hut. Spread all over the globe, this "world's largest housing project" uses KIMSUL Insulation for protection from the rough and tumble elements, to make as comfortable a life as possible for its men.

The same advantages that make KIMSUL ideal for the Navy's use, make it best for home use also. The low cost of KIMSUL and its ease of installation are important. But equally important is its economical storage and shipment. KIMSUL comes compressed to only *one-fifth* its installed length.

KIMSUL, with its many-layer construction, provides one of the most effective blocks to heat and cold known to science—KIMSUL has a "k" factor of only 0.27! This, combined with its resistance to fire, moisture, vermin, insects and fungus, makes it *the* insulation to do the same job for your homes as for the Navy.

Take a tip from the Navy—specify KIMSUL and give homes lasting comfort winter and summer.

For complete technical data on KIMSUL Insulation refer to Sweet's 1945 Catalog, or write to Kimberly-Clark Corporation, Neenah, Wisconsin.

WRAP THE
POSTWAR HOME
IN A KIMSUL
BLANKET



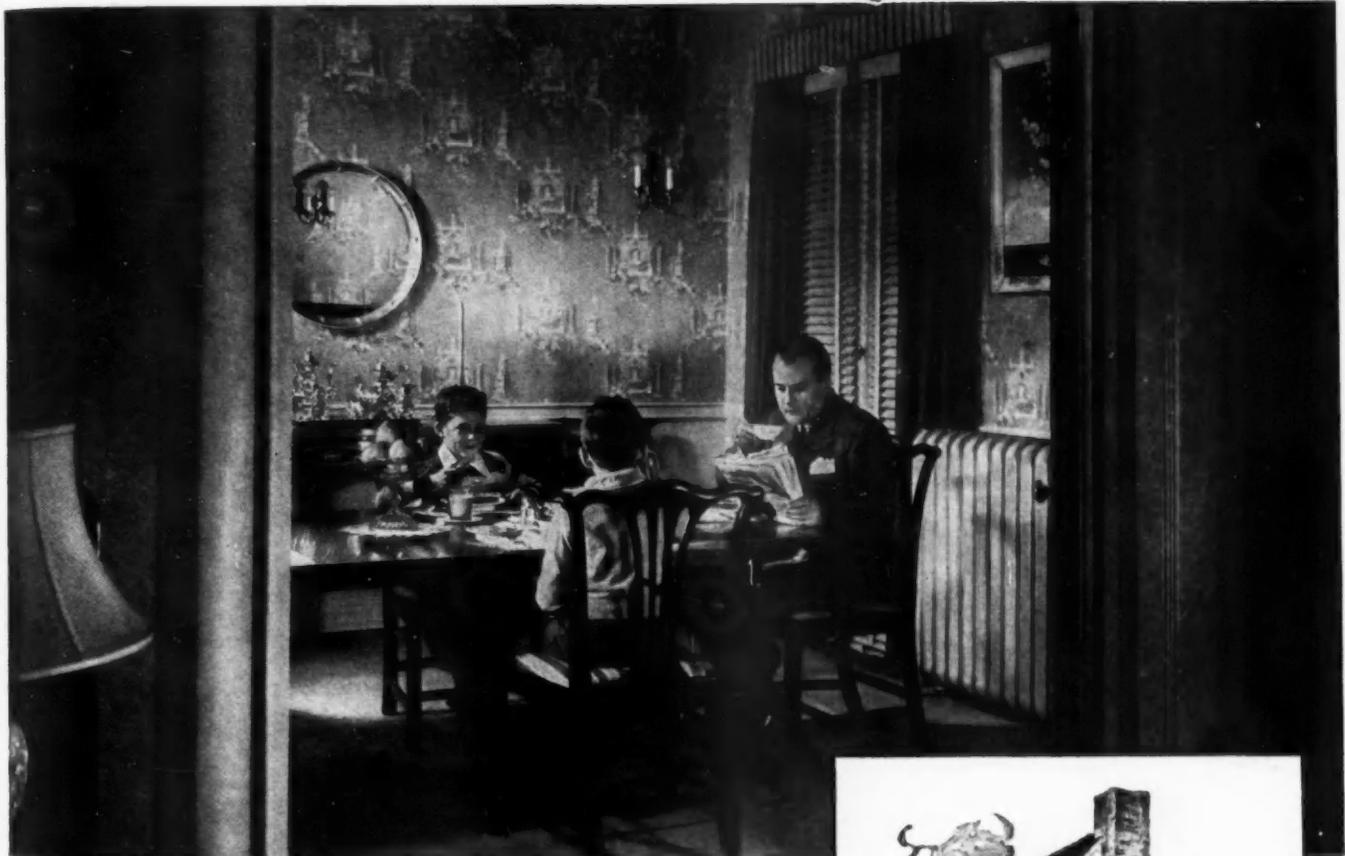
KIMSUL
INSULATION

*KIMSUL (trade-mark) means
Kimberly-Clark Insulation

A PRODUCT OF
**Kimberly
Clark**
RESEARCH

WANT TO KEEP YOUR NEW HOME FROM GETTING YOU "OUT ON A LIMB"?

... then here's a money-saving tip



● Any home-owner whose house costs too much to heat may find himself "out on a limb" when he tries to rent or sell.

One of the best ways to guard against that, when *you* build, is to make sure you get an *adequate* chimney. This means a chimney big enough to handle *all* fuels equally well. Because then you'll *always* be free to switch to any fuel you might choose—including the most economical and dependable of them—Bituminous Coal.

That's an important point, because today's expensive fuels may become even more costly in the years ahead—and America's 3000-year supply of Bituminous Coal means this fuel will *always* be plentiful and economical. The extra cost of a chimney big enough to supply the natural draft needed for Bituminous Coal is only about \$16 for the average 7-room house.

About 4 out of every 7 homes in the U. S. burn coal for steady, uniform, dependable heat. And your architect or builder will tell you that a chimney adequate for Bituminous Coal is also efficient for any other fuel. Talk it over with him—it will pay you to do so!



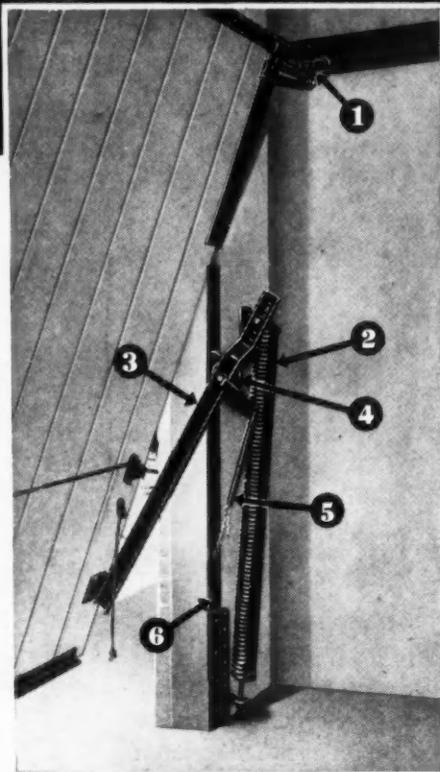
AN ADEQUATE CHIMNEY lets you heat with Bituminous Coal—which can save you enough hard dollars to pay a good share of your taxes or mortgage interest! And, when used with a modern coal stoker, this most economical fuel is not only "automatic," but also clean and odorless in operation.

BITUMINOUS COAL INSTITUTE, 60 EAST 42ND STREET, NEW YORK 17, N. Y.

(This is one of a series of advertisements now appearing in home-makers' magazines)



Home of Elizabeth Gauld, Van-
couver, Wash. Glenn Stanton,
Architect, Portland, Oregon.



● The dream of millions of Americans . . . to own a completely modern home . . . will seek fulfillment as soon as the war is won. "Over-the-Top" Door Equipment will be a part of many of these homes . . . adding the last word in convenience, permitting perfect harmony between house and garage. Then there is the market among thousands of newly built war worker's homes which await the addition of a garage. And, as soon as priorities permit, car owners who are now struggling with swinging garage doors will be modernizing with "Over-the-Top" Door Equipment — because it can be so easily and quickly applied to old doors as well as new. "Over-the-Top" Door Equipment is available now for commercial and industrial installations through proper priority, in sizes up to 12' high and 18' wide. Write for information.

FRANTZ MANUFACTURING CO. • STERLING, ILLINOIS

Simplicity Itself

(1) Hangers have roller bearings for easy operation, fibre wheels for silence. Can't be derailed. (2) Power springs are over-size. (3) Channel iron arms transmit spring power through a smooth arc. (4) Automatic brake stops door at full open or closed position. (5) "Automatic opener" starts door upward as latch is released. (6) Steel weather strip keeps weather out; simplifies and speeds installation by locating holes for bolts and lag screws.

If you have experienced any difficulty in obtaining Frantz Products, it is due to preference being given to War Production

FRANTZ
Guaranteed BUILDWARE



Balsam-Wool APPLICATION DATA SHEET SEC. F No. 3

ATTIC FANS FOR SUMMER COOLING—OPEN ATTICS

Double-Thick Balsam-Wool Attic Insulation is ideal for both winter and summer comfort. In summer the insulation prevents heat from penetrating into the house, thus lowering the "cooling load." This means that an attic fan gives better results by cooling the house faster and more economically.

In an "open" attic where the construction is loose and the eaves are open, it is necessary to install the attic fan in a suction box. The suction box may also be used to advantage in a "tight" attic.

The ceiling grille, location and size are first determined as suggested in Data Sheet F-1.

To reduce air and fan noises the fan should be placed back one fan diameter from the nearest side of the grille, but not closer than 3". The unit should be placed over a partition or closet if possible, to prevent excessive vibration. The fan should be mounted on rubber cushions or suspended from the rafters.

The cross section of the box should be as large as the intake grille opening or the discharge opening. All framing members should be placed on the outside of the box. It is important that the walls of the box be lined with 1/2" Nu-Wood Board to absorb sound.

When the fan is not running, the open grille may be covered by a hinged trap door which can be opened and closed by a rope-and-pulley system from a fire floor below. This trap door will also serve as a fire door if a 135° fusible link is inserted into the line, as shown. Thus the door will close automatically in case of fire inside the house. An automatic shut-off or safety switch, to stop the fan motor when the trap door is lowered, is also suggested.

The total net area of the exhaust openings in the attic should not be less than the net open area of the grille. If wall louvers do not give a sufficient net open area, additional openings may be made, such as in the roof eaves.

Where screens are used over the louvers, they should be inspected and cleaned when necessary. In winter, louvers may be partially covered. Minimum winter ventilation requires only approximately 1/8 to 1/4 square inch of net open area in each louver per square foot of attic floor area.

WOOD CONVERSION COMPANY
First National Bank Building
Saint Paul 1, Minnesota

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

- High Thermal Efficiency
- Built for Permanence
- Non-Settling
- Flame-Proof
- Wind-Proof
- Moisture-Proofed

ACCEPT—WITH OUR COMPLIMENTS—THESE Balsam-Wool DATA SHEETS

Carefully detailed—authoritative—these valuable Balsam-Wool data sheets illustrate latest application practices—give "pointers" on applying insulation for highest efficiency—contain information difficult to get elsewhere. These sheets are prepared in the interest of better application practice by Wood Conversion Company, makers of Balsam-Wool. Start your file now—mail the coupon for a set of Balsam-Wool Data Sheets.

Balsam-Wool

SEALED INSULATION

- | | |
|---------------------|---------------------|
| 1. WINDPROOF | 4. LASTING |
| 2. MOISTURE-PROOFED | 5. NON-SETTLING |
| 3. FIRE RESISTANT | 6. HIGHLY EFFICIENT |

BALSAM-WOOL • NU-WOOD
Products of Weyerhaeuser

WOOD CONVERSION COMPANY
Dept. 119-5, First National Bank Bldg.
St. Paul 1, Minnesota

Gentlemen: Please send me set of application data sheets.

Name Address City State



BUILDERS...INVESTIGATE TODAY!

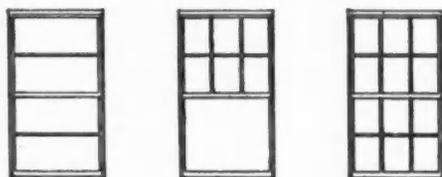


These smart-looking

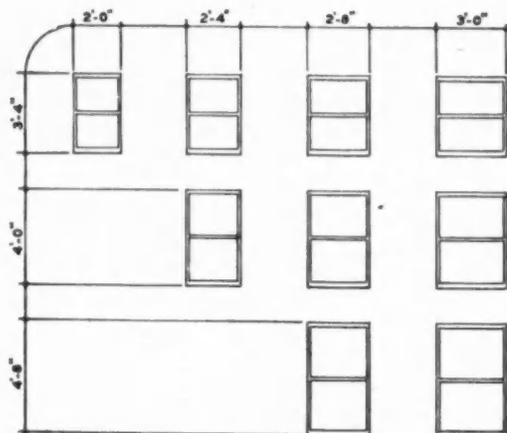
ALUMINUM WINDOWS

add Sales Appeal to any house

DOUBLE HUNG WINDOWS IN 9 STOCK SIZES



OPTIONAL MUNTIN ARRANGEMENT



AVAILABLE STOCK SIZES

ALWINTITE aluminum windows will increase the salability of any house you build. Their smart-looking appearance adds visible value and means quality construction to every home buyer.

Neutral in color, these new aluminum windows blend harmoniously with any type construction—brick, frame, stone, or stucco. They will be available (as soon as Government restrictions on residential building and materials are lifted) in both double hung and casement styles and will come in stock sizes—9 double hung and 8 casement—to fit the most popular size window openings.

These new ALWINTITE aluminum windows will be sold at prices you'd expect to pay for any good window. Despite their low cost they will embody the best design and construction features. They will have patented built-in stainless steel weather stripping and will be supplied completely assembled, adjusted, and ready to install.

Plan now to include these new ALWINTITE aluminum windows in every home you build. For complete details write today for a Free copy of our new descriptive booklet, "A Better Sales Outlook."

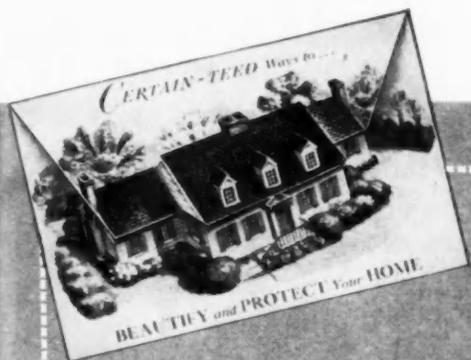
THE ALUMINUM WINDOW CORPORATION

A subsidiary of General Bronze Corporation

34-21 Tenth Street Long Island City 1, N.Y.

Mon
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Gen
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CF



FREE! "Certain-teed Ways to Beautify and Protect Your Property"

To Certain-teed:

Send me your 20-page Farmer's Building Handbook

Send me your Certain-teed Ways to Fix Up My Home

Name _____

Address _____

City _____ State _____



This little coupon goes to market!

...and brings back thousands of immediate and postwar leads to Certain-teed Dealers!

Month after month Certain-teed advertising is pre-selling your prime prospects—7,000,000 Farm Families and Home Owners who read American Home, Country Gentleman, Successful Farming, Progressive Farmer, Hoard's Dairyman and Poultry Tribune.

Each month thousands of these prospects "clip the coupon below" . . . send for Certain-teed's Farmer's Handbook and "Certain-teed Ways to Beautify and Protect Your Home"—both packed with repair, remodeling and new building ideas. Thus—Certain-teed advertising is doing a double-barrelled job for you: making Certain-teed a preferred name in building products through year-in-and-year-out promotion, *plus* uncovering and cultivating interested prospects with follow-up sales literature.

CERTAIN-TEED

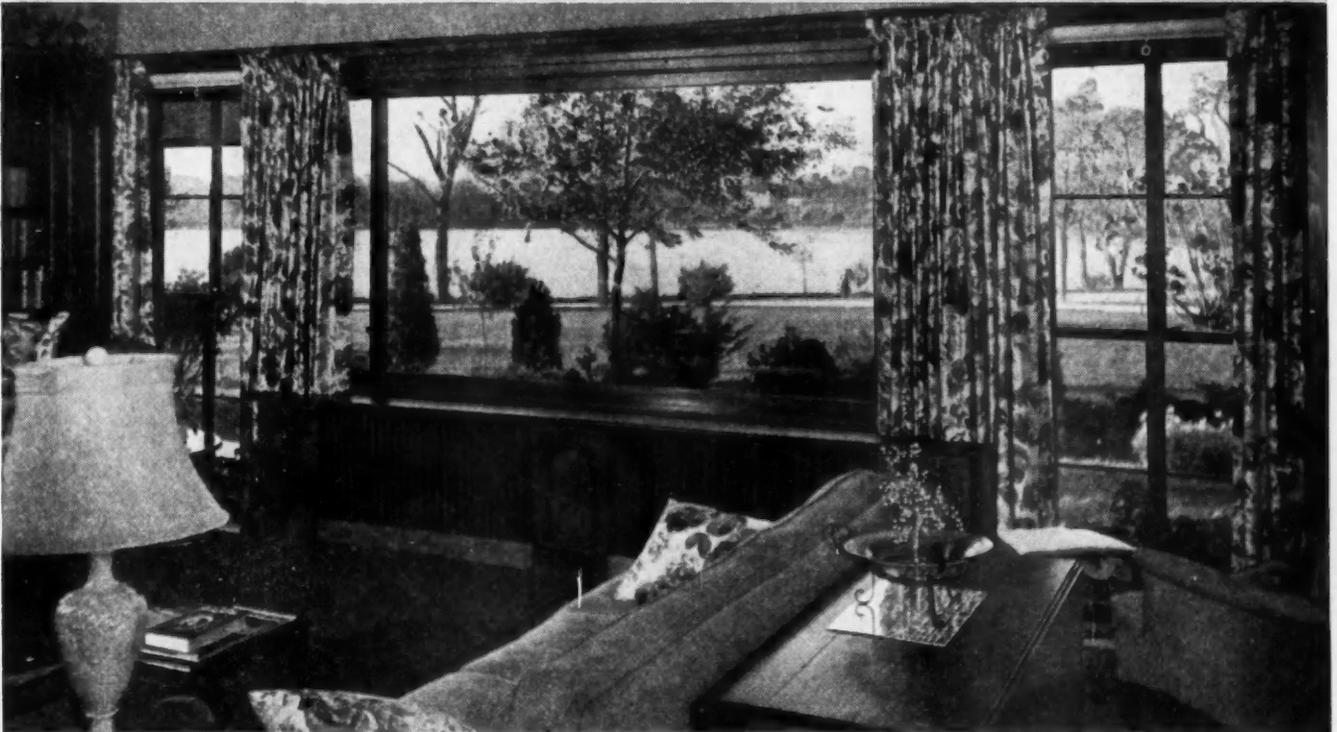
BUILDING



PRODUCTS

CERTAIN-TEED PRODUCTS CORPORATION, 120 S. LaSalle Street, Chicago 3, Illinois

Daylight ENGINEERING... FOR BETTER LIGHT



Thermopane... FOR COMFORT

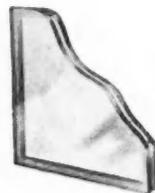
Now you can *double* the appeal of glass in your post-war houses.

Offer the better light and exciting beauty of big Picture Windows. They make enjoyment of the outdoors a part of indoor living—a feature of proved salability. Add the appeal of heat savings and greater comfort made possible by Thermopane, the windowpane that insulates.

Thermopane helps keep rooms warmer in winter, cooler in summer, and tends to shut out street noises the year 'round.

The benefits of Thermopane are described briefly at right. To help your planning, get our new Thermopane book, containing full information on the sizes, thicknesses and types of glass with which it can be made. Write to Libbey-Owens-Ford Glass Company, 1155 Nicholas Building, Toledo 3, Ohio.

Thermopane . . . the windowpane that insulates Makes big windows practical in any climate



Thermopane provides effective insulation because a layer of dehydrated air is sealed hermetically between its two panes of glass. Thanks to the patented Bondermetic 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.



LIBBEY • OWENS • FORD

a Great Name in **GLASS**

"Slick bathroom! . . . let's snatch a few ideas!"

"Pretty swank . . . that business of having two wash bowls. And darn practical, too . . . with our houseful of kids. The long wall in our bathroom would take 'em nicely!"



"PLAN FOR TOMORROW - BUY MORE WAR BONDS TODAY"

FREE BOOKLET—"Planning your Bathrooms and Powder Room." Write for yours today!

"That safety bottom bathtub with shower would be swell in the bathroom we're planning. I'd put my dressing table across from the lavatory and build closets on each side of the door as you come in. And that Briggs Beautyware in blue is a happy thought for the pink and blue color scheme I have in mind!"

"My problem is to modernize an old bathroom. And I can't think of a quicker, slicker way to do it than with Briggs Beautyware! It's so smartly styled and is so easy to keep clean . . . bet you I'd never be ashamed of my bathroom again!"



Whether you're planning a bathroom for a new home or modernizing an old bathroom . . . Briggs is working hand-in-hand with you! Our designers have done wonders with those formed metal plumbing fixtures you already like so much. When you see them again, they'll be the last word in style and convenience . . . and, as always, built to last!

BRIGGS Beautyware

BRIGGS MANUFACTURING COMPANY, PLUMBING WARE DIVISION, DETROIT 11, MICHIGAN

Copyright 1945

**This advertisement, in full color, appears in:
House Beautiful, June; House & Garden, July**



Ask the ladies about...

the new "Standard" Duo-Use Bathroom



They'll tell you why they want it in their home of tomorrow!

"Gives me two bathrooms in one!" "Saves space!" "Ideal for a big family!" That's what you'll hear if you ask the ladies what they like about the new "Standard" Duo-Use bathroom. This new idea in bathroom design provides for a dividing wall that enables two people to use the bathroom at the same time, each in complete privacy. One section contains the bath and shower. The other, containing the lavatory and water closet, makes an ideal powder room. No extra fixtures or piping necessary!

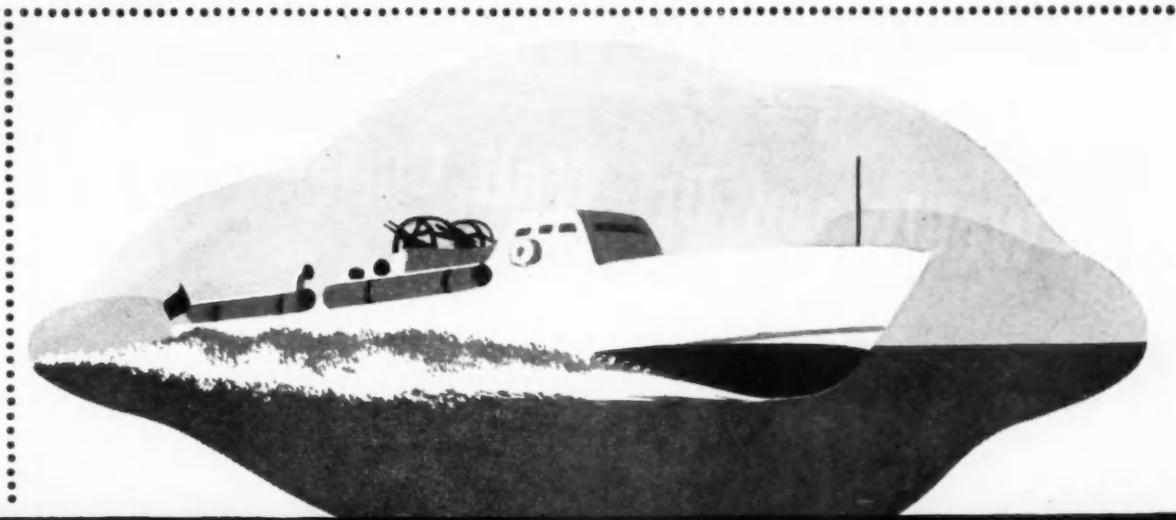
You see above just one of the many ways in which the Duo-Use idea can be adapted. Extra doors can be added for accessibility, extra cupboards and closets

for convenience. And the new "Standard" Duo-Use bathroom is just as practical for hotels and apartments as it is for homes. Follow AMERICAN "Standard" advertising in leading magazines for new suggested stylings. As an architect or builder you'll find many an idea that can be put to practical use in planning the home of tomorrow.

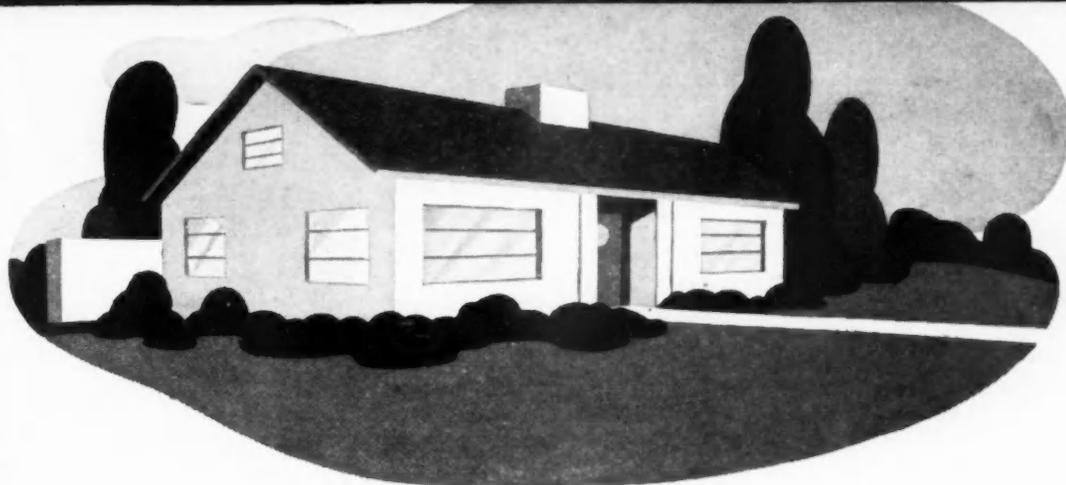


AMERICAN RADIATOR & Standard Sanitary

New York CORPORATION Pittsburgh



Whether you build PT Boats or Prefab Houses . . .



.....**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) diminishes grain-raising effects; 5) makes the material scuffproof, splinterproof, snag-resistant; 6) affords a stainproof, washable, "wipe clean" surface; 7) 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.

*TRADE MARK

Kimpreg
TRADE MARK

A PRODUCT OF
**Kimberly
Clark**
RESEARCH

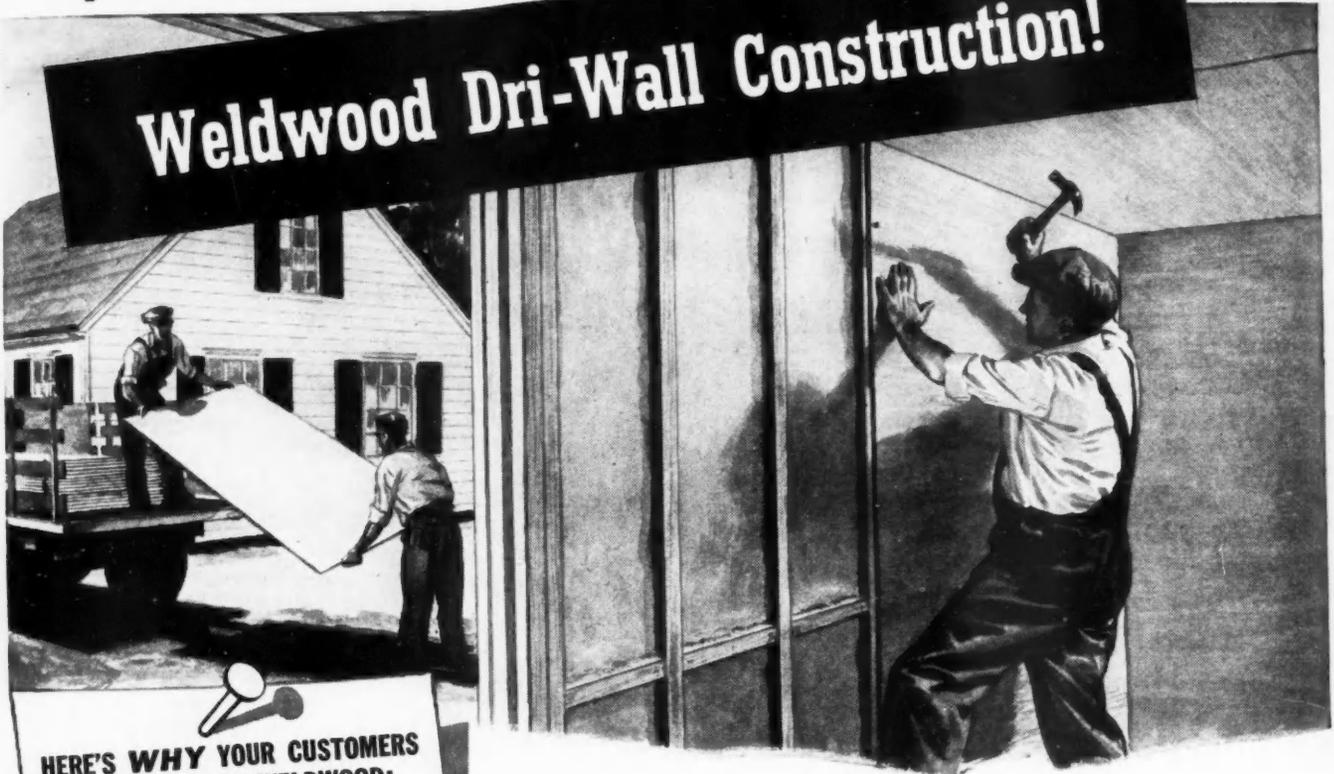
Send Coupon for FREE KIMPREG Book to:
Kimberly-Clark Corporation, Neenah, Wis.
AB-545

Name _____
Firm _____
Type of Business _____
Address _____
City _____ State _____

Among the users of KIMPREG are: Buffelen Lumber & Manufacturing Company; Olympic Plywood Company; Washington Veneer Company; and The Wheeler, Osgood Company; all of whom are currently producing a Douglas Fir Plywood surfaced with KIMPREG. This product is sold under the trade name of Inderon.

Your Answer is...

Weldwood Dri-Wall Construction!



HERE'S WHY YOUR CUSTOMERS WILL INSIST ON WELDWOOD:

STRUCTURAL ADVANTAGES

Dri-wall construction cuts building time as much as six weeks . . . eliminates dangers of warping, swelling and cracking in sash and wood work due to the tons of water in plaster walls. All standard grades of Douglas Fir plywood are made in Weldwood's giant West Coast plants.

DECORATIVE FEATURES

Weldwood . . . in genuine mahogany, walnut, oak, knotty pine, figured gum, birch and Weldtex (striated Weldwood) . . . achieves the warmth and beauty of wood-paneled rooms at unbelievably low cost. Modern streamlined production has made this possible.

Inexpensive Weldwood Utility Panels, with satin-smooth hardwood faces, provide ideal wall surfaces for paper or paint . . . never show unsightly checking or grain-raise.

ECONOMY

Final results balanced against investment shows Weldwood Plywood construction to give far more value per dollar than old-fashioned materials.

Because Weldwood can be installed rapidly . . . inside and out . . . building time is cut down, with resultant savings in labor cost.

DURABILITY

Weldwood Plywood Panels are guaranteed for the life of the building. Weldwood walls are permanent walls requiring no upkeep costs.

Post-war home buyers will have definite "wants". They'll want lasting beauty, comfort, utility . . . all at moderate cost.

You'll be able to satisfy them with Weldwood Plywood and dri-wall construction.

From cellar to attic this technique saves time and cuts costs.

Briefly, the remarkable economies effected by Weldwood Plywood all stem from the far fewer pieces needed to build a house. It takes 300 to 400 pieces of standard lumber for sheathing and sub-flooring in a small house; less than 70 plywood panels are required.

Coupled to this matter of savings are two equally vital "musts" for post-war construction . . . speed and beauty. Nobody concerned has ever been

happy about the waiting-for-the-plaster-to-dry period . . . doors still to be hung, the danger of warped wood-work. Weldwood Plywood — plus dri-wall construction — eliminates all that.

As to beauty and charm, Weldwood Plywood offers endless opportunity for striking effects — Mahogany, Walnut, Oak, Birch, Maple . . . all of them will be available at moderate cost.

For painted or papered walls, Weldwood Utility Panels give you a permanently-smooth undersurface, free from grain rise and unsightly checking.

And, best of all — Weldwood Plywood is proof against future wall trouble. *Weldwood Plywood Panels are guaranteed for the life of any structure in which they are used.*

Why not get full information now?



Weldwood

Waterproof Weldwood, so marked, is bonded with phenol formaldehyde synthetic resin. Other types of water-resistant Weldwood are manufactured with extended urea resins and other approved bonding agents.

THE MENGEL FLUSH DOOR



Light . . . Strong . . . Permanently beautiful. Matches perfectly with Weldwood Walls.

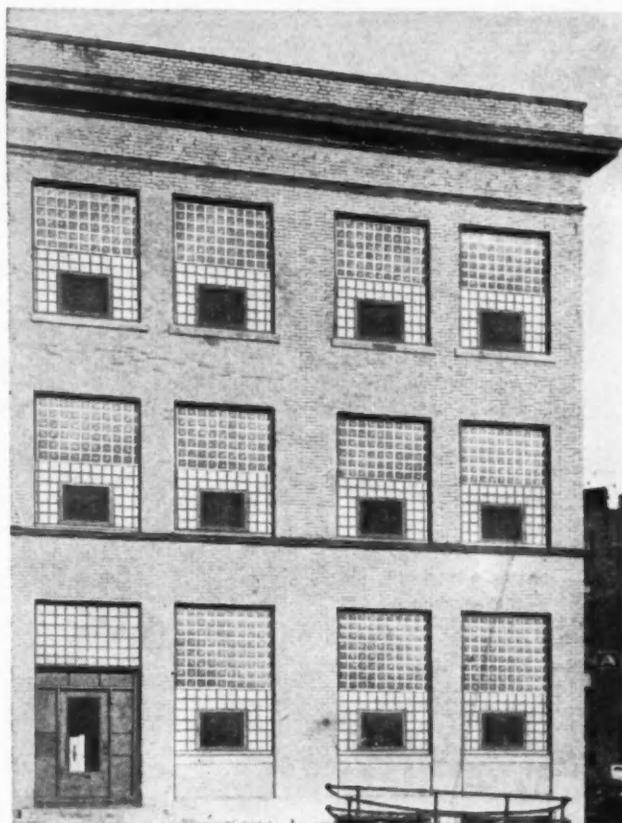
WELDWOOD Plywood

Weldwood Plywood and Plywood Products are manufactured and marketed by
UNITED STATES PLYWOOD CORPORATION THE MENGEL COMPANY
 New York, N. Y. Incorporated
Louisville, Ky.

Distributing units in Boston, Brooklyn, Chicago, Cincinnati, Cleveland, Detroit, High Point, Los Angeles, Newark, New York, Oakland, Philadelphia, Pittsburgh, Rochester, San Francisco, Seattle. Also U.S.-Mengel Plywoods, Inc., distributing units at Atlanta, Jacksonville, Louisville, New Orleans. Send inquiries to nearest point



BEFORE rebuilding with Insulux. This building had been damaged by fire. In remodeling, the owners wisely decided to install panels of Insulux Glass Block instead of window sash. Insulux is a practical as well as beautiful building material.



AFTER rebuilding with Insulux. These lustrous panels of Insulux diffuse light far better than ordinary construction yet provide privacy along with light. They are fireproof—non-combustible—and do not rot, rust or corrode.

There's real money for you in a job like this!

WHY NOT get your share of the current remodeling business? Make *extra profits* installing panels and partitions of Insulux Glass Block.

Insulux is in great demand. It is *available now*. And—it is comparatively easy to install.

Panels of Insulux are being installed in hundreds of buildings throughout America. In factories, stores, offices and homes!

The reason? Insulux is a practical as well as a beautiful building material. It diffuses light far better than

ordinary construction yet provides privacy along with light. It does not rot, rust or corrode. And it is easy to clean and to keep clean.

Mail coupon below for full information.

OWENS - ILLINOIS

INSULUX

GLASS BLOCK

MAIL THE COUPON FOR FREE BOOKLET

OWENS-ILLINOIS GLASS COMPANY
Insulux Products Division, Dept. B-151
Toledo, Ohio
Gentlemen: Please send me, without obligation, your book entitled, "Rx for the Improvement of Buildings."

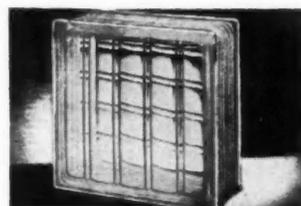
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City _____ State _____



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



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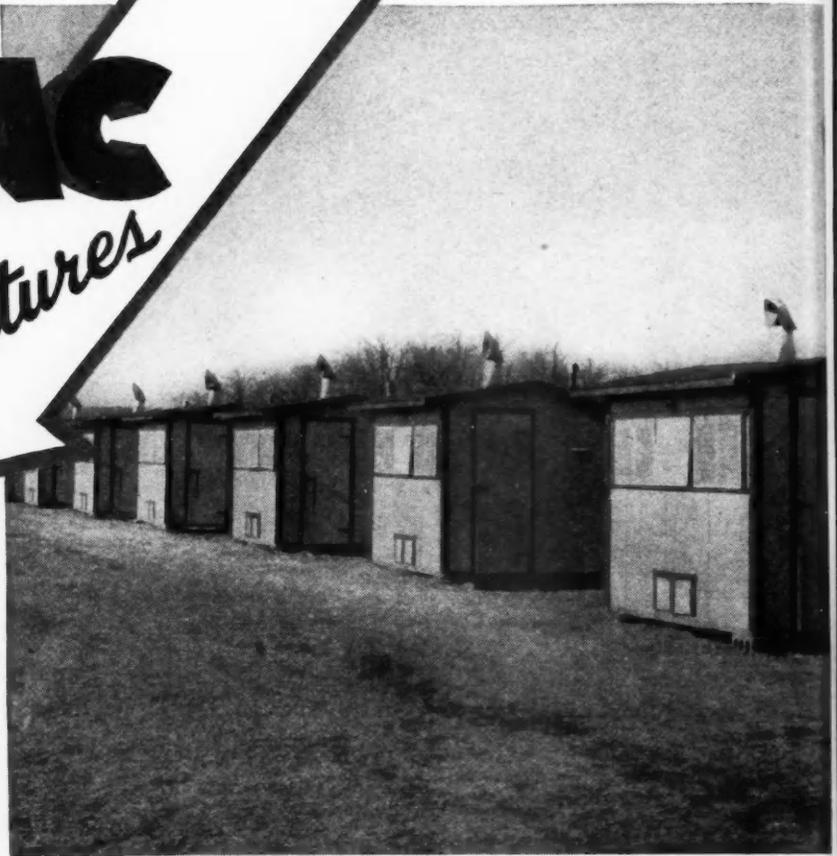
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Century
APAC

Features

FEATURES OF "Century" APAC

- Made of Asbestos Fibre and Portland Cement
- Pleasing light gray color
- Fire resistant and durable
- Convenient size — 4' x 8'
(Three thicknesses — $\frac{3}{16}$ ", $\frac{1}{4}$ " and $\frac{3}{8}$ ")
- Low cost
- Rat and termite proof
- Easy to cut, handle and apply
- Fastens with nails or screws
- Practically no maintenance required
- Prompt delivery



"Century" APAC is a USEFUL structural sheet material that just naturally moves fast. It is economical, easy to handle, quick-building. It is the ideal material for all sorts of farm structures.

It is useful for making hog houses, barns, poultry houses, brooder houses and range shelters. It is completely resistant to fire, weather, vermin, rats and rot. Thousands of builders have used "Century" Apac successfully . . . thousands more will use it for roofing, siding, ceilings and partitions.

Look into K & M "Century" Apac's possibilities NOW. "Century" Pre-Drilled Apac . . . which has automatic nail spacing, and provides a ready layout guide. Both are sure-fire sales items. Both can be supplied by your Keasbey & Mattison dealer.

Apac, in plain or pre-drilled form, comes in sheets 4' x 8' and in thicknesses of $\frac{3}{16}$ ", $\frac{1}{4}$ " and $\frac{3}{8}$ ".



KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

NATI

THEY'RE PLANNING *Now* FOR TOMORROW'S COMFORT

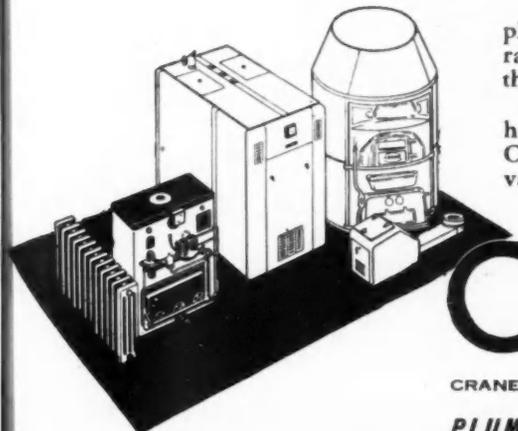


THOUSANDS of American families are planning now to build or buy a new home as soon as the removal of war restrictions makes construction possible. They are looking for quality in their home—they recognize that one of the things that can mean much to their future comfort is the heating system.

You will find that a complete Crane heating system will mean much to your prospects. They recognize the name of Crane as standing for tops in quality; and on the heating systems you install, it will add sales value to your homes.

To the builders of tomorrow's homes, Crane Co. will offer a complete line of boilers for steam and hot water; furnaces for warm air; radiators, controls, valves, fittings, oil burners and stokers—everything necessary for every type of heating system.

Right now there are necessary limitations on heating equipment; however, by the time it is possible for you to start construction, your Crane heating dealer will be able to offer the latest and most advanced types of heating from the complete Crane postwar line.



CRANE



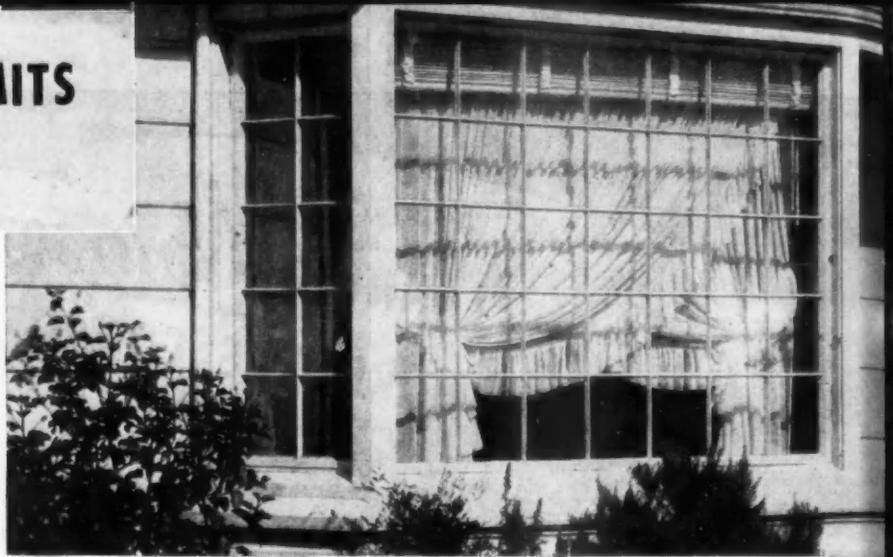
CRANE CO., GENERAL OFFICES: 836 S. MICHIGAN AVE., CHICAGO 5, ILL.

PLUMBING • HEATING • PIPE • FITTINGS • VALVES

NATION-WIDE SERVICE THROUGH BRANCHES, WHOLESALERS AND HEATING DEALERS

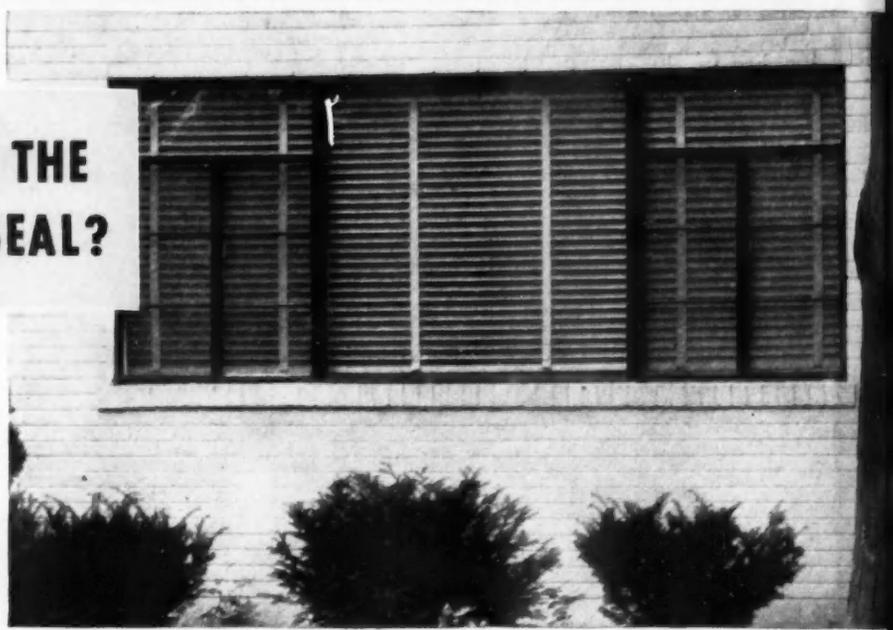
WHAT WINDOW ADMITS THE MOST LIGHT?

STEEL, as you know! Slender frames and muntins permit 30% more glass area. Steel casements flood homes with light, and fresh air... completely control drafts. For Cape Cod, or Modern, Ceco steel windows give more light and ventilation!



WHAT WINDOW HAS THE TIGHTEST WEATHER SEAL?

STEEL!... According to a recent scientific study of the Metal Window Institute. So when you design or build a home specify Ceco casements and save on fuel and air conditioning costs.



WHAT WINDOW COSTS THE LEAST?

STEEL! In steel casements the initial cost is the *final* cost. In other windows there are hidden costs you are likely to overlook—hardware, accessories, additional labor costs, etc. So save on window cost... specify Ceco *Steel* casements!

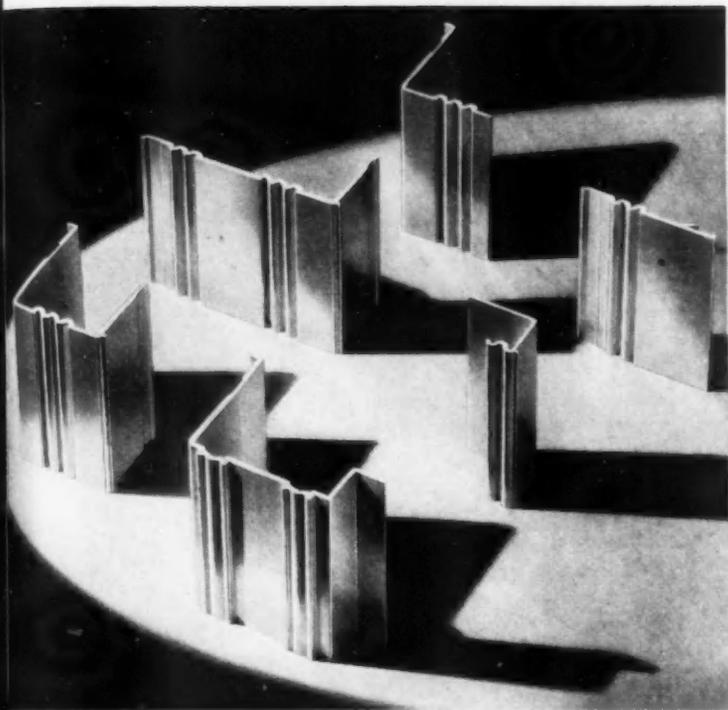


Concrete Engineering Division: Meyer Steel forms, adjustable shores and clamps, reinforcing bars, fabric, etc. **Manufacturing Division:** steel windows and doors, metal lath, metal weatherstrip, metal frame screens, steel joists, steel roof deck. **Highway Products Division.** **Sheet Steel and Wire Division.**

CECO STEEL PRODUCTS CORPORATION
Manufacturing Division—5701 W. 26th St., Chicago, Ill.

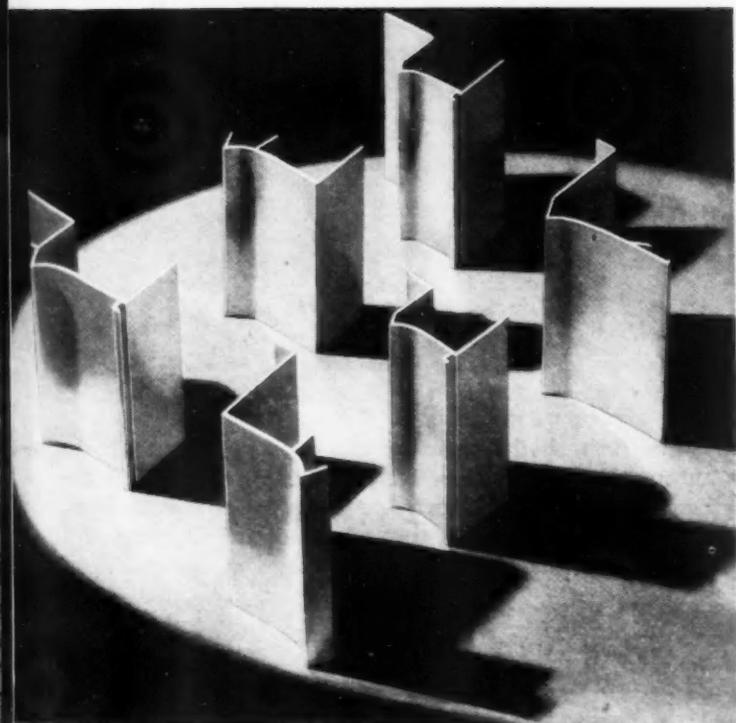
ENGINEERING MAKES THE BIG DIFFERENCE IN **CECO** CONSTRUCTION PRODUCTS

There are *two* lines of Pittco Metal — each distinctively styled



PITTCO **DE LUXE**

Since its introduction several years ago, the Pittco De Luxe line of store front metal has won a hearty endorsement from architects. Careful planning of the line as a whole, all at one time, resulted in unusual unity of design—a harmonious relationship between each Pittco De Luxe unit and all the other members in the line. And the extruded method of manufacture assures rugged strength, clean, sharp profiles, lasting color and perfect finish. This unrivalled combination of characteristics accounts for the continued popularity of Pittco De Luxe. It is first choice with architects whose clients demand sales-winning store fronts which reflect high quality.



PITTCO **PREMIER**

Recently, Pittco Premier was introduced to satisfy the need for a lightweight, moderately priced line of store front metal. The same careful planning and harmonious styling which have made Pittco De Luxe so popular are evident in the Premier line. Pittco Premier also was designed as a unit . . . each piece styled to complement and heighten the beauty of the other members with which it is used. Pittco Premier can be set easily and quickly from the outside, effecting a substantial savings in setting time. And the self-adjusting clip always maintains a firm grip on the glass, no matter what its thickness. These practical advantages plus the high degree of architectural beauty in the Premier line promise success comparable to that already attained by Pittco De Luxe.

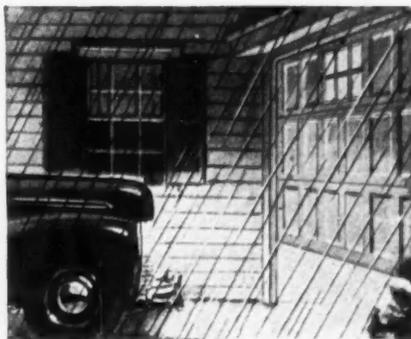
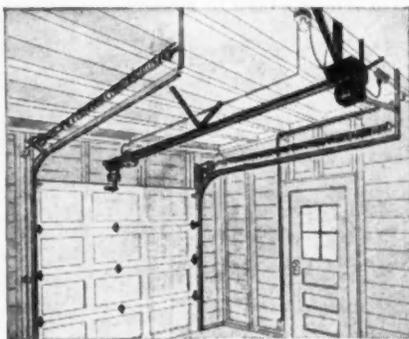
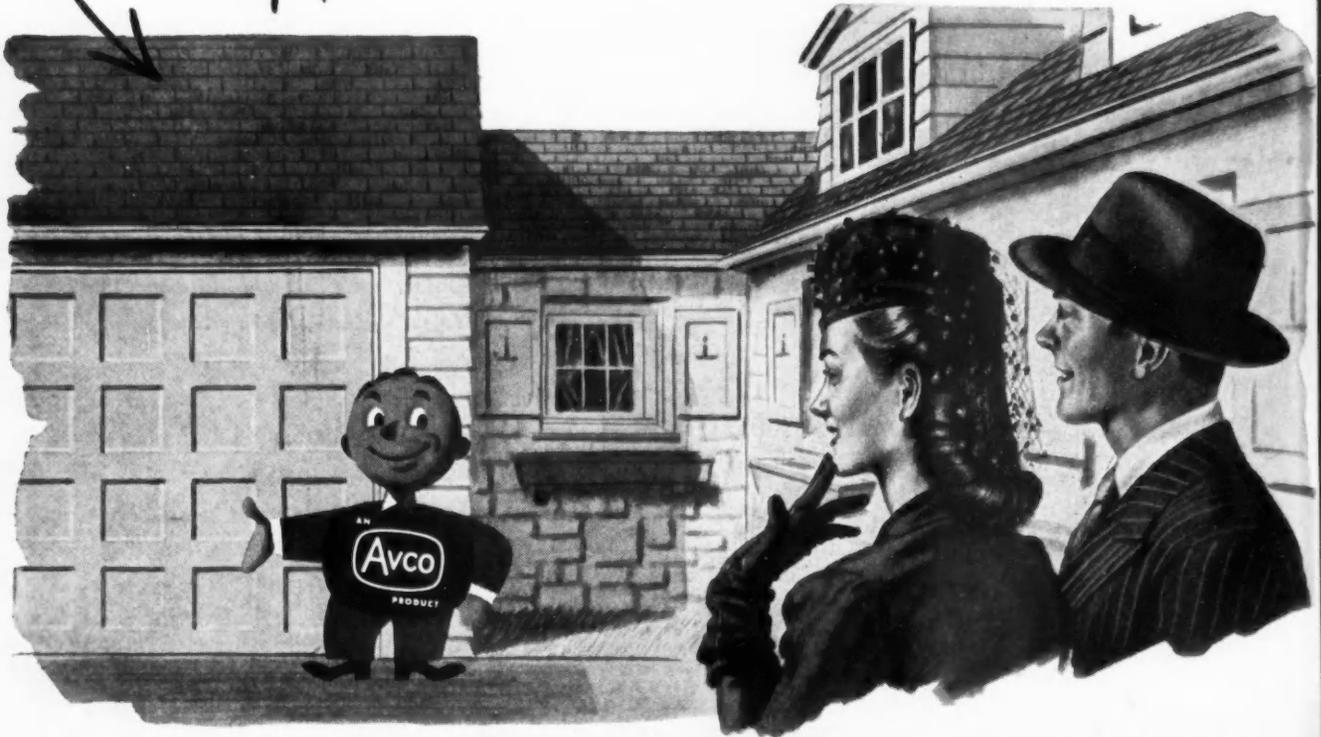


PITTCO STORE FRONT METAL
PITTSBURGH PLATE GLASS COMPANY

"PITTSBURGH" stands for Quality Glass and Paint

THIS can be the deciding factor...

Don't overlook the garage! Used a minimum of twice every day, the convenience and labor-saving devices of a garage can be as important a "sale" factor as those in the bathroom or kitchen... and a house that comes equipped with an Avco Automatic Door Operator on its garage will definitely have a plus in sales appeal.



The Avco Automatic Door Operator can be quickly and inexpensively attached to any type garage door. It is controlled by two buttons—one in the car, one in the house.

By pressing these buttons, the householder can open or close and lock his garage doors automatically, and turn on or off the lights in his garage. This eliminates struggling with stubborn doors, getting out in the rain, and gives extra convenience and protection through automatic lighting. Control of yard flood lights and entrance lights to the house is an optional extra.

AVCO Automatic
DOOR OPERATORS

THE HORTON MANUFACTURING DIVISION
The Aviation Corporation, Detroit 9, Mich.



A SPECIAL CONVENIENCE like this can well be the deciding factor that turns a prospect into a client. It costs so little and adds so much that many architects and builders have already written for full details, planning to incorporate it in their plans... We'd be glad to send you full details too.

A The modern floor (Kentile) is set tile by tile, instead of in sheets. Except when war conditions temporarily eliminate some colors and sizes, Kentile is made in 44 plain and marbled colors and 15 tile sizes plus 8 widths of feature strips. Therefore—*patterns and color combinations are absolutely unlimited.*

B The modern floor (Kentile) is so resistant to moisture and alkali it can safely be used right on concrete even when below grade.

C The modern floor (Kentile) sets a new standard for wear resistance. For instance, Kentile has served in busy corridors for 15 years without showing wear.

D The modern floor (Kentile) can be cleaned by simple mopping and its luster is maintained by just an occasional waxing.

E The modern floor (Kentile), since it is laid tile by tile, may be altered piece by piece in separate areas without disturbing more than the affected sections.

An **EXTRA** advantage of Kentile is the *greaseproof tile*—entirely resistant to grease, fat and oil. It costs only a few cents more and is available in 16 standard Kentile colors so it can be combined with standard Kentile and used only where needed.



15 Advantages all told in these New color folders:



You should know *ALL* the modern "ABC's" of floor quality—the Kentile standards. We couldn't list every one in this ad but we do tell the whole story in a new series of informative color folders. Each folder illustrates Kentile's advantages in various building categories. We'll gladly send you the folders that will help you. Without obligation, write on your letterhead, telling us the types of interiors you are especially interested in. Address David E. Kennedy Inc., 61 Second Avenue, Brooklyn 15, New York.





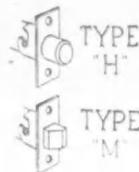
"So much more — for just a few cents more" — yes, when you install Dexter-Tubular 5-Disc Tumbler Cylinder Locks, you install **Guaranteed Security** into the homes you build. They provide the feature of desired **Security**, especially recommended for grade and rear doors, ordinarily equipped with only common mortise locks, easily passed with most any skeleton key.

Guaranteed, because, like all Dexter-Tubular, these 5-Disc Tumbler Cylinder Locks, despite their moderate cost, are squarely backed with the written Lifetime warranty. The sturdy 5-Disc Tumbler Cylinder

Locks manufactured by National Brass Company are designed to meet the demand for a good, moderately priced lock for grade and rear doors on a new construction.

On replacement work, they make a better appearing job than the ordinary rim lock for they install into — and not onto — the door. There is no unsightly, clumsy-looking exposed case. And Dexter-Tubulars are so easily installed by boring a few holes with brace and bit.

Reasonably prompt shipments are being made to your dealer. Ask him for complete information.



Available: Dead Bolt (type H) or Spring Night Latch (type M). Choice Finishes: Polished Brass, Dull Brass. Furnished with 2 keys. Keyed individually. Keyed alike on special order.

NATIONAL BRASS COMPANY, Mfrs.
Grand Rapids, Michigan

MAKERS OF BUILDERS, CABINET, SCREEN DOOR AND SHELF HARDWARE





Trimmed, Gained and Bored or Mortised on Special Order

Three Big Reasons Why Douglas Fir FACTRI-FIT Doors Help You Build Faster

Check the advantages of ordering Douglas fir doors FACTRI-FIT. They'll help you build faster and better and here's why:

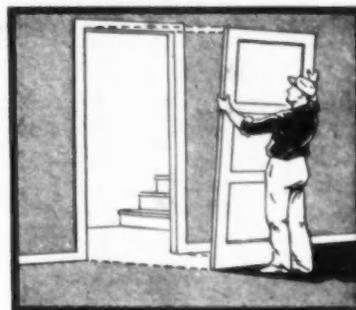
- 1 A FACTRI-FIT door is trimmed, pre-fit to standard opening size. On-the-job sawing and fitting is eliminated.
- 2 A FACTRI-FIT door is gained for hinges. The work is done at the mill by high-speed precision tools.
- 3 A FACTRI-FIT door is bored or mortised to your specifications, too. An additional time-saver!

You can use Douglas fir FACTRI-FIT doors right

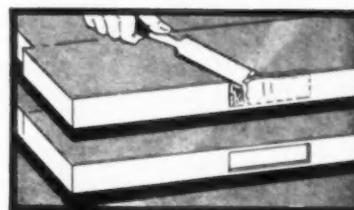
now—today—for a limited range of essential building. When war restrictions are lifted, these FACTRI-FIT features will help you speed every job. Savings you'll make more than offset the slight additional cost of this precision machining.

Plan to use FACTRI-FIT doors! Send for catalog showing the complete line of Douglas fir interior doors, Tru-Fit entrance doors and new specialty items.

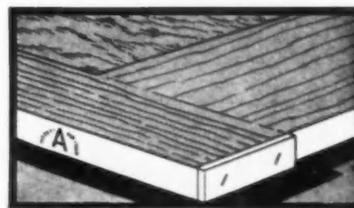
Douglas fir doors are also offered in two other classifications: STANDARD (made oversize for fitting to inexact openings) and PRE-FIT (trimmed to size, but without other machining).



Douglas fir FACTRI-FIT doors reach the job ready to hang. They save time and money—assure a better installation every time.



No reason for dull tools or unskilled workman to mar or 'butcher' a FACTRI-FIT door. The work is done at the mill. It's sharp, clean-cut, precise.



Douglas fir doors are edge-stamped for grade. Douglas fir PRE-FIT and FACTRI-FIT doors are scuff-stripped for protection in handling and shipping.

Douglas Fir DOORS

FIR DOOR INSTITUTE

Tacoma 2, Washington

Remember!
NATURE MAKES DOUGLAS FIR Durable!

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

THE NATIONAL ASSOCIATION OF FIR DOOR MANUFACTURERS

A New Counterbalancing Principle

PUTS ALL OPERATING MECHANISM IN THIS COMPACT

"Oil-Sealed Unit"

OF THE

BERRY *Aluminum*
Overhead Type **GARAGE DOOR**

THIS sealed mechanism makes possible these exclusive features found only on the Berry Door:

NO COSTLY SERVICING

All operating mechanism is sealed in oil in a compact box built into the door—requiring no servicing for it receives a lifetime lubrication at the factory.

NO HEAD ROOM REQUIRED

Door does not raise into garage. It can be installed in garages where the ceiling is plastered flush with underside of opening—a desirable advantage in basement garages or those with a second floor.

FASTER, EASIER INSTALLATION

All installation hardware attached at factory. To hang—center the door in opening and fasten two hanging brackets to jamb with only four lag screws—attach lock, striker plate, and weatherstrips and it is ready for operation. Anyone can install it.

Berry Doors are low in price. Their high quality makes them an exceptional value. They fit any need, including the most modest building budget.

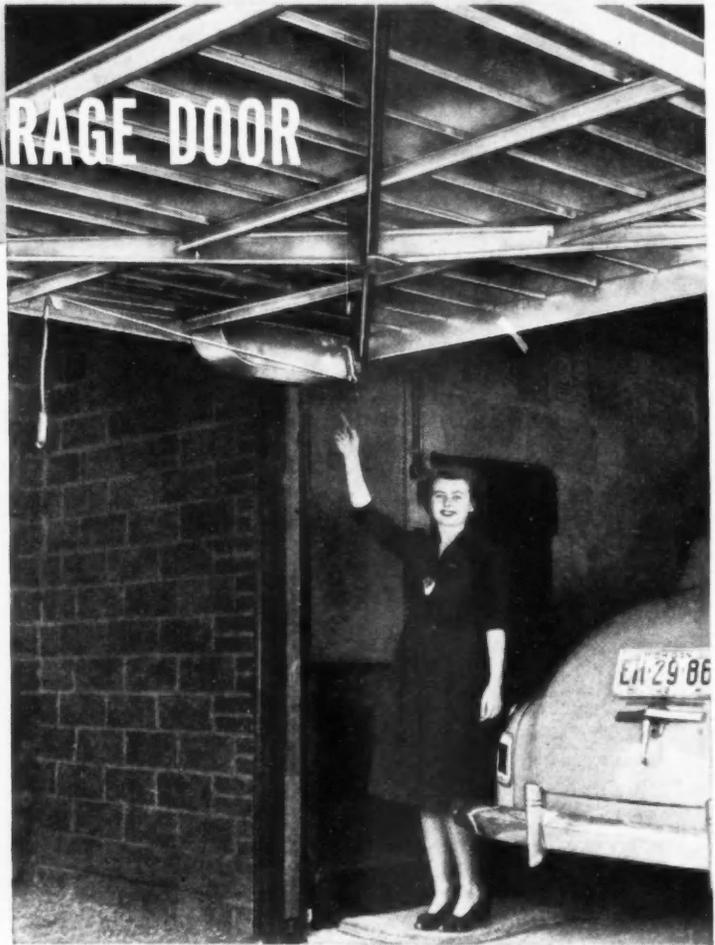


At present Berry Door production is 100% on war contracts—but as soon as we get the "green light" we are ready to resume manufacture of our specialty—the finest garage doors ever offered at any price.

BERRY DOOR COMPANY

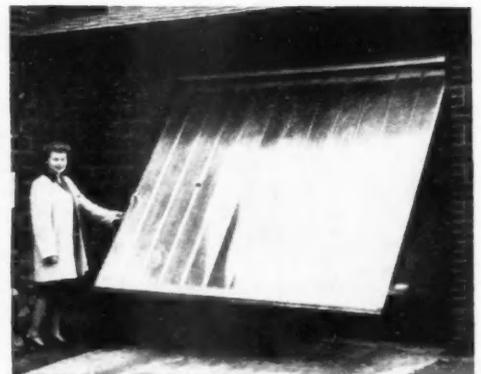
Specialists for Years

IN GARAGE DOOR ENGINEERING
BIRMINGHAM, MICHIGAN



SIMPLIFIED MULTIPLE DOOR INSTALLATIONS

The new counterbalancing principle makes it possible to hang the door from the header—making multiple door installations without columns, posts, or other obstructions between the doors—allowing for freedom of movement inside the garage—a safety factor for the inexperienced driver.



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Builders' News Review

Latest Washington developments—News of the National Association of Home Builders and Local Associations



W.P.B. Sets Up "C.P.O." Plan for Industry Reconversion

QUICK reconversion of American industry is set for V-E day under the newly announced C.P.O. (Committee for Period One) plan of the War Production Board. Period One is the time expected to elapse between victory in Europe and victory over Japan. The Committee includes 16 top W.P.B. officials and the setup is similar to that charted last fall when the defeat of Germany seemed imminent.

Ever conscious of the vast and speedy re-employment potentialities for returning servicemen and displaced war workers in the construction industry, W.P.B. places transitional plans for that industry among the first to be carried out. Chairman J. A. Krug has stated time and again that his agency has no desire to "spoon-feed" American business; and John L. Haynes, Director of W.P.B.'s Construction Bureau backs that up with the statement that his bureau's aim is "not to regulate business beyond the requirements demanded by materials shortages."

Outline of Plan

War requirements demand that details of the plan be con-

fidential as this is written, but informed opinion in Washington indicates that its broad outline will be:

1. No complete removal of restrictions. This is due to the continued shortage in lumber; due also to the fact that no one, not even the military, can say definitely as yet what quantities will be required for crating, west coast war housing, and other essential phases of the Pacific war. As these become apparent and as military requirements slacken off to allow more materials for the civilian economy, relaxation of controls will accelerate. Thus, for example, liberalization of room-size restrictions, increase in board feet allowances per structure, and other easing of controls may be expected.

2. An opening up of the market for remodeling, repair, maintenance. This will be accomplished by a broadening of the war-time definitions of what may be done under these headings; by an increase in the amount of money that may be spent on jobs, and by a loosening up in the quantity and kinds

(Continued to page 126)

Maryland Builders Offer Building Code Amendments

A special committee of the Home Builders Association of Maryland, headed by Vice-president John L. Tregellas, has intensively reviewed the new Baltimore County building code and offered approximately fifty amendments to the county commissioners. Builders' ire has been roused particularly by a provision forbidding new house occupancy until issuance of a completion-occupancy certificate by the Builders' engineer.

C. Braddock Jones has been nominated for membership on N.A.H.B.'s Board of Directors.

Robert F. Bready has been elected a director of the local group, succeeding E. J. Gallagher, Jr., resigned.

Montgomery County (O.) Builders On Citizens' Housing Committees

Following its policy of cooperation with civic groups, the Montgomery County Builders' Association has a member on each of the seven sub-groups of Dayton's Citizens Housing Committee. Builder-members and their committees include: Walter Vitzker, cost and quality of housing construction; Fred Halteman, financing of houses; Paul Brunner, management and maintenance of rental housing; J. B. Haverstick (N.A.H.B. vice-president), housing standards and ordinances; Robert H. Keltner, capacity of local industry; Quentin Brenner, owner and tenants survey; Armand Archer, residential analysis.

Merrion Visits Southern, Southwestern Associations

Joseph E. Merrion, N.A.H.B. President, left Washington on April 19th, following the directors' meeting in that city, on a month-long sweep through the south and southwest. Organizational and charter meetings were the order of the trip.

Arriving in Atlanta on April 20th for luncheon and dinner conclaves, Merrion's itinerary included Chattanooga and Nashville, Tenn.; Birmingham, Ala.; Miami and Jacksonville, Fla. From there he turns west toward New Orleans, La.; Houston, San Antonio, Dallas, and Fort Worth, Texas; thence to Tulsa and Oklahoma City, Oklahoma; and winding up at Memphis, Tenn., on May 16th.

100,000 New Small Construction Firms Needed Post-war

More than 100,000 new small business enterprises in the contract construction field will be needed post-war to enable the industry to provide its full share of employment for returning veterans and others. This statement was made recently by Senator James E. Murray of Montana, chairman of the Senate's Small Business Committee.

The Small Business Committee has initiated a series of studies aimed at the removal of obstacles to the use of the industry's full capacity to provide employment. These are under the direction of Frank Piovio, economist, on leave from The Producers' Council, Inc., co-operating with Murray's committee.

Fossier Heads 1945 Ticket Of Chicago Home Builders

Arthur E. Fossier has been nominated for the presidency of the Chicago Metropolitan Home Builders Association. He served as treasurer during 1944. Election is on May 8, 1945. Other officers to be elected include the following nominees: Edmund J. Sullivan, first vice president; Charles E. Joern, second vice president; Laurance H. Mills, secretary, Nathan Manilow, treasurer. Fossier served as treasurer during 1944.

The following men are to be elected as directors: A. O. Aldrich, George Arquilla, Irvin A. Blietz, Robert J. Bluett, Louis C. Burgener, Roy Davis, Joseph B. Ford, Hilding Johnson, John R. Lewis, John Cummings Lindop, E. C. Mahoney, Joseph E. Merrion, George F. Nixon, Louis Schorsch, Fred J. Walsh.

Directors nominated for the National Association of Home Builders of the United States include Irvin A. Blietz, Arthur E. Fossier, John R. Lewis, George F. Nixon, E. J. Sullivan, first alternate; and Nathan Manilow, second alternate.



NOMINEES for Chicago Metropolitan Home Builders' 1945 officers, left to right, are Nathan Manilow, treasurer; retiring President John Cummings Lindop, congratulating Arthur E. Fossier, new president; and E. J. Sullivan, first vice-president. Joseph F. Merrion, chairman of nominating committee and president of N.A.H.B., beams his satisfaction on a job well done. Election takes place on May 8.



RALPH S. DUKE, Regional Vice-president and immediate past secretary of N.A.H.B. and a past president of the Builders' Guild of St. Louis, brings to his local and national duties more than 21 years' experience as an active builder. He is a firm believer in local and national organization of builders to present a solid front "not for the purpose of special privilege, but to meet honestly and forcefully the threat of public housing and bureaucratic control." Builders, he feels, must "take their proper place in the national economic picture and answer the demands of Americans for homes of their own choice, in order that they may not be regimented into barrack type buildings."

Denver Group Co-operates To Aid Returning G-I's

The Denver Association of Home Builders has tied in with other agencies and associations related to building in that area to aid returning veterans who have been and are in danger of being fleeced of their savings by "so-called builders."

Instances have arisen of veterans contracting for homes that eventually took all their savings and their G.I. loan, and wiped them out. Arrangements are now going forward with veterans' groups in the area to refer G.I.s to the Home Builders and other responsible co-operating groups for assistance and advice. This is a sound public relations and public service effort that should commend itself to other local N.A.H.B. associations throughout the country.

Used Lumber Under Ceilings

O.P.A. authorized its regional and district administrators to establish ceiling prices on used lumber effective April 2nd. Established on a community basis, the order replaces regulations "freezing" prices at 1942 levels, and calls for posting of ceiling prices in dealers' yards.

Support Grows For F.H.A. Separation From N.H.A.

With a return to home building on a scale approaching peace-time proportions not too far in the future, support is being gained rapidly for a move designed to divorce F.H.A. from the National Housing Agency, to which it has been subject now for more than three years under the terms of a war-time presidential directive.

Latest effort in this direction is a bill (H. R. 2681) introduced by Congressman Mike Monroney of Oklahoma. As we go to press, a companion bill is set for introduction to the Senate by Senator George L. Radcliffe of Maryland.

Has Substantial Support

Several national organizations interested in the home building field are lending their support to the measure, including the United States Chamber of Commerce and National Retail Lumber Dealers' Association. Compelling factors which are expected to appeal to an economy-minded congress is F.H.A.'s record of paying its own way, without cost to the government, and its recent announcement of a dividend to certain home-owning members of its mutual mortgage insurance fund.

Alameda County (Cal.) Builders Prepare For Post-war Construction

An estimated post-war market of 38,785 units, both homes and apartments, will be required in the Alameda County area, according to a survey just completed by Pacific Power and Light Company. As reported by George H. Sharp, Executive Vice-president of Associated Home Builders of Alameda County, slightly more than half the new homes will be in the \$5000 to \$7500 bracket and only 9.3 per cent below the \$5000 level.

In a constructive effort to meet this demand by intelligent planning, Oakland's Residential Development Committee of the Chamber of Commerce, after consultation with the builders' group, petitioned the city's Planning Commission to study all factors essential to a sound program, including future residential developments, industrial areas, downtown business areas, retail trade centers, schools, utilities, sewage disposal and transportation problems, and come up with a master plan for meeting this need. Included were demands for study of building code and zoning restrictions for their effect on such a program.

Cleveland Builders To Offer Model Plan Book

The Advisory Board of the Home Builders' Association of Greater Cleveland, under the direction of Nicholas Colmar, is preparing to publish and distribute a book of house plans suitable for use in the Cleveland area. Covering homes in the \$6000 to \$12000 bracket, the book will include plans offered by association members and be devoted only to homes suitable for erection in that area. Also under way is a study designed to standardize building contract and specification forms.

At its last monthly meeting, the group heard Wayne J. Culp, Heating and Ventilating Consultant, on the subject: "Why Clevelanders will Demand Air-conditioned Homes."

South Florida Association Active On Many Fronts

The Home Builders Association of South Florida reports that after many months of consultation, its recommendations to various municipalities on building code amendments are nearing adoption.

Other activities, as reported by Executive Secretary M. M. Neumann, include substantial progress by the committees on research, new materials, and construction costs.

The group is now seeking larger quarters for a display room for manufacturers' products, and a plan room to be available to subcontractors. A model home will be built as soon as conditions permit.

N.A.H.B. President Joseph E. Merrion's visit, scheduled for April 27th-May 1st, included luncheon and dinner meetings, as well as an open meeting for all those interested.

Happy Days Return As Rochester Builders Dance

GOOD NEWS featured the annual banquet and dance of Rochester, N.Y., Home Builders' Association, recently held. Initial H-2 priorities for the area were announced that week, marking first new building activity in the city in three years. Chairman of the meeting was Norman J. Huyck, the new Rochester President, who introduced J. Harold Genrich, N.A.H.B. Regional Vice-president. John Percy, newly elected president of Niagara Frontier Builders' Association was among the guests. Rochester group sponsored Post-war Priority Plan for Home-owners as described in *American Builder*, November, 1944.

Indiana Act Would Clear Slums By Local Action, Private Builders

Indiana's newly-passed Redevelopment Act, according to the United States Chamber of Commerce, holds out "the most promise for aggressive and effective local action" in the clearing of slums. Embodying principles long advocated by the national chamber, the act empowers cities, through appropriate legislation, to clear slums and blight areas and encourage their redevelopment and improvement with private funds.

Under its terms, Indianapolis is already setting up a Redevelopment Board with local tax funds to enable the city to acquire blighted areas, clear and replat them, and sell them to private interests for rebuilding in accordance with the city's plan.

Large Savings Expected

William H. Book, Executive Vice-president of the Indianapolis Chamber of Commerce, points out that the city's contribution will be only the difference between what it receives for the sale of the land, and the purchase price and cost of clearing. He states further: "We believe that within 10 years of operation under this law, with a gross expenditure of \$5 or \$6 million, and a net expenditure of very much less, we can really clean up the slums in this community."

Copies of the Indiana Redevelopment Act may be obtained free by builders and groups interested in the subject, by addressing the Construction and Civic Development Department, United States Chamber of Commerce, 1615 H. St., N.W., Washington, D.C.

Editor To Appear Before Buffalo Chapter

Associate Editor John E. McNamara of *American Builder* will appear before the Buffalo, N.Y., Chapter of N.A.H.B., the Niagara Frontier Builders' Association, at its weekly meeting, May 3.

The new financing plan, presented elsewhere in this issue by John Cummings Lindop, prominent Chicago builder, will be made the subject of the discussion which will follow a presentation of the proposed new method to displace public housing.

From many sources proposals of this type are now being pressed upon the N.A.H.B. as a positive approach against public housing. McNamara said.

Mahon Builders Meeting

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Mahoning Valley (Ohio) Builders Hold Charter Meeting; Hear Goudreau

More than 175 builder members and others connected with the home building industry in Mahoning Valley, Ohio, attended the Home Builders' recent Charter Meeting held at the Central Y.M.C.A. of Youngstown.

Joseph Haverstick, Regional Vice-president of N.A.H.B., presented the group with its national charter while George Goudreau, President of the Ohio State Builders' Association, presented the State Charter to George Hartman, president of the Mahoning Valley group.

Socialism in Housing?

Goudreau addressed the gathering on "Private Enterprise or National Socialism in Housing?" while Haverstick urged all concerned with the building industry to join in the fight against public housing. Mr. W. B. Walters, District manager of Johns-Manville, spoke on the post-war home and warned against the public's expectations of a "miracle home."

The turnout spoke well for the future of the group, organized in September, 1944.

Dallas Association Installs New Officers

Newly elected officers of the Home Builders' Association of Dallas, recently installed, include J. B. Cozzo, former Federal Reserve Bank Board member, president, to succeed Hugh E. Prather; A. Pollard Simons, vice-president; Wilson Brown, treasurer; and M. M. Frost, secretary. Grover Godfrey, the "Dallas Dynamo," was named executive secretary for his second term.

Speakers before the group's recent meetings have included Elmer Wheeler, the "Sizzling" salesman, and G. C. Potter, of Pratt and Lambert, on "Color Will Sell Your Homes."

Portland (Ore.) Group Goes On Record Against N.H.A.'s Bulletin No. 2

In a formal resolution passed at a recent meeting, the Portland Home Builders' Association went on record as opposed to Bulletin 2 (Where The Housing Dollar Goes) of the National Housing Agency. Stating that the Bulletin "evinces a theoretical, impractical ignorance of the basic facts of building, is misleading in its statements and erroneous in its conclusions," the resolution calls it an attempt to prolong the life and jurisdiction of N.H.A., to establish governmental competition with free enterprise, and to establish complete control over the building field. It urges all N.A.H.B. members to call the attention of legislators to this "threat to the second largest industry in the nation."

St. Louis Builders' Guild Helps Frame New Code; Sponsors Forum

Seven years of effort were culminated recently with the sign-passage of a new building code for St. Louis. In the forefront of groups working on the code was the St. Louis Builders' Guild. Framed with a view to greater flexibility, the new regulations permit the use of new materials which pass rigid tests as to strength and fire-resistance, in contrast to the old requirements for use of named materials only.

Forum A Success

More than 1200 persons attended the Guild's recent Construction Forum. Intended to show how all components of the industry could work together for better home-building, the forum presented six nationally-known authorities in the building, manufacturing and financing fields. Copies of literature used in developing the forum may be obtained from Ralph S. Duke, at 829 Warder Ave., University City 5, Mo.



NEWLY elected directors for 1945 of the Home Builders' Association of Northern New Jersey include the following, from left to right: Carl Carlson, Leo Cosden, Charles H. Reis, Uriah H. Cole and E. M. Spiegel. Officers were to be elected later.

Cortright's Column

By Frank W. Cortright

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



The untimely death of President Roosevelt caused consternation and deep sorrow here as throughout the rest of the nation. Officialdom was temporarily thrown into a state of shock at the loss of their great leader who for more than twelve years ruled with such vigor. In spite of periodic revolts a deep basic loyalty existed and dependence upon the President's final judgment had become a habit. Now in retrospect it is possible to fully evaluate this. Never before has there been a time when so many momentous problems are in the offing and from here on the team itself must play the game. Lacking its accustomed coach and captain, it will have a new leader who, although lacking experience in some fields, is universally accepted as a man of great courage, integrity and sound judgment.

President Truman will lean to the right of center. Resembling Calvin Coolidge in some respects, his rural, practical background assures sound common sense administration and firm resistance to impractical liberalism. Recognizing the magnitude of his job, he will delegate responsibilities to a revised Cabinet and some new administration leaders. Of great importance is the fact that the peace settlement will be made in the closest and most harmonious relationship with the Senate where the President is highly regarded. Labor's position will be properly recognized, but it seems a good bet that pressure tactics from this quarter will not succeed. Of the three major factions within the Democratic party the strongest, headed by Committee Chairman Hannegan, will have great influence.

Many resignations will be offered and some will be accepted. If former Justice Byrnes returns to the number two position, as it is presumed he will, the revised line-up will be somewhat different than if this is not the case. Senators Vandenberg, Bailey, Wheeler and Clark are all excellent prospects for key Cabinet posts. It is a good bet that Secretaries Morgenthau and Perkins, Postmaster General Walker, and Attorney General Biddle will relinquish their posts. Whether Secretary Wallace will move up or down is a subject of considerable interest and speculation. Such key officials as Bowles of O.P.A., Krug of W.P.B., Davis of Economic Stabilization, Taylor of the War Labor Board, Vinson, Mobilization Director, N.H.A. Administrator Blandford, Federal Communications Commissioner Porter and others may or may not be retained according to the new President's judgment and the political pressures which are applied. It is presumed that some White House Secretaries and members of the President's unofficial family, such as Harry Hopkins and Judge Rosenman, will receive important assignments but their long term of great power may be ended.

N.H.A. takes stock of war housing construction to date. Examination of the figures, both public and private, disclose a number of interesting facts. New construction of 1,791,822 war housing units would indicate that at least six million people essential to war production have been housed. Other accommodations provided through "more intensive use of the existing housing supply" an estimated

(Continued to page 118)



This is the third ad in National Gypsum's new advertising campaign in *TIME*, *NEWSWEEK* and *BUSINESS WEEK*. It tells how owning your own home is almost as big a thrill as having your first date. And unless we miss our guess, it's going to help all of us make a date with a lot of business the minute restrictions are lifted.

"IT'S LIKE THE THRILL OF YOUR FIRST DATE!"

REMEMBER what a thrill that was . . . your first date? It was one of the big moments in a lifetime! And that's just about the same thrill you'll have after the war in the home the building industry is planning for you. It will be designed and built for the needs of your particular family—for a life of increased leisure and comfort.

One of these things that will make new and modernized homes better will be the new and improved line of Gold Bond Building Products made by National Gypsum Company. High-efficiency Gold Bond Rock Wool will permit you to live more comfortably the year around and save money on fuel bills, too. Whatever the exterior finish, Fireproof Gold Bond Gypsum Sheathing beneath will add fire protection at no extra cost. Plaster walls and ceilings will be kept repair free and better looking longer with the help of the Gold Bond Floating Wall System. In all, more

than 152 related building products . . . guaranteed and sold under the famous Gold Bond name.

Plan now to get the thrill of your life out of postwar living. Take your local architect, contractor and Gold Bond Dealer into your confidence. They'll be able to show you many ways to plan right and build right. And when they suggest Gold Bond Materials, you'll be getting the best! National Gypsum Company, Buffalo 2, New York.

BUILD BETTER WITH GOLD BOND

Wallboard . . . Lath . . . Plaster . . . Lime . . . Metal Products
Wall Paint . . . Insulation . . . Sound Control

AMERICAN BUILDER

Editorial

Time for Home Building Offensive

THIS is being written on April 14. For the first time since the war started military operations in Europe indicate an early collapse of organized German resistance. Large scale resistance seems already to have collapsed. On the other side of the globe Japanese war lords must know how hopeless their cause has become in the last six months. Both of our enemies have only one decision to make, and that is whether to give up now and try to save something for national regeneration, or fight on to inevitable national suicide.

Regardless of what decision either makes, the European war, past its decisive stage, is near an end, and the Asiatic war, rapidly gearing to its decisive stage, will end much sooner than many of us thought possible a year ago.

Many of the left wing planners in Washington knew or guessed shrewdly several months ago what the military situation would be this spring. And while industry and commerce, the leaders and the rank and file, have been immersed in the business of winning the war, the Washington apostles of perpetual government control of business have used the time to prepare effective assaults on free private enterprise.

It is not surprising that home building should have been selected to receive the first major assault of the all-out left wing social planners. Home building is generally conceded to be the first approach to peace time economy. For that reason alone it would have to be the first sector on the private enterprise front to be attacked. In addition, however, it is peculiarly vulnerable, because it is not, in fact, a united industry. It is a heterogeneous collection of thousands of large and small business enterprises. No one of its several major divisions has ever been organized for either attack or defense, and the corollary to that is that the major divisions have never united to present a solid industry front. It requires nothing beyond an elementary knowledge of the principles of battle to know that such a collection of contributing factors to home building is vulnerable, and to say the least the Federal public housing advocates know elementary principles.

Not a United Industry

The time has come, with both war fronts developing in such a way that the beginnings of reconversion are not far off, for the home build-

ing industry to divert some of its thinking and planning, if not some of its energies, to launching an offensive against those who would tear down free private enterprise, and thus destroy the principles that have enabled us to fight the war successfully. Most of us have known that the day would come when we would have to launch a home front offensive against the left wingers who seek to use the war for planning the destruction of everything we are fighting to preserve. Most of us have known that military victory, all important as it is, cannot mean final victory unless we safeguard the time proved economy of free private enterprise. And most of us have known that the timing of the home fight to preserve our institutions would have to be calculated to a nicety in order not to prolong the war by as much as one second. That time, in our judgment, is here.

Opposed to Government Regulation

The time has come for the home building industry to marshal its forces, assemble its facts, and prove the case of private home building, a case which has seemed to us so self evident that it needed no proving. The determination and organization of the forces arrayed against us, however, require attention. We see no cause for worry. We are not too late, and the industry can assemble a logical array of facts that will be incontrovertible. We do see cause for intelligent concern, and we urge that concern be translated into action without delay.

American Builder opposes the creation of a home building department and the appointment of a cabinet officer to head it. We oppose the formation or post-war perpetuation of any bureau or other government agency with power to regulate or direct home building in any way. We stand, as always, convinced that the best interests of the country will be served in the future as they have been in the past, that American housing standards will continue far in advance of standards anywhere else in the world as they have been for a century and a half, only as long as individual initiative is unhobbled by government interference in business.

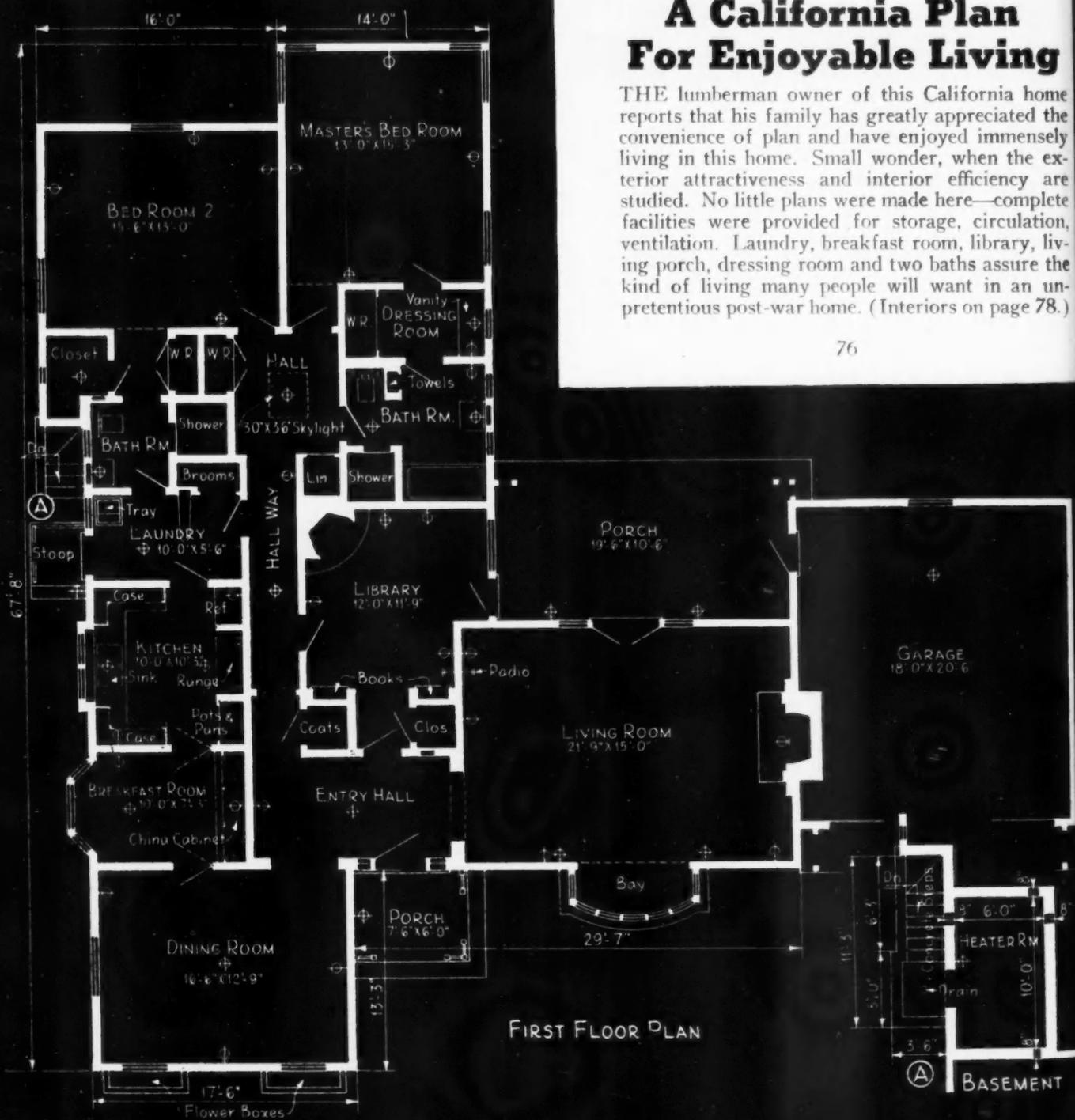
The time has come to join the ranks of the home building industry for an economic victory at home that will match military victories abroad, and without which the military victories will have been in vain.

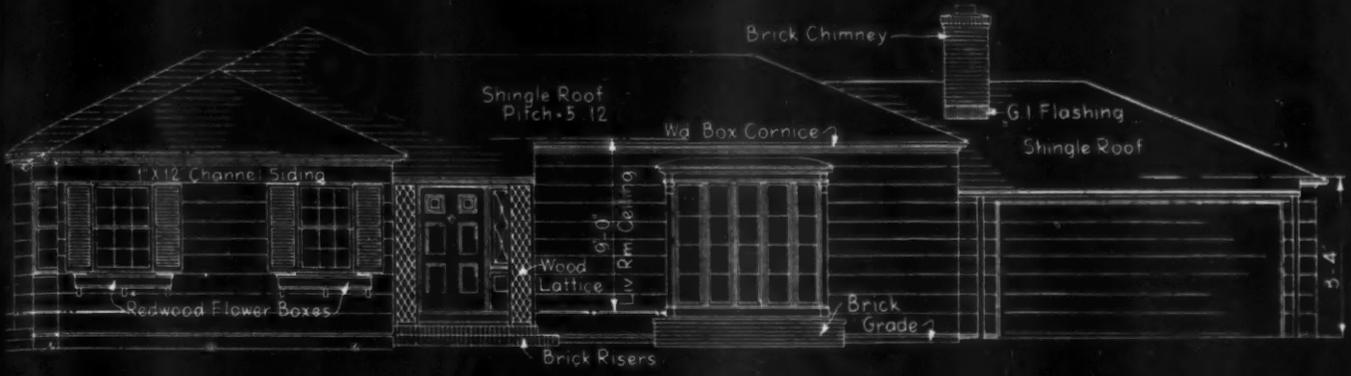


A California Plan For Enjoyable Living

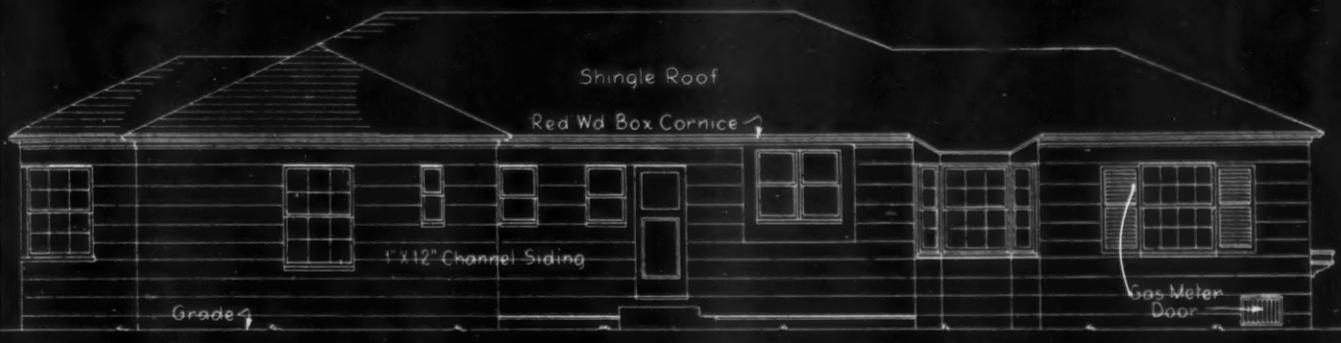
THE lumberman owner of this California home reports that his family has greatly appreciated the convenience of plan and have enjoyed immensely living in this home. Small wonder, when the exterior attractiveness and interior efficiency are studied. No little plans were made here—complete facilities were provided for storage, circulation, ventilation. Laundry, breakfast room, library, living porch, dressing room and two baths assure the kind of living many people will want in an unpretentious post-war home. (Interiors on page 78.)

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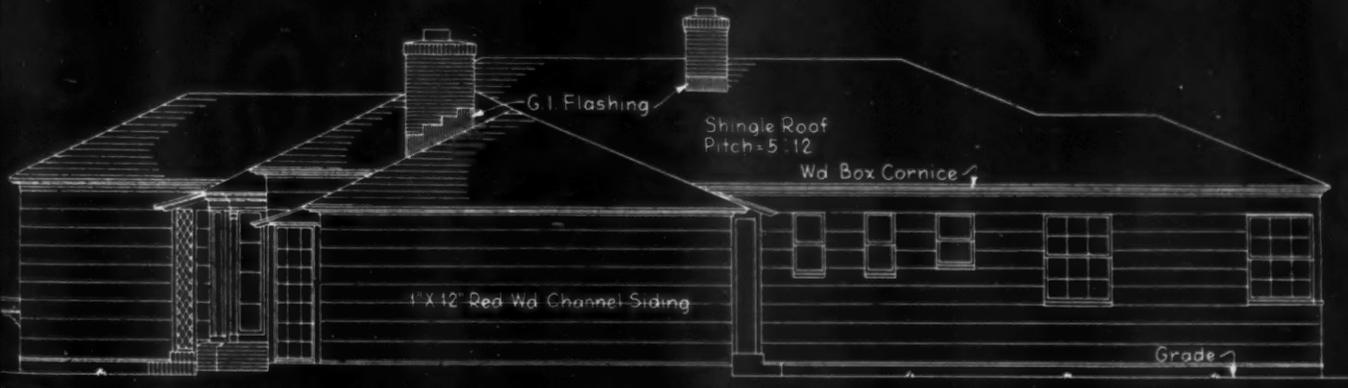




FRONT ELEVATION



LEFT SIDE ELEVATION



RIGHT SIDE ELEVATION



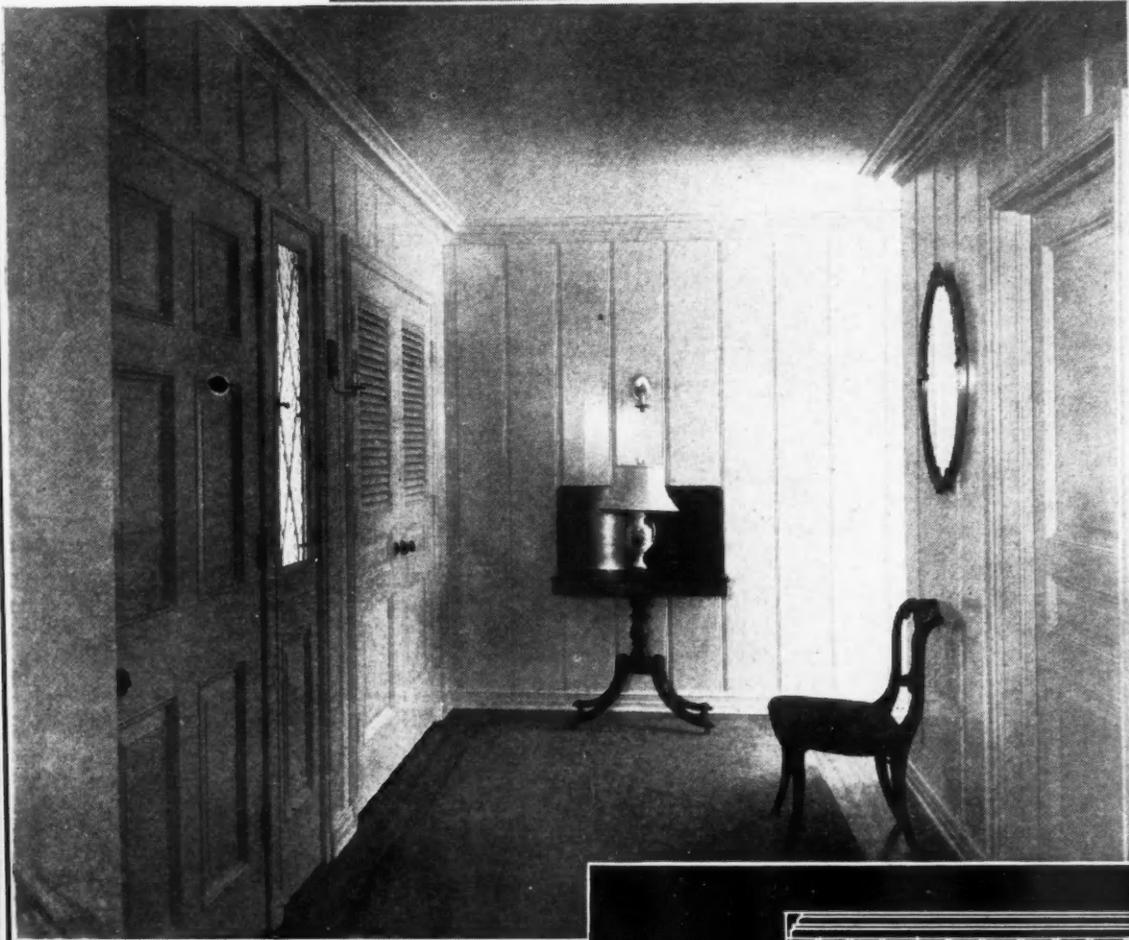
REAR ELEVATION

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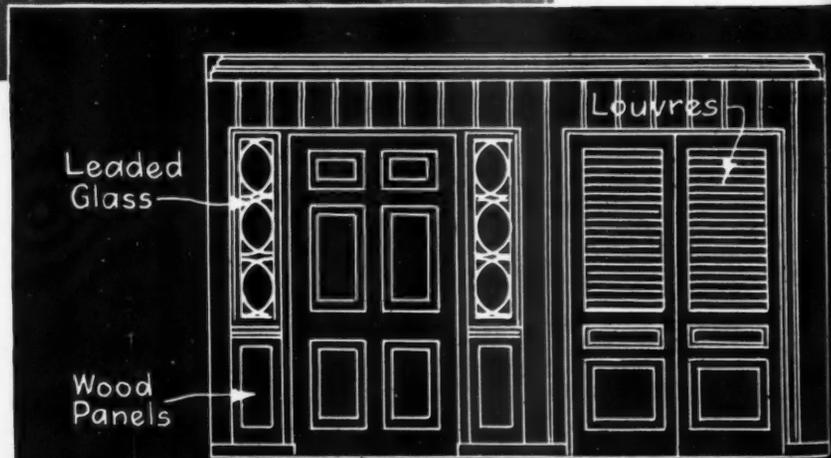
A LIVING ROOM IS HEART OF THE HOME

THIS living room of the Blueprint House, featured on the preceding pages, is planned for enjoyable hours by the whole family. It is set off by itself with adjacent living porch. Fireplace and graceful bay are nicely detailed.



BETTER DETAILS OF THE BLUEPRINT HOUSE

IN selecting this California home for complete presentation as a feature design, the completeness of planning was the determining factor. Careful study shows that facilities throughout have been arranged for enjoyable living; there will be a profitable market for this rambling type of home after the war.



DETAIL OF ENTRANCE DOOR

A HALL THAT SAYS WELCOME

HALL area in this home, designed by W. H. Carpenter, Van Nuys, California, is of ample proportions. Guests do not feel that they are being crowded into a closet, as the excellent handling of the clear Western pine paneled walls sets a keynote for the rest of the house. The entrance door is detailed below; particularly interesting are the louvered doors that lead off the dining room.

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Post-War Building Needs Trained Men

A return to the apprentice system is recommended by this director of a Pennsylvania trade school

By H. Frederick Heckler

Director, Carpentry and Building Department, Williamson Trade School, Delaware County, Penn.

THE great building boom that is to come with peace will demand more trained mechanics in building trades than ever before in this country. The problem will be to find them.

The young men who, in peace times, would have been busy learning their trades in the past several years have been giving their talents, and sometimes their lives, to the protection of our country. Many of them have been trained, true, in actual construction operations with the Seabees, Army Engineers, and other military units. Many more will doubtless take advantage of courses offered in the field before or after their separation from service. However, I feel that to meet the potential demand for war there must be a return, by diligent leaders in the building industry and by craftsmen themselves, to the apprentice training system, in which that worthy youths may be

made ready for careers in this field.

In this connection, the work of our Williamson Trade School in Delaware County, Pennsylvania, may be of interest. We have graduated more than 2,600 men since the school was endowed in 1888 by Isaiah V. Williamson for the purpose of "training worthy young boys in a mechanical trade." Our graduates include carpenters, masons, interior decorators, painters, power plant operators, machinists.

Admission to the school can be had between the ages of 15 and 17, and our courses run three years. All instructors are men of wide and proved experience. As will be apparent from the series of progress pictures that accompany this article, we do not neglect the practical side of work at the school though we do insist on deep and thorough study of fundamental theory. About 75 per cent of all work done is necessary and useful to the running of the institution.

In my own department of carpentry and building, emphasis is placed upon the following:

1. Knowledge and use of tools, hardware and materials.

2. Ability to sketch, make, read and interpret shop sketches, construction drawings and blueprints.

3. Ability to lay out interior work and plan progressively.

4. Ability to lay out sites with the use of a transit.

5. Ability to do form work.

6. Ability to do framing.

7. Ability to handle the steel square (rafters, simple and difficult, hips and valleys, stair work).

8. Ability to produce excellent interior and exterior finish.

9. Ability to flash, shingle, job.

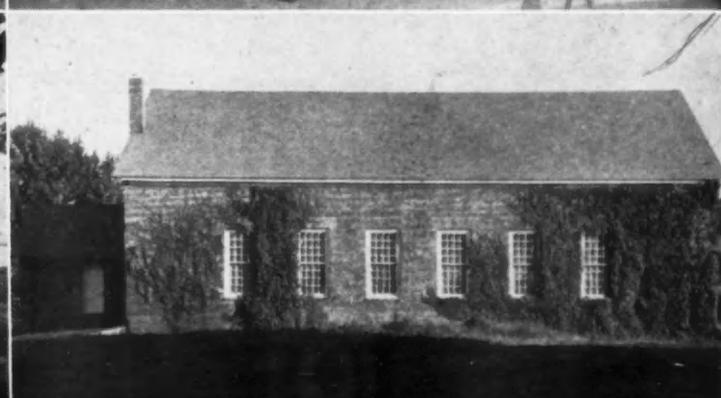
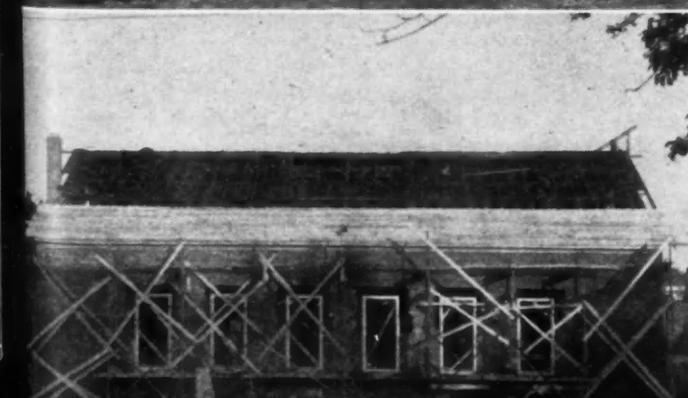
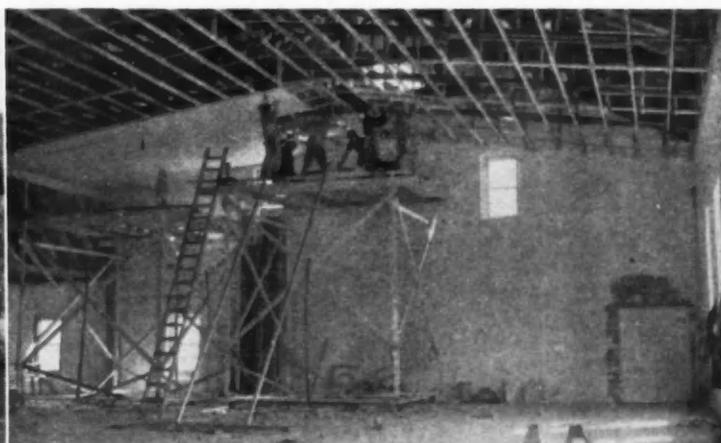
10. Above all, ABILITY TO THINK.

A drawing course relevant to his trade is given to each apprentice, as well as a short course in simple estimating, during his last year. All departments conduct a foremanship training session in this final year in which, by rotation, we shoulder the young mechanic with supervision of an individual job, after giving him the "low-down," and enough help to get it done in a given time.

The drafting room, too, plays a large part in the education of our apprentices. Shop mathematics, the intricacies of drawing, instruments, the slide rule, the use of related materials, materials' strength, building laws and codes—all are stressed in proper proportion. His constant as-

(Continued to page 122)

Guests' room. Oval of inner wing walls of barn being transformed into gymnasium. Inside, three rolling scaffolds were used, with trip down the side for longitudinals and trip back for headers, Celotex and electrical work. At bottom, application of new roof and cornices and finished job.



AMERICAN BUILDER TECHNICAL SECTION

NATIONAL HOMES FOUNDATION shows how to continue home building with proven products and a minimum of critical materials.

Building With Steel During Lumber Scarcity

WIDER use of light gage steel structural sections in home buildings is an entirely logical corollary to the greatly increased use of these sections during the war. Before the war, these sections were used extensively in structures ranging in size from small dwellings to large, garden-type housing projects. In the war period, architects and designers have relied more and more on light steel construction for barracks, task force buildings and other military and industrial buildings. An outstanding feature of these structures has been the speed and ease of erection.

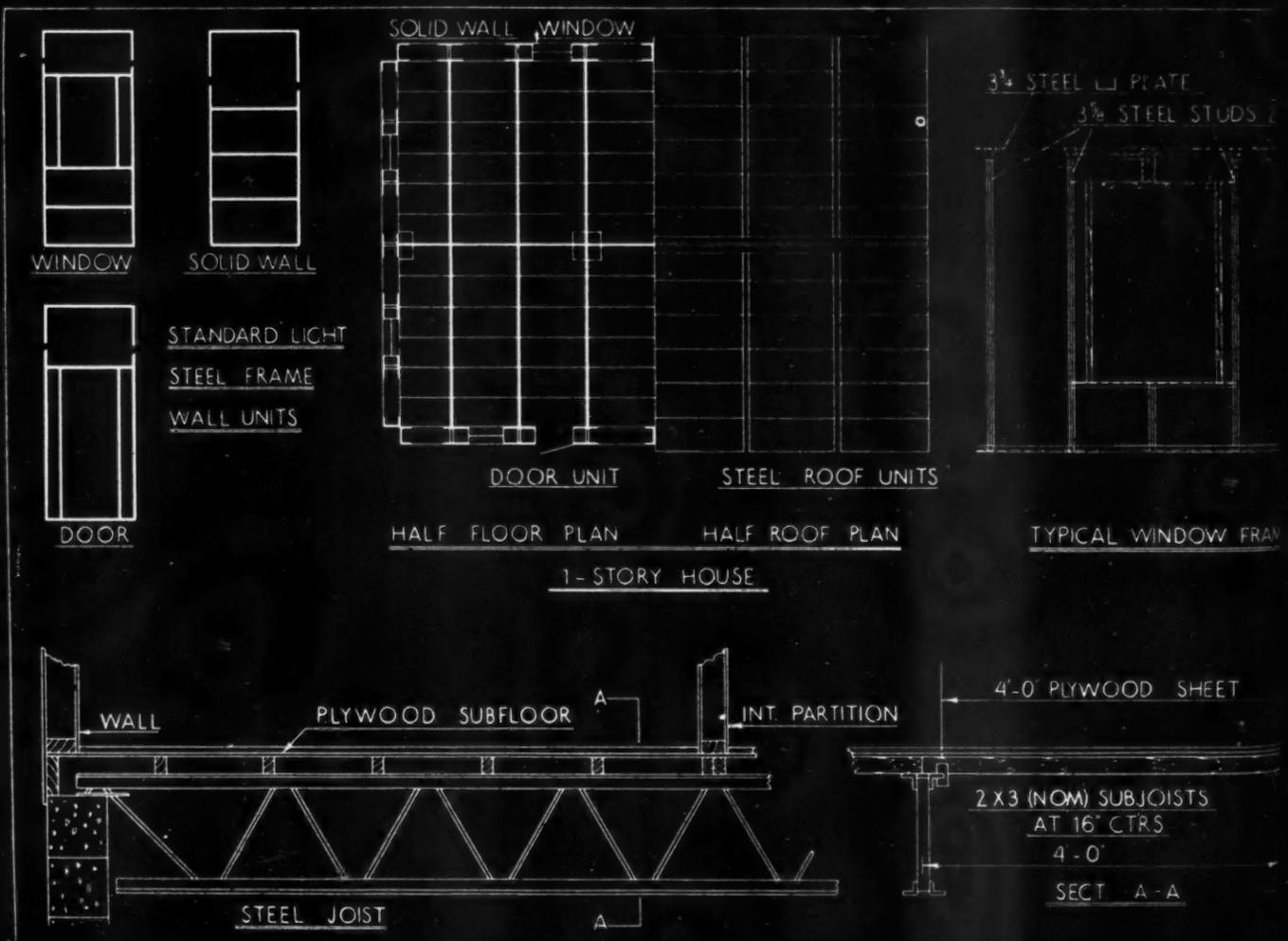
Light steel constructions can be utilized with standard collateral building materials such as conventional roofing and siding, interior wall, ceiling and floor finishes to provide a Colonial, Cape Cod or modernistic home or to give any other desired architectural effect.

The light structural steel sections used are made by forming sheet and strip steel in angle, channel, "I" and other patterns or into panel constructions. Strength and

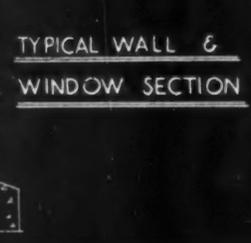
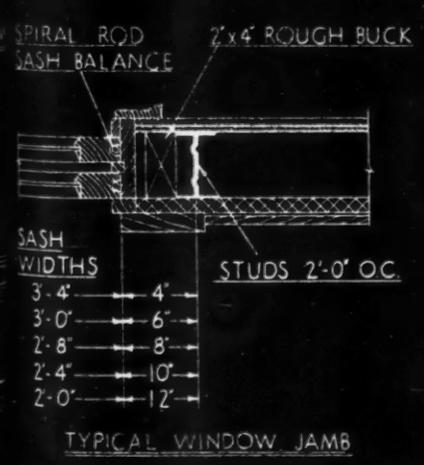
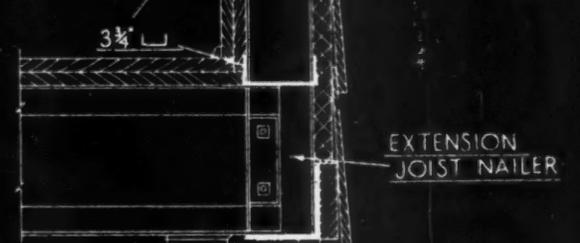
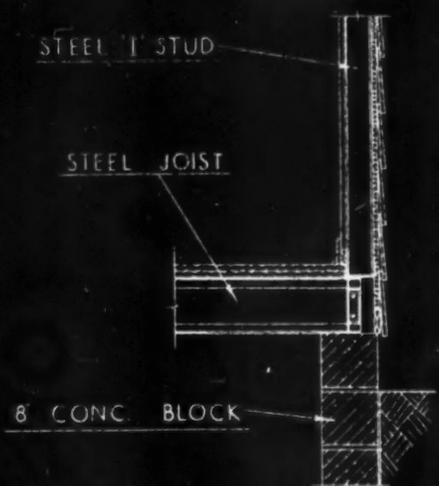
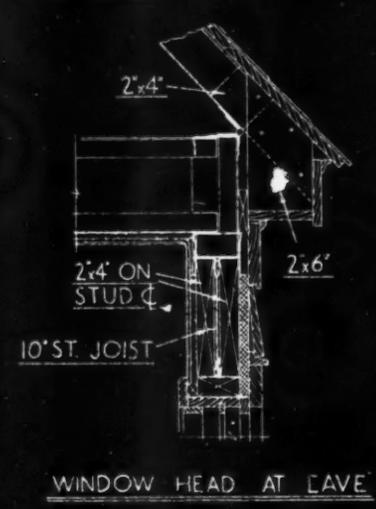
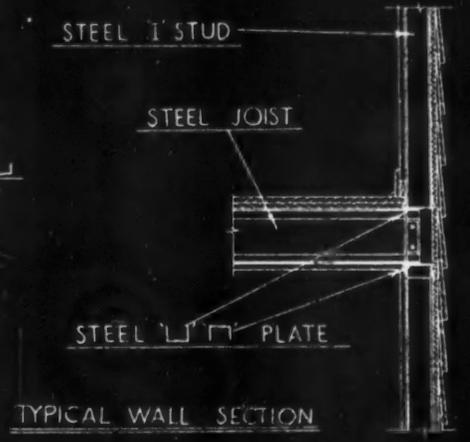
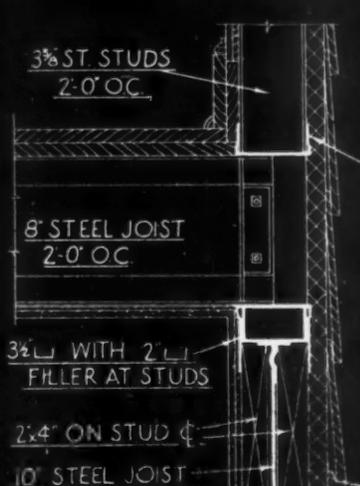
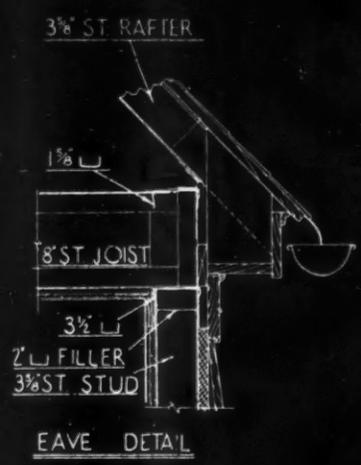
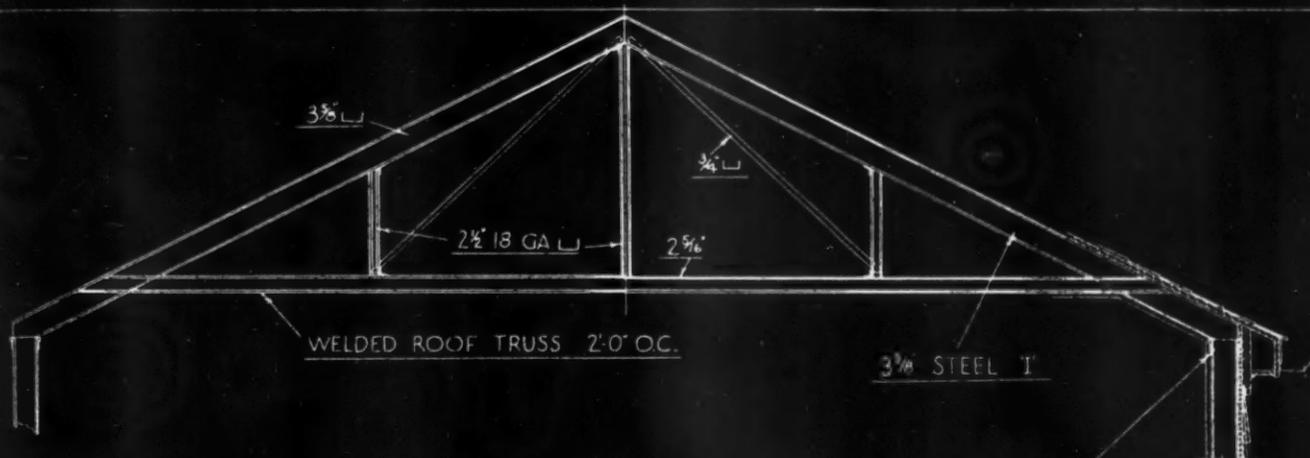
rigidity of the sections have been definitely determined by engineering calculations and tested under service conditions. They can be used for studs, beams, sills, rafters and braces and as such, erected easily on the job—piece by piece or assembled in unit frames. Any type of collateral materials can be applied. Some manufacturers' designs of these sections permits nailing in conventional manner. Other manufacturers use different systems of fastening collateral materials.

Under other construction methods, these sections can be factory-assembled into panel units for wall, partition, floor and roof use. Dimensions harmonize with modern modular system for building materials and members are sized to provide walls and floors of commonly accepted thickness. Wide range of shapes is available to provide for all conditions and details of construction.

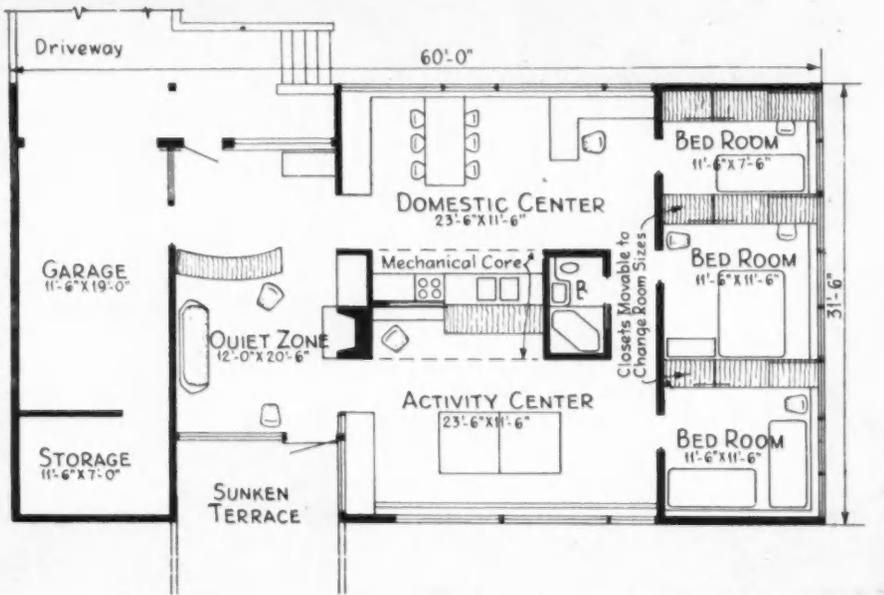
The accompanying floor plans and details, submitted by the American Iron and Steel Institute, show typical constructions of several steel companies.



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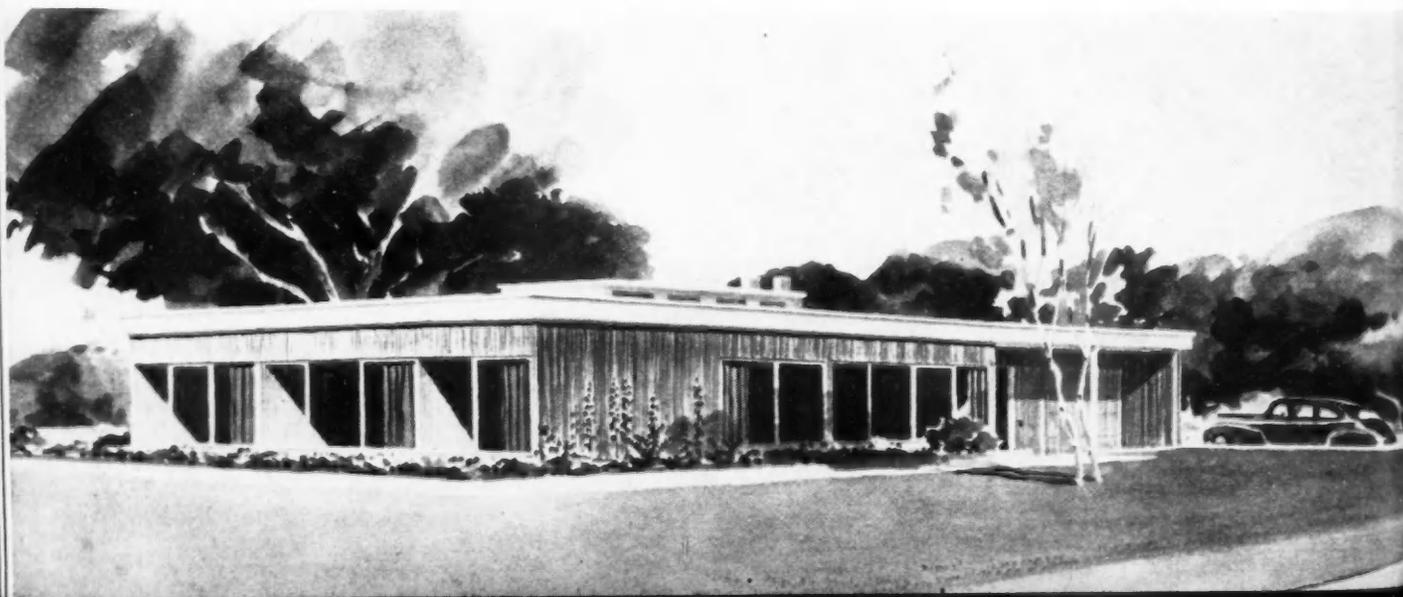


Ideal Small Homes for Post-War as Designers See It



FIRST PRIZE AWARD— American ideal post-war home for the average family as conceived by Lt. Charles D. Wiley. Model above, (rear view) plan and perspective sketch of front (below) indicate handling of following features: **QUIET ZONE** for living, always in order, used for rest and conversation. **DOMESTIC CENTER** organizes with space for cooking, heating, laundry, sewing and child tending. **ACTIVITY CENTER** where the family can make a mess and leave it; playroom, party room, study room; the heart of the household given its place. **Mechanical Core** in the center groups of plumbing and heating, is lighted by clerestory. Cooking space can be hidden by rolling built-in screen. **FLEXIBLE SPACE** for sleeping, which can be changed as to size and number of rooms by moving closet cabinets. **SUNKEN TERRACE** provides outdoor privacy and protection from weather; **GARAGE** and **STORAGE** grouped as one unit

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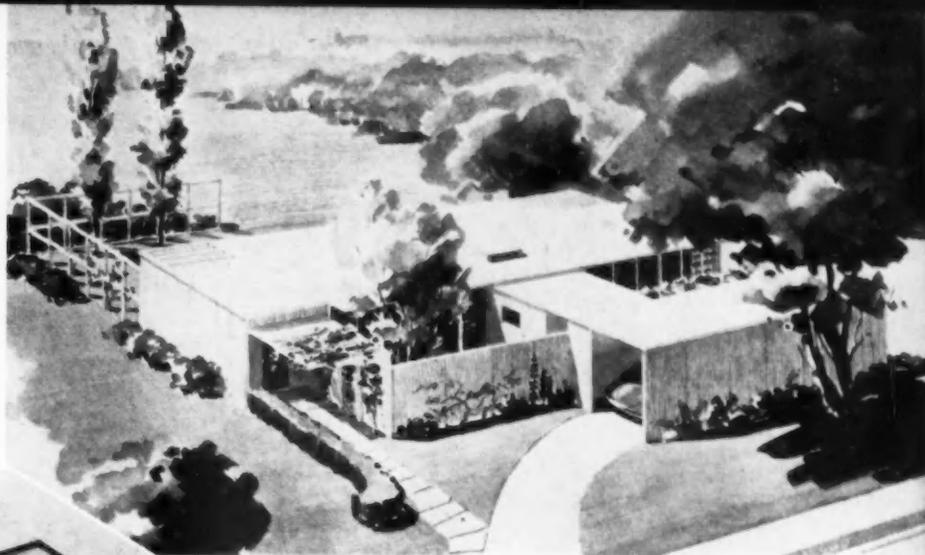


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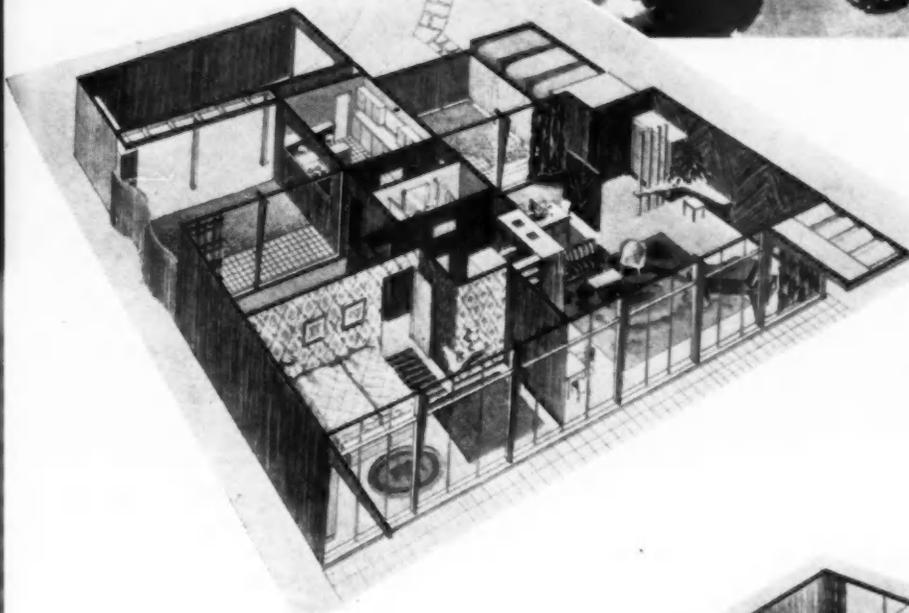
TO determine the consensus of architects and designers on post-war planning, U. S. Plywood sponsored a competition for small house design. The problem was to develop America's ideal post-war small home for the average family. Awards have been made from several hundred entries received from 48 states, active war theaters, and several allied nations.

These contemporary planners are firm in their belief that existing systems of construction can be adopted



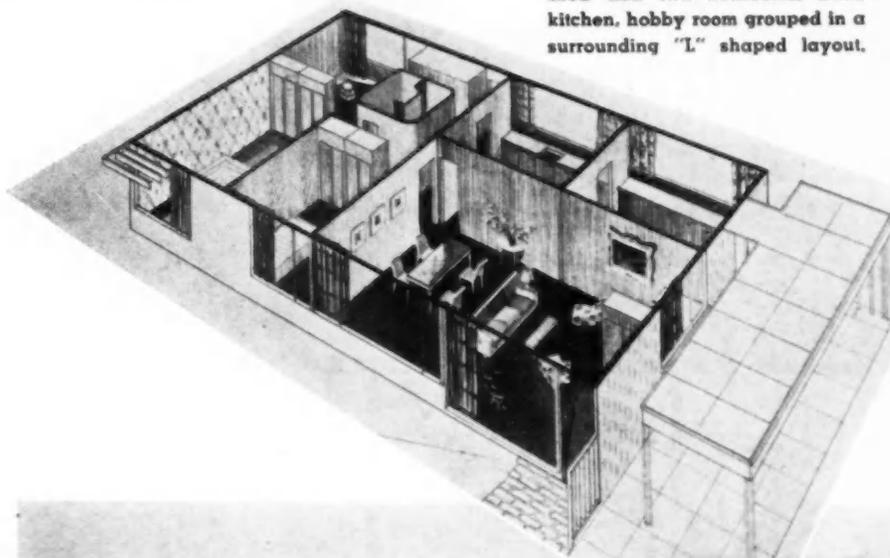
SECOND PRIZE AWARD

—the simple plywood house above submitted by Lt. (i.g.) Russell M. Amdal offers a functional layout; in plan, two bedrooms and living-dining room area are at the rear. To the front of the house is a court area for supervised play, garage, kitchen and outside dining area. Mechanical core contains heating, plumbing.



THIRD PRIZE AWARD—

the compact, rectangular arrangement by Eduardo Catalano of Buenos Aires, is planned for low cost with a large living-dining area and two bedrooms, bath, kitchen, hobby room grouped in a surrounding "L" shaped layout.



to include factory-built service and structural units fitting into conventional building practice; that was shown in the bulk of entries received. Scores of submitted plans used a module or standard system. However, there was enough variation to indicate that standardization of parts does not mean monotony or elimination of individual tastes. Use of such machine processed parts was undertaken to eliminate waste and lower cost, according to the majority of entries.

The three prize winners are shown on these pages. Although there may be some ground for differences of opinion as to esthetic qualities, there nevertheless are a number of new planning ideas incorporated. For instance the winner of the 1st prize, Charles D. Wiley, states that in his conception of a plywood house:

"It is not based on a principle of rooms but is based on the principles of areas and functions. Even though there has been some trend in the direction of separating the home into different areas this design recognizes the need for distinct areas for differ-

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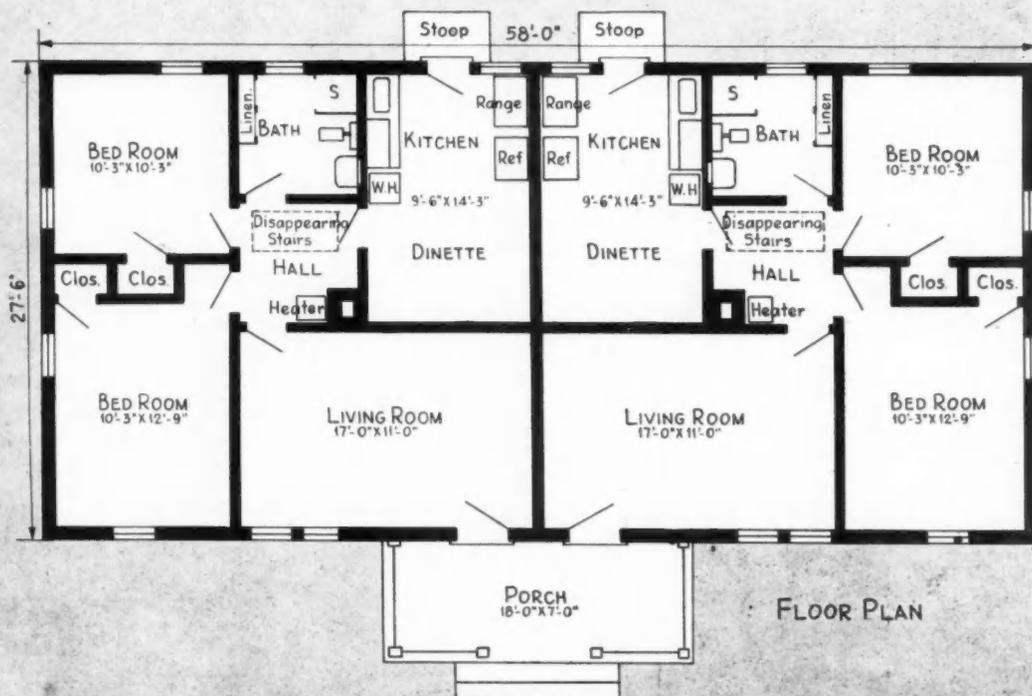


Atlanta's Model No

W. H. Aiken, successful negro builder, creates homes with F.H.A. aid

Builders eyeing the post-war markets of homes for negro citizens can learn from the experience of this Atlanta builder. Five room apartments at \$39.50 per month, live and six room homes costing from \$26.59 to \$30 monthly to own, are included in his attractive project.

HOUSER on horseback—"Chief" Aiken inspects Fairview Terrace.



FLOOR PLAN on rental duplexes allows for 2 good-sized bedrooms, disappearing stairway to attic storage space; elevation, at right, is clean-cut, attractive.



ROW OF 5-room duplexes rented to war workers in Fairview Terrace.

lel Negro Housing Project Points the Way

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PRVATELY financed homes for negroes are going to be in large demand after the war. Thousands, perhaps hundreds of thousands, of negro citizens have earmarked their war-time savings for substantial down payments on homes of their own, and a stake in the ground of democracy. Under these circumstances, the new Fairview Terrace development in Atlanta, Ga., is of particular interest.

Fairview, built by one of Atlanta's leading negro contractors, W. H. Aiken, and financed by F.H.A.-insured mortgages, comprises 306 family units, and a mortgage investment of more than \$1 ¼ million. The initial impetus was lent to the project

when Miss Mattie Weaver, a school teacher, was forced to vacate her quarters in a public housing project because her salary was too high. With no decent housing available at a price she could afford, she took her problems to F.H.A. State Director R. E. Matheson.

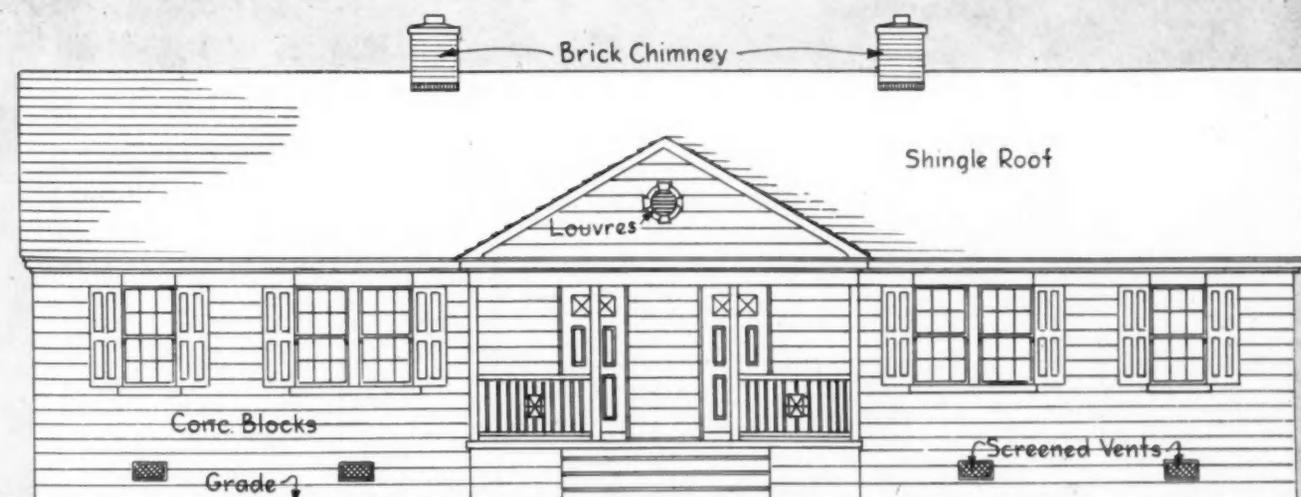
Matheson's office was aware of the problem—and aware, too, that not a single loan insured by the Atlanta office on a home occupied by a negro family had been foreclosed. Conferences were held with Director Matheson, Builder Aiken, and officials of the Atlanta Federal Savings and Loan Association, of whose \$2½ million mortgage loan investment 50 per cent was staked on negro dwell-

ings, many of them built by Mr. Aiken. A site was selected, priorities granted, and building got under way.

The development is planned as a permanent community even though under war-time conditions it has been necessary to limit occupancy to war workers. It is in a zoned area, with a city-fixed street plan, and on high, well-drained ground. F.H.A. land planning consultants assisted in laying out a general design, adapted to the street pattern, which includes two small recreational areas, as well as the customary utilities. All homes are supplied with modern equipment.

There are 50 duplex houses rented

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FRONT ELEVATION

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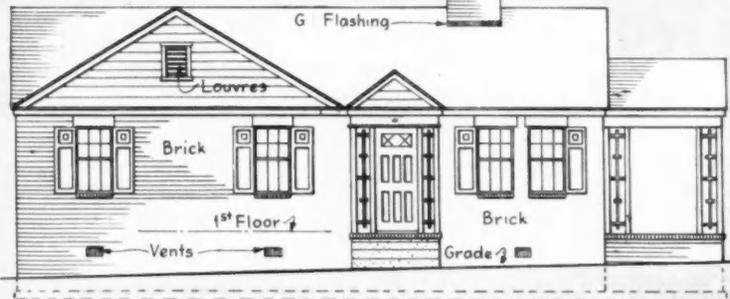


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LEFT: 6-room single-family house built for sale. Below: 5-room house built for sale. This model features fireplace, French doors to expand living room, and disappearing stairway to storage space above.



FLOOR PLAN

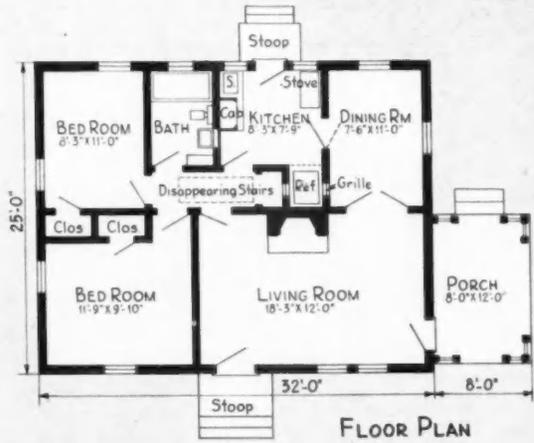


FRONT ELEVATION

in the project at \$39.50 a month, per unit; and 206 single-family dwelling units sold at prices running from \$3900 to \$4400. These carry F.H.A.-insured mortgages from \$3,510 to \$3,960 which call for monthly payments of \$26.59 to \$30 a month. Many of the families now occupying these homes came from substandard neighborhoods and houses, but the monthly payments in Fairview Terrace are well within their means. Their pride in home acquisition is well evidenced by the care taken of their new quarters.

Fairview Terrace is regarded in Atlanta as a long step forward in the improvement of housing conditions for negroes. To quote Mr. Aiken, whose interest, experience and intelligent planning played a major part in the project's success: "Under the old setup, colored people were forced to pay 5 per cent brokerage fee during each 5 years, plus attorney's fees and other incurred expenses. First mortgages up to 65 or 70 per cent of their value carried an interest rate of 8 per cent. Second mortgage interest ran as high as 15 to 18 per cent."

Under the F.H.A. plan, the home buyer pays off a single mortgage at a 5 per cent total charge by monthly payments over a 25-year period.



FLOOR PLAN

A Practical Progress Chart for Builders

How Charles H. Reis, leading New Jersey home builder, "keeps score" on his office wall and avoids confusion in the field.

WHETHER you're running three jobs at once or three hundred, we'll guarantee that the tried and proved method of Charles H. Reis—his "Master Construction Control" form—has plenty in it you can use. This prominent and successful home builder, whose six thousand houses constructed in northern New Jersey have ranged in price from \$3990 to \$25,000, has used a chart similar to the one on this page for more than one hundred and twenty simultaneous building jobs. (See story on following pages.) Its success in actual operation has made it, he declares, a "must" in all post-war operations of his firm.

The basic idea is to have one central spot where everyone connected with any phase of Reis's building operations can see the exact status of each individual job. Memoranda, miscellaneous slips and individual records, usually kept by foremen, bookkeepers, superintendants and others, in formal records or "under their hats," are thus eliminated. Instead, the entire organization is absolutely dependent upon and guided by this master schedule. It is the job of the man responsible for any operation to record the completion of that operation at the end of the day. Neglect in so doing is immediately discernible; and the blame for any slip-ups can be properly and promptly placed.

How the Record Is Set Up

This central "score card" is a large sheet of white Sanitas set up along a prominent wall in Reis's office. He lines it horizontally and vertically into rectangular boxes with room left along the first left-hand column for his table of operations. This latter is headed up by Job Number, Street (or Lot) Number, Purchaser's Name, each with a line of its own, and followed by a

(Continued to page 138)

BELOW: Charles R. Cullen, Reis' superintendent (left), and Builder Reis, Architect Leeks, and Sales Manager Connolly looking over post-war plans. **RIGHT:** Part of the master control sheet that hangs on Reis' office wall; other jobs are listed on balance of sheet.



MASTER CONSTRUCTION CONTROL	
1	JOB NUMBER
2	STREET NUMBER
3	PURCHASER
4	CONTRACT SIGNED
5	DELIVERY DATE
6	TYPE OF HOUSE
7	FHA COMMITMENT (OPERATIVE)
8	CONSTRUCTION OK RECEIVED
9	FHA MORTGAGE COMPANY
10	FHA BUYER'S APPLICATION FILED
11	FHA BUYER'S OK RECEIVED
12	BUILDING PERMIT
13	PLOT STAKED
14	EXCAVATED
15	FOOTING STAKED
16	SLAB IN
17	FOUNDATION UP
18	SEWER CONNECTION IN
19	1ST FHA INSPECTION
20	BACKFILLED
21	GAS CONNECTION IN
22	LUMBER LIST IN
23	LUMBER ORDERED
24	HEATING UNIT IN
25	ROUGH ELECTRICAL
26	ROUGH PLUMBING
27	DUCTS
28	FRAMED
29	2ND FHA INSPECTION
30	2ND FLOOR FLOORING
31	INSULATION
32	STAIRS
33	LATHED
34	BROWN PLASTER
35	WHITE PLASTER
36	SHINGLES OR SIDING
37	BRICK OR STONE VENEER
38	FIREPLACE
39	TRIM & FLOOR ORDERED
40	TRIMMED
41	GAS RANGE ORDERED
42	WEATHERSTRIPPED
43	DECORATING & PAINTING
44	FLOORS SCRAPED
45	LINOLEUM
46	GRADING, SEEDING & WALKS
47	FINAL FHA INSPECTION
48	TITLE CLOSED
49	MORTGAGE PROCEEDS AMT. RECEIVED
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John Ryan

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PICTURES of happy people living in his pre-war

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Builder Reis Aims fo

NEW JERSEY builder sets sights on the \$5,000-and-over income group to sell in a \$12,000 to \$20,000 range; 300 homes ready to go.

“WE are going in for better-class homes post-war. This is particularly true for our Englewood Country Club project where we shall build about 300 houses, and have room, also, for a high-type garden apartment.

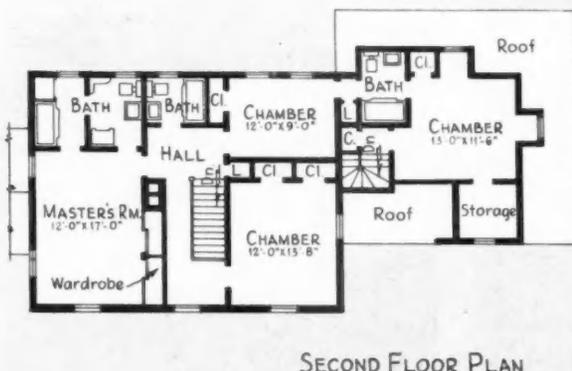
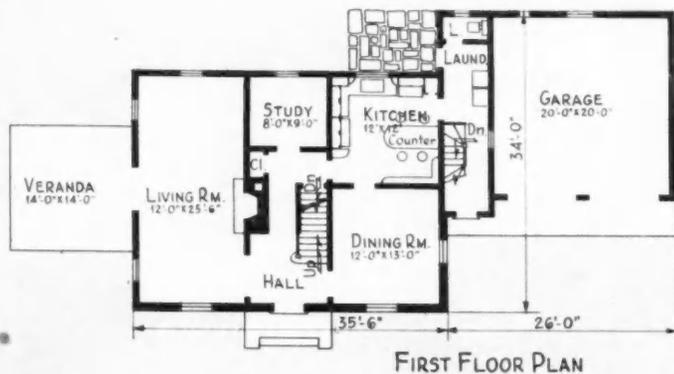
“We feel that the market is starved for homes in the general price range of \$12,000 to \$20,000 and that we have the best spot in northern New Jersey to satisfy the demand. With our network of roads leading quickly to industrial and business areas in New Jersey, as well as quick access to New York City by means of the

George Washington Bridge, our geographical location is ideal.”

That’s the way Charles H. Reis, New Jersey builder of more than 6,000 homes ranging from \$4,000 to \$20,000 in price, headlined his post-war plans to one of *American Builder’s* editors. Elaborating, he pointed out that most likely there would not be too great competition in the field of well-built quality homes; also that prospective home owners in this bracket are cognizant of and eager to take advantage of substantial income tax savings realized in allowable interest and real-

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BELOW: Floor plan of typical home for post-war market Reis expects to sell—two-car, four-bedroom, three-and-a-half bath size.



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developments such as the one above (plan below) on office walls help sell homes: Charles H. Reis photographed in his office.

for Better Class Market after the War

ty tax deductions when paid toward home ownership rather than as rent.

Reis has been building in New Jersey since 1923. Perhaps his best-known project is Clarendon Hills in River Edge, where the 684 houses he erected between September, 1938 and December, 1942 have a present market value of over \$4 million. He finished off this development in the early days of Title VI and was able to round it out with homes of good size built under comparatively minor restrictions. Also well known is his Sunshine City development in Woodridge, where his organization has built nearly 1,000 smaller houses on what had been New Jersey farm land.

Reis's group operates as a team. It controls everything from site acquisition through land improvements and actual construction, with as little subcontracting as possible. He has his own architectural department in peace-time, consisting of three draftsmen who work under the direction of Stanley A. Leeks, registered architect, and has his own sales manager as well as four or more salesmen, depending on the size of his project, and manner of its operation. Customers buy homes largely from existing models on Reis's tract, plus such individual changes as they desire. In these cases the builder makes the final decision on the cost of the desired improvements and just what materials and equipment he can afford to use in producing them.

The Reis organization goes in strong for publicity, newspaper advertising, model homes, and road signs. They make friends of the people who buy their houses, and frequently tip them off in advance in order that they may let *their* friends know what new Reis developments are in the offing. His office walls abound in pictures, such as the one shown here, to indicate that his developments are homey places in which to live, where youngsters are always welcome and can play in safety.

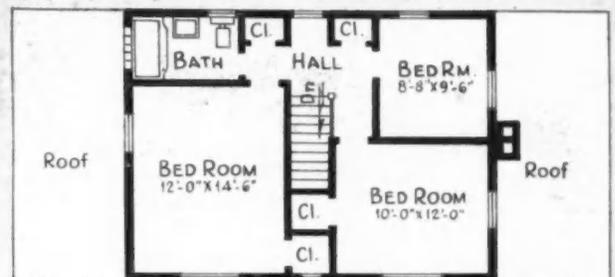
Reis stresses the use of nationally advertised products that have proved their worth, in all houses he builds. His organization was the first to use the new Walker dishwasher (now General Electric) in this area in 1928, and he also was an early entrant in the field of oil-fired

air conditioning units, and the first large-scale builder to use them in northern New Jersey. He listed the following products among those used in Reis homes in the past:

HEATING AND AIR CONDITIONING—"Superfex" by Perfection Stove Co., Cleveland, Ohio.

ECOD WIRE LATH—Reynolds Metals Co.

(Continued to page 140)



SECOND FLOOR PLAN



FIRST FLOOR PLAN

John Lindop Calls for a Positive Program Against Public Housing

A PLAN for government assistance for purchase of private homes by low-income families, by John Cummings Lindop, prominent Chicago home builder



THE time is long past due for the private home building industry to change its tactics in its battle against public housing," John Cummings Lindop, president of the Chicago Metropolitan Home Builders Association and a director of the N.A.H.B., declared when he gave this proposal for a *positive program* of action against public housing to *American Builder* for exclusive publication.

Lindop emphasized, however, that he is not presenting this plan for home financing in his official capacity with either of the associations with which he is identified, but that he will nevertheless urge upon the national association that it adopt this plan as a practical working program to cut off the "cancerous" growth of public housing.

"As we come into the post-war period, we see handwriting on the wall which spells a great expansion of public housing. This is the net result of our present tactics of *nothing but opposition* to public housing," Lindop continued.

"It seems that the administration has established (or been sold) this basic fact—that it is a matter of *government responsibility* that everybody be provided proper housing in which to live. If in the future this is to be accepted as a fact on which government policy is to be based, then let's accept it too and show how the lower income families can be *served better* by a privately executed program than by the present formula which the public housers use.

"Here is a specific proposal for a positive program of home building for lower income families which is far more acceptable to those who receive the benefits as well as for those who pay the cost of it. It calls for the building of individual homes for the lower income group and it gives government assistance to families to help them acquire their own homes in place of the cash and local tax subsidy by which the monthly payments of rents are lowered in public housing projects.

The plan advanced by Lindop provides for the follow-

INTERIORS of small homes shown at top of opposite page illustrate the kind of homes which Lindop says will make low-income families better citizens than regimenting them in public housing. Purchased on F.H.A. plan, without subsidy, for \$32.50 per month.

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ATTRACTIVELY grouped in land-planned subdivision, these homes were built by Merrill Construction Company, near Buffalo, N. Y. Floor plans below do not show second bedroom which was included in purchase price.

ing changes in the present financing procedure.

1. A 5 per cent down payment on all houses costing up to \$7,000.
2. An interest rate of 4 per cent.
3. Amortization extended over 40 years.
4. A Federal government subsidy to families with annual incomes of less than \$1800. This subsidy is to be equal to one half the amount of the interest and amortization. It is not to be a permanent subsidy but subject to cancellation at the end of any five year period when the family's income tax return shows that it is then able to carry the monthly costs without subsidy.
5. Low rate group life insurance equal to one third the amount of the mortgage on the life of the mortgagor is compulsory.
6. A compulsory maintenance charge of 1½ per cent per annum collected with the regular monthly payment.
7. Necessary household equipment included in the single mortgage, such as range, refrigerator and washing machine, if not already owned by home purchaser.
8. The prepayment of any part or all of the mortgage at any time without penalty, or increased payments accepted to apply against a time when no payments can

be made due to illness or unemployment. Mortgage bankers will see the reasonableness of this proposal.

An Actual Example

The following example shows how the plan would work on a \$5,000 home purchased by a family earning less than \$1,800 a year and therefore qualified for a subsidy:

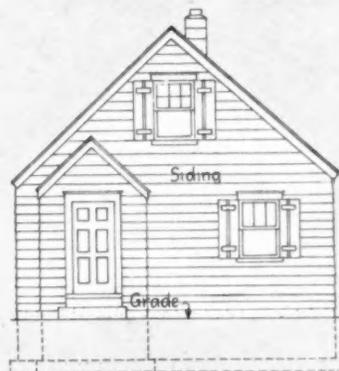
Initial Cost

Down payment (5 per cent)	250.00
Closing Charges	75.00
	325.00

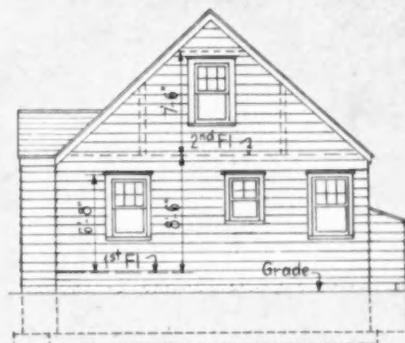
Monthly Cost

To amortization and interest (4 per cent)	19.87
To life insurance (\$2,000)	1.50
To fire and hazard insurance	1.00
To maintenance reserve (1½ per cent annually of full value)	6.25
To taxes (2½ per cent of full value)	10.42
	38.54
Total monthly payment, without subsidy	38.54
Less subsidy (½ amortization and interest)	9.94
	28.60

(Continued to page 124)



FRONT ELEVATION



RIGHT SIDE ELEVATION

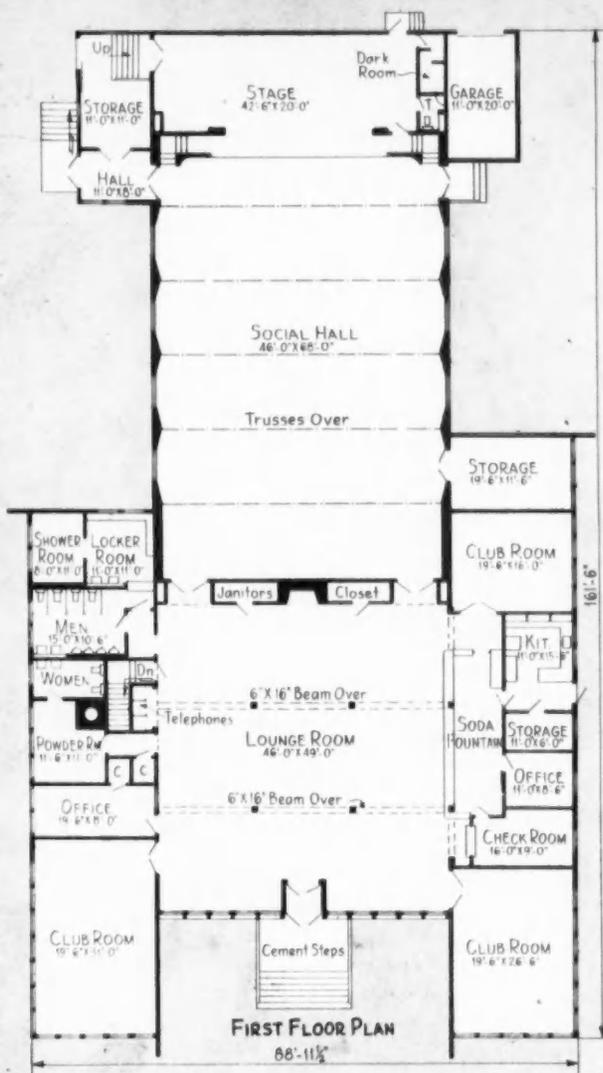
This USO Building Set

**Naramore, Bain, Brady & Johanson
Architect and Engineers; Dolph Jones
& Son, General Contractor; Federal
Works Agency, Sponsor.**

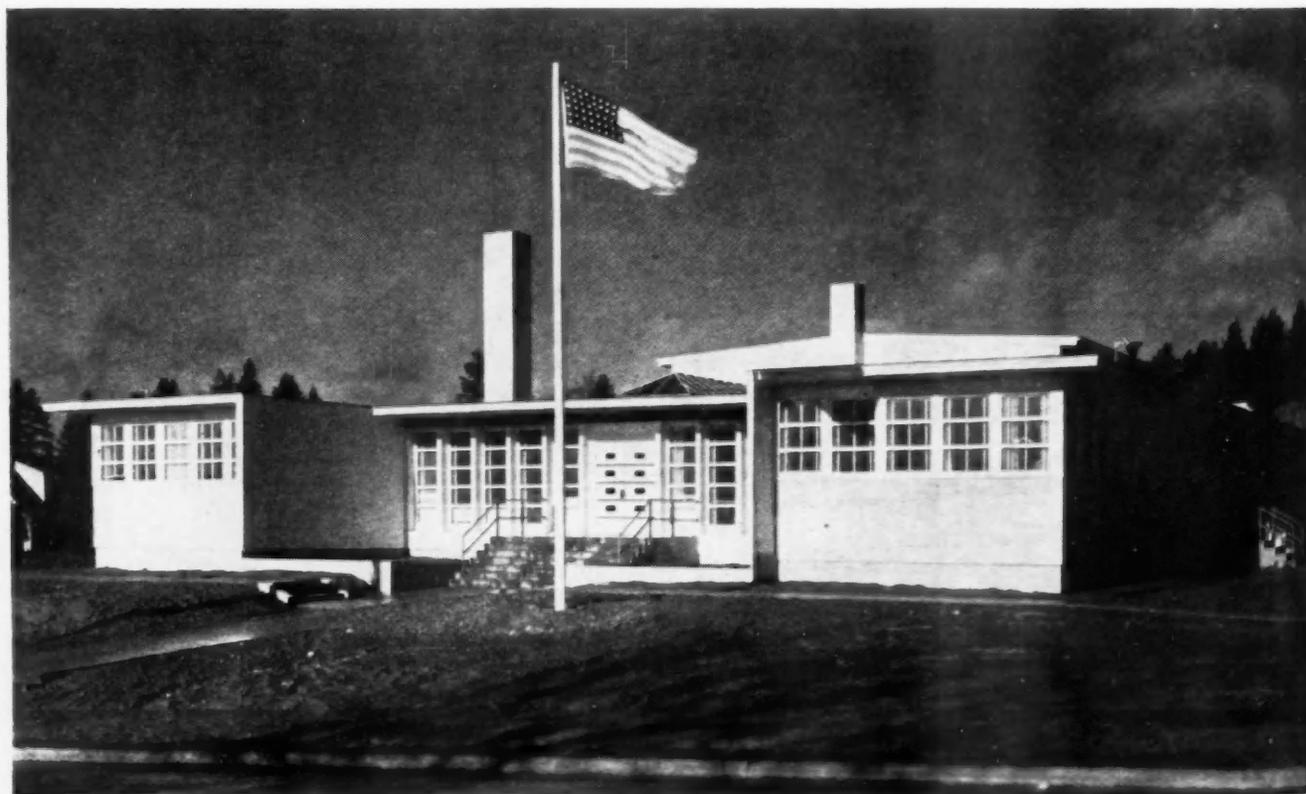
DESTRUTION by fire of the original USO building at Olympia, Wash., has brought about the construction and recent dedication of a new Federal Recreation Building there. Especially designed for USO Club purposes, many believe it will serve as a model for many such community centers of recreation, both for the duration and in the post-war period when new interest is expected to develop in all forms of Community betterment.

This new Olympia club building is a straightforward modern solution of the problem of surrounding maximum space satisfactorily at minimum expense, all on one floor and providing attractively for the commonly wanted club and community recreational services. The city of Olympia, assisted by the Federal Security Agency provided the building, its actual construction being under the supervision of the Federal Works Agency; Mr. L. O. Bradford, construction engineer. The design was created by the Seattle architectural firm of Naramore, Bain, Brady & Johanson. The general contractor was Dolph Jones & Son, of Tacoma.

The construction features include:
Existing rough wood floors were fireproofed



NEW Federal Recreation Building at Olympia, Washington, housing the city's USO Club; floor plan shows facilities.



ngsets a Pattern for Community Centers

with a 1½" reinforced concrete slab and covered with asphalt tile.

Roof was constructed with a two-inch accoustical and insulative Sonotherm and over this was a two-inch reinforced concrete slab covered with a 15-year built-up roof.

The ceilings in most of the rooms have 4 x 12 and 4 x 14 inch exposed joists spaced on 32-inch centers to effect beam construction.

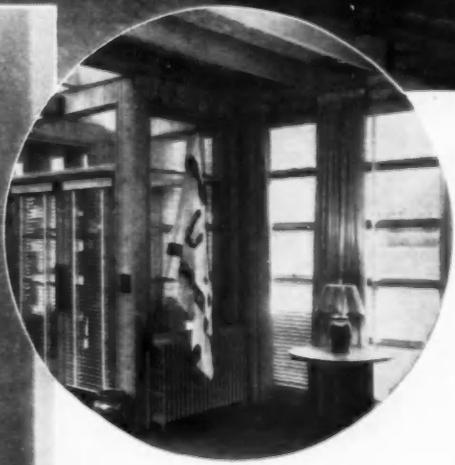
The social hall or auditorium and the lounge are protected with fire walls from grade to roof. These walls are filled with gypsum blocks.

The lobby (lounge) walls are finished in knotty pine; all structural fir exposed and the maple solid panel doors are finished in a white color stain and covered with flat varnish.

There are two large skylights above the lounge, seldom seen in this type of a plan, but here very effective in lighting the lounge and the work space back of the snack bar, with flush lighting over the snack bar for night use.

The auditorium has a Sonotherm ceiling with the same material extending down to the bottom of the roof trusses. The long windows are splayed on each side for accoustical and decorative effects. A concealed radiator is placed below each window and a grilled window sill permits circulation.

The exterior walls are constructed of wood studding, covered with 1-inch gypsum board on exterior and ½-inch gypsum board on the interior. The exterior walls are covered with cement asbestos sheets 2' x 8' x 3/16" thick laid up like siding and painted.



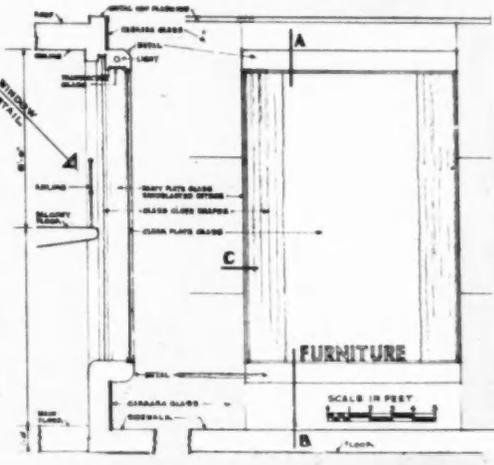
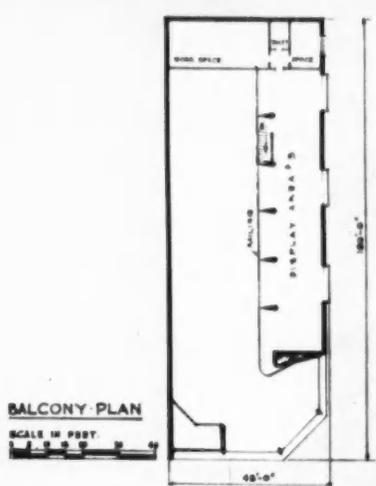
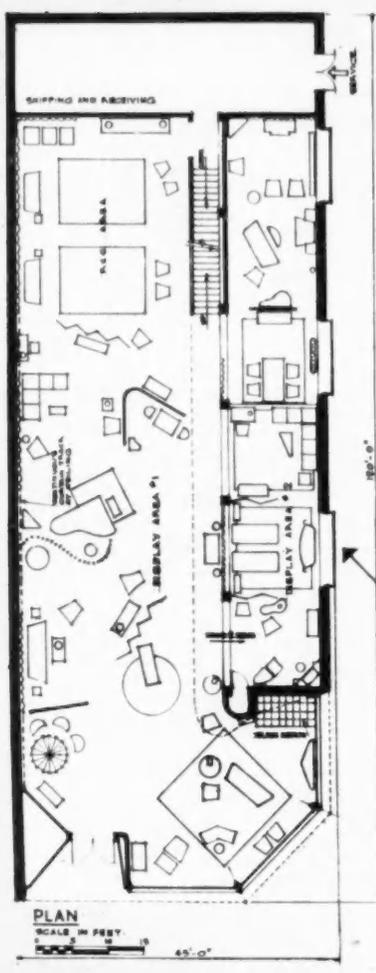
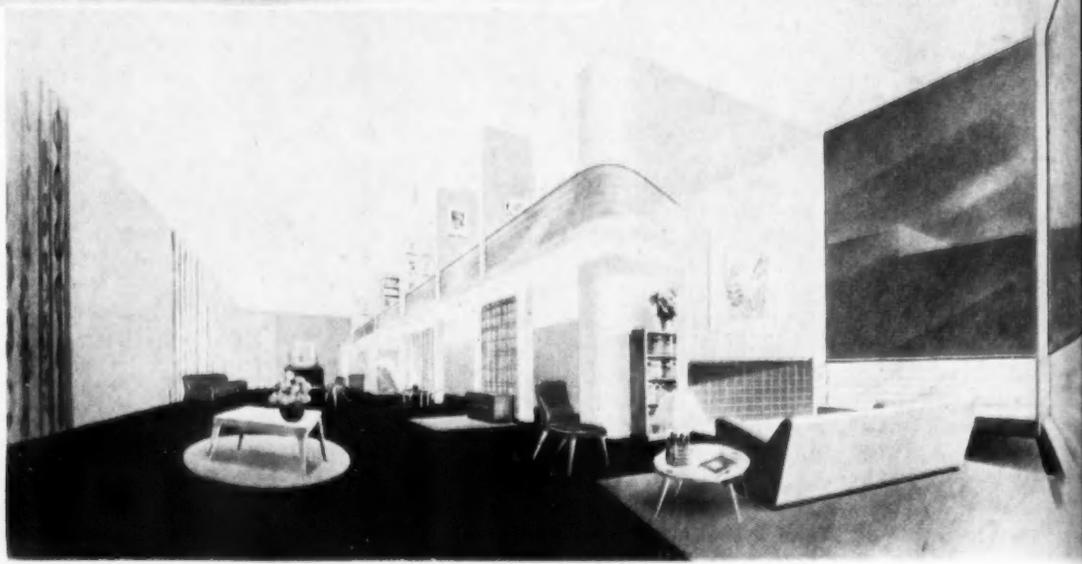
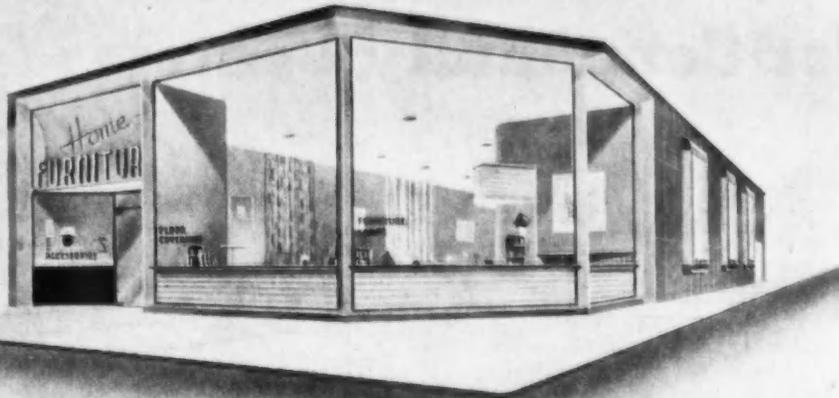
MAIN entrance, above, is into commodious lounge through this glazed vestibule; view of the high-ceilinged social hall, 48 by 72 feet, with stage; left, lounge with fireplace and refreshment counter seen in the background.

\$1,000,000,000 Store

OWNERS favor open-front styling, new lighting, taste fully appointed interiors, air conditioned comfort

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THESE IDEAS for a small town furniture store, submitted by Skidmore, Owings, and Merrill, utilize a corner location (above) to afford almost full length window treatment on a triangular basis. A bit more utilitarian in treatment, this design groups the store into three principal areas for proper display purposes as shown in the interior (right) and in the floor plan appearing below.



RETAIL store owners are already planning their new establishments. They are well aware of the sound investment that an inviting exterior offered in pre-war years they are fully cognizant of the fact that a modern, well constructed, and tastefully appointed interior will have an immeasurably increased customer appeal, especially when it can be viewed from the outside through modern open front design. According to reports of the National Retail Dry Goods, Druggists, and Grocers Association, department stores alone will spend a billion dollars on modernization after the war.

Shown on these pages are two typical small stores proposed for post-war; they are from a selection designed by outstanding architects for the Pittsburgh Plate Glass Co. The small town furniture store on this page has a modern, simplified front and recessed doorway. The exterior is fashioned with structural glass, and has glass entrance doors. The large triangular window arrangement allows a full view of most of the store interior.

The other design is a proposed treatment for a small general store. The architects have provided a plan

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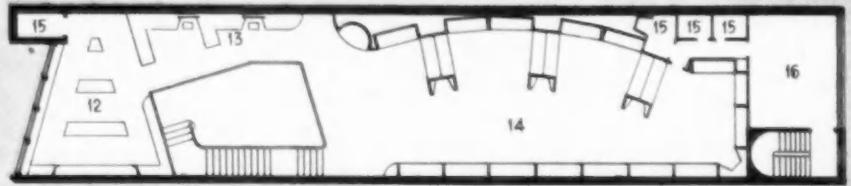
Store Modernization Market Is Forecast

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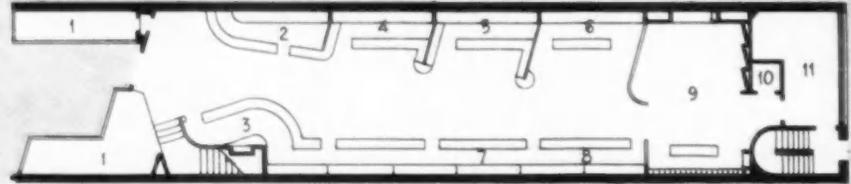
or display of small articles near the base of the tower-like effect created with structural glass.

Recent survey by *Boot & Shoe Reporter* confirms the trends shown here. Of the chosen retailers questioned, 79.4 per cent indicated they're planning improvements to meet post-war competition.

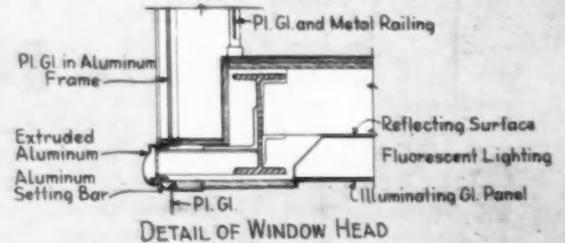
Most of those considering a new store front prefer simple, modern style and chose glass and metal as the most popular materials. In planning new lighting systems 40.4 per cent prefer fluorescent lights. Actual merchandising experience was the basis for these retailers' decisions.



SECOND FLOOR PLAN

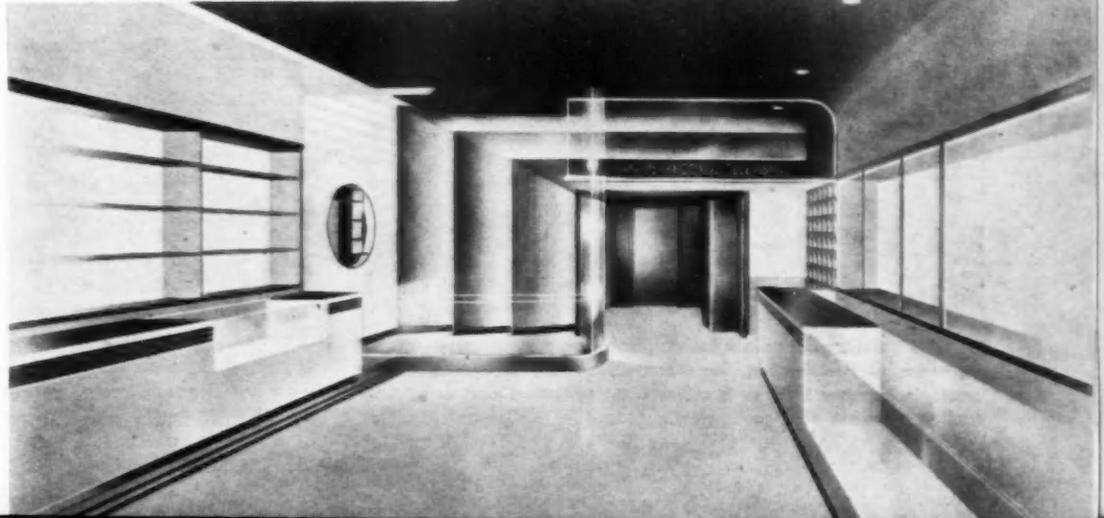
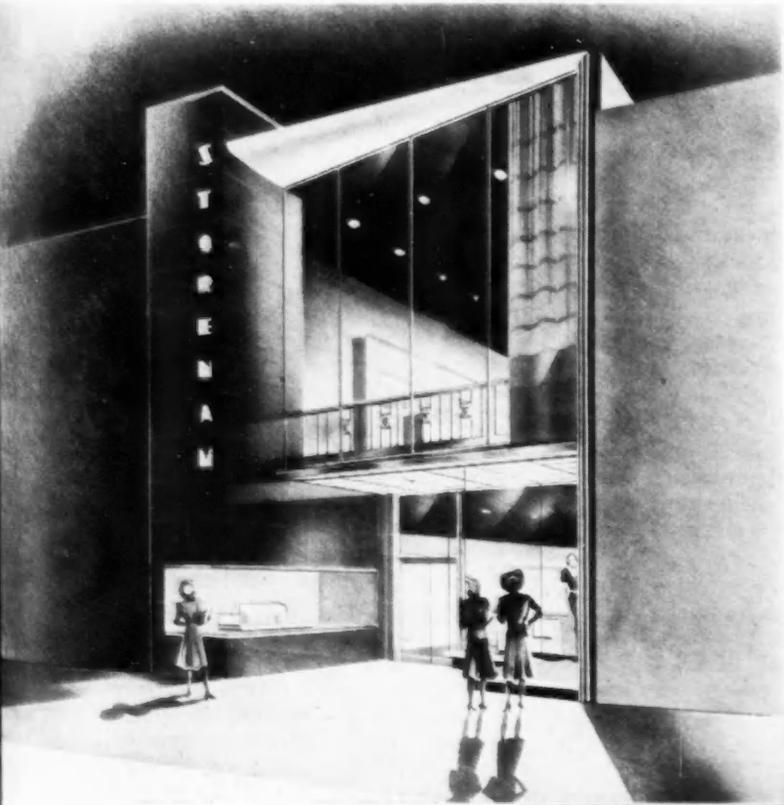


FIRST FLOOR PLAN



DETAIL OF WINDOW HEAD

FLOOR PLAN KEY: 1. show windows; 2. women's hosiery and gloves; 3. men's haberdashery; 4. women's accessories; 5. notions; 6. electrical equipment; 7. men's sportswear and work clothes; 8. sports equipment; 9. radio and records; 10. audition booth; 11. stock and deliveries; 12. women's sportswear; 13. women's millinery; 14. women's coats, suits and dresses; 15. fitting rooms; 16. stock room.

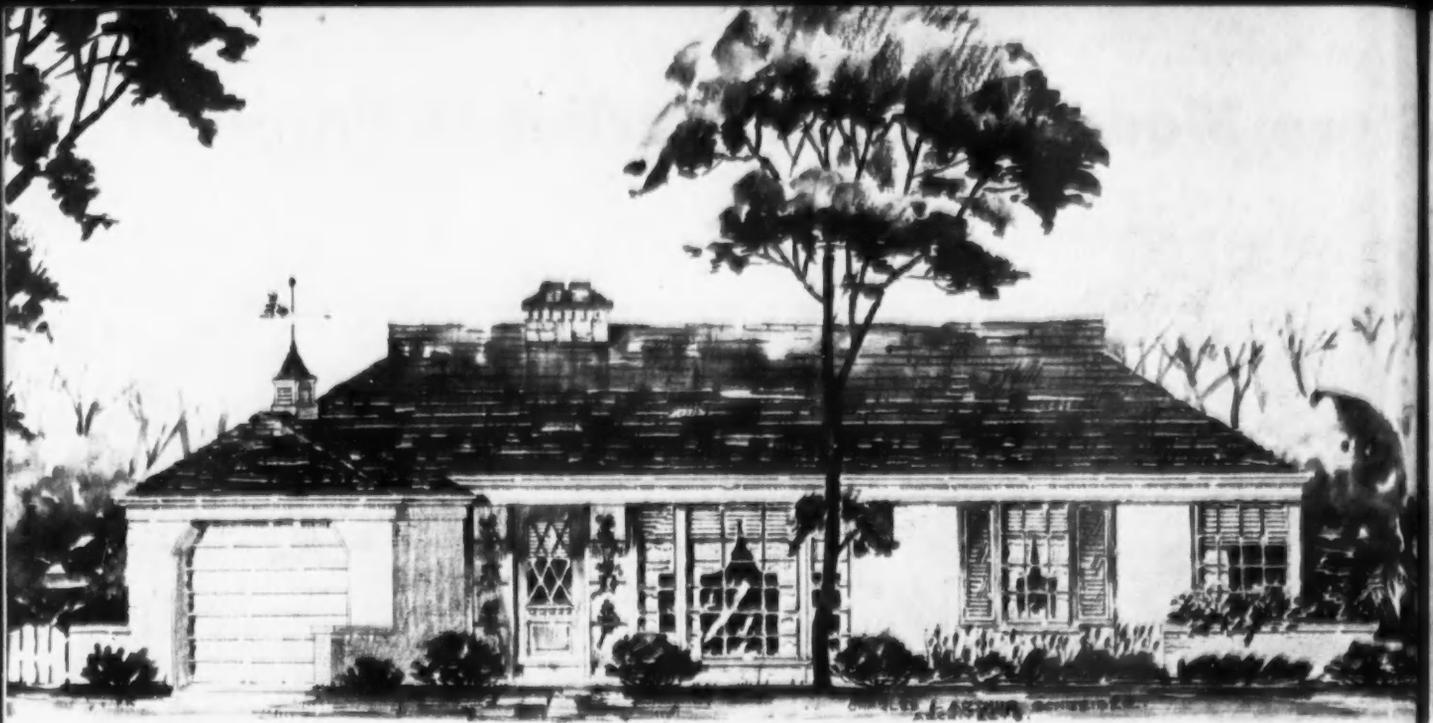


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PARTICULARLY attractive treatment of a small general store is noted in this design submitted by *Silvman and Levy*. The design is for a two-story building with the front of both floors entirely open.

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Miami in January, Bangor in June=All

WHAT do prospects for post-war homes expect in air conditioning? From a study of recent surveys, apparently they expect to be stay-at-homes and enjoy the cool, dry freshness of mountain peaks in the humid days of summer, the sweet, clean warmth of Florida or California inside while blizzards blast against their homes in winter. Over two-thirds of them say this is what they want. "Year 'round air conditioning means that you give an annual round-trip ticket to Florida for the winter and the same to Bangor, Maine, for the summer with each new home you sell," the merchandise director of one of the largest manufacturers of all year air conditioning equipment told the home builders of Chicago in a speech on the subject recently. Yes, he flashed the two tickets for all to see.

A woman in a southern city before the war had a summer cooling unit added to her forced warm air heating system. An officer of the company which manufactured the unit asked her for a testimonial letter,

quoting her high praise of the benefits her family was enjoying. She repeated that she was highly delighted but that she would not put it in a letter to be used to encourage others to buy air conditioning, according to the story told by the speaker. When asked why, she pointed to the drapes over a window which looked very clean though they had been up for over three years, and said simply: "You see, we are in the dry cleaning business."

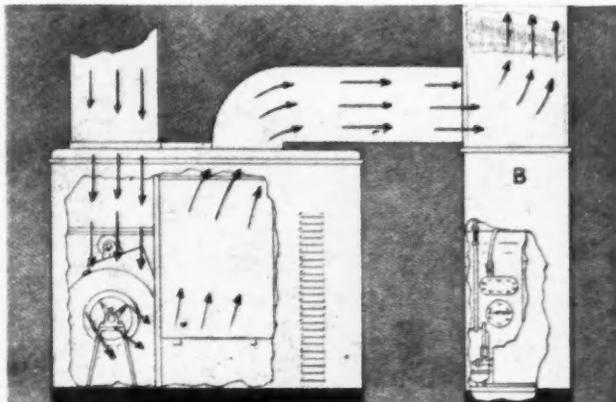
Despite its potential dangers to the cleaning business, all year air conditioning will no doubt move forward apace in both new and old homes in the post-war era. Several companies had made progress in the years before the war. These companies are planning now on tremendous programs of expansion as soon as the needs of war production slacken.

Air conditioning equipment, with the great progress made during the war, will then be ready to ride the assembly line of true mass production and bring this element of better living to an ever expanding market through constantly dropping prices. In the meantime the industry has already reached the point where a large percentage of new post-war homes will be able to enjoy this "fourth dimension of living"—at least those which will sell from \$10,000 upwards—and there will be plenty of those.

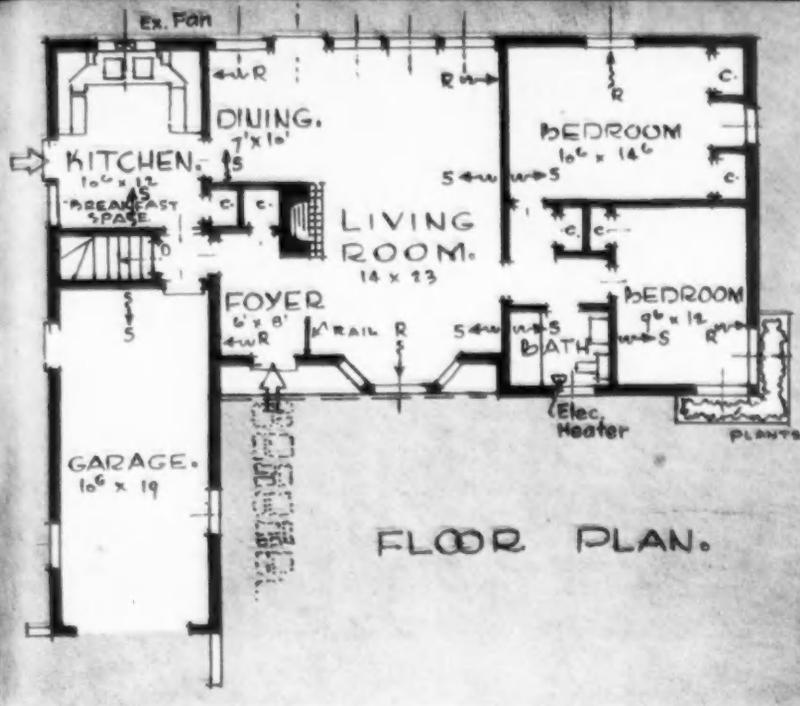
Problems to be Considered

Let us look at some of the practical aspects which must be considered when all year air conditioning is planned for use in a home such as the one illustrated at the top of these pages. This design was prepared by Charles and Arthur Schreiber, the Chicago architects and builders who won first prize for the suburban home in N.A.H.B.'s 1945 Design Competition.

In designing the combination year-round heating and cooling system to be installed in a new home about to be built, the first thing to be determined is the heat loss of the walls of the house. The volume of the window areas and the type of double glazing to be used to avoid heat loss will have a great effect on the size of the unit to be installed. Air conditioning engineers who studied this



COOLED, dehumidified air for summer passes over same course as warm air for heating. Same fan operates both cycles. Difference: In summer furnace is off and air is cooled and dehumidified as it passes over cooling coils (B) and on to plenum chamber.



FLOOR PLAN.

Solving the Problem

SOLUTION of the winter heating problem by the correct location of adequate warm air supply grilles and cold air returns automatically assures a correct installation for the circulation of cooled, dehumidified air in the summer cooling season.

Living room returns in this plan should be located close to wide window areas to draw cold air off before it runs far into the room. Another near the outside door quickly captures cold air there. Fresh outside air is mixed in returns to keep circulated air constantly vitalized.

An exhaust fan should be used to draw off cooking heat and odors. No return should be taken from kitchen and none from garage so as to keep unpleasant odors from entering other rooms through circulation system.

All Year Air Conditioning

plan strongly recommended the use of air blanket type of insulating glass. The most commonly known window of this type is Thermopane.

Of equal importance is adequate insulation of all living areas to be heated and cooled. These two points are vitally important because properly insulated glass areas and wall and ceiling insulation will fix the size and cost of the heating and cooling equipment to be used.

If the ducts of the air conditioning system are carried through uninsulated areas of the house, they should be covered with insulation to prevent heat loss in winter and loss of the cooled air in summer. In the house we are studying, this might occur if the ducts are run over the first floor ceiling through the unused second floor area.

In the design of an air handling system for the dual purpose of heating and cooling the majority of thought

should be concentrated on the heating cycle from the standpoint of reducing cold wall stratification. Treatment of large areas of glass surfaces which would offer cold wall stratification should be put under return air control thereby absorbing these losses as close as possible to the exposed area. On the supply side the proper sizing, air velocities, and location of outlets serving a given area must be carefully treated in relation to the return outlets in order to set up a controlled air flow with the minimum of draft.

In kitchen areas the mechanical exhaust feature is of importance to modern living in offering a positive control on the cooking odors. By setting up an exhaust system, back flow of kitchen air into other areas can be retarded by the use of proper design and size of kitchen exhaust.

(Continued to page 136)

Experts See Wider Use of Air Conditioning

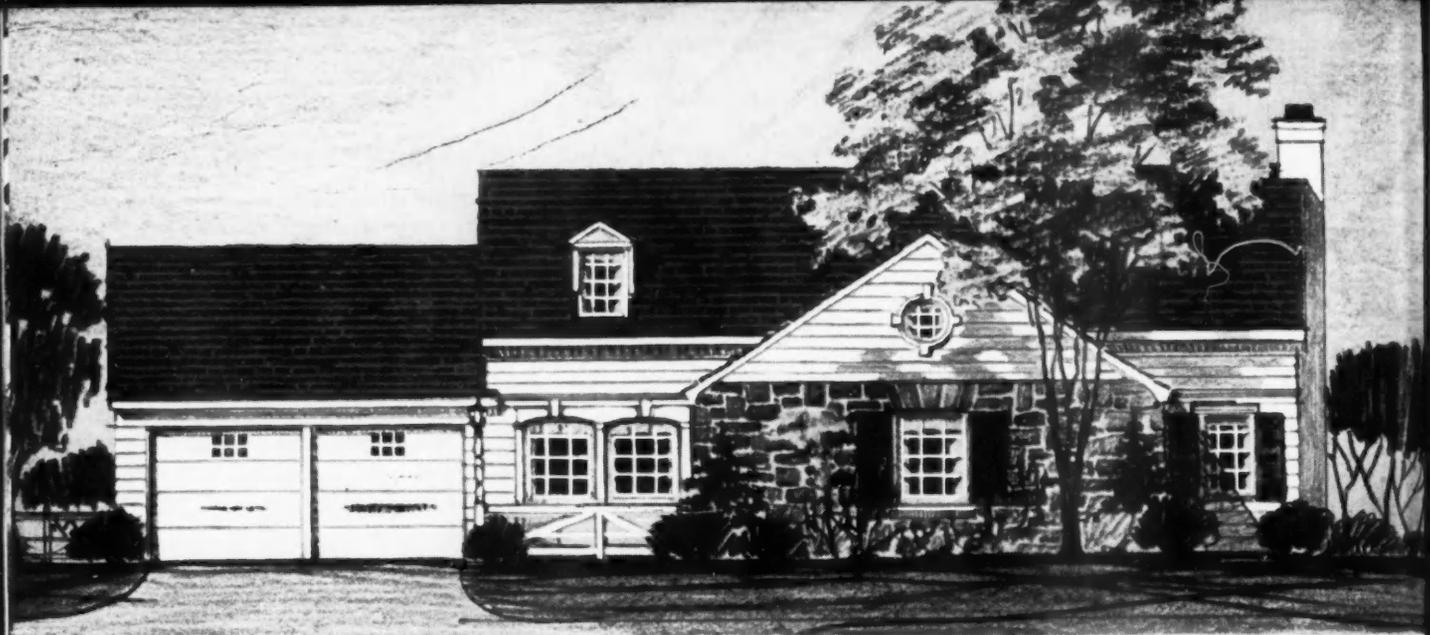
THE America of the future will be air-conditioned. That is the opinion of men who should know. They do not believe it will all come at once; they feel the extent to which its benefits can accrue to lower-cost homes will depend on the economic health of the country; they emphasize that its introduction and advance will be evolutionary rather than revolutionary. But it is rapidly on the way.

The experts to whom we refer are John E. Haines, of the Minneapolis-Honeywell Regulator Company; A. C. Buensod, of Buensod-Stacy Air Conditioning Company and W. S. Galazzi, of the York Corporation; and Charles S. Leopold, Philadelphia, leading engineer and consultant in the field, whose installations include that in the famed

Pentagon Building. They set forth their views recently in a round-table discussion held under the auspices of the Technical Committee of the New York Chapter, American Institute of Architects, in which many builders took part.

Reminding his audience that results are what count, Leopold pointed out that the aim of "well-conditioned space" is to make occupants oblivious to atmospheric conditions, rather than conscious of "comfortably warm" or "comfortably cool" sensations. The aim is rather to produce conditions in which people can work or play free of the discomforts "caused by temperature, humidity, excessive air motion, noise, odor and dirt." The many people who now work in plants or offices

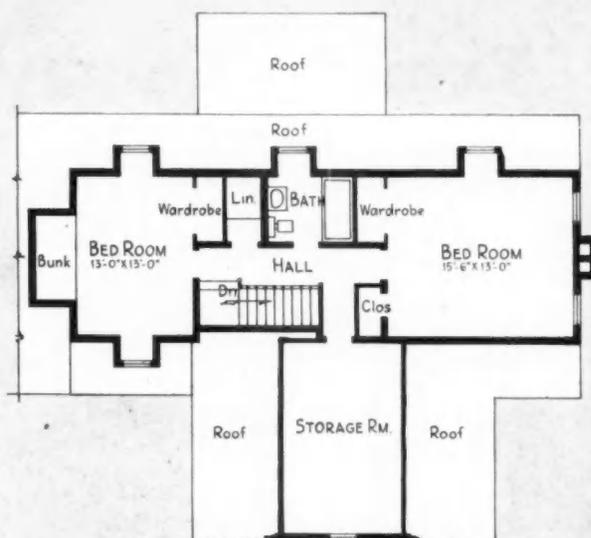
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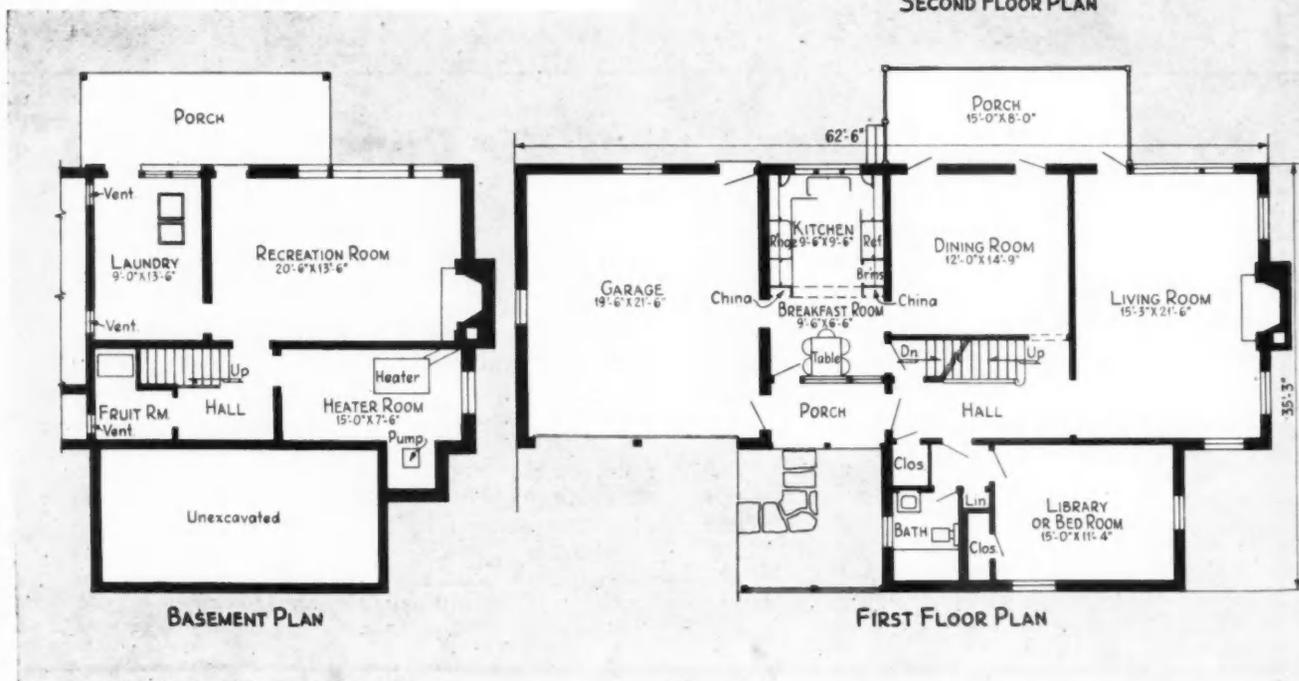
Freedom of Motion for Modern Living

PLENTY of room to move around—that's what this planning offers with its large living and dining quarters. It was entered in the N.A.H.B. competition by L. M. Gunderson, Shaker Heights, Ohio. Its two bathrooms guarantee that there will be no "morning" line forming in the hall.

The whole family can breakfast at one time without jamming the kitchen. The full bath downstairs does double duty as daytime lavatory and powder room for evening guests. All in all a home that opens the way to a free and open livability.



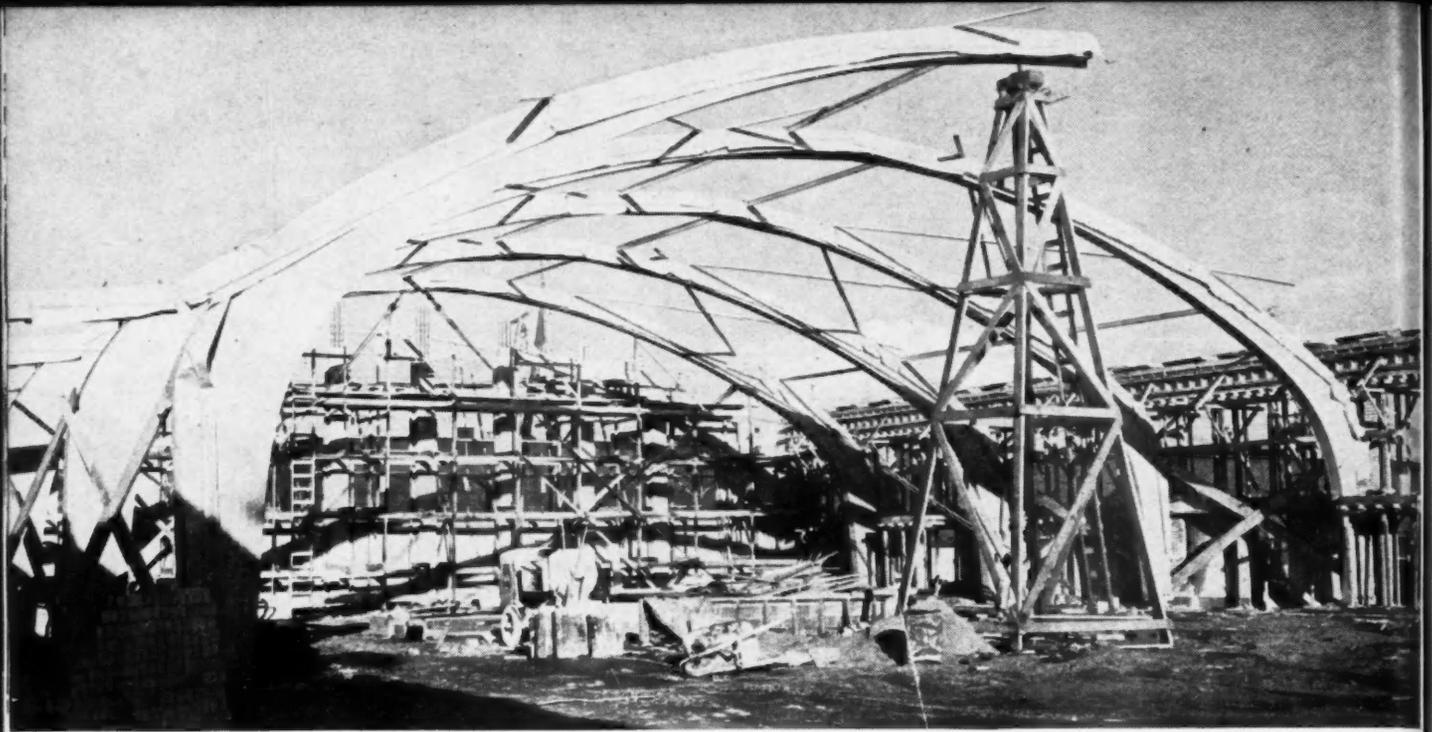
SECOND FLOOR PLAN



BASEMENT PLAN

FIRST FLOOR PLAN

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Ten Glued-up Arches Support Mammoth Roof

New Boeing Cafeteria has clear span of 92' 4" thanks to laminated wood trusses

A RECENT spectacular war plant job, using new techniques which will doubtless find many uses in post-war building, is the new plant cafeteria at Boeing's in Seattle. It is a brick veneered, vitreous tiled lined building of permanent type large enough to accommodate 1600 persons at once in its main dining room.

The vaulted ceiling and roof are supported by 10 flat Gothic arch trusses, on 20 foot centers, rising to a center height of 28' 3½". Each of the 20 truss sections has a depth of 28 inches at the base, 42 inches at the elbow and 12½ inches at the ridge. They were built to shape of ¾ inch dressed Douglas fir in the Seattle plant of Timber Structures, Inc. using Laucks Construction glue. The square footage spanned by the ten arches is 112' x 220'. Each of the arches has an individual span of 92' 4".

This type of strong yet graceful wide-span roof support has had much war-time use for airplane hangars, assembly shops, bridges, etc. It is a decorative arch construction which lends itself admirably to such large post-war buildings as auditoriums, passenger stations, ice arenas, swimming pools and warehouses.



FEEDING THE FOLKS who make the B-17 Flying Fortresses and the B-29 Superbombers at the Seattle main plant of the Boeing Aircraft Company; view at right shows new Cafeteria in use. Upper construction shots reveal how the giant arch trusses were erected.

100



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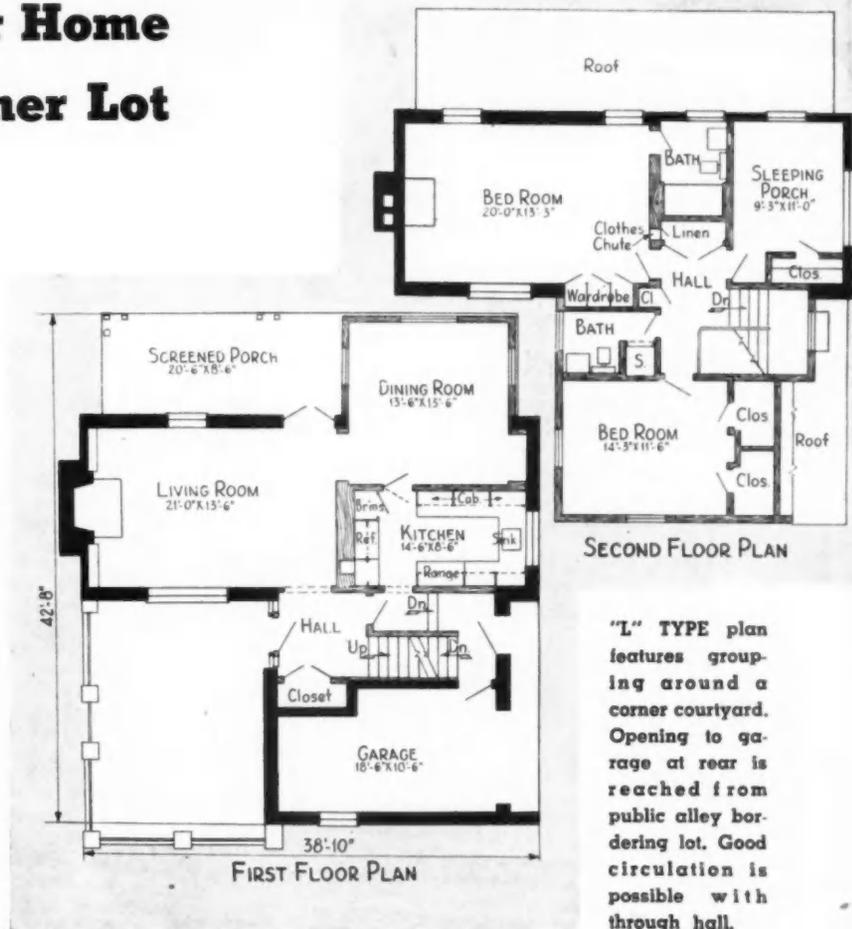


101

This Front Cover Home Planned for Corner Lot

PERKINS, Wheeler and Will, Chicago architects, here successfully handle a number of problems not normally found in planning an average six-room design. The lot is bordered front and side by public thoroughfares; this made an arrangement around a front court desirable. By placing the built-in garage door to the rear, an attractive front elevation was obtained. Large picture windows in the living room and master bedroom overlook the enclosed area.

On the opposite side a generous screened living porch has access both from the living room and dining room; it can be used for outdoor dining and relaxation. The kitchen has an efficient "U" type layout, with good storage area. On the second floor the three bedrooms, one of which is called a sleeping porch, have ample closet space, and are served by two baths. There is a good-sized linen closet, cedar lined and properly shelved.



"L" TYPE plan features grouping around a corner courtyard. Opening to garage at rear is reached from public alley bordering lot. Good circulation is possible with through hall.

**American Builder
JOB HELPS**
Prepared by
Dave Smith

Builders' short cuts, time savers and how-to-do-it ideas for use in office or on the job. A continuing editorial feature appearing monthly. Sheets or notebooks are not for sale or available in any other form.

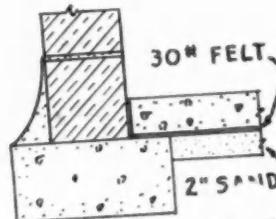
HOW TO BUILD TIGHT BASEMENTS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS

DRY BASEMENTS



PUDDLE AND TAMP NEXT TO FOUNDATION USE INCH WATERPIPE TAMP DRILLED WITH AIR HOLES TO VENT POCKETS

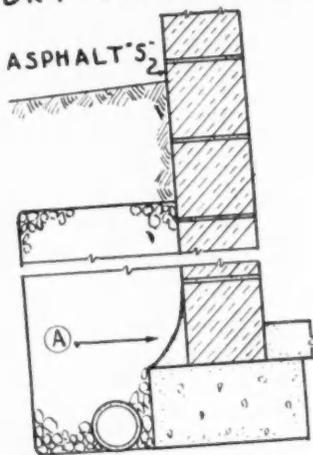


In the drawing above there will be found three helpful ideas to assure dry basements in localities lacking good drainage. One is always to be sure that the grade pitches away from the wall to carry away surface water. In connection with this, at the time of backfill, puddle and tamp the fill next to the foundation with a piece of waterpipe. When laying the basement floor a 30-pound saturated felt membrane over a 2" sand fill will keep out dampness. This membrane should extend over on to the footing and up the wall.

HOW TO PROTECT AGAINST SEEPAGE

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS

DRY BASEMENTS

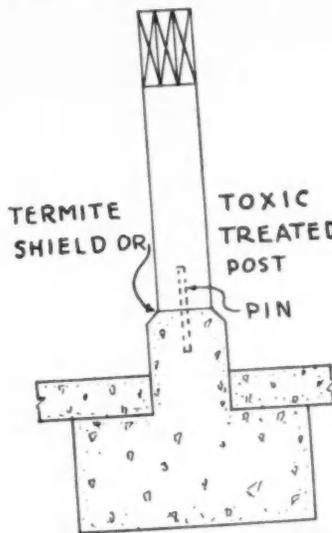


The basement wall cross section above gives additional pointers for the construction of dry basements. A cement fill between the footing and wall (A) will carry the seepage beyond the wall and into the tile. An adequate area of rock fill will allow large amounts of drainage to be handled. To make sure that this does not penetrate, the proper amount of asphalt coating should be mopped on the outside of the foundation wall before backfill. Under severe conditions a membrane, possibly metal backed, can be added for protection at this point.

HOW TO BUILD BASEMENT PIERS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS

BASEMENT PIERS



Piers for either basementless houses or for construction where a wood post is desirable require proper footings if they are to stand up. To prevent rot these should project above excavation level or floor level, as shown in the drawing. Where the under floor space is not readily accessible for inspection, termite shields or treated timber are suggested. A steel pin set in the footing will give proper anchorage. Sizes of footing should be carefully computed according to load and soil conditions.

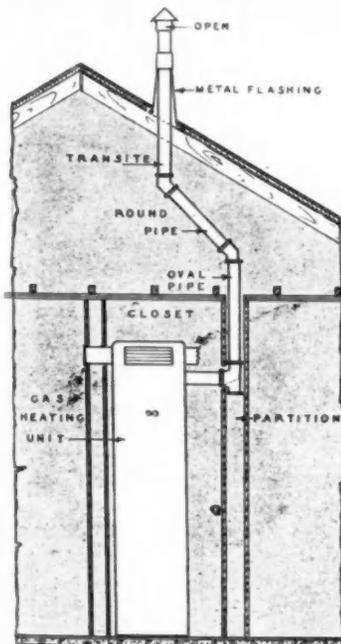


How-To-Do-It Pointers

How to Connect Gas Heat Without Chimney

FREQUENTLY on jobs calling for the installation of gas heat, substantial savings can be made without building a masonry chimney. This is particularly true in low cost construction or conversion where the original structure did not have a chimney available for a heating plant.

A special flue for burning gas, known as the Type B, has been approved by the Fire Underwriters. A typical application of this is shown in the drawing below. Here a gas heating unit has been installed in a closet and a Transite flue has been run up through a partition then carried through attic space to vent above the roof. Note that air space is left around the flue and suitable metal flashing carries it through the roof construction.

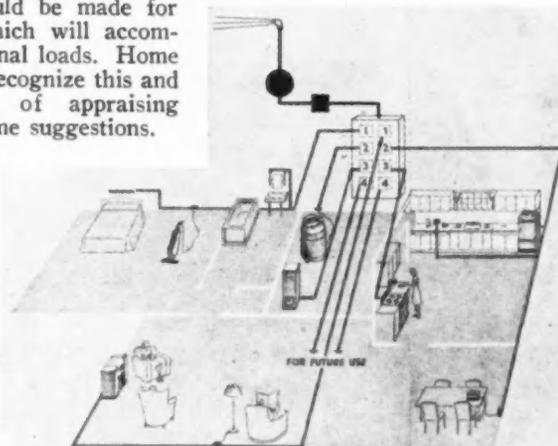


FOR gas heat with a low flue temperature, installation as indicated above saves the cost of a chimney.

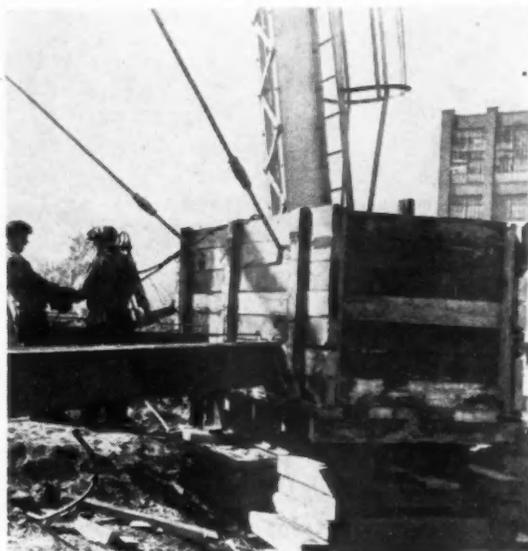
How to Plan For Electrical Needs of Tomorrow

THE future will bring further improvements in electrical performances within the home and in today's planning provision should be made for adequate wiring which will accommodate such additional loads. Home financing agencies recognize this and give consideration of appraising value. Here are some suggestions.

- Circuits No. 1:** lights, small appliances, 14 gauge, 15 ampere protection. **2:** kitchen, laundry, dining appliances; 12 gauge, 20 amp. **3:** 6 or 8 gauge, individual equipment. **4:** spare circuits.



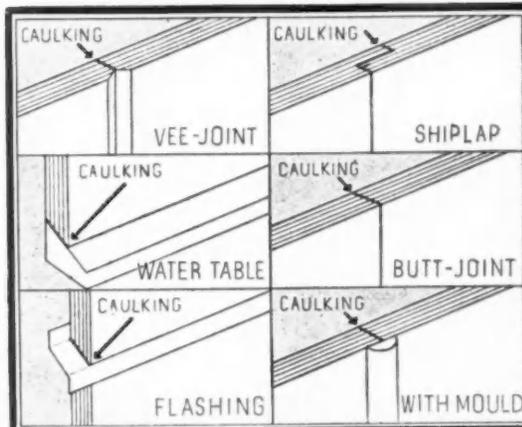
How to Move Top-Heavy Structures



OCCASIONALLY a job requires moving a tall structure with weight concentrated at the top. The Turner Construction Company had such a problem in moving a sprinkler tank. To do this each leg was counter weighted with large bins filled with sand. Tower was braced and guyed before anchorage was cut loose. Jacks put each leg on dollies; it traveled rails to new location.

How to Make Tight Joints in Plywood Exteriors

JUST before the war, panels of exterior grade plywood were used extensively for outside finish on commercial and industrial structures as well as residences, applied either horizontally or vertically. Several methods are shown here for handling the joints. The simplest is a caulked butt type. Others are a V-joint, shiplap joint, or mould-covered joint all properly caulked. The problem on horizontal joints can be handled either with a water table mould or through flashing, both caulked as illustrated.



How to Add Utility to Detached Garage

A LARGE post-war market for garages is foreseen to take care of war housing requirements and rebuilding of deteriorated structures as well as those to be built in connection with new homes. This particular field offers many opportunities. The garage, however, has become more than car storage; planning for additional uses has become popular. One such idea is shown here in the addition of a play-room wing. It has a separate door to keep the youngsters away from tools and after they become older it can be converted to a hobby room or storage space as sketched here by the Crawford Door Co. It is an attractive addition instead of an eye sore.



THIS 20 by 20 two car garage has well lighted multi-use room as a wing with separate entrance.

How to Build In Freezing Weather

WHILE laying block foundations, W. C. Doering ran into a cold wave in Milwaukee. Work had to be halted until a large tent was used to cover the entire basement. Salamanders raised the inside temperature 40 to 50 degrees. He used a Rex concrete mixer outside the tent with an inclining trench as a passageway to the work.



How to Stop Drip From Cold Water Pipes



IN planning basement space for use as a finished room serving recreation, laundry, or other purposes, dripping condensation from cold water pipes has to be eliminated. To the several materials already being used to do this job, a new one is now available. Nodrip Tape is the name of this tested product which is reportedly applied quickly and easily without tools or experience. It is wrapped around the pipe and fittings to form a snug jacket as shown in the illustration. This cork filled material can be left in its natural brown color or painted.

Another o AM BU

Details of Masonry Construction for Better Building

By R. J. Alexander

NO building is any sounder than the masonry upon which it rests. So this month the detail plate presents proper design of footings, foundations, and walls. Various materials are included so that wide application is possible.

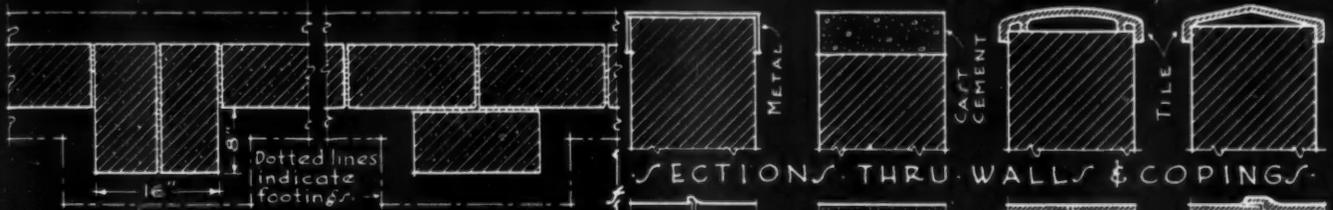
Footings sizes are indicated for 8, 10, and 12 inch concrete foundations used under normal conditions. A special spread footing is shown for use on new fill, or wet ground. Footings for 9 and 12 inch brick or tile walls give sizes for these materials. A post footing completes this group. The sizes shown here will not cover all conditions found in the field. However, they are as nearly standard as possible for average loads found in residential construction. The builder's own experience will provide him with a rule of thumb for varying this practice.

Wall details indicate methods of laying reinforcing pilasters in a basement wall; also shown is the proper method of tying joists into such a wall. In one case the masonry units are used through wall to give a 16" square pilaster; in the other the blocks are merely laid as a back up.

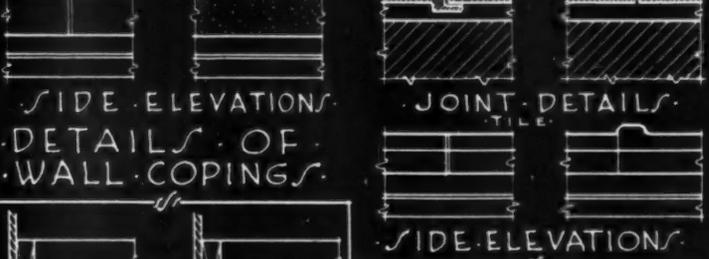
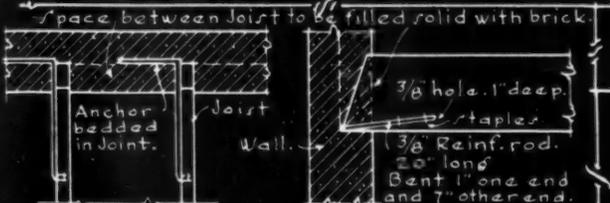
Wall copings are indicated in the commonly used materials shown in both section and elevation. Also the problem of properly handling openings in exterior walls is covered in steel and reinforced concrete lintels over window and door frames; brick and cast cement window sills.

The special problem of area walls is covered in a reinforced cast cement type and the more common poured concrete area wall; both are anchored at the sides. It is important that the bottom of window areaways either have connection to a drain or provide deep enough fill to hold the maximum amount of rainfall experienced in the locality. A few inches extra depth in heavy, poorly drained soil will be a worth-while protection against water coming over the sill of a window that might be left open or not fit air-tight.

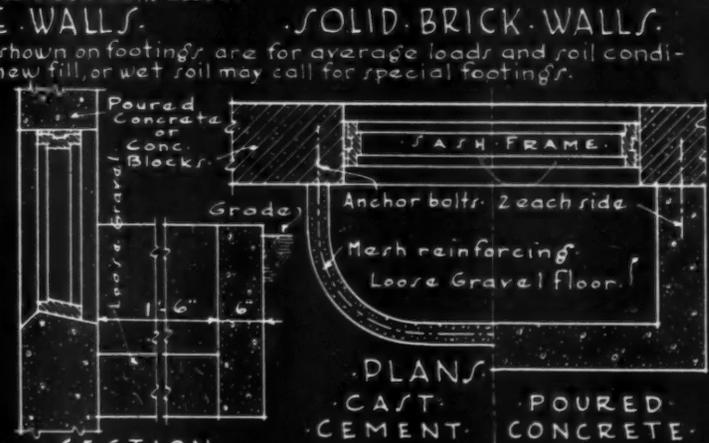
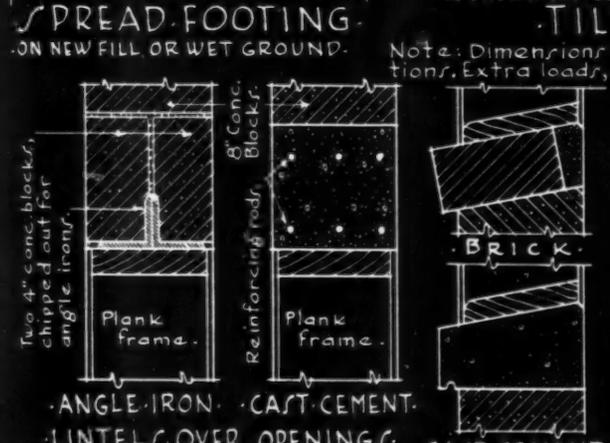
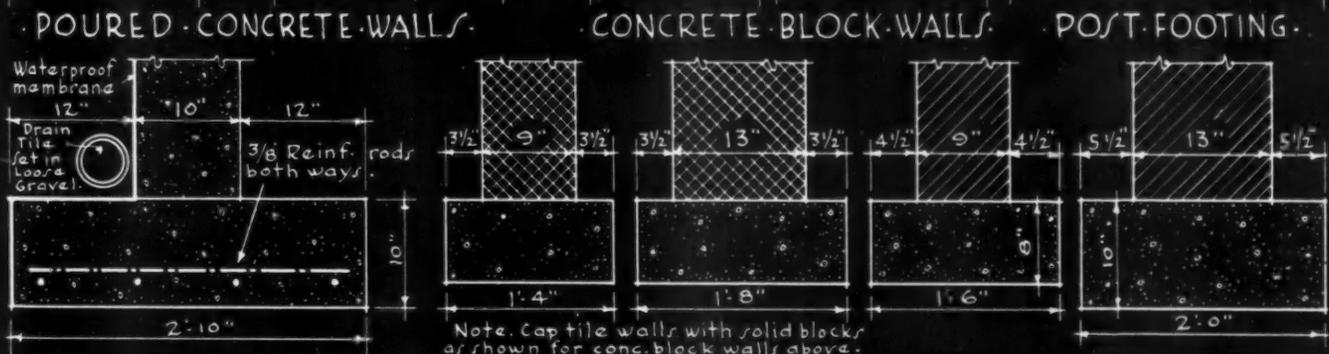
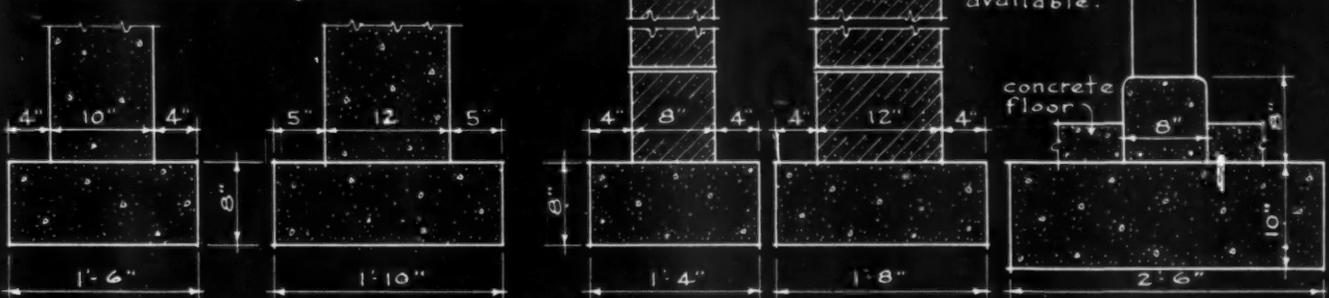
No. D-6 - MASONRY CONSTRUCTION - DETAILS



ALTERNATE COURSES.
Basement walls of 8" concrete blocks, when more than 24 ft. long require pilasters.



TYING JOISTS TO CONC. BLOCK WALL



Note: Size of angles and rods determined by width of opening.

Orderly Planning of Public Works Will Aid Reconversion of Private Construction

U. S. Chamber's proposals to Congress would release public works when private work is slack, aid home building

"WHAT are the reasonable expectations as to construction's part in our postwar economy?" Edward P. Palmer, chairman of the Construction and Civic Development Committee of the U. S. Chamber of Commerce, asked the House Subcommittee on Public Works and Construction when he presented this report. "It appears that permanently, that is to say after the urgent work necessarily postponed during the war has been done, we should not count upon the industry to provide more than 10 to 15 per cent of the total national income and employment. Traditionally this means public work at 3-1/3 to 5 per cent of the total national income and employment. Obviously we must look beyond construction for the great bulk of post-war employment.

"What I will now present to you are the recommendations of the National Chamber's Construction and Civic Development Department Committee with respect to the handling of public works, and their relation to the rest of construction,"

Palmer said. The recommendations follow under seven headings along with supporting arguments of the committee.

1. Responsibilities of Federal, State, and Local Governments—Traditionally we have financed our public works through the tax power of that government agency administering the completed project. But, as a result of various stresses and pressures, local government jurisdictions have tended to look more to state governments for assistance in financing their public works. States and localities have tended to look more to the federal government for aid.

We have drifted so far in these directions that it is time to take our bearings. We should improve our procedures for determining what public works we need and can afford. In that connection we need to establish rules defining which government level should finance each of the various classes of public works essential to an active economy.

It is suggested, therefore, that we accept this basic principle: *The federal government will finance only those public works which lie within its jurisdiction or fields of direct responsibility. All other public works will be financed by state and local governments.*

(Continued to page 132)

CATALOGS AND HOW-TO-DO-IT INFORMATION

129—RADIANT HEATING THOROUGHLY EXPLAINED—Just off the press is a 52 page book by A. M. Byers Co., Pittsburgh, that is a working manual on the subject. The book records 23 typical installations including 10 houses in various price brackets. Also there are 12 pages devoted to answering questions on the subject of radiant heating that have been most frequently asked during the past seven years at lectures on the subject and letters received by the Byers Company. In short, here are most of the answers regarding radiant heating.

130—VERSATILITY OF POWER TOOLS—is the backbone of a new leaflet by the Red Star Products Inc., of Cleveland. A pivoted arm—or versatile elbow—saw permits a wide number of miter cuts—up to 80 degrees left and right. Other remarkable features of the saw, as well as drill and circular routing, are explained in the leaflet.

131—RADIATION-CONVECTION-CONDUCTION—These are the three types of heating explained in a booklet by Kohler of Kohler, Wis., entitled "Radiant Heating for the Modern Home." As we all know, the heating of post-war houses is an important item all along the line from builder to home buyer, so the more information on the subject the better.

132—X MARKS THE SPOT—So says Pryne & Company, Los Angeles, Cal., in a booklet describing how to eliminate unwanted air at the source. This is done by a special fan which embodies both the suction and blower principles, and carries out stale air with ease. Good to know about.

133—CUSTOM BUILT KITCHENS—to fit the needs of the individual home is the theme of a booklet published by St. Charles Mfg. Co. of St. Charles, Ill. Their complete line of kitchen cabinets is covered in the folder, plus many accessories that help make an efficient running kitchen. Suggested layouts are pictured showing cabinet combinations for different shaped kitchens.

134—THE RIGHT SIZE SAW—for every kind of work is offered by De Walt Products Corp. of Lancaster, Pa., in their newest folder. Each model is illustrated with specifications and all of the operations handled by these versatile saws are covered, emphasizing time saved in the woodworking shop.

135—HOW TO PICK THE RIGHT PAINT—is the keynote of three folders prepared by Pratt & Lambert, Inc., Buffalo, N.Y. These folders present painting specifications for three types of homes—High Grade—Medium Price and Low Cost. The specifications set forth the kind of material to be used; number of coats to be applied on the various surfaces throughout the entire house; colors to be used in each room; the character of workmanship and responsibility of the contractor.

136—HOW TO OBTAIN MAXIMUM FIREPLACE EFFICIENCY—is subject of mailing piece covering fireplace dampers published by Donley Brothers Co., Cleveland, Ohio. Four types of dampers are illustrated, with model numbers for varying sizes of fireplace openings. These include Chain Control—Rotary Control—Poker Control and Flat Dampers. Fireplace construction principles are also given in this six page folder.

SERVICE COUPON—CLIP and MAIL to CHICAGO

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American Builder,

(May, 1945)

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how Flintkote products will perform in service... and an unchanging adherence to the ideal of quality.

Such ingredients bear no price tag, appear on no specification sheet.

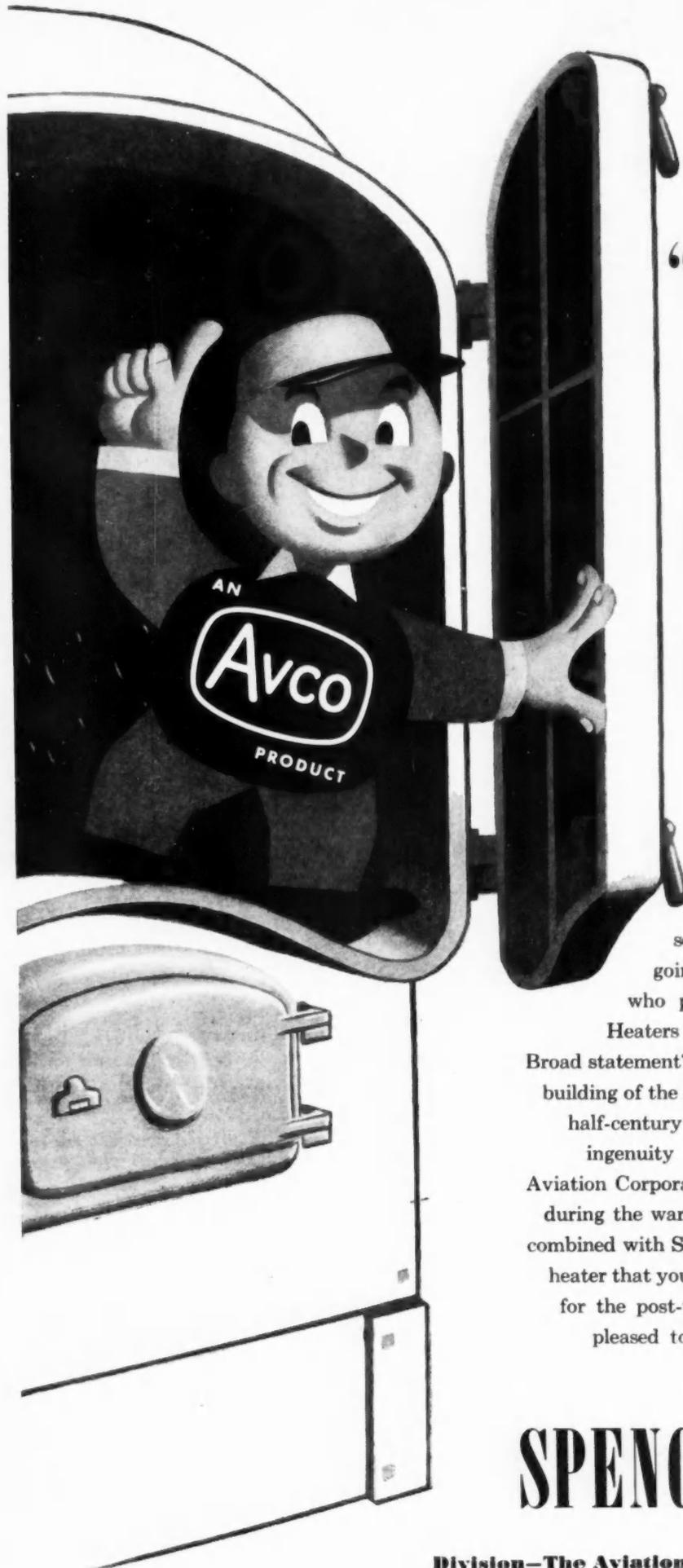
That is what we mean when we say that beneath the surface there's a great deal more.

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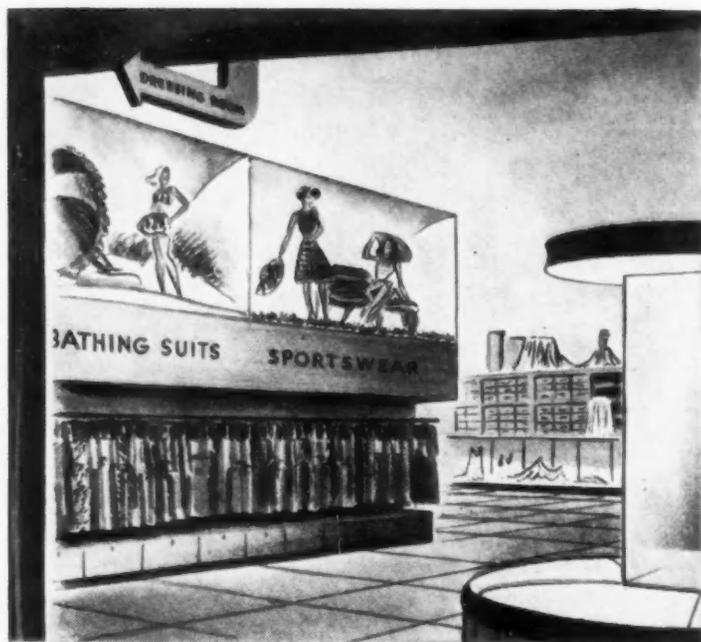
**“We’ve got the
answer when
the heat’s
turned on!”**

You know . . . we know . . . that the heat of post-war competition is going to be *something!* Now is none too soon to set your sights on solid selling points for the homes you are going to build. We predict that the man who plans homes equipped with Spencer Heaters is going to have a happy time of it. Broad statement? Not when you consider that into the building of the new Spencer Heater line will go over a half-century of heater experience *combined with* the ingenuity and engineering knowledge of The Aviation Corporation . . . skills developed and proved during the war years. New economy and utility . . . combined with Spencer dependability, will bring you a heater that you’ll want to include in the specifications for the post-war homes you’re planning. We’ll be pleased to furnish you with more information.

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Division—The Aviation Corporation, Williamsport, Pa.

MAIN STREET...NEW MODEL

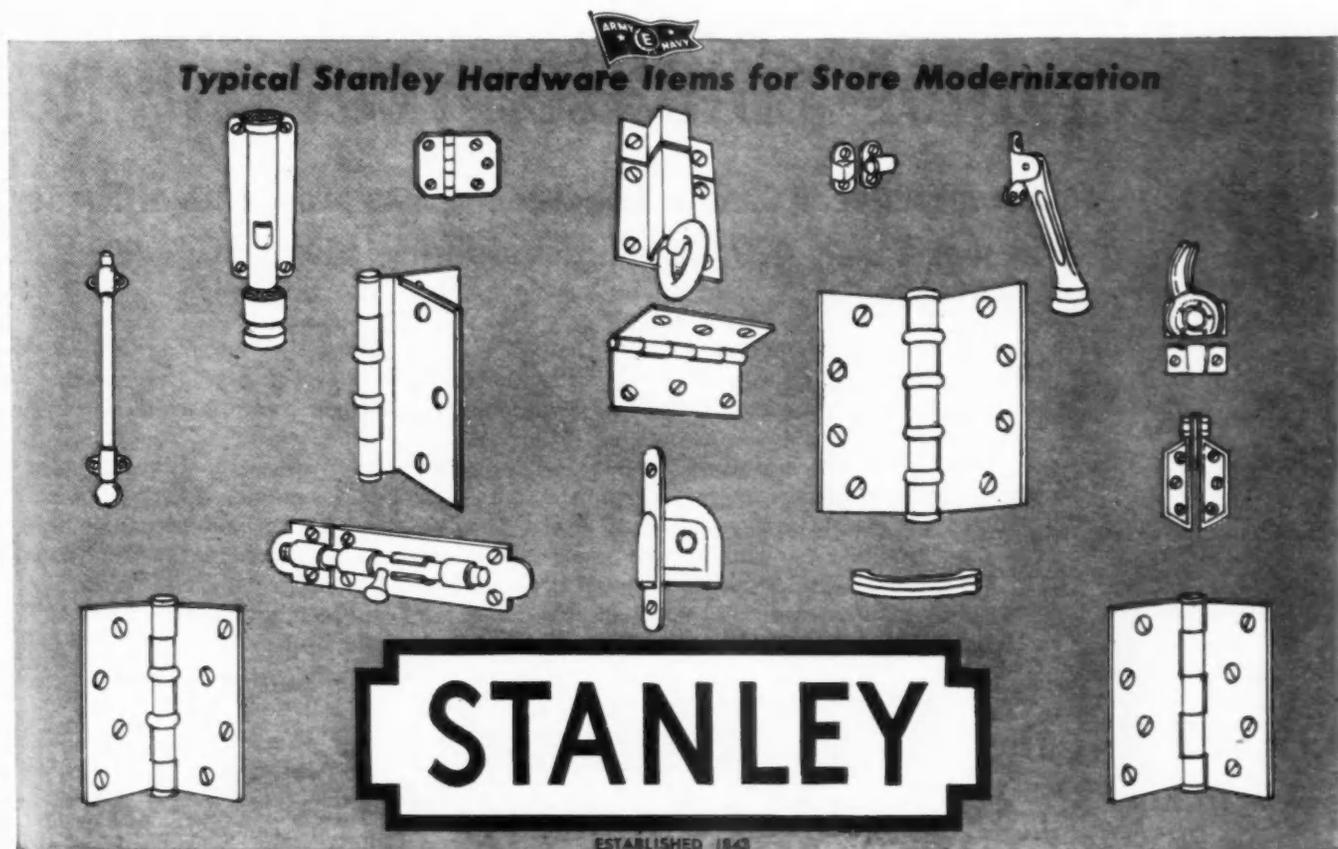


will be better-built with **STANLEY HARDWARE**

One of America's greatest construction revivals will be the modernization of independent stores. But attractive appearance is only part of the picture. Sensing that successful competition will depend on better service and lower operating costs, merchants are making efficiency and durability the keynote of every plan. And that's where Stanley Hardware comes in!

The entire modern store - from "Magic Door" front entrance to rear stockroom bin and closet - will be fitted out attractively, efficiently and durably if you install Stanley Hardware. The satisfaction and good will gained with each completed job will lead to others. You get the preference - and the profit. The Stanley Works, New Britain, Connecticut.

Typical Stanley Hardware Items for Store Modernization



ESTABLISHED 1843



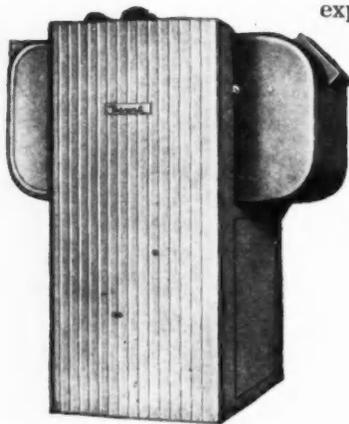
REFRESHINGLY COOL IN SUMMER—

Ideal indoor climate, year round . . .

Servel All-Year Gas Air Conditioning has proved its efficiency in more than 400 installations during the past four years

During the past four years, more than 400 homeowners and businessmen throughout the United States have enjoyed a new experience in living and working comfort.

In their homes and commercial establishments, located in every part of the country, they've revealed in an *ideal* indoor climate . . . maintained at just the proper temperature and humidity for maximum living and working comfort . . . the whole year round!



Even during the hottest, most humid summer weather, these buildings have been kept refreshingly cool and comfortable by the draft-free circulation of cleaned, cooled air, from which sticky, enervating humidity has been removed. And in winter they've been kept warm and comfortable—and clean—by the circulation of filtered warm air to which just the right amount of humidity has been added.

The new equipment that provided this

Servel *All-Year* Gas A



COMFORTABLY WARM IN WINTER!

... for your post-war homes

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...cooled
...humid-
...winter
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...ideal indoor climate the year round was perfected by Servel, maker of the Silent Servel Gas Refrigerator, just before the war began, after more than ten years of preliminary research and engineering. It represents an entirely new concept in all-year air conditioning. One simple, central unit—completely self-contained—does the whole year-round job. It cleans, cools and dehumidifies the air in summer, cleans, warms and humidifies it in winter, cleans and circulates it at prevailing temperatures between seasons. One simple central control—the Selectrol—regulates all six functions at the touch of a finger.

The Servel All-Year Gas Air Conditioner,

already tested, proved, and approved by every one who has tried it, will be available for your post-war homes just as soon as materials and facilities are released from war work. Because it offers just the type of all-year air conditioning that prospective post-war homeowners and builders are saying they will want, it will pay you to find out more about it now.

You can get complete technical data from your local Gas Company. Or we'll be glad to furnish it direct, together with any information you might like to have about the more than four hundred installations already in successful operation. Just write Servel, Inc., 1505 Morton Street, Evansville 20, Ind.

as Air Conditioner

**SUMMER COOLING • WINTER HEATING
IN ONE SIMPLE UNIT
MADE BY THE MAKER OF
THE SERVEL GAS REFRIGERATOR**

Practical Ideas for

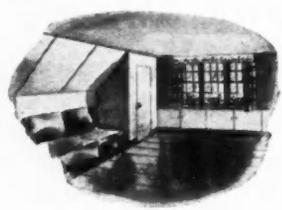


• BASEMENTS



Every unfinished basement has profitable jobs for the carpenter-builder . . . utility rooms, vegetable storage rooms, extra closets, etc.

• ATTICS



With the housing shortage, owners want every foot of space in profitable use. Finished attics mean more rooms to rent or enjoy.

• TAVERNS



Remodel old restaurants, dining rooms, small stores, into streamlined, attractive places; build tourist cabins, week-end hideaways, etc.

Johns-Manville

Profitable Jobs

... with J-M Insulating Board!

WITH wartime restrictions on many types of construction, and with the increasing scarcity of lumber, consider what you can do with Johns-Manville Insulating Board.

This low-cost, versatile building material, with its attractive "pre-finished" surface, is easy to work, can be quickly installed. And with plenty of jobs to be had, J-M Insulating Board enables you to keep busy on work that is profitable.

Take a look at some of the possibilities. In the panel below are just a few of many kinds of Insulating Board projects that you can do now.

How J-M Insulating Board Can Help You
Quicker and surer profits can be yours with J-M Insulating Board because...

- The large, economical sheets (4 feet wide and from 6 to 12 feet long) are quick-covering, light in weight and easy to handle.

- They are structurally strong, made of interlaced wood fibers... can easily be sawed to any desired shape... and can be speedily beveled, grooved, or scored for decorative effects.

- J-M Insulating Board insulates as it builds... provides effective protection against heat and cold.

- An exclusive Johns-Manville finishing process gives the material a "factory-finished" Glaze-coat surface that is amazingly smoother... more attractive.

Your dealer will be glad to give you prices and samples. He also has literature containing many other practical ideas for profitable jobs, using J-M Insulating Board as well as J-M Weathertite Sheathing, J-M Insulating Lath, and pre-cut Insulating Bevel Panels and Planks.

See your dealer now or write today to Johns-Manville, 22 East 40th Street, New York 16, New York.



OFFICES



With J-M Insulating Board you can transform outdated offices into modern, desirable, good-looking office suites. A big market!

bevels quickly



saws cleanly



nails easily



takes paint readily

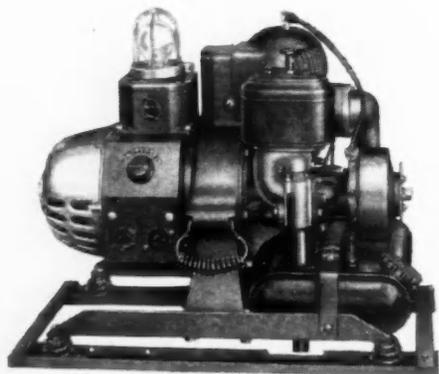
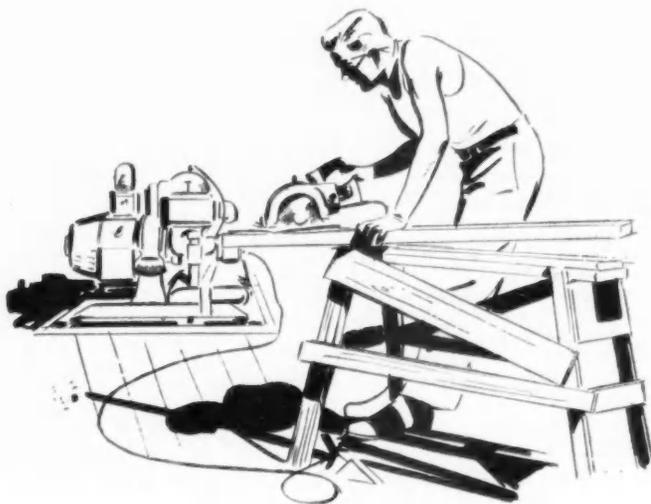


INSULATING BOARD



PUT A
HOMELITE
 ON THE JOB
 AND GET IT DONE
 MUCH FASTER

Small enough for one man to carry, a 2000 watt Homelite Gasoline-Engine-Driven Generator produces enough electric power to operate time-saving tools in the hands of several men. *



Capable of producing more horsepower per pound than other portable generators, a Homelite gives you longer and better service with less trouble and maintenance. Self-lubricating, air-cooled, and equipped with over-size ball bearings, the Homelite built-in two-cycle gasoline engine stands up dependably under all types of tough working conditions.

* Just one of many uses for a Homelite. Send for our new booklet showing all the time-saving uses of Homelite Portable Generators, Pumps, and Blowers.

HOMELITE CORPORATION

PORT CHESTER, NEW YORK
Portable PUMPS • GENERATORS • BLOWERS



When You Estimate home remodeling or rebuilding jobs, suggest and include the modest cost of a "BATHE-RITE" Shower Cabinet. EVERYONE appreciates the healthful advantages of shower bathing — and a "BATHE-RITE" Shower Cabinet installed in the bathroom, utility room, or basement answers the problem of "how and where."

BATHE-RITE Shower Cabinets are prefabricated and require no special wall or floor preparation. Installation is simplicity itself.

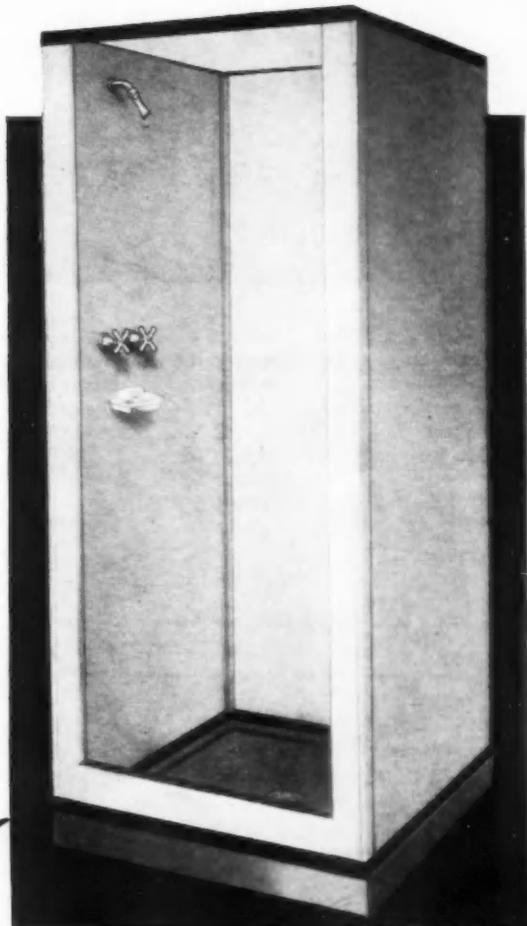
Quality, Strength, and Durability are inbuilt characteristics of the "BATHE-RITE" Shower Cabinet. You may recommend it to your clients with the fullest confidence. Ask your plumber for details, or write direct for 1945 catalog.

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Bathe-Rite MODELS

Available now: in 30" x 30" and 32" x 32" sizes.



LOVESETS...TOMORROW'S FUELING AND POST-WAR HOMES



1. Trend-Investigating Editor Patricia Guinan takes time to investigate "Lovesets," newest trousseau word referring to china, glassware, linens and silver bought in sets of two for complete harmony. Here she's discussing the matter with Carole Stupell, owner of Madison Avenue's famous Gift Shop. Read Mrs. Guinan's article on this new table setting concept in *House Beautiful* for May.



2. Post-War Comfort at home is a fetish with *House Beautiful*. So Editor Florence Paine looks into automatic fueling, vital part of the picture. Here she is getting all of the important angles of the activities going on in the stoker field from C. T. Burg, General Sales Manager of the Iron Fireman Manufacturing Company, outstanding leader in the business.



3. Hearing All Sides of the story is *House Beautiful's* business. So after she addressed the annual meeting of Ponderosa Pine Woodwork recently in Minneapolis, Editor-in-Chief Elizabeth Gordon traded opinions on likely developments in Post-War Housing with President E. L. Shevlin, (middle). General Manager Robert M. Bodkin, (extreme right) and Vice-President E. J. Curtis, (extreme left).



4. Trend Checking is the watchword throughout the entire *House Beautiful* organization. Here's Publisher R. A. Hoefler, weighing the pro's and con's of Post-War Storage in the home with Mr. F. J. Vogt, President of Knappe & Vogt Manufacturing Co., manufacturers of K-veniences, closet fixtures and A. Harold Miles, Eastern Representative.

HOUSE BEAUTIFUL is the magazine that interprets your market for you! It's **FIRST** in the home field... the must magazine for those who make it their business to know their business.

YOU KNOW IT'S RIGHT WHEN



It's Right from

HOUSE BEAUTIFUL



This is "Dover," one of a series of brilliantly styled Gerity lines.

It's Guaranteed for Life!

Every piece of Gerity chromeware is unconditionally guaranteed not to break, crack, peel, check, or tarnish; and it's guaranteed for the entire life of the product! This is an important sales feature — it represents an actual plus value to the buyers of Gerity bathroom accessories.

In addition to distinctive modern designs, and guaranteed quality, Gerity helps you to sell, through attractive display boards for window, counter, wall, or floor use; through colorful, attention-getting packaging; and through extensive national advertising in leading homemaker's magazines and trade papers.

Orders are now being accepted for future delivery. Write or wire for catalog and prices.



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



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

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



FACTORY-TRAINED SALES and SERVICE REPRESENTATIVES IN PRINCIPAL CITIES

BARBER-COLMAN COMPANY

104 MILL ST.

• ROCKFORD, ILL.

Cortright

(Continued from page 73)

two million units for a estimated eight million people in congested war areas. As of March 1st more than 53,000 units were under construction and another 60,000 have been authorized and were ready to be placed under construction. Private financing will take care of 41,000 of these and the remaining 19,000 will be built with public funds.

On the H-2 side of the ledger only 25,000 units have been authorized in 111 communities since early last fall. This is only a fraction of the total N.H.A. programming to meet the urgent need in hundreds of communities. Refusal to approve the programs by the Area Production Urgency Committees has reduced a program of at least 10,000 units per month to a trickle. As we have said many times in the past, it is most important for Local Builders' Associations to keep in close touch with the A.P.U.C. committees in their cities. Labor conditions can change rapidly and there has been a substantial improvement in a number of places. Whenever this happens the H-2 program will be reconsidered and approval secured.

N.H.A.'s report discloses complete failure in housing veterans. Only 2,700 priorities for constructing homes for former service people have been issued! Since more than 1,750,000 veterans have been discharged and as the present rate of release approximates 60,000 per month it is obvious that this demand is not being met. A number of factors contribute to this condition, but the phrasing of the housing title of the Veterans Bill of Rights requiring "reasonable normal value" is largely at fault. Since reproduction cost and present market value have increased and will probably stay at this level for sometime, the issue is now clearly one for the Congress. Either current values must be recognized or the purpose of the act will not be accomplished. Since the inception of the H-3 program, more than a year ago, 15,000 priorities have been granted to relieve cases of individual hardship.

H-2 program bogs down on F.H.A. Title II evaluating process. Even the modest program above referred to is encountering serious difficulties because of an increased construction cost. Refusal to recognize existing market levels is forcing financing in many areas into the hands of banks and savings and loan institutions. F.H.A.'s position is that the economic soundness requirement of the act requires a long-range view. They recognize that the stabilized cost factor must be modified by taking current costs and straining out those which they believe are purely temporary. An example of this would be premium payments for equipment or materials because of extra haulage charges or non-competitive supply. Increased labor rates are recognized but none of the other costs "which will

(Continued to page 120)

Kitchens like this sell prospects

"on sight"

Counter tops and work surfaces of Nairn Linoleum are colorful and stain resistant...easy to keep clean.

Walls and ceilings of Nairn Wall Linoleum provide a crack-proof, permanent finish that will last as long as the house itself.

Cabinet fronts of Nairn Wall Linoleum retain their color and beauty... never need redoing.



• One look at the colorful beauty and the many practical advantages that Nairn Linoleum brings to a room . . . and prospects are sold for keeps. Make your post-war houses sell on sight by including the many "sought for" features that Nairn Linoleum offers. Nairn, the highest quality linoleum, known for half a century for its beauty and lasting qualities, adds durability and serviceability to rooms . . . hastens completion . . . permits immediate occupancy. Fully guaranteed when installed in accordance with manufacturer's specifications. Congoleum-Nairn Inc., Kearny, N. J.

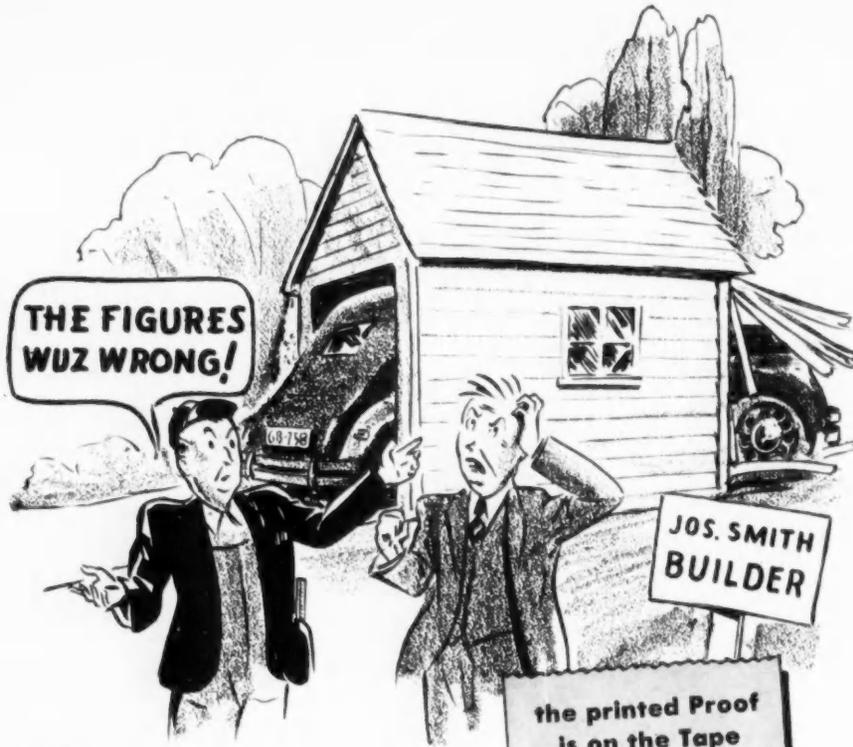
Doors of matching or contrasting Nairn Linoleum "tie in" with the up-to-the-minute appearance of the rest of the room. They are easy to keep spotless.

Quiet, resilient floors of Nairn Linoleum are satin-smooth, require a minimum of upkeep. They may be readily styled with contrasting strips, borders, insets, to give unique effects.

For modern floors and walls
NAIRN LINOLEUM

easy to maintain, colorful, permanent, resilient.





"Smitty" needs the PRINTING calculator

● A garage too small for the auto!

The Remington Rand Printing Calculator prevents such expensive figuring errors and also saves time by simultaneously *working, printing and proving* all your problems on a tape.

It is the ONLY machine that:

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It prints every figure you need, as shown by the simple problems on the tape. It saves time and costs in figuring estimates, bills, payrolls and all kinds of figure work.

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 (8) 9 8
 1 2
 2 *

Addition
 Subtraction
 5 4 0 0
 8 2 5
 6 2 2 5 S
 2 2 5 -
 6 0 0 0 *

(Continued from page 118)

evaporate quickly when a reasonable balance of the supply and demand has been achieved." All of this adds up to an impasse in many cases and seriously retards the resumption of activity.

Revised F.H.A. underwriting manual nearing completion—In about six weeks this handbook explaining the system of operation in matters of cost evaluation, architectural design, mortgage credit, minimum construction requirements, land planning, etc., will be off the press.

Bill for insurance company housing in Pennsylvania is nearing passage. Legislation sponsored by life insurance companies permitting the investment up to 10 per cent of assets in construction of large housing projects has been introduced in a number of states. In Pennsylvania the resistance has been particularly powerful and it now appears that amendments limiting the activities to slum clearance will be accepted. It is apparent from statements made by legislative officials that the bill was offered under the guise of "opening the road for slum clearance." Actually the insurance companies aim at the \$12 to \$15 per room per month market in direct competition with private builders. If they proposed to confine their activities to land within the city limits and to housing a slightly lower income group than this, builders in those States would not resist but would support such enabling legislation.

A construction division will probably be created in Commerce Department. Responding to proposals made by the Construction and Civic Development Department Committee of the National Chamber, Secretary Henry Wallace has indicated that he will probably establish a construction division. The primary purpose will be to assemble in one place basic data regarding construction activity in both private and public works. The division will also cooperate with the construction industry in "promoting markets with a view to obtaining as nearly stabilized activity in this important segment of the economy as possible."

Residential and farm building should have number one priority accord—
 (Continued to page 122)

ESTIMATING That CLICKS

A course of instruction for home study has been prepared by a General Contractor with more than 40 years experience. It teaches by a self correcting method, with special instruction if needed, a System of Estimating used by thousands of successful estimators and general contractors for more than 25 years.

This is strictly a course in cost estimating using full scale drawings, and specifications. The instruction covers each successive step that must be taken to prepare an estimate, complete in every detail, for bidding on lump sum contracts. Sold on a money back guarantee basis. For particulars address:

TAMBLYN SYSTEM,
 Dept. AB, 210 Johnson Building, Denver 2, Colo.

BUY ...and

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HOIST

Any Home is a **BETTER** Home

When It's Equipped with a

Gar Wood

HEATING UNIT

Take a well-built home equipped with a finicky heating unit . . . frequent break-downs . . . chilly rooms . . . overheated rooms. The result? Unhappy owners. A comparable home equipped with the proper heating unit will draw praise for the architect and acknowledgment that "the builder knows his stuff". Good heating equipment is a vital part of any

home. That's where GAR WOOD comes in. Actual surveys have proven that Tempered-Aire provides excellent heating performance with savings in fuel consumption ranging as much as 50% below the average for the community. Gar Wood will offer a complete new line of oil or gas-fired Tempered-Aire and Boiler Burner Units for homes of all sizes. Get in the habit of recommending Gar Wood Heating Equipment for your homes. Ask the Gar Wood Dealer in your community to notify you when the new post-war models are available.



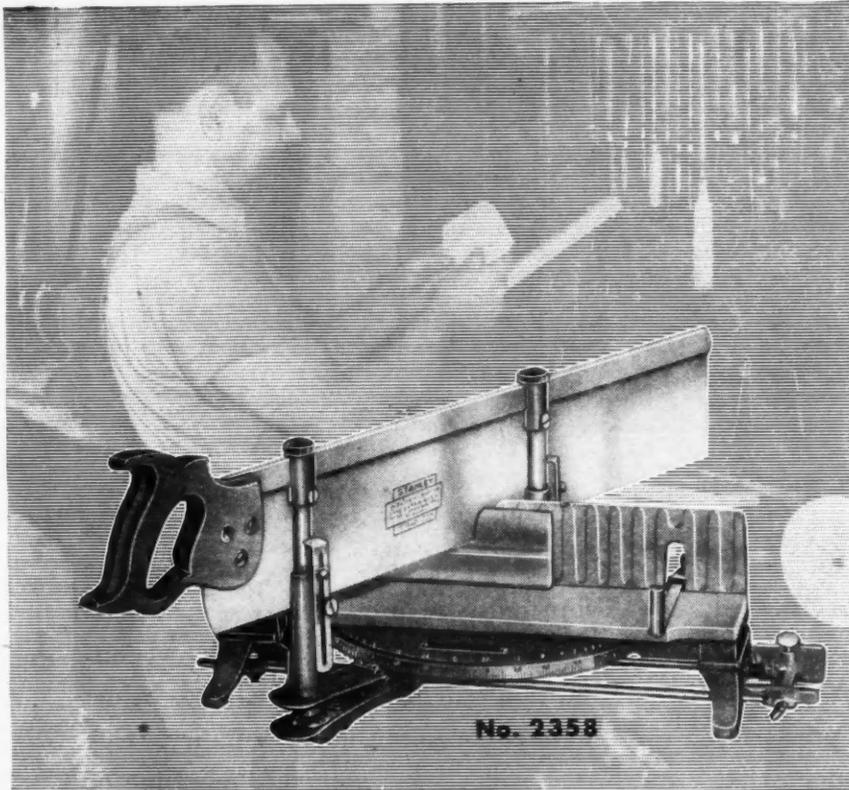
BUY MORE BONDS
...and keep them.

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



No. 2358

STANLEY TOOLS

Anvil Tools
Awls
Bars — Rippling
Bit Braces
Boring Tools
Breast Drills
Chisels — Cold
Chisels — Wood
Hammers
Hand Drills
Knife
Levels
Marking Gauges
Mitre Boxes
Planes
Punches
Rules
Saw Sets
Scrapers
Screw Drivers
Sledges
Soldering Irons (Electric)
Spoke Shaves
Squares
Vises

Precision and strength, built into all Stanley Tools, are emphasized in the mitre box. Without numerous complicated parts, it performs every required mitre operation with speed and accuracy. It features: one-piece swivel and upright—saw guides with roller bearings—quadrant marked in degrees and numbered for odd and even-sided figures—length stop for duplicate work. These qualities, vital in wartime, will continue to be preferred—to your benefit.

As the working of wood, metal and plastics turns from military to civilian production, Stanley aims to provide more tools as well as refinements of design not possible under urgent wartime mass production.

STANLEY TOOLS

133 Elm St., New Britain, Conn.

STANLEY

THE TOOL BOX OF THE WORLD

(Continued from page 120)

ing to Secretary Wallace. In converting the economy from war to peace, Wallace believes the prompt resumption of construction should have first place. The expansion should take place, he feels, on a "sustained yield" basis—that is that business concerns in this field not only should expand their market progressively, but should do so as far as practicable with a view to modifying extreme fluctuations of construction activity. He expressed the belief that such a construction division working in cooperation with the industry could be extremely useful.

* * *

Post-War Building Needs Trained Men

(Continued from page 79)

sociation with apprentices in allied trades helps tremendously to round out his education in his own.

The accompanying pictures tell the story of the transition of an old barn into a gymnasium, at present a center of activity on the campus. Available now for indoor sports, entertainments and meetings, the present floor area is 70' x 76', with a "clear" area of 46' x 76'. Ceiling lines are 17'-6" at the side walls, and 22'-6" at the center. Interior work, from the beams down, included many new joists, double flooring, painting and decorating, etc., and was completed in six and a half five-day weeks, with an average of 20 boys working seven hours a day. One of the problems overcome was the removal of knee braces, commonly found in large barns. To do this, additional members were placed in and to the old trusses without disturbing them, thereby using them and creating an enlarged height laterally, as well as a high, wide ceiling line.

The writer feels that immediate postwar co-operation will be a must among trade schools, educational systems and builders and contractors, in order that a sufficient number of well-trained, skilled craftsmen will be available by the time, or shortly after, materials for building begin to flow freely in quantity again. The factor of sufficient and efficient manpower will be one of the building industry's weightiest problems, and it is up to the industry to set about solving it.

ESTIMATING ASSURANCE

Examine a copy of the "Building Labor Calculator", and see if you would part with it for a hundred dollars if you couldn't get another.

Not a book for occasional reference, but one you will use daily in the office and on the job. It contains over 100 tables crammed full of reliable information giving the labor hours and material quantities needed to do almost any piece of building work.

Thousands of estimators and contractors have bought this book after giving it a trial. You may test your copy for ten days, and if you are not fully satisfied for any reason, your money plus the postage to return it will be refunded at once. The price is \$10.00 with order. We pay postage.

TAMBLYN SYSTEM

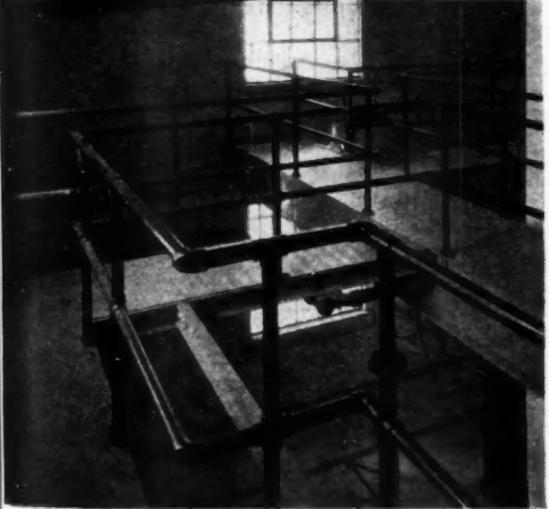
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for beauty....for utility

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serve you best



As you design new structures or plan the remodeling of old ones consider the many ways architectural metals can serve your needs.

Not only do architectural metals lend themselves admirably for decorative purposes but they also offer unlimited possibilities for practical, utilitarian applications.

You may be after a particular effect in an entrance, stairway, balustrade or grille—or it may be the need for extra strength or protection in some building device, service or construction equipment. In either case, for beauty or utility, architectural metals serve you best.

Architectural metals, both ferrous and non-ferrous, will be available for immediate use again when building restrictions are lifted. Include them in your plans now. Write today for Directory of Leading Architectural Metal Fabricators. Address Dept. AB-5.

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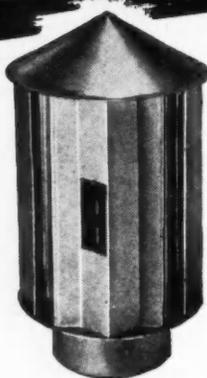
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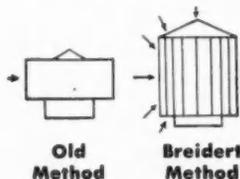
Positive Ventilation without Down-Draft!



Ends annoyance and danger of pilot lights blown out by down-drafts.



No matter which way the wind blows, the revolutionary, aerodynamically correct design of the Breidert Air-X-Hauster enables it to provide safe, sure ventilation. No moving parts... "back-draft" eliminated where no interior negative pressure exists! • Unlike conventional

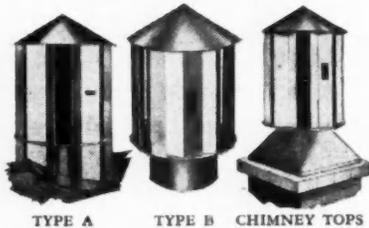


ventilators, the Breidert has been thoroughly tested (by Smith, Emery & Co., Pacific Coast branch, Pittsburgh Testing Laboratories) with wind blowing at all angles, and its capacities certified.

THE ANSWER TO GAS HEATER PROBLEMS... The Breidert does not have the defects of conventional types of caps and accessories. It eliminates the necessity for down-draft diverters, with accompanying dangers of explosion in case unburned gas accumulates or is blown into the room.

Breidert Air-X-Hausters for Roofs and Chimney Tops

There is a Breidert Air-X-Hauster for practically every home, commercial and industrial ventilating problem. Thousands are successfully in use in all parts of the country.



WRITE FOR FREE ENGINEERING DATA BOOK... contains specifications and installation data, certified capacity ratings, etc. Address Dept. AB

G. C. BREIDERT CO.

634 South Spring Street, Los Angeles 14, California
REPRESENTATIVES LOCATED IN PRINCIPAL CITIES OF THE U. S.

Ideal Small Homes for Post-War

(Continued from page 83)

ent members of the family.

"Sleeping rooms are ordinarily all of a fixed size but the need for the rooms varies. Partitions between the rooms are cabinets 4 feet long and 2 feet wide, three of which make up the wall. These are movable and, therefore, can be placed in a position where the separation or wall is desired."

Another favorite idea is the use of a mechanical core to include all plumbing and heating, cooking, refrigeration, and laundry facilities. Such a unit planned from presently available equipment or later offered as a single unit would offer recognized economies.

Other definite design trends acknowledged as features to continue and become more important in post-war homes include greater use of built-in features, simpler exteriors, glass panels and larger windows, complete insulation and more efficient heating, improved lighting, and more compact, more efficient kitchens. On the other hand many gadgets and trick devices predicted by proponents of the miracle home have been eliminated by these planners. On the whole the material represents a step in planning that fits midway between pre-war conception and dreamer idea of what the post-war home will be.

* * *

A Positive Program Against Public Housing

(Continued from page 91)

"Based on the F.H.A. practice of approving a monthly payment of up to 25 per cent of a buyer's income, the required income for the purchase of a \$5,000 home under this plan would be \$1372.80 a year.

"In areas where taxes are lower than the national average of 2½ per cent, as given in the example above, families earning even less than this figure could qualify under this plan for home ownership."

Defends Soundness

In outlining this plan in the eight numbered paragraphs above, brevity was employed by the editors for a quick reading of the highlights. Below, the soundness of this proposal and an elaboration of the benefits which will accrue to the home owner, to the government and to the localities in which such homes are built, as against the disadvantages and higher cost of public housing, are presented by Lindop:

"This plan further contemplates that the families receiving assistance in the purchase of their own homes will some day improve their economic condition and be able to assume the entire cost of carrying their obligation and thus relieve the government of paying any part of their cost. A check-up every five years of the family's income is proposed for this purpose.

"This is easily handled under our present income tax structure. Every five years a family receiving assistance will file with F.H.A. a copy of its income tax statement and if it shows a sufficiently high income to make further assistance unnecessary, the assistance will then be withdrawn.

"The reserve for maintenance is considered necessary because of the longer amortization and the need for replacing, during the life of the mortgage, the larger amount of mechanical equipment which it is contemplated future homes will contain as a necessary part of our ever-improving standard of living. It is proposed that the mortgagee make inspections of the homes every five years and approve expenditures from the funds in the maintenance reserve for this use.

"Insurance on the life of the family's bread winner, equal to one-third the amount of the mortgage, is proposed as a compulsory feature of this plan. It can be underwritten by a group of insurance companies, permitting the premiums to be based on a low group rate.

(Continued to page 126)

T H I N K I N G

ABOUT

TOMORROW



Their War Bonds earmarked for a new home after the war, this couple, like thousands, are planning . . . selecting . . . and deciding on the materials for their new home.

When that great day comes in 194X, we of Bilt-Well will be ready because we, too, have planned.

For more than three-fourths of a century, Bilt-Well Woodwork has served a great industry exclusively and well. When our war job is completed, our woodworking experience will be wholeheartedly concentrated to "service in wood."

CARR, ADAMS & COLLIER CO.
DUBUQUE, IOWA



BILT WELL
WOOD WORK
REG. U. S. PAT. OFF.

MEMBER
Ponderosa Pine Woodwork



- Cuts all hard, brittle, non-metallic materials
- Speeds up work on the job
- Saves hours on both simple and difficult operations
- Eliminates waste of materials
- Assures absolute safety of operator

KEEP a Felker DI-MET Rimlock in your tool kit and you're always prepared for sawing any hard, brittle, non-metallic material. One wheel does all jobs! Quickly and accurately cuts TILE, CONCRETE, HARD BRICK, SLATE, HEAVY GLASS, MARBLE, GRANITE, PORCELAIN, CEMENT-ASBESTOS MATERIALS (SHEET, PIPE, WALLBOARD), ETC. Takes deep cuts up to diameter of supporting collar in one pass. Can be used on ordinary machines such as masonry and circular saws, portable electric equipment, Felker DI-MET cutting machines, etc. Smooth accurate cuts eliminate material breakage losses and waste; all-metal construction overcomes operator danger; wheels can't shatter!



THIS FOLDER GIVES YOU NEW IDEAS for speeding your production program—illustrates many valuable applications for Felker DI-MET Rimlocks that save hours and cut costs on every job. Write for your free copy today!



FELKER MANUFACTURING COMPANY
1118 BORDER AVENUE, TORRANCE, CALIFORNIA

MANUFACTURERS OF FELKER DI-MET DIAMOND ABRASIVE WHEELS

Sewing the Nation



COMET SAWS

Demands for exceptional performance in sustained, high speed cutting have swept Comet Radial Power Saws to top favor with builders and contractors across the nation. These rugged, powerful saws make all cuts and are manufactured in various models to cover all requirements. Ask your dealer about Comet Saws, or write direct.

ANOTHER BOND IS ANOTHER
BLOW TO THE ENEMY

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.
2029-33 Santa Fe Avenue, Los Angeles 21, California

COMETS cut quicker

(Continued from page 124)

"If the head of the family dies, the insurance will be used to pay the monthly payments until the funds are exhausted. This will give the widow possession of the home for several years instead of forcing her to sell immediately. During these years she will have time to solve her problems by remarrying, finding employment or taking someone into her home to help pay her costs.

"Prepayment of any outstanding unpaid part of the mortgage indebtedness without penalty is proposed as a part of this plan to encourage the buyer to wipe out or reduce his debt at any time that he is fortunate enough to be able to do it. He may, for example, have some money left to him or may win a sweepstakes. If this occurs, his prepayment will not permit him to take advantage of the subsidy but will be independent of it.

"If the government adopts this type of assistance to home buyers of low incomes instead of continuing with the present type of federal subsidy to public housing, it will be encouraging the best element among these families to improve their conditions. It will make them carry their heads high and regard themselves as home owners. This always inspires a man to higher goals and will make him doubly anxious to reach the point where he can assume his full obligation in his community and pay his full share at the earliest possible time, without subsidy."

The local taxing body, city, village or township, will welcome such a plan over any further expansion of public housing, because these homes will pay their full local taxes while public housing pays only a fraction of its local taxload, Lindop claims.

* * *

W.P.B. Sets Up "C.P.O." Plan—

(Continued from page 71)

of materials that may be used for these purposes.

3. A general refilling of the "pipelines"—the hardware, plumbing, heating and general building equipment normally carried in the stocks of building material dealers. The aim of this is to have such equipment ready for installation and use when, at a later date, lumber and other shortages taper off sufficiently to allow for a return to home-building and other construction approaching peacetime proportions.

From War to Peace

In general, W.P.B. will continue to work within the somewhat elastic framework it has used during the war days. In conversion, as in war-time, it will have the responsibility of distributing the available materials of the country in the manner best suited to the nation's needs. It will aim at an orderly conversion from war to peace, with no inflationary scramble for scarce materials but rather a just distribution of them, geared to the country's economic needs. And when the supply situation warrants, it will lift all controls at the first possible moment.

* * *

Mandt Made President of Jaeger Machine

O. G. MANDT, for the past 17 years vice president and general manager of The Jaeger Machine Company, Columbus, Ohio, was made president of that organization recently. Gebhard Jaeger, former president, was elected chairman of the board and R. McLean named first vice president, in charge of sales.

Entering the construction industry in 1906 as a manufacturer of tilting concrete mixers, The Jaeger Machine Company has expanded to become the largest manufacturer of contractors pumps, various types of mixers, truck mixers and road spreading and finishing machines, Mandt said.

During the war it has engaged in the large scale production of invasion ship winches, air compressors, and material loaders and cranes for war needs. These latter lines, which were introduced to over 700 of Jaeger's distributors, highway officials and contractors at an exhibit held in the company's plant in January, will be continued for civilian use after the war.

**We are asking
PROSPECTIVE HOME BUILDERS
an unusual question**

**HOW OFTEN
DO YOU EXPECT
TO REPLACE
HARDWARE—**

**IN YOUR HOME
OF TOMORROW?**



The answer, naturally, is "never." Hardware is a permanent construction item of the home and should be considered as such. Every moving part of your home depends on hardware. It is a part of every day living in

In our current advertising to the prospective home builder we say—

"Make sure then for the home you are planning that hardware is given the consideration it deserves. Make sure first that your architect or contractor allows enough of the contract price for hardware—at least 2% is good building practice. Bring this matter up to him before specifications are written.

Within a week after you award your contract, select enough hardware—and durable, quality hardware of the style you want."

Home builders rely on you to give proper consideration to this permanent construction item. They will expect you to advise them on how much will assure adequate hardware.

At least 2% of the contract price set up definitely for hardware will mean satisfaction when the home is completed and will protect your reputation for sound advice.

If McKinney hardware is also recommended, that 2% will be certain to provide the right quality and good design as well as the required quantity of hardware for the home.

Write for a copy of McKinney's new booklet, "Details and Data on Hinges."



McKINNEY
SINCE 1865
MANUFACTURING COMPANY
PITTSBURGH 13, PENNSYLVANIA



Another profitable TEMLOK opportunity:

**FINISHING INTERIORS
of COTTAGES and CABINS**

MANY SUMMER CABINS and cottages have unfinished interiors. The owners would like to improve them, inexpensively and within current restrictions. You can supply the answer, with Armstrong's Temlok Insulation Board.

Temlok, on walls and ceilings, makes vacation homes cooler in summer, keeps them warmer for winter use, too. It brightens their appearance and adds to their market value. Yet Temlok is low in cost. The big boards—4' wide and 8' to 12' long—are light and easy to handle. They saw cleanly, nail securely, go up fast. Temlok has an attractive golden buff color that needs no finishing, but Temlok can easily be painted if desired.

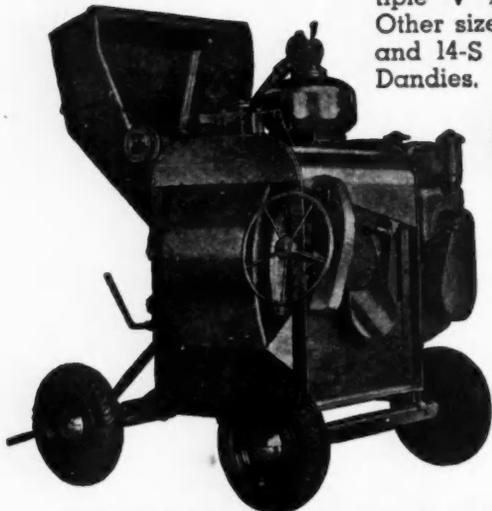
Selling these cottage and cabin jobs now will pay you two ways. The immediate jobs will be profitable, and they will also give you live leads for bigger remodeling jobs when restrictions permit. For full details, samples, and literature, write today to Armstrong Cork Company, Building Materials Division, 1605 Ross St., Lancaster, Pa.

**ARMSTRONG'S TEMLOK
INSULATION**

SHEATHING • LATH • BOARD  DE LUXE INTERIOR FINISH

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 850 pounds... air cooled engine... V-belt and worm drive... low shoveling height. Also 4 wheel 10-P tilting model.

KWIK-MIX COMPANY
KOEHRING SUBSIDIARY
PORT WASHINGTON • WISCONSIN

Dresser Industries Takes Over Payne Furnace and Supply Co.

CHANGE of name of the 30-year-old Payne Furnace & Supply Co., Inc., of Beverly Hills, Calif., is announced in connection with the recent acquisition of assets by Dresser Industries, Inc., in a joint announcement issued recently by H. N. Mallon, president of Dresser and E. L. Payne, president of the Payne Company.

"Payneheat" will operate as a separate unit of the Dresser Industries, it was stated, continuing to manufacture the well-known, long-established Payne models; and no changes in management or general policies are anticipated. It was also revealed that, when men and materials become available, the Company plans to expand its line of products and services.

* * *

Letters to the Editor—

(Continued from page 7)

I am writing you, not only as a member of a building material and construction firm, but as a director in a Savings & Loan Association. It has been our experience in this section of the country that the average useful life of a single family dwelling is approximately 25 years. In the 20 years that I have been associated with savings and loan work, I know of only one case where the original borrower paid a long term loan to maturity. In all other cases, properties are exchanged or transferred and in some other instances, it was necessary to rewrite the loan and change the status of the property very often from owner-occupied to tenant-occupancy.

The F.H.A. is only 10 years old. There has been no experience to prove the actual benefit of the Mortgage Insurance Fund. During all of the period of F.H.A.'s existence, there has been an increase on the value of homes. Sometime during the next 10 years, we will really be given an opportunity to prove that this will be adequate protection.

Your proposed 5 per cent down-payment is a very low margin and, as a rule, residential values have much greater fluctuation.

I have taken F.H.A. Case No. 03-007136. This loan was made for \$3100.00. The borrower has just completed his 48th payment on the loan, in the four years, this has only been reduced to \$2805.30; in other words, during this four years of the 25-year loan, he has not accumulated a 10 per cent additional equity in his home. If this had been written on a 40-year amortization, the payment to the principal would be so small that it would take the borrower approximately 15 years to begin to accumulate any equity in his home. In this loan for \$3100.00, the 48th payment has been divided as follows:

Interest	\$10.55
Principal	6.69
Mortgage Ins.	1.15
Hazard Ins.	3.00
State & County Taxes	2.36
Life Insurance	3.00
TOTAL	\$26.75

The only possible way to reduce his monthly payment in extending this to a 40-year loan would be in a slight reduction of the principal payment.

We are already experiencing a difficulty with our 25-year loans. Many of the borrowers are discouraged over the slow reduction in the balance due.

The money used for home loans in communities such as ours is secured from local investors. A reasonable rate for this money requires a dividend of approximately 3 per cent. The enclosed operating statement will show that we have been very conservative in operating this small Association, and, still, we are unable to keep the operation within a 1 per cent margin. In addition to this, it is necessary and wise that an association accumulate reserve to be able to absorb losses in the next six to eight years when real estate prices again go down.

We have always encouraged home ownership, but it is our belief that a 40-year loan will discourage, rather than encourage the prospect to secure a home.—WILLIAM R. STUCK, Stuck Brothers, Jonesboro, Ark.

Angier

OF FRAMINGHAM

OFFERS TWO NEW FOLDERS FOR POST WAR BUILDERS

50th Anniversary
1895-1945



Describing . . .

BROWNSKIN — for Sheathing

Its S-T-R-E-T-C-H sets it apart from ordinary sheathing papers, as does its special treatment against deterioration, passage of water or moisture. As long as a building lasts, so will BROWNSKIN.

BROWNSKIN VAPORSEAL — for Vaporsealing

Protects all kinds of insulation. Use on the warm side of insulation, leaving cold side free to breathe. Thus ideal dry conditions will be maintained.

ECONOMY BROWNSKIN — Protects Flooring

One side is crinkled BROWNSKIN, the other flat kraft. Between flooring, the BROWNSKIN side goes down. Also unexcelled as a protector of finished floor surfaces in rooms where men are working. Here the BROWNSKIN side goes up.

ECONOMY BROWNSKIN REINFORCED

An extra-strong, all-purpose waterproof paper for temporary partitions, coverings, and the protection of all types of floors during construction.

COPPERSKIN — Protects Hidden Places

Electro sheet copper, bonded to BROWNSKIN by asphalt. Use in concealed places to protect insulation, for drip pans, and to flash windows, doors and all exterior openings.



In writing for samples and literature please mention by name this magazine.

ANGIER CORPORATION
CORROSION PREVENTIVE AND WATERPROOF PAPERS
FRAMINGHAM, MASSACHUSETTS

ADD EASE SPEED and PRECISION to HEAVY SAWING

WITH A
MallSaw
REG. U.S. PAT. OFF.



2
**POWERFUL
MODELS**

Available for 110-volt
A.C. or D.C.; 220-volt
A.C. or D.C.

MODEL 120—
12" blade, 4 1/2" cutting
capacity

MODEL 80—
8" blade, 2 1/2" capacity

- ★ This 12" MallSaw is built for extensive sawing of heavy lumber and timber. High speed, heavy duty motor withstands hard, continuous usage—has power to spare.
- ★ Light weight—perfectly balanced—easily adjusted for depth or bevel cuts. Takes waste motion, fatigue and backaches out of heavy cutting jobs.
- ★ Extra speed reduces sawing time—accurate cuts assure square board ends and better fitting parts—multiple cutting of like members speeds construction.
- ★ Can be used for cross-cutting, ripping and bevel cuts to 45 degrees. Also operates an abrasive wheel for cutting non-ferrous metal, cutting and scoring tile, stone and concrete.

Ask your Dealer for Mall Planes, MallSaws, MallDrills and Mall Concrete Vibrators or write direct for literature and prices.

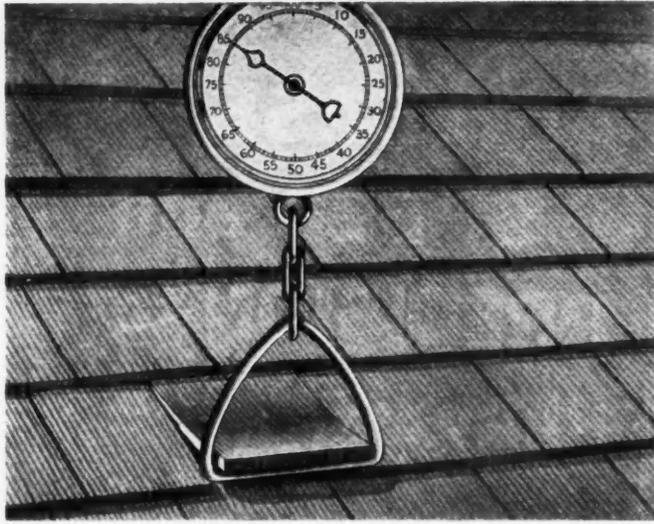


MALL TOOL COMPANY

7737 South Chicago Ave., Chicago 19, Ill.

Mall
REG. U.S. PAT. OFF.

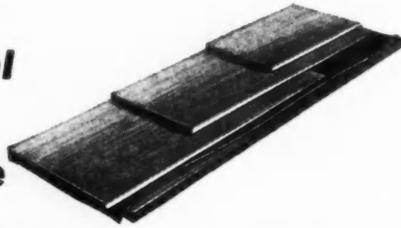
**PORTABLE
POWER TOOLS**



Here's the true interlocking roof

To lift a properly nailed, average width No. 1, 16-inch Certigrade Cedar Shingle from a roof requires a pull of 85 pounds—a force much greater than a hurricane can exert.

Here's real storm resistance



The standard application of overlapping one shingle over another—three shingles deep—creates an unique "bridging" effect giving greater resistance to wind, hail and snow loads. Write for your free *Blue Prints* of various shingle applications. Address . . .

RED CEDAR SHINGLE BUREAU

5508 White Building, Seattle 1, Wash., U.S.A.
or Vancouver, B. C., Canada



Red Cedar SHINGLES

Experts See Wider Use—

(Continued from page 97)

air-conditioned for comfort and efficiency will, in his opinion, accelerate the demand post-war for expanded use of air conditioning in the home. Pointing out that satisfactory units for home use would now be available but for war restrictions, he suggested that possible increased production and lowered field engineering costs might result in a lower relative cost for air conditioning in a small home than in a large one.

He recommended close scrutiny of the advisability for complete air conditioning in suburban areas where adequate insulation and exhaust fans give satisfactory results, but stressed the benefits to be felt in urban areas where not only heat but dirt and noise could be eliminated with benefit.

Buensod warned of the necessity on the part of home owners to secure competent advice, through their architects or qualified engineers, in much the same manner that heating problems are studied and solved. He suggested the availability of many sources of basic data, notably the Guide of the American Society of Heating and Ventilating Engineers, the Data Book of the American Society of Refrigerating Engineers, and Engineering Standards, Part IV, of the Heating, Piping and Air Conditioning Contractors National Association.

Window Unit Will Be Lighter

While new home construction can have incorporated in it, inexpensively, a combination heating, cooling, air circulating and filtering system, there is no reason why the benefits of air conditioning can not be applied also to existing houses at reasonable cost. This is the opinion of Galazzi of the York Corporation.

Pointing to the 250 pound weight of the pre-war "portable" window unit, he explained that light weight metals will reduce this post-war by more than 50 per cent. There will be too, he feels, a reduction in power requirements due to improvements in evaporator and condenser design; a reduction in cost to maintain because of better mechanical designs, which will also increase life and reliability. Noise level, too, will be lowered by means of acoustical treatment and, most important of all, cost will be lowered by reason of better designing, reduction of styles and sizes of units, as well as stepped-up production. He predicted a great demand for the window type of unit.

War-spurred research and discoveries in the field of electronics will vitally change the controls of future systems, according to Minneapolis-Honeywell's Haines. While admitting that today Electronic Control Equipment might cost twice as much as equivalent electric or pneumatic equipment, he declared that the cost is being constantly reduced and will soon reach a point where the difference, if any, will be more than compensated for by the improved results to be obtained.

Those results, he pointed out, will include ease of maintenance and repair, since whole "sub-assemblies"—tiny in themselves—can be replaced, as is now done with aircraft control equipment, by a service man who need not be an expert in electronics. The present "mass" of the thermostatic element will be reduced, while the exposed area will be increased, thus increasing the flow of heat units to or from the element and the air. Use of electronic equipment, due to amplification of minute changes in the electronic tubes, can reduce differentials, as from the present plus or minus one degree or two or three, to a point of 1/20th of a degree if desired. The practical minimum, he believes, will probably be 1/4 degree.

MODERNE



MODERN



OR CONVENTIONAL



Tomorrow's Homes will be PRECISION-BUILT HOMES

REG. U. S. PAT. OFF.

pbh The founders of the newly-formed Precision-Built Homes Corporation comprise the largest single group in the country, devoted exclusively to the promotion of housing construction. The new corporation will continue the research and study—undertaken 9 years ago by Homasote Company. The aim of this research is to produce a home having the utmost in permanence and sound dollar value. \$8,000,000 of private homes and \$36,000,000 of Government housing have proved the soundness of this construction system—whereby it is possible to apply mass production methods to conventional construction *without in any way sacrificing flexibility of design.*

As soon as war-time restrictions permit, this method will enable you to give your client a home of any size, any type, anywhere—with greater dollar value than ever before.

Precision-Built Homes, the interior walls and ceilings will be lined with Homasote—the oldest and strongest insulation and building board on the market.

HOMASOTE COMPANY, Trenton, N. J.

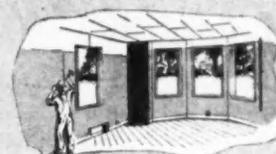
LET SISALKRAFT PROTECTION SAVE FOR YOU!



SAVE TIME AND LABOR
Just nail SISALKRAFT over the sheathing and you have effective protection against drafts and weather. No batten strips are needed.

PROTECT WOOD FRAME FROM MOISTURE

As a moisture barrier behind the plaster, SISALKRAFT combines low cost, fast application with a dependable unbroken seal that prevents moisture-laden air from getting into the frame work.



PROTECT MATERIALS

All materials stored in the open are safely protected when covered with SISALKRAFT. Avoid waste — protect with SISALKRAFT.

PROTECT BRICK COURSES

At night, cover brick with SISALKRAFT to prevent fresh laid mortar from washing away in the rain or freezing during a cold night. Thus, bricklayers can start right to work in the morning without taking time for patching.



PROTECT AND CURE CONCRETE

Cover newly poured concrete with SISALKRAFT to hold the moisture in and protect the surface from debris, dirt and weather.

THIS waterproof, tear-resistant, sisal-reinforced building paper costs less to use and install because of its toughness and pliability! Handling does not tear it! Exposure does not spoil it! SISALKRAFT, world famed for its high quality, is an added feature in homes built to sell.

Ask your local lumber dealer for samples of SISALKRAFT.

THE SISALKRAFT CO.
205 W. WACKER DRIVE - CHICAGO 6, ILL.
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Manufacturers of
SISALKRAFT, FIBREEN,
SISAL-X, SISALTAPE AND
COPPER-ARMORED SISALKRAFT

Structural, Reinforcing or other Blding Steel Shipped from Stock

Write for Stock List—
your guide to over 10,000
different kinds, shapes
and sizes of steel for quick
shipment from ten plants.

Joseph T. Ryerson & Son, Inc. Plants at Chicago, Milwaukee, St. Louis,
Cincinnati, Detroit, Cleveland, Buffalo, Boston, Philadelphia, Jersey City.

RYERSON

Orderly Planning of Public Works—

(Continued from page 106)

2. Achieving State and Local Government Fiscal Independence—The states and their local governments are in a better position today than they have been in several years to resume the time-honored practice of financing their own public works.

Congress should, therefore, take steps now to revise our tax structure so as to insure that the policies of the federal government do not unduly hamper the ability of the states and local governments to achieve fiscal independence.

3. Improving Public Works Appropriation and Other Procedures—Committees of Congress within their staff resources are making painstaking study of proposed appropriations for federal public works.

Congressional scrutiny of separate proposals for federal expenditures for public works should be broadened to include careful consideration of the overall relations between proposed federal expenditures for public works and total expenditures and revenues.

It is important that there should be a central place in the executive branch of government for consideration of the overall relationships of proposed federal expenditures for public works before their submission to Congress.

Finally, the example of the Public Roads Administration in its insistence upon the determination of needs and costs through traffic and engineering surveys before it will approve the expenditure of federal highway funds, should be more widely followed by other federal agencies.

4. Obtaining Economy in Public Works Construction—Competitive contracts should continue as the accepted basic procedure for securing economy in public construction and should be more widely used.

The federal government should set an example to the states and localities by the more general adoption of the contract method of public construction.

5. Advance Planning of Needed Public Works—There was recent authorization by Congress in the War Mo-

(Continued on page 134)

The Name
1818

HOPE'S

Guarantees

1945



Residence, Queens Village, L. I., N. Y.

Forestdale Homes, Builders

Lester Maxon, Architect

HOPE'S WINDOWS, INC., Jamestown, N. Y.

BACK THE ATTACK



BUY WAR BONDS

Steel Windows for Attractive Small Homes

One detail of the "home of the future" that is already here on a practical cost basis is the steel casement window.

With HOPE'S Residence Casements the builder of small homes can plan to attract customers with the extra convenience, durability and weather-tightness of steel windows at costs no greater than well-made weather-stripped conventional wood sash.

The advantages of HOPE'S Windows catch the eye of the home buyer instantly and are re-emphasized when the house is viewed from the interior.

ORA
with
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tions,
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dation
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- Ro
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- Ad
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BARNEY THE BUILDER says:

You never saw a pipe so
EASY TO CONNECT
EASY TO INSTALL

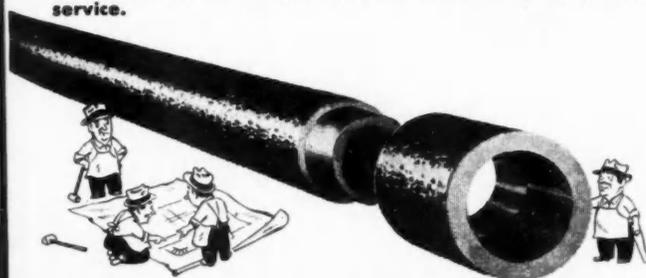


ORANGEBURG'S Taperweld joints are speedily made *without* cement or joining compound. The long, light-weight pipe lengths are easily handled, quickly laid. Orangeburg can be sawed to any length—can be connected to other types of pipe—is readily adapted to meet practically any requirements.

All this adds up to a pipe that means more profitable business for you. Orangeburg Pipe enjoys wide consumer acceptance from coast to coast. Capitalize on the fast-growing demand for this modern, lifetime pipe for house-to-sewer or septic tank connections, conductor or irrigation lines, industrial waste drainage. Sell the **PERFORATED** type with easily assembled snap couplings for septic tank filter beds, foundation footing drains, farmland drainage... Get complete information now! Mail the coupon today!

Other important ORANGEBURG features:

- Root growth and infiltration prevented.
- Can be installed in wet trench—tight joints readily made under water if necessary.
- Sewer lines ready for testing or use at once.
- Does not break or crack easily; non-metallic—lasts a lifetime.
- Non-rigid; withstands soil settlement.
- Advertised in leading home and farm magazines.
- Performance proved by fifty-year record of underground service.



ORANGEBURG
 The Root-Proof Pipe



WITH 50 YEARS EXPERIENCE IN THE MANUFACTURE OF NON-METALLIC CONDUIT AND PIPE, ORANGEBURG SERVES THE POWER AND LIGHT, TELEPHONE, GENERAL CONSTRUCTION, CHEMICAL, PETROLEUM, PLUMBING AND BUILDING SUPPLY FIELDS WITH ELECTRICAL FIBRE CONDUIT . . . ELECTRICAL UNDERFLOOR DUCT SYSTEMS . . . AND FIBRE PIPE FOR NON-PRESSURE USES.

THE FIBRE CONDUIT COMPANY
 ORANGEBURG, N. Y.

(AB-5-45)

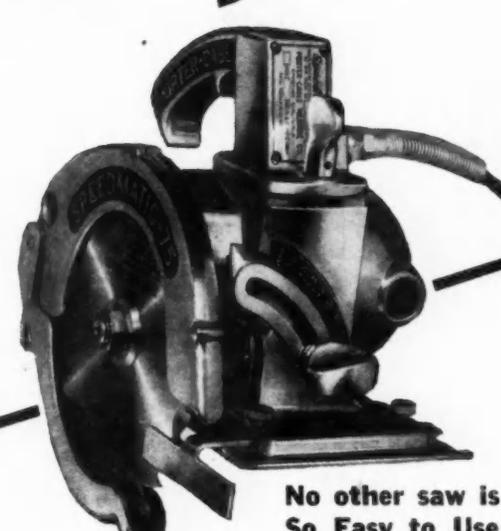
Please send catalog on ORANGEBURG PIPE.

Name

Address

City

Speedmatic
 does a Bigger
 Day's Work!



**No other saw is
 So Easy to Use**

SPEEDMATIC Electric Handsaws are compact, light and powerful . . . they cut fast and clean . . . but it's Speedmatic's balance, and ease of handling, that diminish operator-fatigue and make record days' performance.

- Blade starts cut at 7000 rpm, cutting without apparent effort—practically feeds itself.
- 11% more usable power with helical gear drive.
- Quickly set for depth or angular cutting.
- Balanced for one-hand operation in any position.
- Extra wide shoe assures a steadier, truer cut—less guiding effort.
- Safe, non-clog hinged guard.
- Quality-built for long, hard service.
- 7½", 8", 10¼" and 12" blades.



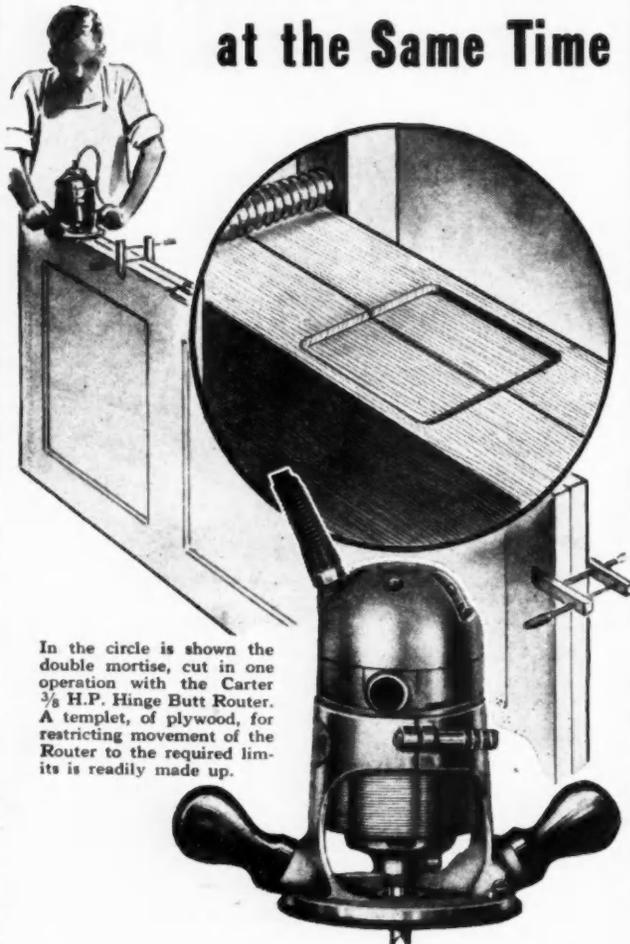
Porter-Cable's new A-3 portable power sander is equipped with a more powerful and cooler-running motor. It is balanced for uniform surfacing, and exerts no perceptible twist or strain on operator's wrist.

Write for bulletins on Porter-Cable power saws and sanders.

PORTER - CABLE
MACHINE CO.

1721-5 N. Salina St., Syracuse 8, N. Y.

Cuts Butt Mortises on Right and Left Hand Doors at the Same Time



In the circle is shown the double mortise, cut in one operation with the Carter $\frac{3}{8}$ H.P. Hinge Butt Router. A templet, of plywood, for restricting movement of the Router to the required limits is readily made up.

A saving in time and money can be made by routing butt mortises in right and left hand doors at one time with a Carter Hinge Butt Router and Templet as illustrated. One left and one right hand door are clamped together. A templet is made slightly wider than the combined thickness of the doors, and the same length as the doors, with two or three openings located in correct position for the butts. These openings permit entry and movement of the Router to remove the wood to the required dimensions of the hinges.

Because of its high speed (18,000 r.p.m.) and easily varied depth adjustment, the Carter Router quickly cuts perfect mortises, smooth and uniformly accurate in length, width and depth. Write today for complete information on money-making Carter Equipment. Stanley Electric Tools, Dept. C, 133 Elm Street, New Britain, Connecticut.



CARTER **STANLEY** **TOOLS**

(Continued from page 132)

bilization and Reconversion Act of federal loans or advances to local and state governments of finance surveys and preparation of plans and specifications for needed public works. The purpose is to insure that this work will be ready to let by contract promptly as soon as the materials and labor become available.

These authorized federal advances for blueprinting state and local public works should be made the basis, as is contemplated by the Federal Works Administrator, of a cooperative undertaking with the states to prepare a shelf of useful public works for the transition period.

6. Measuring Construction Activity—The problem of getting a reasonably stabilized construction activity in an expanding economy reaches far beyond public works. Two-thirds or more of the construction volume in an active period is private work. It will not be possible to develop and to agree upon practical activities looking to stabilization of construction unless we have currently available basic data regarding construction activity, both private and public.

The federal government should assemble this information in one place, without duplicating the functions now performed by other government agencies or seeking to monopolize the gathering of information now reported by private agencies and by trade associations.

An immediate use of construction market data is to enable the diverse elements which make up the construction industry, from producer of raw materials, manufacturer and distributor to designer, contractor, builder, and financing agency, to plan wisely and aggressively to provide needed civilian construction as fast as war production is curtailed.

7. Revising Federal Tax Policies to Stimulate Private Construction—Revision of the federal tax structure should incorporate provisions which take account of private construction as a great potential force in obtaining economic expansion and stability.

The heart of the problem of private construction, as of the other capital goods industries, is found in deterrents to in-

(Continued to page 136)

It is the Chemical Age in Homes, too



**WOOD
That Resists
Decay
Warping
Shrinking
Termites**

One of the wonders that have come out of the test tube is better wood . . . and better wood means better homes. Wood repellent to decay and termites and resistant to warping, shrinking, splitting, checking and grain raising. Treated lumber is the something new the public demands for better homes. Use it for new homes, for remodeling, for replacement.

WOODTOX (wood preservative and moisture repellent) controls decay, stain, mold, mildew, termites, lyctus beetles and wood borers . . . plus control of splitting, warping, shrinking, checking and grain raising. Gives a finer base for varnish or paint finish. Adds only insignificantly to cost of construction.

For the Termite Infested Building

TERRATOX is a proven termite control. Applied to either wood or soil its effect lasts over many years. The building contractor, with his knowledge of construction and the help of **TERRATOX**, is the man best prepared to do a thorough job of termite control.

SEND FOR BULLETINS . . . sent to architects, building contractors and lumber yards, fully describing WOODTOX and its ease of application . . . and TERRATOX, giving a full and easily understood explanation of all the "Whys" and "Hows" of termite control.

WOOD TREATING CHEMICALS CO.

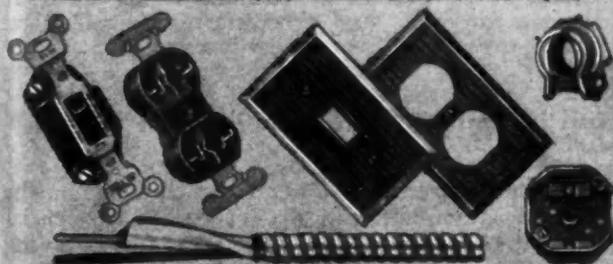
5137 Southwest Ave., St. Louis 10, Mo.

Sales Agent for **MONSANTO CHEMICAL CO.**
Santophen 20, Santobrite and Permasans



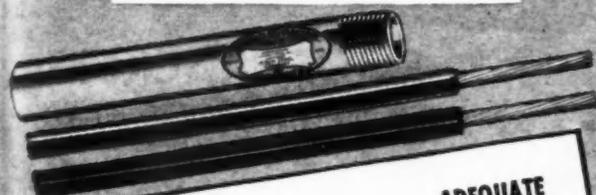
G-E WIRING MATERIALS

For New Wiring
For Wiring Modernization
The Line Is Complete



Homes today need modern wiring—new homes, existing homes. All the wiring materials needed for this wiring can be found in the G-E line. The line includes conduits, wires and cables, boxes and fittings and wiring devices. These materials are designed to be used together and are easy to install. They have high quality and can be depended upon to give long service. Specify them for new wiring systems and for wiring modernization. Their use is added proof of the outstanding quality of your jobs.

For further information see the nearest G-E Merchandise Distributor or write to Section CDW559-80, Appliance and Merchandise Department, General Electric Co., Bridgeport, Connecticut.



**ADEQUATE
WIRING IS
ESSENTIAL**

Arthur C. Holden, Pres. of N. Y. Chapter of A.I.A., says, "architects are studying improvements in wiring and electrical facilities which mark an important advance for post-war installations. Adequate wiring is as essential as adequate heating and plumbing."



BUY WAR BONDS AND HOLD THEM

Hear the G-E radio programs: "The G-E All-Girl Orchestra," Sunday 10 p.m. EWT, NBC; "The World Today" news, Mon. through Fri. 6:45 p.m. EWT, CBS; "The G-E Houseparty," Mon. through Fri. 4:00 p.m. EWT, CBS.

GENERAL ELECTRIC

A

BOXING LESSON

SOMEWHERE in Belgium. For overseas shipments of supplies as shown below, manufacturers of boxes and crates quickly learned that Western Pines have "what it takes." As a result of this "boxing lesson," they almost unanimously specify these fine, sturdy woods.



SIGNAL CORPS PHOTO

Even all-out production of Western Pines is not sufficient to supply all the demands and needs of the Army and Navy. That's why our Government had to temporarily discontinue the sale of Western Pines for general use.



WESTERN PINE ASSOCIATION

Yeon Building, Portland 4, Oregon

*Idaho White Pine *Ponderosa Pine *Sugar Pine

*THESE ARE THE WESTERN PINES

SIX STEPS OF PROTECTION IN THE PUBLIC INTEREST

... (2nd of a Series)

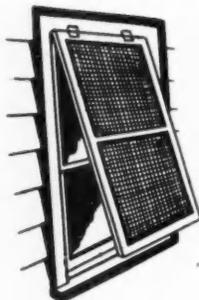


..... "Gentlemen . . .
these standards
will endure!"

There was nothing dramatic or spectacular about that meeting of the NDMA Advisory Committee in 1937. But the standards which the committee set up were designed to benefit generations of architects, builders and home owners. For these standards established, for the first time, minimum specifications for the toxic preservative treating of building woodwork . . . treatments which supplement the natural lasting qualities of wood products such as windows, doors, frames, screens and storm sash.

Ever since this country was founded, wood—warm, lasting, durable wood—has been a chosen building material. Today, the toxic preservative standards set up by the NDMA—based on the recommendations of leading technological authorities—provide public assurance that wood will continue to demonstrate its long life, its enduring value, in the homes of America.

The NDMA Seal of Approval—available by license to all manufacturers and distributors who conform to the toxic preservative standards of the NDMA—represents these six steps of protection:



1. An efficient test for measuring effectiveness of toxic preservatives
2. Minimum standards governing the toxic preservative treating of woodwork products
3. A seal identifying products treated in conformity with NDMA Toxic Preservative Standards
4. Mill inspection of treating equipment and practices
5. Laboratory check-tests of preservative solutions
6. Educational effort in the public interest

NATIONAL DOOR MANUFACTURERS' ASSOCIATION
McCORMICK BUILDING · CHICAGO, ILLINOIS



(Continued from page 134)

vestment. One of the important obstacles to a freer flow of savings into productive enterprise and investment in homes is likely to be found in the tax laws.

Provisions for the carry-forward of net operating losses and other suitable recognition of the principle of averaging incomes over a period of years, say at least five years forward, can make an important practical contribution to effecting more reasonable stability in construction activity.

After the war substantial reduction of the burden of taxation will be more conducive to employment and economic development than any elaborate system of partial or complete exemptions or other unusual incentive devices. We must face the fact, however, that if high rates by reason of absolute government necessities are to continue in the post-war period, some expedients may be necessary, as, for instance, preferential treatment of new capital investments.

* * *

Miami in January, Bangor in June

(Continued from page 97)

By obtaining the consideration enumerated above on the heating cycle it will automatically revert into a beneficial system on the cooling cycle. Certain areas served by the heating cycle will not be required by this cooling cycle and can be dampered off thereby giving slightly larger quantity of air into the areas to be conditioned which will not be objectionable.

In the initial installation a fresh air intake to be used for off season ventilation would have advantages and would enable a residential owner to add one more refinement to his year-round system.

By careful study and planning, the above points should bring to the prospective home owner the benefits which he should have from both cycles plus a proportionate savings in equipment and operating cost.

WAGNER

BUILDERS SPECIALTIES

← ROOF BRACKETS

← One model for both wood and composition shingling. Safe . . . durable . . . simple to use. Fastens with ordinary six or eight-penny nails.

LADDER BRACKETS

Adjustable. Attached to ladder rail. Takes two 6" or one 10" plank.

FOLDING SCAFFOLD BRACKETS

Fold to transport. Save time . . . save space. Easily installed . . . quickly removed. Speed up building.

When restrictions are lifted full scale production of improved Wagner Builders Specialties will be resumed immediately.

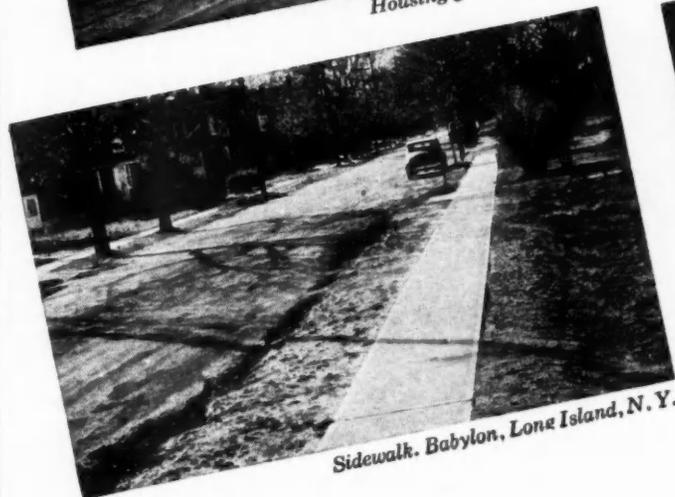
WAGNER MFG. CO. Dept. AB545
Cedar Falls, Iowa

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The

BETTER CONCRETE AT NO EXTRA COST



Housing group, Kansas City, Mo.



Sidewalk, Babylon, Long Island, N. Y.



Courthouse steps, Millersburg, Ohio

ATLAS DURAPLASTIC

**AIR-ENTRAINING PORTLAND CEMENT
MAKES CONCRETE MORE WORKABLE,
MORE UNIFORM AND MORE DURABLE**

Atlas Duraplastic, the air-entraining portland cement originated and developed by Universal Atlas, represents one of the most significant advances in cement and concrete in many years. It has long since passed the experimental stage. It has been used with gratifying success since 1939 for over 2½ million sq. yds. of paving and a variety of other jobs including houses, sidewalks, tanks, buildings, retaining walls, block and pipe. Experience on these jobs shows that Atlas Duraplastic cement makes concrete more plastic and more workable, increases durability and produces concrete that spreads, screeds and finishes more easily. Its use requires no additional materials on the job.

Send for free booklet describing development and uses of Duraplastic cement and concrete. Write to Technical Service Bureau, Universal Atlas Cement Company (United States Steel Corporation Subsidiary), Chrysler Building, New York 17, N. Y.

OFFICES: New York, Chicago, Albany, Boston, Philadelphia, Pittsburgh, Minneapolis, Duluth, Cleveland, St. Louis, Kansas City, Des Moines, Birmingham, Waco.

QUICK FACTS

About Atlas Duraplastic Air-Entraining Portland Cement

1. Complies with ASTM specifications.
2. Sells at same price as regular portland cement, requires no additional materials, and makes better concrete at no extra cost.
3. Provides the proper amount of entrained air by intergrinding with the cement the precise amount of air-entraining material needed for satisfactory field performance.
4. Requires less mixing water for a given slump.
5. Makes concrete more workable, more plastic, more cohesive, more uniform and more durable throughout.
6. Minimizes segregation and bleeding.
7. Produces concrete that spreads, screeds and finishes more easily.
8. Fortifies the concrete against the effects of freezing and thawing weather.
9. Renders paving concrete highly resistant to scaling due to action of de-icing salts.
10. Tends to reduce manipulation scale.
11. Called DURAPLASTIC because it makes concrete more durable and more plastic.

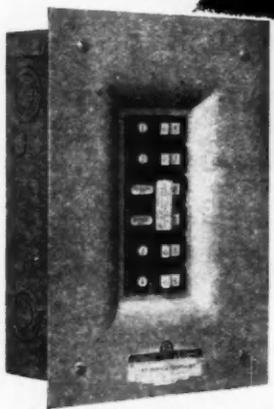
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U. A. C. CO.

The Air-Entraining Portland Cement That Makes Concrete More Durable and More Plastic

for the *New* Ranch House



TYPE AC
CIRCUIT BREAKER

FA **LOAD**
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Here is your opportunity to give a **BIG** extra in protection, efficiency and appearance at little extra cost.

Two to sixteen poles. Thermal trip on overload and magnetic trip on short circuit provide double protection. Nothing to replace when circuits are broken. Capacities of 15 to 50 amperes for 120 volt AC single or 120-208 volt AC double pole service.

Write today for free Bulletin No. 63 giving complete information and prices.



Practical Progress Chart for Builders

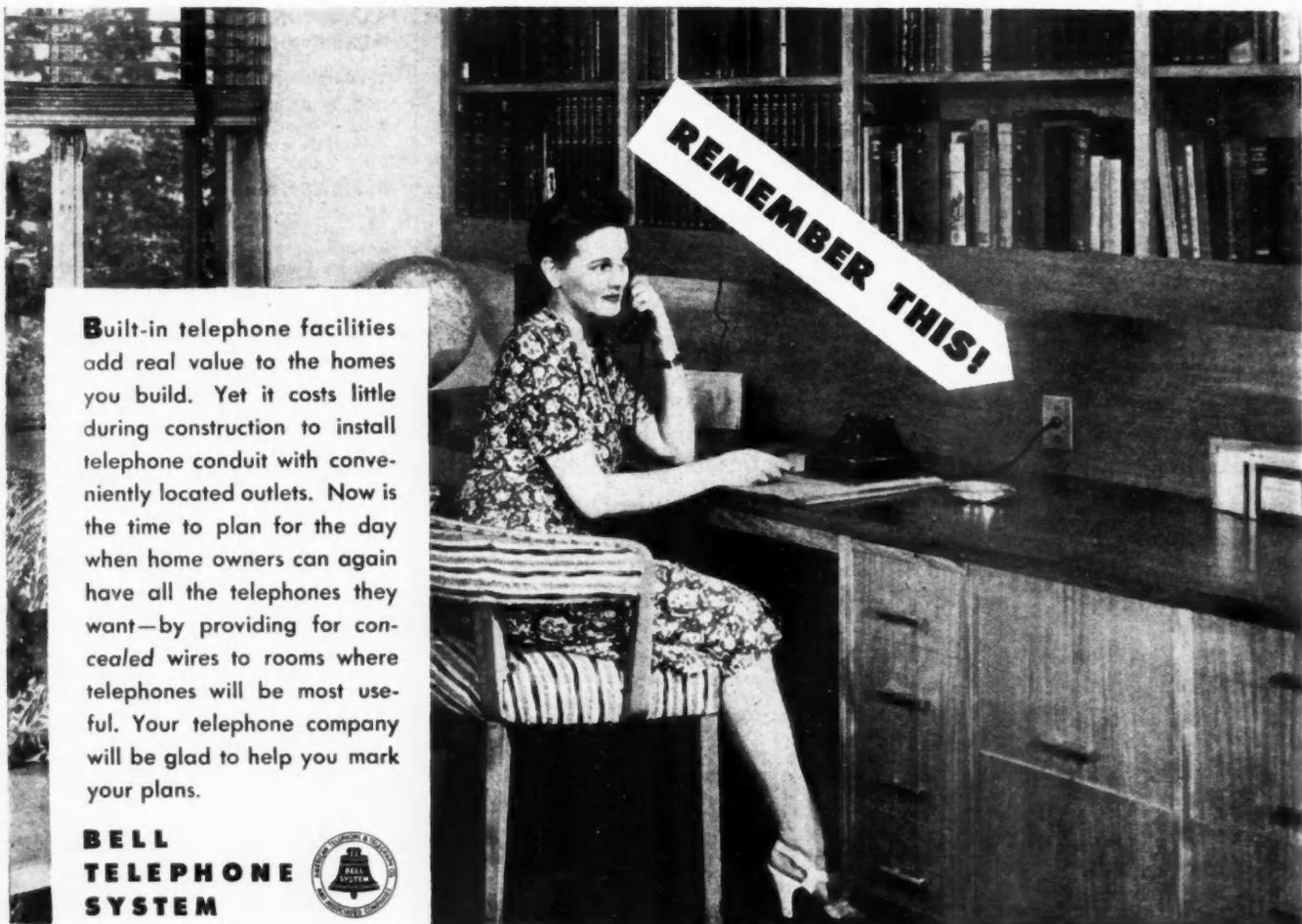
(Continued from page 87)

listing of all the operations involved, from Contract Signed through Title Closed, Mortgage Proceeds Amount Received and Mortgage Proceeds in Escrow.

On this chart, opposite the proper line and beneath the correct job number, it is the function of bookkeeper, foreman, superintendent, salesman or Reis himself, to enter the date an operation is completed; and it is the further responsibility of each person working on a job to examine the chart daily, and not to proceed with an operation until those which should have preceded it have been duly done and entered. For example, excavation cannot start until the F.H.A. commitment has been received (if, as is true in most cases, maximum mortgage insurance is desired); again, for example, the contractor will not backfill (operation 20) until he assures himself that operation 19, first F.H.A. inspection, has been made, approval received, and entry made on the chart. Failure to perform such operations in their proper order can result, as many builders have found to their financial sorrow, in the costly necessity of doing a job over again, as where backfill was done before a first F.H.A. inspection; or in reduction of the amount of insurable mortgage, as occurs when a foundation is dug before the F.H.A. commitment has been received.

Reis is the first to point out that his exact list of operations will not be of use to every builder; some may need to be added, some may be eliminated. But he highly recommends the preparation of such a wall chart, gaited to a builder's project, and strict training of every member of the builder's organization in its use.

"It is the best way we have found," he says, "to check at a glance the status of each transaction, so far as customer, contracts, deliveries, F.H.A. requirements and course of construction are concerned. All these operations are so interrelated that they must be jointly supervised, and our way of doing it is to keep this clear, up-to-date record of progress on the wall before us."



Built-in telephone facilities add real value to the homes you build. Yet it costs little during construction to install telephone conduit with conveniently located outlets. Now is the time to plan for the day when home owners can again have all the telephones they want—by providing for concealed wires to rooms where telephones will be most useful. Your telephone company will be glad to help you mark your plans.

BELL TELEPHONE SYSTEM



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Styled to Sell . . . PROFIT PACKED

A high quality matched set in Bright Zinc finish. Available in a "Profit Packed" deal or sold as individual items. Deal comes complete with attractive display board. Here is an eye-catching big profit line that will attract and easily sell itself to your customers. Matched sets, distinctively designed for quick sales.

COUNTER DISPLAY BOARD Put this attractive display on your counter and watch it go to work. Sells hardware on sight. Display board includes a sample of each item illustrated above.

PACKAGED FOR YOUR CONVENIENCE To speed up handling and delivery, and to prevent loss of parts, each item is individually packed in an attractive, heavy envelope. Catalog number, illustration of product and installation data are printed on the face of each envelope for quick and easy identification.

Your "All From One Source" Hardware Manufacturer



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Portfolio OF KITCHEN DESIGNS

This striking new booklet—planned by Virginia Hart, eminent kitchen consultant—will be of great value to you. Many illustrations of unusual, yet practical kitchens—with floor plans and unit specifications—show how easily and effectively Kitchen Maid Standard Unit Cabinetry can be combined to give all the beauty, convenience, and efficiency demanded by modern housewives.

WRITE FOR YOUR COPY. Before planning another kitchen, ask your local Kitchen Maid dealer for a copy of this valuable new booklet, or write *The Kitchen Maid Corp., 555 Snowden Street, Andrews, Indiana.*



FOUNDER OF MODERN KITCHEN UNITS

VICTOR DISAPPEARING STAIRWAY

Here is the perfect answer to more room—it makes attic space accessible without sacrificing space below. Just like adding an extra room or two. Safe and simple—easy to operate and install—for new or old homes—ceiling heights 7' 4" to 9' 0".

Shipped K. D., with complete instructions.

SOLD THROUGH BUILDING SUPPLY DEALERS



Qualitybilt WOODWORK

Sliding Window Units . . . Basement Sash Units
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Garage Doors . . . Unipak Wood Casements . . . Farlo Unique
Frames . . . Farlo-Vent Ventilators . . . Sash . . . Doors . . . Frames
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FARLEY & LOETSCHER MFG. CO.

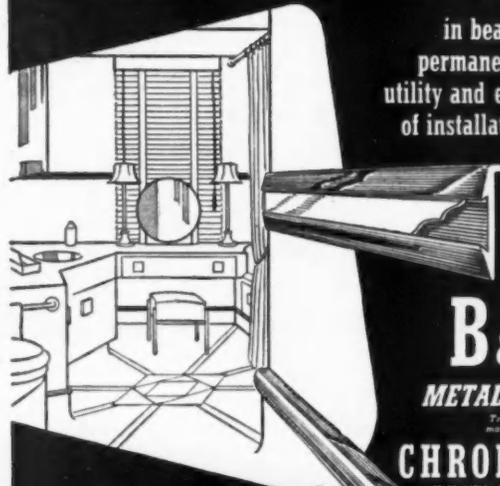
ESTABLISHED 1875

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70 YEARS OF SERVICE

Trims that STAND OUT

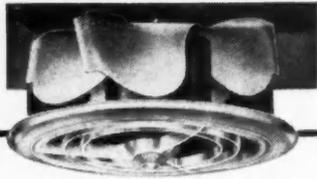
in beauty
permanence
utility and ease
of installation



B&T
METAL TRIMS
Trade marked
CHROMEDGE

For easy installation—modern appearance—permanent satisfaction—specify and use CHROMEDGE Metal Trims. Available in a complete range of sizes and shapes for every need, CHROMEDGE is the answer to your trim problem. Designed by specialists with many years of experience in the wall and floor covering field, lustrous CHROMEDGE Trims add the finishing touches to any installation. New features will soon be available in CHROMEDGE. Write!

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CEILING VENTILATION is important to Home Builders...

"OVER-THE-SPOT" ceiling ventilation will soon again be in big demand. Owners of low as well as higher priced homes will want freedom from re-circulation of greasy cooking vapors and other unwanted air.

Blo-Fan, installed directly over the source of foul air, is twice as effective as a sidewall fan across the room. Blo-Fan combines the principles of both fan and blower—it has *volume plus power*.

Dress up your postwar homes with Blo-Fans—in kitchens, bathrooms, gamerooms, laundries.

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PRYNE & CO., INC.
1245 E. 33rd St. • LOS ANGELES, 54

BRANCHES (TO BE RE-ESTABLISHED AFTER THE WAR)
SAN FRANCISCO • SEATTLE • CHICAGO • NEW YORK



Why
You can

GUARANTEE NO SMOKE

With a fire burning, a fireplace chimney will draw from 10,000 to 15,000 cu. ft. of air out of a house in an hour. Tightly constructed homes of the future won't let that much air in, except down the chimney. Result—*down-draft—annoying smoke!*

You avoid this when you use Bennett Fresh-Aire Fireplace Units. They draw fresh replacement air from outdoors, warm it, and distribute it into the room. They enable you to *guarantee* smokeless operation, extra warmth, and increased comfort.

Selling value? *Ten times* the little added cost (if any).

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Producers of

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Fresh-Aire
FIREPLACES

Flexscreen
The SAFETY FIREPLACE CURTAIN

—and Fireplace Construction Supplies... We shall produce when you can build.

Reis Aims for Better Class Market

(Continued from page 89)

PLUMBING FIXTURES—Standard Sanitary Manufacturing Co., and Kohler of Kohler.

LINOLEUM—Congoleum-Nairn "Sealex" linoleum on bathroom floor and walls and kitchen.

WINDOWS AND OTHER BUILDING REQUIREMENTS—Truscon Steel Co.

WALLPAPER—"Thibaut" and "Artraft."

GLASS BLOCKS—Libby-Owens and Pittsburgh Plate Glass Co.

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INSULATION—Mineral Wool by Johns-Manville and U. S. Gypsum Co.

ASBESTOS SIDE WALL SHINGLES, ROOFING MATERIAL—Flintkote, Keystone, Ruberoid, and Keasbey-Mattison.

ELECTRICAL WIRING—General Electric Co.

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MEDICINE CABINETS—United Metal Box Co., Brooklyn, N.Y.

FIREPLACE MANTELS AND EQUIPMENT—Morgan Millwork Co.

CEMENT—Lehigh Valley Portland Cement Co.

(Continued to page 142)

WANDER

First

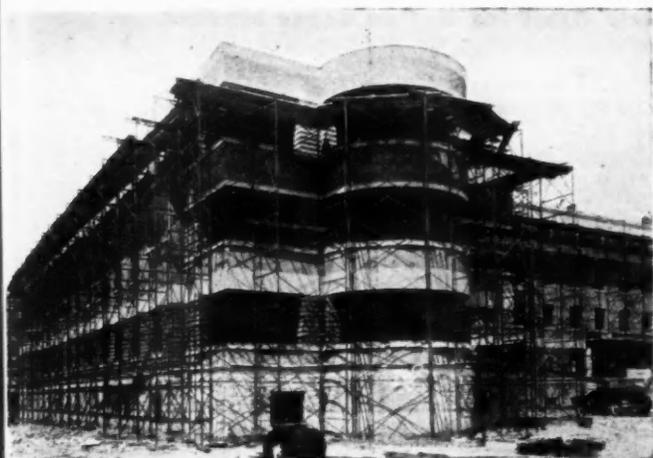
CHOICE IN SMALL JOB MIXERS

You can't TOP these WONDERS for those many jobs now looming up. More than 30 years of Mixer "know how" is the secret of their success. Huskily built, yet light enough to handle. Easy to charge... fast, thorough figure-8 mixing action.

2½, 3 and 3½ Cu. Ft. Capacities

See your CMC Distributor, or write

CONSTRUCTION MACHINERY COMPANY
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SAFWAY SCAFFOLDING

will reduce Home Construction Time

The speed with which Safway Scaffolding is erected to conform to the contour of any surface and the broad working platforms it provides on many levels will enable you to save considerable time and expense in the construction of homes and apartments.

Free—For complete details on how to adapt Safway Scaffolding to your work, write for our new illustrated 32-page Bulletin No. AB-545

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Distributors in Principal Cities:

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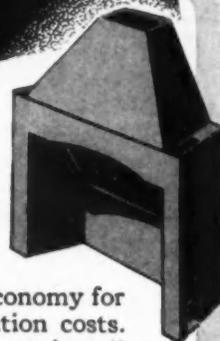
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EXTRA SALES APPEAL...

The **HEATILATOR**
Fireplace

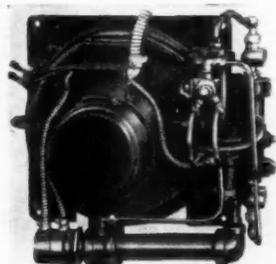
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Extra sales appeal for the house, extra convenience and economy for the buyer, and lower construction costs. That's what you get when you install Heatilator Fireplaces in the houses you build. They circulate heat, help to cut fuel bills. No damper or smoke dome to install. No throat or firebox to form. Less masonry to lay. Heatilator Fireplaces go up faster, with less trouble. Eliminate the usual causes of smoking. Available as soon as building starts.

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The Heatilator Fireplace is Easier to Build



**HOW
CAN YOU BRING
YOUR Fuel Bills
DOWN**

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AND keep THEM DOWN FOR YEARS

That's no mere \$64 question... it's a question that can run into serious money if you have a big heating job to do. And the answer... whether your problem is big or little... put in Johnson Oil Burner equipment.

If that sounds too simple, remember that for 42 years trained engineers have been perfecting Johnson Burners... making them capture and use more heat from every gallon of oil... making them safer, quieter and more fully automatic. Ask your heating engineer... He knows.

There's a Johnson Burner for every job... house or hotel... hot air, hot water or steam. Some types and sizes are available even now. Let us know what you need.

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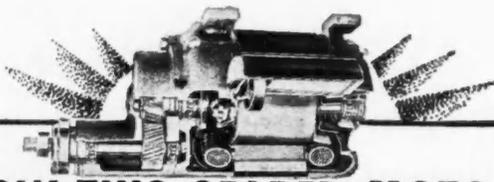
A modernized laundry with a Tile-Tex floor.

USE *Tile-Tex* IN
MODERNIZATION WORK

Today's restrictions on construction still make it possible to use Tile-Tex Asphalt Tile in rumpus rooms, laundries, kitchens, and hallways where the cost of the installation does not exceed two hundred dollars.

You can use Tile-Tex in many of the small remodeling jobs which are so plentiful today. Home owners everywhere are interested in modernizing within today's limitations. Send today for "Floors That Endure" and the name of the nearest approved Tile-Tex contractor.

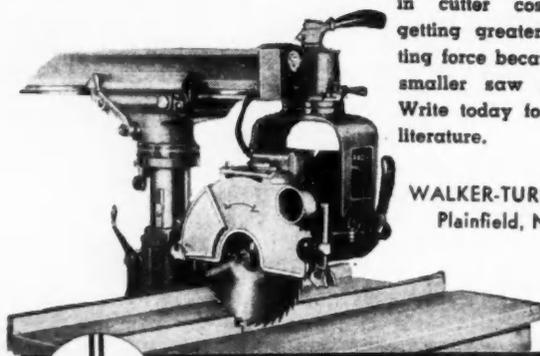
The Tile-Tex Company CHICAGO HEIGHTS, ILLINOIS



HOW THIS GEARED MOTOR PERMITS DEEPER CUTS!

In most radial saws, the blades are connected directly to the rotor shaft of the motor. In the Walker-Turner Radial Saw, however, the blade is attached to a drive shaft of a geared motor, close to the circumference of the housing. This permits deeper cuts with the same size blades. You make substantial savings

in cutter costs while getting greater rim cutting force because of the smaller saw radius. Write today for detailed literature.



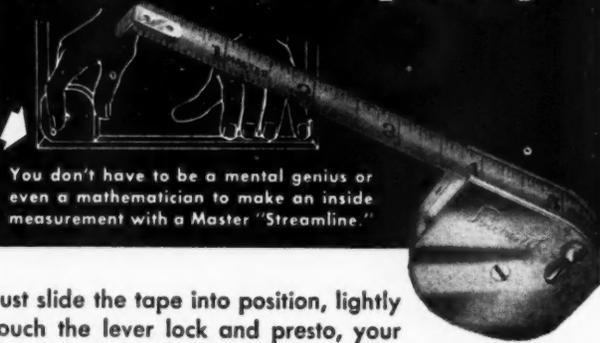
WALKER-TURNER CO.,
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DRILL PRESSES — HAND AND POWER FEED • RADIAL DRILLS
METAL-CUTTING BAND SAWS • POLISHING LATHES • FLEXIBLE SHAFT MACHINES
RADIAL CUT-OFF MACHINES FOR METAL • MOTORS • BELT & DISC SURFACES

INSIDE MEASURING the Quick, Easy Way!



You don't have to be a mental genius or even a mathematician to make an inside measurement with a Master "Streamline."

Just slide the tape into position, lightly touch the lever lock and presto, your reading is there right on the rule — no adding or subtracting. And, what is more, your reading will be absolutely accurate for even in machine shops, where accuracy is not taken lightly, the "Streamline" has become an essential tool.

But inside measuring is only part of the story for "Streamline" has many other uses. It can be used as a caliper height gauge and scribe — in fact it is handy for any kind of bench measuring or layout work.



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- STREAMLINE 6 ft. size (\$2.00 ea.)
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 - 8 ft. replaceable blade (70c ea.)
 - 6 ft. replaceable blade (65c ea.)

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Address _____
City _____ State _____

Reis Aims for Better Class Market

(Continued from page 140)

- NAILS—American Steel & Wire Co.
- FIREPLACE DAMPERS, ASH PIT DOORS—Donley Co.
- RANGE HEAT REGULATORS—Robertshaw Co.
- DISAPPEARING STAIRS—Bessler Co.
- TILE—Paradee Tile Co. of N.J.
- LUSTRA GLASS—American Window Glass Co.
- STEEL DOOR FRAMES—Superior Fireproof Door & Sash Co., N. Y. C.
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As for post-war substitutes, Reis says they must make their own way by proving their worth and their attractiveness from a cost angle. He definitely does not intend to go in for experimentation but will stick to "proved" products. Among possible new features, he is flirting with the idea of concrete floors with wall to wall carpeting, though his mind is not yet made up on this point.

He feels that people have been oversold on the idea of the "miracles" they may expect in a new home. He expects to give them built-in furniture to some degree, particularly complete built-in corner units—seats, bookcases, credenzas, etc. Large glass and window areas will be featured, along with indirect lighting and the elimination of floor lamps and cords. His plans call for air conditioning systems with refrigerating and freezing units included, as well as a cool room for the storage of produce.

"Architectural plans post-war," he believes, "will not be quite so much to the 'left' as anticipated, but will take on pre-war general lines and then progress with the scientifically developed ideas made possible by war research, uses and necessity. Prefabrication will largely be on site and will follow assembly-line methods as closely as possible."

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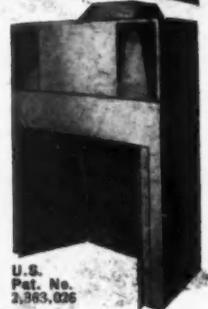
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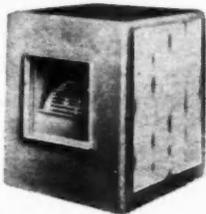
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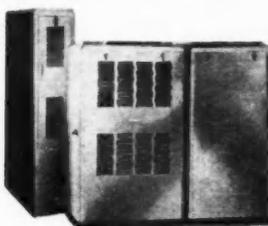
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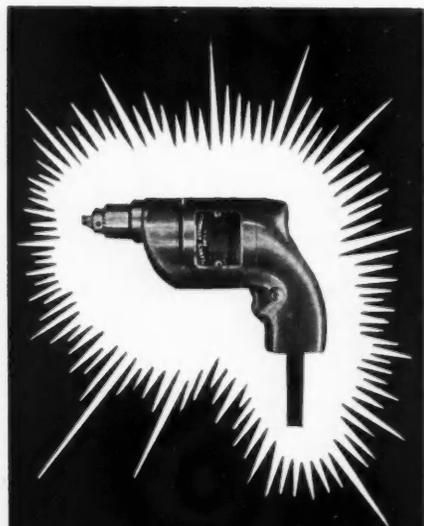
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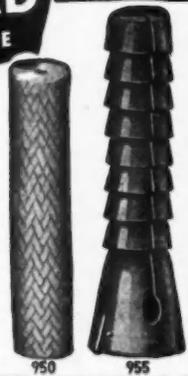
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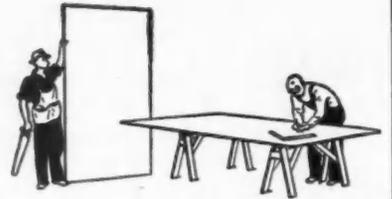
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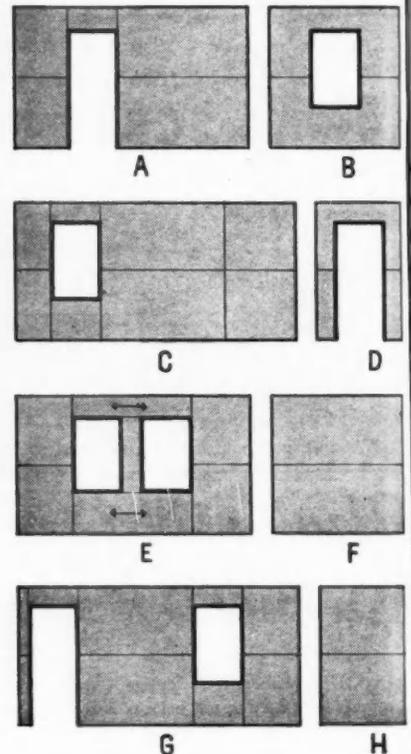
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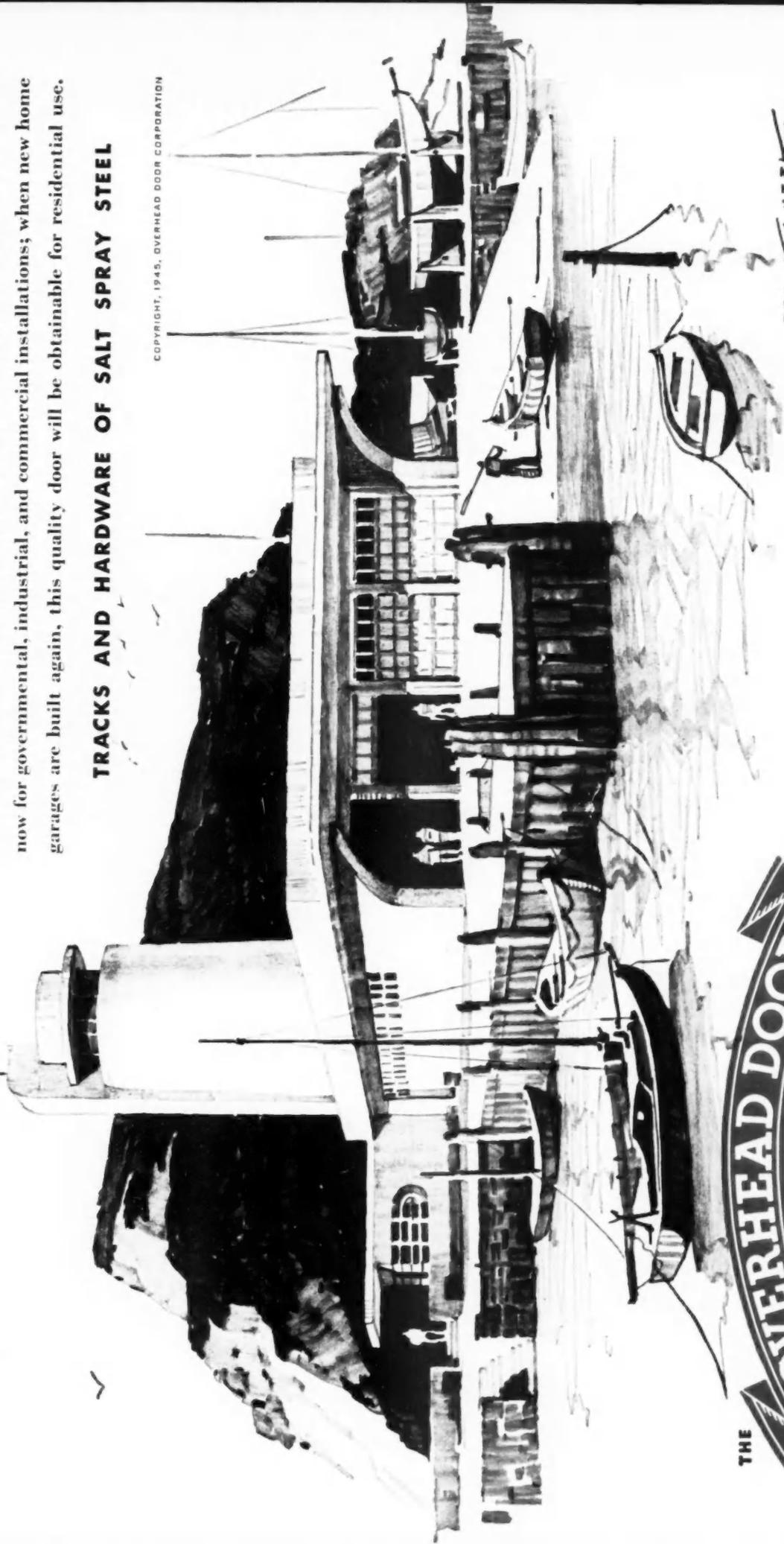
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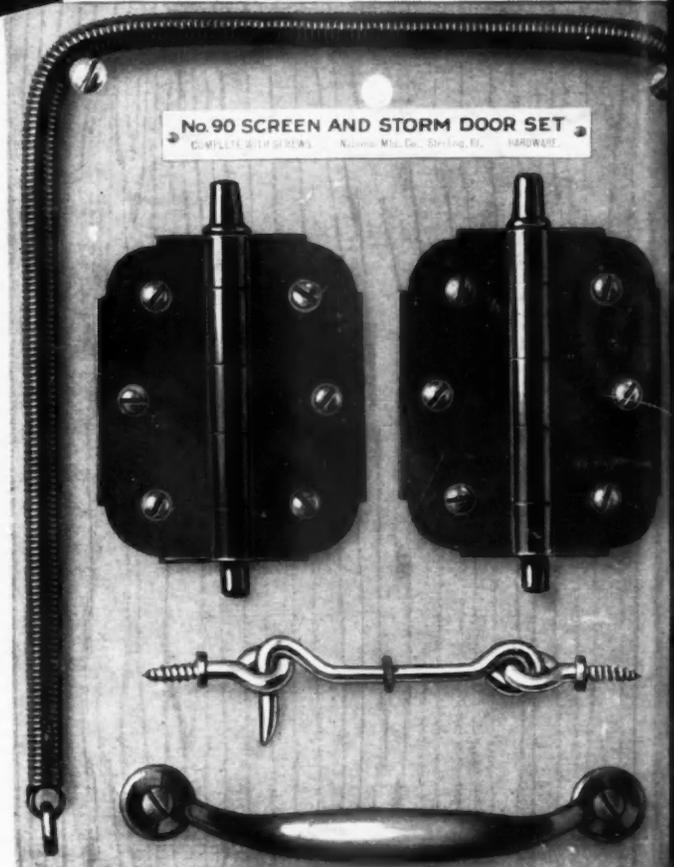
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